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A publication of the League of Arizona Cities and Towns | Summer 2013

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Arizona City & Town is published by Innovative Publishing Ink. 10629 Henning Way, Suite 8 Louisville, Kentucky 40241 Phone 502.423.7272 Fax 888.780.2241

Innovative Publishing Ink specializes in creating custom magazines for associations and businesses. Please direct all inquiries to Richard Ochsner at rochsner@ipipub.com or 520.546.0623.

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## **SHOWCASING ARIZONA'S CITIES AND TOWNS**

Cities and towns have great stories to tell, whether it is about first responders who take personal risks to protect local citizens; the nearly invisible utility services such as water, wastewater, trash and recycling; or great community amenities such as parks, pools, libraries and senior centers. But, often, we don't do a good job of tooting our own horn. We think people will somehow automatically understand that their local city or town is providing those services.

That's where the Arizona Cities @ Work program comes in. The tools that have been developed for this effort can make it easy for cities and towns — large and small — to effectively inform citizens about some of the local services their tax dollars are paying for.

The toolkit has been designed to be flexible and adaptable so you can use the already-prepared graphics or insert your own local ones if you choose. It also provides a coordinated, unifying theme and “look” that people will begin to recognize all across the state. As more Arizona cities and towns adopt the graphic elements and messaging, this will become known as the trademark of municipalities. And what a great message: Arizona cities and towns are at work for you, the citizens, and cities and towns are the level of government that really does “work.”

We are starting out with a great baseline of support at the grassroots level. In public-opinion surveys from recent years, Arizonans have consistently said they trust cities and towns more than any other level of government to use their tax money wisely and efficiently.

Cities and towns are closest to the people, are most accountable to the citizens and provide the services that are most used by people every day. I think municipal elected and appointed officials certainly understand those points; now it is our opportunity to take that message to all our residents. I hope you will make use of these great new tools and make everyone aware just how much value is delivered by cities and towns in Arizona.

A handwritten signature in black ink that reads "Ken Strobeck". The signature is written in a cursive, flowing style.

Ken Strobeck  
Executive Director



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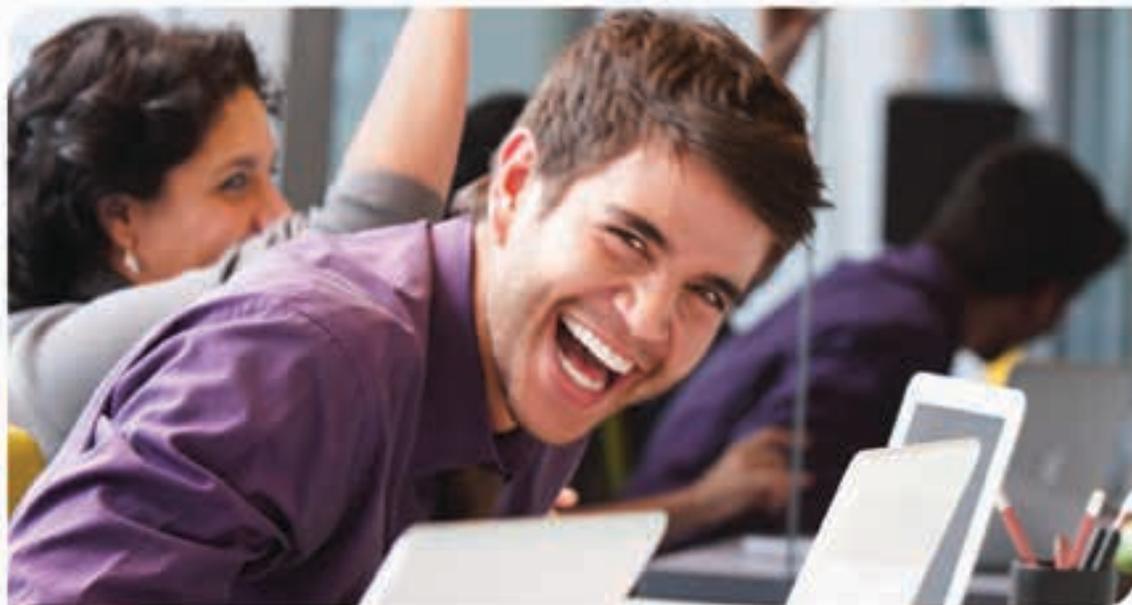
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## TELLING YOUR CITY'S STORY



Clarkdale, like any Arizona city or town, has its share of regional treasures and attractions that make our community unique and a great place to call home. Those of you who have kayaked down the Verde River or explored our local vineyards through the Verde Valley Wine Tour know the beautiful vistas and spectacular tastes available to residents and visitors alike. But, while many can appreciate what Clarkdale has to offer, there are probably few who have thought about the role their local government had in creating and maintaining that environment.

No matter the city or town, the story is likely the same in your community. Some residents may recognize you from council meetings or interviews on the local news, but they are likely unaware of the many services your city or town provides 24 hours a day, seven days a week and 365 days a year. Understandably so — they are busy in their day-to-day lives and have entrusted us to provide the services necessary to their quality of life.

Our job on the Town Council is to help make life in the desert livable through vibrant neighborhoods, sound economic development practices that allow local businesses to thrive, safe drinking water, well-maintained roads, quality parks, libraries and much more.

As stewards of our communities, it is our responsibility to educate our residents on the many programs and services that are available right at their fingertips if they just know where to look.

In the following pages, you'll be introduced to Arizona Cities @ Work, an ongoing, collaborative effort among Arizona's cities and towns to educate and inform citizens about the work their local governments do each and every day.

For residents, Arizona Cities @ Work invites a look inside city operations. And, as elected officials, Arizona Cities @ Work provides valuable tools available for your use — all aimed at highlighting the great work happening in your community.

I encourage you to explore how you can get involved in this effort, as the success of Arizona Cities @ Work is dependent on our involvement as local elected officials.

A handwritten signature in black ink, appearing to read 'Doug Von Gausig'.

Doug Von Gausig  
Mayor, Town of Clarkdale  
President, League of Arizona Cities and Towns

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# ARIZONA CITIES @ WORK

## HIGHLIGHTING VITAL SERVICES CITIES AND TOWNS PROVIDE

### About Arizona Cities @ Work

Arizona Cities @ Work is a collaborative educational program designed to increase support for Arizona's cities and towns by raising awareness about the valuable services they provide citizens each and every day. In addition, this effort is designed to increase the public's awareness of municipal functions and their role in our quality of life. The Arizona Cities @ Work program has been developed to seamlessly integrate into your city or town's day-to-day communication platforms by using a variety of media. The League staff is also available to help you implement and customize these materials for your specific city or town through graphic-design support.

Working in concert with the other 90 Arizona cities and towns and supplementing your own specific city and town message with the Arizona Cities @ Work brand will help establish and enhance the vital link between citizens and the services cities and towns provide.

### Sample of Resources Available

A variety of Arizona Cities @ Work materials are available for your use, designed with all 91 Arizona cities and towns in mind, from the smallest, Winkelman, to the largest, Phoenix.



The graphics were created to allow for as little customization or as much as you would like — some simply require adding a city or town logo, and others provide a baseline from which to start to highlight your own unique community program.

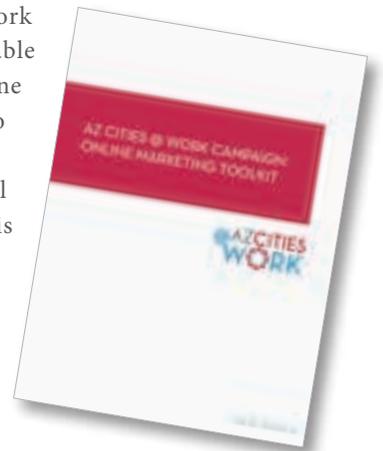
A sample of the many resources available through Arizona Cities @ Work is included in the pages that follow. For more information on how to become engaged with this effort, please contact the League staff at [info@azcitieswork.com](mailto:info@azcitieswork.com).

### Online Marketing Toolkit

All of the Arizona Cities @ Work marketing materials are available for download through an online marketing toolkit accessible to all cities and towns. A link to this toolkit has been sent to all cities and towns; to receive this link again, please contact the League staff.

Inside the marketing toolkit, you will find a variety of resources, including:

- Logos and fonts
- Color palette
- Key messages
- Arizona Cities @ Work brand information
- Usage guidelines
- Customizable materials



### Arizona Cities @ Work Website

The Arizona Cities @ Work website serves as the central hub of information for Arizona Cities @ Work. It is updated with new content daily and aims to provide an overview of municipal services in a fun and accessible way.

**Arizona Cities @ Work:** [www.azcitieswork.com](http://www.azcitieswork.com)



**Get Connected:**

The League staff is maintaining this website and is looking for content to populate the site. Send info@azcitieswork.com your:

- City or town videos that highlight an employee, program or service
- Information on an innovative or successful program
- News from your local government
- Upcoming events
- Ideas for blog posts (www.azcitieswork.com/social-connection)
- Photos for use on site

**Arizona Cities @ Work Social Media**

In addition to the Arizona Cities @ Work website, there are three social-media sites with which to connect: Facebook, Twitter and YouTube. We encourage you to utilize these sites as additional platforms from which to disseminate positive news about your city or town.

**Facebook:** [www.facebook.com/AZCitiesWork](http://www.facebook.com/AZCitiesWork)

**Get Connected:**

- Provide the League staff with your Facebook page, and we'll "like" you on Facebook to follow your updates and repost as appropriate
- "Like" us on Facebook, and share our posts as appropriate
- Send the League staff photos and information to post

**Twitter:** [www.twitter.com/@AZCitiesWork](http://www.twitter.com/@AZCitiesWork)

**Get Connected:**

- Follow us on Twitter
- Mention @AZCitiesWork
- Let us know if there's a big event or news you would like us to highlight
- Retweet updates from @AZCitiesWork, and we'll be on the lookout for your updates to do the same for your organization



### Arizona Cities @ Work Video and YouTube:

One of the great resources available through Arizona Cities @ Work is a 60-second video that offers a quick overview of the many services Arizona cities and towns provide their residents.

**Youtube:** [www.youtube.com/user/azcitieswork](http://www.youtube.com/user/azcitieswork)

### Get Connected:

#### Arizona Cities @ Work Video

- Link to the video here: [www.youtube.com/watch?v=hrRp0XXvLJE](http://www.youtube.com/watch?v=hrRp0XXvLJE)
- Post the video to your city or town website, link to it on your social media, or use it at an upcoming meeting
- Contact League staff to receive a video to play on your city or town's public access channel

### YouTube Channel

- Send the League staff links to videos from your local government that highlight city or town services and/or an exemplary municipal employee
- Repost videos from our page, like our campaign video: [www.youtube.com/watch?v=hrRp0XXvLJE](http://www.youtube.com/watch?v=hrRp0XXvLJE)



### Customizable Materials

Included in the online marketing toolkit is a suite of customizable materials, including posters, municipal-service icons, online banners and more. The poster images may be utilized in a variety of platforms. For example, you may choose to post them in your city or town hall; include them as inserts in your water bills, as electronic images in your newsletter or as an ad at a city bus shelter; or use them as a way to highlight an employee of the month. We encourage you to explore how these may be best utilized in your own community.

### Service Posters

The core service graphics that are ready for use include images for: police and fire protection, parks, libraries, and public works.

### Hero Posters

These graphics highlight the elected officials and employees, or

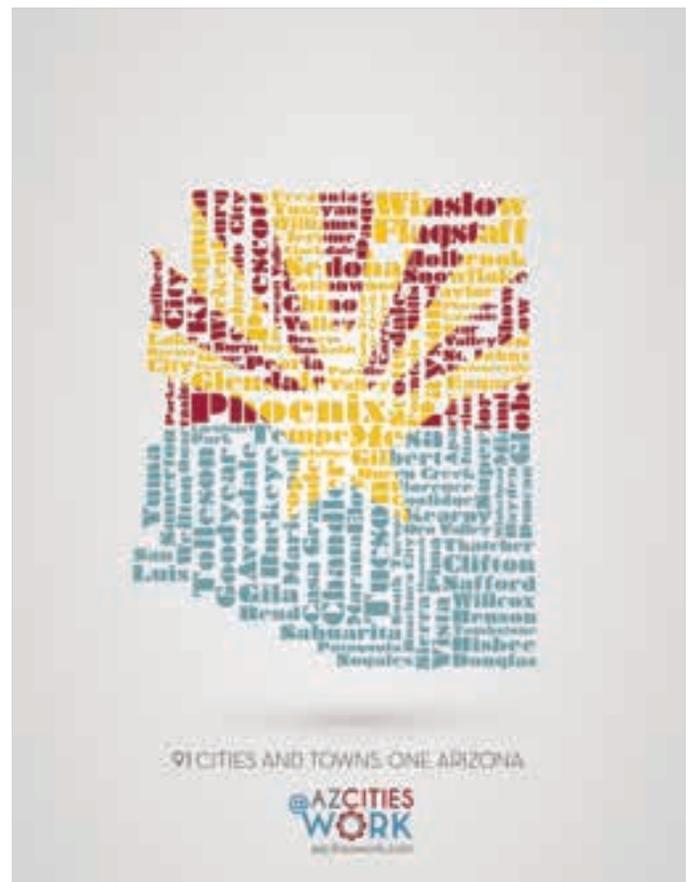
local “heroes,” who are at work to provide the many services residents depend on. Hero graphics for the following departments are available for download: water treatment, transportation, economic development, library, fire, police and a generic department that can be customized to highlight a specific person and department of note in your organization.

### Create-Your-Own Posters

Two examples of create-your-own posters are included in the toolkit to provide ideas for city- or town-specific graphics.

### Miscellaneous Marketing Materials

Miscellaneous marketing materials in the toolkit include an infographic on the role cities and towns play in the economic health of the state, as well as a “91 Cities and Towns. One Arizona” poster that demonstrates graphically how Arizona municipalities collectively make up the state. Additional materials are available for download in the toolkit.



### How to Use Arizona Cities @ Work in Your City or Town

Once you access the many tools available through Arizona Cities @ Work, the next step is determining how best to use the materials in your organization. Perhaps there is an upcoming event or media opportunity that is a natural fit for the Arizona Cities @ Work message. Some examples are included below for assistance:



Payson Mayor Kenny Evans and Tempe Mayor Mark Mitchell visit the set of KPNX Channel 12's *Arizona MIDDAY* to discuss the Payson Community Garden, Tempe 3-1-1 and how both of these innovative programs fit into the larger Arizona Cities @ Work message.



Arizona Cities @ Work table at the Peoria Sports Complex this spring. If you have an upcoming event in your city or town where you'd like an Arizona Cities @ Work presence, be sure to contact the League staff.

- An Arizona Cities @ Work table at a city/town festival
- Poster at town hall
- Hero graphic or city- or town-specific graphic on your website or in a newsletter
- Linking, connecting and sharing information on how your city or town is working to serve your citizens in unique and innovative ways

- Casa Grande 14
- Flagstaff 11
- Tucson Spectrum 18

**Arizona Cities and Towns Week**

Scheduled for October 20-26, the 2013 Arizona Cities and Towns Week will provide an opportunity to highlight the great work happening around the state in Arizona's municipalities. More information will be sent out this fall.

**Questions?**

Contact the League staff for more information on Arizona Cities @ Work. The staff can be reached at 602.258.5786 or [info@azcitieswork.com](mailto:info@azcitieswork.com). ■

**Upcoming Events/Watch for:**

**League City and Town Visits**

The League staff will be traveling to cities and towns throughout the summer to provide an overview of League services and also to discuss the Arizona Cities @ Work effort. Details on dates, times and locations will be posted on the League website, [www.azleague.org](http://www.azleague.org).

**League Conference – Theme**

The theme for the 2013 League Annual Conference is Arizona Cities @ Work. On Friday, August 30, at the conference in Oro Valley, an informational session will be held in the morning to discuss Arizona Cities @ Work and provide an update on efforts to spread the message throughout the state.

**Harkins Theater Ads**

A series of Arizona Cities @ Work ads will run this fall leading up to the 2013 Arizona Cities @ Towns Week. A list of theaters is included below.

**October 18-November 14, 2013**

**Theaters include:**

- Arrowhead 18
- Chandler Fashion 20
- Tempe Marketplace 16



Fox 10 interview with a Mesa mobile recreation program coordinator discussing how the city's Fun + Fitness program is just one more example of your Arizona cities at work



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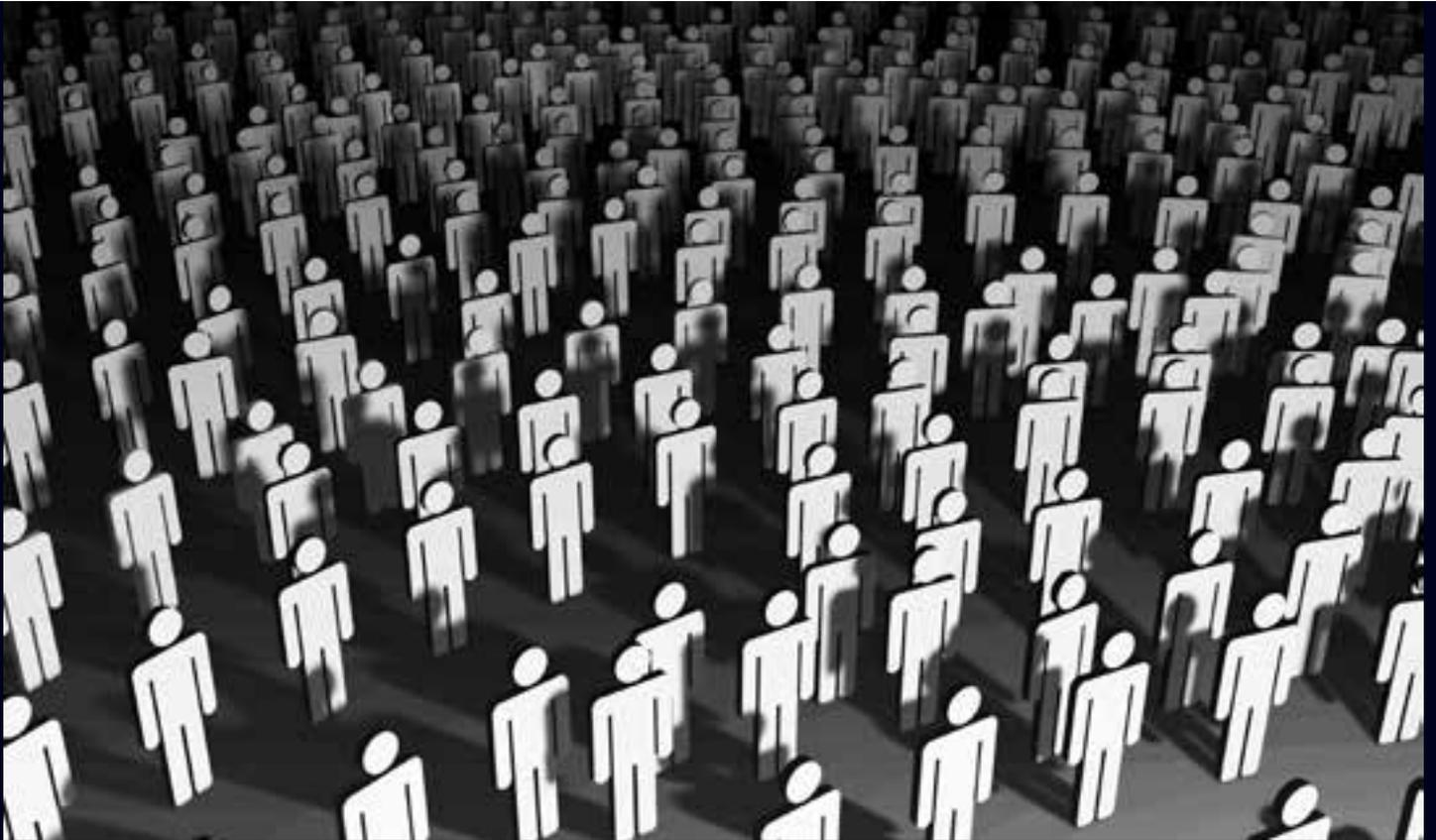
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