

## EVALUATION CRITERIA

RFP E-34-17

## FINANCIAL ADVISORY SERVICES

VENDOR NAME: First Southwest A Division of Hilltop Securities

<u>Criteria</u>	<u>Point Range</u>	<u>Score</u>
<b>1 Experience and Expertise of firm</b> Knowledge and experience in structuring and analyzing complex debt issues, experience in providing services to municipal issuers.	0-20	<u>18</u>
<b>2 Qualifications of Individuals assigned to the City</b> Including their experience and understanding of the needs of the City.	0-30	<u>27</u>
<b>3 Resources and Methodology</b> General financing approach, strategies for bond issuance.	0-20	<u>8</u>
<b>4 References</b> Client references for which similar services have been performed.	0-10	<u>10</u>
<b>5 Cost</b> The firm providing the lowest price to the City will receive the maximum of 20 points Points will be awarded to other proposers in the following manner: $20 - [20 \text{ points} \times (\text{total cost} - \text{lowest total cost}) / \text{lowest total cost}]$ Note: If the result is a negative number, the score assigned will be 0 Example: Proposal 1: \$100,000 Proposal, 2: \$130,000 Proposal 1 being the lowest, would achieve a score of 20 points Proposal 2 would achieve a score of 14 points, calculated as follows: $20 - [20 \times (\$130,000 - \$100,000) / \$100,000] = 14 \text{ points}$ Including the overall project-task budget and any itemized cost breakdowns.	0-20	<u>20</u>
<b>Total</b>	0-100	<u>93</u>

List the reasons for this evaluation (justify the rating/scoring):

Not as detailed Proposal in certain areas, Provide  
underwriting services. Not very knowledgeable of city chapter  
very good references.

Diamanti

Signature of Evaluator

8/30/2017

Date

Eneta Diamanti

Printed Name

## EVALUATION CRITERIA

RFP E-34-17

## FINANCIAL ADVISORY SERVICES

VENDOR NAME: PFM Financial Advisors LLC

<u>Criteria</u>	<u>Point Range</u>	<u>Score</u>
<b>1 Experience and Expertise of firm</b> Knowledge and experience in structuring and analyzing complex debt issues, experience in providing services to municipal issuers.	0-20	<u>20</u>
<b>2 Qualifications of Individuals assigned to the City</b> Including their experience and understanding of the needs of the City.	0-30	<u>30</u>
<b>3 Resources and Methodology</b> General financing approach, strategies for bond issuance.	0-20	<u>20</u>
<b>4 References</b> Client references for which similar services have been performed.	0-10	<u>10</u>
<b>5 Cost</b> The firm providing the lowest price to the City will receive the maximum of 20 points Points will be awarded to other proposers in the following manner: $20 - [20 \text{ points} \times (\text{total cost} - \text{lowest total cost}) / \text{lowest total cost}]$ Note: If the result is a negative number, the score assigned will be 0 Example: Proposal 1: \$100,000 Proposal, 2: \$130,000 Proposal 1 being the lowest, would achieve a score of 20 points Proposal 2 would achieve a score of 14 points, calculated as follows: $20 - [20 \times (\$130,000 - \$100,000) / \$100,000] = 14 \text{ points}$ Including the overall project-task budget and any itemized cost breakdowns.	0-20	<u>10</u>
<b>Total</b>	<b>0-100</b>	<u>90</u>

List the reasons for this evaluation (justify the rating/scoring):

Very experienced with debt issues and understand  
the need of the city. Detailed proposal. Very good references  
Previous experience with the City and understand the city  
chairs

Diamanti8/30/2017Enjeto Diamanti

Signature of Evaluator

Date

Printed Name



# EVALUATION CRITERIA

RFP E-34-17

## FINANCIAL ADVISORY SERVICES

VENDOR NAME: First Southwest

<u>Criteria</u>	<u>Point Range</u>	<u>Score</u>
<b>1 Experience and Expertise of firm</b> Knowledge and experience in structuring and analyzing complex debt issues, experience in providing services to municipal issuers.	0-20	<u>15</u>
<b>2 Qualifications of Individuals assigned to the City</b> Including their experience and understanding of the needs of the City.	0-30	<u>27</u>
<b>3 Resources and Methodology</b> General financing approach, strategies for bond issuance.	0-20	<u>20</u>
<b>4 References</b> Client references for which similar services have been performed.	0-10	<u>8</u>
<b>5 Cost</b> The firm providing the lowest price to the City will receive the maximum of 20 points Points will be awarded to other proposers in the following manner: $20 - [20 \text{ points} \times (\text{total cost} - \text{lowest total cost}) / \text{lowest total cost}]$ Note: If the result is a negative number, the score assigned will be 0 Example: Proposal 1: \$100,000 Proposal, 2: \$130,000 Proposal 1 being the lowest, would achieve a score of 20 points Proposal 2 would achieve a score of 14 points, calculated as follows: $20 - [20 \times (\$130,000 - \$100,000) / \$100,000] = 14 \text{ points}$ Including the overall project-task budget and any itemized cost breakdowns.	0-20	<u>20</u>
<b>Total</b>	0-100	<u>90</u>

List the reasons for this evaluation (justify the rating/scoring):

First Southwest has an impressive list of clients. Although they don't have as much debt issues as PFM their volume of financial advisory involvement in debt issues is impressive. Their price is significantly lower than PFM but their experience is pretty close to what PFM has to offer  
A. Jeanne 8/30/17 Andrew Sean-pierre

Signature of Evaluator

Date

Printed Name

## EVALUATION CRITERIA

RFP E-34-17

## FINANCIAL ADVISORY SERVICES

VENDOR NAME: PFM Financial Advisors

<u>Criteria</u>	<u>Point Range</u>	<u>Score</u>
<b>1 Experience and Expertise of firm</b> Knowledge and experience in structuring and analyzing complex debt issues, experience in providing services to municipal issuers.	0-20	<u>20</u>
<b>2 Qualifications of Individuals assigned to the City</b> Including their experience and understanding of the needs of the City.	0-30	<u>30</u>
<b>3 Resources and Methodology</b> General financing approach, strategies for bond issuance.	0-20	<u>20</u>
<b>4 References</b> Client references for which similar services have been performed.	0-10	<u>8</u>
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<b>Total</b>	<b>0-100</b>	<u>88</u>

List the reasons for this evaluation (justify the rating/scoring):

PFM has issued significantly more debt issues in Florida. They are familiar with the city's charter. They have experience with every type of debt issue including P3's. Their price is higher than what First Southwest is proposing.

A. Jean-pierre      8/30/17      Andrew Jean-pierre

Signature of Evaluator

Date

Printed Name



## EVALUATION CRITERIA

RFP E-34-17

## FINANCIAL ADVISORY SERVICES

VENDOR NAME: First Southwest (Hilltop Securities)

Criteria	Point Range	Score
<b>1 Experience and Expertise of firm</b> Knowledge and experience in structuring and analyzing complex debt issues, experience in providing services to municipal issuers.	0-20	<u>17</u>
<b>2 Qualifications of Individuals assigned to the City</b> Including their experience and <u>understanding of the needs of the City.</u>	0-30	<u>25</u>
<b>3 Resources and Methodology</b> General financing approach, strategies for bond issuance.	0-20	<u>17</u>
<b>4 References</b> Client references for which similar services have been performed.	0-10	<u>10</u>
<b>5 Cost</b> The firm providing the lowest price to the City will receive the maximum of 20 points Points will be awarded to other proposers in the following manner: $20 - [20 \text{ points} \times (\text{total cost} - \text{lowest total cost}) / \text{lowest total cost}]$ Note: If the result is a negative number, the score assigned will be 0 Example: Proposal 1: \$100,000 Proposal, 2: \$130,000 Proposal 1 being the lowest, would achieve a score of 20 points Proposal 2 would achieve a score of 14 points, calculated as follows: $20 - [20 \times (\$130,000 - \$100,000) / \$100,000] = 14 \text{ points}$ Including the overall project-task budget and any itemized cost breakdowns.	0-20	<u>20</u>
<b>Total</b>	0-100	<u>89</u>

List the reasons for this evaluation (justify the rating/scoring):

Appears to be an experienced firm, 3rd ranked in terms of PAR value of issue - Smaller clients. As far as understanding the needs of the City, was a little light on their response after reviewing the City's charter.

Approach & methodology not as detailed as DFM. The firm does also provide underwriting services in addition to financial advisory services which could pose a perceived conflict, but firm represented they would not

S. Sibble8/30/17Suzette Sibble

Signature of Evaluator

Date

Printed Name

be involved in any city debt issue in an underwriting capacity. Although not providing brokerage services for the city, the firm provides these services and not many regulatory disciplinary action/fines in that capacity on

## EVALUATION CRITERIA

RFP E-34-17

## FINANCIAL ADVISORY SERVICES

VENDOR NAME: PFM Financial Advisors, LLC

Criteria	Point Range	Score
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<b>2 Qualifications of Individuals assigned to the City</b> Including their experience and understanding of the needs of the City.	0-30	<u>30</u>
<b>3 Resources and Methodology</b> General financing approach, strategies for bond issuance.	0-20	<u>20</u>
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<b>Total</b>	0-100	<u>90</u>

List the reasons for this evaluation (justify the rating/scoring):

Excellent Firm. Has worked with Pompano for 7 years and as such  
is intimately familiar with our charter restrictions. Top ranked  
Firm in terms of PAF value issued nationally and in FL. A volume  
of experience in GO Bonds, CDS, P3's, Revenue Bonds, Bank Loans, Financial  
Planning etc. No disciplinary action/fines. No underwriting arm.

S. Sibble      8/30/17      Suzette Sibble

Signature of Evaluator

Date

Printed Name