



**NEVADA**  
LEAGUE OF CITIES AND MUNICIPALITIES

## 2022 Strategic Plan

**Philosophy** – Strength in Unity. Strong Cities Build a Strong League. A Strong League Builds Strong Cities.

**Guiding Principle** – The Vitality of Cities is Dependent on their Fiscal Stability and Local Autonomy.

**Mission** – Create a Unified Association of Every Municipality in Nevada for Member Autonomy, Fiscal Prosperity, Mutual Aid, and Political Strength.

### Understanding Priorities

In October 2021, the League invited responses to a survey from member mayors, chairs, city managers, and town managers to help inform the priorities and, by extension, the composition of the League’s resources, initiatives, and activities.

Consistent with the survey results and in combination with the League’s philosophy, guiding principle, and mission, we have elicited four core objectives: **Advocacy, Communication, Education, and Economic Development.**

Beyond these core objectives, the League shall be involved in any activity that advances or promotes the League’s philosophy, guiding principle, or mission.

### **Advocacy**

Advancing member municipality legislative and policy interests at all levels of government. This includes lobbying, developing influential relationships, representing members in multiple forums to promote core municipal principles, and assisting member success in grants and earmarks.

**Strategy** – Continuously engage with member municipalities and their lobbyists to ensure continuity of goals and messaging. Seek collaborative relationships with legislators and influencers. Create partnerships and alliances with key stakeholders.

## **Communication**

Disseminating actionable and advisory information to members as well as strategic messaging to advance member priorities and to influence stakeholders. Convening members for an annual summer gathering that prioritizes fellowship, relationship building, and unity and organizing an annual conference that prioritizes both actionable and advisory content and to generate non-dues revenue. Promoting a culture of mutual aid and solidarity among member municipalities.

Strategy – Ensure that messaging is timely, beneficial, received, and actionable. Ensure that the League conveys a strong and consistent brand to all audiences. Develop and implement a communications plan to elevate the voice of the League across all channels, including media, on priority issues for member municipalities. Effectively communicate to raise awareness for the League’s advocacy priorities and activities. Ensure that the League is informed of and responsive to the needs of each member municipality.

## **Education**

Developing orientations and professional development training and programming for elected officials and for professional staff as well as accessing and disseminating national best practices to member municipalities.

Strategy – Grow, improve, and differentiate the content and offerings of League’s annual conference and create workshops for elected officials that encompass all stages of leadership.

## **Economic Development**

Advancing member local, regional, and statewide economic development activities and revenue growth initiatives.

Strategy – Participate in and influence critical member activities and initiatives through collaborations with regional development authorities and other stakeholders.

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Nevada League of Cities and Municipalities

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January 31, 2022

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