



Fundamentals of Public Finance Virtual Seminar

April 8 – May 23, 2025
All times in ET

Presented by PFM

[pfm.com](https://www.pfm.com)



April 8
1:00 PM
-2:00 PM

Introduction to the Virtual Program

Field of Study: Finance | 0 Credit
Prerequisites: None | Program Knowledge Level: Basic
Advance Preparation: None
Course Registration [Link](#)

A detailed overview of the seminar: topics, logistics, expectations, structure of the program, and goals.

April 9
1:30 PM
-3:00 PM

Finance Basics – Time Value of Money & the Yield Curve

Field of Study: Finance | 1 Credit
Prerequisites: None | Program Knowledge Level: Basic
Advance Preparation: None
Course Registration [Link](#)

Attendance will be monitored through in-course knowledge assessment

This session will provide an overview of basics concepts related to finance and, more specifically, public finance. Topics include time value of money (present value, future value, annuities, et al) as well as the underlying components of the yield curve.

When you complete this session, you should be able to:

List and discuss concepts necessary in gaining and utilizing basic knowledge of public finance and municipal bonds.

April 10
3:00 PM
-4:30 PM

Municipal Bond Basics

Field of Study: Finance | 1 Credit
Prerequisites: None | Program Knowledge Level: Basic
Advance Preparation: None
Course Registration [Link](#)

Attendance will be monitored through in-course knowledge assessment

This session will provide an overview of municipal bonds. Topics will include relevant terminology/definitions for fixed income securities, bond pricing (calculating yield/price), bond structure, debt structure and the components/participants in a typical municipal bond transaction.

When you complete this session, you should be able to:

List and discuss concepts necessary in gaining and utilizing basic knowledge of public finance and municipal bonds.

April 15
2:30 PM
-4:40 PM

The Basics of Refunding Bonds

Field of Study: Finance | 2 Credits
Prerequisites: None | Program Knowledge Level: Basic
Advance Preparation: None
Course Registration [Link](#)
Attendance will be monitored through in-course knowledge assessment

This session will begin with an introduction to refunding bonds and review the various types and structures of various refundings — tax-exempt, taxable, current, advance and forward refundings. Presenters will address timing of bond refundings, as well as how to structure refunding bonds to structure and maximize debt service savings.

When you complete this session, you should be able to:

List and discuss key terms and considerations related to the timing and structure of bond refundings.

April 16
1:30 PM
-2:30 PM

Tax Reform: Municipal Market Update

Field of Study: Tax | 1 Credit
Prerequisites: None | Program Knowledge Level: Basic
Advance Preparation: None
Course Registration [Link](#)
Attendance will be monitored through in-course knowledge assessment

This session will discuss how the tax-exempt municipal market has experienced significant changes to important tax rules over the last several years, most notably, the prohibition of tax-exempt advance refundings. This course will also review the impact of that reform and explore alternative strategies for issuers seeking to take advantage of attractive market environments.

When you complete this session, you should be able to:

Recognize tax-rule changes and discuss the impact of the reform on the tax-exempt municipal market.

April 17
3:00 PM
-4:00 PM

Budgeting for Equity

Field of Study: Finance | 1 Credit
Prerequisites: None | Program Knowledge Level: Basic
Advance Preparation: None
Course Registration [Link](#)
Attendance will be monitored through in-course knowledge assessment

This session will begin by defining equity and review the ways equity can be applied in the local government budget, policy and operations. We will cover emerging practices for applying economic and racial equity perspectives to address budget and financial shortfalls along with ways to institutionalize equity concepts at every level of government.

When you complete this session, you should be able to:

Identify and apply strategies that utilize economic and racial equity practices in their approach to everyday budget and financial practices.

April 22
3:00 PM
-4:00 PM

The Importance of Investor Relations

Field of Study: Finance | 1 Credit
Prerequisites: None | Program Knowledge Level: Basic
Advance Preparation: None
Course Registration [Link](#)
Attendance will be monitored through in-course knowledge assessment

This session will provide an overview of the importance of a well-thought-out and proactive investor relations strategy for municipal bond issuers. It will introduce the three phases and components of a successful investor relations strategy. Whether you are a frequent issuer in the capital markets or an occasional issuer, these key components will help your organization better understand your investors and their actions in the capital markets. It will help you better understand the impact of your communications, outreach, and relationships with investors on your financings.

When you complete this session, you should be able to:

gain a comprehensive understanding of the significance of a proactive investor relations strategy for municipal bond issuers. You will be introduced to the three phases and key components of a successful IR strategy and how effective investor outreach can positively impact your financings.

April 24
3:00 PM
-4:00 PM

Synario: A New Way to Do Financial Modeling (Demo)

Field of Study: Finance | 0 Credits
Prerequisites: None | Program Knowledge Level: Basic
Advance Preparation: None
Course Registration [Link](#)

In this session, the Synario team will provide an overview of Synario, PFM's financial modeling software, which offers a way to design, create, and manage completely bespoke financial models with integrated presentation capabilities, while mitigating the inefficiencies, risks, and resource-requirements that often make spreadsheets a nightmare. The presentation will include a live demonstration of Synario's functionality and a discussion as to how it might streamline this task within an organization.

April 25
3:00 PM
-4:00 PM

Challenges and Opportunities of Utilizing SLGS

Field of Study: Finance | 1 Credit
Prerequisites: None | Program Knowledge Level: Basic
Advance Preparation: None
Course Registration [Link](#)
Attendance will be monitored through in-course knowledge assessment

This session will cover the various characteristics of United States Treasury Securities, State and Local Government Series ("SLGS") including recent changes to the SLGS regulations, how their interest rates are determined, and the unique nature of demand deposit SLGS opportunities that exist to realize value in various interest rate environments. We will discuss the many ways in which SLGS can play a role in your bond proceeds investments strategies depending on market conditions, your liquidity needs, and the availability and pricing of alternative investment options.

When you complete this session, you should be able to:

Describe the differences between time and demand deposit SLGS, understand the regulations that apply to each type of security, and be able to identify opportunities to use the SLGS program to add value to your bond proceeds investments program.

April 29
2:30 PM
-4:40 PM

Bond Pricing

Field of Study: Finance | 2 Credits
Prerequisites: None | Program Knowledge Level: Basic
Advance Preparation: None
Course Registration [Link](#)
Attendance will be monitored through in-course knowledge assessment

This session will discuss bond pricing fundamentals: benchmarks and benchmark utilization, structuring considerations and analysis, including coupon and optional redemption features. We will also cover yield to call, yield to maturity, option adjusted spread analysis, method of sale — competitive and negotiated — and bond sale economics.

When you complete this session, you should be able to:

Recognize key terms of bond pricing and explain how this knowledge is beneficial municipal bond issuers.

May 1
2:30 PM
-4:40 PM

Swap Introduction, Applications, and Monitoring

Field of Study: Finance | 2 Credits
Prerequisites: None | Program Knowledge Level: Basic
Advance Preparation: None
Course Registration [Link](#)
Attendance will be monitored through in-course knowledge assessment

This session will cover the basics of interest rate swaps and introduce commodity hedging. We will briefly look at some general considerations when entering into a swap as well as discuss the Dodd Frank Act.

When you complete this session, you should be able to:

Define interest rate swaps in the context of minimizing the cost of outstanding debt and understand the inherent benefits, risks, and considerations for use of these instruments.

May 2
3:00 PM
-4:00 PM

Escrow Optimization with an Inverted Yield Curve

Field of Study: Finance | 1 Credit
Prerequisites: None | Program Knowledge Level: Basic
Advance Preparation: None
Course Registration [Link](#)
Attendance will be monitored through in-course knowledge assessment

This session will cover the optimization of escrow accounts including the relative value of open-market securities versus SLGS, the optimization of call dates for refunded/defeased bonds, and the sometimes-surprising pricing of open-market securities that are purchased for forward settlement. We will discuss how to thoughtfully prepare an investment and procurement strategy with the understanding that market conditions can change abruptly and require a financing team that is both vigilant and nimble.

When you complete this session, you should be able to:

Understand the various dynamics that drive the relative pricing between open-market securities and SLGS in this unique interest rate environment

May 6
3:00 PM
-4:00 PM

Retirement Finance & OPEBs

Field of Study: Finance | 1 Credit
Prerequisites: None | Program Knowledge Level: Basic
Advance Preparation: None
Course Registration [Link](#)
Attendance will be monitored through in-course knowledge assessment

This session will review the current trends associated with the health and future funding needs associated with public pension and OPEB plans. It will also clarify some of the background details associated with pension and OPEB funding mechanics, and finally it will describe some of the options that are available to solve pension and OPEB related challenges.

When you complete this session, you should be able to: List

potential sources of assets to fund liabilities and discuss approaches to reducing unfunded liabilities while managing budgetary impacts.

May 7
3:00 PM
-4:00 PM

Alternative Project Delivery & P3's

Field of Study: Finance | 1 Credit
Prerequisites: None | Program Knowledge Level: Basic
Advance Preparation: None
Course Registration [Link](#)
Attendance will be monitored through in-course knowledge assessment

This session will cover how PFM assists clients with financing capital investments. We will address alternative delivery structures, from design-build through design-build-finance-operate-maintain (P3), that are options for major projects.

When you complete this session, you should be able to:
Identify and utilize alternate delivery structures as options for financing capital investments.

May 8
3:00 PM
-4:00 PM

Economic Development and Tax Policy

Field of Study: Economic | 1 Credit
Prerequisites: None | Program Knowledge Level: Basic
Advance Preparation: None
Course Registration [Link](#)
Attendance will be monitored through in-course knowledge assessment

Finance officers are often called on to help evaluate the feasibility and appropriate level of public support for economic development investments. In this session, PFM professionals will provide an overview of tools such as real estate market analysis and economic and fiscal impact studies important to the development of such evaluations.

When you complete this session, you should be able to:
Recognize key tools commonly used in the evaluation of economic development projects, the methodological approaches and concepts that underlie these tools, and important areas for critical analysis to help ensure that any public investment or subsidy is reasonable and consistent with community goals.

May 12
3:00 PM
-4:00 PM

Diversity, Equity, Inclusion & Belonging (“DEIB”) at PFM and Public Finance Considerations

Field of Study: Behavioral Ethics | 1 Credit
Prerequisites: None | Program Knowledge Level: Basic
Advance Preparation: None
Course Registration [Link](#)

Attendance will be monitored through in-course knowledge assessment.

PFM launched our firmwide Diversity & Inclusion Strategy in 2016, and its scope and definition continue to evolve in reflection of the needs of our staff, clients, and communities to drive equity, justice, and belonging. In this session, we will explore what we’ve done, our successes, and our challenges, in an interactive discussion about what Diversity, Equity, and Inclusion looks and feels like at PFM.

When you complete this session, you should be able to:

Assess PFM’s DEI scope and strategies in the context of its successes and challenges encountered throughout this mission.

May 14
3:00 PM
-4:00 PM

Municipal Advisory Regulations & Contracts Overview

Field of Study: Special Knowledge | 1 Credit
Prerequisites: None | Program Knowledge Level: Basic
Advance Preparation: None
Course Registration [Link](#)

Attendance will be monitored through in-course knowledge assessment

Regulatory compliance and key contractual terms are critical areas of focus for many municipal entities. This session will be guided by PFM’s legal and compliance leaders using practical examples to help identify and review certain requirements, expectations, and good practices applicable to municipal and investment advisory activities.

When you complete this session, you should be able to:

Recognize key regulatory areas critical to an organization and providers of municipal and investment advisory services while also realizing the importance of key contractual terms included within agreements for obtaining these municipal and investment advisory services.

May 15
3:00 PM
-4:00 PM

Treasury Management Update

Field of Study: Finance | 1 Credit
Prerequisites: None | Program Knowledge Level: Basic
Advance Preparation: None
Course Registration [Link](#)
Attendance will be monitored through in-course knowledge assessment

This session will discuss new treasury technologies and help organizations understand what is earned on bank deposits, which in many cases is less than stated earnings rates. We will provide insights into how new banking technologies are offering tools to improve fiscal controls, operate more efficiently and gain timely access to information on cash positions.

When you complete this session, you should be able to:

List two new banking technologies that offer users more control and improve efficiency.

May 20
3:00 PM
-4:00 PM

Optimizing Federal Funding Opportunities – Inflation Reduction Act (IRA) and Infrastructure Investment and Jobs Act (IIJA)

Field of Study: Special Knowledge | 1 Credit
Prerequisites: None | Program Knowledge Level: Basic
Advance Preparation: None
Course Registration [Link](#)
Attendance will be monitored through in-course knowledge assessment

Given the change in Administration, there could be some significant changes in the programs offered to municipal entities through the Inflation Reduction Act and the Infrastructure Investment and Jobs Act. These 2 pieces of legislation, enacted a few years ago, have helped municipal entities achieve their investment and sustainability goals through grants, low interests loans and direct-pay tax incentives. Now, with the uncertainty in Washington, D.C., these programs could be in jeopardy. This session explores how municipal organization should plan for and address the risks that the incentives expected could be maintained, reduced or eliminated.

When you complete this session, you should be able to:

Describe the tax and other incentives in the Inflation Reduction Act and Infrastructure Investment and Jobs Act that are available to tax-exempt entities for water and sewer projects as well as renewable energy facilities, clean transportation, and energy efficient building projects. Understand the potential impact of legislative and executive branch changes to these laws and how to adjust planning and financing priorities accordingly.

May 23
3:00 PM
-4:00 PM

The Impact of Higher Interest Rates and Arbitrage Rebate Considerations on Bond Proceeds Investments Strategies

Field of Study: Special Knowledge | 1 Credit

Prerequisites: None | Program Knowledge Level: Basic

Advance Preparation: None

Course Registration [Link](#)

Attendance will be monitored through in-course knowledge assessment.

Description: This session will explore the various considerations that drive bond proceeds (e.g. construction, reserve, CAPI, etc.) investment strategies in a higher interest rate environment. It will cover a wide range of permitted investment options, potential liquidity needs, and the arbitrage rebate rules that help to frame an appropriate investment strategy.

When you complete this session, you should be able to:

Understand the variety of factors that impact the development of a bond proceeds investment strategy in a higher interest rate environment



pfm

1735 Market Street
42nd Floor
Philadelphia, PA 9103

pfm.com



PFM is the marketing name for a group of affiliated companies providing a range of services. All services are provided through separate agreements with each company. This material is for general information purposes only and is not intended to provide specific advice or a specific recommendation. PFM does not provide tax, legal or accounting advice.

Financial advisory services are provided by PFM Financial Advisors LLC, a registered municipal advisor with the Securities and Exchange Commission (SEC) and the Municipal Securities Rulemaking Board (MSRB) under the Dodd-Frank Act of 2010. Swap advisory services are provided by PFM Swap Advisors LLC which is registered as a municipal advisor with both the MSRB and SEC under the Dodd-Frank Act of 2010, and as a commodity trading advisor with the Commodity Futures Trading Commission. Additional applicable regulatory information is available upon request.

Consulting services are provided through PFM Group Consulting LLC. PFM's financial modeling platform for strategic forecasting is provided through PFM Solutions LLC.

For more information regarding PFM's services or entities, please visit www.pfm.com.

PFM Financial Advisors LLC seeks to comply with applicable regulatory requirements in providing any gift or entertainment to anyone including government officials and governmental entity employees. Due to continuing changes in state and local regulations, you should consult your applicable laws and regulations as your attendance may be deemed to be an acceptance of a gift or entertainment. If required by state law or the rules, regulations, or policies of your local government or entity to pay or report any part of the cost of attending this event, please contact Ciara Simmons at simmons@pfm.com so that necessary arrangements can be made.