



“Our partnership with Reich & Tang allowed the School District of Washington to access millions in FDIC insurance protection through their Demand Deposit Marketplace<sup>SM</sup> Program. In turn, we can make these funds available for investment within the local community.”

*Becky Buhr*  
VP Finance & Retail Manager  
Bank of Franklin County

Most public funds that serve communities go uninsured or need to be collateralized at the bank’s expense. The Demand Deposit Marketplace<sup>SM</sup> (DDM) program offered by R&T is a daily, FDIC-insured cash sweep solution approved for public funds’ use in most states. The DDM program helps Bank of Franklin County maintain daily liquidity and lower expenses by eliminating the need to post collateral on a daily basis. The Bank’s clients also benefit from the DDM program by eliminating many of the risks associated with non FDIC-insured cash investments.

### At a glance

**Institution:** Bank of Franklin County  
**Case Study Client:** School District of Washington (SDOW)  
**Website:** bankoffranklincounty.com  
**Headquartered:** Washington, MO  
**Assets:** \$273 million  
**Deposits:** \$233 million  
**Branches:** 5

### Challenge

Bank of Franklin County was given the opportunity to bid for \$13MM in deposits by SDOW earmarked for construction of a new school. The Bank needed to make sure the funds were FDIC-insured and accessible, with competitive pricing that worked for both parties.

### Solution

Bank of Franklin County had been using the DDM program for several years when they received the bid for SDOW. With the DDM Program, the Bank was able to provide SDOW a unique service that offered a competitive rate of interest, fully insured their funds with daily liquidity, and eliminated the need to use Missouri’s MOSIP program, which takes the funds out of the local community. For the Bank itself, the DDM program eliminated the need to post collateral, and kept deposits at the Bank to fund loan demand for others in their community.

### Benefits

- No collateral needed
- Millions in FDIC protection
- Deposit stays local
- Accessibility to funds
- Easy reporting and statements
- Alternative to money funds

**“We are happy to work with Bank of Franklin County because they are an important business in our community. We are confident that the public funds we manage are protected and available when we need them for construction of a new flagship school in our community.”**

*Robin Kluesner, CPA*  
Director of Accounting  
School District of Washington