



URBAN REDEVELOPMENT AUTHORITY AWARD JUSTIFICATION FORM

BID TITLE: **FSC Communications Marketing - City Living Initiative**

SPECIFICATION DESCRIPTION: **Services to provide marketing strategy to URA to enhance the ability of the City to attract and retain residents**

CONTRACT DURATION AND/OR EXPIRATION DATE: **6 months**

DATE ADVERTISED: **June 12, 2008 - RFP issued**

PROPOSAL DUE DATE: **June 30, 2008**

BIDS SENT (NUMBER): **10 proposals were received; 4 vendors asked to bid**

BIDS RECEIVED (NUMBER): **4**

REJECTED BIDS (NAME / REASON): **TGB Communications, Bally Design, IdeaMill**

VENDORS SUBMITTING "NO BID" (NAME): _____

LATE BIDS (NAME): _____

DEPARTMENT / AUTHORITY RECOMMENDING AWARD: **URA**

WAS AWARD MADE TO LOWEST RESPONSIBLE BIDDER(S)? YES NO

IF NO, DEPARTMENT AND/OR AUTHORITY MUST PROVIDE EXPLANATION **The cost was the same for three bids, with the fourth lower. The contract was awarded to the team with the strongest creative package.**



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