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BUILDING PITTSBURGH WITH



URBAN REDEVELOPMENT  
AUTHORITY OF PITTSBURGH

**URBAN REDEVELOPMENT AUTHORITY**

**AWARD JUSTIFICATION FORM**

**PROFESSIONAL SERVICES**

Date: October 19, 2012

PROJECT NAME: Downtown Branding Toolkit

SERVICES REQUESTED: Designing & production of a toolkit for a branding campaign for Downtown Pittsburgh

CONTRACT DURATION: August 1 – November 30

DATE OF RFP: No RFP

PROPOSAL DUE DATE: N/A

PROPOSALS REQUESTED:  
(Number) N/A

PROPOSALS RECEIVED:  
(Number) N/A

PROPOSERS SUBMITTING: Wall-to-Wall Studios

PROPOSER SELECTED: Wall-to-Wall Studios

CONTRACTED AMOUNT: \$5,000 plus the cost of printing & photography

CRITERIA FOR SELECTION: URA's objective was to contract with the entity already engaged with the Downtown Retail Task Force on downtown branding efforts.

REJECTED PROPOSALS:  
(Reason) 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 Studios is the entity best qualified to complete this work.