

REQUEST FOR PROPOSALS

For: Advisory Services on City of Yonkers Opportunity Zones

The City of Yonkers Industrial Development Agency (“YIDA”) seeks to retain a firm or firms qualified to provide advisory services in connection with Opportunity Zones-related efforts within the City of Yonkers. This document constitutes a Request for Proposals (“RFP”), in a Competitive format, from qualified firms. This request is an offer by the YIDA to engage with the successful firm paid for by the benefitting company on a to be disclosed and on a negotiated basis, in accordance with the terms and conditions of this RFP, the services proposed by the successful firm(s), by contract. The respondents (“Proposers”) to this RFP shall provide a proposal, in accordance with the terms and conditions set forth herein, to provide all or part of services to the YIDA as described in the Scope of Work.

Project Overview

The federal Tax Cuts and Jobs Act of 2017 (“TCJA”) included provisions for Opportunity Zones, which provide a tax advantage incentive for certain investments of private capital gains into designated areas of each state. The YIDA, seeks to maximize the economic potential of the new Opportunity Zones program in the City of Yonkers. To boost these efforts and to help establish successful practices for the Opportunity Zones program in the City of Yonkers, this RFP seeks a qualified firm, a firm that can provide expert advice and implementation assistance. The selected Proposer (“Advisor”) for this project is expected to support and advise the YIDA in identifying investment opportunities and potential investors in the City of Yonkers Opportunity Zones as well as strategizing on and formulating new systems and infrastructure that increase the capacity and investment competitiveness of the City of Yonkers Opportunity Zones program, all as further described in the Scope of Work below.

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Scope of Work

On a non-exclusive basis, the Advisor will provide advisory services regarding the City of Yonkers's Opportunity Zones-related

efforts. The individual projects and funds will not be required to utilize the advisor to obtain other forms of YIDA / YEDC incentives. Emphasis on advisory services will be placed upon strategic planning and formation of

systems and infrastructure that will facilitate and encourage the development of Opportunity

Funds and other aspects of the Opportunity Zones program in the City of Yonkers.

Expected tasks of the project include:

1. GET THE WORD OUT

- Identifying and assessing investment opportunities in the City of Yonkers Opportunity Zones that promote and catalyze economic development.
- Establishing a formal system to attract, encourage, support, and track the formation of Opportunity Funds designed specifically to invest in the City of Yonkers Opportunity Zones.
- Exploring the potential for state-sponsored or public-private partnership Opportunity Funds.
- Marketing and educational campaigning to raise awareness of the Opportunity Zones program in the City of Yonkers and creating partnership opportunities among investors, state and local governments, community groups, and other potential stakeholders.
- Strategizing around enhancing and building upon existing City of Yonkers programs to increase capacity of these programs in support of Opportunity Zones.

2. Facilitate connecting invitations / funds and Yonkers eligible projects.

- Identifying and developing relationships with potential investors and understanding types of opportunities that would attract investors to the City of Yonkers Opportunity Zones.

3. Establish Fund (this activity may require the involvement of a licensed broker/dealer and or investment advisor)

- Organizing investment opportunities into formal investment prospectuses, complete with financial information on funding requirements, risk assessments, navigation of regulations, etc., that can be targeted toward institutional investors.

In addition to showing how you will meet the requirements outlined above, Proposers should also provide information regarding the following:

- Research & Analytics: Provide an overview of how you determine success. What are the analytic tools or services that you use, and what type of information will you be reporting back to the YIDA as it relates to meeting our objectives?

Qualifications

The Advisor shall meet the minimum requirements specified below.

- The Advisor shall have extensive knowledge and detailed understanding of the on-going development in the City of Yonkers.
- The Advisor shall have extensive and demonstrated financial investment and legal experience with capability of formalizing investment opportunities into financial prospectuses.
- The Advisor shall have extensive and demonstrated experience working with and understanding the needs of private investors, public stakeholders, and government or other public-sector units.
- The Advisor shall have demonstrated experience providing advisory or consulting services to private corporations, non-profits, and/or government or other public-sector units.
- The Advisor shall have a team of qualified and experienced personnel with dedicated resources toward completing the scope items proposed.

Project Timeline

The expected timeline for the advisory services is to begin in the first quarter of 2019 and to continue until the completion of the proposed scope items.

The Advisor will enter into a contract for services with the YIDA. The duration of the initial contract

between the YIDA and the Advisor is expected to begin upon the date of contract approval by the YIDA Board.

Budget

Proposers to this RFP shall provide a proposed fee structure for providing services necessary to complete the proposed scope items. Proposers shall include a total, maximum price to accomplish the scope items incorporated in the proposal. Fee structure proposals shall include, but are not limited to costs for specific task items from the Scope of Work along with an estimate regarding the duration and number of hours to complete each task. Additionally, proposers shall provide a personnel schedule which includes job title and billing rate for any work which may be undertaken under this contract. Proposers shall also provide job titles and rates for any subcontractors that the respondent is including in this response. If the Proposer contemplates any purchases or pass-through charges during the engagement, any mark-up rate above actual cost shall be identified as a separate line item in the budget.

The Budget should include account management fees, out-of-pocket expenses. Travel to and from the YIDA offices, and the costs associated with it, will be the responsibility of the Adviser. However, the YIDA reserves the right to adjust both the budget and related services.

Criteria for Selection

Responsive proposals for this project will be evaluated according to the Evaluation Criteria outlined below.

Designated YIDA staff or selected consultants will evaluate the written proposals. The Corporation may at any time during the evaluation process seek clarification from Proposers regarding any information contained within their proposal. Final scores for each respondent will reflect a consensus of the evaluations.

Any attempt by a Proposer to contact a member of the YIDA Board or YIDA staff or selected advisors outside the RFP process, in an attempt to gain knowledge or an advantage, will result in disqualification of Proposer.

EVALUATION CRITERIA

	Points
<p>OVERALL EXPERIENCE OF COMPANY & DEMONSTRATED RESULTS Our evaluation will include an assessment of the history of your company, your experience as it relates to the requirements within this RFP, evidence of past performance, quality and relevance of past work, references, and related items.</p>	25
<p>QUALIFICATIONS OF PERSONNEL Our evaluation will include an assessment of the qualifications and experience of your managerial team, staff, subcontractors, and related items</p>	15
<p>FAMILIARITY WITH CITY OF YONKERS'S ECONOMIC FACTORS Our evaluation will include our assessment of your understanding of City of Yonkers economic strengths and opportunities, and how this knowledge is integrated into the proposal</p>	15
<p>STRATEGIC THINKING/PLANNING APPROACH Overall approach and strategy, including creative ideas, described/outlined in the proposal and firm capacity to perform the engagement within the specified timeframe (prior experience of the firm in meeting timelines will be factored in here). Total 100 MBE/WBE/DBE Participation (additional potential points) 6 pts</p>	30
<p>BUDGET APPROACH/COST EFFECTIVENESS Effective and efficient delivery of quality services is demonstrated in relation to the budget allocation. The allocation is reasonable and appropriate.</p>	15
Total	100
MBE/WBE/DisBE Participation (additional potential points)	6 pts

Participation Evaluation (see below for scoring)

a. The YIDA encourages MBE/WBE/DBE participation in this Request.

Instructions and Notifications to Proposers

1. Potential agencies are advised to review all sections of this RFP carefully and to follow instructions completely, as failure to make a complete submission as described elsewhere herein may result in rejection of the proposal.
2. Alternative approaches and/or methodologies to accomplish the desired or intended results of this procurement are solicited. However, proposals that depart from or materially alter the terms,

- requirements, or scope of work defined by this RFP will be rejected as being non-responsive.
3. All costs associated with developing or submitting a proposal in response to this RFP, or to provide oral or written clarification of its content, shall be borne by the agency. The YIDA assumes no responsibility for such costs.
 4. Proposals are considered to be irrevocable for a period of not less than 120 days following the date set for submission of agency proposals.
 5. All pricing submitted will be considered to be firm and fixed unless otherwise indicated herein.
 6. Proposals misdirected to other locations, or that are otherwise not present at the YIDA by the submission deadline for any cause will be determined to be late and will not be considered. For the purposes of this requirement, the official time and date shall be that of the time clock in the reception area of the YIDA.
 7. All proposals should identify the agency's proposed team of professionals, including those employed by subcontractors, if any, along with respective areas of expertise and relevant credentials. Agencies should also provide a delineation of the portion of the scope of work for which each of these professionals will be responsible.
 8. All proposals should include the agency's FEIN or Social Security number as evidenced by a W9, downloadable from www.Yonkersny.gov
 - ~~9. All proposals should include a completed RFP Response Certification Cover Form, included in this document.~~
 10. The purchase of services under an award made pursuant to this RFP will be contingent on the availability of funds and made at the discretion of the Corporation.
 11. Awarding this RFP is based on the Evaluation Criteria set forth in this RFP. Vendors are advised, however, that all materials and ideas submitted as part of this proposal and during the performance of any award shall be the property of and owned by the YIDA, which may use

any such materials and ideas.

12. Interested parties are instructed to peruse the YIDA's website (www.YonkersIDA.com) on a regular basis, as additional information relating to this solicitation may be released in the form of an addendum to this RFP. Addenda will also be posted to the YIDA.

13. Equal Employment Opportunity

Declaration of policy – (a) Equal opportunity and affirmative action toward its achievement is the policy of all units of New York state government, including all public and quasi-public agencies, commissions, boards and authorities, and in the classified, unclassified, and non-classified services of state employment. This policy applies to all areas where State dollars are spent, in employment, public services, grants and financial assistance, and in state licensing and regulation.

14. Proposer should be aware of the State's Minority Business Enterprise (MBE) requirements, which address the State's goal of ten percent (10%) participation by MBE's in all procurements.

15. The Corporation reserves the right to award to one or more Proposers.

Proposal Requirements

In order to be considered responsive, proposals must at a minimum contain the following:

Technical Proposal Elements

1. Description of the proposed approach and work plan. Activities and timelines should be specific, measurable, achievable, realistic, and time-oriented. Include a timeline of major tasks and milestones.
2. Person who will be the primary point of contact with the YIDA.
3. Qualifications of the Proposer to provide the requested services including capability, capacity, related experience with similarly complex projects, and client references.
4. A listing of the staff to be assigned to this engagement and their respective qualifications, past experience on engagements of this scope including resumes, and their role in those

past engagements.

5. A description of the outcome monitoring and evaluation plan including a list of tools to track process, output and outcome measures for each component of the application.

Proposal Submission

Responses to this RFP are due **by Friday, January 11, 2019 by 4:30pm.** Electronic PDF versions of complete proposals should be emailed to info@YonkersIDA.com or be mailed or hand-delivered in a sealed envelope to:

Yonkers Industrial Development Agency

Attention: Jaime McGill, Executive Director

470 Nepperhan Avenue, Suite 200

Yonkers, NY 10701

Note: No phone calls or late responses will be accepted.

Questions, interpretations, or clarifications concerning this RFP should be directed by e-mail to

info@YonkersIDA.com **no later than 2:00 pm on Monday, January 7, 2019.** Responses

to questions, interpretations, or clarifications concerning this RFP will be posted online via

addendum at www.YonkersIDA.com **no later than 2:00pm on January, 8 2019** to ensure equal

awareness of important facts and details.

The YIDA reserves the right to terminate this solicitation prior to entering into any agreement with any qualified firm pursuant to this Request for Proposals, and by responding hereto, no firms are vested with any rights in any way whatsoever. The YIDA reserves the right to reject any or all proposals for not complying with the terms of this RFP.