



MEMORANDUM

To: Mayor and City Council

From: April Reiling, Public Information Officer (PIO)

Date: April 11, 2017

Reference: Popular Annual Financial Report

2030: Sense of Community
Special Place to Live
Community Wellness and Enrichment
Business Prosperity
Sustainable City Government

Introduction:

The PIO's office, in coordination with the Budget Officer and staff from the Finance Department, recently developed the City's first Popular Annual Financial Report (PAFR), also known as the Annual Report. The PAFR incorporates Bold Vision, Big Impact marketing campaign elements and tells Coppell's story through the Fiscal Year 2015-2016, as well includes an 'A Look Ahead' section. The PAFR is available to the public upon request at Coppell Town Center, and is online at www.coppelltx.gov in the 'Government Transparency' section under 'Finance' and 'About Coppell'.

The term PAFR originated from the Government Finance Officers Association (GFOA) and was developed to encourage state and local governments to pull information from the Comprehensive Annual Financial Report (CAFR) and design an annual report that was reader-friendly, easy to digest and understand, and readily available for the public to view.

Coppell's PAFR is 20 pages and includes the following sections:

- Mayor's Message
- City Council
- City Manager's Message
- Strategic Plan/Vision 2030
- Year-In-Review
- City Profile
- Major Events
- Supporting Quality Education

- Enhancing Mobility
- Business Prosperity
- Financial Highlights
- A Look Ahead

The Finance Department will submit the PAFR to GFOA for award consideration. GFOA recognized 362 organizations nationally in 2016 that received the PAFR award for the fiscal year ended in 2015; 27 of those organizations were in Texas.