

Memo

To: Financial Advisor RFP Respondents
 From: Springville City Finance Department
 Date: January 6, 2011
 Re: RFP #2010-03 Question & Answer #1

The Finance Department has received two inquiries regarding the evaluation and scoring of the proposals for Financial Advisor services.

Proposals will be scored according to the allocation of points outlined in the schedule below. Proposals will be reviewed and scored individually by selection committee members after which, the committee will meet to establish a consensus for ranking the proposals. The committee may elect to hear oral presentations from one or more firms and determine a final ranking.

Section I - Qualifications (Maximum 40 Points)	Value
A. Statement of Qualifications, Experience, Financial Viability	8
B. Key Individuals	7
C. Experience with Similar Size Clients	5
D. Experience and Innovations in Various Types of Financing	5
E. Experience as FA in Negotiated Underwriting	3
F. Experience with Rating Agencies	3
G. Sample of Recent OS	1
H. No Pending Arbitration or Litigation	1
I. No Reorganization or Bankruptcy	1
J. Experience with Build America Bonds (BABs)	1
K. Special Skills	5
Section II - Approach to Assignment (Maximum 30 Points)	
A. Statement of Understanding and Proposed Approach	8
B. Detailed Work Plan	8
C. Daily Bond Market Monitoring	7
D. Innovative Services	7
Section III - Proposed Fees (Maximum Points 30)	
A. Proposed Fees by Issue Type	5
B. Fee Variance Based on Issue Type	5
C. Fee if Bonds Not Sold	5
D. Fee for Special Projects	5
E. Retainer Charge	5
F. Other Fees	5

Respondents are reminded that Bruce Riddle, Finance Director, is the designated contact person for inquiries related to the RFP. Inquiries to other City officials or employees are inappropriate.