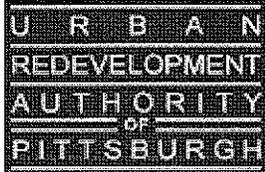


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URBAN REDEVELOPMENT AUTHORITY  
AWARD JUSTIFICATION FORM

PROFESSIONAL SERVICES

PROJECT NAME: The Candy Shop LLC

SERVICES REQUESTED: Refine marketing strategy, review pricing

CONTRACT DURATION: Two Months

DATE OF RFP: January 12, 2009 RFQ as published in URA Web Site BDC Request for Small Business Assistance Services. URA Board Pre-Approved listing of consultants at March 2009 Meeting.

PROPOSAL DUE DATE: January 30, 2009

PROPOSALS/RFQ's REQUESTED: Open

PROPOSALS/RFQ's RECEIVED: Multiple (see BDC consultant file)

PROPOSERS SUBMITTING: S.I. Business Associates, JoAnn Forrester

PROPOSER SELECTED: S.I. Business Associates, JoAnn Forrester

CONTRACTED AMOUNT: Not to exceed \$1,000.00

CRITERIA FOR SELECTION: Extensive experience with small scale food industry retailers. Experience with small retailer marketing. Experience with a bakery company and former URA client.

REJECTED PROPOSALS: NA. J. Burke reviewed consultant listing under the category Small Business Development and their qualifications and found S. I. Business Associates to be best qualified.

(Reason)

DEPARTMENT/AUTHORITY RECOMMENDING AWARD: Business Development Center.

WAS AWARD MADE TO LOWEST QUALIFIED PROPOSER? YES  NO

IF NO, DEPARTMENT AND/OR AUTHORITY MUST PROVIDE EXPLANATION: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_