

**TO:** City Council  
**FROM:** James L. App, City Manager  
**SUBJECT:** **National League of Cities**  
**DATE:** October 21, 2014

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**NEEDS:** For the City Council to consider membership in the National League of Cities (NLC).

- FACTS:**
1. Councilman Fred Strong suggested the Council consider joining the NLC.
  2. The NLC is comprised of over 2,000 municipalities from 49 State leagues across the United States.
  3. Information about the NLC, its goals, strategy, services, and membership benefits are described in the attached information.
  4. Annual membership dues are based upon City population. The City's official population as estimated by the State Department of Finance is 30,450 (as of January 1, 2014).
  5. Annual dues for cities with populations between 30 and 40,000 are \$3,258.

**ANALYSIS &  
CONCLUSION:**

The NLC advocates for cities in Washington, D.C. It provides programs and services for local leaders to improve their service to their communities. It informs member cities of critical issues and offers a forum for interaction with other municipal leaders.

**POLICY  
REFERENCE:**

None.

**FISCAL  
IMPACT:**

\$3,258 per year from the General Fund.

**OPTIONS:**

- A. **City Council provide direction regarding NLC membership.**
- B. **Amend, Modify or Reject the Option Above.**

Attachment



## **About NLC**

The National League of Cities (NLC) is dedicated to helping city leaders build better communities. Working in partnership with the 49 state municipal leagues, NLC serves as a resource to and an advocate for the more than 19,000 cities, villages and towns it represents.

### **Who are NLC 's Members?**

The National League of Cities members are municipalities from across the country. A city or town joins NLC and the elected officials and staff participate in NLC's programs, activities and governance. State municipal leagues are also active members of NLC, guiding the organization's priorities and serving as an important link to cities in their state. And, NLC offers membership opportunities for members of the private and non-profit sector.

### **Cities and Towns**

More than 2,000 municipalities of all sizes pay dues directly to NLC and actively participate as leaders and voting members in the organization.

### **State Municipal Leagues**

State Municipal Leagues occupy a special position within the National League of Cities as the founding members and serve as a conduit of communication with NLC for our mutual memberships. Through the state municipal league network, NLC represents over 19,000 cities and towns. View and search the member directory at myNLC.

### **Associate Members**

The Associate Member Program is designed to meet with needs of corporations and other organizations who do business with America's cities and towns and need to stay on top of activity in this area. Associate Membership can provide the edge your company needs in the competitive local government marketplace of products, services and ideas.

### **Corporate Partners Program**

This program promotes the exchange of ideas between corporate leaders and the leaders of America's cities in order to strengthen local government, encourage economic competitiveness, and promote corporate civic engagement. Participation in the NLC Corporate Partners Program is by invitation of the NLC Leadership.

### **SPOTLIGHT**

## NLC Benefits Members

- advocates for cities and towns in Washington, D.C. through full-time lobbying and grassroots campaigns
- provides programs and services that give local leaders the tools and knowledge to better serve their communities
- provides opportunities for involvement and networking to help city officials seek ideas, share solutions, and find common ground for the future
- keeps leaders informed of critical issues that affect municipalities and warrant action by local officials
- strengthens leadership skills by offering numerous training and education programs
- recognizes municipal achievements by gathering and promoting examples of best practices and recognizing cities and towns for model programs and initiatives
- partners with state leagues to supplement resources and strengthen the voice of local government in the nation's capital and all state capitols
- promotes cities and towns through an aggressive media and communications program that draws attention to city issues and enhances the national image of local government

## STAFF CONTACT

Member Services  
(877) 827-2385  
memberservices@nlc.org

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## NLC Strategic Planning



### Driving Change: A Bold New Approach

In order to chart a course that keeps the National League of Cities relevant to current and potential members while navigating the economic and political circumstances, we set forth on developing a three year strategic plan.

A Strategic Planning Task Force has spent the last year surveying, interviewing and listening to our individual members, leaders, councils, committees, constituency groups, state municipal leagues and staff.

We heard the feedback and we agree: it is time to transform the National League of Cities into the most relevant, powerful force for cities that it can be.

We're making a powerful new commitment as an organization. Going forward, everything we do will strive to embody eight core principles critical to our members. We will be:

- Inclusive - nonpartisan, embracing diverse views, modeling civility, providing "many doors" into NLC
- Focused - on what matters most to our members and municipalities nationwide
- Valuable - as a resource and advocate for our members, and a partner to the state municipal leagues and federal policymakers
- Influential - recognized as powerful, reliable and respected by federal policymakers

- Visible - to our members, in Washington, DC, and in the news
- Relationship Driven - building personal connections among members and with NLC staff
- Forward Leaning - with compelling engagement opportunities and cutting edge ideas and technology
- Financially Solid - with a diversified revenue model

To achieve this, we set five clear, powerful goals.

**Goal #1: Proactively drive federal policy.**

**Goal #2: Promote innovation and provide proven strategies and valuable resources.**

**Goal #3: Raise the profile of city governments as key leaders and partners in improving the quality of life for our nation.**

**Goal #4: Expand the capacity of city officials to serve as ethical, effective and engaged leaders.**

**Goal #5: Transform our organization so that it is focused on top priorities, fully aligned, nimble, accountable, and transparent.**

Join us as we embark on this exciting transformation into a more streamlined, effective and value-driven organization!



**READ THE BROCHURE**



[Download PDF](#)

**DRIVE BOLD CHANGE**

How will YOU help drive change for cities?

Advocate on NLC's legislative agenda for cities and towns in partnership with NLC.

- Discover what NLC has to offer by exploring the "Find City Solutions" section of the NLC website.
- Share with NLC staff what the promising and proven practices you think are worthy of attention.
- Learn with colleagues and national experts to hone your knowledge and skills by registering for a course through NLC University.
- Lead efforts to mobilize NLC's various member groups around these common goals
- Invite other colleagues (both elected officials and city staff) to participate in NLC events.

**Submit**

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## Advocacy

Working in partnership with 49 state municipal leagues, the Center for Federal Relations serves as both a resource and an advocate for the more than 19,000 cities, towns, and villages the organization represents. Advocacy efforts focus on advancing NLC's annual legislative agenda, monitoring regulatory action, and championing legal issues of national importance to local governments.

### Federal Action Priorities

With input from NLC's membership, NLC's leadership selected this federal agenda to guide NLC's advocacy efforts on Capitol Hill and with the Administration. The agenda emphasizes the connected nature of federal action and local economic efforts and helps cities drive forward an agenda that will empower people and businesses to make investments and see innovation explode in cities.

### Regulatory Advocacy

Because federal rules and regulations often affect local government operations, budgets and development, NLC works to ensure that federal agencies consider the local government perspective when developing regulatory policy.

### Legal Advocacy

Recognizing that the federal court system is responsible for much of the law affecting cities and their scope of authority, NLC's Legal Advocacy Program is a complement to the organization's legislative outreach on behalf of cities. Through the Program, NLC serves as an advocate for local governments on legal issues of national importance and provides support to cities and towns involved in significant litigation or administrative adjudication that could affect municipal organization, operation, powers, duties, or financing.

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## Find City Solutions

The National League of Cities is dedicated to connecting city leaders with solutions to address their cities' challenges. Through three unique entities within the organization, NLC provides programs, resources and services that assist cities in a hands-on way.

### City Solutions and Applied Research

NLC City Solutions and Applied Research strives to strengthen communities, transform and improve cities, and assist city leaders, by knowing and learning about cities; identifying and sharing promising city practices; fostering effective solutions and innovation; and challenging cities and city leaders to lead. The program areas provide an organizing framework — lenses — through which city leaders can evaluate activities, plan comprehensively for the future, set goals, and measure progress.

### Institute for Youth, Education, and Families

The Institute for Youth, Education, and Families (YEF Institute), a special entity within the National League of Cities (NLC), helps municipal leaders take action on behalf of the children, youth, and families in their communities. NLC launched the YEF Institute in January 2000 in recognition of the unique and influential roles that mayors, city councilmembers, and other local leaders can play in strengthening families and improving outcomes for children and youth.

### Savings and Solutions for Cities

The National League of Cities Enterprise Programs offer products and services that provide value-added solutions and cost savings to cities. By developing strategic relationships with private companies and non-profit organizations, these solutions can help meet critical needs of cities and stretch a city budget. NLC is continuing to develop top-quality products and services to offer exclusive savings to cities.

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## Build Skills & Networks

The National League of Cities strives to help city leaders build their skills and networks by providing resources, educational offerings, conferences and a range of opportunities to connect with other city leaders to exchange ideas and best practices.

### Resources

The National League of Cities offers various products to assist members seeking guidance, assistance and research products that will offer solutions to challenges local elected officials face.

### Networks

One of the most important benefits to members of the National League of Cities is the communication networks, enabling city officials to share vital information and engage in discussions on a variety of topics that are important to local government officials and their constituents.

### Education and Training

NLC offers many professional development opportunities through conferences, workshops, webinars,

### Annual Conferences

The National League of Cities' two annual conferences provide educational programming, training opportunities, and peer networking. They also provide the venue for NLC's governance activities including the meetings of the Board of Directors, Advisory Council and other NLC committees and councils.

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## Join NLC

Join the National League of Cities and become part of a powerful network of over 2,000 cities, towns, villages, and boroughs - plus 49 state municipal leagues - working for constant improvement in America's communities.

Joining NLC is simple! Complete the Membership Application according to the instructions and submit to Member Services via mail, email or fax. Consult the dues schedule on the last page of the application for rates. Remember, your municipality's dues cover participation by all elected officials and municipal staff in the organization.

### **NLC Member Benefits:**

- Receive The Weekly, our email publication, and other program-specific e-newsletters to stay ahead of the curve
- Get discounted rates for NLC conferences and seminars: Congress of Cities & Exposition, Congressional City Conference, and leadership training seminars
- Participate in programs to save your city time or money through NLC's Business Partnership Programs, many of which are free to all members
- Get involved with a Policy & Advocacy Committee and help develop NLC's policy positions
- Join a Member Council, Constituency Group or other networking group and share ideas to improve your city
- Sit in on a webinar or audioconference on select topics
- Access a wealth of resources including action guides, toolkits, research reports, policy analysis, and more on a variety of topics
- Stay on top of federal activity affecting your city through Legislative Action Alerts and biweekly Federal Relations Updates

### **CONTACT US**

Member Services  
(877) 827-2385  
memberservices@nlc.org



## NLC Dues

Dues for membership in the National League of Cities are based on the municipality's population according to the official U.S. Census. If you have any questions about your municipality's dues, please contact Member Services.

<i>POPULATION</i>	<i>ANNUAL DUES</i>
Under 1,000	\$263
1,000 - 2,500	\$536
2,501 - 5,000	\$809
5,001 - 10,000	\$1,117
10,001 - 20,000	\$1,489
20,001 - 30,000	\$1,861
30,001 - 40,000	\$3,258
40,001 - 50,000	\$3,813
50,001 - 60,000	\$4,467
60,001 - 70,000	\$5,401
70,001 - 80,000	\$5,952
80,001 - 90,000	\$6,697
90,001 - 100,000	\$7,816
100,001 - 125,000	\$8,743