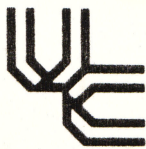


University of Cincinnati



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Mr. Orville Simpson II
3417 Erie Avenue, Apt. 406
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Dear Orville:

I am sorry it has taken me so long to reply to your very thoughtful letter of November 8, and to thank you for your home hospitality a month ago. That was an intriguing evening, and it was a real pleasure to meet you. The Fall Quarter at the University is always frantic, but especially so this year because we are under-staffed (one colleague is on leave) and we have been hounded by four students all simultaneously wanting to sit for their comprehensive examinations. We have had to oblige them, while much else has had to be postponed. More importantly, however, I wanted to discuss the Victory City project with my colleagues before putting my reflections into words. I did not want to send you merely a snap reaction.

It seems to me that what you have created over these past several years could proceed in either or both of two directions. First, there is what I would call an implementation model--that is, a determined attempt to build Victory City somewhere on the face of the earth. Second, there is what I would call an educational model--the continuing elaboration of the project as a stimulus to teaching and research in the field of "urban futures."

The implementation model would require completing the Victory City design (all those items that your letter listed in "category No. 1"), carrying out a feasibility study (consisting largely, I suspect, of marketing and locational surveys of potentially interested investors, participants, and sites), and then bringing the scheme to fruition (with the help of architects, engineers, construction firms, the Victory City Corporation, and so on). Private consulting firms that work in urban development would almost certainly have to become involved. My university colleagues who have the technical and legal expertise in the relevant fields do not generally work as teams (although this would not be impossible, and might even be salutary), and their students, who are by definition not yet qualified to prepare working plans (and who still require close supervision), would be legally disqualified from participating fully and independently in the scheme, disappointing though that would be. I can only guess at what a consulting firm would charge for its services, although I do know that my technically-qualified colleagues earn \$1,000 or more a week for consulting assignments during the two months of each year when the University pays them no salary. These "start-up" costs, and the difficulty of directly involving university students or faculty members, inclines me to set aside the implementation model, at least for the moment. It needs mulling over for a little while longer.