



URBAN REDEVELOPMENT AUTHORITY  
AWARD JUSTIFICATION FORM

SD

BID TITLE: Voluto Coffee Marketing Assistance  
COMPANY AWARDED: Randy Strothman & Associates  
AMOUNT: \$900.00

SPECIFICATION DESCRIPTION: Develop specific marketing strategies designed to increase sales.

CONTRACT DURATION AND/OR EXPIRATION DATE: 4 weeks

DATE ADVERTISED: NA  
PROPOSAL DUE DATE: NjA  
BIDS SENT (NUMBER): NA

BIDS RECEIVED (NUMBER): BDC determined Randy Strothman most appropriate services/skills.

REJECTED BIDS (NAME / REASON): NA

VENDORS SUBMITTING "NO BID" (NAME): Randy Strothman & Associates

LATE BIDS (NAME): NA

DEPARTMENT / AUTHORITY RECOMMENDING AWARD: Business Development Center

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

IF NO, DEPARTMENT AND/OR AUTHORITY MUST PROVIDE EXPLANATION  
BDC Staff believes that professional advice will help this new company increase sales. The "Marketing Snapshots" process utilized by consultant Randy Strothman is the most appropriate and timely solution. BDC has utilized Strothman & Associates for similar work under the Mainstreets Pittsburgh Program.