

Request for Proposal
To Provide
Program Management Services

Public Finance Authority
c/o Phillips Borowski, General Counsel
10140 N. Port Washington Road
Mequon, WI 53092
(262) 241-7788

Proposal due by: Friday, July 30, 2010, 5:00 p.m.

Public Finance Authority
Request for Proposal to Provide Program Management Services

Purpose of Request

Phillips Borowski, S.C., on behalf of the Public Finance Authority, through this Request for Proposal (“RFP”) invites written proposals from qualified firms wishing to provide program management services for the Public Finance Authority. Proposals should be submitted as instructed and in the format described below.

Background

Pursuant to § 66.0304 of the Wisconsin Statutes, the City of Lancaster and the counties of Adams, Bayfield, Marathon, and Waupaca, in coordination with the Wisconsin Counties Association, League of Wisconsin Municipalities, National Association of Counties, and National League of Cities, are creating a conduit bond issuing authority known as the Public Finance Authority (PFA) for the purpose of issuing tax-exempt bonds for projects that create economic development and public benefit in Wisconsin and throughout the country.

The initial RFP review and selection of a program management service provider will be conducted by PFA General Counsel acting on behalf of the PFA. Upon formation of the Public Finance Authority its Board of Directors will review the recommendation of PFA General Counsel and either affirm or reject the selection for program management. Final selection of the program management service provider is contingent upon PFA Board action.

RFP Contact

Questions regarding the RFP should be directed to:

Name:	Andrew Phillips
Title:	General Counsel
Company:	Phillips Borowski, S.C.
Address:	10140 N. Port Washington Road Mequon, WI 53092
Phone number:	(262) 241-7788
Email:	atp@phillipsborowski.com

Instructions

1. Each firm will submit only one proposal. One original and four copies of the proposal shall be delivered to the offices of Phillips Borowski, S.C., and clearly

marked in response to this RFP. All submissions must be in hard copy format – no facsimile submissions will be accepted.

2. All proposals must be delivered no later than 5:00 pm, on Friday, July 30, 2010. No requests for an extension of time will be granted and no requests to modify or withdraw a proposal once submitted will be considered.
3. It is the sole responsibility of the firm to insure that the proposal arrives on time and includes all necessary information and the requested number of copies. The name, address, and phone number of the primary contact person must clearly be identified.
4. All responses are due no later than 5:00 pm, on Friday, July 30, 2010, and must be delivered to the RFP Contact identified above.

Tentative RFP Schedule

Phillips Borowski, S.C., has set forth a tentative schedule for the selection process as follows:

July 16, 2010	RFP Issued
July 30, 2010	Deadline for RFP proposal submittal
August 2, 2010	Possible interviews of firms submitting proposals
August 4, 2010	Notification to all proposers of recommendation to Board

Selection Process and Criteria

Phillips Borowski, S.C., may conduct interviews of firms submitting a proposal to further evaluate the substance of the proposal. All interviews will be conducted in Madison, Wisconsin on August 2, 2010.

Phillips Borowski, S.C., reserves the right to reject any or all noncompliant proposals and to recommend the proposal which, in the judgment of the firm, is in the best interest of the Public Finance Authority. Phillips Borowski, S.C., will then provide its recommendation to the PFA Board of Directors for its consideration.

Each response will be considered and evaluated based on the following criteria:

1. Experience of the firm. Number of years and type of experience will be considered.
2. Qualifications of the firm as set forth in the response to Proposal Format, Question 2 below.

3. Strategic alliances the firm has established, or intends to establish, with local governments nationwide and with other partners that may further the mission of the PFA.
4. Organization, size, and structure of the firm.
5. Qualifications of staff assigned to perform the services. Education, position in the firm, certifications, and years and types of experience will be considered.
6. Location and accessibility of the firm and assigned staff.
7. Responsiveness of the written proposal to the scope of services and adherence to the proposal format.
8. Proposed fee schedule.

Proposal Format

All proposals must be prepared in the standard format described below in order to facilitate comparison and evaluation. Failure to follow the prescribed format or otherwise nonresponsive proposals may be deemed incomplete and excluded from consideration.

1. Cover Letter
Prepare and submit a cover letter that includes the name, address, and telephone number of the primary representative to contact regarding the proposal.
2. Qualifications
 - a. Describe the organization of your firm, including your firm's experience applicable to the requested program management services and municipal bond offerings.
 - b. List the most recent financial activities conducted on behalf of a conduit bond authority, including contact information for reference purposes. Please describe the work performed, including the dollar amount of all financings completed for that conduit bond authority.
 - c. Describe any unique or innovative financing solutions with which your firm has been involved over the last 5 years.
 - d. Provide a list of all financings completed by your firm over the last 10 years (including the issuance amounts).
 - e. Provide a list of three (3) references.
3. Personnel
Provide a list and location of individuals who will be assigned to perform services on behalf of the PFA, including a brief resume.

4. Response to Scope of Services
Address the activities you anticipate performing on behalf of the PFA in each of the areas noted below under Scope of Services.
5. Compensation
Provide a list of all fees and the format in which you would expect to be paid for providing the services detailed within.

Scope of Services

Program management services on behalf of the Public Finance Authority would include, but would not be limited to, the following:

1. Marketing of programs and services within Wisconsin and across the country.
2. Coordinating, reviewing, and processing any request for financial services, including coordination of all governmental approvals, securing state volume cap (if necessary), etc.
3. Preparing meeting agendas, staff reports, and coordinating board meetings.
4. Responding to audits, public records requests, and other related inquiries from public agencies, regulatory authorities, or the general public.
5. Conducting post-issuance compliance services for all bonds issued on behalf of the Public Finance Authority.