



Annual Report

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GYEDC

www.GreaterYuma.org

Mission:

To expand economic activity within Yuma County by attracting commerce and industry to the region, and by assisting in developing the region's existing industry to its fullest potential.

Vision:

Greater Yuma will be recognized as a globally competitive region – one that embraces advancing technology, attracts and retains human capital and continues to develop & foster the amenities that make the Yuma Region a great place to live and work.

38 Years of Economic Development



Strategic Plan

2023-2025

To support the continued growth and vitality of the Greater Yuma region, GYEDC has outlined five key strategic goals. These include driving high-wage job creation through targeted national and international industry attraction efforts; expanding the region's global footprint by leveraging bi-national partnerships and international trade offices; and fostering a robust support network for existing industries with enhanced business resources, workforce development, and wellness infrastructure. In parallel, the plan emphasizes strengthening investor and stakeholder engagement through improved communications, data sharing, and collaborative vision planning. Finally, GYEDC is committed to building economic resilience by advancing workforce infrastructure, modern utility services, and emerging industries aligned with federal policy priorities.



Goals:

- Create High-Wage Job Growth
- Foster Resource Network for Existing Industry
- Enhance Investor & Stakeholder Engagement
- Create an Economically Resilient Environment
- Expand The Greater Yuma Region's Global Presence

Board of Directors



Daniel Ortega
Chair - APS



Josh Finkbeiner
Vice Chair - Foothills Bank



Daniel Bazua
Secretary/Treasurer - R.L.. Jones



Elizabeth Carpenter
Past Chair - Von Verde Partners



Reetika Dhawan
AWC



Dr. Tanya Hodges
YCEDA



Salvador Machado
Associated Materials



Gary Magrino
Cocopah Indian Tribe



Ricardo Perez
1st Bank Yuma



Curtis Priest
Gowan Companies



Tom Tyree
STEDY



Gerardo Anaya
Mayor - City of Somerton



Alejandro Figueroa
Yuma County



Mary Ellen Finch
Ex-Officio - MCAS



Michelle Jones
Mayor - Town of Wellton



Jonathan Lines
Supervisor - Yuma County



Chris Morris
Council Member - City of Yuma



Douglas Nicholls
Mayor - City of Yuma



Martin Porchas
Supervisor - Yuma County



Esteban Rosales
Council Member - City of San Luis



Mark Schauer
Ex-Officio - YPG



Jay Simonton
Ex-Officio - City of Yuma

Thank You

For your commitment & support

Leadership



Greg LaVann
CEO & President

The 2024-2025 fiscal year marked a monumental shift at The Greater Yuma Economic Development Corporation. The organization underwent a leadership change, staff additions, new board of director appointments and a brand refresh. Throughout the transition we remained committed to our mission of expanding economic activity throughout our entire region. Within this annual report you will find a snapshot of our efforts to diversify the economic landscape and build capacity for future growth. I'm pleased to present our year end performance report and even more excited for the year ahead.

Thank you for your continued investment in our organization and commitment to enhancing the Greater Yuma region's economy.



Josh Finkbeiner
Chairman

Over the past year, it has been my pleasure to serve as Vice Chairman of the Board for GYEDC. In that short time, GYEDC has made enormous strides adapting to rapid and fundamental changes in the marketplace. The staff Greg has managed to assemble took on the enormous tasks of rebranding the organization, launching a new, modern website, re-tooling Investor Relations, onboarding a Binational Consultant – a position that didn't exist until this FY – all while providing consistent service to our current Investors, attracting new Investors, enhancing support for local industry and working with site selectors to attract new industries to Greater Yuma. Yuma County and the surrounding areas are better off today than a year ago – and at least a portion of the credit must go to the staff at GYEDC. I'm proud to have contributed in a small way!

By The Numbers

Over the last fiscal year GYEDC has played a vital role in advancing the Greater Yuma region's economy, delivering meaningful growth and impact through strategic initiatives and collaborative partnerships.



261

High-Quality Jobs



\$86,554,000

Capital Investment



8

Company Locates



Performance Metrics

In FY 24-25, GYEDC met or exceeded nearly all of its key performance indicators and performed well against each of the initiatives outlined in the FY 24-25 Strategic Plan.

8

**New Located
& Expansions**

261

**New Jobs
Committed**

\$49,925

**Average
High-Wage
Salary**

\$86,554,000

**Capital
Investment**

Company Locates/Expansions



ASSOCIATED MATERIALS®



	TARGET	STRETCH
Investment ROI	10 : 1	20 : 1
		\$18.90 : \$1
Qualified Prospects	40	50
	34	
New Jobs Committed	200	350
		261
Average High-Wage Salary	\$45,000	\$60,000
		\$49,925
Payroll Committed	\$10M	\$20M
		\$13,040,865
Capital Investment	\$25M	\$40M
		\$86,554,000
Grants Awarded	\$1M	\$5M
	\$905,696	
Reports Generated	40	60
		431
New Investor Revenue	\$11,000	\$20,000
		\$29,000
Website Users	50,000	100,000
		127,000
Company Incentives Awarded	\$2M	\$3.5M
		\$3,079,000
Industrial Space Ocupied (sq ft)	100,000 sq ft	300,000 sq ft
		251,000 SQ FT



Grants Report

Grants Awarded

1. **First Things First: \$30,000**

a. Develop a fiscal map for early childhood education in Yuma County to determine funding gaps.

2. **EDA: \$70,000**

a. **Update the CEDS.** The CEDS is a locally-driven, regionally-focused economic development planning document required by the U.S. Economic Development Administration (EDA). It is essential for eligibility for many EDA grants and serves as a foundational strategy for economic resilience and competitiveness.

3. **EDA: San Luis \$805,696**

a. **Phase one:** final figures will be higher

Grants Applied

1. **National Science Foundation Regional Innovation (submitted 4/14)**

a. NSF Engine: Southwest Regional Aerospace Innovation Alliance

b. Award Amount: **\$160M**, with very significant additional capital inflow

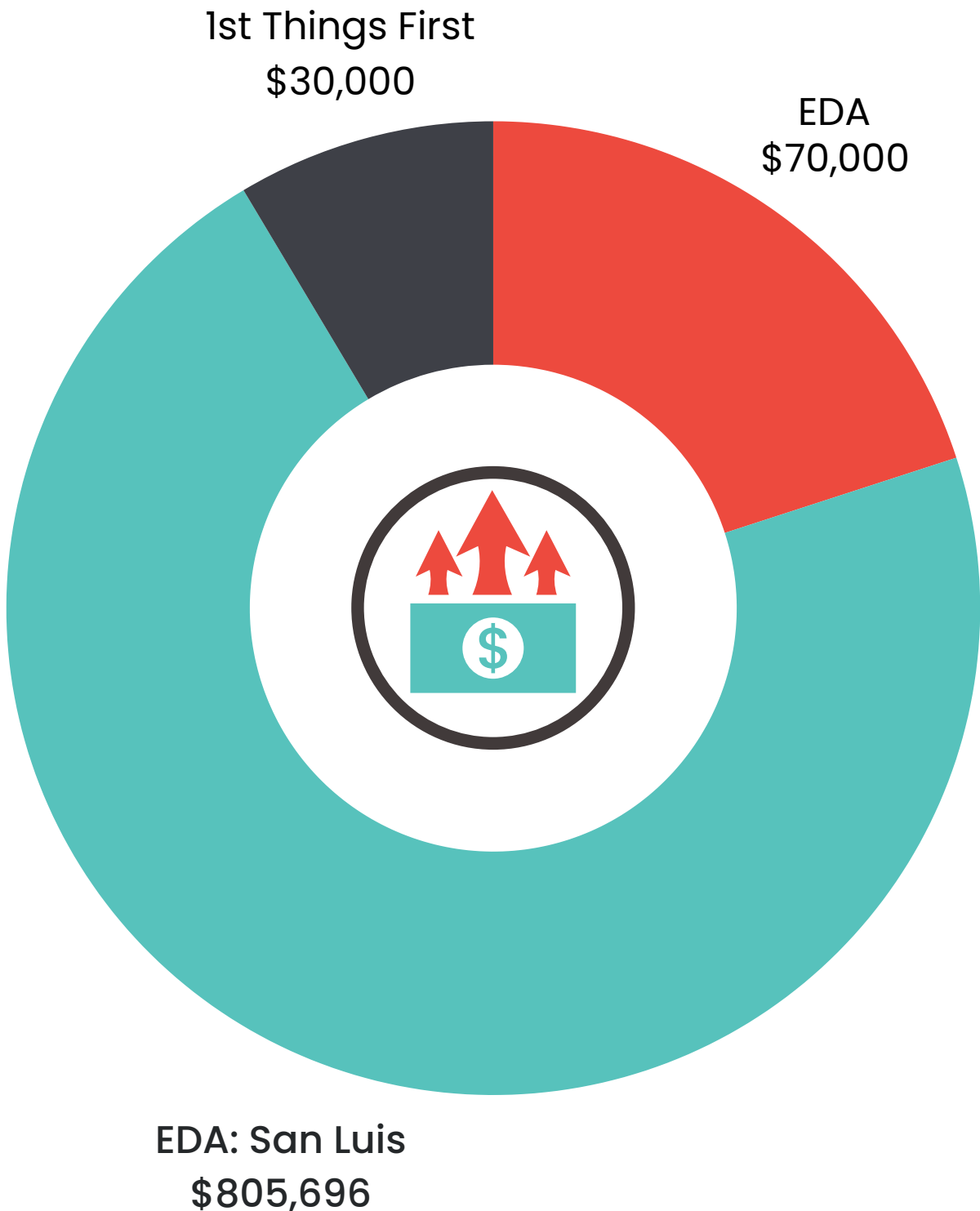
2. **EDA Technical Assistance (pending)**

a. Partner: YCEDA, University of Arizona

b. **\$300,000**

\$905,696

Total grant dollars





Initiatives

GYEDC Initiatives in 2024–2025

This past year, GYEDC proudly started or supported several initiatives designed to strengthen Greater Yuma's economic ecosystem, deepen community partnerships, and prepare for a thriving future.

- ASU Local Internship Referral Program
- Bi-National Attraction Campaign
- CPLC Workforce Development Partnership
- Greater Yuma Marketing Committee
- New Website & Brand Launch
- Southwest Arizona Business Journal (SWAZ)
- Spaceport Innovation Alliance
- Yuma County Healthcare Workforce Action Committee
- Yuma Manufacturing Association

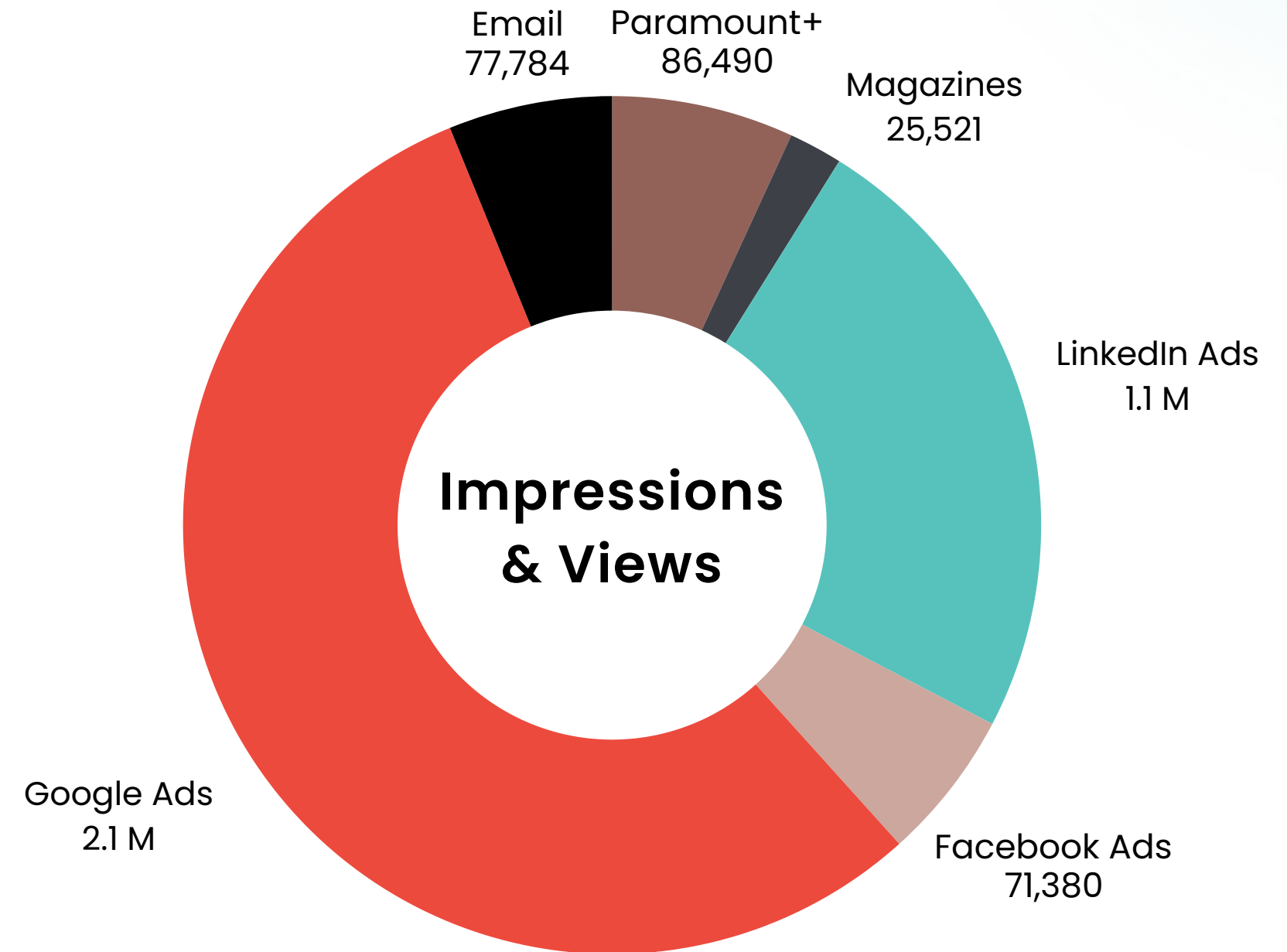




Media Placements

Impressions

Social Media Ads	1.18 M
Social Media Organic	130,586
Digital Ads	2.1 M
Email Marketing	77,784 <i>Total Sent</i>
Total Impressions	3,634,050



Notable Outlets

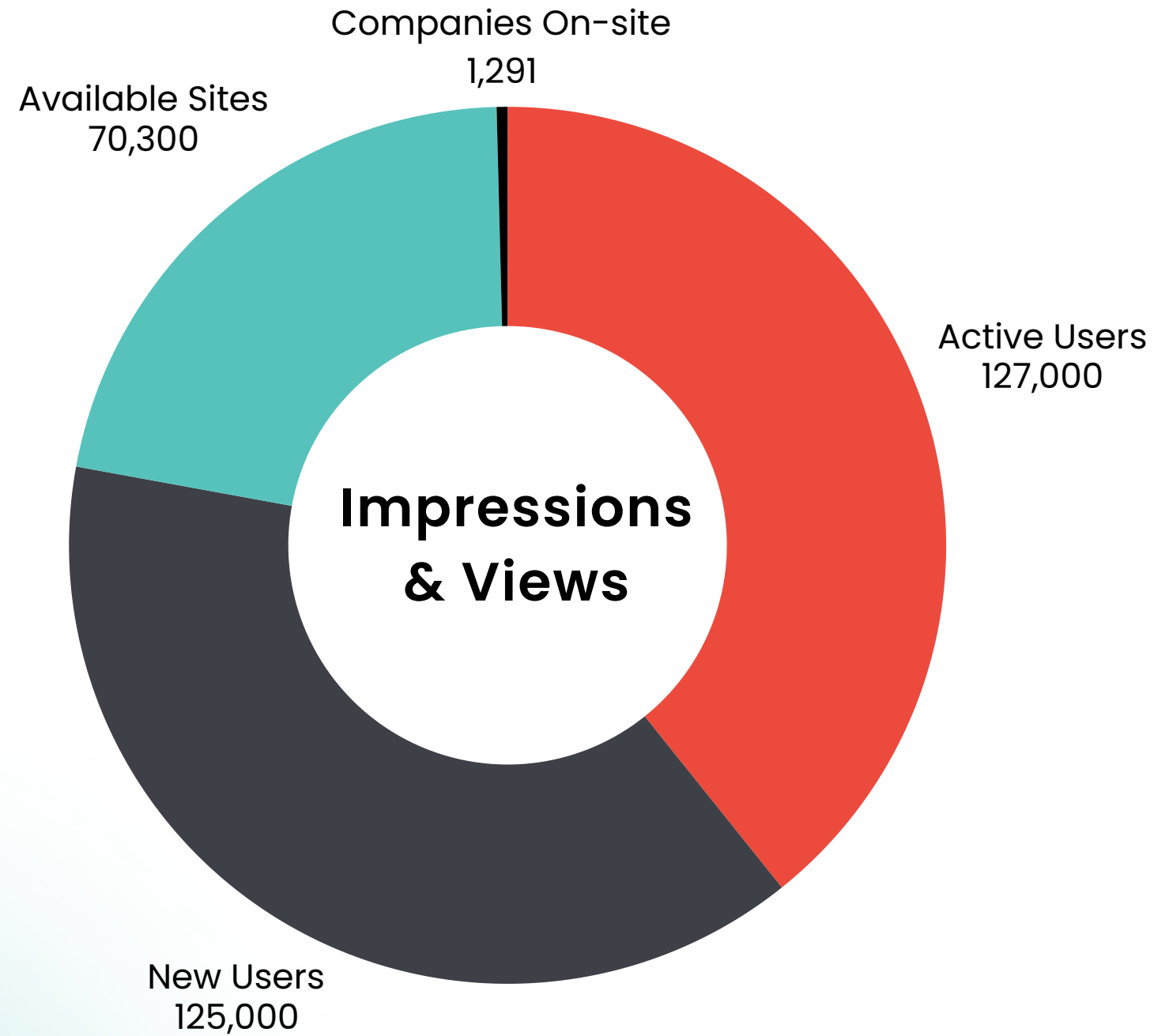


Local News: KAWC, KYMA, Yuma Sun



Media Results

July 1 2024, June 2025



Google Analytics

Active Users **127,000**

New Users **125,000**

Top Page Viewed: **70,300**

Available Sites

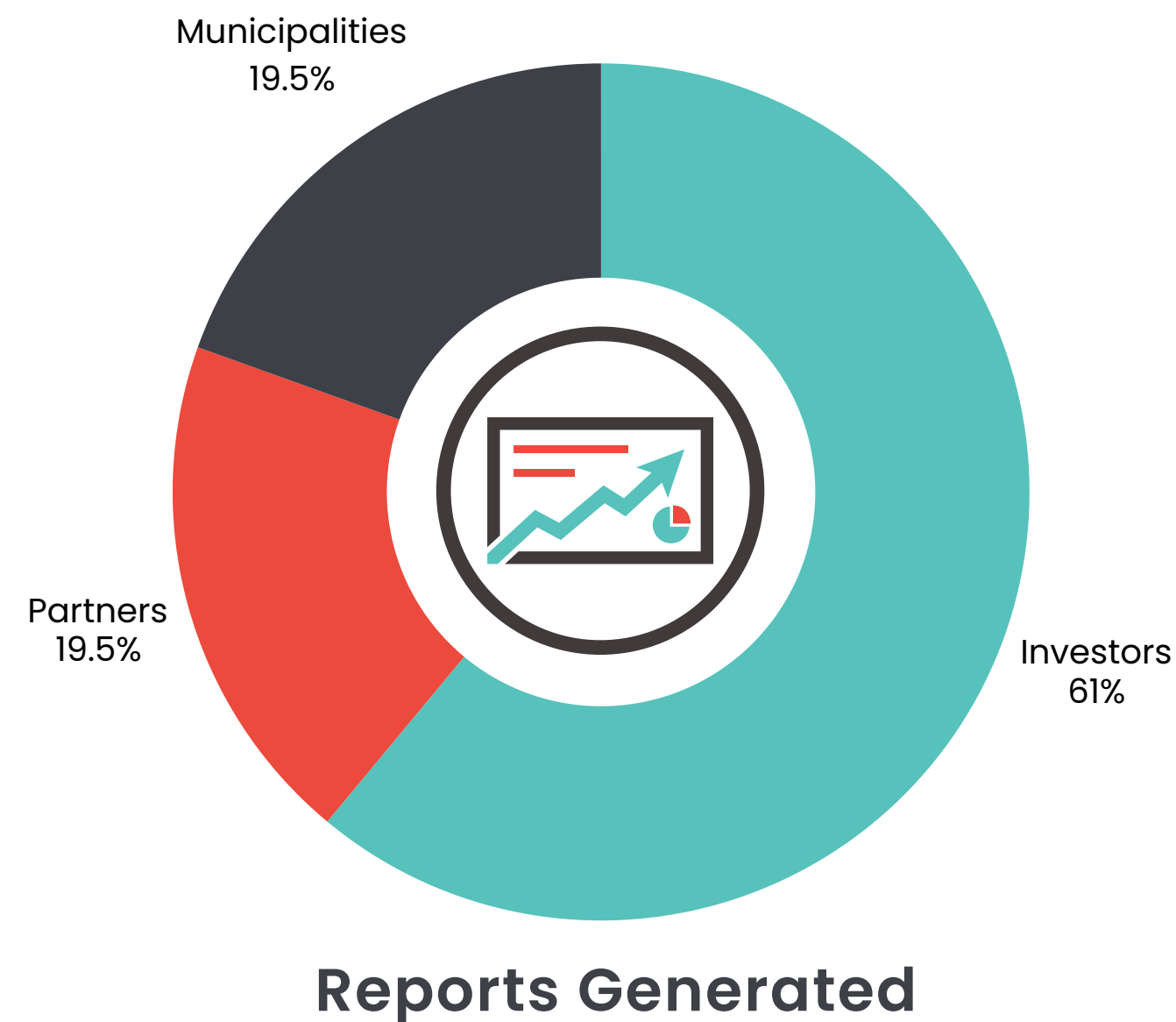
Website Views

Companies **1,291**



Investor Relations

New Investors	10
Total New Revenue	\$29,000
Reports Generated for Investors/Partners	434
Total Investors	111
Total Investor Revenue	\$241,500



New Investors





Community Engagement

This past year, GYEDC proudly played an active role in a wide range of local boards and committees. Staff's personal investment of time serving on nonprofit boards/committees fosters a deeper connection with our communities and a panoramic view of our region's future.

- AZ at Work
- City of Yuma's Clean & Beautiful Commission
- Elevate Southwest
- Friends of the Lower Colorado
- NexGen
- The Yuma County Children's Museum
- University of Arizona-Yuma "Growing Our Own"
- YCNHA
- Yuma 50
- Yuma County Healthcare Workforce Action Committee
- Yuma County Workforce Board
- Yuma Spaceport





Telling the Region's Story

Authentically Greater Yuma

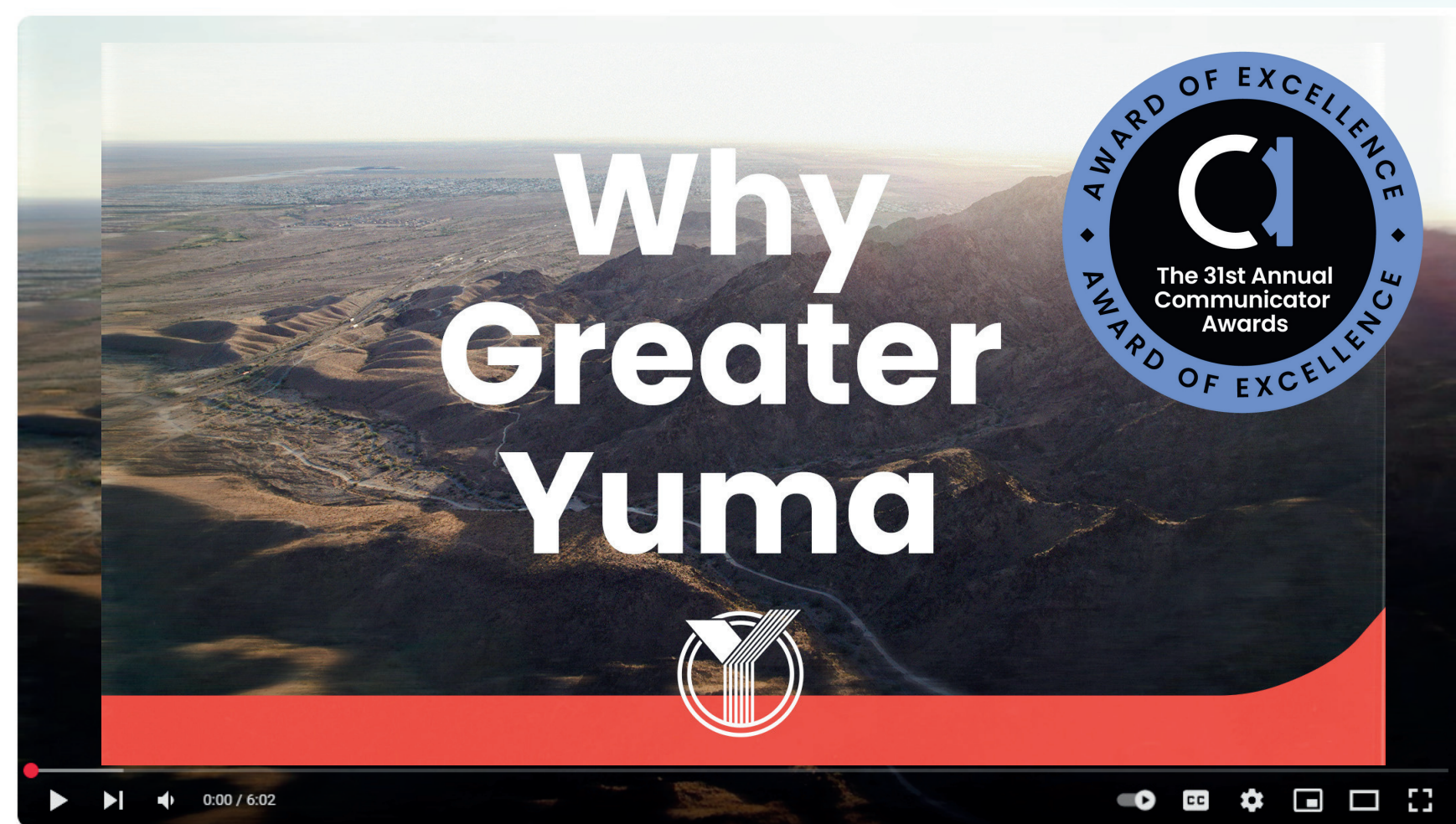
In 2024, GYEDC launched a powerful video series in partnership with local filmmaker Eric Castanos of Castanos Photo and Design. This series was created with one clear goal: to authentically showcase the economic strength, innovation, and momentum of the Greater Yuma region.

Too often, our region's story is told by outsiders. This project puts the narrative back where it belongs—into the hands of the people who live, work, and lead here.

The series focuses on

- Aerospace & Defense
- Advanced Manufacturing
- Food Production & Ag Tech
- Logistics & Distribution

Award Winning b2b in Film Marketing Campaign



Why Greater Yuma?





A Unified Brand Identity

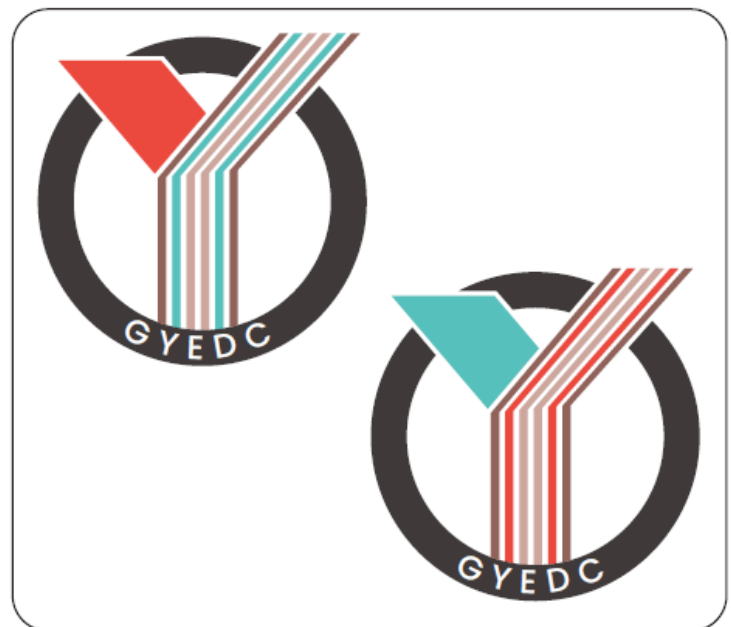
MAIN LOGO



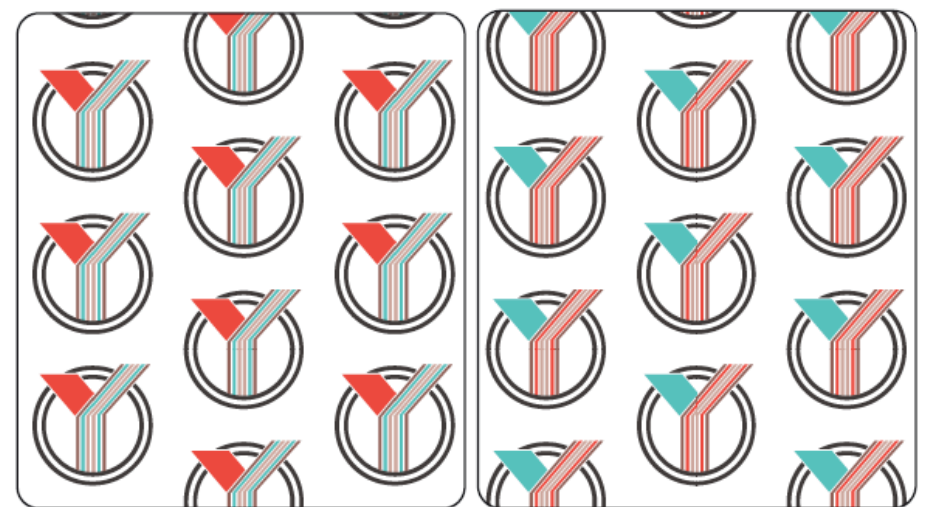
SECONDARY LOGO



WORD MARK



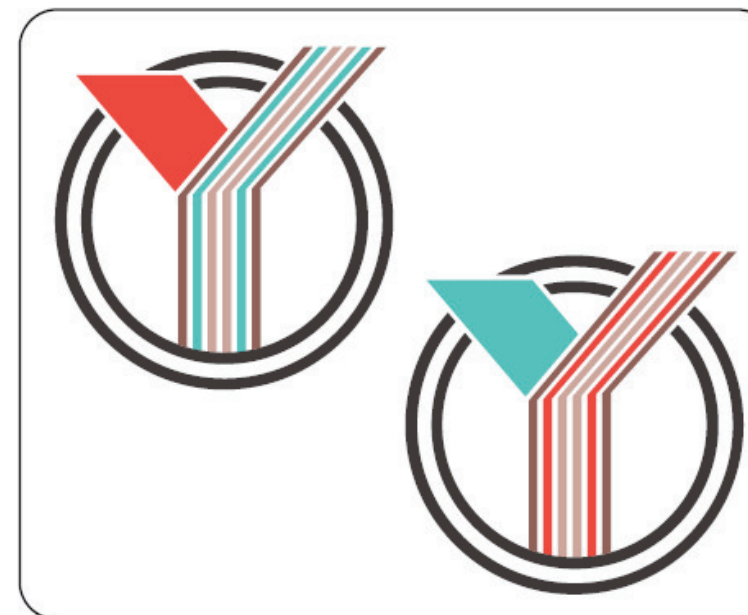
LOGO PATTERN



1-COLOR VARIANTS



LOGO MARK



COLOR PALETTE

Hex, RGB, CMYK, & PANTONE

					
HEX	#EF4638	#50C2BB	#473F3D	#94665C	#C8A499
RGB	239, 70, 56	80, 194, 187	71, 63, 61	148, 102, 92	200, 164, 153
CMYK	0%/88%/84%/0%	63%/0%/32%/0%	60%/60%/60%/50%	13%/47%/43%/38%	6%/27%/25%/17%
PANTONE	179 C	3258 C	412 C	4715 C	4735 C

TYPEFACE

POPPINS MEDIUM

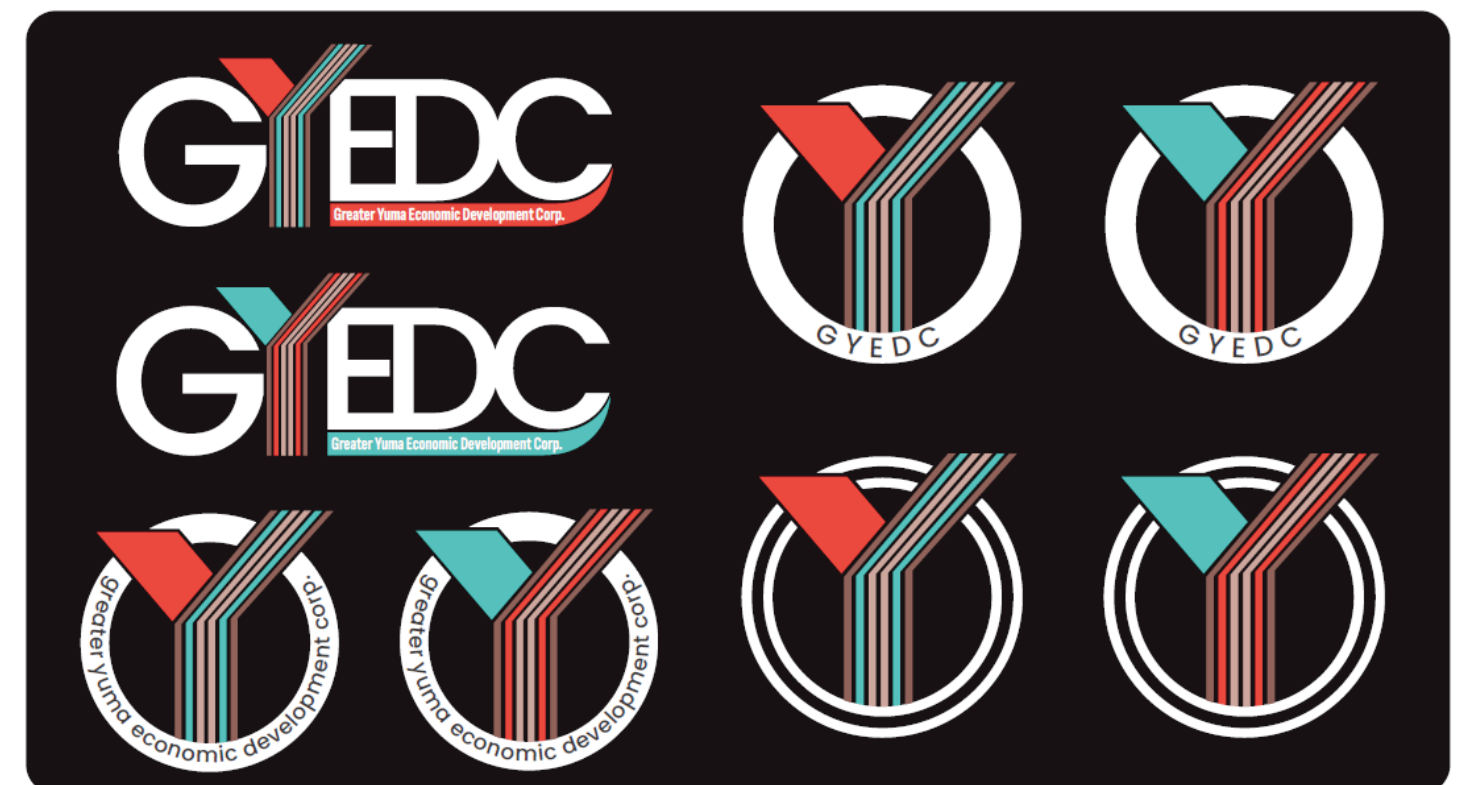
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Sofia Sans Extra Condensed Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

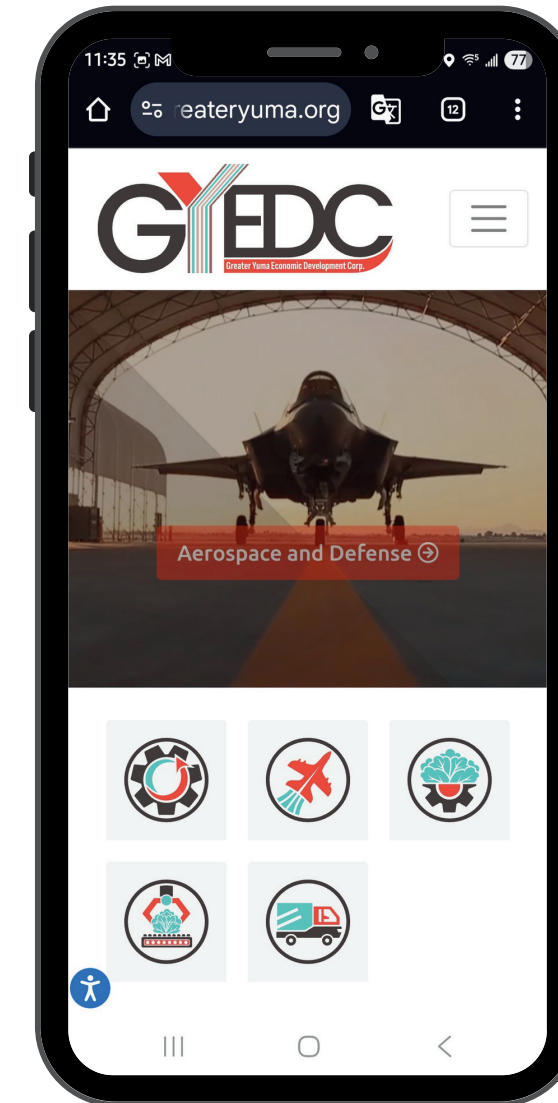


INVERTED VARIANTS





New Website



The New Site was built by MGM Design



A Year of Impact





Thank You

● GYEDC Investors & Municipality Partners