

BUILDING PITTSBURGH WITH



URBAN REDEVELOPMENT
AUTHORITY OF PITTSBURGH

URBAN REDEVELOPMENT AUTHORITY

AWARD JUSTIFICATION FORM

30

PROFESSIONAL SERVICES

PROJECT NAME: City Living – PittsburghCityLiving.com website maintenance

SERVICES REQUESTED: Website maintenance & upgrades

CONTRACT DURATION: October 1, 2009 – March 31, 2010, with option to renew for additional six months

DATE OF RFP: June 2008 (Overall City Living Marketing Initiative)

PROPOSAL DUE DATE: July 2008

PROPOSALS REQUESTED:
(Number) 16

PROPOSALS RECEIVED:
(Number) 10

PROPOSERS SUBMITTING:
(Name) FSC Marketing and Communications, Bally Design, Idea Mill, TGB Productions, Jampole Communications, GSP Consulting, Pipitone Group, Goodwin Consulting, Bynums Marketing & Communications, and Kolbrener.

PROPOSER SELECTED: FSC Marketing and Communications

CONTRACTED AMOUNT: \$9,000 for six months; additional \$9,000 if extended to September 30, 2010

CRITERIA FOR SELECTION: FSC Marketing and Communications was selected to manage the overall City Living campaign after 4 proposers were interviewed. They had the best approach to the City Living campaign, which included the creation of PittsburghCityLiving.com, a website that allows viewers to access information on all of Pittsburgh's neighborhoods, and serves as a vehicle to "match" viewers to their perfect Pittsburgh neighborhood. Also included on the site are information about programs that make living in the City of Pittsburgh attractive, such as the tax abatement program and Pittsburgh Promise. The City Living Initiative is a partnership between the URA, Mayor's Office and the Pittsburgh Promise.

REJECTED PROPOSALS: FSC's proposal best met the needs of the City Living Initiative.

DEPARTMENT/AUTHORITY
RECOMMENDING AWARD:

Executive Marketing

WAS AWARD MADE TO LOWEST
QUALIFIED PROPOSER?

YES

NO

NOT APPLICABLE

IF NO, DEPARTMENT AND/OR

This is a contract for website maintenance for PittsburghCityLiving.com, and upgrades as necessary to the site, including but not limited to new graphics, flash animation, back-end site management, webinars, videos, and site promotion.

AUTHORITY MUST PROVIDE
EXPLANATION:

This contract is a supplement to the initial \$40,000 contract received by FSC Marketing and Communications (through RFP in June 2008) to develop the City Living campaign creative, marketing plan and website development. FSC Marketing and Communications custom built the website for the City Living initiative, and therefore are the best able to maintain and upgrade the site as needed. If the contract is extended for the entire 12 month period, FSC will provide a total of 180 hours of website maintenance at an hourly rate of \$100. By comparison, other Pittsburgh area marketing firms charge rates from \$40 – 300 per hour.