

Longwoods International
Price Proposal in response to:
Michigan Strategic Fund
2016 PURE MICHIGAN CAMPAIGN INSIGHTS STUDY
RFP-CASE- 183934

Longwoods International and Tourism Economics do not bill by hourly rates, as some ad agencies and other creative services do. We use flat project fees, which include all expenses, services, and costs. We do this with all of our clients, because it allows us to focus on serving our clients' needs and providing the highest level of service without "nickel and diming" you to death. It keeps your costs low and allows us to focus on the research.

<p>Longwoods' Image Benchmark and Accountability Study <i>includes: all aspects of conducting the research (with a sample size of 4,000) and delivering the final report, all travel costs to present in Michigan, ongoing support during and beyond life of the contract. This is a firm price. Price also includes two years of Travel USA® at no charge, which is valued at \$79,000.</i></p>	<p>\$149,000</p>
<p>Tourism Economics' MEDC marketing ROI economic impacts <i>Provides indirect and induced impacts of the campaign. This is a fixed price. Any required travel will be billed at cost with prior client approval.</i></p>	<p>\$15,000</p>
<p><i>Total</i></p>	<p>164,000</p>
<p>Optional: Tourism Economics' Economic Impact Study of the Michigan Tourism Industry, state and county-level <i>This is a fixed price.</i></p>	<p>\$65,000</p>