



Administrative Services

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REQUEST FOR PROPOSALS
For
Financial Advisory Services

RFP issued: October 21, 2009
RFP due: November 12, 2009, 5:00 p.m.

Place: Sacramento City Unified School District
Contracts Office
5735 47th Avenue
Sacramento, CA 95824

Contact: Patricia A. Hagemeyer, Chief Business Officer
Deadline for questions: November 2, 2009, 1:00 p.m.
Submit questions to:
Requests-Information@sac-city.k12.ca.us
Subject line: RFP for Financial Advisory Services

To obtain a copy of the RFP, go to www.scusd.edu. Go to Newsroom, Public Notices, Requests for Proposals and Qualifications. A copy may also be obtained by calling 916-643-2464.

Submittal Instructions: Complete proposals must be mailed or hand carried to the above address prior to the date and time specified. Late submittals will not be accepted. In addition to your complete firm name and address, please annotate the shipping envelope packet as follows: **CONFIDENTIAL: Request for Proposals for Financial Advisory Services.**

I. INTRODUCTION

Sacramento City Unified School District is an urban district operating 50 elementary schools, five K-8 schools, nine middle schools, nine high schools, and dependent charter, adult education, and alternative education campuses. The district's current enrollment averages 50,000 in all grades. The district's annual budget exceeds \$500,000,000.

The district is seeking the professional services of a consultant to provide financial advisory services related to the issuance of Qualified School Construction Bonds, Tax Revenue Anticipation Notes, and other financial services, such as recommend a financing structure, review the financial feasibility of capital projects, and recommend investment strategies.

II. GENERAL INSTRUCTIONS

Submit one original proposal, unbound, and four (4) copies, in a sealed envelope or other sealed packaging, bearing the complete name and return address of the firm. In addition to your complete firm name and address, please annotate the envelope(s) as follows: CONFIDENTIAL: Request for Proposals for Financial Advisory Services. Improper identification may result in premature opening of, or failure to consider the material. All requirements must be addressed in your proposal. Non-responsive proposals will not be considered. All proposals, whether selected or rejected, shall become the property of the district and may be subject to the California Public Records Act. The district reserves the right to reject any or all proposals or any part of a proposal.

A. DUE DATE, TIME, PLACE:

Proposals must be delivered on or before the due date and time specified. Late proposals will not be accepted.

Office hours for receipt of proposals are Monday through Friday from 8:00 a.m. to 5:00 p.m., local time, excluding holidays. (closed November 11, 2009, in observance of Veterans' Day)

Mailing and Delivery Address

Sacramento City Unified School District
Contracts Office
5735 47th Avenue
Sacramento, CA 95824

Contact Personnel

For copies of Requests for Proposals:
JoAnn Sulli 916-643-2464
joanns@sac-city.k12.ca.us

Deadline for Submission

Date: November 12, 2009
Time: 5:00 p.m.

Any additions or corrections will be addressed in the form of addenda and posted to the website. It is the responsibility of prospective bidders to check the website for updates or addenda.

III. SCOPE OF WORK

The district requires the services of a qualified financial advisory services consultant to:

- Advise and assist the district in developing and executing a financing plan.
- Advise district in relation to the issuance of Qualified School Construction Bonds, Tax Revenue Anticipation Notes, and other financial services (including Facilities Bonds and Parcel Taxes).
- Provide the district with available financing options by conducting studies and analyses to determine the most appropriate and cost effective financing methods, terms, security provisions, and repayment structures. Financing options and accompanying studies and analyses shall be presented to the district within an agreed upon timeline.
- Work cooperatively with and coordinate the work of recognized bond counsel, to be selected by the district, in connection with issuance of bonds.
- Provide the district with expert advice concerning the method of sale, and the appropriate interest rates for its financings.
- Prepare and distribute the preliminary and final Official Statements to provide the market with timely and accurate information about the district and any bond issues.
- Assist district officials in preparing materials for presentation to national credit rating services regarding the district's financial condition and debt structures.
- Have representatives present at meetings, when requested or notified, on matters concerning financing techniques and bond issues.
- Prepare other analyses that may be utilized by the district in its financings.
- Perform such other functions normally contemplated to be within the scope of a fully qualified financial advisor.

IV. RESPONSE FORMAT

Responses are required for sections (A-G) and responses to each section must be identified by the applicable section title.

Section A. Business Profile: Provide a profile of your company

1. Company name, address, telephone number, fax number, and e-mail address
2. Identify who is authorized to sign agreements and represent your firm in matters related to this Request for Proposals.
3. Describe your firm in terms of number of years in business and experience with Financial Advisory Services similar to that contemplated in this Request for Proposals.
4. Provide copies of licenses, as well as FINRA and U.S. Securities and Exchange Commission registration information.
5. Provide a copy of both parts of your Form ADV on file with the SEC.
6. Provide resumes of individuals currently assigned to work similar to that contemplated in this Request for Proposals.
7. Describe briefly the services to be provided by your firm.
8. Describe how hiring your firm as Financial Advisor will save the district money.
9. Provide a clear and concise rationale as to why the district should select your firm over other qualified financial advisors.

Section B. Community Commitment

1. Describe your firm's policy related to community involvement and commitment.
2. Describe any employee community involvement projects that your firm supports.
3. Describe how your firm encourages, recognizes, and supports volunteerism or other community minded projects.

Section C. Performance Standards

1. Firm's competence and experience in structuring and completing California school district financings.
2. Qualifications and depth of experience of assigned personnel who will conduct work for the district.
3. List your firm's computer resources, programs, personnel capabilities, and location of these resources.
4. Include recent representative examples of Official Statements prepared by your firm where your firm acted as financial advisor.
5. Select two to four recent short term and long-term, fixed rate and/or adjustable rate competitive sale or negotiated bond transactions for which your firm was the financial advisor.
 - a. List the following information regarding each transaction: sale date, issue size, maturity amounts, scale and optional call features, underwriting spread, credit rating and enhancements, financial advisor fee and other relevant information.
6. *Emphasis of the proposal should be more on the rationale provided than on the description of services.* To the extent that you think the district would benefit from seeing a fuller description of services, these should be provided as attachments to the proposal letter.

Section D. Expertise

1. Describe the qualifications, expertise, and experience of assigned personnel who will conduct the financial advisory services for the district and how these relate to the scope of work identified in this Request for Proposals. Include certifications and professional license information for assigned personnel.
2. Name the partner or partners at your firm who will be providing such services, indicating the extent of their involvement in day-to-day activities.

Section E. Related Experience

Describe your firm's experience in structuring and completing California school district financings. Include at least three (3) school district references.

Section F. Cost and Rates

Provide the cost for providing the services contemplated in this Request for Proposals. Include an hourly rate, plus cost fee schedule. Dollar cost bid should contain all pricing information. District also requests an optional per year cost for a period of three years. The total all-inclusive maximum price is to contain all direct and indirect costs, including all out-of-pocket expenses. The district will not be responsible for expenses incurred in preparing and submitting this proposal. Such costs should not be included in the proposal.

Section G. Insurance

Provide evidence of general liability insurance and professional liability insurance.

Section H. Signature Verification

Each proposal must be signed by an authorized representative.

V. EVALUATION CRITERIA

A Selection Advisory Committee will select and rank in the order of their qualifications, price, and overall responsiveness the proposals that meet the criteria set forth in this Request for Proposals.

The Selection Advisory Committee may choose to interview any, all, or none of the respondents as may be in the best interest of the district. If interviews are held, a committee representative will notify those firms selected as to place, time, date, and location of the interview. Your firm’s main point of contact as stated in your response to this Request for Proposals must be present at the interview.

The names of all firms submitting proposals and the name of the firm selected will be made available upon request. All firms shall be notified of the results within fifteen (15) days after conclusion of the selection process.

The committee will score Section A-F as follows:

Section A, Business Profile	15 Points
Section B, Community Commitment	5 Points
Section C, Performance Standards	15 Points
Section D, Expertise	20 Points
Section E, Related Experience	20 Points
Section F, Cost and Rates	20 Points
Overall Responsiveness	5 Points

Total 100 Points