UNITED FOR YUMA

Working together to create a brighter future for our community.
Where We Were

► Yuma Before 2014

- Tumultuous Political Climate
- Disjointed town/city relationships
- Apathetic local attitudes
Local Change

- Early in 2014:
  - Centennial Celebration
  - Inauguration Address
Bringing it Together

- Brought together the dias, community and regional leaders
  - City hosted a round table discussion with local leaders to share ideas for establishing program
Mayors United

- Mayors from throughout Yuma County work together:
  - Meet regularly
  - Attend regional events
  - Work on projects together
Open communication

► Articles in local newspaper, Yuma Sun

“Mayor Doug Nicholls and City Administrator Greg Wilkinson invite readers to send questions or topics...and they will personally answer or exchange thoughts, with the goal of making our great city even better. We truly believe in “United for Yuma and making this a better community with all of us working together for a common goal.”
Creating Awareness

► Online Presence

- www.unitedforyuma.com
- facebook.com/unitedforyuma
- twitter.com/unitedforyuma
Creating Awareness

► Community Partners

- Chamber of Commerce monthly newspaper insert
- Southwest Living Magazine
- Display at Yuma International Airport
Creating Awareness

► Show Us Your Yuma Video Contest

- **Goal:** To create online video content showing the real Yuma
- **Total Video Views To-Date:** 4,086
- $1,000 prize donated by local business
- 13 entries total
Creating Awareness

► Event Sponsorship/Involvement
Trickle Effect

► NexGen Mingle with the Mayor

- Attended by 40 local young professionals
- Part of a new series of open forums with local leaders
Obstacles

► Online Backlash

- Commenters, complainers, and campaigners
Getting Started

► Do what you can with what you have.

- Website through Go Daddy = $200 a year
- Social Media = setup free/cost of time
- Collateral (flyers, giveaways, etc) = $500
- Event sponsorships = $3,000
- Advertising = $3,000
Tips for Success

► Get support from local leaders, businesses, etc.
► Find what works for you.
► Get creative.
► Keep things moving.
Questions