

# **Getting to Know EMMA®**

November 2, 2018 | NAST State Debt Management Network



#### **Presenters**

#### David Erdman

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Wisconsin Department of Administration

#### Leah Szarek

Senior Manager, Market Transparency
Municipal Securities Rulemaking Board (MSRB)





#### **Presentation Overview**

- Introduction to the MSRB and EMMA®
- Recent Enhancements to EMMA®
- Tools for State Debt Managers
- Upcoming Changes to Disclosure Submission Process
- Questions





Introduction to the MSRB

## Municipal Securities Rulemaking Board (MSRB)



Created by Congress in 1975 to protect municipal securities investors, issuers and the public interest



Self-regulatory organization that writes rules, promotes transparency and provides education; does not regulate issuers



Subject to SEC oversight; no enforcement authority



No federal funding; revenue primarily from fees assessed on regulated municipal securities dealers and municipal advisors





## Introduction to EMMA®

## EMMA®'s Role in the Municipal Market

- Promote transparency for the \$3.8
   trillion municipal securities market
- Ensure information about virtually all municipal bonds and their issuers is:
  - Free
  - Centralized
  - Public







#### What's on EMMA®

#### **Official Disclosures**

- Official Statements
- ✓ Advance Refunding Documents
- ✓ Event Notices
- √ Financial Disclosures
- √ 529 Plan/ABLE Disclosures
- Municipal Asset-Backed
   Securities Disclosure
- ✓ Political Contribution Disclosures

#### **Security-Specific Data**

- ✓ Trade Prices and Yields
- Interest Rate Resets for Municipal Variable Rate Securities
- Credit Enhancement
   Documents for Variable Rate

   Securities
- Credit Ratings

#### **Market-Wide Data**

- Market Statistics
- Yield Curves
- Market Calendars





## Improvements to EMMA® (April 30, 2018)

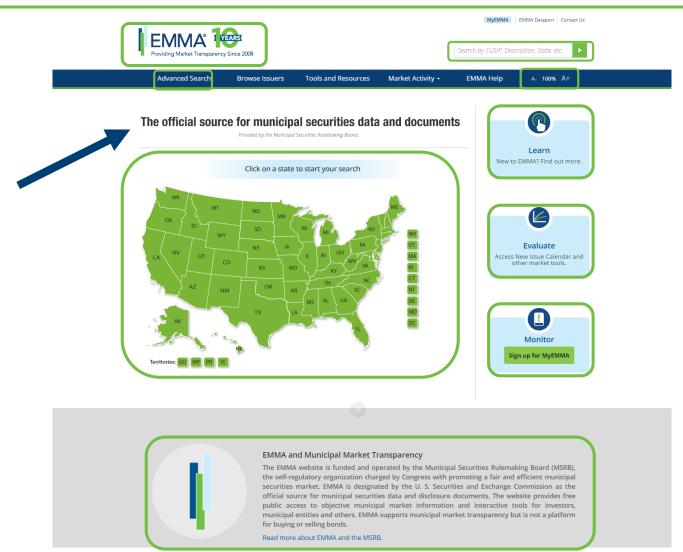
- Overall Redesign of Look and Feel
- Streamlined Homepage
- State Page
- Issuer Homepage
- Issue Details Page
- Security Details Page Fixed Rate
- Security Details Page Variable Rate





The New EMMA®

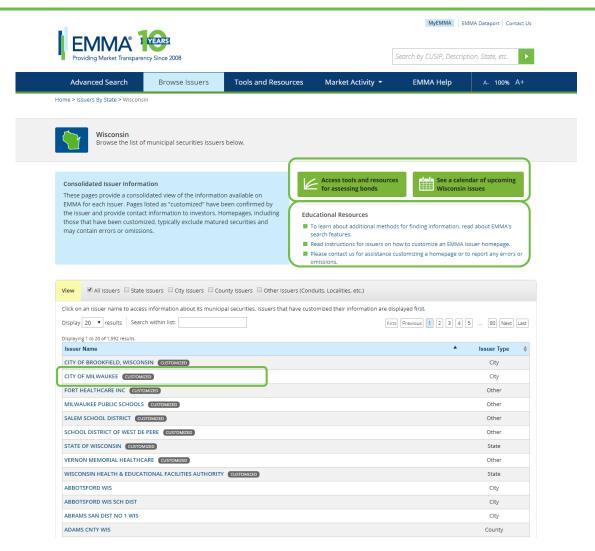
## EMMA® Homepage







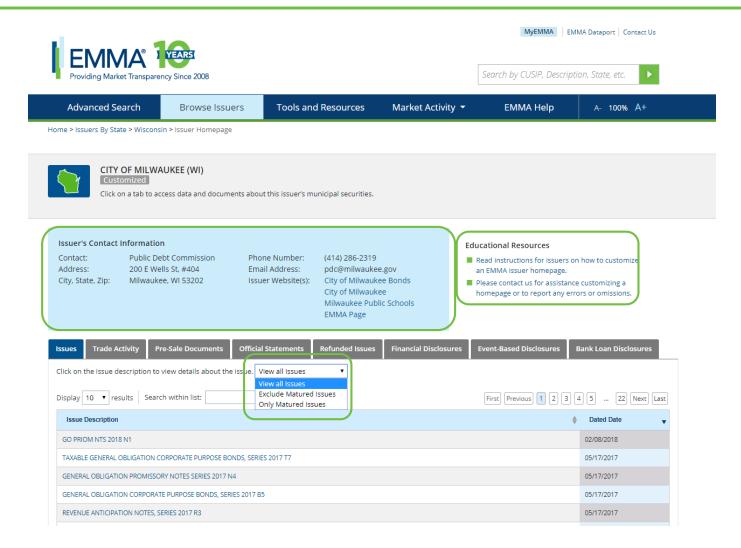
### State Page







### Issuer Homepage







#### **Issue Details**

Home > Issuers By State > Wisconsin > Issuer Homepage > Issue Details

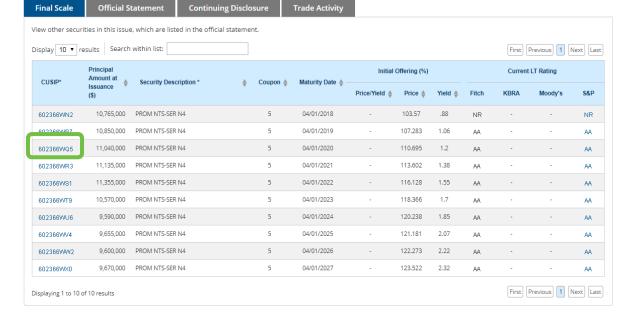


CITY OF MILWAUKEE GENERAL OBLIGATION PROMISSORY NOTES SERIES 2017 N4 (WI) MILWAUKEE WIS PROM NTS-SER N4 (WI)\*

Dated Date: Underwriting Spread Amount: 05/17/2017 Not Disclosed -Competitive Sale View issuer homepage:
■ CITY OF MILWAUKEE

Closing Date: Time of Formal Award: 05/17/2017 05/04/2017 05:33 PM

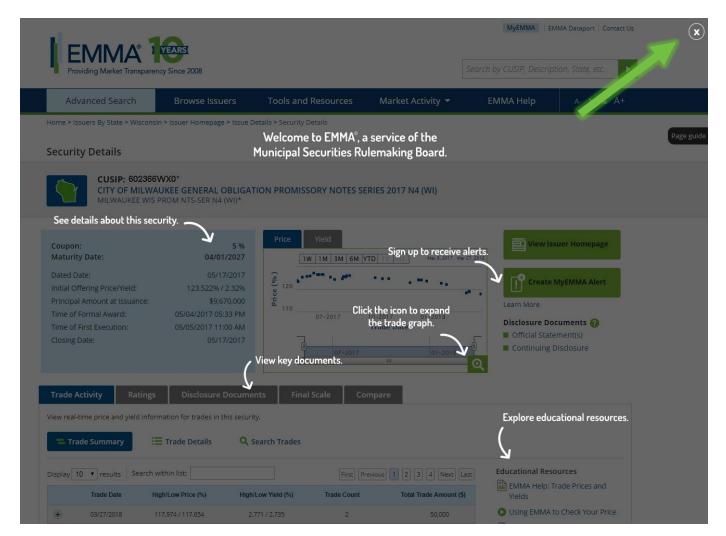
Time of First Execution: 05/05/2017 11:00 AM







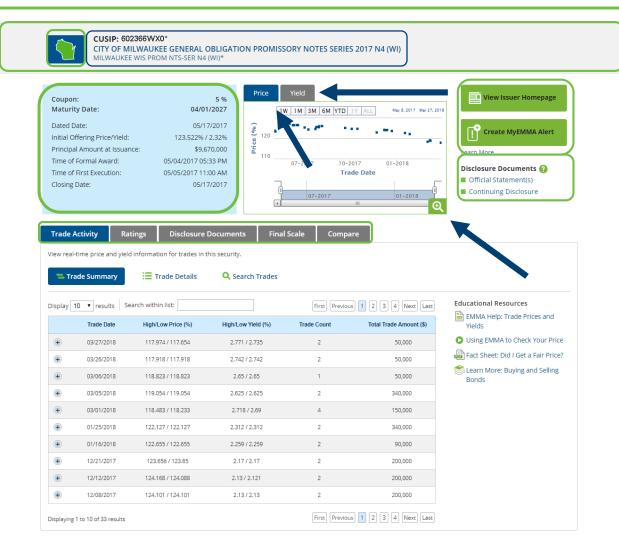
## Security Details Overlay







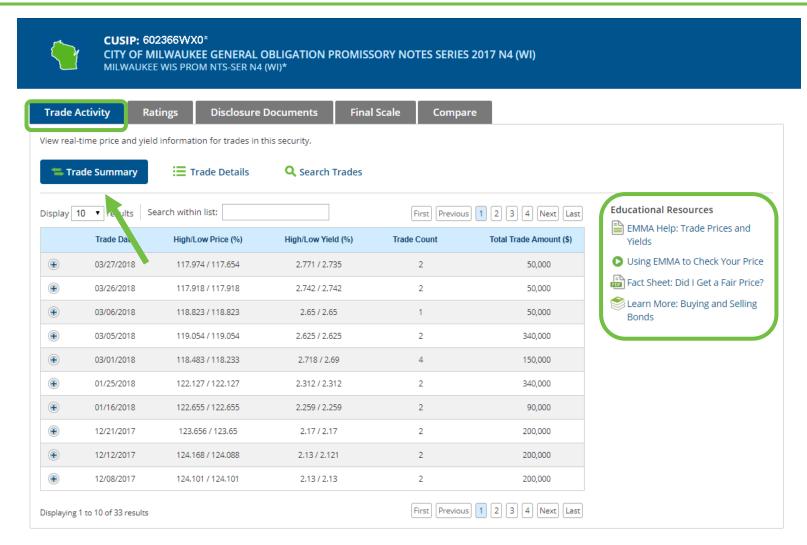
## Security Details – Fixed Rate







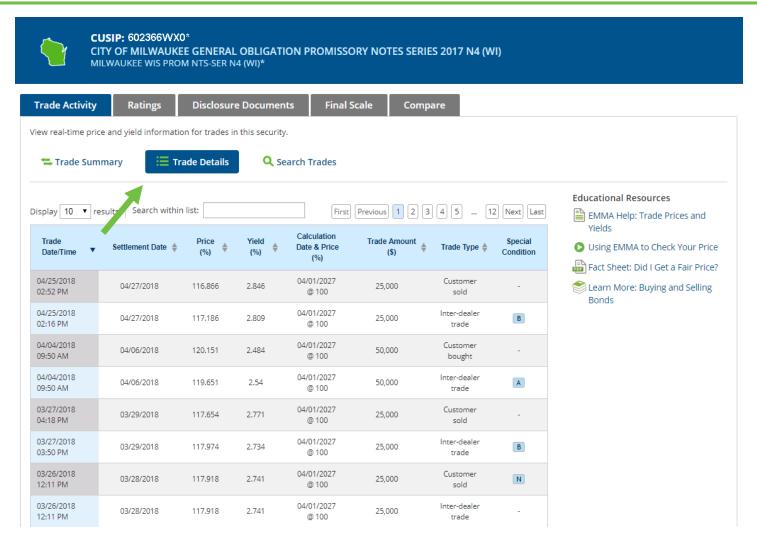
# Trade Activity | Trade Summary







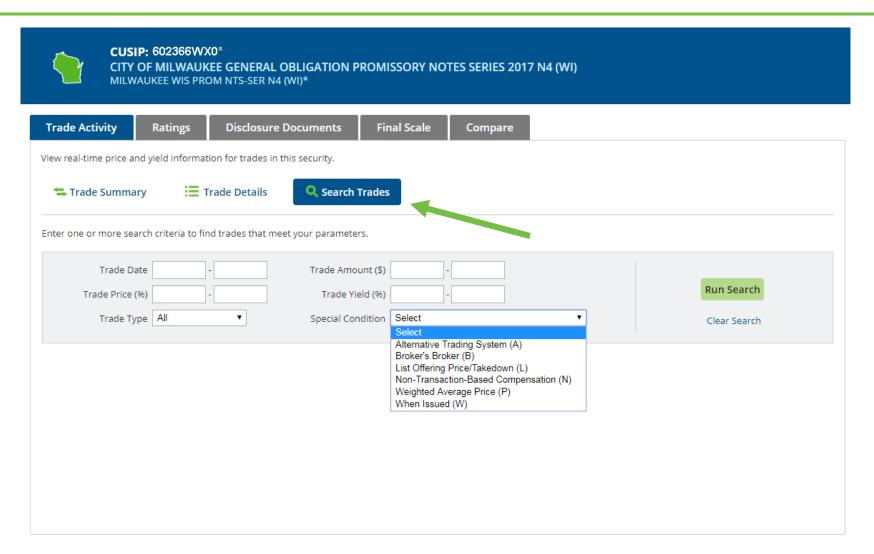
## Trade Activity | Trade Details







### Trade Activity | Search Trades







# Ratings



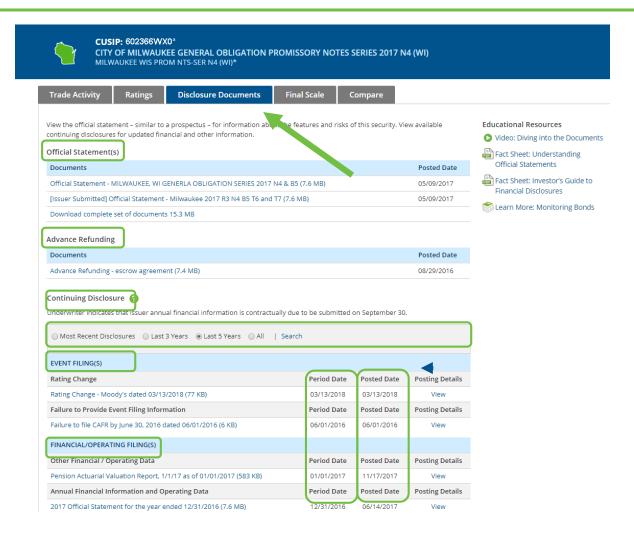
## CUSIP: 602366WX0\* CITY OF MILWAUKEE GENERAL OBLIGATION PROMISSORY NOTES SERIES 2017 N4 (WI) MILWAUKEE WIS PROM NTS-SER N4 (WI)\*

				Educational Resources
itch				EMMA Help: Credit Ratings
Long-Term Issue Rating	AA (effective 04/20/2018)	Long-Term Issue Rating Alert Code	RO:Sta (effective 04/20/2018)	Evaluating a Municipal Bond's  Default Risk
Unenhanced Long-Term Issue Rating	AA (effective 04/20/2018)	Unenhanced Long-Term Issue Ratin Alert Code	RO:Sta (effective 04/20/2018)	Fact Sheet: Seven Questions to Ask When Investing in Municipal Bond
Short-Term Issue Rating	NR	Short-Term Issue Rating Alert Code		S Learn More: Preparing to Invest
Rating	NR y Fitch Ratings →	Unenhanced Short-Term Issue Rating Alert Code Last Updated	04/20/2018 @ 3:50:00 PM E	
Access additional information, such as prior offered by Fitch Ratings →	y Fitch Ratings →	Rating Alert Code  Last Updated	04/20/2018 @ 3:50:00 PM E	
	y Fitch Ratings →	Rating Alert Code  Last Updated	04/20/2018 @ 3:50:00 PM E STA (effective 01/19/2018)	
Rating  Access definitions for the ratings provided by the cocess additional information, such as prior offered by Fitch Ratings   (BRA	y Fitch Ratings → ratings, research report  AA+ (effective	Rating Alert Code  Last Updated s or other information	STA (effective	
Rating  Access definitions for the ratings provided by access additional information, such as prior access additional information access additional information, such as prior access access and access access access as a constant access and access	y Fitch Ratings → ratings, research report  AA+ (effective	Rating Alert Code  Last Updated sor other information  Outlook/Credit Watch	STA (effective	





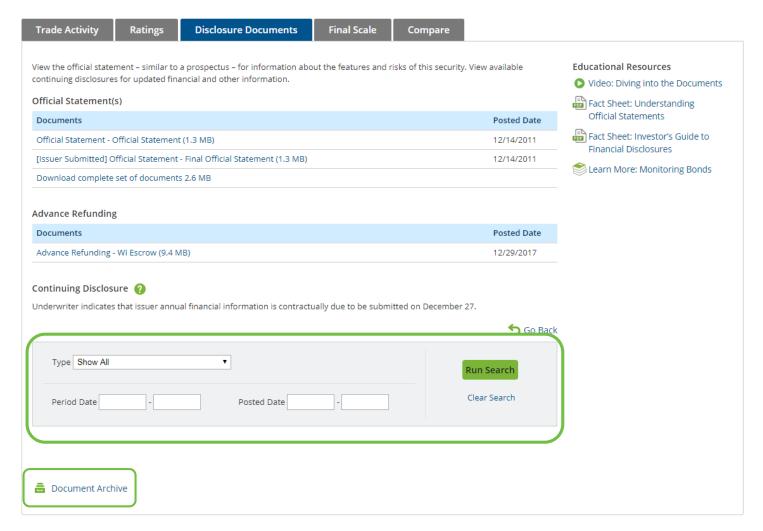
## Comprehensive Disclosure Documents Tab







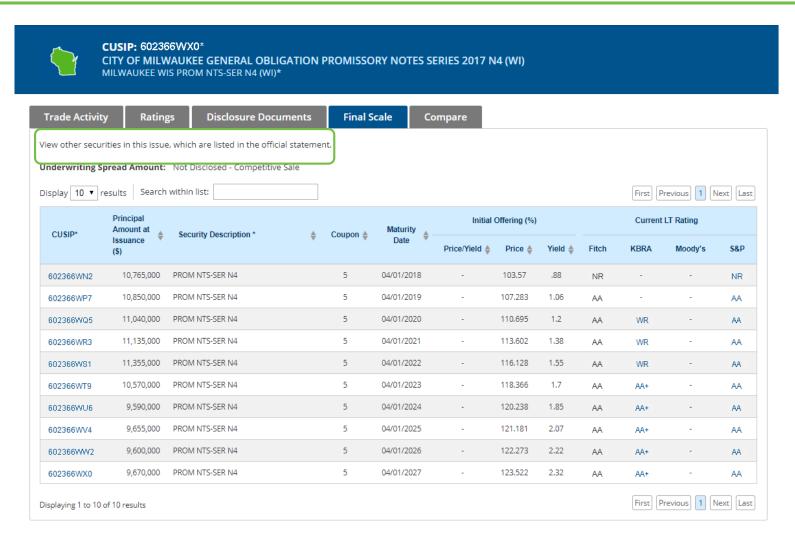
### Continuing Disclosure Search







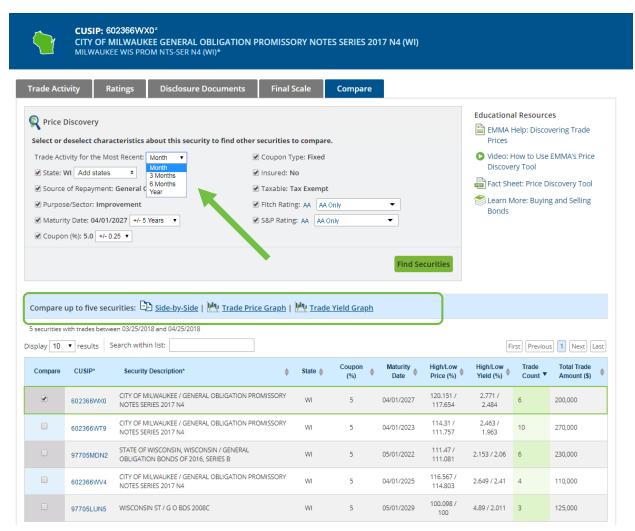
#### Final Scale of Issue







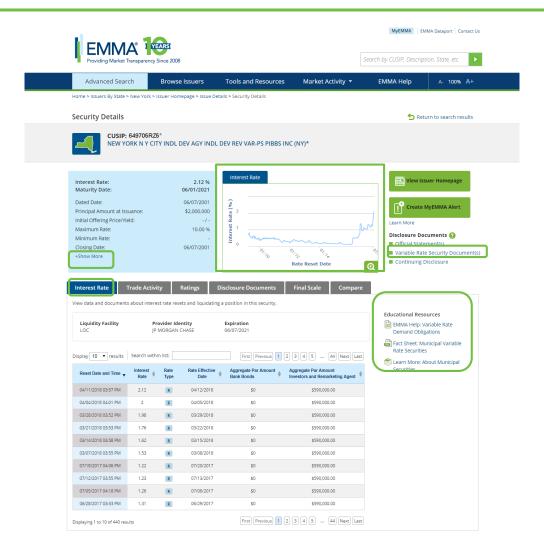
## Compare







#### Security Details - Variable Rate

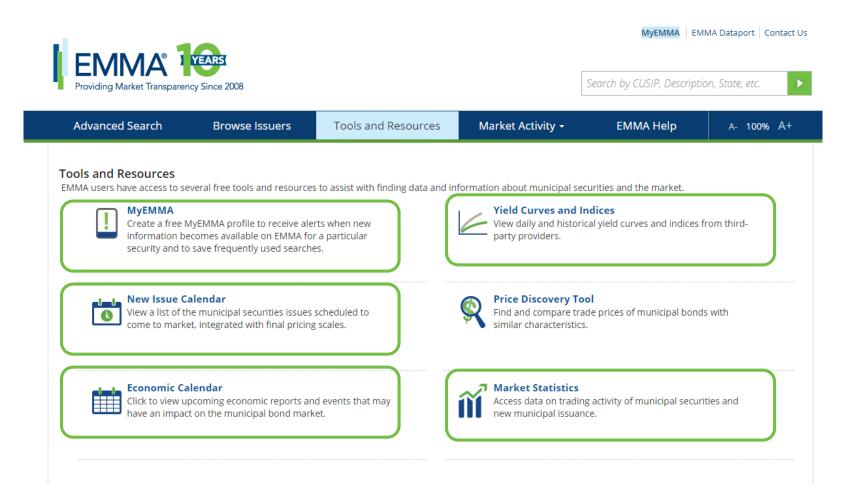






Tools for State Debt Managers

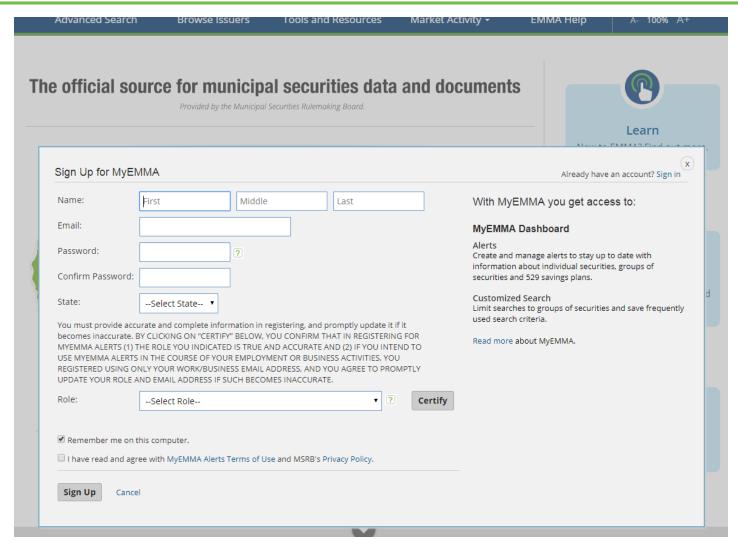
#### **Tools and Resources**







### MyEMMA® Alerts







#### **Email Reminders**

- Issuers can schedule automated emails from EMMA® to be reminded of approaching annual or quarterly financial disclosure filing deadlines
- Issuers can include additional contacts such as a municipal advisor to ensure all those with a role in disclosure are alerted

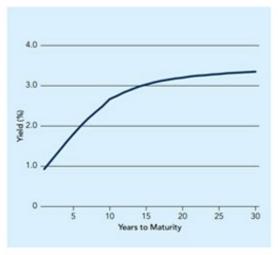


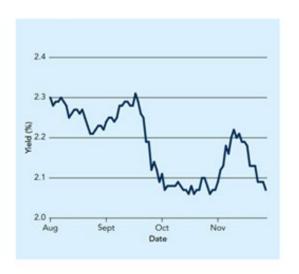




### Municipal Market Yield Curves and Indices

- Daily and historical yield data available from multiple thirdparty providers at no cost on EMMA®
- Municipal advisors may use market indicators as part of the bond pricing process to provide a benchmark when establishing offering yields on new bond issues



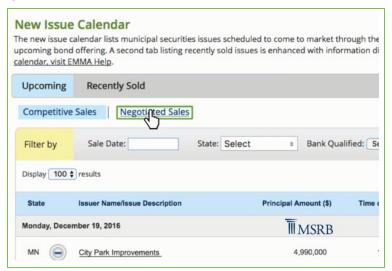






#### **Market Calendars**

- New Issue Calendar of municipal issues scheduled to come to market through the competitive and negotiated sales, as well as recently sold issues linking to final scale
- Economic Calendar of upcoming economic reports and events that may have an impact on the market







#### **Municipal Market Statistics**

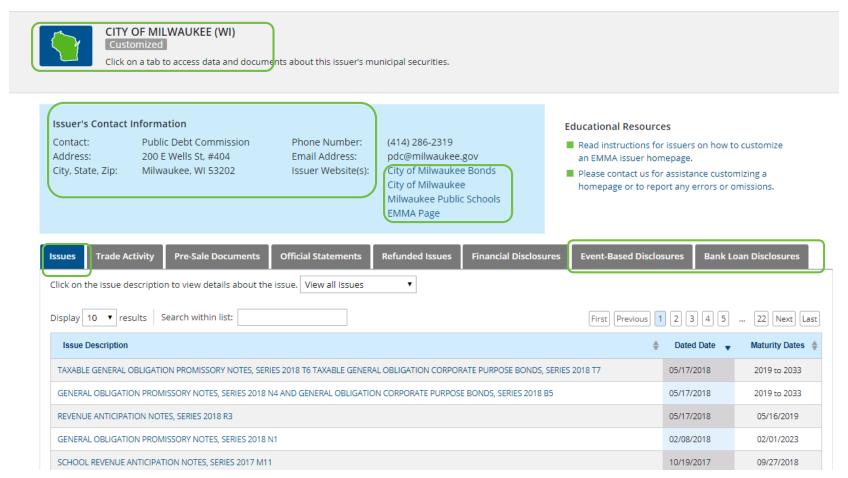
- View most actively traded securities and issuers, state-level trading activity, and overall trading and issuance patterns
- Dynamic functionality with numerous filters and historical data







### Customized Issuer Homepage







#### Recent Issuer Homepage Enhancements

- Issuers and obligated persons can now:
  - Give their agents permission to create and manage issuer homepages on their behalf
  - Add additional contact information to their customized issuer homepages
  - More easily and intuitively attach CUSIPs to an issuer homepage
- Agents that submit on behalf of multiple organizations can now:
  - View submissions by organization
  - View up to one year of recent continuing disclosure submissions





## **Organization Account**

- Creates single continuing disclosure submission account for all agents and staff of an issuer
- Allows master account administrator to securely and independently manage staff access
- Required to customize and manage issuer homepages and other
   EMMA<sup>®</sup> tools for issuers







### **Organization Account Checklist**

- Existing individual disclosure submission account information, if applicable
- Organization name and contact information
- Contact information for a master account administrator
- Federal Tax Employer Identification Number (EIN)
- EIN documentation (letterhead, official statement)





**Upcoming Changes** 

### New Event Disclosures: Amendments to SEC Rule 15c2-12



### Rule 15c2-12(b)(5)(i)(C)(15):

Incurrence of a financial obligation of the obligated person, if material, or agreement to covenants, events of default, remedies, priority rights, or other similar terms of a financial obligation of the obligated person, any of which affect security holders, if material.



### Rule 15c2-12(b)(5)(i)(C)(16):

Default, event of acceleration, termination event, modification of terms, or other similar events under the terms of a financial obligation of the obligated person, any of which reflect financial difficulties.





# Amended SEC Rule 15c2-12: Definition of Financial Obligation

- > The term **financial obligation** means:
  - (i) debt obligation Including material bank loans
  - (ii) derivative instrument entered into in connection with, or pledged as security or a source of payment for, an existing or planned debt obligation; or
  - (iii) guarantee of (i) or (ii)
- The term financial obligation shall not include municipal securities as to which a final official statement has been provided to the MSRB



The compliance date is

180 days after
publication of the SEC
Release in the
Federal Register

**February 27, 2019** 





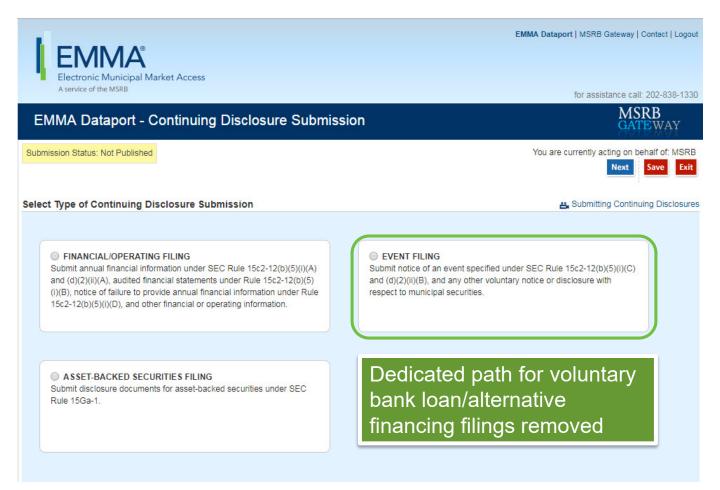
## Amended SEC Rule 15c2-12: Submitting New Event Disclosures to EMMA®

- Same process as submitting existing event notice filings
- Retiring separate submission path for voluntary filings about bank loans/alternative financings
- EMMA® will begin accepting and displaying new disclosures on February 27, 2019
- Updated submission manual and educational resources will be provided





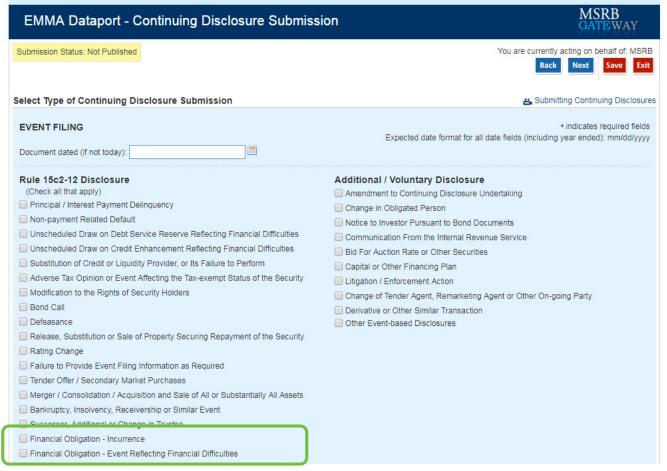
## Amended SEC Rule 15c2-12: EMMA Dataport Changes – Continuing Disclosure







## Amended SEC Rule 15c2-12: EMMA Dataport Changes – Event Filings







### Planned EMMA Enhancements – FY 2019

- Enhancing user interface for EMMA Dataport
- Improved continuing disclosure submission process
- Search enhancements
- Removing unused CUSIPs and derivative products





**Educational Resources** 

### **MSRB Education Center**







The MSRB Education Center is a multimedia library of information about the municipal securities market. Free and objective resources are geared toward investors and state and local governments to help them make informed decisions. The MSRB encourages widespread use of its educational materials. Education Center content may be printed, shared or redistributed according to MSRB Terms and Conditions.

MuniEdPro® is the MSRB's suite of interactive courses designed specifically for municipal market participants that allows the learner to apply MSRB rules to real-world municipal market scenarios. Courses can be purchased on-demand or by subscription.







### **EMMA®** Resources

Access videos, fact sheets and other resources at www.MSRB.org/ EducationCenter







## MuniEd<sup>o</sup>ro<sup>®</sup>

A service of the MSRB

MuniEdPro® is a suite of interactive, online courses explaining municipal market transactions and MSRB rules.

### Why choose MuniEdPro®?



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Applies market expertise and stateof-the-art eLearning technology



### Relevance

Uses real-world scenarios tailored to municipal market professionals



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### **MSRB Contact Information**

### **MSRB Online**

msrb.org emma.msrb.org

### **MSRB Support**

202-838-1330

MSRBSupport@msrb.org

Hours of Operation:
7:30 a.m. - 6:30 p.m. ET

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