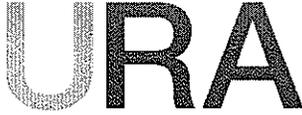


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BUILDING PITTSBURGH WITH



URBAN REDEVELOPMENT
AUTHORITY OF PITTSBURGH

URBAN REDEVELOPMENT AUTHORITY

AWARD JUSTIFICATION FORM

PROFESSIONAL SERVICES

PROJECT NAME: Lucia Rosa's Pizzeria, LLC

SERVICES REQUESTED: Technical assistance with marketing and pricing

CONTRACT DURATION: 6 Months

DATE OF RFP: N/A

PROPOSAL DUE DATE: NA

PROPOSALS/RFQ's REQUESTED: N/A

PROPOSALS/RFQ's RECEIVED: S. I. Business Associates

PROPOSERS SUBMITTING: S. I. Business Associates

PROPOSER SELECTED: S. I. Business Associates

CONTRACTED AMOUNT: Not to exceed \$1,000.00

CRITERIA FOR SELECTION: Extensive experience with small business.

REJECTED PROPOSALS: NA. Rochelle Lilien reviewed consultant listing under the category Small Business Development and qualifications and found the S. I. Business Associates' "Price it Perfect" program to be best qualified. URA and the client will share costs.

DEPARTMENT/AUTHORITY RECOMMENDING AWARD: Business Development Center.

WAS AWARD MADE TO LOWEST QUALIFIED PROPOSER? YES NO

IF NO, DEPARTMENT AND/OR AUTHORITY MUST PROVIDE EXPLANATION:
