

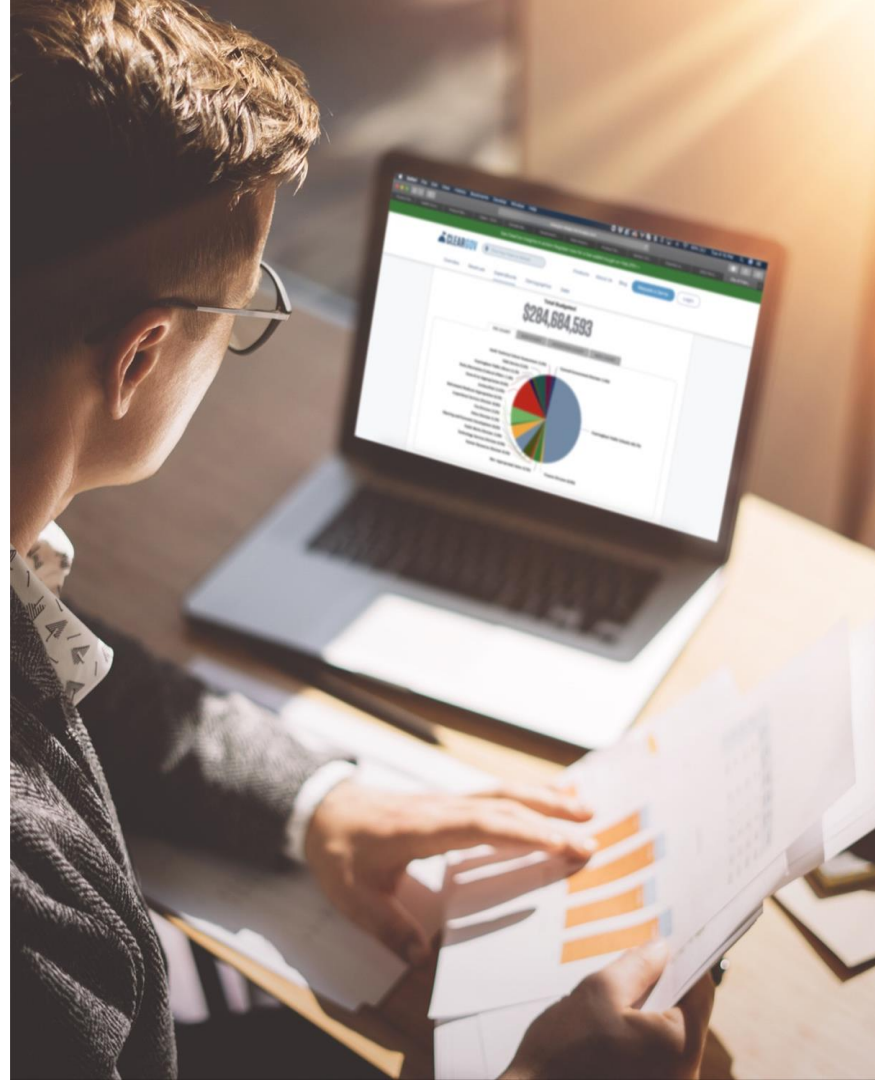
GFOATN - ClearGov Presentation

The Shift to Website Based Budget Books

Presenter:

Stacey Blackstock

*Market Development Executive at
ClearGov*



Legacy Budgeting Cycles are

SCATTERED

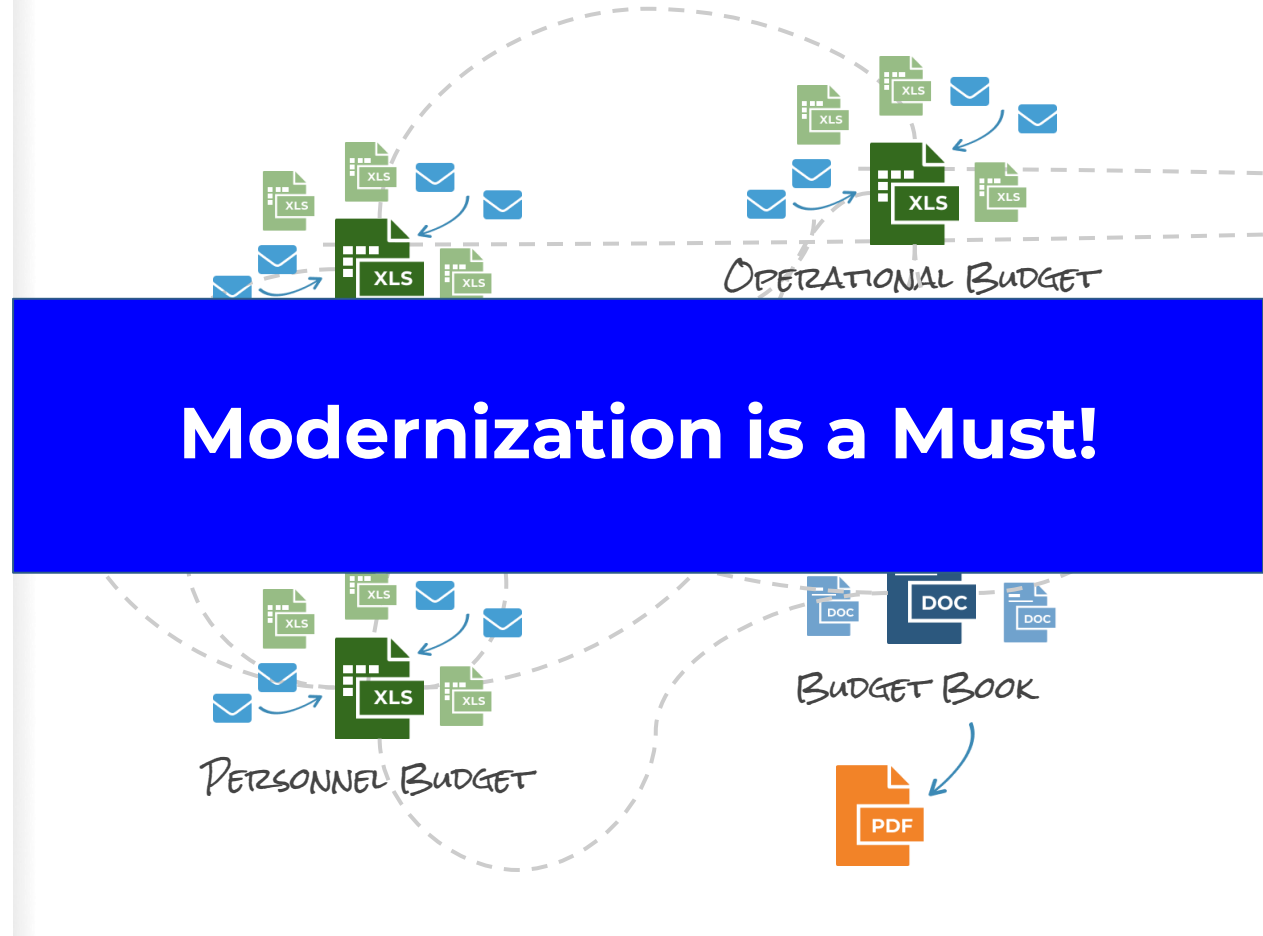
Documents, emails, notes, etc. are spread across multiple inboxes and desktops.

DISJOINTED

Excel, Word and email are distinct, generic products that inhibit collaboration.

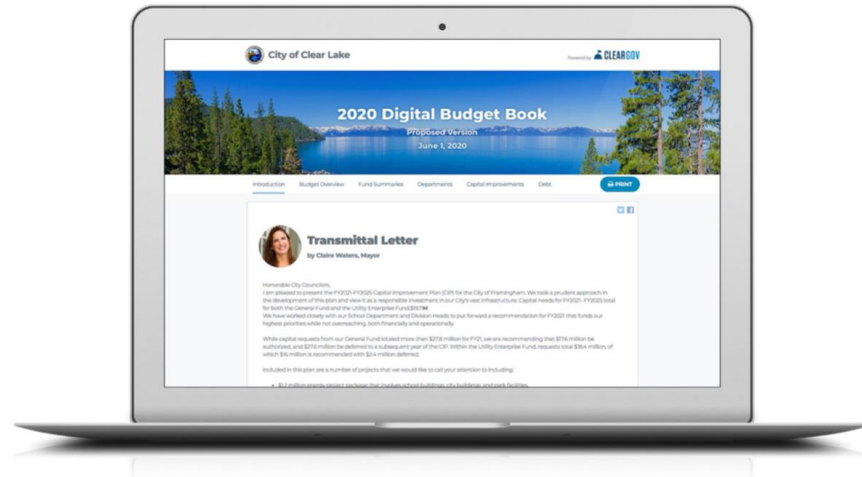
TEDIOUS

Constructing, combining and correcting multiple spreadsheets is taxing, tiresome and time-consuming.



Solution

Hundreds of municipalities and counties are moving to cloud-based technology to save time and better communicate their annual budgets

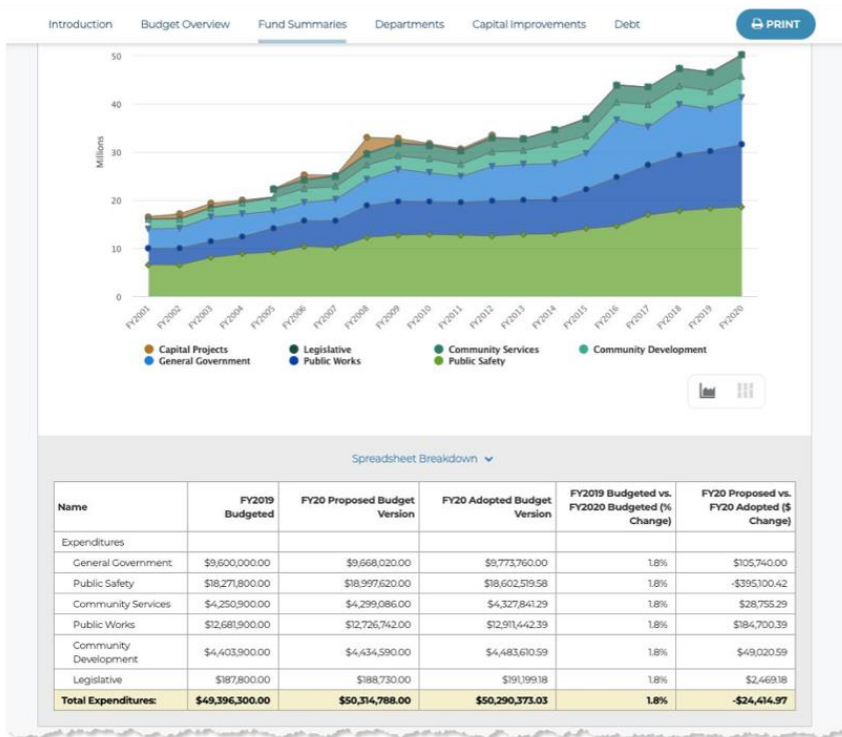


The Evolution Of Budget Books

	Print	PDF	Website-based
Navigation	Flip Pages	Clickable	Clickable
Financial Figure Maintenance	Figures quickly outdated	Figures quickly outdated	Figures automatically adjusted
Charts	Static	Static	Interactive
Social Media Shareable	No	Poor User Experience	Yes
Print Customization	None	None	Select Sections to Print
Mobile Viewable	N/A	Poor User Experience	Dynamic formatted for mobile
Video	None	None	Easily Embeddable

Tips: How To Better Communicate Your Budget

Fund Summaries



Old Way: Pages made up of Excel spreadsheets or hard to read ERP reports. Maybe a static chart built manually via Excel

Modern Way: Automated, interactive pages of your entire fund structure

- Summary, Fund, Function, Object, and Fund Balance panels with charts/graphs and data tables
- Present multiple charts/graphs together
- Allows viewer to consume data from multiple angles

Department Pages

Introduction Budget Overview Major Revenue Sources Fund Summaries **Departments** Five-Year Plan Capital > Print


Economic Development

Victor Gonzalez
Director

MISSION STATEMENT: Create a prosperous and healthy community with unique walkable place, retail, employment, housing, events and leisure opportunities that appeal to residents and the broader region.

ECONOMIC DEVELOPMENT: (2.0 FTE, \$1,101,930)
The purpose of economic development is to facilitate strategic public and private investment in targeted areas that drives economic prosperity, growth and creates a sense of place.

Department Highlights



- Over \$13.8 million in new non-residential private and public investment within the Town.
- Sahuarita COVID-19 Business Safety and Recovery Program awarded a total of \$416,000 to 43 local businesses. A total of 361 jobs were positively impacted as a result of the assistance provided.
- The Town providing direct assistance to local small businesses in the form of BizLaunch, BizEDGE and Dreambuilder program.
- Implemented the SAMTEC Business Attraction and Expansion Action Plan and a Targeted Restaurant Campaign.
- New restaurant offerings Arby's, Popeye's and Tania's

Old Way: Collaboration across departments is difficult with legacy tools; burden on budget teams to get information in book

Modern Way: Streamlined budget book process allows for real-time collaboration

- Departments to directly enter Missions, Descriptions, Goals, Accomplishments, Org. Charts
- Interactive KPIs/Performance Measures
- Admin controls ensure proper formatting, spell and grammar check

Capital Budget



Total Funding Requested by Department

Golf Course Club House Remodel

The clubhouse is where public golfers spend up to 25 percent of their time during the total golf experience, but at private courses, this number can be as high as 50 percent. Stands to reason that if you want to create lasting (favorable) impressions that can ultimately lead to incremental revenue, customers need to "connect" with the space.

Maximize space. Proper space planning plays a large role in whether a clubhouse will drive or drag revenue opportunities. Experienced-based, "golf smart" space planning allows design teams to properly organize and size interior spaces, thus maximizing operational efficiencies and creating more opportunities for customer enjoyment.

Full Concept
Exterior landscaping plans for the new clubhouse remodeling.

Common Room
Interior design for new common room for the new clubhouse remodeling.

Back Patio
New back patio design for the new clubhouse remodeling.

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Supplemental Attachments

- Full Concept Drawings
- Interior Layout

External Links

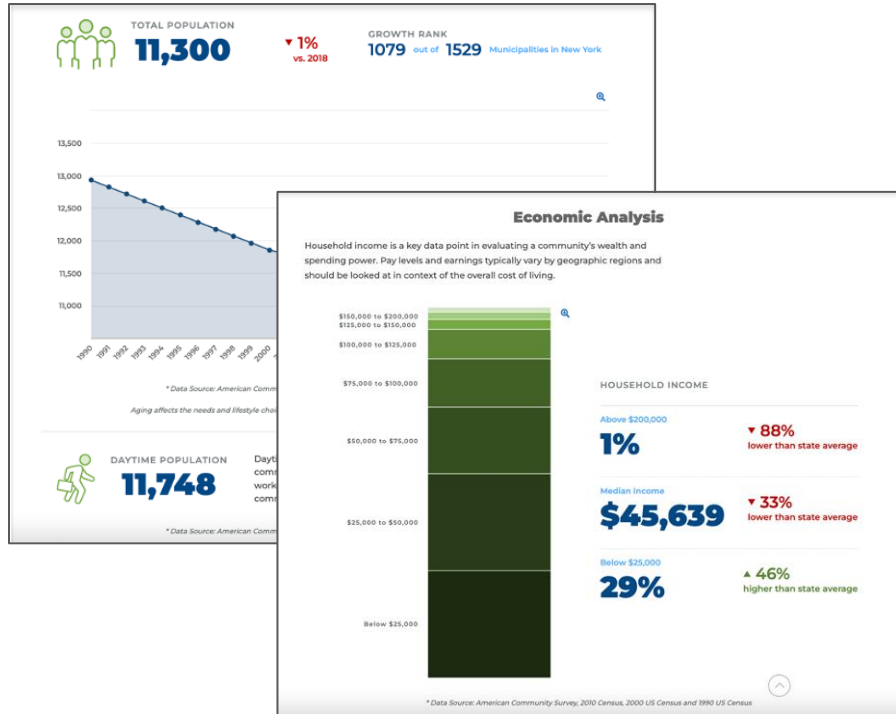
- Video Walk-Through
- Community Survey

Old Way: Excel spreadsheets and Word documents manually added to budget book

Modern Way: Integrated digital request forms to streamline the collection, creation and communication of your Capital Budget

- Automated One-Year Capital Budget and Multi-Year CIP sections
- Interactive request pages with images, attachments, maps, and charts/graphs
- GFOA: Capital vs Operating Costs; easily communicate your evaluation criteria

Statistical/Supplemental Information

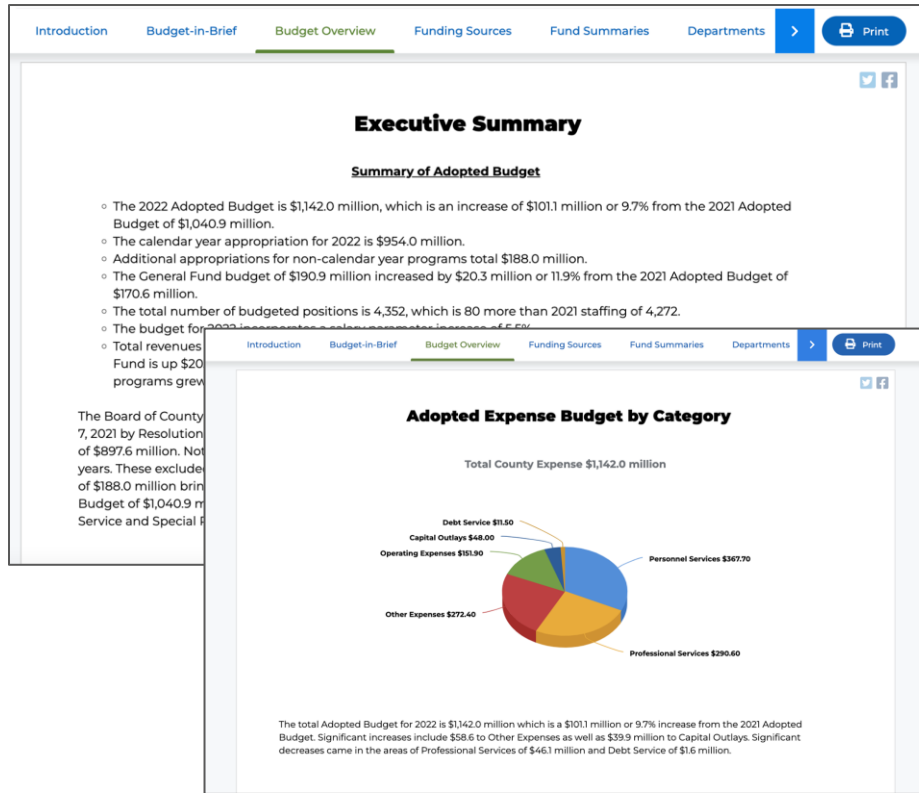


Old Way: Manually adding statistical and supplemental information in the budget to provide context behind financial decisions

Modern Way: Automated templates and pre-populated information each year

- Automated and interactive demographics pages with benchmark statistics
- Automated glossary; Organizational chart; Fund structure; Budget timelines

Executive Overview



Old Way: Manually creating Budget Overviews or Budget-in-Briefs to summarize significant budget items and trends

Modern Way: Software can help you produce this content in minutes

- Take what you've already done and copy/clone it
- Interactive chart builder that already has your financial data
- Linking documents is easy via a website-based budget

Table of Contents

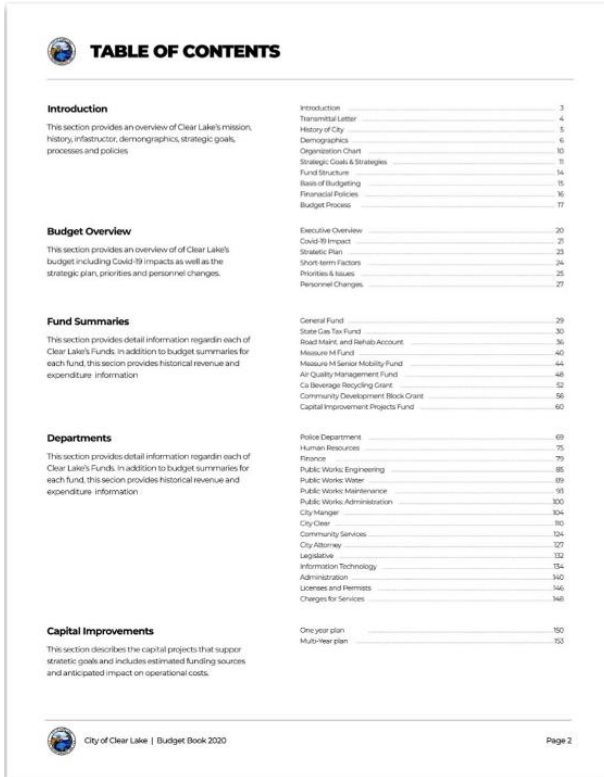


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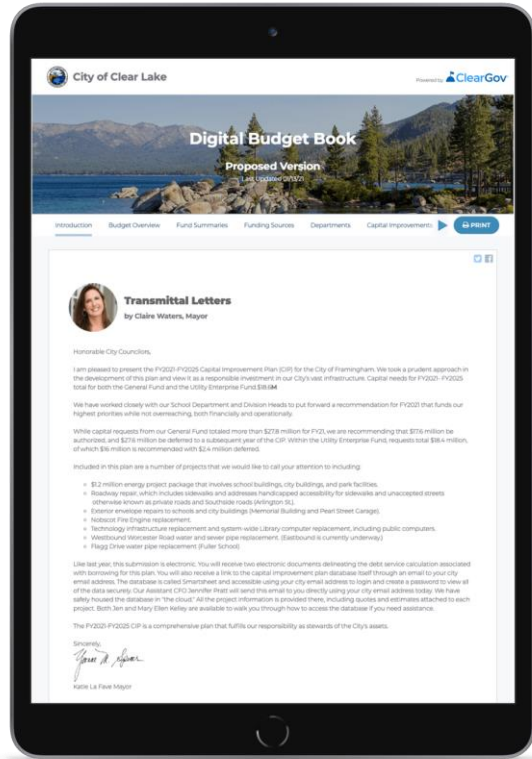
City of Clear Lake | Budget Book 2020 Page 2

Old Way: Your budget book should include a table of contents. Very manual to build and hard to ensure proper numbering. Difficult to navigate as a reader

Modern Way: Automated table of contents

- Printed: Properly numbered and dynamically linked out-of-the-box
- Web-Based: Navigation bar is a modern take on a classic. Makes it even easier for a viewer to consume your budget book

Accessibility



Old Way: Static PDF document posted on your website

Modern Way: Website-based budget book ensures your document is produced and formatted in the most understandable way for the average reader

- Mobile-friendly and tablet-friendly
- Interactive charts/graphs; downloadable attachments; videos embedded
- ADA-optimized
- Print-ready with a click of the button

Easy and Repeatable Process

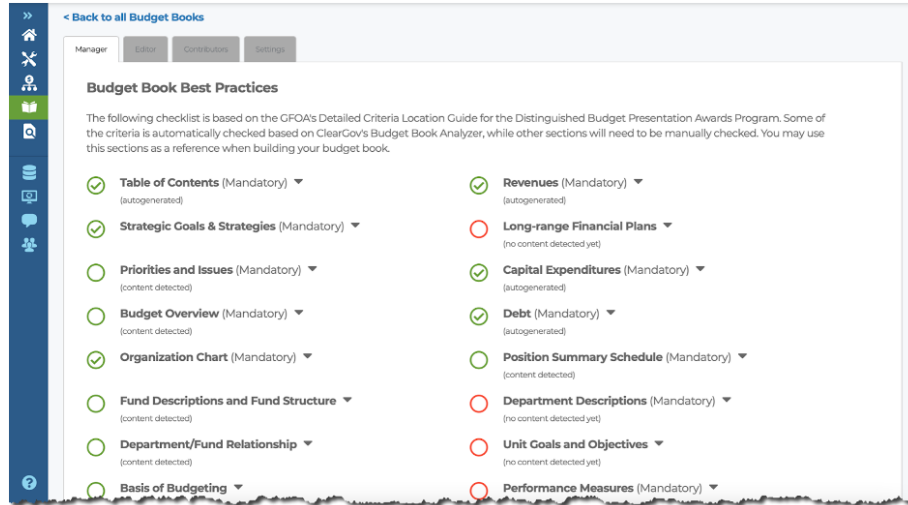


Old Way: A mad-dash to get the budget book produced in-time to meet your deadlines

Modern Way: An easy and repeatable process that yields exponential time savings each year

- Copy forward allows you to go from version->version/year->year seamlessly
- The numbers, charts, tables, and some text will update based on the new data
- Constant and never-ending improvement now becomes the focus

GFOA Distinguished Budget Presentation Award

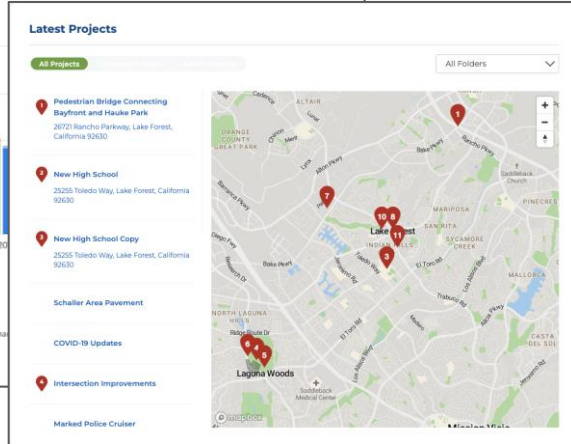
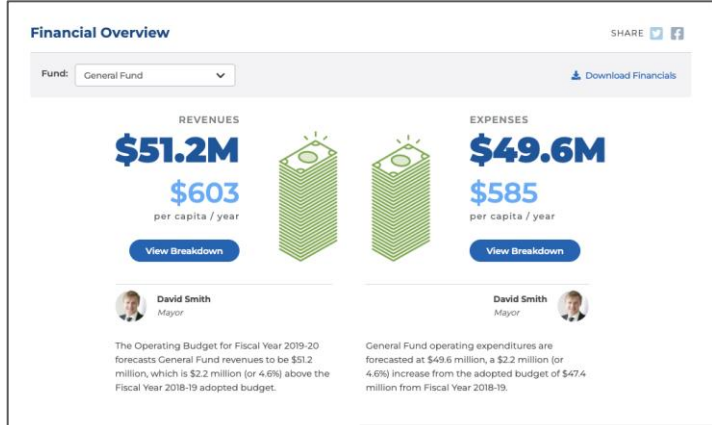


Old Way: Hundreds/thousands of hours of extra work required to build a GFOA Budget Presentation Award winning budget book

Modern Way: Automated GFOA-ready templated budget book

- GFOA Budget Award checklist
- You know what's mandatory and optional
- Built-in criteria and detailed suggestions/notes
- Easier than ever to submit

The New Fiscal Year



Old Way: Budget vs actual reporting done manually and siloed

Modern Way: Cloud-based financial transparency dashboard

- Easily track and report budget vs actual activity throughout the year
- Interactive charts/graphs and data visualization for stakeholders internally and externally
- KPI/performance dashboards and capital project transparency sites

Summary

A website-based budget book is the most effective way to communicate your budget. Modern, cloud-based technology can help you both save time and improve the way to present your annual budget internally and externally to the public

2021 Ulster County Executive Operating Budget (Final).pdf

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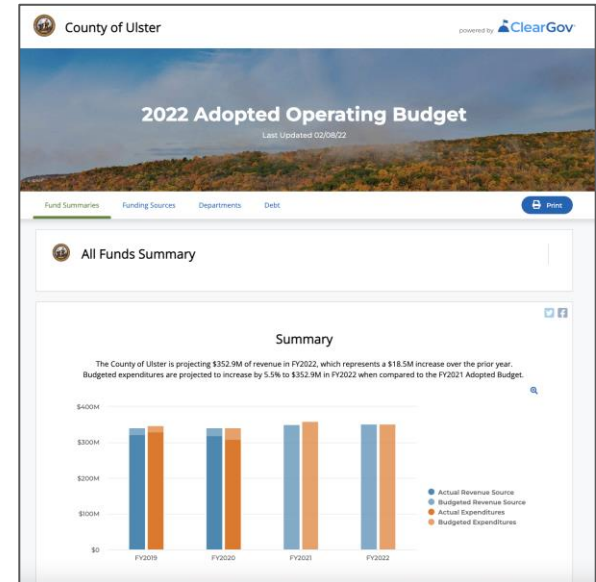
2021 Ulster County Executive Budget

Executive Budget Summary (continued)

Overall 2021 Executive Budget Totals by Fund

EXPENSES					
Fund	2018 Actual	2019 Actual	2020 Adopted Budget	2020 Amended Budget	2021 Executive Recommendation
GENERAL FUND	275,819,005	284,296,498	298,265,169	302,596,000	291,061,100
SPECIAL GRANT FUND	1,601,754	1,614,956	2,177,611	2,177,646	2,081,040
COUNTY ROAD FUND	14,576,424	15,116,621	15,423,750	15,458,428	14,601,317
ROAD MACHINERY FUND	3,708,206	3,571,739	3,812,236	3,833,843	3,444,400
SELF INSURANCE FUND	10,219,727	8,979,899	10,669,874	10,669,874	9,484,558
DEBT SERVICE FUND	10,238,927	16,727,421	12,527,961	12,527,961	13,145,698
EXPENSE TOTAL	313,858,106	330,287,103	342,876,601	347,266,212	333,817,813

REVENUES					
Fund	2018 Actual	2019 Actual	2020 Adopted Budget	2020 Amended Budget	2021 Executive Recommendation
GENERAL FUND	275,807,832	276,829,618	298,265,169	300,140,594	291,061,100
SPECIAL GRANT FUND	1,677,281	1,655,650	2,177,611	2,177,611	2,081,040
COUNTY ROAD FUND	15,363,498	15,984,098	15,423,750	15,423,750	14,601,317
ROAD MACHINERY FUND	3,040,738	3,267,512	3,812,236	3,812,236	3,444,400
SELF INSURANCE FUND	10,219,727	8,979,899	10,669,874	10,669,874	9,484,558
DEBT SERVICE FUND	13,350,237	16,881,831	12,527,961	12,527,961	13,145,698
REVENUE TOTAL	319,464,280	323,058,998	342,876,601	344,752,026	333,817,813



Thank You!

Stacey Blackstock

901-351-9554

sblackstock@cleargov.com

www.ClearGov.com