

THE STATE OF YOUR LEAGUE



Place matters. If we had said those two words a few years ago, most would've had no idea what we were talking about. Today, the terms "place" and "placemaking" are part of the everyday vernacular. Investing in our communities is key to Michigan competing in the 21st century. This State of Your League report shows how we're spreading this placemaking message and provides a snapshot of who we are and how we work for League members.



The League

Who Makes up the League?

521 Cities, Villages, & Townships; 269 Cities, 245 Villages, 3 Urban Townships, 4 Grant Members, **31** Affiliate Organizations, **79** Business Alliance Program Participants, 518 Clerks, **4,075** Total Elected Officials, 2,961 Councilmembers/Commissioners, 271 Mayors, 247 Presidents, 320 Managers, **10,000+** Non-Elected Officials, 68 Economic Development Directors, 53 Community Development Directors, **189** Finance Directors, 179 Zoning Administrators, 62 Public Safety Directors, **387** Fire Chiefs, 325 Police Chiefs

1 | Economics of Place (the book) & 21c3

For the past several years, the Michigan Municipal League has worked tirelessly through our Prosperity Agenda and Center for 21st Century Communities to determine what it will take to restore Michigan to prosperity. We believe that our communities are at the core of the economic turnaround, and that "place" is the main economic driver. In 2011, the League published *The Economics of Place: The Value of Building Communities Around People*, which further details what Michigan must do to create the types of places people want to live, work, play, and raise families. The book, available at Amazon.com, was officially unveiled at the League's Convention in October during a news conference that featured Governor Rick Snyder. It's time to start talking about the importance of place as the economic development strategy that will create a positive, dynamic future for Michigan.



2 | Social Media

The League has always been focused on serving its members, but now, thanks to the wide range of internet tools, we are reaching an even larger audience. The League is actively involved in social media outlets, including the Let's Save Michigan initiative, our website (mml.org), Facebook, Flickr, Twitter, YouTube, etc., to promote our mission, members, and communities. The numbers speak for themselves and continue to grow daily.



3 | Advocacy

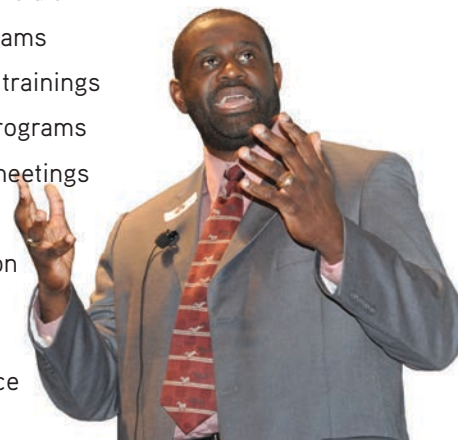
Moving day in Lansing, January 19, 2008—shifting from a hidden nondescript building, blocks away from the Capitol buzz, our Lansing staff enthusiastically packed up their offices and never looked back. Today, the League's advocacy office is housed across from the Capitol in the beautifully restored Leadership in Energy and Environmental Standards (LEED) certified Christman Building. It has given us a more prominent presence in the state Capitol and provides a showcase where lawmakers and local officials are proud to meet.

Believing that communities are at the core of Michigan's turnaround, our Lansing advocacy team is committed to a proactive agenda supporting policies that give our communities the tools to thrive in the 21st century. The League scored some major legislative victories in 2011 on behalf of our members, most notably significant were positive changes to Public Act 312, the law governing contract disputes between local units of government and public safety unions. We'll continue advocating for those things that create strong communities such as transit options, walkability, mixed-use developments, green space, and thriving cultural attractions necessary to attract an increasingly mobile workforce and spur our economy.

4 | Educating Our Members

What's EVIP? What are my options regarding PA 152? What's the status of our roads—is any more funding coming? The League's many educational programs and events can help you answer these questions and more. Our Elected Officials Academy, for example, gives expanded leadership lessons to assist our elected leaders in all aspects of their role in the public's eye. And our Capital Conference in the spring and Annual Convention in the fall will not only inform you about the issues facing your communities, but they also can connect you to peers that have "been there and done that." Each year our programs include:

- 2,240** officials
- 50+** programs
- 20** on-site trainings
- 7** affiliate programs
- 7** regional meetings
- 5** webinars
- 1** Convention
- 1** Expo
- 1** Capital Conference



5 | A Look Inside the League

Doing More with Less

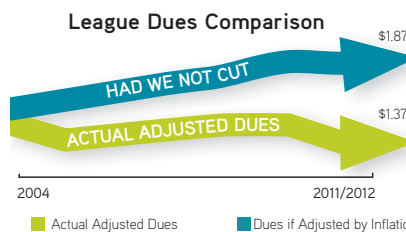
As our communities make tough decisions about staffing levels, so has the League. Since 2000, we have reduced our workforce by **39 percent** primarily through attrition. This means doing more with less, making sure the "right people are on the bus," and better aligning resources with members' needs in today's economic climate. By working smarter, we've been able to start several new initiatives while also maintaining our core member services.



After moving to a wellness-based insurance plan in 2008, the League continues to see cost savings when compared to the previous insurance structure. This change also furthered the League's initiative to promote health and wellness among its staff, of which 90% of participants have successfully completed the health qualification requirements. The League continuously monitors its insurance offerings to ensure its affordability and impact, and strives to provide its employees a blend of opportunities to help them meet their wellness needs.

Dues Revenue/Membership

Sensitive to members' declining revenues, the League has ensured a savings of half a million dollars in revenue dues since 2005. That's a total savings of over **27 percent**.



"The League consistently fights for Michigan communities. I have the utmost respect for them and am very pleased to have seen their presence and influence grow."

State Rep. Vicki Barnett (D-Farmington Hills) – former League President

"The recruitment process was perfect. You have a proven plan for finding candidates, I am still amazed that we came to such an easy decision."

Mayor Jim Hodges, City of Lowell
On the City Manager Search completed June, 2011 by the Michigan Municipal League

"As Speaker of the House, I've worked very closely with the League on numerous issues and very much appreciate the staff's professionalism, dedication and shared desire to make Michigan prosperous once again."

Jase Bolger, R-Marshall
Speaker of House

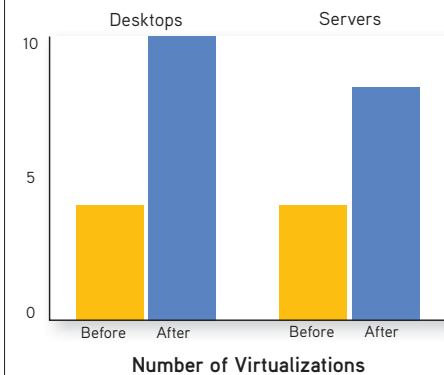
"There are so many excellent aspects to the League, including the education and networking opportunities they provide and the lobbying work in Lansing. They help us become stronger elected leaders."

Karen Majewski, 2011-12 League President, Mayor, City of Hamtramck

6 | Technology

Going Green Makes \$ense

Our goal in IT/Operations is an easy one: We try to find ways to be more innovative and efficient, saving time, effort and money in day-to-day work. On that note, we decided to revamp and upgrade our existing virtual environment, which allowed us to boost existing processing power/speed, as well as add to the number of servers and desktops we "virtualized." Making these small but important changes increased our savings in hardware costs, power consumption, and staff time!



7 | League Foundation

When it formed in 1991, the League Foundation was a way to secure funding for our members, and it has done that to the tune of \$2.4 million in grants and contributions. But the League Foundation also has evolved into something we didn't envision nearly 20 years ago. It has become a leader in identifying and filling the unmet needs of Michigan's local officials and communities. Keeping your dollars in mind, the Foundation continues to provide education programs at little or no cost. The Foundation is a catalyst in developing and offering our members new opportunities and initiatives—most notably the Center for 21st Century Communities (21c3) and the Michigan Green Communities Challenge.

8 | Legal Defense Fund (LDF)

The League's Legal Defense Fund provides support to LDF member communities in cases that potentially have a statewide impact.



28 Active years

400+ Amicus briefs filed in the Michigan Supreme Court and Court of Appeals

16 Cases for which the Supreme Court requested a Municipal League amicus brief!

80+ Percent participation among League members



1.7 million page views at mml.org per year



596,000 page views & over **21,000** subscribers as of October 2011



22,000+ listeners per radio program

facebook

1,305 League fans
6,126 Let's Save Michigan fans

twitter

1,444 League followers
2,491 Let's Save Michigan followers

flickr

244,651 views of
6,385 League photos

9 | Risk Management Programs

Liability & Property Pool Workers' Compensation Fund



Pool member contributions
\$19 million

Workers' Compensation Fund
\$25 million

Since 1978, \$185 mil+ returned
to members in dividends



Pool new claims handled
1,346

Fund new claims handled
2,539



Pool assets
\$87 million

Fund assets
\$120 million



Pool member equity
\$49 million

Fund member equity
\$64 million

Stable cost-effective risk management programs

10 | We Are Your Resource

Q: Are we required to post notices of committee meetings?

We answer thousands of questions like these each year through personal research assistance and direct contact with our members each day. We supply critical information on core topics to our members and serve as an information clearinghouse, helping steer communities through the complexities of local governance. As communities are forced to do more with less, League services help fill the gap. We offer databases, extensive sample ordinances, policies, contracts, handbooks, tool kits, fact sheets, and a myriad of other resources. If you can think to ask it, we can help find the answer!

Q: Ever wonder how the salaries and benefits in your community stack up to those in other communities?

You can find out by participating in our one-of-a-kind online wage and salary survey. This wealth of information provides data for 143 job classifications easily searchable by a number of criteria. There is also a benefits section that can help our members during budget season and contract talks.

Better Communities. Better Michigan.

The Michigan Municipal League is the one clear voice for Michigan communities. Through advocacy at the state and federal level, we proactively represent municipalities to help them sustain highly livable, desirable, and unique places within the state. We create and offer our members services and events that range from traditional to cutting edge, in order to help educate and inspire them to remain focused on their passion for the area they represent. We are a non-profit, but we act with the fervor of entrepreneurs; our people are dynamic, energetic and highly approachable, passionately and aggressively pushing change for better communities.



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