

# ILCMA & WCMA PRESENT THE SUMMER CONFERENCE 2020 LUNCH AND LEARN WEBINAR SERIES

## DEVELOPING AND IMPLEMENTING A COURSE OF ACTION IN UNCERTAIN TIMES

The impact of COVID-19 to local governments has been monumental. Substantial revenue losses are already being realized, with uncertainty on how much longer – and at what level – they will continue to persist. Local governments must undergo an excruciating exercise to determine what cost reduction options must be considered, and on what timeframe they need to be employed to ensure financial sustainability – balanced against the tradeoff of what they continue to deliver in public services to their community. This seminar will provide a methodology and approach for developing these initiatives, with a practical example for evaluating and engaging stakeholders to build consensus on the course of action.

### Learn objectives:

- Understanding the high-level expectations for various primary local government revenue streams and their forward-looking trajectory based on current economic conditions
- Familiarity with the essential toolkit of common expenditure reduction initiatives to consider, and how to conceptualize the magnitude of their impact and importance
- A live visual for combining various independent initiatives into a full strategic plan, with a playbook on how to engage stakeholders to build consensus and put that plan into action

*Addresses ICMA Practice Areas: 6. Strategic Leadership 7. Strategic Planning 10. Service Delivery 12. Financial Management and Budgeting*

### Presenters:

Daniel Berger, Director of Product Management for Synario, PFM's proprietary financial modeling platform

Ryan McNeely, Senior Managing Consultant for PFM's Management and Budget consulting service

Visit either organization's website calendar to register and for more information on the Summer Conference Webinar Series

[www.wcma-wi.org/calendar](http://www.wcma-wi.org/calendar)

[www.ilcma.org/events](http://www.ilcma.org/events)



Thursday, July 9th  
11:30 AM to 1PM

[Click here to register](#)

*webinar is free but requires registration*

