



# City of Lima, Ohio

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David J. Berger, Mayor

**MEDIA ADVISORY**  
**For Immediate Release**  
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## **Lima In the Running for Mayors' Challenge, Asking for Citizen's Help!**

### **Media Advisory**

**What:** 2017 Bloomberg Philanthropies Mayors' Challenge

**When:** August 18, 2017 to September 1, 2017

**Where:** Online Survey

**Who:** All City of Lima Residents

***Lima— August 18, 2017 —The City of Lima is in the running to win \$5 Million***

**Dollars and Mayor Berger wants your help.** Lima Mayor David Berger is asking citizens to participate in an online survey as part of the City's application process in the 2017 Bloomberg Philanthropies' Mayor's Challenge, a competition among cities to develop, test, and implement bold solutions to emerging city challenges.

“This is a very big opportunity for Lima that, if successful will have a huge impact on the whole city, says Mayor David Berger. “It's important that we hear from citizens during this process.”

The survey asks four questions:



- What is the most urging challenge facing Lima today?
- Why do you think this is the most urgent challenge?
- What are your out- of- the -box, innovative ideas for addressing this challenge?
- In what sector would you categorize this challenge? (Public Health, Public Safety, Workforce Development, Economy, Community Life, Education, Equity & Inclusion, Neighborhoods, Roads, Bridges, & Streets).

Lima has already been selected as one of 300 cities to participate in an Idea Accelerator Workshop hosted by Bloomberg in mid-September to help formulate the idea before the October application deadline. After October, 35 cities will then be in the running to win up to \$100,000 each to test and refine its idea. In early January, five cities will be selected to implement their idea - one city will win the \$5 million grand prize; four others will receive \$1 million.

To access the survey, visit <https://www.surveymonkey.com/r/limasmosturgentchallenge>

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### **About the Mayors' Challenge**

The Mayor's Challenge is just one part of Bloomberg Philanthropies' American Cities Initiative. The American Cities Initiative builds on Bloomberg Philanthropies' extensive existing efforts to strengthen cities through its arts and culture, education, environment, government innovation, and public health programs. The American Cities Initiative focuses on three core areas:

- Promoting bold leadership and effective problem-solving in city halls;
- Advancing critical policies and legislation in areas ranging from education to climate change to opioid abuse; and
- Empowering citizens – including artists, volunteers, and entrepreneurs – to solve problems and strengthen social cohesion.