

State of the League 2017-2018

Arkansas Municipal League Annual Report



Our Mission

The Arkansas Municipal League was founded in 1934 and exists for a threefold purpose:

- To act as the official representative of Arkansas cities and towns before the state and federal governments;
- To provide a clearinghouse for information and answers; and
- To offer a forum for discussion and sharing of mutual concerns.



Great Cities Make a Great State

#84thAMLConv

Message From Our Director



Executive Director
Don A. Zimmerman

The last year has been a very productive and successful year for the Arkansas Municipal League. The inaugural **State of the League** provides a snapshot of our activities, our optional programs, and more.

The Arkansas Municipal League is a voluntary organization of cities and towns throughout the state of Arkansas. Our goal is to assist municipal officials in representing the interest of cities and towns and to provide services to our members, which will foster improved local government in Arkansas. If you have suggestions as to how we might better accomplish that objective, I would be happy to hear them.

Very truly yours,

Don A. Zimmerman
Executive Director

Who is AML?

The Arkansas Municipal League is a service and advocacy organization for the cities and towns of Arkansas, representing more than 65% of Arkansas's more than 3 million citizens. League membership includes:

- 117 First Class Cities
- 205 Second Class Cities
- 177 Incorporated Towns.

Our National Organization

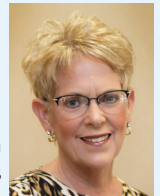


Through membership in the Arkansas Municipal League, each Arkansas city and town is a direct member of the National League of Cities.

NLC Officers



Little Rock Mayor Mark Stodola
2017-2018 NLC President



Lake Village Mayor JoAnne Bush
NLC Board of Directors

2017-2018 Leadership



Mayor Doug Sprouse
Springdale
President



Mayor Joe A. Smith
North Little Rock
First Vice President



Mayor Joe Dillard
Mountain Home
Vice President, District 1



Council Member Debi Ross
North Little Rock
Vice President, District 2



Mayor Lioneld Jordan
Fayetteville
Vice President, District 3



Mayor Jerry Boen
Lamar
Vice President, District 4

Professional Development

125 Events | 5,622 Attendees

- **Annual Convention:** 1,325 Attendees
- **Winter Conference:** 848 Attendees
- **AML Voluntary Certified Municipal Official Program:** 920 Participants at 6 events
- **Safety, Wellness, & Other Training:** 2,400 Participants at 115 events
- **Continuing Legal Education:** 129 Participants at 2 events

AML Benefit Programs

Municipal Health Benefit Fund

The League's Municipal Health Benefit Fund provides medical, dental, and vision benefits to employees and officials. The advantage of being a part of the large group has enabled cities over the years to maintain a relatively stable cost for this important fringe benefit for municipal officials and employees in an era of soaring medical costs.

Municipal Legal Defense Program

The MLDP is an optional program whereby participating municipalities can pool their resources and provide limited protection for the personal assets of officials, board or commission members, and employees.

Municipal League Workers' Compensation Trust

The Municipal League Workers' Compensation Trust (MLWCT) was established in 1985 to help cities and towns meet their statutory responsibilities for on-the-job employee injuries and loss-of-time claims.

Municipal Property Program

The MPP is an optional program whereby participating municipalities can pool their resources and provide all risks protection for their buildings and contents.

Municipal Vehicle Program

The MVP, Part I, is an optional program whereby participating municipalities can pool their resources and provide liability protection on their vehicles. Part II allows municipalities the option of carrying physical damage coverage on their vehicles on a pooled, self-funded basis.

Arkansas Local Government Pension Management Trust and Municipal Other Post Employment Benefits Trust

The PMT is an optional program available to local municipalities' pension plans that provides an excellent opportunity for relatively small or medium sized locally controlled plans to join together in a League-sponsored pension management plan. The League has established the Municipal Other Post Employment Benefits Trust as a vehicle for cities (and city agencies) to implement a savings plan for OPEB costs.

Other optional programs offered by the League include:

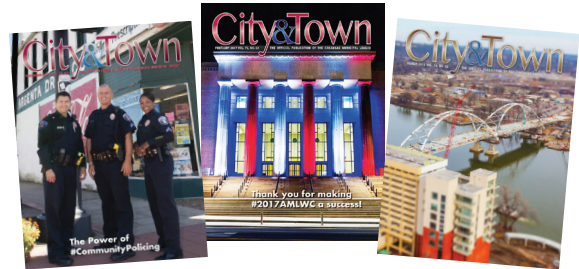
- **Accidental Death & Dismemberment**
- **Firefighters Supplemental Income Protection and Death Benefit Program**
- **Non-CDL Drug Testing**
- **Ordinance Codification.**

Publications

City & Town magazine, the official monthly publication of the Arkansas Municipal League, is free to members. Total readership: 7,000 per month

Other Educational Publications

The League offers a library of over 50 publications available in print or by download, including 3 new publications this year.



AML Online

The online home of the Arkansas Municipal League is arml.org.

Site Visits (May 2017-May 2018): **456,896**

Unique Page Views (same period): **323,590**

Top Page Visits

1. Home Page
2. MHBF Provider Search
3. Services/Benefit Programs
4. Services/MHBF
5. Contact/Staff Directory

Twitter @ARMuniLeague

868 Followers | 1,469 Tweets

Facebook.com/arkansas.municipal.league

Fans: 2,211

Top single-day impressions: 8,201

Top weekly impressions: 24,196

Top reach of an organic post (28-day period): 20,313

Top total impressions (28-day period): 64,584

League Events/Meetings Mobile App

Access: 1,575 downloads

Other ways to connect with AML online

LinkedIn: Arkansas Municipal League

Instagram: [armunileague](https://www.instagram.com/armunileague)

Flickr: [Flickr.com/photos/arkansas_municipal_league](https://www.flickr.com/photos/arkansas_municipal_league)

Youtube: [Youtube.com/user/ARMunicipalLeague](https://www.youtube.com/user/ARMunicipalLeague)

Microsite: greatcitiesgreatstate.com

2017-2018 By The Numbers

Benefit Program Membership

450—Municipal Legal Defense Program

487—Municipal League Workers' Compensation Trust

406*—Municipal Health Benefit Fund (*198 Limited Service Members)

413*—Municipal Vehicle Program, with 21,392 units covered and Insured to Value of \$737 million (*18 Limited Service Members)

337*—Municipal Property Program, with 7,952 properties covered and Insured to Value of \$2.6 billion (*9 Limited Service Members)

209—Accidental Death & Dismemberment

232—Firefighters Supplemental Income Protection & Death Benefit Program

13—Arkansas Local Government Pension Management Trust & Municipal Other Post Employment Benefits Trust

97—Non-CDL Drug Testing

143—Ordinance Codification

Communications

456,896—Visitors to arml.org

323,590—Unique visits to pages on arml.org

2,211—Facebook fans

868—Twitter followers

5—Active ListServ groups

950—ListServ subscribers

165—League-sourced ListServ messages sent

12—Issues of City & Town magazine

175—Information requests via arml.org

Legal Services

175—Cases active 2,000+ —Legal inquiries

State Aid Street Program

The State Aid Street Committee administers the State Aid Street Program to assist Arkansas's cities and towns in improving city streets.

\$116.4 million—Total project funding to date

635.3—Miles of city and town streets improved to date

507—Projects approved to date

388—Projects completed to date totaling \$89.5 million

100—New projects approved for funding

19—Projects currently underway totaling \$5.2 million

422—Cities and towns participating in program to date



www.arml.org



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