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# URBAN REDEVELOPMENT AUTHORITY

## AWARD JUSTIFICATION FORM

### PROFESSIONAL SERVICES

PROJECT NAME: URA & Mainstreets Advertising

SERVICES REQUESTED: Advertising

CONTRACT DURATION: September 1, 2010 – February 28, 2011

DATE OF RFP: N/A

PROPOSAL DUE DATE: N/A

PROPOSALS REQUESTED: N/A  
(Number)

PROPOSALS RECEIVED: N/A  
(Number)

PROPOSERS SUBMITTING: N/A  
(Name)

PROPOSER SELECTED: Living Pittsburgh, LLC

CONTRACTED AMOUNT: \$5,000

CRITERIA FOR SELECTION:  
REJECTED PROPOSALS:

DEPARTMENT/AUTHORITY  
RECOMMENDING AWARD: Mainstreets

WAS AWARD MADE TO LOWEST  
QUALIFIED PROPOSER? YES  NO  NOT APPLICABLE

IF NO, DEPARTMENT AND/OR

AUTHORITY MUST PROVIDE  
EXPLANATION:

The URA and Mainstreets Pittsburgh would like to advertise programs and projects with LivingPittsburgh.com, as their audience and product directly aligns with the target audience of Mainstreets Pittsburgh.