



2014 Annual Community REPORT

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

Its purpose is to highlight key accomplishments for Fiscal Year 2013-2014 (July 1, 2013 through June 30, 2014) and to provide major objectives for Fiscal Year 2014-2015. 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:

- Completed a Development Impact Fee study.
- Completed a Wastewater Rate study.
- Secured five new public parking agreements with private lot owners to add over 200 new public parking spaces to the Uptown business district.
- Implemented the new Citizen Engagement Program including creation of a citizen volunteer registry, new social media opportunities to engage citizens in City activities, and work groups that put staff and citizens together to address a variety of city issues.
- Produced a 2013 Annual Community Report and *Community Connection* newsletter.
- Conducted a public education campaign which resulted in the voter approval of the City's Alternative Expenditure Limitation or "Home Rule" option so that the City may set its budget locally.
- Created a financial transparency website to allow interested citizens to review all of the City's financial transactions online.
- Worked collaboratively with Keep Sedona Beautiful to be named the world's eighth International Dark Sky Community by the International Dark-Sky Association (IDA).

Objectives for 2015

- Create Community Plan Advisory Groups (CPAGs) to provide citizens an opportunity to identify priorities and make recommendations about various elements of the new Community Plan.
- Continue to develop and implement strategies to mitigate traffic and parking issues in Uptown.
- Explore opportunities for the creation of a walking path along Oak Creek in or around the Tlaquepaque and Schnebly Hill Road areas.
- Pursue new organization-wide customer service initiatives including conducting customer service training for all city employees.

Community Development Department

Effective June 30, 2014, the City Manager reorganized and consolidated the City's Community Development and Engineering/Public Works Departments. The consolidated department is now "Community Development" and is comprised of two service areas: Development Services (Building Safety, Current & Long Range Planning, Code Enforcement, and Administration); and Engineering Services.

Development Services

Development Services is comprised of twelve staff members who support five divisions and provides staff support to City Council, the Historic Preservation and Planning & Zoning Commissions, as well as the Board of Adjustment. Economic development functions are a significant focus and incorporated throughout the various responsibilities and programs.

Major Accomplishments:

- Issued 266 commercial construction permits and 207 residential construction permits.
- The new Sedona Community Plan was ratified by voters on March 11, 2014.
- Established Citizen Engagement Work Groups to address off-highway vehicles issues and a potential outdoor performance ordinance.
- New commercial projects under construction: Mariposa Restaurant, Sedona Rouge Expansion, C-Market in Uptown.
- Closed 330 code enforcement cases between February and October 2014.
- Partnered with Sedona Fire District and over 60 volunteers for a community cleanup event.
- Completed 61 short-term rental investigations.
- Updated the City's Historic Resource Survey.

Engineering Services

Engineering Services is responsible for maintenance of City buildings, parking lots, parks, public streets, and storm drainages. Engineering Services also develops bicycle routes and programs within the City, develops improvement plans for City facilities and oversees the construction of these facilities. In addition, Engineering Services assists Development Services in the review of development proposals for private development projects (commercial and residential). There are a total of 21 positions in Engineering Services.

Major Accomplishments:

- Completed design and construction of six drainage projects, five wastewater projects, and three street projects.
- Assisted Parks and Recreation Department in completing the design and construction of three projects.
- Assisted the Police Department in completing the design and construction of the Police Department Shooting Range upgrades.

Objectives for 2015

- Complete the planning process for 2 Community Focus Areas (CFA): the Soldiers Pass Road and Western Gateway CFA's.
- Initiate specific planning efforts for the Ranger Road and Schnebly Hill Community Focus Areas.
- Develop a master plan for the newly acquired USFS Ranger Station park site.
- Update the City's Land Development Code to implement the new Sedona Community Plan.
- Coordinate efforts to prepare a Strategic Plan to help prioritize Community Plan implementation and other City projects.
- Develop a draft outdoor performance ordinance.
- Amend the Special Event Temporary Use Permit Ordinance.
- Partner with the Forest Service to address off-highway vehicle issues.
- Formulate and draft an Economic Development Strategic Plan.

Objectives for 2015

- Complete design and construction of three drainage projects, three wastewater projects, and five streets projects.
- Assist the Parks and Recreation Department in completing the design and construction of three projects.



Finance Department

The Finance Department provides a variety of services to City residents, businesses, and other City departments. The department is responsible for wastewater billing, issuing business licenses, overseeing the third-party contracts for sales tax collections and audits, and collection of past-due amounts owed the City. The department provides payroll, benefits administration, financial reporting, purchasing and payables services for the City. The department also provides investment, debt management, budget coordination and management services to the City Council, City Manager and citizens.

Major Accomplishments:

- Brought the administration of the annual business license program, previously handled by a third-party vendor, in-house to improve customer service and facilitate building a more direct relationship with the business community.
- Conducted a successful canvass of hundreds of local businesses to educate and provide guidance on licensing and tax requirements.
- Developed new and more comprehensive monthly financial reports for City Council and the public, including a dashboard report.
- Worked successfully with a citizens committee and staff in developing and reviewing the Fiscal Year 2014-2015 Budget.
- Refinanced the Series 2004 bonds, creating a net savings of over \$550,000.
- Received the Government Finance Officers Association Distinguished Budget Presentation Award for first-time submission.
- Received Certificate of Achievement for Excellence in Financial Reporting for the Comprehensive Annual Financial Report for Fiscal Year 2013, the 15th year the City has received this award.

Objectives for 2015

- Update the City of Sedona Purchasing Manual.
- Recruit for open staff positions, so that the department will be fully staffed.
- Update City-wide Financial Policies and Procedures.
- Refinance Series 2005 Bond Debt for a minimum 3% net savings.
- Develop a Budget in Brief document for the public.
- Develop a summary annual financial report for better understanding of the City's financial picture.
- Implement new wastewater rates.
- Conduct an internal control audit in order to better safeguard the City's financial assets.



Projection of Financial Condition by Fund

	Beginning Fund Balance June 30, 2013	Fiscal Year 13-14 Revenue	Transfers (Out)/In	Fiscal Year 13-14 Expenditures	Ending Fund Balance June 30, 2014
General Fund	\$14,295,776	\$15,748,268	(\$851,174)	\$12,520,234	\$16,672,636
Special Revenue/Grants	\$159,832	\$847,765	\$1,018,428	\$1,899,177	\$126,848
Capital Funds	\$10,405,970	\$1,754,584	(\$83,627)	\$4,337,562	\$7,739,365
Wastewater Enterprise	\$17,347,570	\$10,512,709	(\$83,627)	\$9,758,177	\$18,018,475
Total	\$42,209,148	\$28,863,326	\$0	\$28,515,150	\$42,557,324



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:

- Held a successful Fourth of July laser show and concert for over 4,000 attendees.
- Hosted ice skating rink at Posse Grounds Park.
- Completed the first year of Tinsel Town at Posse Grounds in conjunction with Holiday Central.
- Completed Splash Park at Sunset Park and opened for business.
- Held *Living the Luau*, our first water aerobics event.

Objectives for 2015

- Serve as a liaison to the Bike Skills Park Work Group to procure a design for the park.
- Add new events with a teen focus.
- Create new partnership with Swordfish swim team to provide swim lessons at the community pool.
- Operate the new Splash Park at Sunset Park.
- Host Flick & Float movies at the community pool.
- Streamline and improve our participation in Holiday Central.



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:

- Assisted in implementation of new Development Impact Fee Ordinance.
- Assisted in implementation of new Wastewater Rates and Capacity Fees.
- Initiated challenge to smart meter opt-out fees before the Corporation Commission.
- Monitored all bankruptcy petitions involving the City of Sedona.
- Assisted in finalizing Intergovernmental Agreement with Sathcupa and Yapapai Community College.
- Assisted in rezoning of Sky Ranch Lodge.
- Assisted in Alternative Expenditure Limitation Home Rule Election.
- Prosecuted a total of 117 cases consisting of 9 code violations, 41 miscellaneous criminal offenses, 16 domestic violence offenses, 19 DUIs, 25 suspended licenses, and 7 miscellaneous criminal traffic offenses.

Objectives for 2015

- Continue to vigorously and fairly prosecute all criminal misdemeanor cases.
- Successfully conclude current short-term vacation rental litigation.
- If needed, develop new regulations regarding deceptive signage.

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.

Major Accomplishments:

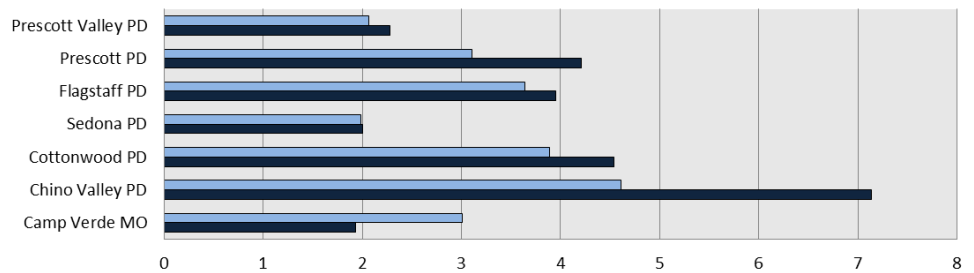
- From January 1 to October 31, 2014, there was a 3.4% reduction in traffic collisions; a 3.9% reduction in persons injured in traffic collisions; and a 7.7% reduction in total traffic collisions.
- Recruited and trained 4 new police officers to reach full authorized staffing levels.
- Began construction for safety improvements to the Police Shooting Range (to be completed by the end of 2014).
- Received \$50,000 from Yavapai County regional narcotics enforcement task force to assist in funding improvements to the Police Shooting Range.
- Implemented a Police Lieutenant position to enhance support, management and leadership of the patrol function.
- Police volunteers donated over 3,000 hours to provide prisoner/evidence transportation, house watch, crime scene/traffic control assistance and special event services.
- Provided recognition for department personnel through Employee of the Year events held by Sedona Masonic Lodge, Sedona Elks Club, Clarkdale Moose Lodge, and Arizona MADD.
- Provided critical skills training for department personnel in emergency vehicle operations, active shooter incidents, and high-risk field incidents.
- Implemented new short-term special assignments for police officers to develop supervisory, investigative and administrative experience and skills.
- Utilized City's Citizen Engagement program to provide insight and feedback on enforcement and education of new use of electronic device while driving ordinance.

Objectives for 2015

- Develop and implement programs and activities to enhance coaching and mentoring between supervisors and their employees.
- Develop and implement methods to gauge department effectiveness and community satisfaction of department performance.
- Facilitate the replacement and upgrading of CAD/Records/Mobile systems and equipment to meet current technology requirements and mandated security protocols.
- 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.

Violent Crime Per 1000 Population

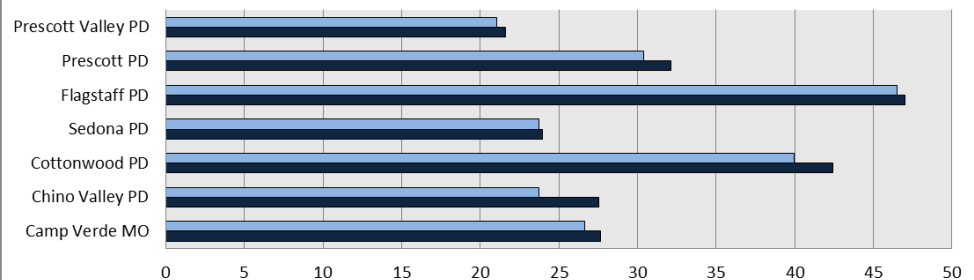
*based on annual Crime in Arizona reports published by Arizona Department of Public Safety



	Camp Verde MO	Chino Valley PD	Cottonwood PD	Sedona PD	Flagstaff PD	Prescott PD	Prescott Valley PD
2013	3.01	4.61	3.89	1.99	3.64	3.11	2.07
2012	1.93	7.14	4.54	2	3.95	4.21	2.28

Total Crime Per 1000 Population

*based on annual Crime in Arizona reports published by Arizona Department of Public Safety



	Camp Verde MO	Chino Valley PD	Cottonwood PD	Sedona PD	Flagstaff PD	Prescott PD	Prescott Valley PD
2013	26.64	23.72	39.95	23.72	46.52	30.42	21.07
2012	27.66	27.54	42.41	23.94	47.03	32.13	21.61

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.



Major Accomplishments:

- Strengthened the Artist in the Classroom program by hiring 12 new and diverse seasoned artists to work in all local schools from pre-K through high school.
- Installed and unveiled the third sculpture, *Joey*, at the Sedona Heritage Museum, alongside *Josie* and the *Storytelling Cowboy*, which completed the trio.
- Held several listening sessions with artists and business owners, working towards a proposed ordinance, which will make it easier for street performers to perform locally.

- Launched the first series of Arts & Culture Initiatives, forming work groups to collect attainable creative project ideas to implement in our community.
- Continued partnerships with local artists to display artwork in City Hall public areas.

Objectives for 2015

- Install and dedicate *The Open Gate* bronze sculpture depicting a blue heron sitting at the base of an apple tree, to be located in the Schnebly Hill roundabout.
- Create and host innovative 6th Annual Mayor's Arts Award ceremony.
- Propose ordinance to City Council for street performers to perform locally.
- Continue to display and support artwork from new and local artists, as well as expand the display area to the Community Development building.

City Clerk's Department

The City Clerk's Department provides a variety of services to internal and external customers. Some of their duties include: 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. The department also serves as the receptionist and main point of contact for the City of Sedona government.

Major Accomplishments:

- Converted City Council Packets to iPads for key staff members.
- Implemented City Notification System called Sedona Citizens Connect.
- Administered election on Comprehensive Plan Update.
- Administered Primary Election for City Council and election on Alternative Expenditure Limitation Extension.
- Administered General Election for City Council.
- Coordinated annual electronics recycling day for the public.
- Created process for Civil Union Registrations.

Objectives for 2015

- Prepare list of essential records for State Archivist.
- Continue improvements to the records archive and management system.
- Act as gatekeeper for Sedona Citizens Connect, monitor reports for completion, and suggest enhancements.

Wastewater Department

The Sedona Wastewater Department manages the collection, treatment and disposition of wastewater for the City of Sedona's public wastewater system. About 60% of the urbanized area of Sedona is served by this system which delivers wastewater to the City treatment plant. The plant is located about 5 miles southwest of the City limits along SR 89A. Other areas of the City are served by private wastewater treatment facilities, such as septic tanks or small private treatment systems. The Department has 10 employees and is divided into three operating divisions: Administration, Collection System, and Plant Operations. These divisions focus on the operation of the wastewater system, which includes the Sedona Wetlands Preserve, a City park. The Preserve was constructed as a way to manage wastewater which has been treated to A+ quality level. Wastewater related concerns such as new connections and payment of sewer fees are managed through the Community Development and Finance Departments, respectively.

Major Accomplishments:

- Processed approximately 1.2 million gallons per day of wastewater.
- Disposed of about 1,400 tons of sludge at Grey Wolf Landfill.
- Completed review of electrical safety at the plant and the three largest pump stations.
- Participated in the review of projects to upgrade the wastewater treatment processes and install injection wells to increase plant wastewater management capacity to 1.63 million gallons per day.
- Began developing repurposing concepts for 200 acres of plant land that will not be needed for spray irrigation when all injection wells are installed.
- Conducted plant tours for students and the public.

Objectives for 2015

- Improve maintenance of the Sedona Wetlands Preserve.
- Complete review of electrical safety at the 17 smaller pump stations.
- Work with the Engineering Services Division as construction of the plant improvements and wells move forward.
- Present concepts for use of land that may no longer be spray irrigated.
- Continue to proactively inspect and maintain the wastewater system using preventative maintenance approaches.



Sedona Municipal Court

The Sedona Municipal Court is the judicial branch of Sedona city government and is also a part of the State of Arizona court system. The types of offenses that are heard in the Municipal Court include misdemeanor criminal violations, criminal and civil traffic offenses, parking violations and City Code violations, both criminal and civil. The Court also handles Orders of Protection and Injunctions against Harassment. The Municipal Court does *not* handle small claims actions. The mission of the Sedona Municipal Court is to serve the community and to protect individual rights through the administration of justice. The Court pledges to serve each member of the community fairly, impartially and with integrity.

Major Accomplishments:

A total of 1,210 court cases were filed, which included:

- 78 criminal cases
- 116 criminal traffic cases
- 1,016 civil traffic cases

Objectives for 2015

- Continue to streamline procedures for case flow efficiency.
- Work to reduce backlog of outstanding warrants.

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.

Your City Council wants to hear from you.

They can be contacted by mail at Sedona City Hall,
102 Roadrunner Drive, Sedona, AZ 86336 or by email at:

Mayor Sandy Moriarty SMoriarty@SedonaAZ.gov
Vice Mayor Mark DiNunzio MDiNunzio@SedonaAZ.gov
Councilor Scott Jablow SJablow@SedonaAZ.gov
Councilor Angela LeFevre ALeFevre@SedonaAZ.gov
Councilor John Martinez JMartinez@SedonaAZ.gov
Councilor Jon Thompson JThompson@SedonaAZ.gov
Councilor Jessica Williamson JWilliamson@SedonaAZ.gov

The City Council is here to listen and serve you!



102 Roadrunner Drive
Sedona, Arizona 86336

ECRWSS
PRSR STD
US POSTAGE PAID
SEDONA, AZ
PERMIT 100

Connect with Us!

To follow us on
Facebook and Twitter
or find us on YouTube,
click on the links at www.SedonaAZ.gov



Sign Up Online for Important News & Events

Would you like to receive up-to-date information
from the City of Sedona via email?
Sign up now for E-Notify at www.SedonaAZ.gov/notify

RESIDENTIAL CUSTOMER