

**Advancing California Finance Authority**

**Governing Board**

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**May 21, 2020**

**Agenda Item 9.a.**

**ACFA Marketing**

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**Subject:** Update on ACFA Marketing Efforts


**Background:** This memo serves as an update on ACFA's outreach efforts since onboarding a marketing lead in September 2018. Since then, staff have been building relationships with potential borrowers to develop a pipeline of new projects through a series of meetings (see attachment) that have also provided valuable insights on the challenges and opportunities ACFA faces.

**Issues:** None

**Recommended Action:** Information

**Attachments:** Memo ACFA Marketing Efforts

**Reviewed:**

  
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