



Georgia Municipal Association

Hometown Connection Planning Guide

Planning a Hometown Connection

- Determine an Objective
- Attendees
- Determine a Date
- Program
- GMA Support
- After the Event

Objectives

- Create connections with:
 - City officials
 - Department heads
 - GMA Government Relations team
- Educate Your Legislators About:
 - Your city
 - Services provided
 - Expenses incurred



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Attendees

- Invite:
 - Legislators who represent your city under the Gold Dome
 - Congressional Delegation
 - Your member may not be able to attend, but most have field staff that attend events and meetings in their place
- Consider Including:
 - Chamber of Commerce
 - Other Cities
 - County officials
 - Development Authority



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Determining a Date

- What works best for city officials and department heads?
 - Be sure to include the City Manager, Mayor, Council members*, Planning Directors, Downtown Development Authority, etc.
- Coordinate with your legislators:
 - Pick a time of year when they will most likely be available
 - Generally, this is in the months between April and October
 - Ask for a few dates when they would have the best availability



***If quorum of officials will be in attendance, be sure to comply with the Open Meetings Act**

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Agenda

- Decide what format best fits your city and the priorities you wish to show off
- Lunch and Discussion
 - Have a prepared presentation for someone to give during lunch with figures and pictures of successful or ongoing projects
 - Allow for time for legislators to speak about their priorities
 - Have a Q&A session if time allows for legislators and city officials
- Tour
 - One of the best ways to have a legislator remember your priorities
 - Show off an upcoming or completed project that was made possible due to state or local funding
 - Lunch and Discussion
- Have Specific Policy Asks
 - Be sure to communicate your legislative/policy concerns and one of two formal “asks” such as a charter change, support on ethics, tax credit.
- Provide legislators with a “take-away”, such as a concise budget overview.

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GMA Support

- Include GMA in your planning
- Have a member of the Government Relations team in attendance to support the city with legislative asks
- Have the GR team give a legislative update on GMA priorities under the Gold Dome
- Contact Katrina Cochran at GMA:
kcochran@gacities.com or (470) 656-1388 for more information on hosting a Hometown Connection



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After the Event

- Give the legislators something to take away from the event, either a packet with information about the city or a copy of the presentation
- Follow-up with them a week later to thank them again for taking time to visit and learn more about your city
- Identify more opportunities to invite your legislators out to your city for various events throughout the year
- Complete the GMA Hometown Connection Feedback form

Questions?

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