

Memorandum



CITY OF DALLAS

DATE March 11, 2022

TO Honorable Mayor and Members of the City Council

SUBJECT **Investor Relations Website**

I am excited to announce the launch of the City's Investor Relations website, accessible via the "Investing with Us" section of the [Financial Transparency website](#) or at cityofdallasbonds.com. An Investor Relations website is a tool to promote financial transparency and long-term market access to investors and stakeholders, with comprehensive information on the City's finances, relevant policies, projects, financial disclosure information, and upcoming bond offerings, and is a Government Finance Officers Association (GFOA) best practice.

On the Investor Relations website, investors can find targeted information on upcoming debt offerings, including current bond ratings and roadshows, and have access to supplemental financial information and previous bond offering documents to help make informed decisions when considering their investment options. Additionally, with an increased shift toward "impact investing", wherein investors are looking beyond the financial terms of an investment and seeking to impact public good, the Investor Relations website also includes a dedicated page that highlights the City's environmental, social, and governance (ESG) factors aligned with City Council policies that are integrated through City programs, projects, and financial management.

The Investor Relations website is a significant and dynamic addition to the debt management toolbox and further bolsters the credit profile of the City by promoting the efficient sale of debt instruments in both the primary and secondary markets and increasing interest and competition in new debt offerings. The Investor Relations website also facilitates communication with potential investors and helps to keep rating agencies informed of any changes that could potentially affect the credit quality of the City.

Thank you for your continued support and strengthening of the City's financial management efforts and credit profile. Should you have any questions, please contact Jenny Kerzman, Assistant Director of Treasury, City Controller's Office.

A handwritten signature in blue ink that reads "M. Elizabeth Reich".

M. Elizabeth Reich
Chief Financial Officer

c: T.C. Broadnax, City Manager
Chris Caso, City Attorney
Mark Swann, City Auditor
Billerae Johnson, City Secretary
Preston Robinson, Administrative Judge
Kimberly Bizar Tolbert, Deputy City Manager
Jon Fortune, Deputy City Manager

Majed A. Al-Ghafry, Assistant City Manager
M. Elizabeth (Liz) Cedillo-Pereira, Assistant City Manager
Robert Perez, Interim Assistant City Manager
Carl Simpson, Interim Assistant City Manager
Genesis D. Gavino, Chief of Staff to the City Manager
Directors and Assistant Directors