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6-20-2013



Urban  
Redevelopment  
Authority  
of Pittsburgh

### URBAN REDEVELOPMENT AUTHORITY AWARD JUSTIFICATION FORM

#### PROFESSIONAL SERVICES

PROJECT NAME: Brand Identity Package

SERVICES REQUESTED: Marketing Services

CONTRACT DURATION: May 1, 2013 - December 31, 2013

DATE OF RFP: March 1, 2010

PROPOSAL DUE DATE: March 19, 2010

PROPOSALS REQUESTED:  
(Number) 28

PROPOSALS RECEIVED:  
(Number) 7

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

PROPOSER SELECTED: Wall to Wall Studios

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 Prospectus and Annual 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?  
IF NO, DEPARTMENT AND/OR

YES  NO

AUTHORITY MUST PROVIDE EXPLANATION: