

February 8, 2013

Ms. Kim Adkins
Executive Director
West Piedmont Workforce Investment Board
233 W Commonwealth Blvd
Martinsville, VA 24112

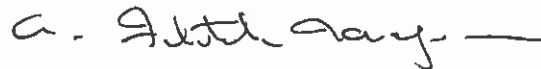
Dear Ms. Adkins:

Thank you for this opportunity to submit a proposal for on-call professional services to the West Piedmont Workforce Investment Board for workforce analysis, facilitation, grant writing, and public involvement and outreach. You will find our proposal and a summary of our insurance coverage and limits attached.

I will be the contact person for this proposal and my full contact information is listed below. In addition, per your request please note that our federal tax ID number is EIN 83-0356343.

Thank you again.

Sincerely,



A. Fletcher Mangum.
Managing Partner

West Piedmont Workforce Investment Board Proposal for on-call Professional Services February 8, 2013

Submitted by Mangum Economic Consulting, LLC

Section I - Organizational Capabilities and Capacity

Mangum Economic Consulting, LLC is a Richmond, Virginia based firm that specializes in producing objective economic, quantitative, and qualitative analysis in support of strategic decision making. Mangum Economic Consulting is located in the former Lucky Strike building on historic Tobacco Row, in downtown Richmond. Its list of clients includes such organizations as AREVA, Averett University, Frederick County Area Development Corporation, Harrisburg Area Community College, Liberty University, Southern Virginia Higher Education Center, SkillSource Group, Verizon, Virginia Chamber of Commerce, Virginia Economic Development Partnership, Virginia Employment Commission, Virginia Manufacturers Association, Virginia Tobacco Indemnification and Community Revitalization Commission, and WalMart. Mangum Economic Consulting has become known as a leader in industry analysis, economic impact assessment, policy and program assessment, and economic and workforce strategy development.

Examples of recent studies (specifically relevant studies in bold):

- **"The Regional Economic Impact of the Northern Virginia Workforce System," The SkillSource Group, November 2012.**
- "Estimated Fiscal and Economic Impact of two Proposed Facilities within the Port of Virginia," Perdue AgriBusiness Inc., November 2012.
- "Analysis of the Economic Contribution that Liberty University makes to the Lynchburg MSA and Virginia," Liberty University, November 2012.
- "Newport News Shipbuilding's Economic Contribution to Hampton Roads, Virginia, and the U.S.," Huntington Ingalls Industries, October 2012.
- **"PY 2011 Regional Economic Impact of the South Central Pennsylvania Workforce Development System," South Central Workforce Development Board, September 2012.**
- **"Analysis of the Occupation-Driven Demand for Graduates in the South Central Workforce Investment Area," South Central Pennsylvania Workforce Investment Board, September 2012.**
- "Analysis of the Economic Contribution that a Proposed New Dental School would make to Tazewell County and Southwestern Virginia," Tazewell County Industrial Development Authority, June 2012.
- "Analysis of the Economic Contribution that HACC makes to Central Pennsylvania," Harrisburg Area Community College, May 2012.

- "Economic and Fiscal Impact of the Film *Lincoln* on the Greater Richmond-Petersburg Area," Virginia Film Office, May 2012.
- "Preliminary Analysis of Entrepreneurship Training Assets in Virginia," West Piedmont Workforce Investment Board, April 2012.
- "Current and Potential Economic and Fiscal Contribution of the Science Museum of Virginia's Event Facility," Science Museum of Virginia, January 2012.
- "E-Fairness and Virginia's Economy," Retail Industry Leaders Association, January 2012.
- "Analysis of the Economic Contribution that a proposed Civic Center Complex would make to Region 2000," Region 2000 Economic Development Council, January 2012.
- "West Piedmont Workforce Investment Area Demand Occupation and Workforce Analysis," West Piedmont Workforce Investment Board, December 2011.
- "The Regional Economic Impact of the Northern Virginia Workforce System," The SkillSource Group, October 2011.
- "The Economic Contribution that Manufacturing makes to the City of Hopewell and Surrounding Communities," Hopewell Regional Wastewater Treatment Facility, October 2011.
- "The Motion Picture and Video Industry's Contribution to Virginia's Economy," Virginia Film Office, October 2011.
- "Manufacturing and the Role it Plays and Could Play in the Tobacco Dependent Region," Virginia Tobacco Indemnification and Community Revitalization Commission, September 2011.
- "Labor Supply and Demand Analysis for Industry in the Lynchburg MSA," Virginia Manufacturers Association," August 2011.
- "Analysis of the Economic Contribution that the proposed *Center for Medical Health and Science Education and Research* would make to the Tobacco-Dependent Region of Virginia," Liberty University, July 2011.
- "Economic and Demographic Trends affecting Region 2000's Economy," Region 2000 Economic Development Council, Virginia, May 2011.
- "Analysis of the likely contribution that the proposed *Center at the Lake* would make to the economy of the Smith Mountain Lake Area," Moneta Arts, Education, and Community Center, Virginia, March 2011.
- "Estimated Fiscal and Economic Impact of the Proposed Expansion of the Warrenton Walmart," Walmart, Virginia, March 2011.
- "District of Columbia, Maryland, and Virginia Green Jobs Gap Analysis," Mid-Atlantic Regional Collaborative, Virginia, March 2011.
- "Rural Workforce Network Consortium Blotechnology/Life Sciences/Medical Targeted Industry Economic Study," Concho Valley Workforce Development Board, Texas, November 2010.

State consultations and presentations: Virginia Governor's Joint Advisory Board of Economists, Mid-Atlantic Regional Collaborative, Maryland Governor's Workforce Investment Board, Opportunity Inc., Peninsula Council for Workforce Development, Region 2000 Economic Development Council, SkillSource Group, State Council of Higher Education for Virginia, Texas Rural Workforce Network Consortium, Virginia Association of Counties, Virginia Community College System, Virginia Economic Development Partnership, Virginia Manufacturers Association, Virginia Rural Prosperity Commission, Virginia Tobacco Indemnification and Community Revitalization Commission, Virginia Workforce Council, and West Piedmont Workforce Investment Board.

National consultations and presentations: Labor Market Information Training Institute, National Association for Workforce Boards Conference, and National Association of State Budget Officers.

References:

Mr. David Hunn
Executive Director
SkillSource Group
703-752-1606
david.hunn@myskillssource.org

Ms. Terri Kaufman
Executive Director
The South Central Workforce Investment Board
717-920-2840
tkaufman@wibpa.org

Mr. Bryan David
Executive Director
Region 2000 Economic Development Council
434-847-1447
bdavid@region2000.org

Contact Information:

Fletcher Mangum, Ph.D.
Managing Partner
Mangum Economic Consulting, LLC
50 Pear Street
Richmond, Virginia 23223
804-771-5338
fletcher@mangumeconomics.com

Section II – Qualifications of Key Personnel

Fletcher Mangum, Ph.D., Managing Partner

Dr. Mangum is Managing Partner of Mangum Economic Consulting. In addition, in 2010 Dr. Mangum was appointed by Virginia Governor Bob McDonnell to serve on the Governor's and General Assembly's Joint Advisory Board of Economists and is also a past President of the Virginia Association of Economists. Dr. Mangum has also served on the gubernatorial transition teams for Virginia Governors Bob McDonnell and Jim Gilmore.

Dr. Mangum earned his Ph.D. in economics from George Mason University in 1995, where he received his training under Nobel Laureate James Buchanan and the team of colleagues that Dr. Buchanan had recruited to the Center for Study of Public Choice. He has nearly two decades of experience in quantitative analysis and policy development at both the federal and state level. Immediately prior to founding Mangum Economic Consulting in 2003, he served as Associate Director and Chief Economist for the State Council of Higher Education for Virginia, where he was responsible for producing performance metrics for Virginia's system of higher education, oversaw the Council's recommendations for Virginia's \$5 billion biennial higher education budget, and worked closely with the business community to improve the nexus between higher education and business.

David Brat, Ph.D., Associate

Dr. Brat is Chair of the Economics and Business Department at Randolph-Macon College in Ashland, Virginia. In addition, he works as special legislative assistant in the Virginia General Assembly. Dr. Brat also serves on the Governor's and General Assembly's Joint Advisory Board of Economists, the Boards of the Richmond Metropolitan Authority, works with the association for Richmond Area Business Economists, and is a past President of the Virginia Association of Economists

Dr. Brat received his Ph.D. in Economics from the American University in Washington, D.C. He earned his B.A. in Business at Hope College, in Holland, Michigan, and a Masters in Divinity at Princeton Theological Seminary. He has also worked for Arthur Andersen, the Army and the World Bank.

Jordan Anderson, Research Assistant

Jordan Anderson received his Bachelor of Arts in Economic and Politics from Washington and Lee University in 2007 and anticipates receiving her Masters in Economics from Virginia Commonwealth University in 2014. He has five years of experience as an analyst evaluating the performance of federal programs and a proven track record of effective oral, written, administrative, and analytical skills.

Katherine DeRosear, Facilitation and Grant Writing Consultant

Katherine has over fifteen years of experience in research, policy, and strategic planning specific to workforce education and training. She served as the Deputy to the Governor's Senior Advisor for Workforce Development and Virginia Workforce Council where she researched and authored several workforce integration policy briefs including the creation of the Career Readiness Certificate; the Deputy Director for the Council on Virginia's Future where she launched the *Virginia Futures Forum* to bring top-level business, community and government leaders to develop a policy framework for addressing workforce issues; and, Director of Workforce Policy for the Virginia Community College System where she developed regional cross agency workforce system governance structures.

Capital Results LLC, Public Involvement and Outreach Subcontractor

Capital Results is a strategic communications and government affairs firm that specializes in building political and public support for a wide range of companies and associations. The company manages controversial and highly publicized issues that involve some combination of media, community and government relations. The company's communications capabilities encompass traditional media relations, social media engagement, grassroots community outreach and business coalition development. Capital Results' communications team offers a deep knowledge-base and network of relationships in all four of Virginia's media markets, both for advertising and earned media.

Capital Results' government affairs practice focuses on state and local government issues, including local land use, state legislation, regulatory affairs and government contract procurement. The company maintains close and long-standing relationships with Virginia's top political, business and thought leaders, which time and again have proved invaluable in managing successful state and local government initiatives. The company's current clients include Wal-Mart, Verizon, Northrop Grumman, CSX, Appalachian Power, Alpha Natural Resources, Medco Health Solutions and the International Bottled Water Association, to name a few.

Section III - Specific Plans and Methodology


Project Deliverables:

1. Provide on-call services for analysis of labor market conditions within the West Piedmont Workforce Investment Area as they relate to ensuring an adequate pipeline of trained workers to meet existing and future workforce needs within the region. Key staff involved would be Dr. Fletcher Mangum, Dr. David Brat, and Jordan Anderson. Such analysis could include, but would not be limited to:

- Asset mapping.
 - Identifying gaps in the pipeline of trained workers based on projected and proposed workforce needs.
 - Economic impact analysis.
 - Identification of closely related skilled labor pools.
2. Provide facilitation support. Key staff involved would be Katherine DeRosear. Such support could include, but would not be limited to:
- Facilitation of strategic planning and other group meetings or workshops.
 - Conducting focus groups.
3. Provide support for public involvement and outreach. Key staff involved would be Capital Results, LLC. Such support could include, but would not be limited to:
- Marketing and public relations initiatives.
 - Media relations.
 - Surveys.
4. Provide support for grant writing. Key staff involved would be Katherine DeRosear. Such support could include, but would not be limited to:
- Preparation of grant proposals.

Section IV - Cost Proposal

Task	Rate
Workforce Analysis	\$200/hr
Facilitation	\$150/hr
Public Involvement and Outreach	To be quoted on a per project basis
Grant Writing	\$150/hr


 A. Fletcher Mangum
 Managing Partner

**BUSINESSOWNERS DECLARATION
BUSINESSOWNERS RENEWAL DECLARATIONS**

16

RENEWAL OF OBR 8996069

Policy Number	Policy Period		Coverage is Provided in the	Agency Code
	From	To		
OBR-8996069-02	01/22/2013	01/22/2014	CITIZENS INSURANCE COMPANY OF AMERICA	300250900

Named Insured and Address

MANGUM ECONOMIC CONSULTING LLC
50 PEAR STREET
RICHMOND, VA 23223

Agent

804-282-6723
VIRGINIA COMMONWEALTH CORP
2570 B GASKINS ROAD
RICHMOND, VA 23238

Policy Period: Beginning and Ending at 12:01 a.m. Standard Time at the Location of the Described Premises.

Business Type: LIMITED LIAB. CORPORATION

Mortgagee/Loss Payable:

Business of the Named Insured:

OFFICE.

In consideration of the premium, insurance is provided the Named Insured with respect to those premises described in the Schedule below and with respect to those coverages and kinds of property for which a specific Limit of Insurance is shown, subject to all of the terms of this policy including forms and endorsements made a part hereof:

LOCATION SCHEDULE

Described Premises:

NO. 1 50 PEAR STREET, RICHMOND, VA 23223

Property Coverage	Limits of Insurance					
	Loc No	001	Bldg No	001	Loc No	Bldg No
Deductible Amt	\$	500			\$	
Building Amount Valuation		NOT COVERED				
Bus Personal Prop Valuation	\$	37,131				
		RC				
Business Income	ACTUAL BUSINESS LOSS SUSTAINED NOT EXCEEDING 12 CONSECUTIVE MONTHS					
Business Income Waiting Period	Excluded / None / 24 hour / 48 hour / 72 hour					
	24 HOUR					
Coverage	Limits of Insurance					
Liability and Medical Payments: Except for Property Damage Legal Liability, each paid claim for the following coverages reduced the Amount of Insurance we provide during the applicable annual period. Please refer to Paragraph D.4. of Section II- Liability of the Businessowners Coverage form.						
Business Liability	\$	1,000,000	Per Occurrence	\$	2,000,000	Aggregate
Medical Expenses	\$	5,000	Each Person			
Property Damage Legal Liability	\$	300,000	Any one Fire, Explosion, Lightning, Smoke or Leakage			

Form 391-1002 (6-05)

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Date Issued: 11/18/2012

ORIGINAL/INSURED

Payment Type: DIRECT BILL