



AWARD JUSTIFICATION FORM

PROFESSIONAL SERVICES

PROJECT NAME: URA /Mainstreets/CIE Advertising

SERVICES REQUESTED: Advertising/Sponsorship

CONTRACT DURATION: January 1, 2015 – December 31, 2015

DATE OF RFP: No RFP

PROPOSAL DUE DATE: N/A

PROPOSALS REQUESTED:
(Number) N/A

PROPOSALS RECEIVED:
(Number) 1

PROPOSERS SUBMITTING:
(Name) NXT Cities Media aka NEXTpittsburgh

PROPOSER SELECTED: NXT Cities Media aka NEXTpittsburgh

CONTRACTED AMOUNT: \$13,000

CRITERIA FOR SELECTION:
REJECTED PROPOSALS:

DEPARTMENT/AUTHORITY
RECOMMENDING AWARD: Executive Marketing /2009 City Bond Mainstreets/Center for
Innovation and Entrepreneursip (CIE)

WAS AWARD MADE TO LOWEST
QUALIFIED PROPOSER?

YES NO NOT APPLICABLE

IF NO, DEPARTMENT AND/OR
AUTHORITY MUST PROVIDE

EXPLANATION:
The URA, Mainstreets Pittsburgh and the CIE would like to renew our sponsorship to advertise programs and projects with NEXTpittsburgh, an all-local cutting edge weekly magazine and website from the former publisher of Pop City. NEXTpittsburgh features news on economic development projects, from businesses to neighborhoods; that includes small and large founders and business owners, managers, decision makers and community members. The market that it serves is a target market of both the URA, Mainstreets and the CIE. We will also be collaborating on event to be determined.