



AMERICA — RUNS ON — LOCAL GOVERNMENT.

★
A NATIONAL STORYTELLING INITIATIVE

Celebrating the people, places, and purpose
behind the communities that make
America work.

PRESENTED BY
The HaltingWinter 
— P O D C A S T —



FEATURING CITIES & COUNTIES
ACROSS AMERICA



AN INVITATION TO BECOME
A FEATURED TOUR STOP

A DEFINING MOMENT
FOR LOCAL GOVERNMENT



AMERICA RUNS ON LOCAL GOVERNMENT.

And the people who keep it running
have never been more important.

Across America, local government is navigating one of the most significant periods of transition in its history.



LEADERSHIP TRANSITION

Thousands of experienced leaders are approaching retirement, creating a once-in-a-generation leadership transition.



WORKFORCE RECRUITMENT

Attracting the next generation to public service is increasingly difficult in a competitive, changing world.



BURNOUT & INCIVILITY

Rising expectations, growing complexity, and increased incivility are taking a toll on the well-being of our public servants.



PUBLIC PERCEPTION

Too often, the narrative about local government is written in moments of crisis instead of moments of impact.

Yet every day, remarkable people continue to serve
their communities with resilience, creativity, and purpose.

Their stories deserve to be told.



A CRITICAL JUNCTURE

The decisions we make today
will shape the future of our
communities for generations
to come.



A TRUST IMPERATIVE

Earning and maintaining public
trust is harder than ever—yet
more essential than ever.



A STORY OPPORTUNITY

When people understand
local government, they value it.
When they value it, they support it.
When they see themselves in it,
they choose to serve.



A SHARED RESPONSIBILITY

State associations, local leaders,
and community partners must
work together to build a stronger,
more sustainable future.



BECAUSE WHEN PEOPLE UNDERSTAND LOCAL GOVERNMENT,
OUR COMMUNITIES ARE **STRONGER** AND **AMERICA THRIVES**.



OUR MISSION



STRENGTHEN TODAY'S LEADERS

Leadership workshops and meaningful conversations that encourage the people serving our communities.



ELEVATE PUBLIC TRUST

Share authentic stories that help residents better understand and appreciate the work happening every day.



INSPIRE TOMORROW'S WORKFORCE

Introduce students to meaningful careers they may have never considered in local government.



CELEBRATE AMERICA'S COMMUNITIES

Showcase the innovation, resilience, and heart found in cities and counties across the country.

STRENGTHEN TODAY'S LEADERS **ACROSS EVERY PROFESSION** IN LOCAL GOVERNMENT.

FEATURED COMMUNITIES

TOGETHER WITH CITIES & COUNTIES ACROSS AMERICA

We're inviting a select number of communities to become featured stops on the 2027 HaltingWinter Tour.

Together, we'll capture the stories that strengthen public trust, celebrate your people, inspire future public servants, and showcase what makes your community unique.

YOUR COMMUNITY. ONE NATIONAL STORY.

★ AMERICA RUNS ON LOCAL GOVERNMENT. ★



FEATURING CITIES & COUNTIES
ACROSS AMERICA



AN INVITATION TO BECOME
A FEATURED TOUR STOP

— HOW THE HALTINGWINTER TOUR
COMES TO LIFE IN YOUR COMMUNITY —

★ HOW YOUR COMMUNITY BECOMES PART OF THE STORY

When the HaltingWinter Tour visits your city or county, we don't simply capture content.

We immerse ourselves in your community, meet the people behind the work, and tell the stories that reveal why your organization matters.

Every visit is customized.

Every story is authentic.

Every community leaves a lasting impact on the national conversation about local government.



★ EACH COMMUNITY VISIT INCLUDES ★



LEADERSHIP DEVELOPMENT

A keynote or workshop that encourages leaders, strengthens culture, and invests in the people serving your community.



COMMUNITY STORYTELLING

Professional interviews, behind-the-scenes access, and authentic stories featuring the people, projects, partnerships, and places that define your community.



THE HALTINGWINTER PODCAST

A long-form conversation with city or county leadership exploring leadership, culture, innovation, and the future of local government.



PROFESSIONAL MEDIA PRODUCTION

Photography, cinematic video, drone footage, and social media content your organization can continue using for years.



NATIONAL AMPLIFICATION

Your community's stories shared through podcasts, documentary films, YouTube, LinkedIn, and other digital platforms to help America better understand local government.



★ EVERY COMMUNITY STRENGTHENS THE MOVEMENT.

- ✓ Every city and county tells its own story.
- ✓ Together, those stories tell the story of your state.
- ✓ Together, America's communities redefine how people see local government.

★ ONE COMMUNITY. YEARS OF IMPACT. A STORY THAT LASTS ★

★ BUILDING TOMORROW'S LEADERS ★

TODAY'S STUDENTS. TOMORROW'S PUBLIC SERVANTS.

One of the greatest opportunities during a HaltingWinter Tour stop is introducing students to the purpose, impact, and possibilities of a career in local government.

If your community has a high school, college, university, or technical school, we'll work with you to create an experience that helps students discover the people, professions, and pathways that keep their community running.



TURN YOUR TOUR STOP INTO A STUDENT EXPERIENCE

We'll partner with local schools, colleges, universities, and community organizations to help students discover meaningful careers they may never have considered.



Not by asking students to choose a job.
→ By helping them discover possibilities.



Not by talking about government.
→ By connecting students with the people serving their own community.



Not by waiting until graduation.
→ By highlighting internships, seasonal jobs, volunteer opportunities, and career pathways they can begin exploring today.



Not by giving a presentation.
→ By starting conversations that open doors to future opportunities.



★ THE NEXT GENERATION MATTERS ★



HIGH SCHOOLS

Helping students discover careers that strengthen their own communities.



COMMUNITY COLLEGES & UNIVERSITIES

Connecting future professionals with local government leaders and meaningful career pathways.



PUBLIC SERVICE INSPIRATION

Showing students that local government isn't just a job. It's an opportunity to improve everyday life.



BUILDING THE WORKFORCE PIPELINE

Helping communities attract the next generation of leaders, innovators, and public servants.



IMAGINE IF EVERY STUDENT GRADUATED KNOWING THEY COULD BUILD
A MEANINGFUL CAREER SERVING THE COMMUNITY THEY CALL HOME.



THE PERSON BEHIND THE MISSION



SETH WINTERHALTER

**Dedicated to strengthening the people
who lead and serve our communities.**

As a keynote speaker, podcast host, and leadership strategist, Seth works alongside local government leaders across North America, helping strengthen the people, organizations, and communities behind public service.



KEYNOTE SPEAKER

**Thousands of public
servants reached.**

Trusted by municipal leagues and professional associations across the U.S. and Canada.

Alaska • California • Canada • Illinois
Indiana • Kansas • Kentucky • Maine
Michigan • Minnesota • Missouri
South Carolina • Washington • Wisconsin



PODCAST HOST

400+
CONVERSATIONS
with local government leaders.

Sharing the stories, challenges,
and ideas shaping communities
across North America.



LEADERSHIP STRATEGIST

**Developing the people
behind public service.**



EXECUTIVE COACHING



MLDC



WORKSHOPS



RETREATS

WHY THIS TOUR?

**The public rarely gets to see
the people Seth gets to see.**

- ★ The leaders who care deeply.
- ★ The innovation happening far from the headlines.
- ★ The employees who quietly keep communities running.
- ★ The careers young people don't yet know exist.



**The HaltingWinter Tour
was created to
change that.**



★ **AMERICA RUNS ON LOCAL GOVERNMENT.** ★

It's time America met the people who make it run.

YOUR COMMUNITY DESERVES TO BE SEEN.

The HaltingWinter Tour may only spend a day or two in your community.

But the stories we capture continue **inspiring people** long after we've moved on.

AMERICA RUNS ON LOCAL GOVERNMENT.

Every community leaves a lasting impact on the national conversation about local government.

WHAT YOUR COMMUNITY RECEIVES



PODCAST EPISODE

A lasting leadership conversation highlighting your community.



PROFESSIONAL PHOTO & VIDEO

Evergreen content for recruitment, community engagement, and organizational storytelling.



NATIONAL EXPOSURE

Stories shared through *The HaltingWinter* Podcast, YouTube, LinkedIn, and other digital platforms.



A LASTING LEGACY

Content your employees, residents, and future public servants can continue experiencing for years.



ABOUT HALTINGWINTER



For more than three years, *The HaltingWinter* Podcast has shared the stories of local government leaders from across North America, exploring leadership, culture, innovation, and the people behind public service.

The HaltingWinter Tour is the next chapter of that mission.

BECOME A FEATURED TOUR STOP



The 2027 route is now being finalized. If you'd like your community to become part of this national storytelling initiative, we'd love to start the conversation.

SCHEDULE A
15-MINUTE
DISCOVERY CALL



★ LIMITED COMMUNITIES SELECTED PER STATE ★

★ YOUR COMMUNITY'S STORY COULD **INSPIRE** THE NEXT ONE. ★