

REQUEST FOR PROPOSALS

RFP No. 081414

Underwriting Services for General Obligation Bond November 2014 General Bond Measure

August 14, 2014



Edward C. Gonzalez
Superintendent

Contact:
Susan Harautuneian
Director of Purchasing
Madera Unified School District
1205 S Madera Avenue
Madera, CA 93637
559-675-4548
susanharautuneian@maderausd.org

SECTION 1 - GENERAL INFORMATION

The Madera Unified School District ("District") invites proposals for furnishing Underwriting Services for General Obligation Bond November 2014 Bond Measure.

- A. One (1) original and one (1) copy of proposal must be submitted in a sealed envelope with the words "RFP No. 081414 Underwriting Services" clearly marked on the outside, no later than 9:00 a.m., Tuesday August 26th, 2014, to the following address:

**Madera Unified School District
Susan Harautuneian
Director of Purchasing
1205 S Madera Avenue
Madera, CA 93637**

RFPs received later than the aforementioned date and time will be returned to Consultant unopened. Facsimile (FAX) copies or e-mailed RFP will not be accepted.

- B. In order to control information disseminated regarding this Request for Proposals, consultants interested in submitting proposals are directed not to make personal contact with members of the Board of Trustees. Failure to do so, may result in the revocation of the submitted proposal from review.

All questions are to be directed to Susan Harautuneian, Director of Purchasing, via E-mail: susanharautuneian@maderausd.org no later than 9:00 a.m. Friday August 22nd, 2014

The District reserves the right to accept or reject any or all RFPs, to select a qualified consultant with or without interviews and to negotiate with any or more than one of the responsible submitters. Submitters shall be responsible for any and all expenses that they may incur in preparing proposals. Responses received from this RFP will be used as the foundation for the development of an agreement and contract with specific provisions subject to review, negotiations and approval of the Board.

PRIME POINT OF CONTACT

RFP No.081414

Each proponent's proposal must contain a statement indicating the name of their prime point of contact for the resolution of difficulties with the vendor's proposed offerings.

Name of Company

Address

Signature
Code

City

State

Zip

Print Name

Phone Number

Fax Number

Title

Email Address

SCOPE OF SERVICES

General Services:

- Be available for meetings with District staff, the Board of Trustees and any citizen committees as necessary to formulate a financial plan.
- Commit the time and professional resources required to facilitate an efficient process in completing financial requirements.
- Provide innovative methods of structuring and marketing the financing on terms most advantageous to the District.
- Direct the sale of the Securities that result in the lowest borrowing cost to the District.
- Provide any other pertinent work that will benefit the District.

Development of Financial Plan:

- Determine the appropriate financial techniques for the needed school facilities.
- Identify the financial implications of the preferred alternative.
- Assist survey research consultant in production of a questionnaire to determine voter attitudes about a bond election.
- Compute the necessary amount of bonds to be issued, including the amounts needed for contingencies, financing costs and other expenses incidental to the project.

Assist the District with Bond Election:

- Determine the bond size and tax rates for the preferred financing alternative.
- Assist with the documents needed to place the bond measure on the ballot.
- Prepare the tax rate statement for the voter pamphlet printed by the Registrar of the Voters.
- Assist the District and citizen committee in providing information for the election campaign.
- Attend any informational workshops for voters as requested.

Prepare Bond Issue for Sale:

- Direct the work of the financing team.
- Advise the District on the timing of the sale of the bonds.
- Determine the final structure of the bond issue.
- Direct the preparation of the underwriting documents.
- Coordinate with the rating agencies and prepare the rating presentation.
- Determine the feasibility of municipal bond insurance
- Stimulate interest among investor in the sale of bonds.

Conduct the Sale of Bonds:

- Distribute the financing documents to potential investors.
- Advise the District on bond market conditions.
- Distribute information to the District showing interest rates for comparable bond issues.
- Transact the sale of bonds.
- Coordinate the delivery of bonds proceeds to the District.
- Assist the District in the investment of bonds proceeds.

CONSULTANTS INFORMATION:

- Provide a brief history of your company and principal officers and key employees.
Describe your firm's experience in providing the services outlined in this RFP.
- Describe the range of consulting services performed by your organization. Be specific in describing the depth of your staff's knowledge and expertise.
- Identify the key staff personnel who will be responsible for servicing the District's needs.
Describe the professional qualifications and experiences of each key staff person who will be servicing the District. List any particular areas(s) of expertise they may have.

COMPENSATION

State how much you expect to be compensated for all your services, time and materials.

\$_____

Written Amount_____

REQUEST FOR REFERENCES

TO BE EXECUTED AND SUBMITTED WITH RFP

All RFPs are to submit with their RFP at least three (3) previous jobs of similar scope and size completed in the last three years. They must include a contact name and phone number for verification purposes. Failure to provide reference may result in your RFP being determined non-responsive.

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