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JOHN BRADSHAW
VICE MAYOR

MARC STERLING
COUNCILOR

CLIFF HAMILTON
COUNCILOR

NANCY SCAGNELLI
COUNCILOR

DAN SURBER
COUNCILOR

RAMON GOMEZ
COUNCILOR

HOW TO GET THE MOST OUT OF THIS DOCUMENT

The City budget can be an imposing document of charts and numbers. On closer inspection and beyond the numbers, the budget represents the investment and return for customers. The investment is in the form of local sales tax, state shared revenue and other financial resources. The return is the new traffic signal, park improvement or new service scheduled to be delivered in the new fiscal year. The purpose of this section of the budget is to move beyond the technical jargon and assist the reader in understanding the most important sections of the document.

STRATEGIC PLAN

The Strategic Plan delineates the overall vision; core values and work plan goal and objectives for the City budget.

CITY MANAGER BUDGET TRANSMITTAL

This message summarizes the budget process and new programs and services. Also, major improvement projects for the upcoming year are featured in the message.

STAFFING

Provides a listing of authorized full time and part time positions for the City by department.

OVERVIEW

The overview of where the money comes from and where it goes is provided in this section. It is a quick way to get a summary on the entire budget.

POLICIES AND PROCEDURES

Summarizes the budget process, notes key dates in the development of the budget, budget guidelines and financial policies.

FINANCIAL SUMMARIES

This section is a summary of all City expenditures and revenues. Also, expenditure and revenue summaries are included in other areas of the budget.

DEPARTMENTAL BUDGET DESCRIPTION

This page summarizes key facts on each City department budget: the Mission Statement, Objectives for the current Fiscal Year and Accomplishments for last Fiscal Year.

DEBT POLICY AND SCHEDULE

This section includes the City's debt schedules.

DEFINITIONS

This section includes definitions for terms that are used in the budget document.

ABOUT SEDONA

Sedona and the immediate environs is a special and unique place. With the awe-inspiring, red rock formations, plus the splendor and diversity of Oak Creek Canyon, it is considered a locality equal to or superior to many National Parks.

Located in the high southwestern desert under the rim of the Colorado Plateau at an elevation of 4,500 feet, Sedona is blessed with four mild seasons, plenty of sunshine and clean air.

Sedona was established in 1902 and is one of Arizona's premier tourism, recreation, resort, retirement and art centers, all of which contribute to its economic base.

Sedona has something for everyone—world-class resorts to small family run motels, fine restaurants, outstanding shops and diverse art galleries. The beauty and climate of the area makes sightseeing, hiking, golf, tennis, horseback riding, and jeep touring year-round activities.

The citizens of Sedona are proud of their beautiful environment and work diligently to preserve its uniqueness and special qualities. Central to this effort are the role of achievement through volunteerism and the interest of controlling its own destiny through participation in City government.

The community was incorporated as a City under Arizona Revised Statutes (ARS) in 1988. It encompasses an area of 18.5 square miles, approximately half of which is under jurisdiction of the U.S. Forest Service. The population is 10,192 as of the 2000 Census.

The City Council consists of six councilors and a mayor. The six council members are elected at large and serve four-year overlapping terms. The Mayor is elected by the citizens and serves a two-year term. Since incorporation, Sedona has had a council-manager form of government as defined by local ordinance. Sedona is recognized by the International City/County Management Association.

The City departments are City Council, City Manager, General Services, Human Resources, Financial Services, Community Services, Police, Community Development, Public Works, Arts & Culture, Parks and Recreation, Wastewater, Legal, Information Technology, and Municipal Court.

Water service is private, library is non-profit with some contract funding from the City, fire is a special district, and refuse collection is a private contract.

Already a major tourist attraction, Sedona has been ranked the #3 Small City in the 11th annual *Top 25 Arts Destinations* 2008 readers' poll by "American Style" magazine. Sedona has appeared on *American Style* magazine's *Top 25 Destinations* list nine times since the poll's inception.

Of added municipal interest, the City is a part of two counties and is traversed by two state arteries. There is no property tax levied by the City. Currently, the City operates from State Shared Revenue and other local sources of revenue including sales tax.

DEMOGRAPHICS

The following tables provide additional demographic statistics for the city of Sedona and its citizenry.

Gender (2000)

· Male.....	46.9%
· Female	53.1%

Age Composition (2000)

· Under 5.....	3.1%
· 5-14	7.8%
· 15-19	4.3%
· 20-24	3.0%
· 25-54	40.0%
· 55-64	16.2%
· 65+	25.5%
· Median Age	50.5

Occupational Composition (2000)*

· Labor force	5,167
· Employment distribution (includes over 4,000 employees from outside Sedona)	7,226
	(*estimate)

Employment Distribution (2000)

· Management, Professional and related occupations.....	33.5%
· Service occupations	19.5%
· Sales & Office occupations...	31.1%
· Farming, fishing & forestry....	0.2%
· Construction, extraction and maintenance occupations.....	9.3%
· Production, transportation and material moving.....	6.5%

Race/Ethnic Origin (2000)

· White	88.0%
· Hispanic.....	8.9%
· American Indian.....	.5%
· Asian9%
· African American5%
· Other	1.2%

Land Use (2007)

· Residential.....	33.2%
· Commercial, Lodging.....	4.2%
· Public/Semi-public	4.0%
· Parks/Public Open space ...	1.0%
· Private Open space	2.2%
· National Forest	48.5%
· State Trust Lands	0.1%
· Other (e.g. Hwy/Streets, R-O-W)	6.8%

Population

· 1980	5,481*
· 1990	7,720
· 1995	8,990
· 2000	10,192
· 2005	10,935*
· 2007	11,134*
· 2008	11,263*

**DES estimate*

Median Household Income (2007)

· Yavapai County	\$50,500
· Coconino County	\$56,700

Sedona City Council Priorities

The City of Sedona's City Council met to discuss and establish two-year priorities. Of the twenty-eight priorities presented, the City Council through discussion and survey reduced the number to ten.

They are listed below, not in any particular order:

- Support redevelopment plan
- Mitigate State Route 179
- Traffic, safety, parking solutions
- Change focus in Parks & Recreation from trails to development of programs and maintenance
- Budget accountability and economic sustainability
- Youth in Sedona - 'do and go' facilities
- Affordable Housing, wastewater plan, land
- Continuous improvement in the organization

After the discussion, City Council requested quarterly updates to enhance accountability and sustainability.