

# PUBLIC FINANCE SERVICES.



# Partner with our Public Finance specialists.

Northland Public Finance connects issuers and investors through negotiated underwritings, private placements and competitive sales. We provide a complete array of financial advisory services coupled with an understanding of municipal securities which only comes from underwriting bond issues and providing diverse financing options and opportunities to communities, utilities, schools, and non-profit organizations.

## Diversified Business

When you hire Northland Securities, you get far more than just a financial advisor. You also get the strength and experience of a full service municipal bond underwriter. We know the bond market because we are a part of it. Our trading desk buys and sells municipal bonds similar to yours each day. We know firsthand what buyers of municipal bonds are looking for—and we can draw on this knowledge to make your bond issue more successful.

## Professional Staff

When you retain Northland Securities, we become a part of your team. We work with you, your staff and other professional advisors to plan and implement your project. Many of our employees have experience with local government, and years of practical understanding of your needs and situations. We have specialists in our office who understand the municipal, legal, engineering, numerical, and technical aspects of municipal financing. Our expertise becomes another resource for you to draw upon to get the answers to your questions.

## Responsive Assistance

Your time is important. When you have a question that requires an answer, you do not want to wait days for a response. Our firm has built its reputation on being attentive and responding promptly to our clients' needs, with creative and prudent ideas. We are available to help you on an ongoing basis, not just when there is a bond issue to sell. When you need us, we will be there for you.

## Expertise

Northland Securities and its employees are licensed to conduct business by the Securities & Exchange Commission (SEC) and regulated by the Financial Industry Regulatory Authority (FINRA). Our public finance professionals have met industry education requirements and earned various FINRA registrations, including Series 50 Municipal Advisor Representative Registrations.

## Efficient Finance

**Our goal is to develop financing that is equitable, effective, and efficient. The determination of an optimal financing structure is a function of four elements:**

1. Is the proposed repayment schedule well coordinated with the client's existing debt obligations and revenues?
2. Are the resources pledged to debt redemption sufficient to meet the total debt service requirements when existing and proposed debt is combined?
3. Is the proposed maturity schedule designed to attract maximum interest from potential investors in the current market?
4. Is the proposed debt structured to ensure the maximum flexibility for the client in the future?



# Guiding You Toward Your Goals

## Debt Management

- Competitive Bond Sales
- Bond Underwriting
- Bank Private Placement
- Debt Refinancing
- Continuing Disclosure

## Economic Development

- Downtown Development Authority (DDA)
- Urban Renewal Authority (URA)
- Tax Increment Financing
- TIF Reporting
- Pro-Forma Analysis
- Development Agreement Negotiation
- Special Service Districts
- Housing Improvement Areas

## Strategic Financial Planning

- Utility Rate Studies
- User Fee Studies
- Capital Improvement Plans
- Financial Management Plans
- Strategic Plans
- Annexation Fiscal Impacts
- Merger Fiscal Impacts
- Goal Setting Workshops
- Property Tax Impact Analysis

## Tools

- Capital Improvement Plans
- Capital Project Impact Analysis
- Continuing Disclosure Reporting
- Debt Management Programs
- Economic Development
- Goal Setting Workshops
- Merger/Annexation Fiscal Impacts
- Pro-Forma Analysis
- Referendum Assistance
- Refunding Analysis
- Sales Tax Analysis
- Strategic Financial Analysis
- Tax Abatement Programs
- Tax Increment Financing
- Unfunded Liability Alternatives (Employee Benefits & Pension)
- User Fee Studies
- Utility Rate Studies

## Your Public Finance Experts

### Services

- Financial Advisory
- Credit Enhancement
- Bond Underwriting
- Debt Placement
- Investment Products

### Methods

- Bond Financing
- Cash Flow Financing
- Lease Financing

### Disciplines

- Economic Development
- Education
- Energy
- Health Care
- Municipal Infrastructure
- Utilities



## Partner with Northland

Northland was formed to meet client needs in a new era of finance. Today, transactions must be done optimally, with a thorough understanding of the client's situation and surrounding elements in the environment; it is no longer acceptable to just process transactions or provide a singular product.

No firm in our industry is more committed to providing financial services that yield outstanding results than the team of professionals at Northland. Our commitment is to deliver innovative financial services with integrity, insight, technical competence, and dedication to achieving the goals of our clients.

We provide access to compelling financial options and technology, while guiding our clients through the challenging decision-making process—in an ever-changing marketplace—to a thorough, creative, and complete solution to meet their needs.



## About Northland

- Our staff of industry veterans have successfully met the investment and capital needs of a range of clients, from individual investors to non-profits, corporations, municipalities, school districts and community organizations.
- The firm has underwritten approximately \$38 billion of fixed income investment securities and loans. Northland has over 6,500 individual client accounts, and does business with over 800 community banks.
- Developing and maintaining our long-standing relationships with our clients is key to our commitment in this industry. We know our job is helping make your work easier, and helping your community thrive.
- The firm is a leading underwriter\* of tax-exempt bonds in the Midwest, and is recognized for its equity markets research and specialization in finance and capital market access for corporate, government, and non-profit clients.
- Our professionals are committed to the highest levels of integrity and accountability—to do what is in the best interest of their clients, industry regulators, investors, and colleagues.
- **Northland welcomes the opportunity to help you articulate and meet your financing and investment goals.**

*\*Source: Bloomberg Finance L.P., Annual League Tables Rankings, Full Year.*

# NorthlandSecurities.com

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