

**PRICING PROPOSAL**

*Project Timeline*

Michigan Strategic Fund 2016 Pure Michigan Campaign Insights Study RFP Case 183934	
Project Cost Detail	Price \$USD
Project Management – 80 hours @ \$50 per hour	\$4,000
Survey Design – 40 hours @ \$150 per hour	\$6,000
Survey Programming – 40 hours @ \$100 per hour	\$4,000
Survey Hosting – 4,000 completes @ \$0.50 per complete	\$2,000
Data Collection – 4,000 completes @ \$22.50 per complete	\$90,000
Data Processing – 45 hours @ \$100 per hour	\$4,500
Reporting & Analysis – 60 hours @ \$150 per hour	\$9,000
<b>Project Total</b>	<b>\$119,500</b>

**Rate Information**

Project Management	\$50 per hour
Survey Design	\$150 per hour
Survey Programming	\$100 per hour
Survey Hosting	\$0.50 per survey complete
Data Collection	\$22.50 per survey complete including incentives
Data Processing	\$100 per hour
Reporting & Analysis	\$150 per hour

**Valient Staff Project Rates**

Scott Upham	\$150 per hour
Chris Olliff	\$150 per hour
Daniel Gremke	\$100 per hour
Jacquelyn Kemp	\$50 per hour