

SO  
5-2-2012

BUILDING PITTSBURGH WITH



URBAN REDEVELOPMENT  
AUTHORITY OF PITTSBURGH

## URBAN REDEVELOPMENT AUTHORITY

### AWARD JUSTIFICATION FORM

#### PROFESSIONAL SERVICES

PROJECT NAME: City Promotional Materials

SERVICES REQUESTED: Creation of promotional materials for ICSC Conference

CONTRACT DURATION: April 15 – May 31st, 2012

DATE OF RFP: No RFP

PROPOSAL DUE DATE: N/A

PROPOSALS REQUESTED: N/A

PROPOSALS RECEIVED: N/A

PROPOSERS SUBMITTING: Wall to Wall

PROPOSER SELECTED: Wall to Wall

CONTRACTED AMOUNT: \$9,000.00

CRITERIA FOR SELECTION: URA's objective was to contract with the entity already engaged in the creation of promotional materials for the URA – we are already under contract with Wall-to-Wall for city branding work as well as our annual report.

REJECTED PROPOSALS: N/A

DEPARTMENT/AUTHORITY RECOMMENDING AWARD: Executive

WAS AWARD MADE TO LOWEST QUALIFIED PROPOSER? N/A

IF NO, DEPARTMENT AND/OR AUTHORITY MUST PROVIDE EXPLANATION: Wall to Wall is the entity best qualified to complete this work.