

FY25 Budget Overview

# **FY25 Budget Overview**



FY25 Budget (combined & in-line with Governors Budget Recommendation)

\$33,980,878

\$689,326

Treasury (General fund)

\$33,266,323

Unclaimed Property (Other - Informational)

**5.1 FTE** 

Treasury Staff

**5.9 FTE** 

Unclaimed Property Staff

# **Partnerships**







SD Banking Partner

Audit Services

Merchant Processing



**UCP Marketing** 



UCP Data Verification



UCP Software

#### **Office Staff**





#### Treasury Staff

- Melissa Hull
  Treasury Manager
- Penni Almond
  Assistant Treasury Manager
- Nicole Stasch
  Finance Manager
- Cashier Manager

#### **Inclaimed Property Staff**

- Lee DeJabet Unclaimed Property Administrator
- Anissa Grambihler Compliance/Portfolio Manager
- Claims Manager
- Toni Kenefick-Aschoff
  Claims Processor
- Ashley VanDenOever
  Outreach Manager

# **Treasury Services**

\$689,326 (General Fund)



# The State Treasurer is the state's chief banking official.

The state treasurer serves as the receiver and safekeeper of all public funds paid into the state treasury. The office manages the state's banking relationships and state fund transfers. Its primary responsibility is the depositor of all state public funds. In line with Governor's recommendation.

# **FY25 BREAKDOWN**



\$508,982

Employee Salaries and Benefits



\$8,988

Travel Expense



\$164,446

Contractual Services



\$6,210

Supplies & Materials



\$700

Capital Outlay

# **Treasury Services Metrics Deep Dive (FY23)**

Total cash receipts processed \$7,362,409,809

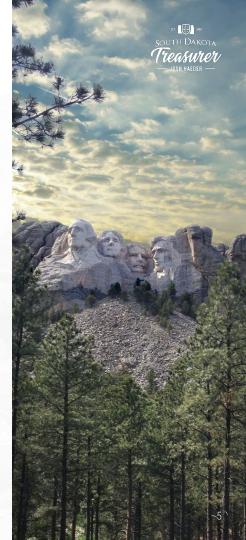
7.48% decrease from previous fiscal year,41.66% increase from 2017,57.75% increase from 2012

Total cash disbursements **\$7,568,047,163** 

Majority sent via ACH, \$6,461,885,786. 354,620 Checks deposited from state agencies FY23

- Veterinary student grants managed\$317,230
- Public deposits managed\$3,340,200,222
- Total number of public depositories

  68
- Public Defender funds distribution to counties \$597,973
- Abused and Neglected Child Fund \$81,024
- Interest earned on checking account \$148,229



# **Unclaimed Property - Informational Budget**

\$33,266,323 (Other – Informational & In line with Governor's Budget Recommendation)





# The State Treasurer is holding hundreds of millions of dollars in unclaimed funds.

The State holds these lost funds until they are claimed by either the original owner or their heirs.

<b>Q</b>	\$578,863	Employee Salary and Benefits
	\$2,647,420	Operating & Contractual Services
	\$40,040	Supplies & Materials (Postage \$25,000)
a) s	\$0	Capital Outlay
ğ	\$30,000,000	Estimated Unclaimed Property Payments (Gov's Budget Recommendation)

Informational Budget

# **Unclaimed Property Numbers Breakdown**

SOUTH DAKOTA

TEASURER

JOSH HAFRER

Total Unclaimed Properties Remitted to South Dakota: 2,515,670 - Dollar Value: \$1,186,578,016.29

## **Global Numbers**

Claimable Properties: 2,153,382

Dollar Value of Claimable Properties: \$924,076,383.62

Foreign Claimable Properties: 271,644

U.S. Claimable Properties (minus S.D.): 1,004,263

Total Claimable Properties less than 10yrs old: 1,940,980

Total Claimable Properties less than 10yrs old value: \$872,042,562.78

**85.82%** of claimable property is less than 10 years old

Approx 20% of total claimable property currently has no name or is listed as unknown

## South Dakota Numbers

Claimable Properties: 877,475

Dollar Value of Claimable Properties: \$100,845,382.59

Average Claim Amount: \$776.27 (based on approx. 93k claims paid on more than 162k properties)

# Properties Received before 12/19/2013: **163,078** 

Value of Properties received before 12/19/2013: \$2.224.686.42

SD Properties less than 10 years old: 714,397

SD Properties less than 10 years old value: \$98,620,695.60

81.42% of claimable property is less than 10 years old

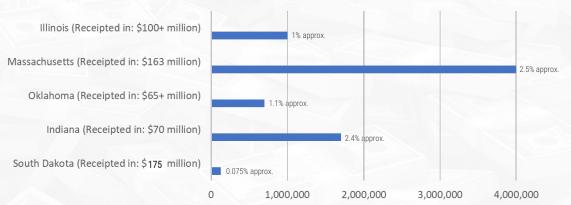
#### Consumer/Holder Education and Return Efforts



The recruitment of national bank associations is highly active (example to be provided via testimony). States fully recognize the significant value that unclaimed property brings to the budgeting process. What sets states apart are the competitive advantages they possess, such as favorable bank franchise tax percentages based on total assets held and their unwavering dedication to promoting and returning unclaimed property to rightful owners.

When comparing South Dakota to states with similar annual unclaimed property remittances, it becomes evident that they significantly surpass us in terms of expenditures allocated toward raising awareness, enhancing bank retention, and implementing effective return strategies (Information received through National Association of Unclaimed Property Administrators (NAUPA)). Our holders are paying attention to our efforts (see support letters).

#### Good Faith Effort Expenditure Comparison (2023)



## **Budget Change to Consumer/Holder Education and Return Efforts**

SOUTH DAKOTA

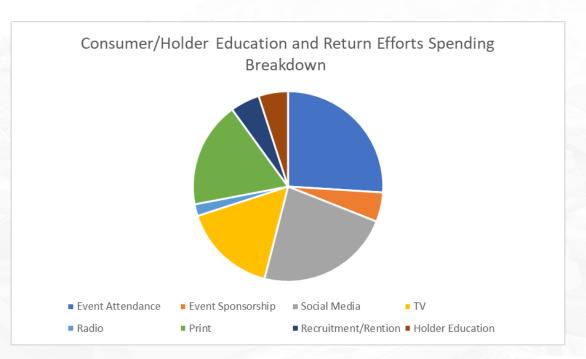
Treasurer

JOSH HAEDER

Includes: Marketing, Outreach, Recruitment and Retention

- Current Annual Budgeted Amount: \$125,000.00
- FY25 Budgeted Amount: (Supported by Gov. Noem, BFM & holders (see support letters)) 1% ceiling of receipted funds (starting FY25) set aside for Consumer/Holder Education and Return Efforts





#### South Dakota Consumer/Holder Education & Return Goals FY25





- 25 weekly outreach events in communities per year
- Attend 15 major South Dakota events (fairs, home shows other live events)
- Total Ad Impressions: 700.000
  - Engagement Interaction Rate: Increase 10%
- Click-throughs to UCP Landing page: 55,000 Social Media:
  - · Page follower growth: Increase of 25%
  - · Online advertising on 5 news websites

Print: 18% of Budget

25% of Budget

- Newspaper 12 (monthly) unclaimed property notices
- Expansion into online newspaper advertisements 10 total
- 3 magazine print and digital advertising (such as 605 Magazine)

of Budget

- Advertise on South Dakota High School Championship Games
- Create advertising relationship with South Dakota Public Broadcasting
- Consistent advertising with cable providers
- · Advertise through streaming platforms Television: 16%
  - Advertise annual holiday non-sporting events such as Macey's Day Parade

Event ponsorships: 5% of Budget

- Increase sponsor level of SD State Fair and Brown County Fair by 20%
- · Ad agreements with all county fairs to include informational booths at all events (combined with live events) Video sponsor at three major live events per year (concerts and other major gatherings such as the Sturgis Rally)

Holder

- Create printed and digital material the begiven to South Dakota Holders (RFP for Vendor Selection)
- Set in-person meetings with all South Dakota Holders (separate from Live Event Budget) to discuss unclaimed property reporting requirements.
- Create a holder reporting landing page attached to the Unclaimed Property page that allows easy education and access to reporting requirements.

Retention: 5% of

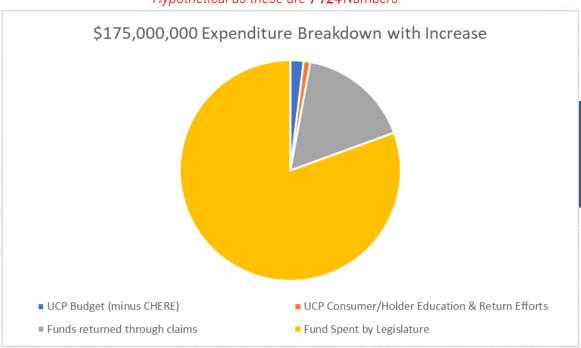
Budget

- Paid research into laws, rates, and other critical information important to Bank National Associations as it relates to potential relocation. The research will also include the benefits of relocation to South
- Create splash website, printed and digital material for recruitment of financial institution national association (RFP for vendor selection)
- · Travel budget to meet with financial institution leadership in-person.

#### Consumer/Holder Education and Return Efforts



#### \*Hypothetical as these are *FY24*Numbers



Governor's Budget Recommendation of \$30m in returns (only an estimate)

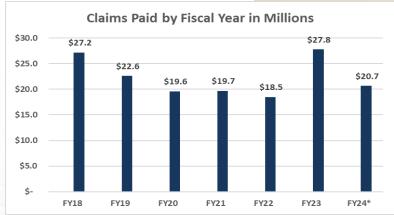
- Spent by Legislature: 80%
- Money Returned through claims: 17%
- UCP Budget minus Marketing: 2%
- UCP Consumer/Holder Education and Return Efforts 1%

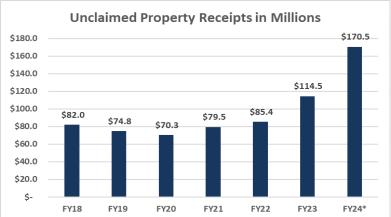
#### **UCP Historical Numbers**

Total number of dollars returned to South Dakotans 2018 through today

\$23,387,454.32







#### FY24 UCP Receipts (collected) July-December



- \$170.5 million with another \$5-7 million expected from life insurance report, stock sales and audits.
- FY23 total receipts were \$114.5 million, thus we will receipt in roughly \$56 million more in FY24. We attribute this to large foreign accounts and audits.

# Risk Mitigation



Total number of rejected fraudulent claims FY23

201



The largest risk incurred by the South Dakota Treasurer's Office; Division of Unclaimed Property continues to be foreign (international) estate claims. These claims represent some of the highest dollar amount per claim often exceeding \$100k from combined accounts.



322

Claims tagged as medium or high risk of fraud by KAPS Software System



\$18,459,095

Total dollar value on claims marked fraudulent



The skill and sophistication of fraud attempts have substantially increased. Software allowing fabrication and falsification of photo images (smart phones) has made fraudulent documents better and more readily available. Recent fraud attempts are more professional and exhibit a thorough understanding of the escheatment and claim process.



#### **Foreign Risk Factors**

- An increasing number of claims originate from mainland China as well as Taiwan. The claimants have previously been students or have been employed in the United States. They have maintained their accounts in the United States. Due to political unrest between the United States and China these individuals are now filing claims.
- An increasing number of claims are being filed by foreign nationals. These claims are heavily weighted to South American countries (Ex. Venezuela, Colombia, Chile, and Argentina). It is not uncommon for individual claims to exceed \$50k with claims over \$250k occurring. Foreign Nationals from these locations have historically engaged in regular travel to the United States. They have opened bank accounts in the United States to protect their wealth from domestic political and economic instability. Due to Covid restrictions these individuals found themselves unable to travel to the U.S., their bank accounts became dormant/unclaimed, and were subsequently escheated. After resumption of travel, they are now discovering their U.S. accounts have been closed and balances transferred to South Dakota UCP.

Informational Budget

# Questions?

Stop or call any time!



General Inquiries & Treasury Management

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