

## The Fallacy of Recovery

# Understanding Key Revenue Drivers and How it Impacts your Economic Resiliency



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#### **Presentation Format**

- Inflation & Revenue Volatility
- Leverage, Pensions & Operational Flexibility and Establishing Reserves
- The Point of Convergence
- Importance of Long-Term Forecasting
- Labor Forecasting vs. Costing
- Pension Cost Trends
- Facing Uncertainty
- Measures to Ensure Economic Resiliency
- Staff Composition (contracting / part-time)
- Revenue Measures & Sunset Dates
- City Manager's Perspective
- Strategic Thinking / Role of CFO

#### Q&A

# Impact of Inflation

#### Impact of Inflation

#### **The Federal Reserve**

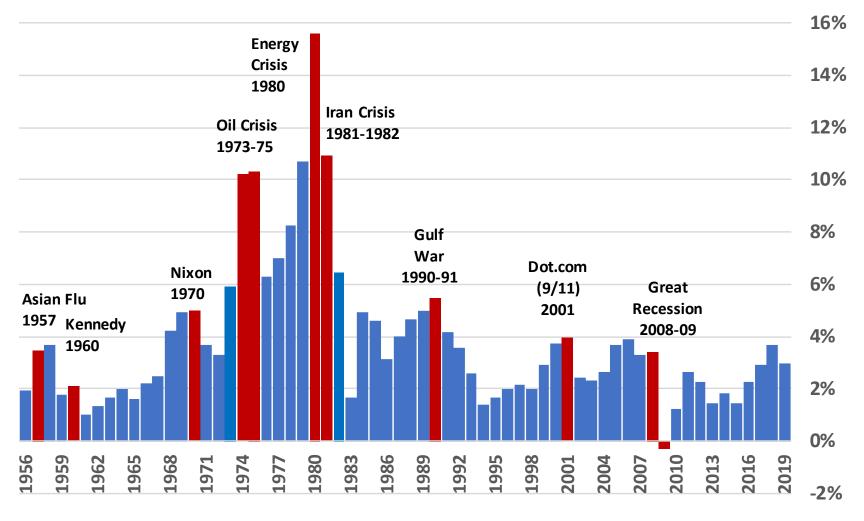
Inflation is the increase in the prices of goods and services over time. Inflation cannot be measured by an increase in the cost of one product or service, or even several products or services. Rather, inflation is a general increase in the overall price level of the goods and services in the economy.

#### **Things Costs More**

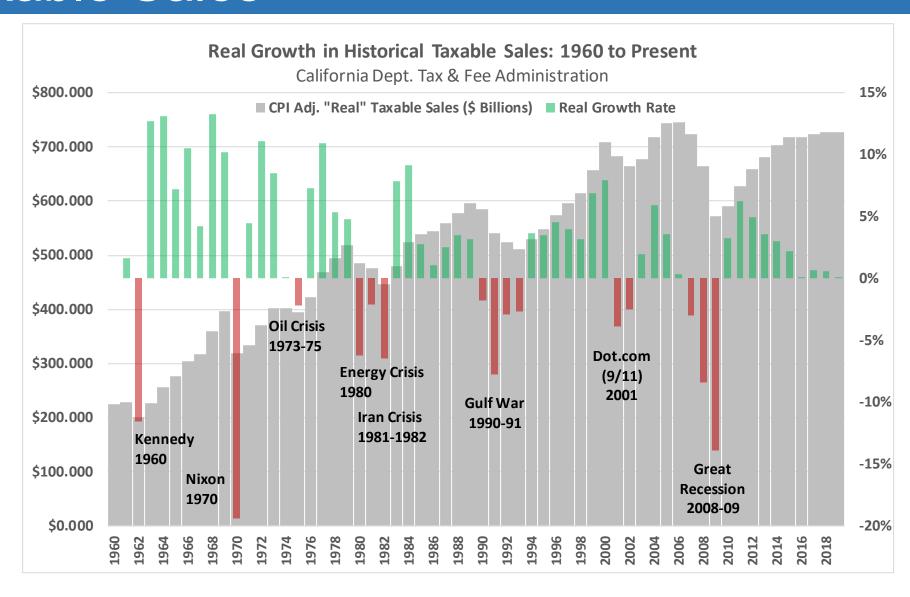
You get less for the Same Amount

#### Inflation and Recession Highly Correlated

California CPI: 1955 to 2019



#### Taxable Sales

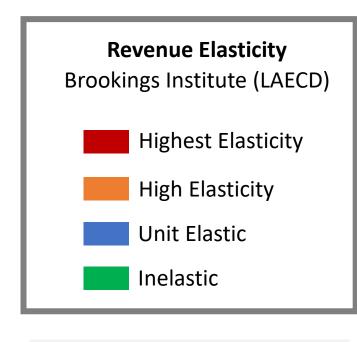


## Revenue Volatility

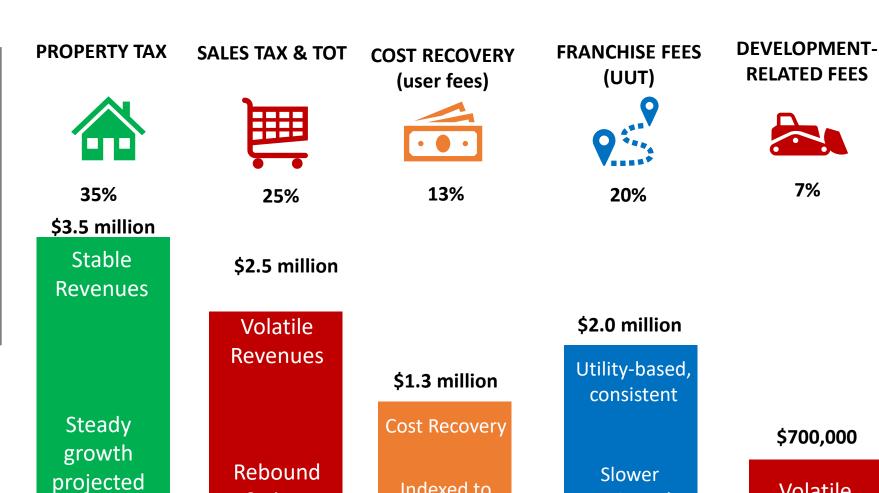
Volatile

Revenues

### Revenues Based on Volatility



Diversity & Stability provides **Economic Resiliency** 



Indexed to

Wage/Salary

Growth

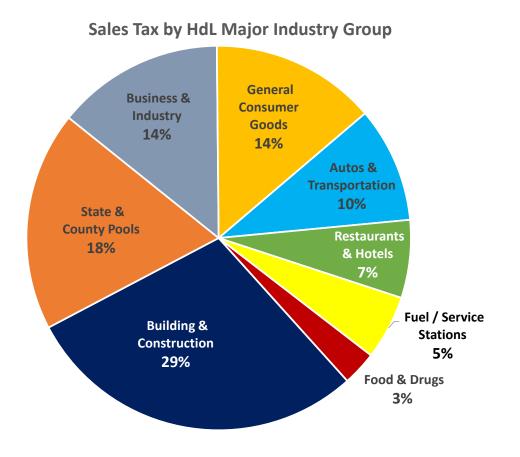
projected

growth

& then

flatten

## Sales Tax Volatility by Category



#### **Sales Tax Volatility**

Pew Charitable Trust

Name	StDev	% Dist.	Score
1 All Other Outlets	3.7%	44.7%	1.7%
2 Building Material and Garden	3.6%	5.6%	0.2%
3 Clothing & Accessories	2.8%	2.5%	0.1%
4 Food and Beverage Stores	1.9%	2.7%	0.1%
5 Food Service / Drinking Places	2.8%	8.7%	0.2%
6 Gasoline Stations	13.0%	9.1%	1.2%
7 General Merchandise Stores	1.9%	10.1%	0.2%
8 Home Furnishings & Appliances	9.0%	3.5%	0.3%
9 Motor Vehicle & Parts Dealers	8.9%	9.3%	0.8%
10 Other Retail Group	<u>2.4%</u>	<u>3.8%</u>	0.1%
11 Total All Outlets	3.3%	100%	4.8%

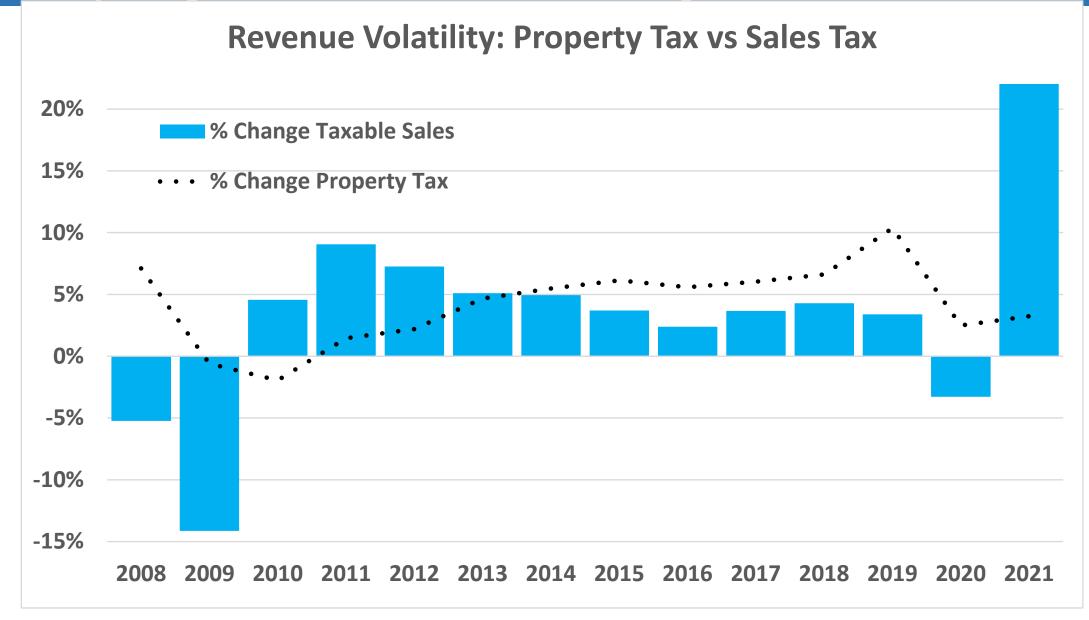
10-Year Sales Tax Data by Category provided by California Department of Tax and Fee Administration

#### Sales Tax Volatility Depends on your Retail Mix

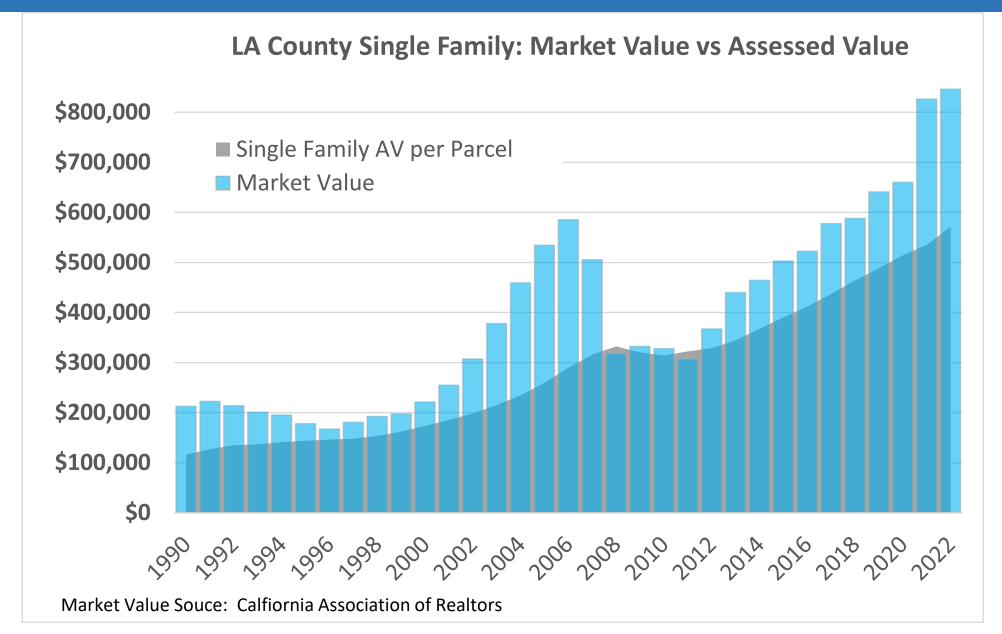
2019 Statewide Volatility Score = 4.4%

2021 Statewide Volatility Score = 6.0%

#### Property Tax Provide Stability



#### Market Value vs Assessed Value



# Leverage, Pensions Impact on Operational Flexibility and Establishing Reserves

## Limited Operational Flexibility

**CONTRACTS** 

**ADMIN &** LIABILITY / RISK **CAPITAL / REPAIRS MEDICAL BENEFITS MATERIALS & SALARIES OVERHEAD CalPERS & OPEB MANAGEMENT** & REPLACEMENT **SUPPLIES** 7% 10% 20% 8% **15%** 45% 盟 \$4.5 million Stable Expense \$2.0 million \$1.5 million Dynamic \$1.0 Million \$800,000 Liability \$700,000 Projected growth Consistent CPI Index Unpredictable Consistent 250% CPI

#### **Establishing Reserves**

#### **GFOA Guidelines for Establishing Reserves**

#### 1. Economic Uncertainty

- Revenue Volatility (based on past recession)
- If your revenue based in highly reliant on volatile revenue sources (TOT, sales tax, user fees).
  - You should have a greater level of reserves.

#### 2. Working Capital Requirement

- Are your revenues consistent, seasonal
- Internal liquidity to support temporary cash flow deficits

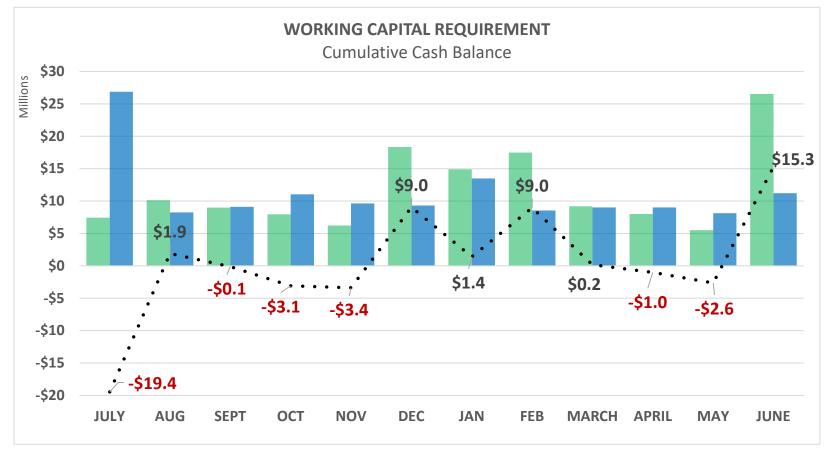
#### 3. Emergency Events

- Are you in a flood-prone area or have frequent fires?
- Social unrest
- Reserves should be set aside based on historical events

#### **FEMA**

- Requires declaration of Emergency
- FEMA focus on compliance and eligibility with Federal contracting requirements
- 75% of certain costs / insurer of last resort
  - Average Homeowner
     (2019) \$52,000 for
     flood damage

## Working Capital Requirement

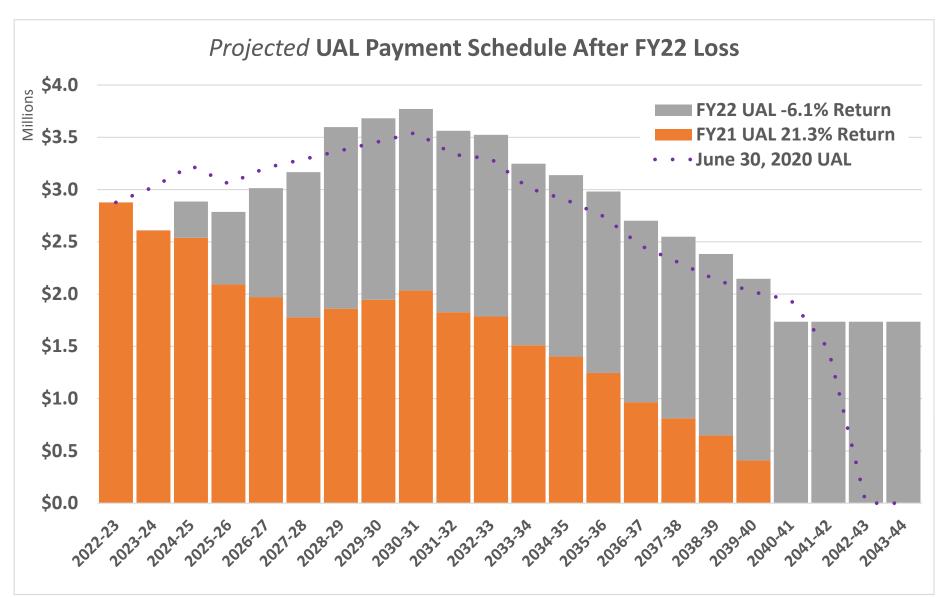


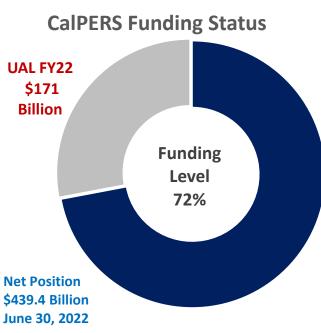
Revenues
Expenses
<b>Net Income</b>

	Ν	⁄lay	J	lune	J	luly	Αι	ugust	S	ept.	(	Oct.	l	lov.	- 1	Dec.	J	an.	F	eb.	M	arch	P	April	TC	TAL
	\$	7.4	\$	10.1	\$	9.0	\$	8.0	\$	6.2	\$	18.3	\$	14.9	\$	17.5	\$	9.2	\$	8.0	\$	5.5	\$	26.5	\$1	40.7
		26.9		8.2		9.1		11.0		9.6		9.3		13.5		8.5		9.0		9.0		8.1		11.2	1	33.6
ļ	\$ (	19.4)	\$	1.9	\$	(0.1)	\$	(3.1)	\$	(3.4)	\$	9.0	\$	1.4	\$	9.0	\$	0.2	\$	(1.0)	\$	(2.6)	\$	15.3	\$	7.1
																										•

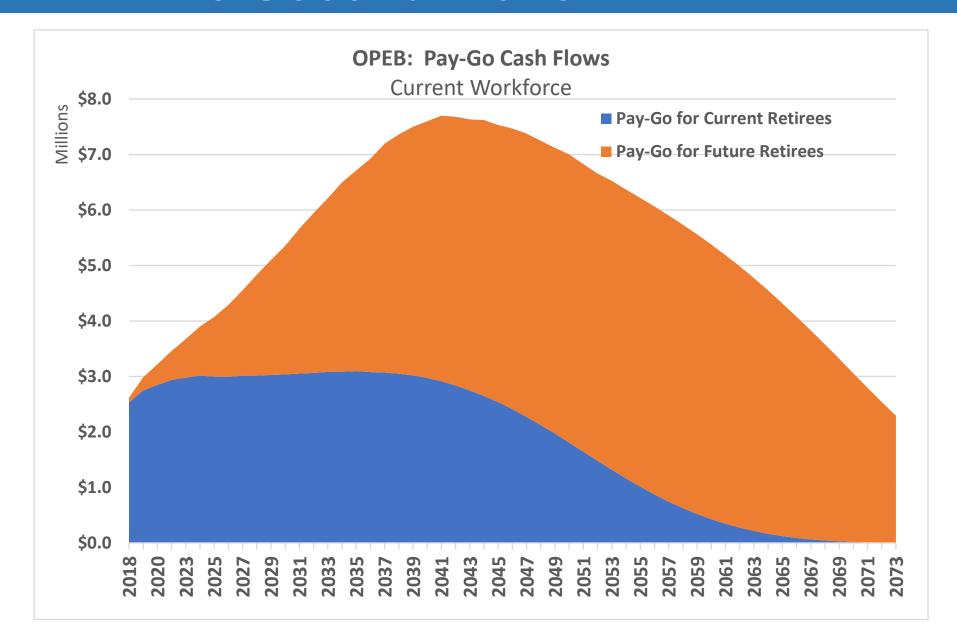
Cash Balance (\$19.4) \$1.9 (\$0.1) (\$3.1) (\$3.4) \$9.0 \$1.4 \$9.0 \$0.2 (\$1.0) (\$2.6) \$15.3

#### FY22 12.9% Loss – Return of "Peak"



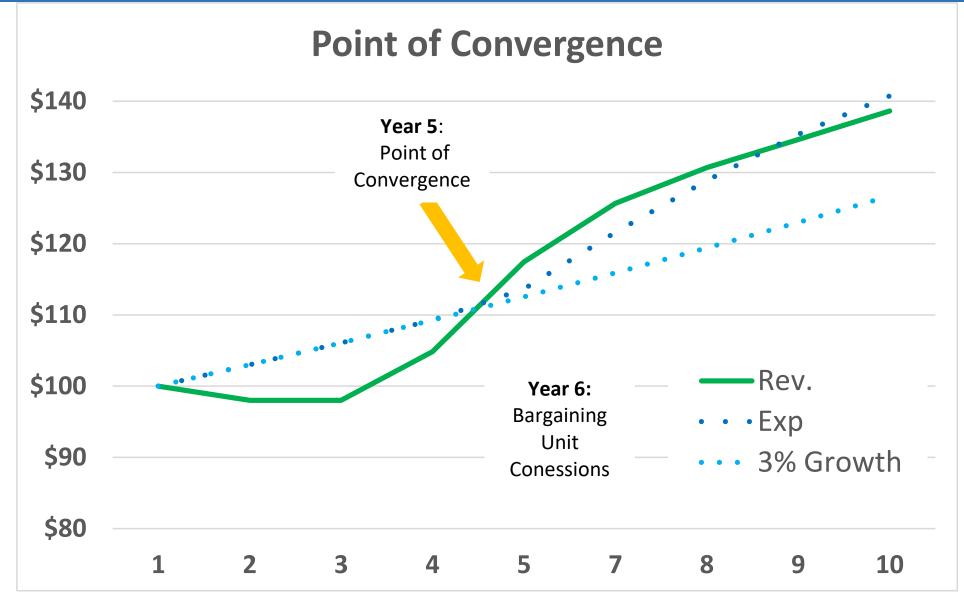


#### **OPEB - The Second Wave**

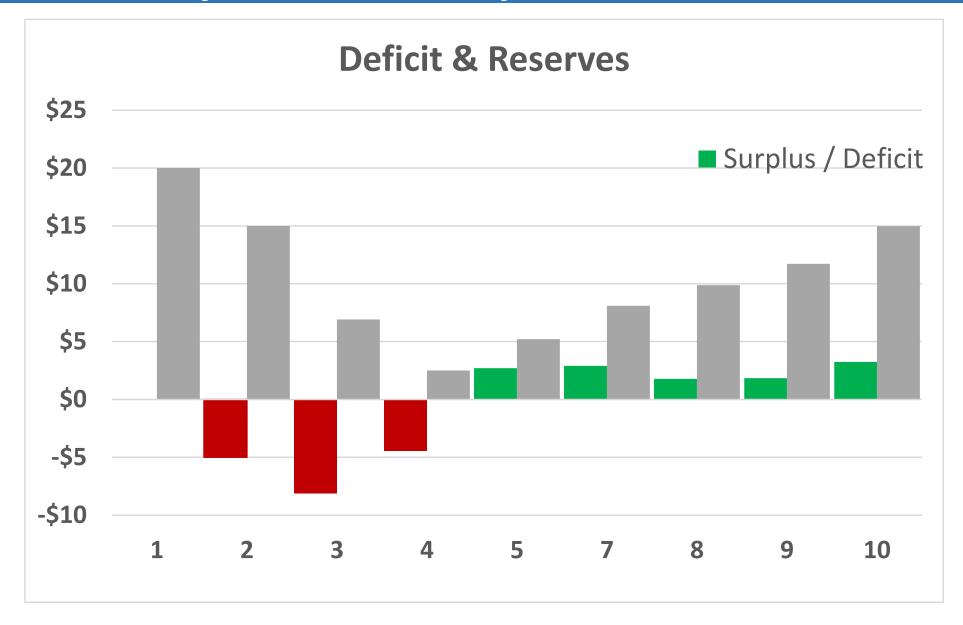


## The Point of Convergence

## The Point of Convergence



## The Fallacy of Recovery



## The Fallacy of Recovery

_	% Rev	% Exp	Rev.	Ехр	Surplus / Deficit	Reserves		_	% Rev	% Exp	Rev.	Ехр	Surplus / Deficit	Reserves
1	-	-	100	100	0	20		1	-	-	100	100	0	20
2	-2%	3.0%	98	103	-5	15		2	-2%	3.0%	98	103	-5	15
3	0%	3.0%	98	106	-8	7		3	0%	3.0%	98	106	-8	7
4	7%	3.0%	105	109	-4	2		4	7%	3.0%	105	109	-4	2
5	12%	5.0%	117	115	3	5	<b>5</b> /	5	10%	4.0%	115	114	2	4
7	7%	7.0%	126	123	3	8		7	7%	7.0%	123	122	2	6
8	4%	5.0%	131	129	2	10		8	4%	6.0%	128	129	-1	5
9	3%	3.0%	135	133	2	12		9	3%	5.0%	132	135	-3	2
10	4%	3.0%	140	137	3	15	_	10	3%	4.0%	136	141	-5	-2

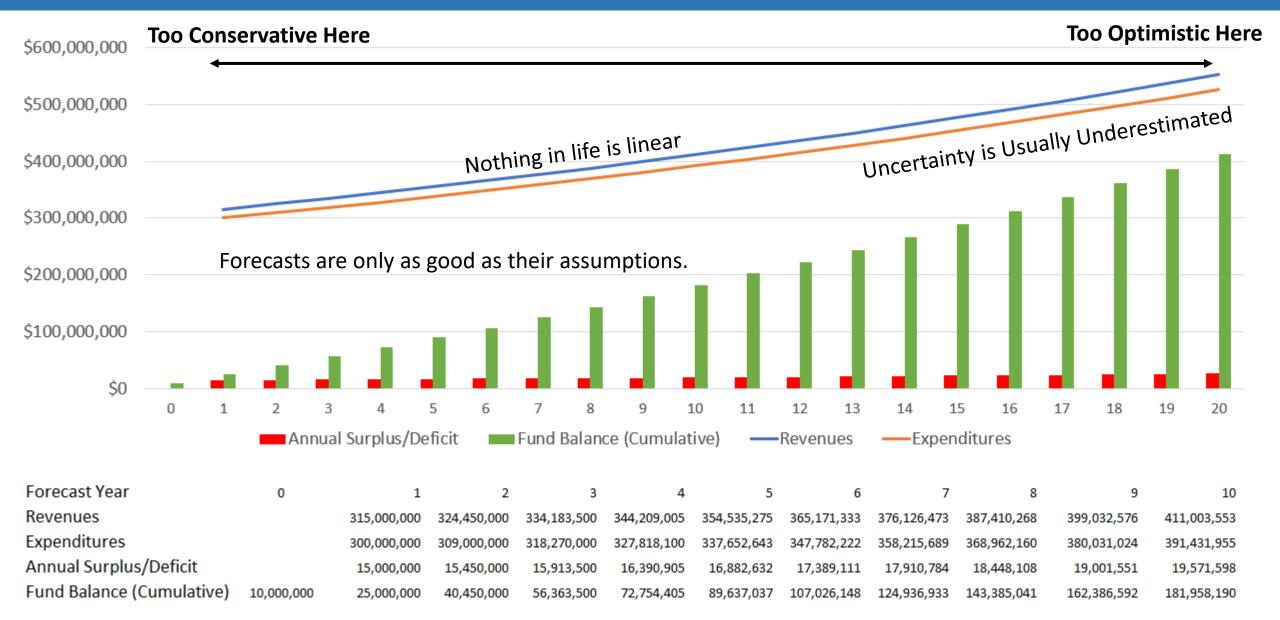
What happens during the next economic cycle?

# The Importance of Long-Term Forecasting

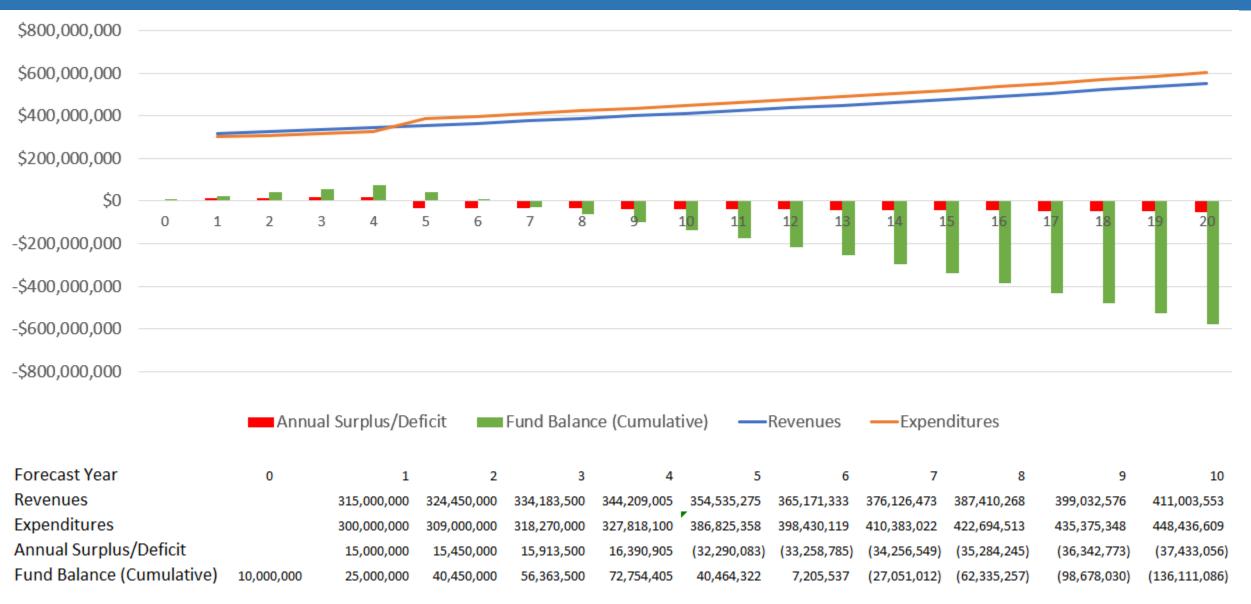
Look For Icebergs and Fiscal Cliffs Ahead

Look Forward, Not Back!

### Long Term Forecasting Deficiencies



### One Assumption Change Was Enough to Upend Forecast

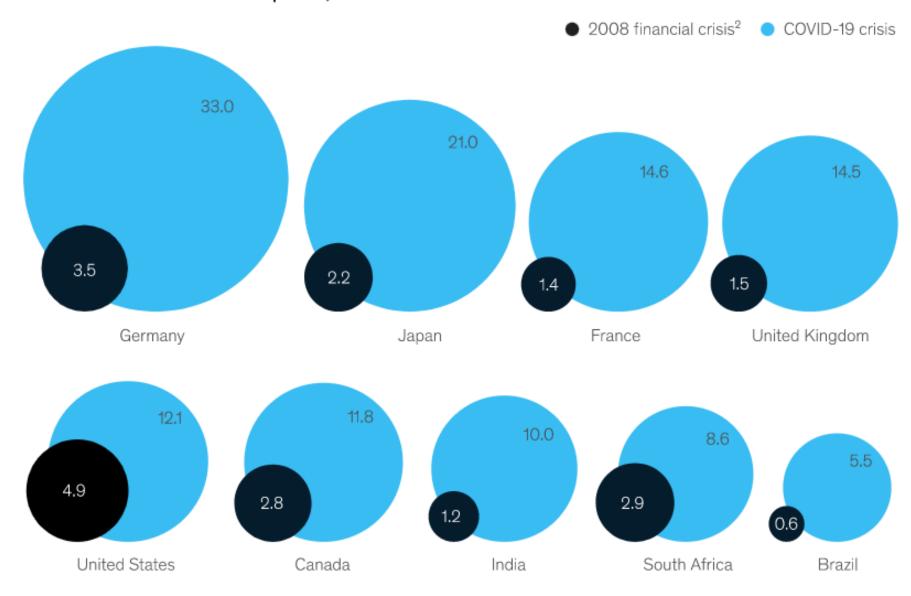


# COVID brought lots of disruptions that could not be predicted from recent historical trends (Regression Analysis)

Look forward, not back!

Across countries, economic-stimulus responses to the COVID-19 crisis outsize those to the 2008 financial crisis.

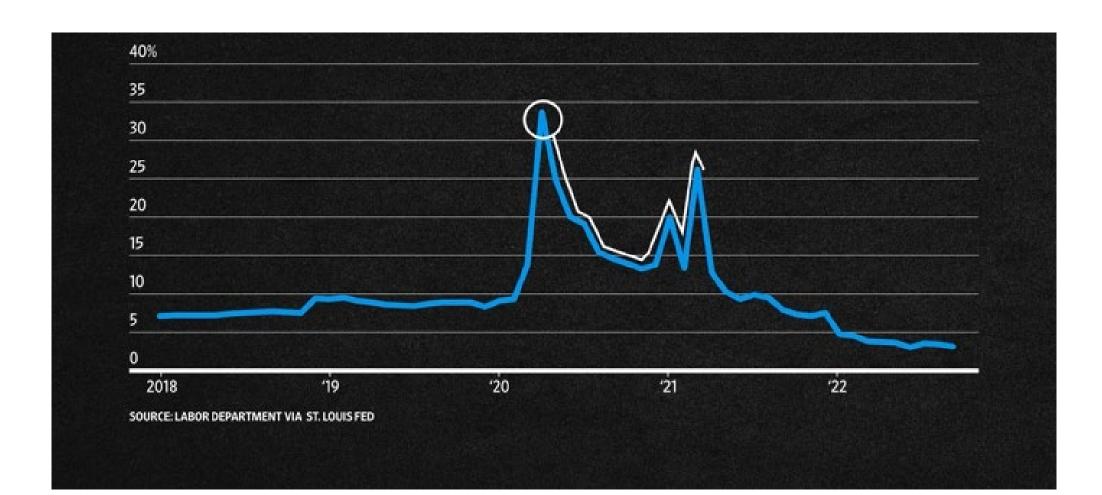
Economic-stimulus crisis response, % of GDP<sup>1</sup>



McKinsey & Company

#### Personal Savings Rate

\$2.3 Trillion in Extra Savings due to Direct Stimulus, Loan Pauses and other measures



#### Inflation



## Fed Funds Rate: Taming Inflation



FOMC Meeting Date	Rate Change (bps)	Federal Funds Rate
July 26, 2023	+25	5.25% to 5.50%
May 3, 2023	+25	5.00% to 5.25%
March 22, 2023	+25	4.75% to 5.00%
Feb 1, 2023	+25	4.50% to 4.75%
Dec 14, 2022	+50	4.25% to 4.50%
Nov 2, 2022	+75	3.75% to 4.00%
Sept 21, 2022	+75	3.00% to 3.25%
July 27, 2022	+75	2.25% to 2.50%
June 16, 2022	+75	1.50% to 1.75%
May 5, 2022	+50	0.75% to 1.00%
March 17, 2022	+25	0.25% to 0.50%

Cumulative rate hike now stands at 525 bps since March 2022

#### Fixed Income was Problematic



## Risk & Uncertainty 2024 & Beyond

#### **Forbes**

Top Business Risks in 2024, according to Forbes:

- 1) Geopolitical Uncertainty
- 2) Elevated Inflation
- 3) Failure to Invest
- 4) Talent Shortages
- 5) Al Influenced Cyber Attacks
- 6) Climate Change
- 7) Inability to Connect With Others

Finance and economics | Ask again later

The Economist

How will America's economy fare in 2024? Don't ask a forecaster

The consensus is that there is no consensus

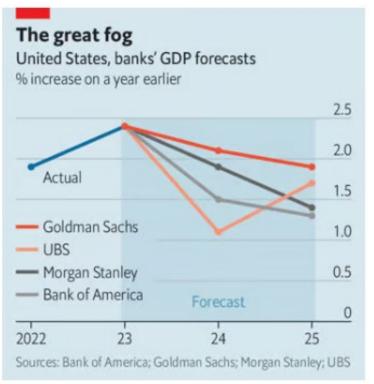


IMAGE: THE ECONOMIST

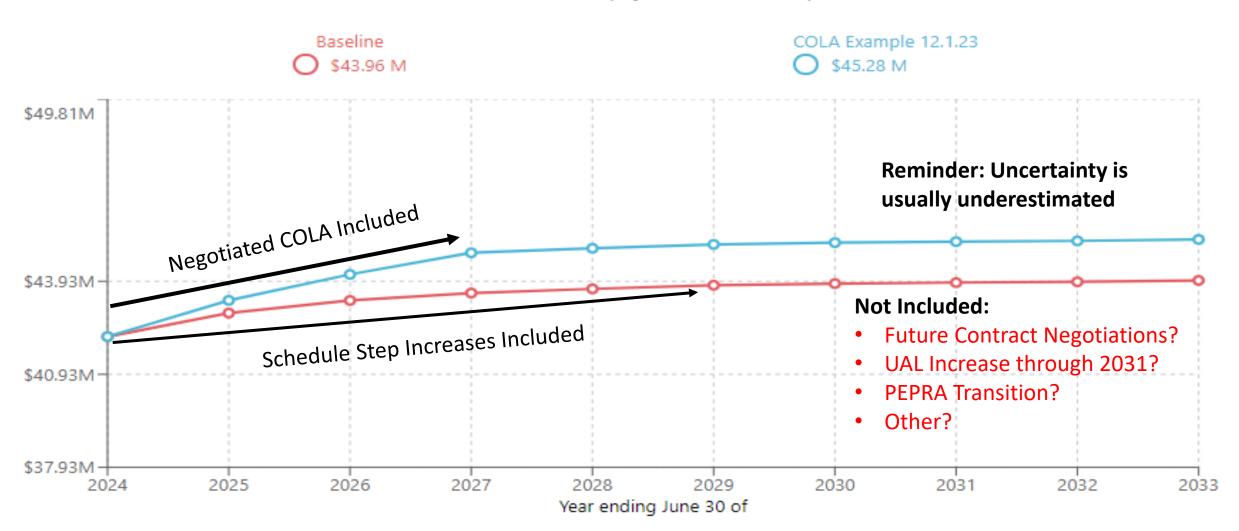
## Labor Forecasting vs Costing

Balance Big Picture Trends vs Insignificant Details

# Forecasts are only as good at their assumptions. What's Notable about this Labor Forecast?

COLA Example 12.1.23 - Total Cost (Annual)

The annual cost of all pay, benefits, and expenses

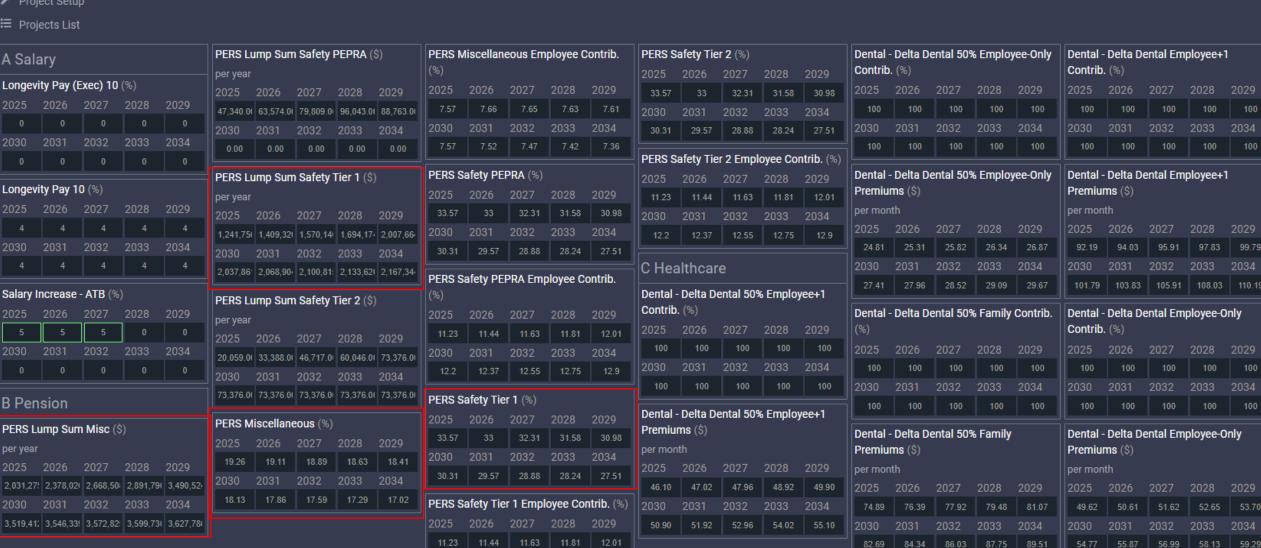


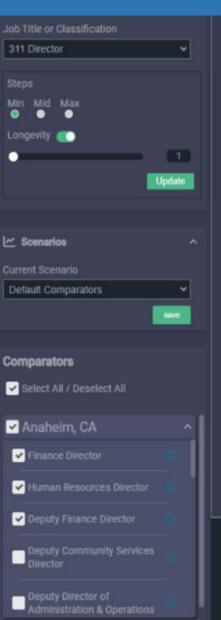
#### Example 1 – Lots of Thought When COLA Change Occurs but...



#### Example 2 – Trending Costs to Accommodate UAL & PEPRA Transition









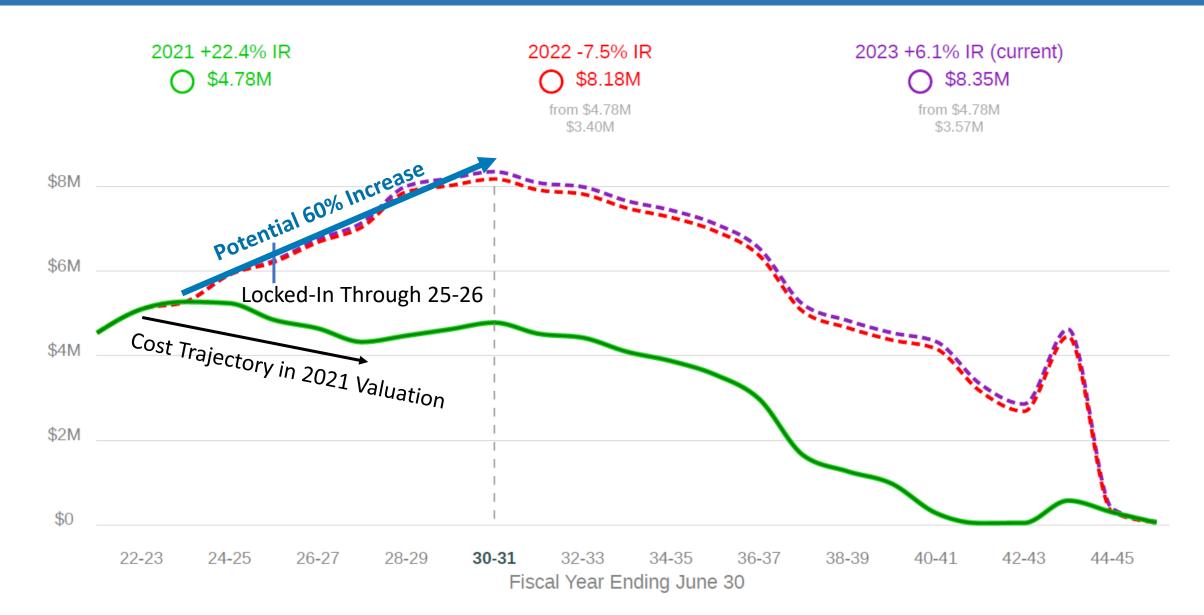
## Pension Cost Trends

Opportunity Cost of Investing

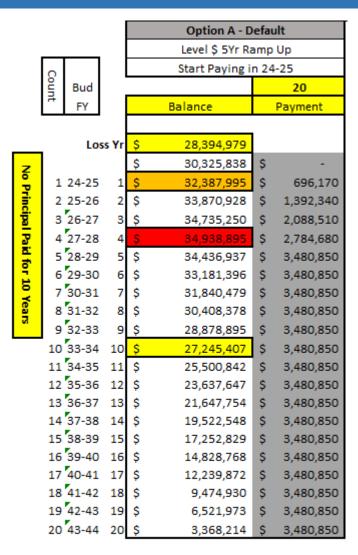
# **Key Pension Trends**

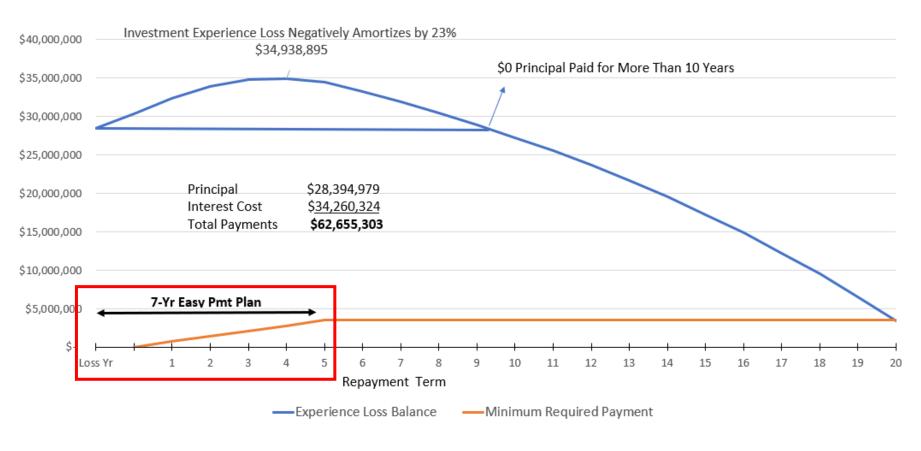
- 1) 2023 Final Investment Return came in at 6.1% cementing the upward trajectory through FY 25-26
- 2) 2022 Investment Experience Loss was significant!
  - a) -7.5% market loss equate to 15.3% Experience Loss
  - b) Negatively Amortizes 23%
  - c) 0% of principal loss paid for more than 10 years under default payment schedule
- 3) UAL Component of minimum required employer contribution may increase 40-60% over FY 23-24 if CalPERS earns no more than 6.8%
- 4) Larger than normal liability loss due retirees receiving larger than normal COLAs due to surging inflation and COLA banks
- 5) Normal Costs has a % of pay increasing in the near term but decreasing over time as Classics transition out of the workforce.

# Impact on Annual Amortization Payment

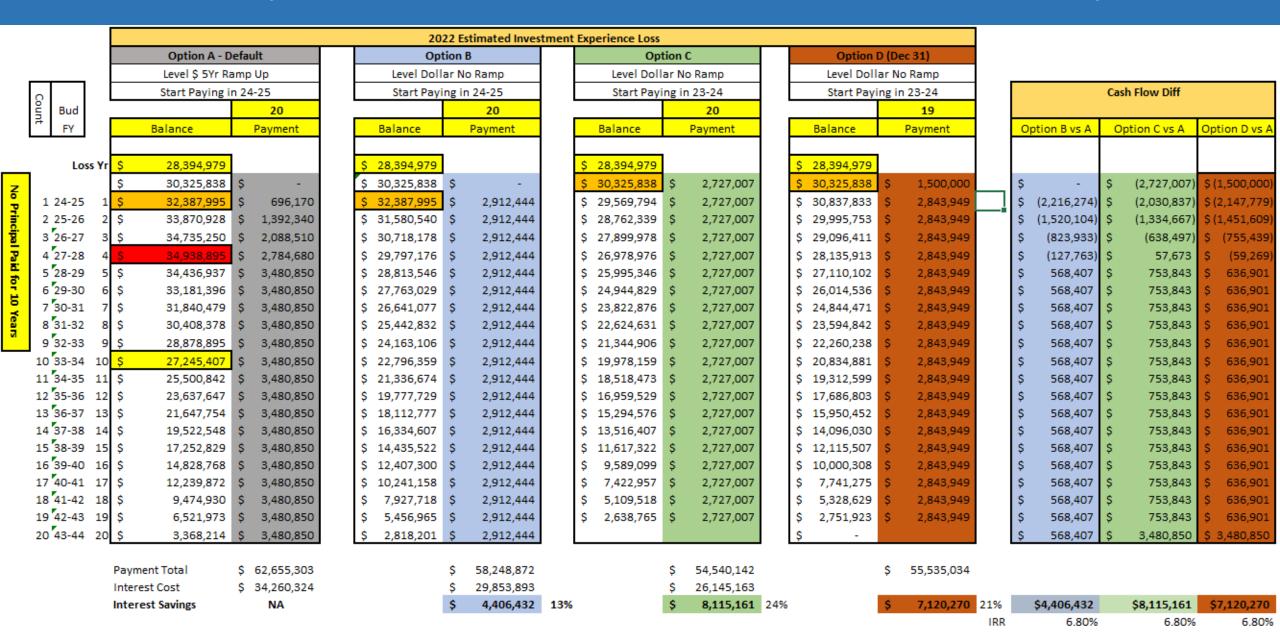


# 2022 Investment Experience Loss Amortization Don't Take the Accomodation If Not Needed





### Minimum Required Contribution Schedule Could Be Costly



# New Developments At CalPERS

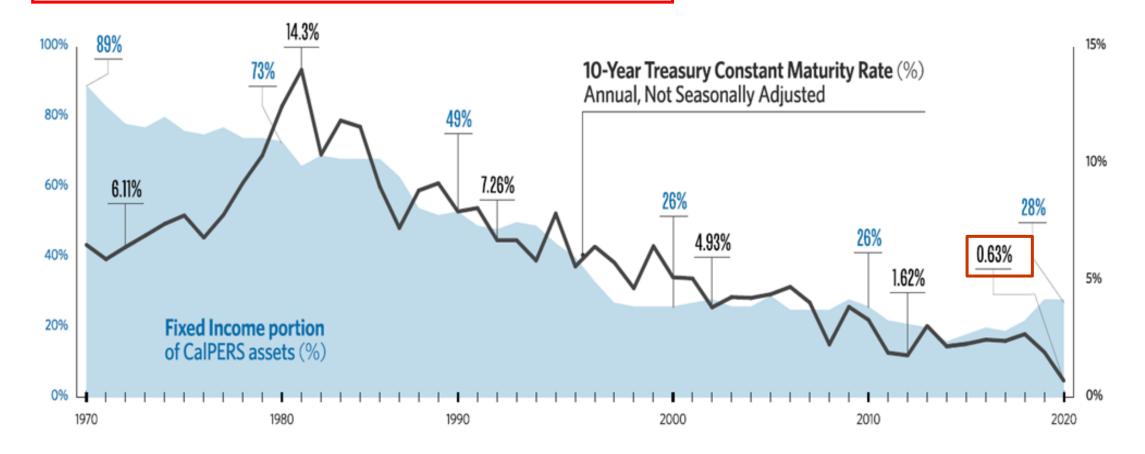
### Mid-Cycle CalPERS Review

- Monitoring higher inflation; Current Assumption 2.3% Some retirees received COLAS up to 4.7%
- Monitoring pay increases exceeding expectations; Current Assumption 2.8% Anecdotally,
   Agency COLAS have been signifanctly higher.
- Performing Mid-Cycle Strategic Asset Allocation (SAA) review
  - Investment Office Continues to lean into Private Equity and Retreat From Private Equity (-13% Since 2020)
  - Long-term Rate of return may increase to 7% but no change to discount rate seems imminent
  - Next Review March 2024

# Challenges to Achieving Target Returns

US Treasury Yields Reduced to Near Zero

We Need to Take Risks to Achieve Returns



# Rising Interest Rates and Inflation – Time to Reassess Investment Strategies

The Economist



"If you can get 4% on government bonds, is 7% on private assets enough?"

Raj Mody of PWC Consulting

The new rules of investment

#### When the tide turns

Rising interest rates and inflation have upended the world of investing

# Candidate Portfolios (Portfolio "A" Appears to be the Staff Recommendation)

- Portfolio A mirrors the risk profile of the current Policy portfolio but offers higher expected returns
- Portfolios B and C deliver expected returns akin to the Policy portfolio while providing lower risk profiles
- The Simple Portfolio requires unrealistic leverage to align with the expected return of the Policy Portfolio

CalPERS continues to lean Into Private Assets and retreat from Public Equity

			Policy Target Return: Simple	Candidate Portfolio			
Asset Class	Current Policy	70/30		А	В	С	
-0/				Policy Target CDaR: 21.5%	Policy Target Return: 6.9%	Target Return: 6.8%	
Public Equity -5% +4%	42%	70%	89%	37%	33%	31%	
Private Equity -2%	13%			(17%)	17%	17%	
Fixed Income +3%	30%	30%	48%	28%	32%	34%	
Private Debt	5%			8%	8%	8%	
Real Assets	15%			15%	15%	15%	
Leverage	5%	0%	37%	5%	5%	5%	
Geo Return	6.9%	(6.3%)	6.9%	(7.0%)	6.9%	6.8%	
Survey Return Range	5.6%-7.7%	4.7%-7.0%	5.0%-7.9%	5.7%-7.7%	5.7%-7.7%	5.6%-7.6%	
CDaR	21.5%	26.0%	34.6%	21.4%	20.1%	19.5%	
Volatility	11.2%	12.6%	16.4%	11.3%	10.9%	10.6%	

# Asset Liability Management (ALM) Timeline

#### **Mid-Cycle Review**

2021 November	<b>2022</b> July*	2023 February	November	2024 March	<b>2025</b> February	June	July*	September	November
Experience study results  Discussion of candidate portfolios with discount rates  Final approval of discount rate  Final approval of strategic asset allocation	Effective date for strategic asset allocation	Educational sessions: concepts, framework, timeline	Discussion of mid-cycle review	Final approval of mid-cycle review asset allocation	Educational session: concepts, framework, timeline	Capital Market Assumptions Economic Assumptions	Educational sessions:  ALM process & framework  Investment funds risk assessment  Gauging the funds' ability to tolerate market risk	Discussion of candidate portfolios with proposed discount rates	Experience study results  Discussion of candidate portfolios with discount rates  Final approval of discount rate  Final approval of strategic asset allocation

# Long-Term Forecasting Facing Gobs of Uncertainty

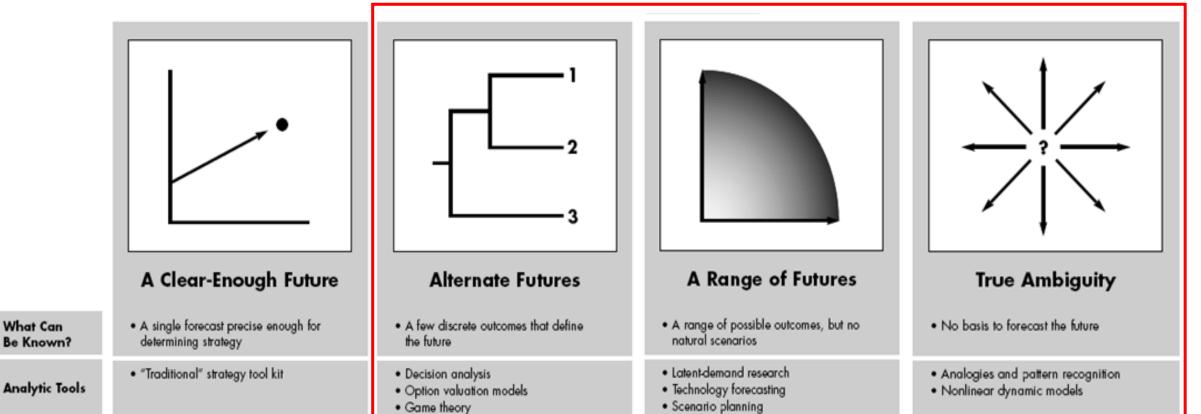
"We always overestimate the change that will occur in the short term and underestimate the change that will occur in the long term."

Bill Gates

# Impacts of Uncertainty

"Under uncertainty, traditional approaches to strategic planning can be downright dangerous"

Harvard Business Review



Source: Harvard Business Review

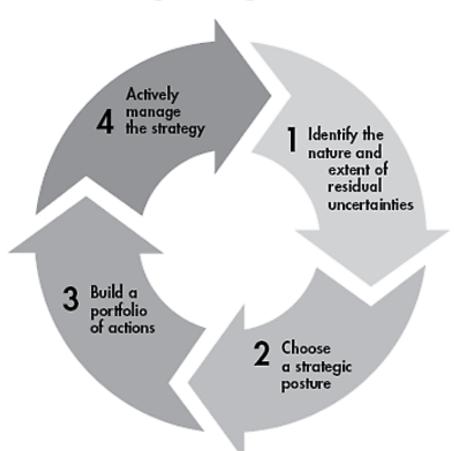
What Can

Be Known?

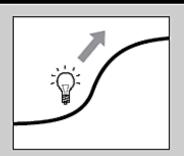
### **Strategy Under Uncertainty**

Harvard Business Review

Under uncertainty, traditional approaches to strategic planning can be downright dangerous.



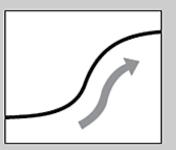
#### The Three Strategic Postures



#### Shape the future

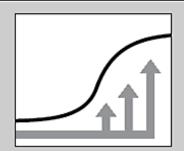
Play a leadership role in establishing how the industry operates, for example:

- setting standards
- creating demand



#### Adapt to the future

Win through speed, agility, and flexibility in recognizing and capturing opportunities in existing markets



#### Reserve the right to play

Invest sufficiently to stay in the game but avoid premature commitments

#### What's in a Portfolio of Actions?

These building blocks are distinguished by three payoff profiles—that is, the amount of investment required up front and the conditions under which the investment will yield a positive return.

Scenario	Value
1.	+
2.	+
3.	+
4.	+

#### No-regrets moves

Strategic decisions that have positive payoffs in any scenario



#### Options

Decisions that yield a significant positive payoff in some outcomes and a (small) negative effect in others



#### Big bets

Focused strategies with positive payoffs in one or more scenarios but a negative effect in others

# Challenge Yourself Beyond What You See Today

Talent hits a target no one else can hit; Genius hits a target no one else can see.

Arthur Schopenhauer



# Measures to Ensure Economic Resiliency

What's Next?

# Governing's 7 Deadly Sins of Public Finance

#### 1. Balance the Budget with One-Time Fixes

- Don't ignore a structural deficit
- Take decisive action early

#### 2. Ignoring Long-Term Consequences of a Deal

- Long-term financial planning and financial projections critical
- Understand the financial costs (and operating costs) of every decision/program/raise

#### 3. Taking on Too Much

- Is the scale/scope of the project affordable if things don't go as planned or are delayed
- Understand the economic drivers of a project

#### 4. Misapplying a Temporary Windfall

• Understand where you are in an economic cycle/ discipline during boom times

#### 5. Shortchanging Pension Obligations

• Pension/OBEP is often largest liability and most challenging financial issue government faces

#### 6. Making Unrealistic Projections About Rate of Return

Projections are only as good as the assumptions

#### 7. Ignoring Financial Checks & Balances

• Pay attention to special revenue funds and grant programs

# Staff Composition

What's Next?

# What is the Right Mix?

- Multiple options for how to fulfill work:
  - Full-time
  - Part-Time
  - Contract
- Each has benefits and drawbacks.
- Union pressures
- Community expectations

# Revenue Measures & Sunset Dates

### Revenue Measures & Sunset Dates

- Many jurisdictions face or will be facing a fiscal cliff, as revenue growth lags expenditure growth for existing revenue sources.
- Need to be able to tell the story of WHAT is happening and WHY it is happening.
- Consider new revenue measures and the relative benefits of different revenue streams.
- Bring community into the planning process for potential ballot items.
- Often potential ballot measures will poll better if a Sunset Date is included. However, this can perpetuate the problem of a structural imbalance, pushing the cliff farther off, but not eliminating it.

# City Manager's Perspective

### What a City Manager Expects from Finance

- Act Like a CFO
- Partner to develop key messages
- Be able to tell the story about opportunities and potential pitfalls
- Provide data-driven recommendations

# **Economic Resiliency**

- Understand key revenue & expenses drivers
- Establish reserves based on your economic and risk profile
- Pay attention to economic assumptions
- Pay attention to Pension & OPEB Costs

# Strategic Thinking – Role of the CFO

What's Next?

# CFO's Role: Value Creation & Value Capture

#### **Primary Financial Objectives:**

- Provide / Deliver Essential Services
- Pay Employees
- Fund Maintenance & Repair of Infrastructure
- Pay Debt Service / Meet Financial Obligations
- Fund Capital Projects
- Maintain Adequate Reserves
- Cost/benefit analysis for projects

#### **Finance Director as CFO:**

- Beyond budget & ACFR: How to add value & economic development
- Seek investments that add revenue or change/diversifies
- Zoning & Revitalization Entitlement & Density (FAR) Add Value
- Creative financing mechanisms
- Leverage Resources: Grants/TOD & Green monies / OPM / P3s

### Public Finance Axioms

Past:

Future:

**Property** 

Tax

Creative /

Problem-

**Solving** 

**Culture** 

**Financial** Goals Align with **Economic Development Objectives** 



**Integrated** Approach: Remove **Departmental Silos** 

# "West Coast Offense" - Innovation & Speed

#### **Economic Development Promotes Economic Resiliency**

PW

Must be ahead or keep up with competitors or opportunities will pass you by



City Council
"Coach"
Calls the Plays or
Provide Policy
Direction



# Questions



# The Fallacy of Recovery

### **Contact Information**



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