



## **WHO WE ARE: FAST FACTS ABOUT YUMA VISITORS BUREAU**

The mission of the Yuma Visitors Bureau is “to promote Yuma as a destination site and promote the rich diversity of our area and its history.”

Existing in its present form since 1992, YVB is a nonprofit corporation that is tax-exempt under section 501(c)(6) of the federal tax code; it is not a charitable agency and contributions to YVB are not tax-exempt. YVB has nearly 400 members and about a dozen year-round employees, and is governed by a volunteer board of directors.

YVB activities are supported in part by a 2 percent hospitality tax collected by the City of Yuma, by membership dues, by fees for advertising in YVB publications like the annual Visitors Guide, and by revenues from other events and programs.

YVB markets the Yuma area and its attractions within the travel and tourism industry and to the general public. YVB annually distributes more than 60,000 copies of its visitors guide, which can be browsed online or downloaded at [YisitYuma.com](http://YisitYuma.com).

YVB also operates a local Visitor Information Center where both tourists and locals can learn what there is to do and see around the Yuma area. The VIC is located at the Yuma Quartermaster Depot State Historic Park, 201 N. Fourth Ave. The VIC is open from 9 a.m. to 5 p.m. seven days a week from October 1 through May 31, and closes Mondays from June 1 through September 30. Call toll-free at 800-293-0071 or at 928-783-0071.

YVB uses the great egret in its logo because these magnificent birds have made their home along the Colorado River for centuries. With recent habitat restoration efforts, the Yuma area draws even more of these elegant birds, which stand close to three feet tall fully grown. Look for our signature bird near the water: even birding amateurs will find their snowy plumage and regal carriage easy to spot – and hard to forget.