



Pennsylvania Municipal  
**League**

# THE STATE OF THE LEAGUE

## 2018



# THE LEAGUE SNAPSHOT

## EXECUTIVE DIRECTOR'S MESSAGE



As evidenced by the provided data, 2018 was a successful year for The League. Our membership, programs, services, and financial condition all grew healthier. The

new brand was unveiled at our October Summit. A new website was launched in early 2019. This League, via the leadership of the Board of Directors, the execution of staff and participation of our members, is driven every day to fulfill our mission – to strengthen, empower and advocate for effective local government.

Sincerely,

Richard J. Schuettler

## ADVOCACY

- Tracked 500 of 5,600 bills introduced in the 2017-18 session
- Provided over 30 comment letters and pieces of testimony to the General Assembly in 2018
- Published an Advocacy Toolkit to guide members' local lobbying efforts
- Offered monthly activities to encourage local lobbying
- Reported on hundreds of bills through our monthly newsletter and various legislative updates
- Saw positive outcomes on preservation of local collection of the Business Privilege Tax; local use of radar; storm water management fees; and preservation of local zoning
- Testified before the General Assembly on: small cell wireless deployment; local use of radar; municipal disincorporation; workers' compensation for volunteer firefighters; and municipal pension reform



# STRENGTH THROUGH ENGAGEMENT. WE ARE 102 MEMBERS STRONG.

1

1st Class City

1

2nd Class City

1

2nd Class A City

40

3rd Class Cities

1

Town

35

Boroughs

20

Townships

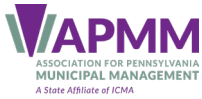
3

Municipalities

\*36 of these Municipalities are Home Rule

- Represents More Than **3.6 Million Citizens of PA**
- **68% market share** of municipalities with more than 10,000 population
- **31% of full-service municipalities**

## SECRETARIAT SERVICES



APMM is a nonprofit, nonpartisan association of professional municipal managers and administrators working in Pennsylvania local government.

APMM is dedicated to the promotion of professional and effective local government management in Pennsylvania. There are currently 240 full-time municipal managers and 45 assistant municipal managers and other administrators among its membership.



### Pennsylvania State Association of Township Commissioners

PSATC represents Pennsylvania's first class townships and their elected governing officials before the Pennsylvania General Assembly and the Commonwealth's various agencies. PSATC is comprised of 65 member townships.

STATE OF THE LEAGUE 2018

## SIGNATURE PROGRAMS

### Sustainable Pennsylvania Certified Communities



89 Certified Communities  
28 League Members

7 Platinum  
40 Gold  
32 Silver  
8 Bronze  
2 Associate  
19 Pledged  
Communities

[sustainablepacommunitycertification.org](http://sustainablepacommunitycertification.org)

### Public Employer Labor Relations Advisory Service

PELRAS – our labor and employment law advisory service provides training, a labor newsletter and expert legal help at discounted rates. PELRAS membership currently stands at 326 members, which is a record number for the program.



### Civics And You

#### Your Key to PA Local Government

This free eBook, available at [PML.org](http://PML.org), is designed to help Pennsylvanians understand how their government is organized and how they can participate as a citizen to support their municipality and the Commonwealth of Pennsylvania.

### GrantFinder

New this year, The League is pleased to provide members with a no-cost, value-added benefit called **GrantFinder** – a real-time, online searchable database of more than 7,500 eligible grants for which local governments may apply. This searchable database tracks federal, state, foundation and corporate grants available to municipalities and local non-profits.

### Municipal Utility Alliance

The MUA has successfully enabled local governments to take every opportunity to benefit from the energy markets through competitive pricing. The MUA provides more than 270 municipalities and authorities with over 1.7 billion kilowatt hours of energy for their facilities and street lights.

### Pennsylvania Local Government Investment Trust

PLGIT is a financial management trust designed exclusively for local governments, offering a wide array of investment options and cash management services. 67 members belong to the Trust and 23 utilize the P-Card (debit/credit card).

# PROFESSIONAL DEVELOPMENT

**186 Events**

**5,696 Attendees**

## The League Training

**13 Events, 1,270 Attendees**

- The League Capitol Conference - 53
- The League Newly Elected Officials Conference - 11
- PELRAS - 532
- The League's 6 District Meetings - 226
- Sustainable PA Conference (June) - 59
- Sustainable PA Conference (Nov.) - 31
- PennPRIME Risk Management Conference - 96
- The League Annual Summit - 222

## APMM Training

**5 Events, 289 Attendees**

- APMM/PELRAS 2 Fall Workshops - 56
- APMM Annual Conference - 136
- APMM Executive Development - 52
- APMM Winter Workshop - 45

## Contract Training

**168 Events, 4,137 Attendees**

- PCCA - 101 Events, 2,794 Attendees
- PATH - 19 Events, 537 Attendees
- Energy - 26 Events, 368 Attendees
- Floodplain - 12 Events, 186 Attendees
- Planning - 10 Events, 252 Attendees



## Business Leaders Network

Business Leaders Network Member

**Constellation** was recognized this year with the Business/Community Partnership Award.



Photo left to right: Mayor Matthew Pacifico, City of Altoona, League 1st VP; Ed Wilson, Constellation Executive Director, Association Sales; Rick Schuetzler, League Executive Director

## Corporate Partnerships:

**24** Business Leaders Network Members

**37** Associate Members

## 119<sup>th</sup> Annual Summit



**144** delegates

**49** exhibitors

**31** sponsors

**26** advertisers

This year's League Annual Summit took place October 4-6 in Cranberry Township with great success! Auditor General Eugene DePasquale joined us for the event.

## North Boundary Park Playground Build



- The League partnered with KaBOOM!, the Department of Conservation and Natural Resources, Highmark Blue Cross Blue Shield and Allegheny Health Network, Columbia Gas, and FirstEnergy to make this playground possible
- Over 200 League, business, community and student volunteers built an 865 square-foot playground in 6 hours, kicking off our Annual Summit in Cranberry Township
- The new playspace will attract over 1,000 visitors per month

# INSURANCE TRUSTS

## The PennPRIME Insurance Trust

and PennPRIME Workers' Compensation Trust are not-for-profit, member-governed risk pools providing coverage and service to cities, townships, boroughs, authorities, and tax collection committees. PennPRIME Trust offers coverages and services that address Property, General Liability, Auto Liability, Auto Physical Damage, Public Officials Liability, Employment Law Liability, Police Professional Liability, Crime, Cyber and Volunteer Accident. Unlike many carriers, our Employment Law Liability and Cyber coverages are part of our standard coverages at no additional cost. PennPRIME also provides Workers' Compensation coverage through the PennPRIME Workers' Compensation Trust and we offer Act 477 Heart & Lung coverage.

We are committed to providing our Members the tools they need to manage their safety and risk management programs. With the depth and array of coverages and services PennPRIME offers, we are truly a one-source provider.

Museum – covered, Ornamental Street light and traffic signals – covered, Dam – covered, Swimming Pools – covered, Library – covered, K-9's – covered, Cherry Picker – covered, Ice Rink – covered, Historical Monuments – covered. We are "Specialist in Your Corner," just ask us!

## U-COMP is a group unemployment Trust

that assists its members in lowering their unemployment liability and also educates its members on the latest unemployment legislation. The Trust covers nearly 8,800 employees and has 126 member groups comprised of municipalities and authorities.



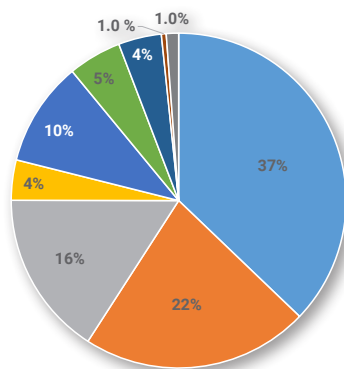
# FINANCE

The League continues to utilize funds received by members to grow programs and services that will enhance the value of membership.

Trust and program fees, training contract reimbursements and dues represent the major revenue contributors. Revenues continue to trend positively and are expected to increase approximately 2% by the end of 2018. Expenditures continue to remain steady even with increases in health care, pensions etc.

Over the last several years, the net assets of the League have continued to grow and have increased approximately 14% since 2014.

# 2018 BUDGETED REVENUES



**Fees 37%**  
(1,759,377)

**Training Contracts 22%**  
(1,039,819)

**Dues 16%**  
(753,500)\*

**Subscriptions 4%**  
(184,000)

**Reimbursements 10%**  
(478,988)

**Summit/BLN 5%**  
(244,000)

**Registrations 4%**  
(196,900)

**Advertisements 1%**  
(22,100)

**Other 1%**  
(56,225)

\*The League has not raised dues since 2009.

## THE LEAGUE REBRAND

The League revealed a new brand identity, which emerged from our 3-Year Strategic Growth Plan and a brand review done earlier in the year. The new brand reflects The League's commitment to growing our membership, increasing our impact and influence, expanding relevant programs and training opportunities, and increasing our overall organizational effectiveness.

The rebrand was revealed at our Annual Summit. Our new logo, look and tagline – Strength Through Engagement – supports our continued growth and development.

Subtle changes were made to The League logo to reflect who we are – a League of cities, boroughs, townships, home rule communities and towns, all sharing the same municipal policy interests.

As part of the rebrand, a new website, which includes a member dashboard, launched in early 2019.

## OUR NATIONAL ORGANIZATION



**13 Direct League Member Municipalities**

### NLC Board of Directors

Past President - Philadelphia Councilmember Brian O'Neill

NLC Board At-Large Directors elected for 2-year term -  
Norristown Councilmember Valerie Scott Cooper  
Easton Mayor Salvatore J. Panto, Jr.

### Finance, Administration and Intergovernmental Relations -

State College Councilmember Catherine Dauler, *Vice Chair*

### NLC City Summit

- More than 3,800 mayors, councilmembers and other delegates from all 50 states and the District of Columbia convened for the NLC 2018 City Summit
- 16 PA municipal officials attended

## EXCLUSIVE PUBLICATIONS

**Legislative Locator**

118 bills reported on

**League Link**

Increased Executive Director Video Reports to monthly

**Membership Directory**

Launched League Membership Directory

**MJJ+**  
Municipal Job Junctions

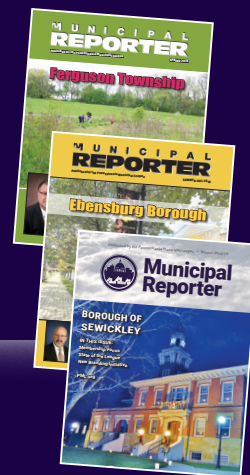
**FREE to Members**

151 classifieds posted  
84 League member ads

**Municipal Reporter**

**Cover Photo Winners**

Ferguson Township  
Ebensburg Borough  
Sewickley Borough  
*Your community could be next!*



## ONLINE PRESENCE

**Top PML.org Pages**

- MJJ+
- Homepage
- Legislative Locator
- Today's Headlines
- Annual Summit
- League Link

**PML.org/headlines**

- Meltwater Newsfeed Service
- 3,770** articles posted
- 67** League mentions



**Twitter @PaMunicipalLeag**

2,588 followers | 40,700 impressions/month



**Facebook.com/PaMunicipalLeague**

Top Post: 3,200 reach



**YouTube.com/PaMunicipalLeagueOrg**

2,503 views