

**Greater Alexandria Economic Development Authority
(GAEDA)**

**REQUEST FOR QUALIFICATIONS
FOR
FINANCIAL ARRANGEMENT AND DEVELOPMENT SERVICES**

DATE ISSUED: September 11, 2013

SUBMISSION DUE DATE: October 10, 2013



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REQUEST FOR QUALIFICATIONS
FOR
FINANCIAL ARRANGEMENT AND DEVELOPMENT SERVICES

The Greater Alexandria Economic Development Authority (GAEDA) is requesting statements of qualifications from local and national entities interested in serving as GAEDA's consultant in the development of Alexandria with a specific focus on parcels of land identified by GAEDA.

Sealed responses to this solicitation will be received by the GAEDA at their office until 4:00 p.m. local time on October 10, 2013.

Deliver five (5) complete sets and one electronic copy of the required submittals, in a sealed envelope or box clearly marked with the words "GAEDA Financial Arrangement & Development Services RFQ Documents" to the following address:

Greater Alexandria Economic Development Authority
201 Johnston Street
Suite 601
Alexandria, Louisiana 71301
Attn: Clifford Moller, Executive Director

Copies of the RFQ package may be obtained, at no cost, from Ms. Angela Varnado at the above address or on GAEDA's website (www.gaeda.org). Ms. Varnado can be reached at (318) 880-0407.

All responses submitted are subject to these Instructions and Supplemental Instructions to Respondents, and all other requirements contained herein, all of which are made a part of this Request for Qualifications by reference.

The Greater Alexandria Economic Development Authority reserves the right to reject any or all proposals for just cause and to waive any informalities in the submission process if it is in the public interest to do so.

II. INSTRUCTIONS TO RESPONDENTS

1. Submission of Proposals

Deliver five (5) complete sets and one electronic copy of the required submittals, in a sealed envelope or box clearly marked with the words "GAEDA Financial Arrangement & Development Services RFQ Documents", to the following address:

**Greater Alexandria Economic Development Authority
201 Johnston Street
Suite 601
Alexandria, Louisiana 71301
Attn: Clifford Moller, Executive Director**

2. Addendum and Update Procedures for the RFQ

During the period of advertisement for this RFQ, GAEDA will issue an addendum to the RFQ setting forth the nature of any required modification(s). GAEDA will email and/or fax the addendum to all entities receiving a copy of this RFQ directly from GAEDA, as well as post any addenda on the GAEDA website. Please complete the "Notice of Intent to Respond" form included in this RFQ to receive any written communications related to this procurement.

3. Proposal Format

All proposals shall be submitted in 8-1/2 x 11 inch format, preferably in 3 ring binders. Larger size pages or inserts may be used provided they fold to 8-1/2 x 11 inches. All copies of the submittal must be identical in content and organization. Consideration should be given to the form and format of the submittal to facilitate internal duplication of the submittal. Proposals will be organized into sections and tabbed for ease of review. Provide a comprehensive Table of Contents at the front of the proposal. Organize the proposal in response to the Submission Requirements, taking care to address all issues identified in the Scope of Services. The front cover of the proposal shall bear the name of the RFQ, the date, and the respondent's name, address, phone and fax number.

4. Submittal Forms

Provide, as a part of the proposal, all required certifications on forms included in this RFQ. Each form that requires signatures shall bear an original signature.

5. Acceptance of Proposals

Proposals shall be signed, sealed and received in completed form at GAEDA's offices located at 201 Johnston Street, Suite 601, Alexandria, LA 71301 no later than the proposal submission time and date. Unsealed proposals will not be accepted. Proposals submitted after the designated date and hour will not be accepted for any reason and will be returned unopened to the originator.

GAEDA reserves the right to accept or reject any or all proposals, to take exception to these RFQ specifications, or to waive any formalities. Respondent may be excluded from further consideration for failure to fully comply with the specifications of this RFQ.

6. Time for Reviewing Proposals

Proposals received prior to the due date and time will be securely kept, unopened. GAEDA's Executive Director will decide when the specified time has arrived. Proposals will not be publicly opened. Proposals once submitted become the property of GAEDA.

7. Withdrawal of Proposals

Proposals may be withdrawn on written or telegraphic (faxed) request dispatched by the Respondent in time for delivery in the normal course of business prior to the time fixed for receipt, provided that written confirmation of any telegraphic withdrawal over the signature of the Respondent is placed in the mail and postmarked prior to the time set for proposal opening.

8. Negotiations and Award of Contract

GAEDA may enter into negotiations for a Financial Arrangement and Development consultant with the highest-ranked Respondent according to the evaluation criteria contained herein, provided the award is in the best interest of GAEDA. If GAEDA is unsuccessful in contract negotiations with the highest-ranked Respondent, GAEDA reserves the right to enter into negotiations with the next highest-ranked Respondent.

NOTICE OF INTENT TO RESPOND

Greater Alexandria Economic Development Authority (GAEDA) Request for Qualifications (RFQ) for Financial Arrangement & Development Services

The purpose of this Notice is to help GAEDA manage information and to ensure communications targeted to prospective respondents reach their intended recipients. By completing this Notice, the undersigned is not bound to submit a response.

GAEDA will only initiate continuing communication about the RFQ with firms and individuals that return the Notice of Intent to Respond 10 days prior to the RFQ due date and shall also include the Notice of Intent with the RFQ package. The authorized representative will serve as the single point of contact with the respondent throughout the selection process and all communications to the respondent will be addressed to the authorized representative.

Notices of Intent to Respond should be completed and returned to Clifford Moller, Executive Director, Greater Alexandria Economic Development Authority via fax at (318) 880-0839 or via email at avarnado@gaeda.org 10 days prior to the RFQ due date.

Respondent Firm Name: _____

Authorized Representative: _____

Signature of Authorized Representative: _____

Authorized Representative Contact Information

Organization: _____

Street Address: _____

P. O. Box: _____ Suite or Floor #: _____

City: _____ State: _____ Zip Code: _____

Telephone: _____ Ext.: _____ Fax: _____

E-mail: _____

III. GENERAL BACKGROUND INFORMATION

The City of Alexandria, Louisiana is the Parish seat of Rapides Parish and has a population of approximately 50,000 persons. City Officials determined that there was a need within the City and the Parish of Rapides for economic development efforts, renovation, restoration and the fostering of tourism. The Greater Alexandria Economic Development Authority (GAEDA) was created in 2003 by Act 1217 of the Louisiana Legislature to cooperate with the City of Alexandria to address these needs.

Since then, GAEDA has been a driving force in helping to spur economic growth for the citizens of Alexandria, LA. GAEDA works with government and private partners, as well as other stakeholders to develop projects and implement programs that enhance the overall quality of life for Alexandria's residents. GAEDA is funded by Alexandria's Hotel Occupancy Tax and may issue revenue bonds and other certificates of indebtedness in order to carry out its responsibilities.

In 2008, Alexandria Mayor Jacques Roy announced the SPARC program, which identified three redevelopment corridors in Alexandria in which the city would focus significant redevelopment dollars in infrastructure to serve as a catalyst to draw private sector investment into these areas.

GAEDA has crafted a 20-year master plan to redevelop Masonic Drive, which is one of these corridors, from downtown Alexandria to the Alexandria Mall and is also actively crafting strategies to catalyze the revitalization of downtown Alexandria.

GAEDA is interested in accelerating the revitalization of downtown by identifying sources of capital that can be leveraged and utilized to attract private sector development resources to Alexandria. Therefore, through this RFQ, GAEDA is seeking to identify and engage a team of seasoned professionals to assist us in sourcing additional financial resources and implementing our strategic plans.

IV. SCOPE OF SERVICES

The firm selected will serve as GAEDA's development consultant in the revitalization of downtown Alexandria and play a key role in the implementation of GAEDA's Master Plan.

This firm will:

- Work closely with GAEDA to identify and source incentives and capital for use in meeting GAEDA's objectives including, but not limited to, new markets tax credits, low income housing tax credits, public investment (federal, state, and local, private investment, bond financing and philanthropic capital).
- Seek to maximize the leveraging of public investment with private development capital by pursuing all reasonable sources of project financing and utilizing a variety of partners and partnerships.
- Coordinate the closing of new markets tax credit (NMTC) transactions as a source of funding which may include identifying and soliciting entities which hold NMTC allocations, and investors to buy the credits, and structuring and closing the transactions with the investors.
- Advise GAEDA on the potential use of State and Federal Historic Tax Credits as a funding source for projects under consideration.
- Advise GAEDA regarding the structure terms and conditions of potential development transactions.
- Assist GAEDA in identifying partnerships, as needed, to implement GAEDA's priority projects. The responding firm may participate as a development partner in such projects.
- Assist GAEDA in identifying specialized legal counsel, accountants or other advisors that the client may engage at its own expense in connection with project financing.
- It is anticipated that the contract for these services will be a task order type of agreement for each potential project identified by GAEDA.
- If necessary to provide expertise to supplement the Respondent's firm, the Respondent may include other firms in the proposal.

V. SUBMISSION REQUIREMENTS

Listed below are the sections that shall be included in the written proposal. Each section must be clearly labeled using the bold-faced titles listed below, and are to be assembled in the order described herein.

The required submission must be bound and each section tabbed. Respondents must compile responses using the following outline:

1. Letter of Interest: The cover letter must list the Respondent's team members and identify the primary contact person. Please include phone number, facsimile number and e-mail address. Provide a brief summary of why the proposed team is qualified to perform the services needed as outlined in the RFQ. The letter must be signed by an authorized principal of the responding firm.
2. Respondent Firm Profile: Provide general information on the Respondent's firm, including the following:
 - a. Name of Responding firm, address, telephone/facsimile numbers and e-mail address.
 - b. Contact person, title, telephone/facsimile numbers and e-mail address.
 - c. Description of the firm including number of employees, business focus and expertise.
 - d. Identify the individual who will serve as project manager and GAEDA's primary contact.
 - e. Provide an organizational chart of the team that will be working on the project.
3. Profiles of Respondent's Team Members:
 - a. For team members not directly employed by the Respondent firm, provide a narrative overview of their experience that would contribute to the success of this project in the role anticipated in your response to the RFQ.
 - b. Provide profile/resumes for all key staff associated with each business entity member of the development team.
4. Project Approach: Describe Respondent's proposed approach to accomplishing the scope of services described in Section IV of this RFQ.
5. MBE Participation: Describe the manner in which the Respondent firm will incorporate MBEs / WBEs as part of its team. Include any prior project experience as a team.
6. Business Terms: Provide a general discussion of fee derivation anticipated to provide the financial arrangement and development services outlined in Section IV. The discussion may include topics such as project deliverables and typical fee amounts or percentages.

VI. EVALUATION CRITERIA/SCORING SHEET

The Respondent with the highest point total will be the highest ranked. Other Respondents will be ranked in the order of their respective point total.

Firm Experience (0-20 points):

- Direct, hands-on experience and participation in similar projects.
- Objective measures of success, such as awards, commendations, and data on increased values resulting from previous projects.

Key Project Staff and Sub-consultants (0-20 points):

- Detailed information on the qualifications and relevant experience of all key staff, listing all professional degrees, certifications, awards, and commendations and providing point of contact for work on similar project.
- An explanation of what each key staff member will individually bring to the project and how their individual contribution is not duplicative or unnecessary.
- If any sub-consultant will be employed, they shall be clearly identified in the qualification. The prime consultant shall notify GAEDA in writing, of any changes in key staff and GAEDA shall have the right to terminate or renegotiate the contract if those changes affect the work product or the time schedule.

Project Methodology and Approach (0-25 points):

- Provide detailed information on the firm's methodology and availability in meeting the scope of work and unique local or similar expertise.

MBE Participation (0-20 points)

- MBE/WBE included in proposal.
- Previous project experience as a team.

Business Terms (0-15 points)

- Clarity as to how the firm is compensated.
- Value of deliverables described.

Total possible Points: 100