

MENIFEE

CREATING COMMUNITY CHAMPIONS



**LEAGUE OF CITIES
ANNUAL CONFERENCE**
CITY OF MENIFEE



Marcus Owens · 7w

Wow. What? A Stater Brothers? Wow. Let me guess, a Jack in the box, del Taco, Gas station next? 🤔 Just wow. Sim City copy paste.



BUILDING AN ARMY

Current Residents



CREATING
COMMUNITY
CHAMPIONS



Development Community



Community
ENGAGEMENT and
SOCIAL infrastructure



Future Residents



THRIVING
economy

COMMUNITIES DON'T BUILD TRUST BY ACCIDENT

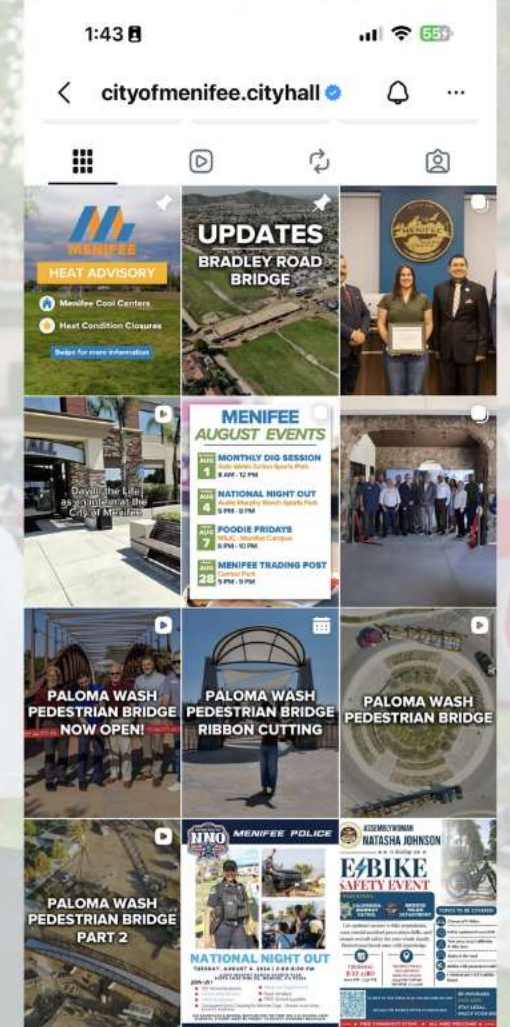
THE COMMUNITY CHAMPION PIPELINE



START WITH GREAT COMMUNICATION

FOUNDATIONAL TOOLS:

- Social Media
- Meniffee Matters
- Meniffee TV
- Websites
- Newsletters (Econ Dev)
- Videos
- Press Releases
- Print Advertisements



TAKE THE SHOW ON THE ROAD

**INSTEAD OF WAITING FOR
RESIDENTS TO COME TO US,
WE GO TO THEM.**

- Town Halls
- HOA meetings
- Community organizations
- Service clubs
- Chamber events
- Schools
- Pop-up events
- Community events



CURRENT RESIDENTS



- **Meniffee Citizens Academy**
 - **8 Week Course**
 - **30 Participants**
 - **7 Class Sessions**
 - **1 Bus Tour**
- **Each week covers 1-3 departments**
- **Session Ends with Graduation Ceremony**
 - **Participants get pins & certificates**



FUTURE RESIDENTS

MENIFEE MASTERS & LOCAL REALTORS

- One-day course
- Geared towards local realtors
- Graduates are listed on our Menifee Business website

Many graduates use official City data and graphics in their own marketing, videos, and TikToks when attracting prospective homebuyers.



DEVELOPMENT COMMUNITY SPREADING OPPORTUNITY

PROGRAMS INCLUDE:

- Commercial Brokers
Appreciation Luncheon
 - Annually in the Fall
- Home Builders
Appreciation Luncheon
 - Annually in the Spring



THE RIPPLE EFFECT

ONE INFORMED CHAMPION REACHES HUNDREDS MORE

September 1, 2025 | Local Works | By Jared Roman

Fast-growing Menifee's communication strategy helps keep growing pains in check

Council Member Dan Temple, a graduate of the program, had already planned his run for city council when he joined the academy.

"I saw the Citizens Academy as a chance to really get a very quick yet thorough overview of city operations, what each organization did," Temple said. "And what I thought really was most appealing to me was to understand exactly what a city could and could not do."

He emphasized that the program empowers residents. "It's a wonderful aspect of a community to know that people can come learn about their city and feel as though they're participating with full knowledge of what they're looking at and what they can do and how they can influence the city to work in their favor," said Temple.

Part of Menifee's rapid growth relies on the city council's close connection with residents. Surveys,



Dan Temple, a graduate of the Citizens Academy, was sworn in as a council member in December 2024. Photo courtesy of the city of Menifee.



FUTURE RESIDENTS



COWORKERS



SCHOOLS



INFORMED
CITIZEN



BUSINESSES



NEIGHBORS



FRIENDS &
FAMILY

POWER OF THE CHAMPIONS



80+

CITIZENS ACADEMY AND
MENIFEE MASTERS
GRADUATES ANNUALLY



15+

GRADUATES BECAME COMMUNITY
LEADERS (COMMITTEE, COMMISSION, &
COUNCIL MEMBERS)



300+

BUSINESSES & DEVELOPERS
ENGAGED ANNUALLY



15+

MEETINGS WITHIN THE
COMMUNITY ANNUALLY



11M+

SOCIAL MEDIA IMPRESSIONS
ACROSS ALL PLATFORMS



13+

ORGANIZATIONAL AWARDS
IN 2025

YOUR success, is **OUR** success.



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