

D-28-2014

SW



URBAN REDEVELOPMENT AUTHORITY  
AWARD JUSTIFICATION FORM

PROFESSIONAL SERVICES

PROJECT NAME: Aptus Digital Training  
SERVICES REQUESTED: Digital Marketing Training  
CONTRACT DURATION: May 28, 2014 – July 31, 2014  
DATE OF RFP: No RFP  
PROPOSAL DUE DATE: N/A  
PROPOSALS REQUESTED: 1  
(Number)  
PROPOSALS RECEIVED: 1  
(Number)  
PROPOSERS SUBMITTING: Aptus Digital  
(Name)  
PROPOSER SELECTED: Aptus Digital  
CONTRACTED AMOUNT: \$1,920  
CRITERIA FOR SELECTION: See below.  
REJECTED PROPOSALS:  
DEPARTMENT/AUTHORITY RECOMMENDING AWARD: Split between ARF Executive - Professional Development and CIE Executive - Professional Development.

WAS AWARD MADE TO LOWEST QUALIFIED PROPOSER? YES  NO  NOT APPLICABLE

IF NO, DEPARTMENT AND/OR AUTHORITY MUST PROVIDE EXPLANATION: The URA has elected to use Aptus Digital since they are experts in digital marketing and were able to offer the URA a discounted training.