



Tips for Sharing Financial Stories with Your Board

Using Data the Right Way

DATA



ARRANGED



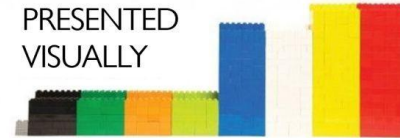
EXPLAINED
WITH A STORY



SORTED



PRESENTED
VISUALLY





The Last Mile Problem

Agenda

THINGS TO KEEP IN MIND AS YOU BRAINSTORM

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TIPS FOR DESIGNING A PRESENTATION

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COMMON MISTAKES

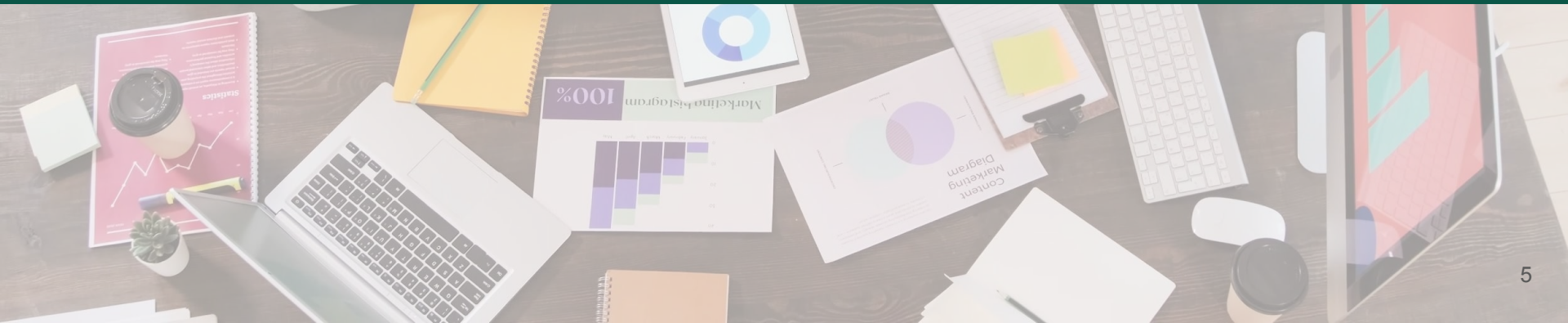
21

TIPS FOR PRESENTING LIQUIDITY DATA


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THINGS TO KEEP IN MIND AS YOU BRAINSTORM



Know Your Audience



Remember, you are **not**
presenting to yourself.

Know the
demographics
of your audience.

Find out what the
audience **wants**
to learn from
the presentation.

Know your
audiences' **level**
of knowledge.

Poll Instructions

**Visit PolLEV.com/3plus1
Please join our LIVE polling!**

When poll is active, respond at pollev.com/3plus1

Text **3PLUS1** to **22333** once to join

Most of my council/board stakeholders have greater than 5 years of experience in the details of municipal finance.

Strongly Agree

Somewhat Agree

Somewhat Disagree

Strongly Disagree



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**My team and I produce reports, graphics, analyses, etc.
that are specifically intended for use in council/board
meetings.**

Strongly Agree

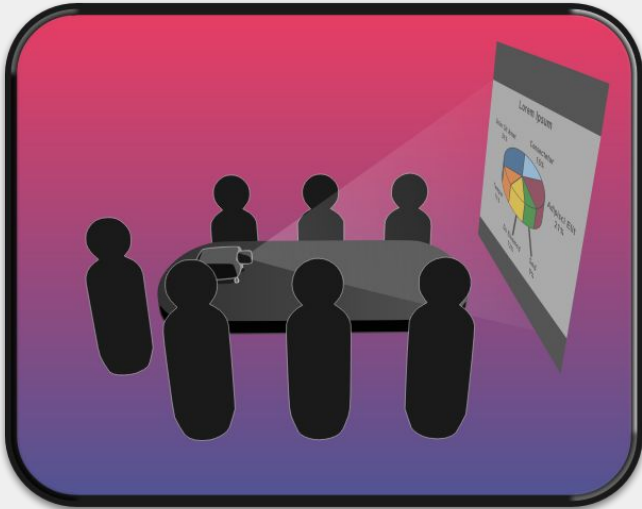
Somewhat Agree

Somewhat Disagree

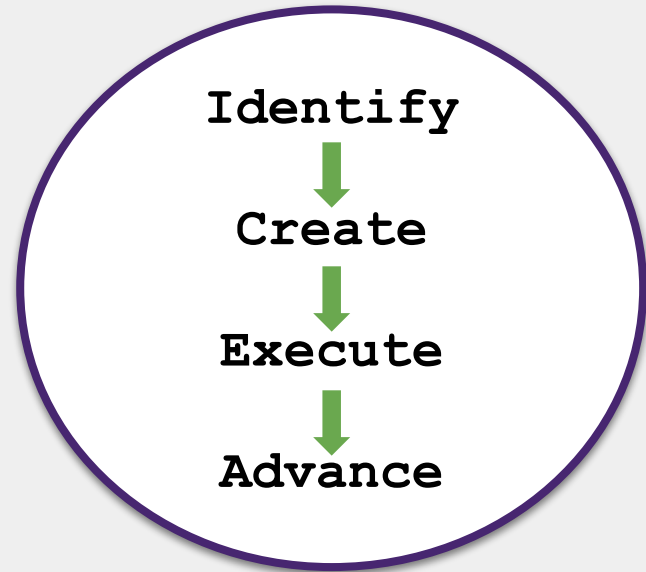
Strongly Disagree



Is the topic you are discussing **explanatory**?



Is the topic you are discussing **exploratory**?





TIPS FOR DESIGNING A PRESENTATION

Explain The Obvious

- Titles
- Labels
- Scales



Be Strategic

**Tap Into What We Know
About Human Behavior**



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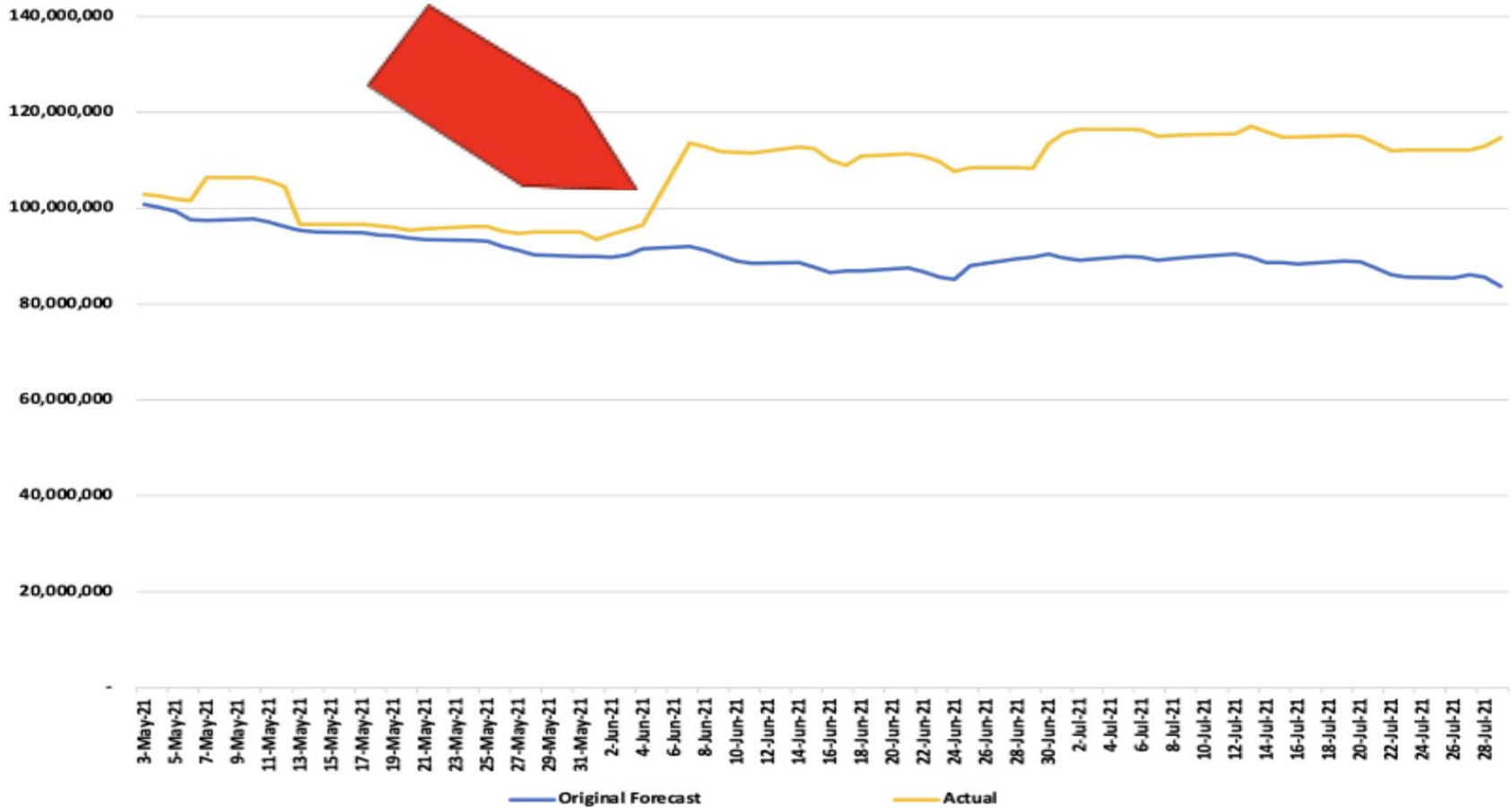
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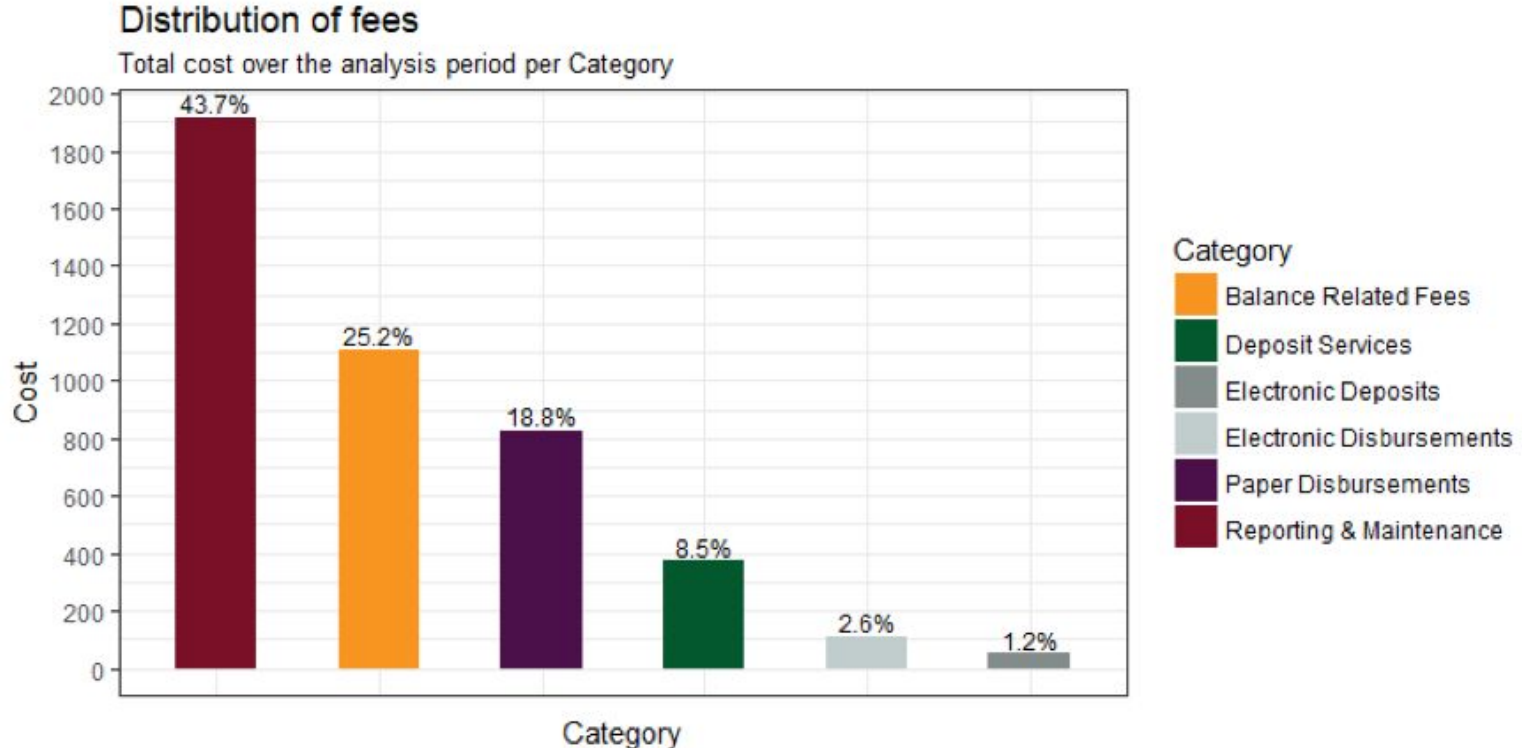
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Previous Forecast to Actual Q2 2021



Use Visuals That Show Scale





TIPS FOR PRESENTING



Standard 3 Act Structure



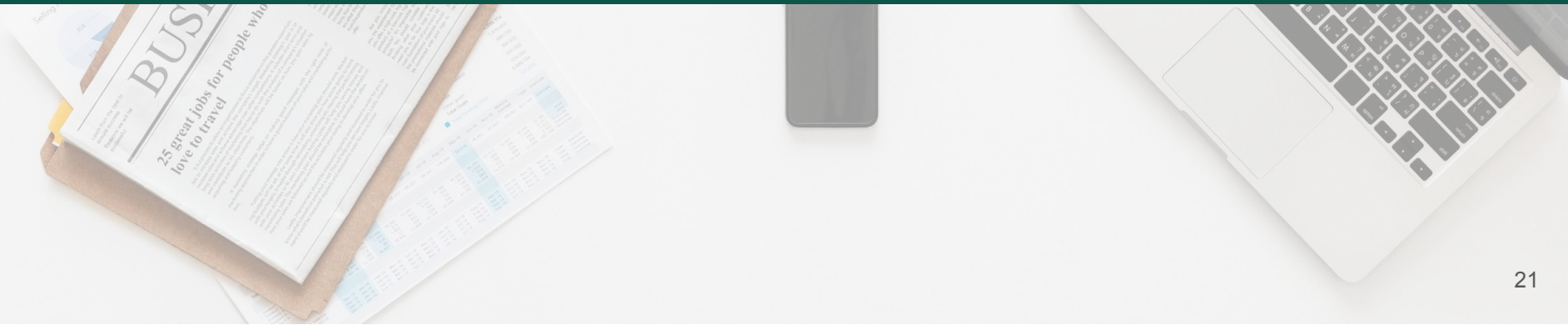
- **Introduce**
- **Share Data**
- **Call to Action**

The Power of Repetition





COMMON MISTAKES



Year-Over-Year Change

Annual	July 2019 - June 2020	July 2020 - June 2021	Difference
Avg. Balance	181,555,465	195,987,836	+14,432,370
Max. Balance	213,577,883	210,338,722	(3,239,161)
Min. Balance	164,322,572	177,143,726	+12,821,154
Period	April - June 2020	April - June 2021	Difference
Avg. Balance	187,338,020	204,994,920	+17,656,900
Max. Balance	213,577,883	210,338,722	(3,239,161)
Min. Balance	181,636,979	201,854,465	+20,217,487

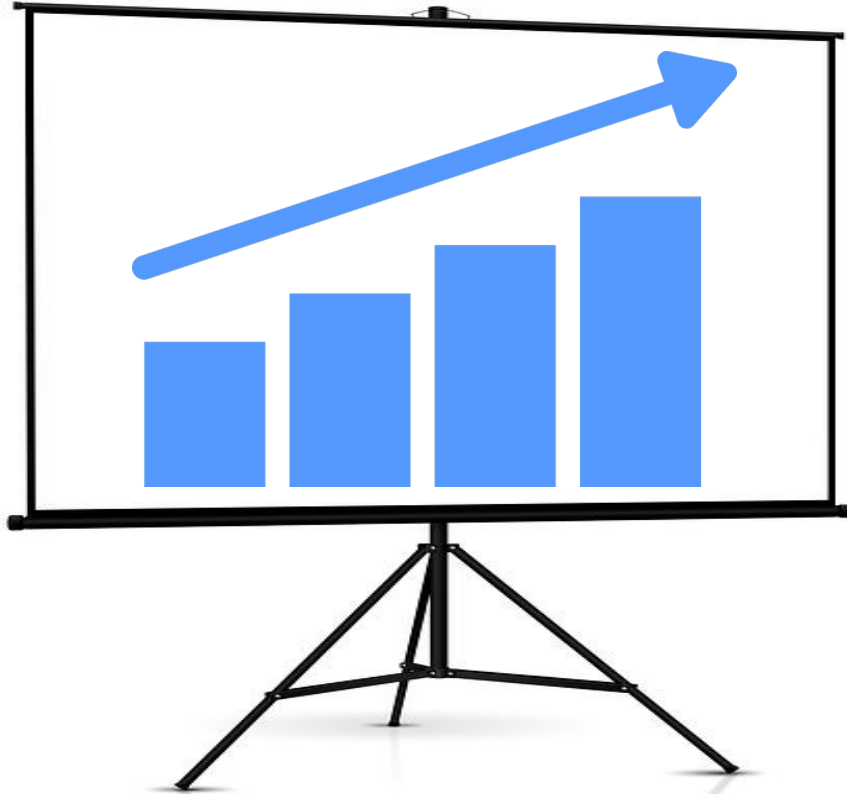
Benchmark Data

Account	Q3 Return	12-month Return
Bank 1 (ECR)*	.15%	0.16%
Bank 1 Sweep Account	0.02%	0.04%
STAR OH	0.08%	0.22%
Investment Advisor 1	1.28%	1.39%
Investment Advisor 2	0.61%	1.08%
**All Combined	0.68%	1.03%
Public Funds Benchmark	.05%	.06%

You Cannot Do Everything



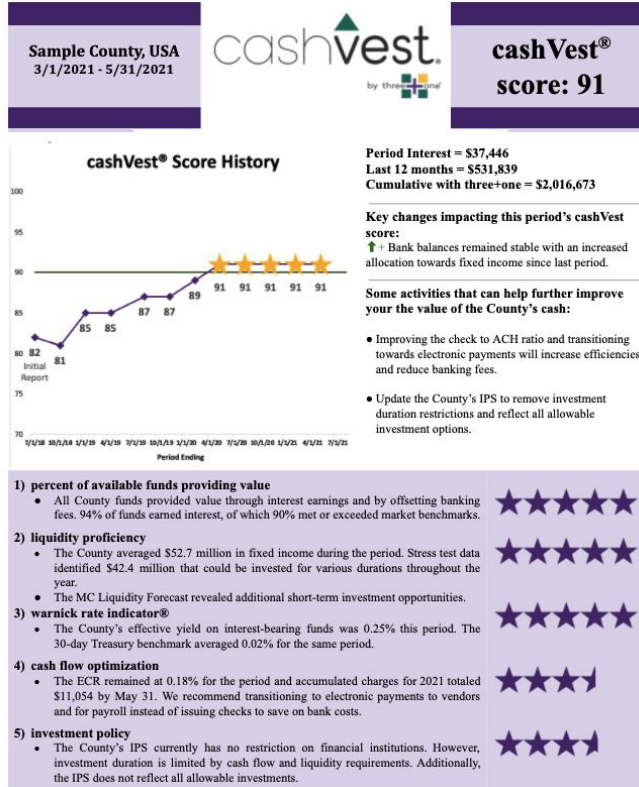
One Clear Message



The best data storytellers have one clear message for each graphic.

Be Consistent

An entity's cashVest score is always measured by quarter.



An entity's cashVest score is always based off of specific criteria.



TIPS FOR PRESENTING LIQUIDITY DATA



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My council/board stakeholders ask for detailed financial information that usually requires additional analysis after a meeting.

Strongly Agree

Somewhat Agree

Somewhat Disagree

Strongly Disagree



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My council is interested in utilizing data and future forecasts for scenario planning.

Strongly Agree

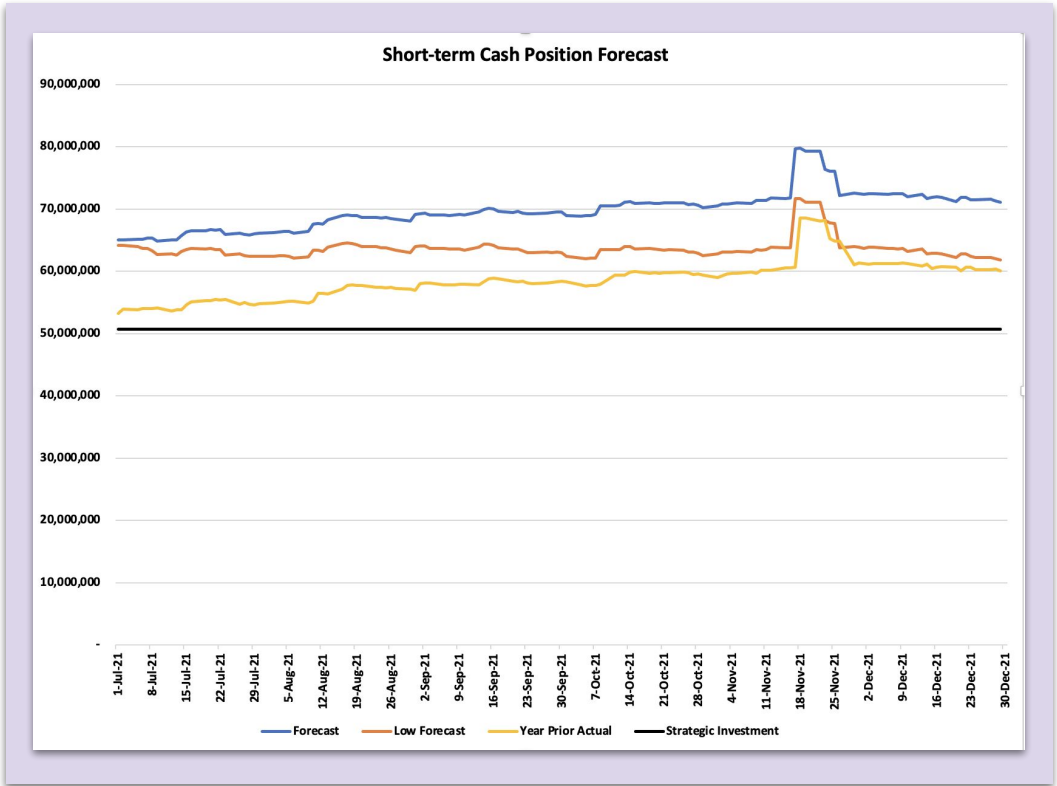
Somewhat Agree

Somewhat Disagree

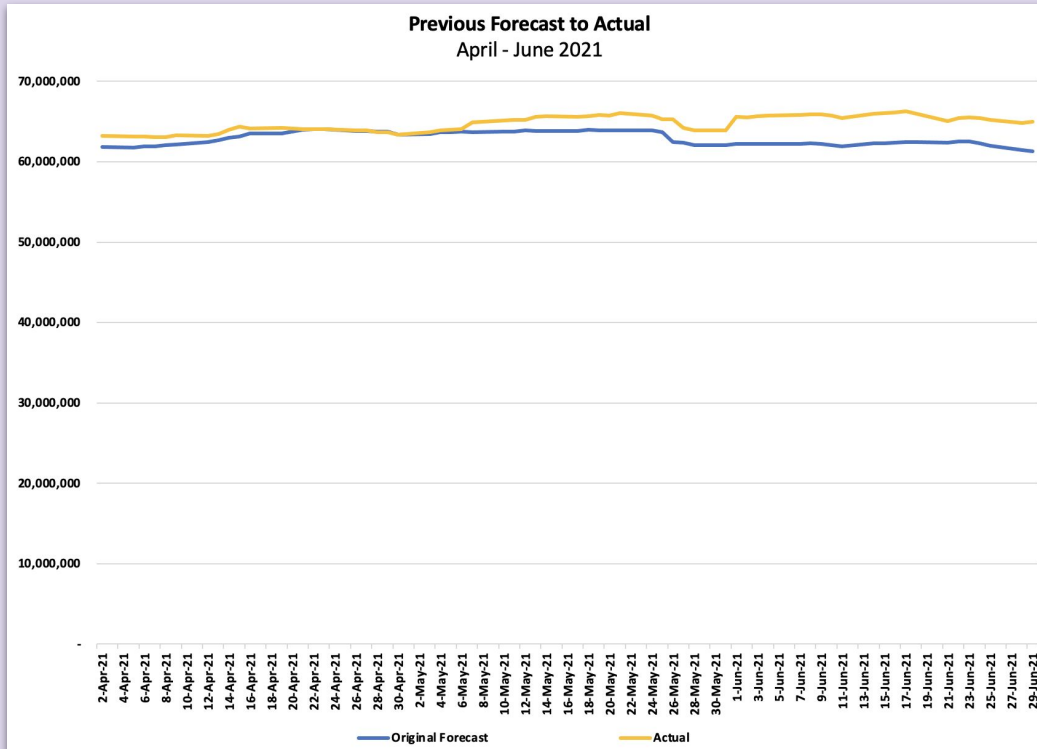
Strongly Disagree



Forecast and Plan



Review and Adjust



Variance Type	Amount	%
Average	1,851,384	2.9%
Max	3,815,155	5.8%
Min	(38,489)	-0.1%

Monthly Net Change in Pooled Cash	Positive Flows	Negative Flows	Net Impact 30-day
September 2020	9,351,286	(13,409,210)	(4,057,923)
October 2020	9,803,305	(7,557,657)	2,245,649
November 2020	16,813,745	(5,079,149)	11,734,595
December 2020	5,132,058	(3,603,185)	1,528,873
January 2021	7,035,212	(10,388,597)	(3,353,385)
February 2021	3,198,007	(8,204,619)	(5,006,612)
March 2021	11,120,769	(4,933,413)	6,187,355
April 2021	4,642,945	(9,782,551)	(5,139,606)
May 2021	5,909,612	(10,416,626)	(4,507,014)
June 2021	9,054,453	(5,075,215)	3,979,237
July 2021	4,922,078	(12,503,662)	(7,581,584)
August 2021	7,293,632	(5,491,884)	1,801,748

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My council is aware of the amount of effort my team and I put into liquidity/treasury management.

Strongly Agree

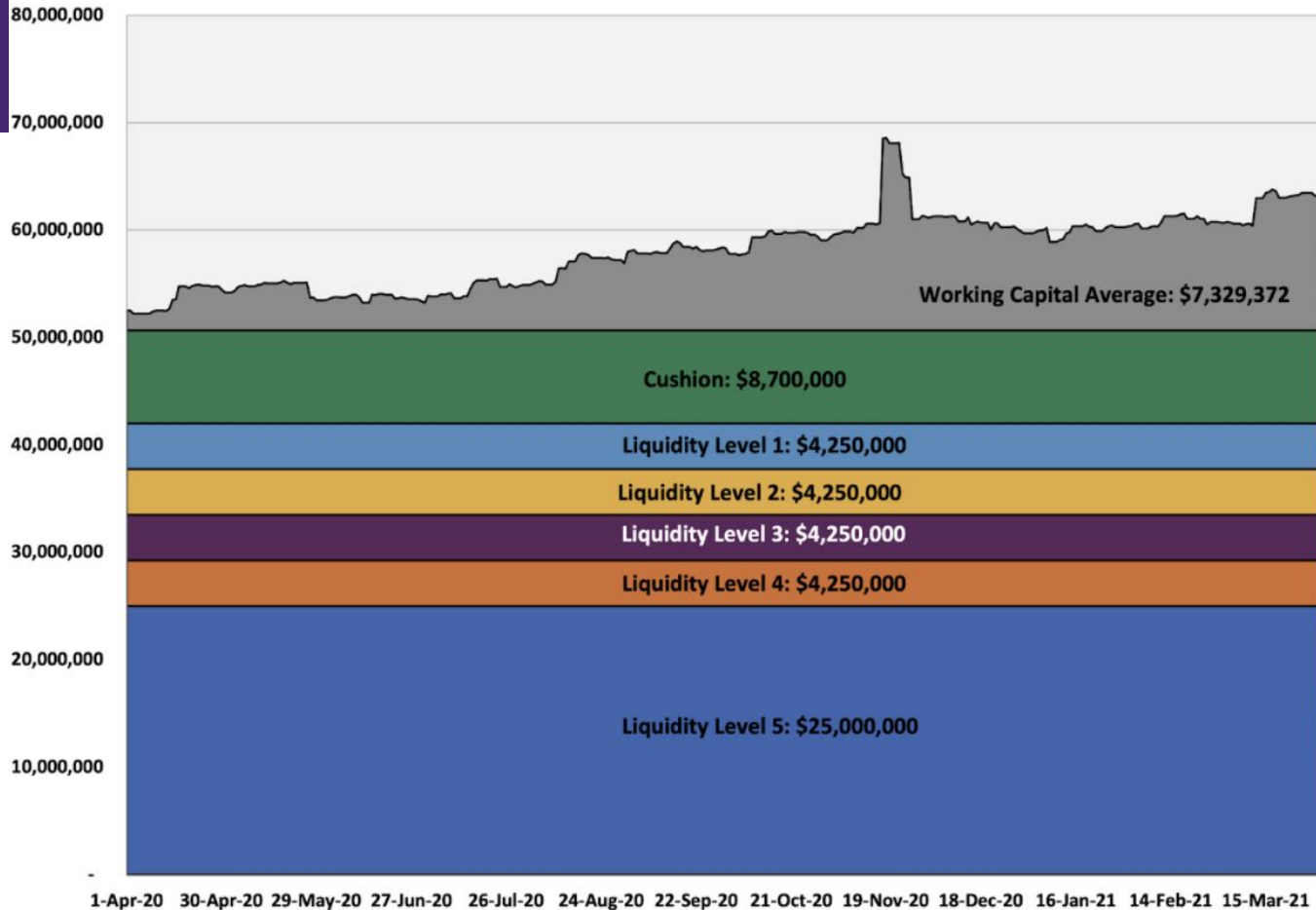
Somewhat Agree

Somewhat Disagree

Strongly Disagree

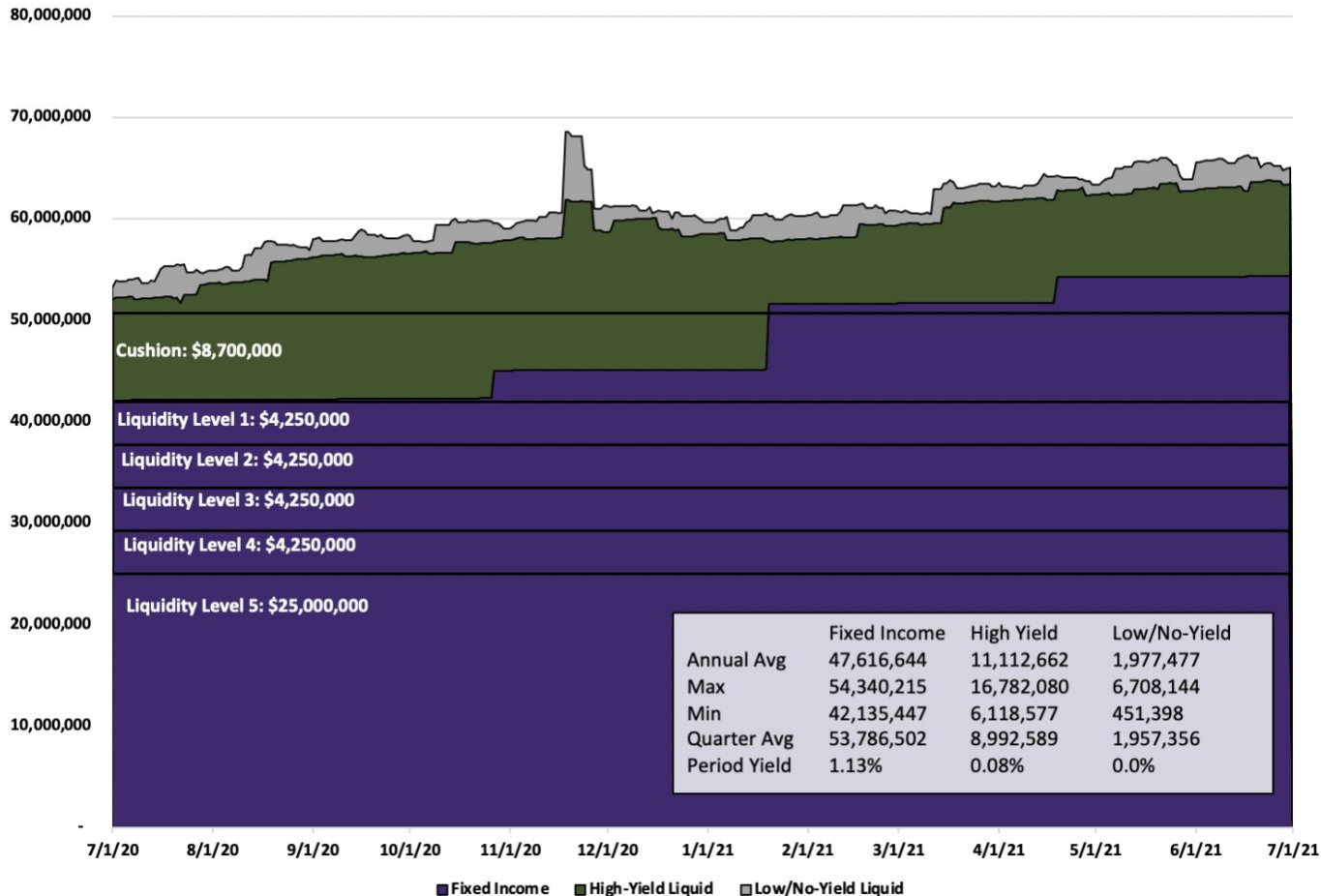


Time Horizon of Cash



Stress
Testing

Allocations of Cash & Associated Return



Liquidity Profile

Sample Entity



	Bank 1	Bank 2	Bank 3
Total Fees	\$8,600	\$36,935	\$41,356
Substitutes (additions)	\$0	\$7,659	\$41
Total Fees w/ Substitutes	\$8,600	\$44,594	\$41,397
Market Rate	0.20%	0.20%	0.20%
DDA Rate	0.25%	N/A	N/A
MMDA Rate	0.40%	0.15%	0.03%
ECR	N/A	0.38%	0.25%
FDIC	N/A	0.13%	0.083%
eECR	N/A	0.25%	0.17%
Historical Average Balance	\$5,891,556	\$5,891,556	\$5,891,556
FDIC Fee (\$)	\$0	\$7,659	\$4,890
RR	0%	0%	0%
Historical Balance Adjusted for RR	\$5,891,556	\$5,891,556	\$5,891,556
Days in Proposed Settlement Cycle	N/A	365	365
ECR Allowance	N/A	\$14,729	\$9,839
Required Balance to Pay Zero Fees	\$4,300,000	\$14,774,176	\$21,860,245
Excess / Deficit Balance	\$1,591,556	-\$8,882,620	-\$15,968,689
Net Value / Hard Fees	-\$8,600	-\$22,207	-\$26,668

Value Comparison

Let's win the race!

Questions?



Thank you!



Alex DeRosa, MPA
Relationship Specialist,
Team Leader
(585) 484-0311 Ext. 706
ald@threeplusone.us