

BUILDING PITTSBURGH WITH



URBAN REDEVELOPMENT AUTHORITY

AWARD JUSTIFICATION FORM

PROFESSIONAL SERVICES

PROJECT NAME: Executive Report

SERVICES REQUESTED: Marketing Services and Publication Production

CONTRACT DURATION: March 1, 2011 – February 28, 2012

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, FSC Marketing and Communications, Martin Public Relations, and MCM Communications

CONTRACTED AMOUNT: \$40,000

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 met the goals of our project, have direct experience executing the type of publication we need, and have a provocative and pertinent portfolio.

In addition to contracting with Wall to Wall Studios, we have selected FSC Marketing and Communications, Martin Public Relations and MCM Communications for a short list of firms to solicit bids for smaller as needed projects.

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: