



The Modern Rumor Mill: Counteracting Social Media

ICMA 2017

Trevor Minyard

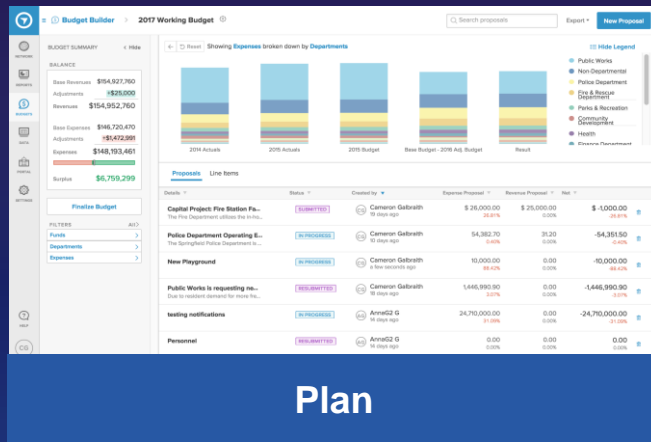
Assistant to the City Manager, McKinney, Texas

The Smart Government Cloud

The OpenGov Smart Government Cloud™

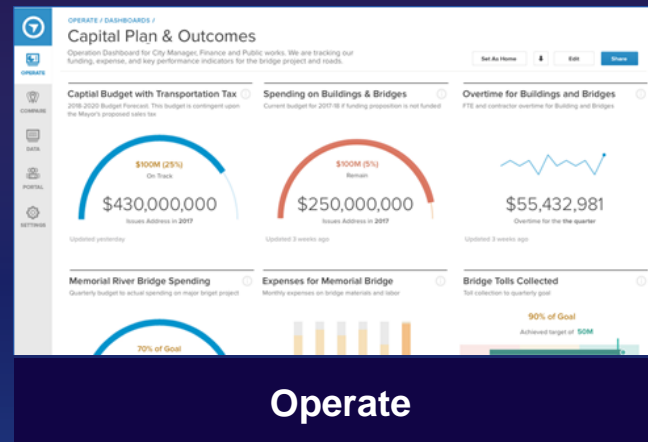
BUDGETING

Streamline your budget process from start to finish



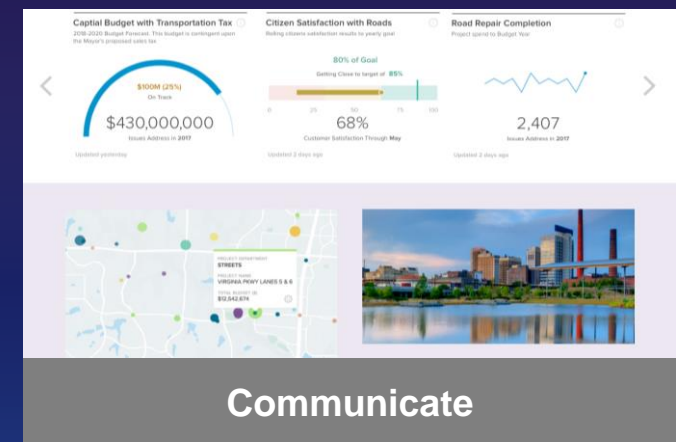
OPERATIONAL PERFORMANCE

Improve management decisions with actionable insights



OPEN DATA

Communicate more effectively, tell your story, and unleash civic innovation



OPENGOV DATA PLATFORM™

Reporting and Analysis | Integrations & APIs | Report Publishing | Chart of Accounts Management | Network



About McKinney, Texas

- Population: 175,000
- Annual Budget: \$425 Million
- Fast growing and economically diverse
- First city to achieve all 5 Texas Transparency Stars



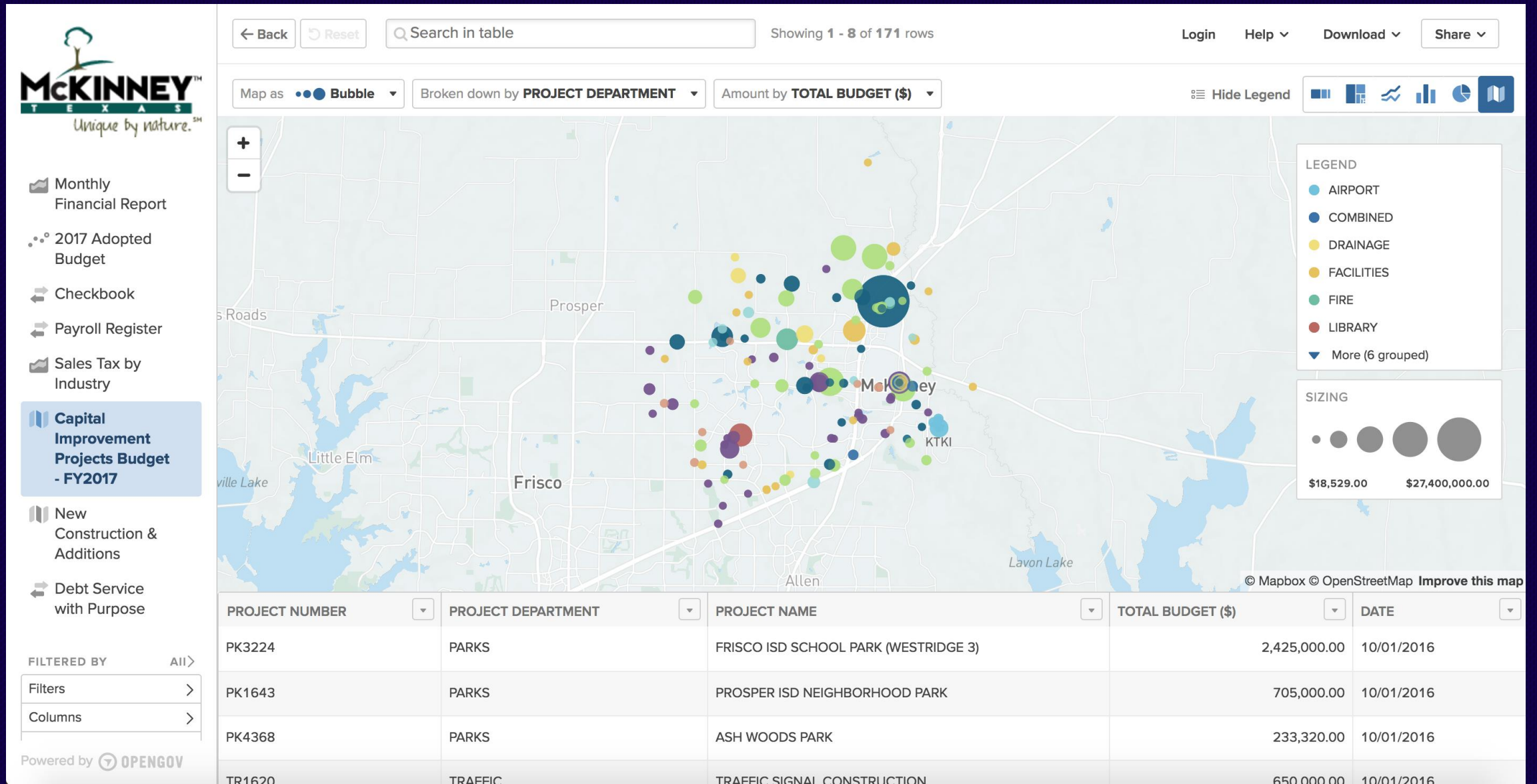
Challenge: Truly Engage Public and Build Trust

- Citizens consume info online, whether its accurate or not
- Data in spreadsheets or PDFs is difficult to consume
- Misinformation can spread very quickly

Approach: Proactively Engage Citizens

- Achieve all 5 Texas Transparency Stars
- Make information easy to understand
- Provide a source of accurate information online
- Embrace both financial and non-financial data

Report: Capital Improvement Projects Budget - FY2017



Report: Debt Service with Purpose



Monthly Financial Report

2017 Adopted Budget

Checkbook

Payroll Register

Sales Tax by Industry

Capital Improvement Projects Budget - FY2017

New Construction & Additions

Debt Service with Purpose

FILTERED BY All >

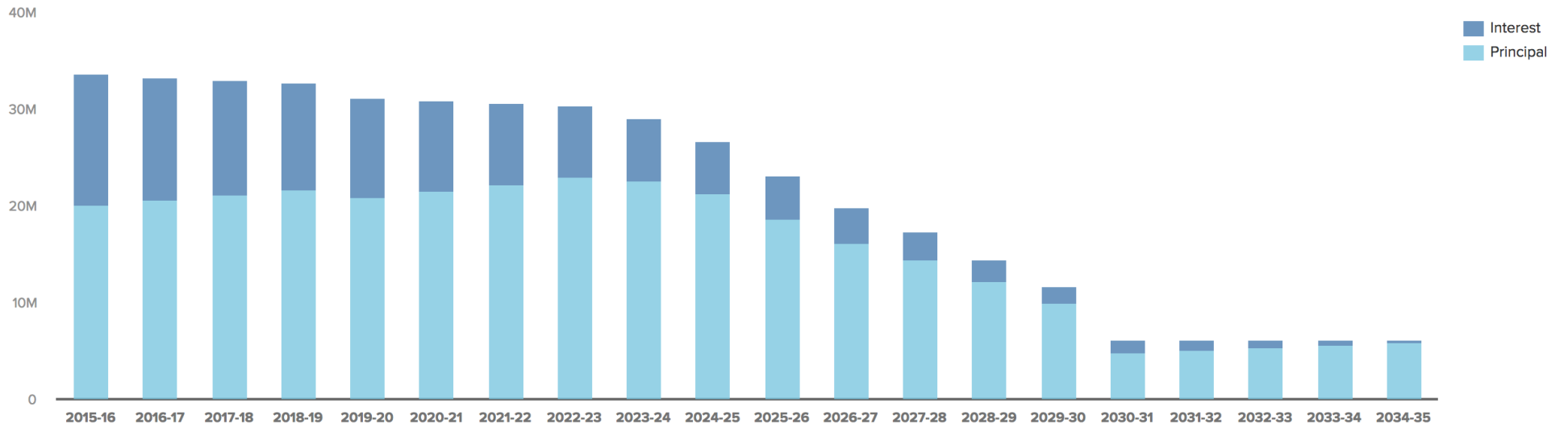
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Broken down by **Principal / Interest** ▾



Bond Type	RB CO GO	Tax / Non Tax	Issue	Maturity	Calendar Year	Debt Service (\$)	Interest Rate	Principal / Interest
General Obligation Debt	GO	Tax Exempt	2015 Series	02/15/2016	2016	1,286,338.06	0.03	Interest
General Obligation Debt	CO HOTEL	Taxable	2014 Series	02/15/2016	2016	46,715.00	0.0075	Interest
General Obligation Debt	NOTES	Taxable	2014 Series	02/15/2016	2016	49,100.00	0.02	Interest
General Obligation Debt	GO REFUND...	Tax Exempt	2014 Series	02/15/2016	2016	68,651.25	0.0075	Interest
General Obligation Debt	GO & GO RE...	Tax Exempt	2014 Series	02/15/2016	2016	515,981.25	0.02	Interest
General Obligation Debt	CO AIRPORT	Taxable	2014 Series	02/15/2016	2016	12,053.75	0.0075	Interest

Report: Sales Tax by Industry



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The Sales Tax by Industry report is a monthly analysis of industry trends within the City of McKinney.



Sort Large to Small ▾

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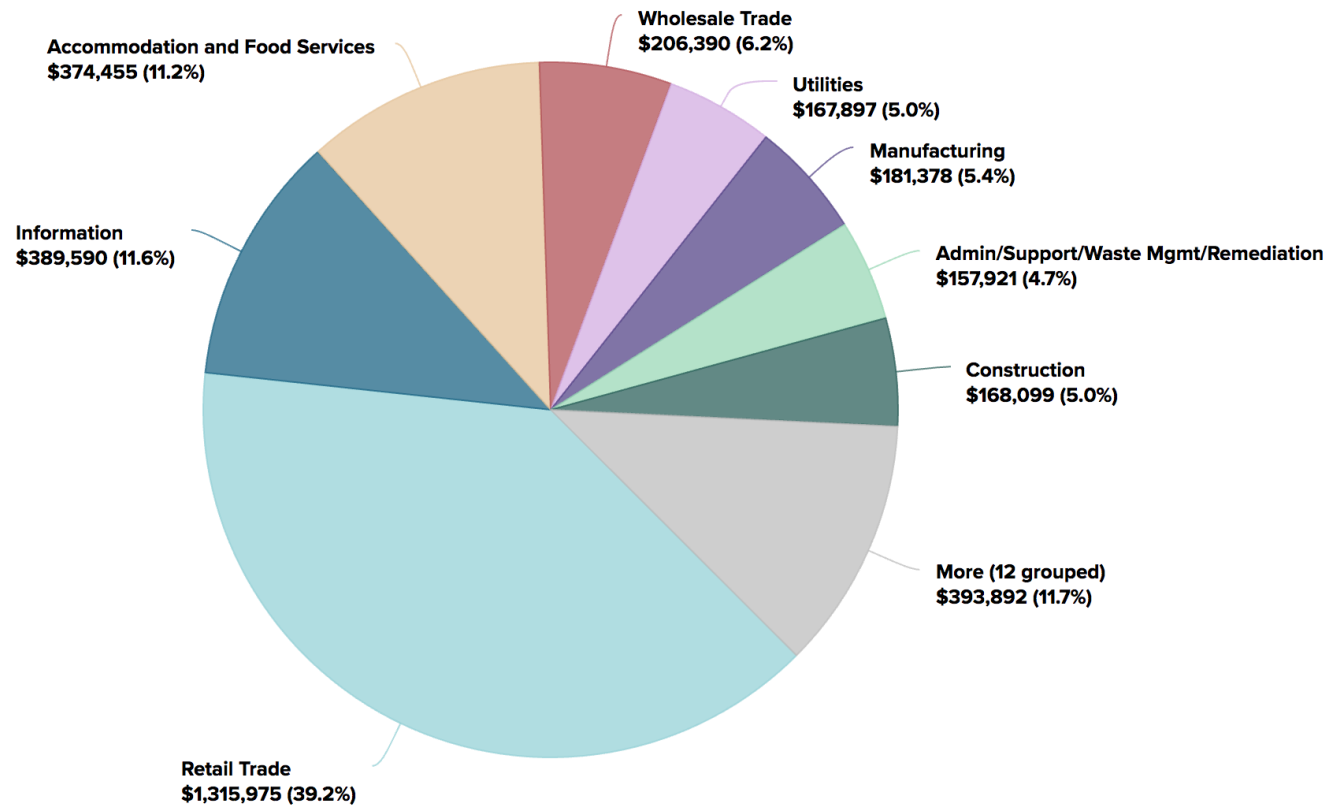
New Construction & Additions

Debt Service with Purpose

Filters Views

What is the industry mix of McKinney's sales tax

Presentation >



- Retail Trade
- Information
- Accommodation and Fo...
- Wholesale Trade
- Utilities
- Manufacturing
- Admin/Support/Waste M...
- Construction
- More (12 grouped)

April 2016-17 Actual



Live Walkthrough

Q&A