**Who We Are: Fast Facts About Visit Yuma**

Our mission is, “We are proud of Yuma and passionately share it to benefit visitors and our community.”

Existing in its present form since 1992, Visit Yuma 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. VY is a member-based organization with nearly 400 members and about a dozen year-round employees and is governed by a volunteer Board of Directors.

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

VY promotes Yuma businesses and attractions within the travel and tourism industry and to the public. VY hosts several events throughout the year to attract visitors within the drive market as well as throughout the country to showcase Yuma as a premiere travel destination. VY annually distributes more than 40,000 copies of its visitors guide, which can be browsed online or downloaded at [VisitYuma.com](https://www.visityuma.com/plan-your-trip/visitor-guide/).

VY also operates a Visitor Information Center (VIC) and Souvenir Shop where both visitors and locals can learn what there is to do and see around the Yuma area. The VIC is in Historic Downtown at 264 S. Main St. It is open daily from 9 a.m. to 5 p.m. from October 1 through May 31 and closes Mondays from June 1 through September 30. Call toll-free at 800.293.0071 or locally at 928.783.0071.

VY 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.