

BUILDING PITTSBURGH WITH



URBAN REDEVELOPMENT AUTHORITY

AWARD JUSTIFICATION FORM

5-29-2012

PROFESSIONAL SERVICES

PROJECT NAME: Brand Identity Package

SERVICES REQUESTED: Marketing Services

CONTRACT DURATION: May 17, 2012 – December 31, 2012

DATE OF RFP: March 1, 2010

PROPOSAL DUE DATE: March 19, 2010

PROPOSALS REQUESTED: 28
(Number)

PROPOSALS RECEIVED: 7
(Number)

PROPOSERS SUBMITTING: FSC Marketing and Communications, Bynums Marketing, Kolano Design, Wall to Wall Studios, Savvy Group, Martin Public Relations, MCM Communications
(Name)

PROPOSER SELECTED: Wall to Wall Studios, FSC Marketing and Communications, Martin Public Relations, and MCM Communications

CONTRACTED AMOUNT: \$5,000

CRITERIA FOR SELECTION: Wall to Wall Studios was short listed from the proposals received and was deemed to have the best approach to our marketing and design needs. They were selected because they designed and published our Executive Report. This contract is a companion piece to this report.

REJECTED PROPOSALS: The proposals that were rejected were done so because the concept provided by Wall to Wall Studios most closely met the needs of the URA.

DEPARTMENT/AUTHORITY RECOMMENDING AWARD: Executive / Marketing

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

IF NO, DEPARTMENT AND/OR

AUTHORITY MUST PROVIDE EXPLANATION: