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FORTH WORTH LAUNCHES INVESTOR RELATIONS PLATFORM TO DRIVE INVESTOR DEMAND WITH IMPROVED DISCLOSURE

City harnessing latest technology as part of investor outreach efforts.
BOSTON, April 11, 2018 – BondLink today announced that Fort Worth, the fifth-largest city in Texas, has unveiled an enhanced investor outreach platform: FortWorthTexasBonds.com. The new website is the latest step in the city’s continued efforts to optimize financial disclosure and will feature details on sales, outstanding bonds, credit ratings and other investor resources.

“As the municipal market expands, it’s vital that we remain diligent about our transparency and committed to our investor outreach to achieve the best possible borrowing costs,” Fort Worth CFO and Director of Financial Management Services Aaron J. Bovos said. “By making our financial information more readily available, we hope to encourage additional investment in our projects as we look to continue driving Fort Worth forward.”

The city’s new platform is powered by BondLink, a Boston-based financial technology company that provides investor outreach solutions to issuers in the municipal bond market. The company was co-founded by Colin MacNaught, a former issuer for the Commonwealth of Massachusetts.

"Fort Worth's financial management is very progressive, as reflected in their high bond ratings," said MacNaught, BondLink CEO. "We're proud to partner with the City to enhance its investor outreach, including to local residents, using tools that are utilized by sophisticated corporate issuers. Our goal is to help Fort Worth access low-cost capital to fund its capital needs over the next 20 years."

More than 10,000 pages of data and documents are available on the new, corporate-style investor site, offering detailed insight into the credit fundamentals behind the city’s bond ratings. Current and potential bondholders — from large institutional investors to smaller, retail investors — will
enjoy easy access to the information and a seamless online experience, with the option to register for alerts on additional updates. The long-term goal of the site is to increase demand for the city’s bonds by expanding its base of investors, optimizing borrowing costs for capital projects and easing the tax burden. Using a dedicated investor website for disclosure also follows best practices from government finance organizations such as the Government Finance Officers Association.

Located in North Central Texas, Fort Worth is home to more than 850,000 residents and is part of the Dallas-Fort Worth-Arlington Metroplex, the fourth-largest metropolitan area in the United States. The city serves as headquarters to large, multinational corporations such as Bell Helicopter, American Airlines and RadioShack, and features several large universities, numerous museums and the Texas Motor Speedway.

About BondLink

Led by founders Colin MacNaught, CEO, and Carl Query, CTO, BondLink helps issuers in the $4 trillion municipal bond market attract more investors through better disclosure and enhanced technology. BondLink enables institutional investors to automate their credit surveillance of an issuer, and makes it easier for smaller investors, including individuals, to participate in public bond sales.

Since going live in 2016, BondLink’s investor platform has helped states, counties, cities, school districts, universities, hospitals, public utilities and ports across the country improve their transparency to the bond market.
Headquartered in Boston, BondLink is backed by top investors, including Franklin Templeton Investments, one of the largest municipal bond fund managers in the country, as well as Coatue and Accomplice.

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For more information about Fort Worth’s investor website or BondLink, please contact Brendan A. McGrail at 617-597-4900 ext. 1009 or email brendan@bondlink.com.