



## ATTENDEE PRESS KIT

[ccc.nlc.org](http://ccc.nlc.org)

### GENERAL MESSAGING

#### On the Conference:

- The National League of Cities' Congressional City Conference brings together more than 2,500 elected and appointed city leaders to focus on the federal policy issues that are important to local governments.
- While at the conference, I'll have the chance to share successes from our city and learn about initiatives and cost-savings from other municipalities that I can bring back to [your city].
- NLC's Congressional City Conference features an array of national policy experts and officials, including Secretary of Housing & Urban Development Marica Fudge, Office of Management & Budget Director Shalanda Young, Senior White House Advisors Mitch Landrieu and John Podesta, along with countless other influential federal officials.
- NLC is a bipartisan organization dedicated to helping city leaders build better communities. Throughout the year, NLC advocates for cities and towns in Washington, D.C. through full-time lobbying and grassroots campaigns. The Congressional City Conference is an opportunity to share my insights and needs with members of Congress, the White House, and federal agency representatives.
- The conference will include sessions and learning opportunities where I can gather tangible takeaways to bring back home on a variety of topics important to our community, such as infrastructure, public safety, community resilience, and federal regulations that will make me a stronger advocate for [your city].

#### Two Year ARPA Anniversary:

A lot has happened over the past two years as communities recovered and rebuilt from the pandemic. Here are a few topline messages we recommend for use when talking about the benefits of federal funding coming directly to your community.

- March 11, 2023 marks two years since the American Rescue Plan Act became law.
- This historic legislation provided \$65 billion of direct aid to cities, towns and villages of all sizes across the country.
- The American Rescue Plan Act's State and Local Fiscal Recovery Funds program has been a lifeline for cities, towns and villages who saw their revenues and budgets decimated by the COVID-19 pandemic and all the challenges that came with it. ARPA dollars

ensured that critical municipal services like trash collection and keeping the public safe continued throughout the pandemic and beyond.

- Local leaders are on the ground in their communities and know the unique needs and priorities of their residents better than anyone. Thanks to the flexibility of ARPA funding, communities were able to address these needs quickly and efficiently.
- Local leaders used community input to tailor investments to the most pressing needs and ensure funds are used in a fiscally responsible and impactful way.
- Federal relief to local governments has proven to be the right policy at the right time and has made an enormous difference for municipalities and the nation.
- **Part of my time in Washington will include talking with members of Congress and other federal officials about how crucial this funding has been and continues to be for our community.**

## PRESS TOUR

*Sign up for a Radio Interview with Your Local Media*

NLC will offer opportunities for you to share your conference experience with your residents back home. If you are interested in being booked on your local radio stations, please send us an email at [nlc@straussmedia.com](mailto:nlc@straussmedia.com) or feel free to stop by the Strauss Radio Room (Mount Vernon Square - M3) when you get onsite.

## SOCIAL MEDIA

### Accounts:

- Twitter: [@leagueofcities](https://twitter.com/leagueofcities)
- Facebook: [NationalLeagueofCities](https://www.facebook.com/NationalLeagueofCities)
- Instagram: [leagueofcities](https://www.instagram.com/leagueofcities)

### Hashtags:

- #CCCNLC
- #CCC23

### Sample social posts:

Excited to be joining @leagueofcities and local leaders from across the country in Washington, DC to learn how other communities are tackling [issue]. #CCC23 #CCCNLC

I'm here at #CCC23, where @leagueofcities is hosting 2,500+ local elected officials. #CCCNLC

Today at @leagueofcities #CCC23 I spoke to **\*\*INSERT\*\*** #CCCNLC

Today at @leagueofcities **\*\*INSERT EVENT/HIGHLIGHT\*\*** #CCC23 #CCCNLC

**Social Media Tips:**

- Add photos or videos to posts to increase engagement
- Share quotes, insights and content from individual sessions
- Tag NLC, your colleagues, and your city

## SAMPLE PRESS RELEASE:



### **[name]** Attends Congressional City Conference, Hosted by National League of Cities

**[City, State]** – **[name]** is attending the National League of Cities’ (NLC) [Congressional City Conference](#), which will bring together more than 2,500 elected and appointed city, town, and village leaders to focus on federal policy issues important to local governments.

Local leaders from across the country are tackling some of the toughest issues of our time. The Congressional City Conference is an opportunity for local officials to learn from federal leaders, policy experts and fellow local leaders, and hear from and connect with experts on a variety of topics including:

- Infrastructure
- Climate resilience and sustainability
- Workforce development
- Affordable housing
- Public safety
- Railroad safety
- Nutrition

**[INSERT QUOTES/HIGHLIGHTS ON WHAT YOU ARE MOST LOOKING FORWARD TO AT CCC]**

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*For more information about the conference visit [ccc.nlc.org](http://ccc.nlc.org).*