

REQUEST FOR PROPOSALS

to provide

STRATEGIC INITIATIVES FINANCIAL ADVISORY SERVICES

to the

CITY OF JACKSONVILLE, FLORIDA



RFP ISSUE DATE: December 20, 2017

PROPOSAL DUE: January 15, 2018

EXHIBIT 4

City of Jacksonville, Florida

Request for Proposals for Strategic Initiatives Financial Advisory Services

VII. Information to be Submitted by Proposers

All proposals shall be prepared using a font size no smaller than 12-point font as used by Microsoft Word and **shall not exceed 15 pages in length** (excluding any exhibits or attachments).

Failure to provide the information requested here may result in a deduction of points during the evaluation process. Failure to provide the information requested in the format and sequence requested may result in a deduction of evaluation points and could result in the respondent's proposal not being considered.

A. PROPOSING FIRM AND PERSONNEL INFORMATION (6-page maximum)

1. Executive Summary/Cover Letter

Each response should include a cover letter signed by an officer of the firm, indicating that the officer is legally authorized to contractually bind the firm. The cover letter should also summarize the key points of the firm's response.

2. Strategic Initiative Financial Advisory Team

Provide the names and backgrounds of the individuals who will be assigned to this engagement on a full-time basis. If your firm has more than one office, identify the office from which each designated individual will be operating. Clearly indicate each individual's responsibilities during the engagement and highlight the day-to-day contact person as well as the individual who will attend official meetings of the City, if requested.

3. Investigations

Summarize any litigation, regulatory action or legal investigation involving your firm or its principals, filed or pending within the last three (3) years. Include a description of any filed or pending matters that have been resolved and the details of such resolution. Please discuss the impact this litigation would have on your ability to serve as an Advisor to the City. If the response requires an extensive list, include a summary table and reference an exhibit.

4. Fee Approach

Discuss your firm's approach to fees charged for financial advisory services contemplated by this RFP. Understanding that fee level and structure are largely transaction specific, include fee indications for a range of transaction options. *The City reserves the right to negotiate any fees, expenses, or terms prior to the commencement of any transaction.*

City of Jacksonville, Florida

Request for Proposals for Strategic Initiatives Financial Advisory Services

B. EXPERIENCE AND PERFORMANCE INFORMATION (13-page maximum)

1. **Firm Experience**

Briefly discuss your firm's experience in providing Financial and/or Investment Banking Advisory Services for local governments on complex financial transactions which are similar (but not limited) to public private partnerships or the lease, sale, and/or disposition of City assets. Please detail any such transaction in the State of Florida. Provide the specific experience of the individual(s) who will work with the City.

2. **Discussion of Strategic Financial Advisory Approach and Current Market Environment**

Provide a discussion of your firm's approach applicable to the City's potential review and completion of strategic opportunities. Also, provide a review of the current market environment as it relates to strategic opportunities.

3. **Marketing Approach**

- Describe your firm's approach to marketing strategic opportunities to potential counterparties.
- Describe your approach to ensuring the City receives the best execution of any potential transaction.

4. **References**

Please provide three (3) local government financing references, including name, title, telephone number, type of transaction, and the date(s) of service.

5. **City Experience**

Provide information on any previous work done with the City.

VIII. **Evaluation and Selection**

After reviewing the written responses, firm(s) will be evaluated and selected based upon the following criteria:

- Experience of the firm's primary personnel – 25% weight
- Experience with similar transactions – 35% weight
- Advisory/Marketing Approach – 30% weight
- Pricing Approach – 10% weight

Each evaluation criteria will be scored on a scale of 1 to 10 for each respondent being considered. The assigned score for each criterion will be multiplied by the weight of that criterion. The results will be totaled providing the responding firms Total Score.

City of Jacksonville, Florida

Request for Proposals for Strategic Initiatives Financial Advisory Services

IX. Additional Information

To assist with your response to this RFP the following items can be found on the City's website along with additional information regarding the City at:

1. Annual Budgets
<http://www.coj.net/departments/finance/budget.aspx>
2. Comprehensive Annual Financial Reports
<http://www.coj.net/departments/finance/accounting/comprehensive-annual-financial-reports.aspx>