

30

BUILDING PITTSBURGH WITH



URBAN REDEVELOPMENT  
AUTHORITY OF PITTSBURGH

# URBAN REDEVELOPMENT AUTHORITY

## AWARD JUSTIFICATION FORM

### PROFESSIONAL SERVICES

PROJECT NAME: URA Photography

SERVICES REQUESTED: As needed photography services

CONTRACT DURATION: July 1, 2010 – June 30, 2013

DATE OF RFP: March 1, 2010

PROPOSAL DUE DATE: March 19, 2010

PROPOSALS REQUESTED:  
(Number) 36

PROPOSALS RECEIVED:  
(Number) 8

PROPOSERS SUBMITTING:  
  
(Name) J. Altdorfer Photography, Kevin Perez Photography, Ed Massery Photography, Jack Wolf Photography, Tom Little, Kenderson Photography, Kristin Burns, Collective Efforts

PROPOSER SELECTED: J. Altdorfer Photograph, Ed Massery Photography, Jack Wolf Photography, and Kenderson Photography

CONTRACTED AMOUNT: \$15,000 each

CRITERIA FOR SELECTION: A short list was created from the proposals received based on the proposers approach to our photography needs, goals of our project, experience working with the public sector, and have a provocative and pertinent portfolio.

Four photographers were selected because they all have a different style of photography that will be needed to document and promote various URA projects and programs.

REJECTED PROPOSALS: The proposals that were rejected were done so because they were incomplete, priced higher than average, or were not able to work with us on an as needed basis.

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: