



**Government Finance Officers Association**  
203 North LaSalle Street, Suite 2700  
Chicago, Illinois 60601-1210  
312.977.9700 fax: 312.977.4806

June 28, 2013

Jessica Hardy  
Accountant  
Clearfield City Corporation  
55 South State Street  
Clearfield, UT 84015

Dear Ms. Hardy:

A panel of independent reviewers has completed its examination of your Popular Annual Financial Report (PAFR). We are pleased to notify you that your PAFR for the fiscal year ended June 30, 2012, has substantially met the requirements of the PAFR Program. In the absence of authoritative standards governing the presentation, these requirements were based on an evaluation of creativity, presentation, understandability and reader appeal. The report received a weighted average score of 75.00 percent or above from three of the four highest individual reviews.

The PAFR award is valid for one year. To continue your participation in the program, it will be necessary for you to submit your next PAFR to the Government Finance Officers Association within 6 months of the end of your entity's fiscal year. Enclosed is an application form to facilitate a timely submission. Four copies of this form should be submitted with four copies of your PAFR, accompanied by the appropriate fee.

Each entity submitting a report to the PAFR Program is provided with confidential comments and suggestions for possible improvements in next year's presentation. Your comments and suggestions, as well as the summary of grading sheet are enclosed. We urge you to carefully consider the suggestions offered by our reviewers as you prepare next year's report.

Your award plaque will be mailed separately and should arrive in approximately eight weeks. A camera-ready reproduction of the award is included for your convenience and may be included in your next report.

Jessica Hardy  
June 28, 2013  
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We appreciated your participation in this program, and we sincerely hope that your example will encourage others in their efforts to achieve and maintain a well, presented PAFR. If we can be of further assistance, please contact Jim Phillips in the Technical Services Center.

Sincerely,

A handwritten signature in black ink that reads "Stephen J. Gauthier". The signature is written in a cursive style with a large, stylized initial "S".

Stephen J. Gauthier, Director  
Technical Service Center

| Clearfield City Corporation, UT | <u>JUDGE 1</u> | <u>JUDGE 2</u> | <u>JUDGE 3</u> |                  |                |
|---------------------------------|----------------|----------------|----------------|------------------|----------------|
| I. ELIGIBILITY REQUIREMENTS     |                |                |                |                  |                |
| 1. CLEAR SCOPE                  | Y              | Y              | Y              |                  |                |
| 2. REFERS TO CAFR               | Y              | Y              | Y              |                  |                |
| 3. EXPLAINS GAAP DIFFERENCE     | Y              | Y              | Y              |                  |                |
| II. REPORT CHARACTERISTICS      |                |                |                |                  |                |
|                                 |                |                |                | <u>AVERAGE 3</u> | <u>SCORE 3</u> |
| <u>READER APPEAL (10%)</u>      |                |                |                |                  |                |
| 1. REPORT IS SHORT              | 5              | 4              | 4              | 4.33             | 0.0260         |
| 2. FORMAT LOGICAL               | 4              | 4              | 4              | 4.00             | 0.0240         |
| 3. EASY TO READ TYPE            | 5              | 4              | 4              | 4.33             | 0.0130         |
| 4. APPEALING TYPE               | 4              | 4              | 4              | 4.00             | 0.0120         |
| 5. PHOTOS,GRAPHS ENHANCE        | 4              | 4              | 4              | 4.00             | <u>0.0080</u>  |
| PERCENTAGE TOTAL                | 8.90%          | 8.00%          | 8.00%          |                  | 8.30%          |
| <u>UNDERSTANDABILITY (25%)</u>  |                |                |                |                  |                |
| 1. AVOIDS JARGON                | 5              | 1              | 2              | 2.67             | 0.0267         |
| 2. CHART/GRAPH ENHANCE DATA     | 5              | 4              | 4              | 4.33             | 0.0433         |
| 3. NARRATIVE HIGHLIGHT          | 4              | 3              | 2              | 3.00             | 0.0300         |
| 4. TREND INFORMATION            | 5              | 5              | 5              | 5.00             | 0.0500         |
| 5. MINIMIZES MISINTERPRETING    | 5              | 5              | 4              | 4.67             | <u>0.0467</u>  |
| PERCENTAGE TOTAL                | 24.00%         | 18.00%         | 17.00%         |                  | 19.67%         |
| <u>DISTRIBUTION (7.5%)</u>      |                |                |                |                  |                |
| 1 TARGET AUDIENCE               | 4              | 5              | 5              | 4.67             | 0.0280         |
| 2. MODE                         | 4              | 5              | 5              | 4.67             | <u>0.0420</u>  |
| PERCENTAGE TOTAL                | 6.00%          | 7.50%          | 7.50%          |                  | 7.00%          |
| <u>OTHER (7.5 %)</u>            |                |                |                |                  |                |
| 1. NOTABLE ACHIEVEMENT          | 4              | 4              | 4              | 4.00             | 0.0120         |
| 2. INNOVATIVE                   | 4              | 4              | 4              | 4.00             | 0.0120         |
| 3. USEFUL TO USERS              | 4              | 5              | 5              | 4.67             | 0.0140         |
| 4. USEFUL TO LEGISLATURE        | 4              | 5              | 5              | 4.67             | 0.0140         |
| 5. MAKES ENTITY ATTRACTIVE      | 4              | 4              | 4              | 4.00             | <u>0.0120</u>  |
| PERCENTAGE TOTAL                | 6.00%          | 6.60%          | 6.60%          |                  | 6.40%          |
| <u>SUMMARY(50%)</u>             |                |                |                |                  |                |
|                                 | 4              | 4              | 4              | 4.00             | <u>0.4</u>     |
| PERCENTAGE TOTAL                | 40.00%         | 40.00%         | 40.00%         |                  | 40.00%         |
| TOTAL SCORE (100 %)             | 84.90%         | 80.10%         | 79.10%         |                  | <u>81.37%</u>  |

GOVERNMENT FINANCE OFFICERS ASSOCIATION  
POPULAR ANNUAL FINANCIAL REPORTING PROGRAM  
PAFR REVIEWER'S COMMENTS AND SUGGESTIONS

FOR: Clearfield City Corporation, Utah  
FISCAL YEAR: June 30, 2012

READER APPEAL

The reviewers suggest continuing to work on enhancing the reader appeal of the report. For example, consider including a photograph of the city on the front cover that you feel would increase a reader's interest. At the very beginning of the report, provide an introduction to the city, for example a brief history, identify the mayor and the city council members. Also, the reviewers suggest briefly discussing the largest industries in the city. Consider including trend data for the population and the unemployment rate. Also, consider identifying any of the city's major capital projects that are ongoing and/or are planned for the near future.

UNDERSTANDABILITY

The reviewers suggest simplifying the financial data in the report, for example consider producing more graphics like the trend data on page 3 and the pie-chart on page 4. If the city is going to include technical accounting references, consider including brief definitions for the non-accountant for governmental activities, business-type/proprietary fund activities, governmental funds, fund balance, charges for services, operating grants, capital grants, capital assets, program revenues, general revenues, general obligation bonds, revenue bonds and net assets. The city could alternatively limit the technical references.

The reviewers suggest simplifying the changes in net assets schedule and the net assets schedule on pages 11-12. Again the trend data on page 3 and the pie-chart on page 4 appear to be the ideal way to present data for the non-accountant. The city could eliminate the schedules on pages 11-12 and replace it with more graphics like the ones on pages 3 and 4.

It is unclear if a graphic was missing for the property tax percentages at the top left corner on page 5. Some entities produce a dollar bill graphic to show how property taxes are distributed among the various governmental entities, for example percentages for the city, school district, and county.

DISTRIBUTION

The reviewers commented favorably on notifying the public about the popular report in the city newsletter.

OTHER

The reviewers commend the city for successfully achieving the Popular Reporting Award.

General comments and suggestions to all participants:

Currently, there are requirements included in questions 2 and 3 of the application that all participants must comply with in order for the report to be considered eligible for the Program. The following explanations should clarify the intent of these requirements.

The requirements include:

**(1) The basis of presentation should be consistent with GAAP and also should be disclosed.**

The financial data presented in the PAFR must be derived from the CAFR and consistent with GAAP. For example, information on governmental funds must be presented using the current financial resources measurement focus and the modified accrual basis of accounting. Nonetheless, the typical PAFR is not expected to provide all of the detail and disclosure required for fair presentation in conformity with GAAP. Likewise, a PAFR need not encompass the entire financial reporting entity as defined by GAAP. Accordingly, to minimize the possibility for confusion, GFOA requires that popular reports submitted to the PAFR program indicate whether they are presented in conformity with GAAP and, if not, briefly disclose how their manner of presentation differs from GAAP (e.g., elimination of certain component units and funds).

**(2) The report should refer users desiring additional detail to the comprehensive annual financial report (CAFR).**

The report should not only make mention of the CAFR but also explain that the CAFR does contain more detailed information. Also, consider disclosing that the CAFR is available for interested users and information on how to obtain a copy.

## **Instructions for Reproducing/Referencing the Popular Award**

Reproduction of the Award for Outstanding Achievement in Popular Annual Financial Reporting is permitted only in the Popular Annual Financial Report (PAFR) of the year succeeding the award.

Reference to the receipt of the Popular Award, however, may be made in other documents. The reference to the Popular Award should use the standard terminology noted below and be formatted in the document where the PAFR is mentioned during the year the award was received.

Standardized text should be used for the statement/reference required by the above as follows:

"The Government Finance Officers Association of the United States and Canada (GFOA) has given an Award for Outstanding Achievement in Popular Annual Financial Reporting to (NAME OF GOVERNMENT) for its Popular Annual Financial Report for the fiscal year ended (MONTH, DAY, YEAR). The Award for Outstanding Achievement in Popular Annual Financial Reporting is a prestigious national award recognizing conformance with the highest standards for preparation of state and local government popular reports.

In order to receive an Award for Outstanding Achievement in Popular Annual Financial Reporting, a government unit must publish a Popular Annual Financial Report, whose contents conform to program standards of creativity, presentation, understandability and reader appeal.

An Award for Outstanding Achievement in Popular Annual Financial Reporting is valid for a period of one year only. ((NAME OF GOVERNMENT) has received a Popular Award for the last \_\_\_\_ consecutive years (fiscal years ended XXXX-XXXX)\*.) We believe our current report continues to conform to the Popular Annual Financial Reporting requirements, and we are submitting it to GFOA."

\*This sentence is optional.

### **Documents (i.e., PAFR) referencing the CAFR**

"(NAME OF GOVERNMENT) comprehensive annual financial report(s) for the year(s) ended 20XX (-20XX), from which the information on page(s) \_\_\_\_ has been drawn, was (were) awarded the Certificate of Achievement for Excellence in Financial Reporting by the Government Finance Officers Association of the United States and Canada (GFOA). The Certificate of Achievement is the highest form of recognition for excellence in state and local government financial reporting.

In order to be awarded a Certificate of Achievement, a government unit must publish an easily readable and efficiently organized comprehensive annual financial report, whose contents conform to program standards. Such CAFR must satisfy both generally accepted accounting principles and applicable legal requirements.

A Certificate of Achievement is valid for a period of one year only. We believe our CAFR continues to conform to the Certificate of Achievement program requirements and we are (will be) submitting our CAFR for the current year to the GFOA."



Government Finance Officers Association

Award for  
Outstanding  
Achievement in  
Popular Annual  
Financial Reporting

Presented to

**Clearfield City Corporation**  
**Utah**

For its Annual  
Financial Report  
for the Fiscal Year Ended

**June 30, 2012**

Executive Director/CEO