



## 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?

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*Below are links to a series of resources to help make the #LoveMyMKE campaign a success. If you have more questions, please email [pruizc@milwaukee.gov](mailto:pruizc@milwaukee.gov) or [chklose@milwaukee.gov](mailto:chklose@milwaukee.gov).*

### 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:
  - 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](https://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](https://engagemke.com/arp/survey_english);
  - [engagemke.com/arp/survey\\_spanish](https://engagemke.com/arp/survey_spanish)
  - [engagemke.com/arp/survey\\_hmong](https://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).
  - Tell us what you love about Milwaukee and what's working right.
  - 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](https://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.

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### 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](https://milwaukee.gov/ARPA).

## MKE Digital Valentines - Sample social media posts and graphics:

(Download all assets at: [milwaukee.gov/LoveMyMKE](https://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](https://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](https://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](mailto:ADACoordinator@milwaukee.gov).

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



A.



B.



C.



D.

## 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](http://milwaukee.gov/LoveMyMKE) para obtener más detalles, asistir a una reunión o realizar nuestra encuesta. #LoveMyMKE

**Shortened for Twitter:** Nuestros residentes son el corazón de esta ciudad y queremos saber de usted. Cuéntenos las prioridades que le importan y lo que más le importa en Milwaukee. Visite [milwaukee.gov/LoveMyMKE](http://milwaukee.gov/LoveMyMKE) para obtener más detalles, asistir a una reunión o realizar nuestra encuesta. #LoveMyMKE

**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](mailto:ADACoordinator@milwaukee.gov).

- **A** - Tú y yo y MKE
- **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](https://milwaukee.gov/LoveMyMKE))

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

**Love My Milwaukee & ARPA Update**  
COMMUNITY MEETINGS

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.

**Get updates and give us your input!**

**Saturday, February 4, 10:00 a.m.-noon**  
- Riverworks, 526 E. Concordia Ave.

**Saturday, February 11, 10:00 a.m.-noon**  
- Mitchell Street Library, 906 W. Historic Mitchell St. *Bilingual Spanish Session*

**Wednesday, February 22, 5:30-7:30 p.m.** - Virtual meeting on Zoom

**WEAR THE LOVE**  
In-person meeting attendees will receive a free lapel pin!

Refreshments will also be available.  
*While supplies last.*

Learn more at [milwaukee.gov/LoveMyMKE](https://milwaukee.gov/LoveMyMKE)

City of Milwaukee | AMERICAN RESCUE PLAN

**Actualización de Amo Mi Milwaukee y ARPA**  
REUNIONES COMUNITARIAS

Obtenga más información sobre cómo los dólares ARPA (Ley del Plan de Rescate Estadounidense) están funcionando para Ud. También nos gustaría escuchar sus opiniones sobre cómo cree que se deberían de gastar los dólares restantes de la Ciudad.

**¡Reciba actualizaciones y denos su opinión!**

**sábado 4 de febrero de 10:00 am a 12:00 pm**  
- Riverworks, 526 E. Concordia Avenida

**sábado 11 de febrero de 10:00 am a 12:00 pm**  
- Biblioteca de la Calle Mitchell, 906 W. Historic Mitchell Calle. *Sesión bilingüe en español*

**miércoles 22 de febrero de 5:30 pm a 7:30 pm** - Reunión virtual en Zoom

**VESTIR CON AMOR**  
¡Los asistentes a la reunión en persona recibirán un pin de solapa gratis!

Refrescos también estarán disponibles.  
*Mientras duren las reservas.*

Obtenga más información en [milwaukee.gov/LoveMyMKE](https://milwaukee.gov/LoveMyMKE)

City of Milwaukee | AMERICAN RESCUE PLAN

## Graphic for Instagram Story:

- Download story graphic at: [milwaukee.gov/LoveMyMKE](https://milwaukee.gov/LoveMyMKE)
- 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](https://milwaukee.gov/LoveMyMKE)
- Spanish version

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 our website for more details, to attend a meeting, or take our survey:**

[LOVEMYMKE](https://LOVEMYMKE)

City of Milwaukee | AMERICAN RESCUE PLAN

Nuestros residentes son el **corazón** de esta ciudad y queremos saber de Ud. 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 nuestro sitio web para obtener más detalles, asistir a una reunión o realizar nuestra encuesta.**

[LOVEMYMKE](https://LOVEMYMKE)

City of Milwaukee | AMERICAN RESCUE PLAN

## Informational Flyer:

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


Download at: [milwaukee.gov/LoveMyMKE](http://milwaukee.gov/LoveMyMKE)

## Love My Milwaukee & ARPA Update

COMMUNITY MEETINGS

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#### Take the online survey now:

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- [engagemke.com/arpa/survey\\_spanish](https://engagemke.com/arpa/survey_spanish)
- [engagemke.com/arpa/survey\\_hmong](https://engagemke.com/arpa/survey_hmong)

#### Post on social media with #LoveMyMKE:


- Share your own photos or the digital Valentine graphics (available for download online).
- Tell us what you love about Milwaukee and what's working right.
- 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!
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## Actualización de Amo Mi Milwaukee y ARPA

REUNIONES COMUNITARIAS

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En celebración del **Día de San Valentín**, cuéntenos las prioridades que le importan y lo que más le importa en Milwaukee.



### VESTIR CON AMOR

(Los asistentes a la reunión en persona recibirán un pin de solapa gratis!)

Refrescos también estarán disponibles.  
Mientras duren los refrescos.

### Cómo puede ayudar y compartir el amor:

La Ciudad de Milwaukee ha recibido millones del gobierno federal para ayudar a nuestra comunidad. Obtenga más información sobre cómo los dólares ARPA (Ley del Plan de Rescate Estadounidense) están funcionando para Ud. También nos gustaría escuchar sus opiniones sobre cómo cree que se deberían de gastar los dólares restantes de la Ciudad. ¿Cómo le gustaría que se usaran los fondos de ARPA para resolver problemas y mejorar su vecindario?

#### ¡Reciba actualizaciones y denos su opinión!

Únase a nosotros en una reunión en persona o asista a una reunión virtual:

- sábado 4 de febrero de 10:00 am a 12:00 pm  
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- sábado 11 de febrero de 10:00 am a 12:00 pm  
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- miércoles 22 de febrero de 5:30 pm a 7:30 pm - Reunión virtual: [bit.ly/ARPA2023](https://bit.ly/ARPA2023)

#### Realice la encuesta en línea ahora:

- [engagemke.com/arpa/survey\\_english](https://engagemke.com/arpa/survey_english)
- [engagemke.com/arpa/survey\\_spanish](https://engagemke.com/arpa/survey_spanish)
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#### Publique en las redes sociales con #LoveMyMKE:

- Comparta sus propias fotos o los gráficos digitales de San Valentín (disponibles para bajar en línea).
- Díganos qué es lo que le gusta de Milwaukee y qué es lo que está funcionando bien.
- O díganos qué es lo que nos falta y qué se necesita mejorar.
- ¡Comparta sus ideas sobre cómo podemos trabajar todos juntos para disfrutar juntos de un futuro mejor!
- Los regalos de San Valentín y las fotos publicadas en las redes sociales con el hashtag se compartirán con el alcalde y los miembros del concejo local para ayudar a crear conciencia sobre la importancia de financiar los servicios del gobierno de la ciudad con aportes de la comunidad.





Obtenga más información en [milwaukee.gov/LoveMyMKE](http://milwaukee.gov/LoveMyMKE)

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