

Love My Milwaukee Campaign & ARPA Update Toolkit

Our residents are the heart of this city and we want to hear from you throughout February. In celebration of Valentine's Day, tell us the priorities you care about and what matters most to you in Milwaukee.

The City of Milwaukee has received millions from the federal government to help our community. Learn more about how ARPA (American Rescue Plan Act) dollars are working for you. We'd also like to hear your thoughts on how you think the City's remaining dollars should be spent. How would you like to see ARPA funds used to solve issues and improve your neighborhood?

Below are links to a series of resources to help make the #LoveMyMKE campaign a success. If you have more questions, please email <u>pruize @milwaukee.gov</u> or <u>chklose @milwaukee.gov</u>.

How you can help and share the love:

- Get updates and give us your input! Join us at an in-person meeting or attend a virtual meeting:
 - o Saturday, February 4 10:00 a.m.-noon at Riverworks, 526 E. Concordia Ave.
 - Saturday, February 11, 10:00 a.m.-noon at Mitchell Street Library, 906 W. Historic Mitchell St. Bilingual Spanish Session
 - Wednesday, February 22, from 5:30-7:30 p.m. Virtual meeting RSVP: bit.ly/ARPA2023
 - WEAR THE LOVE-- In-person meeting attendees will receive a free lapel pin!
 Refreshments will also be available. While supplies last.
- Take the online survey now:
 - engagemke.com/arp/survey_english;
 - o engagemke.com/arp/survey_spanish
 - engagemke.com/arp/survey_hmong
- Post on social media and use the hashtag #LoveMyMKE:
 - Share your own photos or the digital Valentine graphics (available for download online).
 - o Tell us what you love about Milwaukee and what's working right.
 - o Or tell us what we're lacking and needs improvement.
 - Share your ideas on how we can all work collectively to enjoy a brighter future together!
 - Valentines and photos posted on social media using the hashtag will be shared with the mayor and local council members to help raise awareness about the importance of funding city government services with community input.
- Share the informational flyer by printing or emailing to your network.
- Visit milwaukee.gov/LoveMyMKE for additional details and to download digital Valentines & flyer.
- More ways to show your love for Milwaukee! Donate, volunteer, stay connected, pay it forward, and spread the word about important City resources already available to help others.

About ARPA - American Rescue Plan Act

On March 11, 2021, President Joe Biden signed into law the American Rescue Plan Act (ARPA). The money available for residents and local initiatives is unlike any previous federal program. It gives us a chance to improve lives, solve problems, and profoundly change efforts city government is making to address our challenges in a manner that puts racial equity and inclusion front and center.

The City of Milwaukee has been allocated approximately \$394.2 million in direct ARPA assistance. It is the city's goal to use the funds to enable the city and community to recover from the pandemic, address the needs of residents, families and neighborhoods hardest hit by the pandemic, and put our city on a path to a strong, inclusive and equitable recovery. Learn more at milwaukee.gov/ARPA.

MKE Digital Valentines - Sample social media posts and graphics:

(Download all assets at: milwaukee.gov/LoveMyMKE)

Facebook, Instagram, LinkedIn: Roses are red, violets are blue, is your love for Milwaukee true? Our residents are the heart of this city and we want to hear from you throughout February. In celebration of Valentine's Day, tell us the priorities you care about and what matters most to you in Milwaukee. Visit milwaukee.gov/LoveMyMKE for more details, to attend a meeting, or take our survey. #LoveMyMKE

Shortened for Twitter: Our residents are the heart of this city and we want to hear from you. In honor of Valentine's Day, tell us the priorities you care about and what matters most to you in Milwaukee. Visit milwaukee.gov/LoveMyMKE for more details, to attend a meeting, or take our survey. #LoveMyMKE

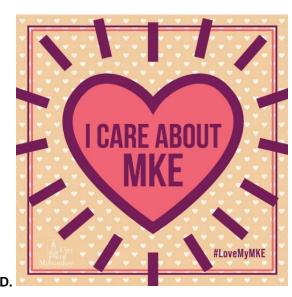
ADA Statement can be added to Alt Text: Reasonable accommodations provided for persons with disabilities upon request. Call 414-286-3475 or email ADACoordinator@milwaukee.gov.

- o A You and Me and MKE
- o **B** I Love My MKE Neighborhood
- o C My Heart Belongs to MKE
- D I Care About MKE









C.

SPANISH VERSIONS:

Facebook, Instagram, LinkedIn: Las rosas son rojas, las violetas son azules, ¿es verdadero tu amor por Milwaukee? Nuestros residentes son el corazón de esta ciudad y queremos saber de usted durante todo febrero. En celebración del Día de San Valentín, cuéntenos las prioridades que le importan y lo que más le importa en Milwaukee. Visite milwaukee.gov/LoveMyMKE para obtener más detalles, asistir a una reunión o realizar nuestra encuesta. #LoveMyMKE

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ADA Statement can be added to Alt Text: Se proporcionan adaptaciones razonables para personas con discapacidades que lo soliciten. Llame al 414-286-3475 o mande un correo electrónico a ADACoordinator@milwaukee.gov.

- o **A** Tú y yo y MKE
- o B Me encanta mi vecindario MKE
- C Mi corazón pertenece a MKE
- D Me importa MKE









Meeting Info – Sample social media graphics:

Available in English and Spanish. (Download all assets at: milwaukee.gov/LoveMyMKE)

Please use the same social media post text from previous pages.





Graphic for Instagram Story:

- A. Download story graphic at: milwaukee.gov/LoveMyMKE
- **B.** When creating your IG story, don't forget to add the link to our website in the white space provided on the graphic below: milwaukee.gov/LoveMyMKE
- C. Spanish version







Informational Flyer:

Available in English and Spanish. Share the flyer by printing or emailing to your network.

Download at: milwaukee.gov/LoveMyMKE



