



2013 Annual Community REPORT

Welcome to the City of Sedona's Annual Community Report.

Its purpose is to highlight key accomplishments for Fiscal Year 2012-2013 (July 1, 2012 through June 30, 2013) and to provide major objectives for Fiscal Year 2013-2014. We hope you find it useful and insightful. If you have any questions or comments, please feel free to contact the City Manager's Office at (928) 204-7127. For more information about the City of Sedona government, a great resource is the City's website at SedonaAZ.gov.

City Manager's Office

The City Manager's office is responsible for the implementation of City Council policy and work plans. This is accomplished through Council establishment of strategic goals and distribution of work toward these goals throughout the departments. The continuous improvement of services provided to external customers (citizens) and internal customers (employees) is a key focus of the office.

Major Accomplishments:

- Revised and streamlined the operating budget and Capital Improvement Program (CIP) process for Fiscal Year 2013-2014.
- Entered into a service contract with the YMCA to take over operations of the Sedona Teen Center.
- Expanded the City's small grant award program to provide \$150,000 worth of grants to local non-profits for Arts and Culture, Community Building, and Economic Stimulation activities.
- Implemented enhanced communications strategies including the production of a 2012 Annual Community Report, community newsletter, Council Coffee Chats, and website enhancements.
- Began producing a quarterly capital improvement program status update report.

Objectives for 2014

- Complete a Development Impact Fee Study.
- Complete a Wastewater Fee Study update.
- Implement parking and traffic management improvements to the Uptown business district.
- Continue to provide over \$1,000,000 in funding to community based not-for-profit organizations for provision of contractual service and to support various community-wide events.
- Accelerate storm water management projects.
- Produce a new budget document in accordance with GFOA distinguished budget presentation award.

Sedona City Council

Sedona City Council regular meetings are held on the second and fourth Tuesday of each month at 4:30 p.m. in the Council Chambers at 102 Roadrunner Drive. The meetings are broadcast via live stream on our website and on local cable Channel 4. Work sessions and special meetings are held as needed. For meeting information, visit our website or call the City Clerk's Office at (928) 282-3113.



Rob Adams, Mayor
Mark DiNunzio, Vice Mayor
Barbara Litrell, Councilor
John Martinez, Councilor
Dan McIlroy, Councilor
Mike Ward, Councilor
Jessica Williamson, Councilor

Finance Department


The Finance Department provides a variety of services to both external and internal customers. The Department is responsible for wastewater billing and collection services of external customers. For internal customers, the Department provides payroll, purchasing and payables services. The Department also provides investment, debt management, budget coordination and management services to the City Council, City Manager and citizens.

Major Accomplishments:

- Successfully coordinated with reputable audit firm to complete approximately 20 sales tax audits.
- Completed implementation of new software system to integrate the sharing of information among all City departments.
- Created and implemented a Collections Division for collection efforts with delinquent wastewater and TPT (Transaction Privilege Tax) customers.
- Expanded the City's business license program to include all business types.
- Successfully completed the Fiscal Year 2011-2012 financial audit.
- Evaluated and expanded the City's Wastewater Subsidy Program to assist low-income sewer customers.

Objectives for 2014

- Continue to make financial information easily accessible for our citizens and maintain financial transparency.
- Implementation of processing business licenses internally with customer service available locally for City businesses.
- Update the City of Sedona Purchasing Manual.
- Further expand the City's Wastewater Subsidy Program to assist low-income customers struggling to make utility payments.
- Continue to pursue bad debts and increase collection efforts.
- Continue outreach to business community to open lines of communication and improve relations between the City and the business community.
- Conduct canvass of current businesses to educate and provide guidance on licensing and sales tax requirements.



Projection of Financial Condition by Fund

	Beginning Fund Balance June 30, 2012	Revenues Year End FY13	Expenditures Year End FY13	Revenue Over Expenditures (YTD)	Fund Balance Year End FY13
General Fund	\$12,783,939	\$13,658,492	\$11,813,063	\$1,845,429	\$14,629,368
Special Revenue	\$1,455,537	\$1,449,292	\$2,728,189	(\$1,278,897)	\$176,639
Capital Fund	\$12,024,553	\$2,258,295	\$3,707,291	(\$1,474,015)	\$10,575,558
Wastewater Enterprise	\$16,473,865	\$10,607,814	\$9,348,220	\$1,335,603	\$17,733,460
Total	\$42,737,895	\$27,973,893	\$27,596,763	\$377,130	\$43,115,025

Parks and Recreation Department

The Sedona Parks and Recreation Department provides diverse, year-round leisure opportunities through the preservation of open space, park settings, recreational facilities and recreation programs/events for citizens, visitors and future generations of Sedona. The Department's areas of responsibilities include providing special events throughout the year; programming and staffing the community pool; running the adult softball league; and creating recreation opportunities for all ages.

Major Accomplishments:

- Broke the 400 individual mark for Breakfast with Santa in partnership with the YMCA.
- Initiated Military Service Park inscription application process and grand opening of the Sedona Military Park on May 27, 2013.
- Received the 2013 Arizona Parks and Recreation Association's Natural Resources Award for the Sedona Wetlands Preserve.
- Created four new events at the Sedona Community Pool known as Pool Time Extras.
- Held Livin' the Luau, our first water aerobics event.



Objectives for 2014

- Host a successful Fourth of July Laser show with improvements over the previous year.
- Bring an ice skating rink to Sedona in conjunction with Breakfast with Santa and Holiday Central Sedona.
- Initiate the new event Tinsel Town at Posse Grounds.
- Complete installation of the slide at the Community Pool.
- Complete the splash park design and construction at Sunset Park.
- Host a movie night at the Community Pool.
- Continue to partner with new organizations to improve upon future events.

Public Works Department

The Public Works Department consists of four operating divisions: Administration, Engineering and Inspection, Facilities Maintenance, and Wastewater. There are a total of 31 positions in the Department.



Major Accomplishments:

- Added one full time position in the Facilities Maintenance Division.
- Added two Associate Engineers to staff to accelerate Wastewater and Stormwater Improvements.
- Hired new Wastewater Superintendent.
- Added additional planting to the Sedona Wetlands Preserve.
- Added a visitor area to the Sedona Wetlands Preserve.
- Completed improvements adjacent to Posse Grounds Multiuse Fields.
- Purchased new City Maintenance Yard at 2070 Contractors Road.
- Installed approximately 980 feet of large diameter storm drain in the Harmony/Windsong area.
- Managed over 1.2 million gallons of sewerage per day at the Wastewater Reclamation Plant.
- Installed 9 new dog waste stations.
- Completed energy efficiency audit.

Objectives for 2014

- Continue construction of storm drainage improvements in the Harmony-Windsong area.
- Begin using solar power for a significant part of wastewater plant energy needs.
- Construct storm drainage improvements along Soldier Wash in the Tlaquepaque area.
- Install recreational user improvements at the Sedona Wetlands Preserve.
- Pave approximately 3 miles of roadway.
- Complete evaluation of ground injection of highly treated wastewater.
- Begin construction of storm drainage outfall in the AAA Industrial area.
- Complete construction of additional drainage in Harmony area between Lyric and Thunder Mountain Roads.
- Complete repair of Airport Road.
- Begin reconstruction of SR 89A in Uptown.

City Clerk's Department

The City Clerk's Department provides a variety of services to internal and external customers. This includes serving as liaison to the City Council including agenda, packet and minutes preparation; conducting municipal elections; recording, preserving, researching and providing for access to Sedona's historical records; maintaining the City Code; issuing Peddler/Solicitor Permits and acting as filing office for the City of Sedona. They also serve as the receptionist and main point of contact for the City of Sedona government.

Major Accomplishments:

- Converted City Council Packets to iPads for City Council and key staff members.
- Reorganized office supply procurement process.
- Achieved costs savings in recycling of office waste and coordinated electronics recycling day for the public.
- Implemented composting program at City Hall complex for staff.
- Revised and updated process for Peddler/Solicitor Permits.

Objectives for 2014

- Continue conversion to iPads for other staff.
- Prepare list of essential records for State Archivist.
- Administer election on Community Plan Update.
- Continue improvements to the records archive and management system.
- Implement the City Notification System.

Police Department

The Police Department, in partnership with the citizens of Sedona, serves to provide professional and purpose-driven law enforcement and public safety services throughout the community. The department has personnel on-duty twenty-four hours a day, seven days a week in our communications center and in the field responding to emergency calls, conducting proactive patrol operations, and working together with other city departments to enhance the quality of life for residents, businesses and visitors. Administrative, investigative and other support personnel work various shifts during the week to further our public safety mission.

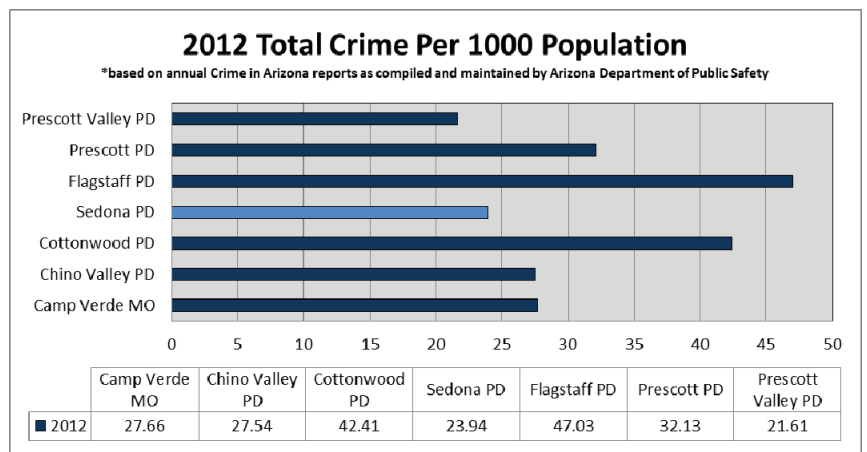
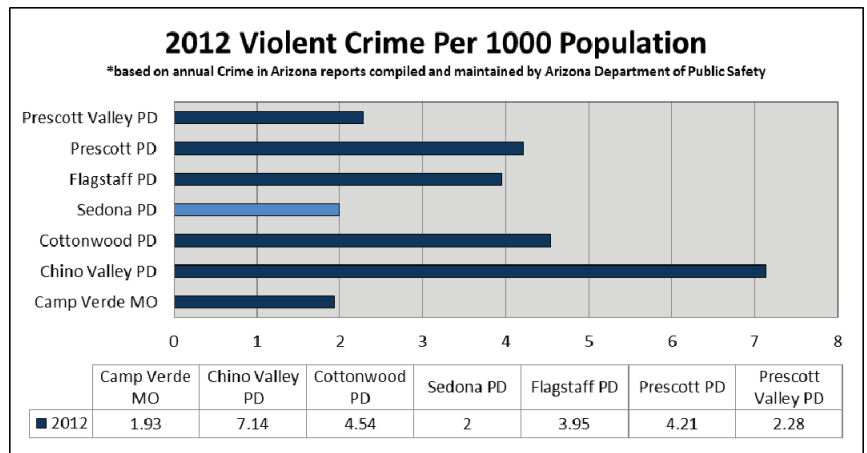
The Department deploys specialty units such as Canine Officer (K-9), School Resource Officer (SRO), Animal Control, Traffic Enforcement and Collision Investigation, Community Service Aides, and Bicycle Patrol to address unique and specialized service needs. We also participate on regional task forces and teams such as the Arizona State Gang Task Force for the Yavapai County area, Child Abduction Response Teams for Coconino and Yavapai Counties, Verde Valley Special Weapons & Tactics Team (SWAT) and Partners Against Narcotics Trafficking to ensure that the department can readily provide professional mission specific operations in a responsible and cost effective manner. Our department is also supported by the dedicated volunteers of our Community Police Alliance Program and the youth of our Sedona Police Explorers program.

Major Accomplishments:

- Completed the Federal Communications requirement to convert our wideband radio system to a narrowband operation.
- Implemented Community Service Aide program designed to enhance parking enforcement and traffic safety activities in the Uptown area.
- Re-implemented the School Resource Officer Program through an equal cost sharing agreement with the Sedona-Oak Creek Unified School District.
- Enhanced police officer special assignment opportunities through reimbursed cost participation on the Arizona State Gang Task Force.
- Awarded \$37,000 in grant funds from the Arizona Governor's Office of Highway Safety for the replacement of a police motorcycle and overtime to conduct traffic enforcement activities.
- Re-implemented annual Police Citizens Academy.
- Conducted team building workshop with department managers and supervisors resulting in the revision of the department mission, creating a vision statement, and establishing strategic focus.

Objectives for 2014

- Implement new systems and programs to improve the efficiency and effectiveness of police fleet maintenance and management.
- Develop and implement activities to increase the accuracy and thoroughness of police records and communications data entry.
- Enhance traffic safety and enforcement activities to positively impact traffic safety collision rates.
- Develop and implement activities focused on increasing police department positive interaction with youth in the community.
- Successfully recruit and train new police officers to reach full authorized staffing levels.
- Develop quarterly and annual reports on police department activities, crime statistics, public safety trends and other performance-related data.



Arts and Culture Division

The Arts and Culture Division manages the City's arts and culture programs including Arts Education, Mayor's Arts Awards, Art in Public Places, and Art in Private Development.



Objectives for 2014

- Install and dedicate the life-size bronze sculpture of a pioneer girl titled *Josie*, a companion piece to *The Storyteller Cowboy* statue at Jordan Historical Park.
- Strengthen and expand the Artist in the Classroom Program through hiring new and diverse and talented local artists to work in schools.
- Finalize selection of artwork for Schnebly Hill roundabout.
- Create and host innovative 6th Annual Mayor's Arts Award ceremony.
- Continue to display artwork from new local artists at City Hall.

Major Accomplishments:

- Held the 5th Annual Mayor's Arts Awards in a new venue to honor art community individuals and organizations.
- Continued partnerships with local artists to display artwork in City Hall public areas.
- Held a listening session with the community to speak about arts and culture issues.

Legal Department

The Legal Department prosecutes all misdemeanor offenses, provides legal services and advice to City departments and the City Council, defends claims and suits brought against the City, drafts and/or reviews and approves all contracts entered into by the City, drafts all resolutions and ordinances submitted for City Council approval, and interfaces with and manages the activities of outside counsel.

Major Accomplishments:

- Stepped up collection efforts for collection of sewer fees, sales and bed taxes, and business license fees.
- Prevailed in a legal challenge to the City's Short-Term Rental Enforcement Ordinance. Specifically, an appeal of a conviction under this ordinance was upheld by the Arizona Court of Appeals in the case of *City of Sedona v. Robert J. Perdrizet, Jr, Case No. 1-CA-Cr 12-0817*. The conviction was challenged on the claim that the City lacked jurisdiction to charge persons under the ordinance who were advertising illegal short-term rentals on the internet from outside the city limits. This challenge was rejected by the Arizona Court of Appeals.
- Drafted numerous ordinances and resolutions dealing with a variety of topics including bed tax increases, election issues, civil unions, zone changes, handicapped parking, civil citation authority, development impact fees, and land exchanges.
- Prosecuted a total of 247 cases consisting of 7 Code Violations, 18 Miscellaneous Traffic, 26 Drug-Related, 35 Domestic Violence, 43 DUIs, 47 Suspended Licenses, and 71 Miscellaneous Criminal.

Community & Economic Development Department

Effective October 1, 2013, the Community Development Department became the Community & Economic Development Department. This change was one of the first steps in the City's and Department's efforts to become more active in citywide economic development efforts. The change was intended to send a message to residents, property owners, businesses, developers and other City staff that the Department is committed to and a leader in the City's economic development efforts.

The Community & Economic Development Department is comprised of four functional areas consisting of Department Administration, Development and Land Services, Planning and Economic Development Services and Community Services.

Major Accomplishments:

- Obtained unanimous City Council adoption of the new Sedona Community Plan.
- Used federal Community Development Block Grant (CDBG) funds for housing repair services to seven income-qualified homeowners residing within the City limits with repair amounts ranging from \$3,000 to \$17,000 per home.
- Used federal Community Development Block Grant (CDBG) funds for a \$150,000 kitchen upgrade at the Sedona Community Center.
- Implemented the City's Outdoor Lighting Upgrade Grant Assistance program to provide up to 50 percent of needed money to upgrade outdoor lights to comply with the City's outdoor lighting code and be more energy efficient.
- Coordinated the annual Water Wise event for fourth grade students.
- Coordinated the City's public/private partnership efforts for the new Holiday Central Sedona program.
- Initiated new economic development education, support and outreach efforts.
- Initiated a new Department customer service delivery program.
- Initiated the update of development and land use application forms.



Objectives for 2014

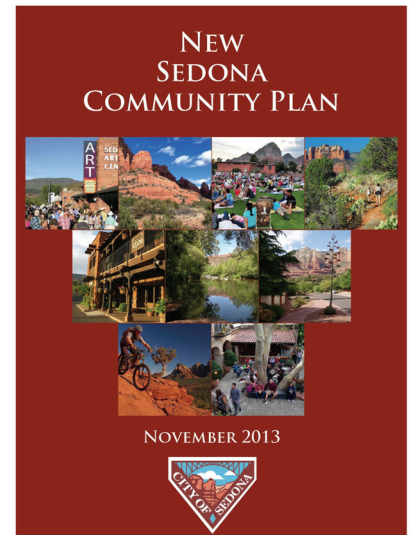
- Provide factual information and education for the March 11, 2014 vote by citizens on the new Sedona Community Plan.
- Begin update of Sedona Land Development Code.
- Begin economic development strategic planning efforts.
- Conduct business recruitment, retention, and expansion efforts.
- Establish stronger working relationships with the Sedona business community to identify and address key concerns and opportunities.
- Conduct a housing needs assessment.
- Conduct, in partnership with the Historic Preservation Commission, an update to the City's current historic resources survey.
- Update the City's housing in-lieu of fee policies.
- Expend collected housing in-lieu of fee funds on priority areas established by the City Council.
- Obtain City Council adoption of new updated building codes.
- Update the developer incentives and guidelines for the provision of affordable housing guidelines.
- Update the City's Accessory Dwelling Unit (ADU) Ordinance.
- Develop and implement incentive based green building and energy codes for City Council consideration.
- Develop gray water/rainwater harvesting policy for City Council consideration.
- Develop energy and water policies for City facilities for City Council consideration.

The Sedona Community Plan

Remember to vote on the New Sedona Community Plan on March 11, 2014! The Sedona City Council voted 7-0 on November 7, 2013 to adopt the new Sedona Community Plan. As part of its action, the City Council also designated a special election for ratification of the Plan by the voters on March 11, 2014. The City is required by state law to wait four months between the City Council's adoption of the Plan and the public vote. Arizona state law also requires that a majority of those voting must vote to approve the new Plan for it to become effective. The State of Arizona requires communities to have a long-range general plan that is updated every 10 years. The current Sedona Community Plan was ratified by voters in 2003.

The Sedona community has been working on the update of the current Community Plan since 2010. This effort has been guided by the efforts of a Council appointed eleven-member Citizens Steering Committee that met over 70 times. Through newspaper articles, website postings, citywide meetings, topical meetings, citywide mailers and tabloids, public meetings and public hearings, the community, City Council, Planning and Zoning Commission, the Citizens Steering Committee for the Community Plan Update and City staff have gathered ideas and input from approximately 2,300 participants.

The Sedona Community Plan is the expression of the community's goals and policies for future growth and development. The Community Plan is not a budget or commitment to spend money or a list of City projects to build or the implementation of zoning or other regulations. For more information on the Sedona Community Plan, please visit the City's website at SedonaAZ.gov and click on the Community Plan link.



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