



# SEDONA COMMUNITY REPORT SPRING 2018

Sedona In Motion ▼ Sustainable Tourism  
▼ City Wins Financial Reporting Award



# City of Sedona Community Report 2018



**Justin Clifton**  
Sedona City Manager

The City Council and staff members of the city of Sedona hold best practices in public administration, fiscal responsibility, citizen input and transparency as guiding principles for the operation of your city government.

This Community Report provides a snapshot of city priorities, our financial health and key accomplishments for fiscal year 2017.

Inside, you will also find articles highlighting two Sedona City Council priorities: improvements to traffic, bicycle and pedestrian mobility and the development of a sustainable tourism plan.

Our mission at City Hall is to provide you with exemplary municipal services consistent with Sedona residents' values and that honor and preserve our community history, culture and unique beauty.

We accomplish our mission by listening to your needs and desires, developing a shared vision to address those needs and applying a best-practices approach to the responsible use of our financial, physical and human resources.

I do hope you will take the time to read this report and will also consider becoming actively involved in one of our many opportunities to serve on a commission, board, advisory panel or to volunteer.

If you have questions or comments about anything in this report please feel free to contact me at (928) 204-7127. You can also always share your comments with any member of the Sedona City Council or city staff by using an email link on our website at [sedonaaz.gov](http://sedonaaz.gov).

## Sedona Community Report



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### Sedona Facts

<b>Size</b> . . . . .	<b>.19.14 square miles, 49 percent National Forest</b>
<b>Elevation</b> . . . . .	<b>.4,000 feet to 5,600 feet</b>
<b>Population</b> . . . . .	<b>.10,397 U.S. Census 2016 estimate</b>
<b>Population change</b> . . . . .	<b>.3.6% Census 2010 to 2016 estimate</b>
<b>Median household income</b> . . . . .	<b>.\$55,135</b>
<b>HS graduate or higher</b> . . . . .	<b>.95.6%, U.S. average 86.7%</b>
<b>Bachelor's degree or higher</b> . . . . .	<b>.48.6%, U.S. average 29.8%</b>
<b>Business licenses</b> . . . . .	<b>.2,970 as of Nov. 2017</b>
<b>Persons in poverty</b> . . . . .	<b>.8.1%</b>
<b>Veterans</b> . . . . .	<b>.9%</b>
<b>With a disability under age 65</b> . . . . .	<b>.8.3%</b>
<b>Mean travel time to work</b> . . . . .	<b>.16.9 minutes</b>
<b>City sales tax</b> . . . . .	<b>.3.5% beginning March 1</b>
<b>City property tax</b> . . . . .	<b>.Zero</b>
<b>Visits to the Uptown Visitor Center</b> . . . . .	<b>.306,000</b>
<b>FY 2017 city revenues generated by sales &amp; bed taxes</b> . . . . .	<b>.57%, two-thirds of which is paid by visitors</b>

### On The Cover

*Photos by David Peck, Marty Macurak and city of Sedona staff*

**ON THE COVER:** Jack Malmgren Memorial Skate Park, Sunset Park, Sedona Wetlands Preserve, a drainage capital improvement project, Uptown Sedona.



## Sedona City Council

Mayor Sandy Moriarty . . . . .	smoriarty@sedonaaz.gov
Vice Mayor John Martinez . . . . .	martinez@sedonaaz.gov
Councilor John Currivan . . . . .	currivan@sedonaaz.gov
Councilor Scott Jablow . . . . .	jablow@sedonaaz.gov
Councilor Tom Lamkin . . . . .	lamkin@sedonaaz.gov
Councilor Jon Thompson . . . . .	thompson@sedonaaz.gov
Council seat vacant . . . . .	

The mayor and City Council members are elected at large; the council has seven members. The City Council is responsible for policy direction, budget oversight and the appointment of the city manager, who is responsible for the day-to-day operations of the city.

### FY 2017 City Council Major Accomplishments

- Developed and implemented a balanced budget for FY 2017.
- Accelerated improvements to the storm water drainage system.
- Guided the Transportation Master Plan planning process, generating a 10-year plan for improving traffic flow and mobility.
- Completed Barbara Antonsen Memorial Park.
- Approved the Soldier Pass, Western Gateway and Schnebly Hill Community Focus Areas.

### City Council Priorities

The Sedona City Council maintains a list of priorities, which it updates and reevaluates regularly. Here is an update on some of the highest-priority projects. To see the complete list and learn about the background and progress of each council priority visit [sedonaaz.gov](http://sedonaaz.gov) and click on the Projects button on the home page.

- Traffic improvements. The city issued the final report of the Transportation Master Plan in January 2018, after numerous public meetings, study sessions and research conducted by staff members and consulting engineers.

Direct input from Sedona residents significantly influenced the report, which outlines 12 strategies for improving mobility and traffic flow on State Routes 89A and 179.

A half-cent sales tax, approximately 60 percent of which will be paid by visitors, will fund traffic improvement construction projects scheduled to commence in summer of 2018.

Stay up to date on traffic improvements at [sedonaaz.gov/SedonaInMotion](http://sedonaaz.gov/SedonaInMotion).

- Land Development Code update. The Land Development Code, 20 years from its inception, required revision to take advantage of new technologies and current best practices.

Among the sections of the code being addressed under the update process are: Signs, public art, parking, historic preservation, temporary use permits, green building and Main Street District boundaries.

Get details at [SedonaLDCUpdate.com](http://SedonaLDCUpdate.com).

- Sustainable tourism. In 2017, tourism generated \$11 million in local tax dollars, accounting for more than 66 percent of the city's sales taxes revenues.

In an effort to balance benefits and impacts of tourism, the City Council meets regularly with Sedona's destination marketing designee, the Sedona Chamber of Commerce & Tourism Bureau, to monitor expenditures and outcomes and to discuss ways to mitigate the environmental and resource impacts of our robust tourist economy.

This effort includes looking at trails, traffic, parking and other impacts to create a plan that will guide future tourism marketing efforts by the chamber.

- Update Building Code. The city is currently using the 2006 International Building Code. Work is underway to review and update to the 2015 model codes, the latest edition, to ensure that Sedona's built environment reflects the latest in design, technology and safety standards.

- Monitor short-term rentals. Council has directed staff to monitor and evaluate short-term rental activity following implementation of Arizona Senate Bill 1350 to determine if additional city action may be necessary. The law prohibits government entities from enacting local ordinances that prohibit short-term rentals.

- Storm water projects. Storm water management capital improvement projects are guided by the 2005 Master Plan and projects are on schedule.

## Awards

# Sedona awarded Certificate of Excellence in Financial Reporting

One of the city's points of pride is excellence in financial management and financial reporting to residents.

In 2017, as in the 17 years prior, the city of Sedona once again achieved a Certificate of Achievement for Excellence in Financial Reporting for its comprehensive annual financial report for the 2016 fiscal year.

We anticipate receiving the award for the recently released FY 2017 report as well.

The certificate, awarded by the Government Finance Officers Association of the United States and Canada, is the highest form of recognition in the area of governmental accounting and financial reporting and its attainment represents a significant accomplishment by the city and its Financial Services Department.

The certificate for the FY 2016 report was the city's 18th such recognition from the association.

In conjunction with the certificate, the association also makes an Award of Financial Reporting Achievement to the individuals and department primarily responsible for preparing the report.

City Manager Justin Clifton says it's a recognition well-earned.

"The careful accounting and reporting provided by Finance Director Cherie Wright and her staff are foundational to making solid budget decisions," he says. "Our council is committed to responsible budget management, so we rely on the detailed and timely data we get from Cherie's team."

In addition to accuracy and implementation of best practices in the area of financial reporting, the Certificate of Achievement for Excellence in Financial Reporting also recognizes that the city of Sedona has demonstrated a constructive "spirit of full disclosure" to clearly communicate its financial position.

### FY 2017 Financial Report snapshot

<b>Revenues</b>	<b>\$35.3 million</b>
<b>Expenditures</b>	<b>\$34.0 million</b>

### Expenditures by Function

<b>General Government</b>	<b>\$5.8 million</b>
<b>Public Safety</b>	<b>\$5.0 million</b>
<b>Public Works and streets</b>	<b>\$3.1 million</b>
<b>Economic Development</b>	<b>\$2.3 million</b>
<b>Culture and Recreation</b>	<b>\$1.8 million</b>
<b>Wastewater</b>	<b>\$3.5 million</b>
<b>Capital Outlay</b>	<b>\$6.6 million</b>
<b>Debt Service</b>	<b>\$6.0 million</b>

### Fund Balances

<b>Capital Improvement Fund</b>	<b>\$12.7 million</b>
<b>General Fund</b>	<b>\$11.0 million</b>
<b>Nonmajor Funds</b>	<b>\$3.0 million</b>
<b>Streets Fund</b>	<b>\$0.7 million</b>
<b>Wastewater Fund</b>	<b>\$14.2 million</b>

Source: FY2017 Comprehensive Annual Financial Report



Sedona Military Service Park recognizes the sacrifices and service of veterans.

## City Manager's Office

The City Manager's Office implements City Council policy and work plans, directs the activities of all department head positions and administers the Arts and Culture and Citizen Engagement programs and the Communications function.

### By the numbers

<b>158</b>	<b>Reports agendized and formally considered by City Council in a typical year.</b>
<b>50</b>	<b>Residents who participate in city work groups in a typical year.</b>
<b>1,019</b>	<b>K-12 student participants in the Artist in the Classroom program.</b>
<b>2,500</b>	<b>Residents who participated in the Transportation Master Plan and Community Survey projects</b>

### FY 2017 major accomplishments

- Managed and advanced 24 City Council priorities; completing 19.
- Implemented the Uptown parking program in partnership with merchants and other stakeholders.
- Facilitated the Citizen Work Group for long-term capital needs and funding options.
- Managed the Transportation Master Plan comprehensive traffic and circulation study.
- Production and delivery of the 2016 Annual Community Report and Community Connection newsletters to 10,000 residents and 24 City Talk news articles.
- Conducted the 2017 Citizens Academy with 22 participants and annual Citizens Engagement Volunteer Awards program.
- Coordinated exhibitions for 12 local artists at City Hall, hosted the Mayor's Arts Awards event, featured 12 artists for the Moment of Art at City Council meetings and placed 22 artists in classrooms reaching 1,019 students.

## City Attorney's Office

The City Attorney's Office provides legal advice to the mayor and City Council, city manager, city departments and boards and commissions. The office defends claims and suits brought against the city; drafts, reviews and approves all contracts entered into by the city; assists in drafting resolutions and ordinances submitted for City Council approval; and manages the activities of retained legal counsel. The office reviews all misdemeanor criminal cases submitted by the Sedona Police Department and pursues appropriate prosecution in the interests of justice to the community.

### By the numbers

<b>145</b>	<b>Contracts reviewed</b>
<b>100</b>	<b>Legal opinions provided to city staff and officials</b>
<b>174</b>	<b>Criminal charges filed</b>

### FY 2017 major accomplishments

- Assisted with the process for consideration of franchising solid waste disposal and recycling franchising.
- Completed an intergovernmental agreement for reciprocal legal services with neighboring municipalities.
- Helped develop City Council priorities, including the Sign Code review and update.
- Initiated litigation to recover damages related to construction of the solar generation infrastructure at the wastewater treatment facility.
- Successfully defeated legislation that would have preempted the city's ability to equitably apportion the costs of wastewater service to customers.

## City Clerk

The City Clerk's Office is responsible for City Council support, elections, public records management, grants coordination, administration of the Citizens Connect program and processing of peddler/solicitor permits, liquor licenses and special event applications and civil union registrations.



Citizen work groups guide decision-making

### By the numbers

<b>126</b>	<b>Public records requests processed</b>
<b>54</b>	<b>City Council meetings, packets and minutes prepared and conducted</b>
<b>308</b>	<b>Sedona Citizens Connect service requests processed</b>

### FY 2017 major accomplishments

- Completed training and orientation for incoming City Council members.
- Served as an early voting location for Coconino County; provided ballot drop boxes for Coconino and Yavapai counties; performed identification verification for conditional provisional voters for Coconino and Yavapai counties.
- Conducted an election for Sedona City Council and APS and Unisource Gas franchise extensions.
- Completed campaign finance filings; fulfillment of 100 percent of public records requests.

## Community Development Department

The Community Development Department is responsible for planning and development; building safety, code enforcement; the Community Plan; and support for the Historic Preservation and Planning and Zoning commissions and Board of Adjustment.

### By the numbers

<b>423</b>	<b>Code enforcement cases managed: 218 resolved through voluntary compliance, 90 unsubstantiated, 3 forced compliance and 112 unresolved</b>
<b>218</b>	<b>Sign permits issued</b>
<b>627</b>	<b>Building permits processed</b>
<b>1,889</b>	<b>Building inspections conducted</b>
<b>22</b>	<b>Planning &amp; Zoning Commission public meetings conducted</b>
<b>70</b>	<b>Temporary Use Permits issued</b>
<b>54</b>	<b>Planning and Zoning requests processed</b>

### FY 2017 major accomplishments

- Initiated a comprehensive two-year update to the Land Development Code.
- Council adoption of amendments to Article 15, the Historic Preservation Ordinance and the Schnebly Community Focus Area plan.

# Department Achievements

- Initiated the AAA Shelby/Sunset Community Focus Area plan.
- Helped draft amendments to Article 17, Wireless Communications of the Sedona Land Development Code consistent with new federal regulations and the Wireless Communication Master Plan.

## Economic Development Department

The Economic Development Department's primary goal is to diversify Sedona's economy consistent with the Community Plan. The department focuses its activities on providing services and programs that foster entrepreneurship and leverage existing resources to help start, strengthen and grow businesses and business opportunities in Sedona.

### By the numbers

<b>1,302</b>	<b>Licensed businesses in Sedona</b>
<b>\$75,000</b>	<b>Amount of U.S. Department of Agriculture grant funding available for counseling local businesses</b>
<b>25</b>	<b>Sedona small business owners receiving technical assistance in FY 2017</b>

### FY 2017 major accomplishments

- Hosted the Arizona Association of Economic Development symposium in Sedona.
- Assumed the chairmanship of the Verde Valley Regional Economic Development Organization committee administering the \$700,000 Revolving Loan program.
- Identified 25 small business owners as potential recipients for Revolving Loan funds.

## Financial Services Department

The Financial Services Department provides financial management and support services for all functions of the city including budgeting, revenue management and payment processing.

### By the numbers

<b>22</b>	<b>Average days from invoice date to payment</b>
<b>100 percent</b>	<b>Business licenses processed within 30 days</b>
<b>\$141</b>	<b>Past due wastewater dollars collected per collection staff hour spent</b>

### FY 2017 major accomplishments

- Received the Certificate of Achievement for Excellence in Financial Reporting for the Comprehensive Annual Financial Report for FY 2016 — the 18th year the city has received this award.
- Received the Government Finance Officers Association Distinguished Budget Presentation Award for FY 2017 Budget, the fourth year the city has received the award.
- Initiated the biennial audit of development impact fees recently required as a result of legislative changes.
- Collected more than \$128,150 in delinquent sales taxes and \$177,286 in delinquent wastewater receivables.

## Human Resources Department

The Human Resources Department is responsible for employee recruitment, hiring and retention; provides information on benefits; conducts salary studies; ensures employment compliance with state and federal laws; and oversees employee development and safety training programs and the Personnel Board — a citizen advisory panel that consults in certain disciplinary matters.

### By the numbers

<b>\$20,000</b>	<b>Workers compensation savings generated through improved safety awareness</b>
<b>427</b>	<b>Résumés received</b>
<b>67</b>	<b>Positions filled: 34 regular, 33 seasonal</b>

### FY 2017 major accomplishments

- Initiated recruitment of Communications Manager, Recreation and Aquatics Supervisor, Economic Development Director, Chief of Police, Budget Analyst, Chief Building Official, IT Manager, Wastewater Manager and Police Commander.



Participants at the 2017 Launchpad workshop for small business owners

- Supported rollout of updated HR and payroll database.
- Recruited new vendors and conducted an Employee Wellness event.

## Information Technology Department

The Information Technology Department is responsible for management of all city IT systems, architecture and networks; maintenance of IT infrastructure and operational applications; developing, securing and storing electronic data for all city functions; and assisting employees in the use of software. The department also manages the city's geographic information systems.

### By the numbers

<b>590</b>	<b>Network devices supported</b>
<b>160</b>	<b>Citizen and staff annual GIS service requests</b>
<b>695</b>	<b>Help Desk requests fulfilled</b>

### FY 2017 major accomplishments

- Upgraded city's Storage Area Network to state-of-the-art Solid State Drive array, supporting data compression and data de-duplication, with total capacity up to 11TB.
- Upgraded the digital audio recording system for the Police Department to capture all phone and radio communications.
- Developed the city's sales tax database and reporting system.
- Supported implementation of the Wastewater Department SCADA reporting system.

## Municipal Court

The Sedona Municipal Court is the judicial branch of city government and is also part of the state of Arizona court system. The types of cases it hears include: Civil traffic, parking, city code and parking violations, petitions for orders of protection and criminal misdemeanors. The judge also performs weddings.

### FY 2017 major accomplishments

- Selection and appointment of Michael Goimarac as Sedona's magistrate judge in May 2017.
- Developed a system for processing and adjudicating parking violations with implementation of the Uptown parking program.
- Established protocols and conducted training for implementation of new case management software. This software will eventually integrate Sedona Municipal Court data into the Arizona state court information system.

*Consistent,  
committed,  
steady  
as time passes.  
Looking back,  
you marvel  
at the path you've taken.*



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# Department Achievements

## Parks and Recreation Department

The Parks and Recreation Department manages nine parks totaling 123 acres; plans and conducts public special events; administers recreation, sports and fitness programs; and manages the community pool and facilities rentals.

### By the numbers

<b>92</b>	<b>Parks and Recreation events planned and hosted in 2017</b>
<b>\$132,655</b>	<b>Value of 5,347 donated volunteer hours and scholarship funds</b>
<b>109</b>	<b>Children who attended city-hosted camps</b>

### FY 2017 major accomplishments

- Began operations of the Posse Grounds Pavilion; completed the Fitness Trail at Posse Grounds Park; completed Phase II of the Bike Skills Park
- Planned and managed the 47th annual St. Patrick's Parade, Sedona Food Truck Festival and Sedona Stumble 5 Mile Trail Run — all new events for the department.
- Leveraged sponsorships, donations and 5,347 volunteer hours, valued at \$132,655.

## Police Department

The Police Department provides professional law enforcement, traffic safety and crime prevention services, deploying personnel 24 hours a day, seven days a week in the Communications Center and in the field responding to calls for service and conducting proactive patrol operations.

### By the numbers

<b>13,650</b>	<b>Calls for service</b>
<b>5.68 minutes</b>	<b>Response time for emergency calls for service</b>
<b>1084</b>	<b>Traffic citations issued</b>
<b>3,754</b>	<b>Traffic related warnings issued</b>
<b>499</b>	<b>Arrests made: Felony and misdemeanor</b>
<b>\$186,144</b>	<b>Value of 4,200 donated volunteer hours</b>

### FY 2017 major accomplishments

- All supervisors completed the Arizona Peace Officers Standards and Training leadership program.
- Hired one sergeant and five officers to accomplish full sworn staffing.
- Transitioned from the .40-caliber service weapon to the 9mm; replaced all police uniforms in June 2017.
- Tripled community donations to Arizona Special Olympics from FY 16.
- Conducted two homeless outreach and illegal camping operations.

## Public Works

The Public Works Department provides engineering, transportation and storm water quality services; maintains city streets, parks and facilities; and plans and manages capital improvement projects.

### By the numbers

<b>6.8</b>	<b>Miles of streets rehabilitated</b>
<b>1,195</b>	<b>Lineal feet of flood control improvements constructed</b>
<b>125</b>	<b>Tons of yard waste accepted</b>

### FY 2017 major accomplishments

- Milled and overlaid Sunset Drive, Mountain Shadows Drive and Navahopi Road and applied Fractured Aggregate Surface Treatment (FAST) on Sedona West subdivision streets, Elberta Drive, Orchard Lane, Tonto Road, Sedona Vista Drive and Mormon Hill Road.
- Completed Pre-Monsoon program; met Arizona Department of Environmental Quality requirements for Municipal Separate Storm Sewer compliance.



**Sedona Police Explorers and their advisors celebrate a win at the 2018 Tactical Competition in Chandler**

- Completed construction of the Posse Grounds Pavilion; Fitness Trail at Posse Grounds Park; and Phase II of the Bike Skills Park.
- Completed construction of flood control improvements in the Coffee Pot and Tlaquepaque/Los Abridados areas.
- Implemented traffic control operations for traffic congestion mitigation.

## Wastewater Department

The Wastewater Department manages wastewater collection, treatment and disposal of treated wastewater. This includes maintaining compliance with state regulations; laboratory testing to ensure safe and efficient operations; monitoring and sustaining the mechanical health of the collection and treatment systems; and planning and oversight of capital improvement projects. Wastewater operations costs are paid by funding sources in the Wastewater Enterprise Fund.

### By the numbers

<b>420</b>	<b>Million gallons of wastewater received, treated and disposed of FY 2017</b>
<b>110</b>	<b>Miles of gravity sewer lines monitored and maintained</b>
<b>1,950</b>	<b>Manholes in the Sedona sewer system</b>
<b>17</b>	<b>Lift stations in the sewer system</b>
<b>110</b>	<b>Grease traps at Sedona businesses, inspected quarterly</b>

### FY 2017 major accomplishments

- Finalized implementation of a new secondary clarifier, aerobic digester and three new aeration blowers to improve efficiency and expand capacity by an additional 230,000 gallons per day.
- Began aquifer recharge via two new injection wells. Aquifer recharge helps sustain natural groundwater aquifers that feed the Verde River. A total of 8.4 million gallons was recharged in Fiscal Year 2017.
- Achieved a service call ratio of three-tenths of 1 percent of sewer connections.
- Adopted a Wastewater Information Management System to manage data reported to regulatory agencies and support efficient treatment process control.
- Generated \$12,000 for operations through the sale of surplus materials.



## Sedona In Motion

After extensive discussion and resident input, the city has started to implement the projects identified as citizen priorities in the Transportation Master Plan, which we call Sedona in Motion.

Every project identified in the transportation plan was extensively vetted through citizen surveys, workshops and City Council sessions over a two-year period.

The goal of the plan is to improve traffic, walkability and bikeability in our community, support public transit to reduce environmental impacts, mitigate visitor traffic impacts and preserve Sedona's beauty, environmental health and livability.

One project, Uptown parking wayfinding and pavement markings, is already completed. Colorful signs, which will eventually be extended to highlight points of interest in West Sedona, lead traffic to parking areas in Uptown, while the pavement markings, applied in February, help drivers navigate lanes from Forest Road through the Y roundabouts.

**What's in motion now.** Projects in the

active planning stage include:

- Uptown median, with construction anticipated to begin in spring 2019 including a roundabout at Jordan Road

- Extending the second southbound Uptown travel lane from Forest Road north to Art Barn Road

- Turnaround or roundabout at the north end of Uptown

- Addition of lanes at the Y at State Routes 89A and 179 to allow some right-turning vehicles to enter the roundabout without yielding

- Exploring expanded routes and schedules for existing transit services

- Bike and pedestrian improvements

- Traffic flow improvements in the area of Portal Lane at State Route 179

- A new connection from Forest Road to State Route 89A near the post office.

Planning work for these projects will extend through the fall of 2019. Later this spring planning is expected to begin on ADOT traveler information signs on Interstate 17; cameras on State Route 179, which

could be installed this summer; and a visitor-focused shuttle service between greater Sedona and Oak Creek Canyon.

**Why the planning process is lengthy.** All transportation projects must comply with state and federal guidelines and regulations designed to protect public and environmental safety and must follow established engineering practices.

There are required specialized environmental studies and coordination with regulatory agencies; specialists in such fields as noise and air quality, archaeology, architectural history, biology and land-use planning may be needed. Design and traffic engineering studies are conducted to identify the safest and lowest-cost alternatives.

Public input is a critical part of the process as well. Changes in traffic and pedestrian infrastructure can impact private and public property and business revenues. By talking to affected property owners, we ensure that proposed changes will generate a net gain for the community while minimizing impacts.

Altogether, the planning process encompasses citizen input, data collection, engineering studies and drawings, procurement of contractors and working with other government agencies to secure rights and permissions and coordinate projects.

**When will we see shovels in the dirt?** Construction will start as early as January 2019 for the Uptown median project and possibly the Forest Road/State Route 89A connector.

**Funding.** All of the projects will be funded by a temporary half-cent Transportation Privilege Tax, a sales tax that took effect March 1, 2018.

Tax revenues, 60 percent of which will be paid by visitors, will be spent solely on transportation projects.

The tax will expire as soon as improvements are completed or in 10 years, whichever comes first.

**Stay informed.** Visit the Sedona In Motion website at [sedonaaz.gov/sim](http://sedonaaz.gov/sim).



A traffic control assistant directs pedestrians

### Sedona in Motion: the survey results

We heard you! Sedona residents asked for action on improved traffic flow and mobility, including new investments in Uptown to keep people and traffic moving in ways that not only protect but improve the beauty of Sedona's economic center.

The projects identified for action in the Transportation Master Plan were suggested, then selected by Sedona residents through a survey process that also invited input from throughout the region and from visitors.

In 2017, we asked people who likely they were to support specific transportation improvement projects described in the master plan and how likely they were to support various tax scenarios to fund the work.

The results:

	Likely to support	Not likely to support	
Traveler information signs	66.97%	20.75%	
Visitor transit VOC/ OCC	66.40%	20.02%	
Commuter transit to VOC	65.14%	18.30%	
Uptown road improvements	62.18%	26.20%	
Major road connections	60.96%	26.17%	
Neighborhood connections	60.70%	24.83%	
Bike and pedestrian improvements	58.51%	26.20%	
Schnebly and the Y improvements	57.85%	31.97%	
Access improvements	57.37%	27.68%	
Uptown pedestrian improvements	49.52%	37.82%	
Neighborhood vehicles	45.95%	34.34%	
Uptown parking	43.54%	38.68%	
Half-cent sales tax	67.50%	20.16%	
Three-quarter cent sales tax	53.08%	32.78%	
One cent sales tax	50.79%	39.20%	
	<b>Short term</b>	<b>Long term</b>	<b>Shouldn't be considered</b>
Transportation over Red Rock Crossing	49.86%	22.43%	27.71%
	<b>Viable</b>	<b>Not viable</b>	
Pave Schnebly Hill Road	43.07%	56.93%	

## Sustainable tourism: Finding the balance

One of the themes that has emerged over the past several years among Sedona residents is finding the balance between the community's continued economic health, driven largely by tourism revenues and the attributes that brought so many citizens to Sedona: its natural beauty and livability.

One of the Sedona City Council's newer priorities is the concept of "sustainable tourism."

The goal of the sustainable tourism effort is to shift the focus of the city's contract with the Sedona Chamber of Commerce & Tourism Bureau from strictly marketing, sales and communications to a comprehensive approach to destination marketing and management with a greater emphasis on quality of life and managing impacts.

In October 2017, the chamber of commerce selected the Nichols Tourism Group and Arizona State University's School of Sustainability to develop Sedona's Sustainable Tourism Plan. The purpose of the plan is to achieve and maintain an economic, cultural and environmental balance to keep Sedona's beauty and livability intact.

The plan will define sustainable tourism as an approach to planning, management and marketing that constantly monitors and balances the trade-offs between a thriving tourist economy and tourism's impacts to Sedona's traffic, natural environment and sense of community.

The experts at ASU tell us that in order for Sedona's tourism industry to be truly sustainable, there must be a balance among three key tourism benefits and impacts: environmental, socio-cultural and economic.

### Environmental

Without the red rocks, Sedona tourism would not exist. Our natural and built environments, including historic buildings and heritage sites, must be preserved. How can we ensure that our natural and built resources will be here for future generations?

The Sustainable Tourism Plan will identify ways to heighten awareness of visitor impacts and manage in ways to reduce those impacts.

### Socio-cultural

Sedona residents have felt the social and cultural impacts of tourism as we experience increased traffic congestion and over-



The Pavilion at Posse Grounds Park

crowding and housing impacts that affect tourism workers who can't afford to live in our community. The goal is to balance the benefits of hospitality with the preservation of Sedona's unique local character and traditions.

### Economic

Every resident of Sedona benefits from tourism, which pays for our police and public safety services, beautiful community parks, cultural amenities, street maintenance and flood control projects. Sustainable tourism means sustaining the

visitor tax dollars we need to support services and amenities without compromising our quality of life.

Creating, operationalizing and measuring the success of Sedona's Sustainable Tourism Plan is a process with many steps.

In addition to gathering data about Sedona's tourism trends, capacity, infrastructure and impacts, the city and chamber of commerce will listen to citizen and visitor opinions and desires to arrive at a shared vision of sustainable tourism. The process will be guided by an advisory group that

includes a variety of residents who bring expertise in environmental, socio-cultural and economic sustainability along with members of Sedona's tourism and lodging industry and the experts at ASU and Nichols Tourism Group.

Work is underway. The Sustainable Tourism Plan that will be created will include key indicators for measuring, monitoring and, if necessary, correcting any actions that might move us away from a balance of benefits and impacts.

To learn more about the Sustainable Tourism initiative visit [SedonaSustainable.com](http://SedonaSustainable.com).

*In Our 17th Year*

*Over 50 Local and Regional  
Fine Artists*

*12 Satellite Exhibits  
Sedona City Wide*

*Over 175 1st Friday  
Artist's Receptions*

*Over 2000 Artists In Residence  
Hours at L'Auberge de Sedona*

**"Dark Shadow"  
by David DeVary**

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# 2017 Community Survey

Sedona's 2017 survey was administered by National Research Center. The survey was administered to a random, statistically valid sample of city residents to ask their perceptions of quality of life and municipal services and citizen priorities.

The Sedona survey contributes data to the National Citizen Survey effort and, more important, provides our City Council and staff members with benchmark and normative data by which to measure our own performance. This helps ensure that City Council and staff members continue to make policy and financial choices that align with the priorities of Sedona residents.

## Highlights

Eighty-six percent of respondents rate Sedona's quality of life as excellent or good, which is on target with the national benchmark. Also getting high positives are natural environment (95%), cleanliness (95%) and safety (97%).

Also earning "excellent" or "good" ratings are recreational and volunteer opportunities, at 82 and 84 percent, respectively.

Seventy-nine percent consider our city a good or excellent place to retire, but only 50 percent consider it a good place to raise children.

Respondents' assessment of the city's customer service was positive (75%) and most other aspects of governance are similar to comparison communities.

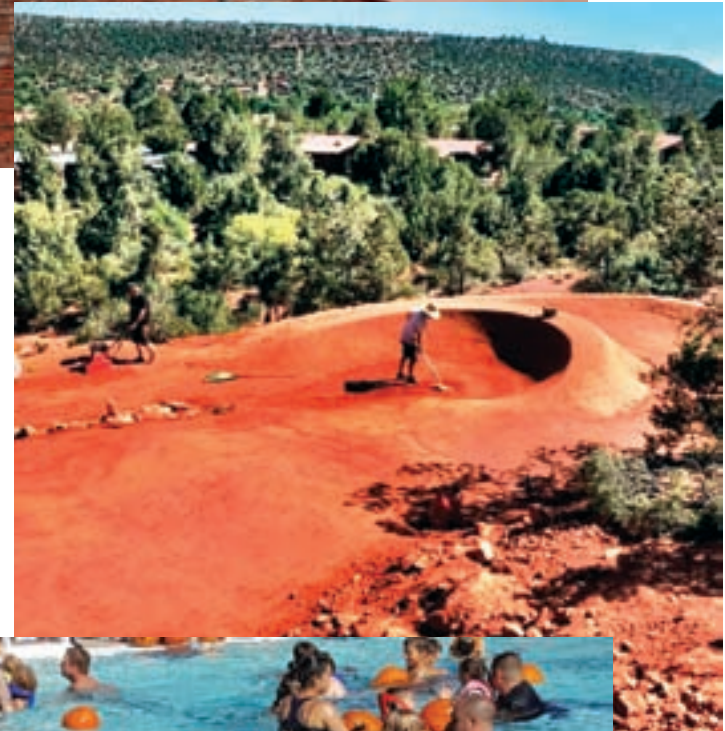
However, perceptions of the overall direction of the city, along with confidence in city government, fall along the spectrum from positive to negative, reflecting diverse residents' diverse opinions on the future of the community.

Mobility, housing and overall cost of living remain challenges. Survey measures for overall ease of travel, ease of travel by public transit and car, availability of affordable quality housing, variety of housing options, cost of living and shopping and employment opportunities are less favorably rated, in the 13 to 21 percent range and are also lower than comparison communities across the nation.

The city included several questions of special interest in the 2017 survey; one asked respondents to select two additional priorities for city investment in the next few years. The results:

- Housing for those who work in Sedona: 50%
- Increase walkability and bikeability: 32%
- An Oak Creek park or walk: 28%
- Additional cultural facilities: 21%

To read the survey results in detail and access other data related to the survey visit [sedonaaz.gov/communitysurvey](http://sedonaaz.gov/communitysurvey).



# Supporting Small Business and Economic Development

Entrepreneurs and small business owners looking to start, relocate or expand an existing business in Sedona are invited to partner with the city and take advantage of new resources, training and programs offered by the city's Economic Development Department.

Among the new resources are the Revolving Loan Program offered by the Verde Valley Regional Economic Organization.

Together, the city and VVREO are committed to fostering economic growth in the Verde Valley through programs such as the revolving loan, business capacity building and education.

The VVREO Revolving Loan offers small business owners competitive-rate loans of \$25,000 or more to finance working capital; inventory and equipment; business acquisitions; renovations or the lease or purchase of real estate to site a business.

A typical loan term is three years and this funding may be available even when conventional funding has been denied.

"We are here to help businesses create and keep jobs in our area," says Sedona Economic Development Director and VVREO board member Molly Spangler. "The beauty of the Revolving Loan Program is that it gives each business owner the flexibility to invest in the resources that best address their individual needs."

A wide variety of training and education programs to help small business owners are available free or at minimal cost through the city's partnerships with Yavapai College and U.S. Small Business Development Center, and the city has tapped local experts to share knowledge at a series of upcoming workshops and Small Business Coffee Talks held at Sedona City Hall.

The city's business advocate is Economic Development Director Molly Spangler, available at (928) 203-5117 or [mspangler@sedonaaz.gov](mailto:mspangler@sedonaaz.gov).

View all the upcoming workshops, talks and classes on the Economic Development training and class calendar at [sedonaaz.gov/econdev](http://sedonaaz.gov/econdev).

Sign up for business development event notifications and news releases at [sedonaaz.gov/enotify](http://sedonaaz.gov/enotify).



## Build a better business. Learn from local experts.

What's brewing in small business? Join us each month as we talk about relevant topics to help you build and improve your business skills. Coffee and experts supplied by the Sedona Economic Development Department.

### 2018 ■ April – May experts

**April 24** - Chris Doyle, Commercial banker and business financing expert with Wells Fargo and Capital Creation Committee member of the Verde Valley Regional Economic Organization.

**May 22** - Marci Taylor, founder of Mantra Sedona, a marketing and creative support agency specializing in branding, strategy, design, online marketing and social media.

**When** 8 - 9:30 a.m.  
**Where** Vultee Conference Room  
 Next to the City Manager's Office  
 Sedona City Hall, 102 Roadrunner Dr.  
**Register** [sedonaaz.gov/econdev](http://sedonaaz.gov/econdev) *Training and events*

*Subscribe to our economic development and small business news list. Keep up with news, workshops and training opportunities. Unsubscribe at any time. [sedonaaz.gov/eNotify](http://sedonaaz.gov/eNotify)*

Molly Spangler, director  
**Sedona Economic Development Dept.**  
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 Sedona, Az 86336  
[mspangler@sedonaaz.gov](mailto:mspangler@sedonaaz.gov)  
 (928) 203-5117

## Elections scheduled for Sedona mayor, council

The city of Sedona will conduct its 2018 primary election Tuesday, Aug. 28, and the general election, if necessary, Tuesday, Nov. 6.

A candidate who receives a majority of votes in the primary election will be elected, effective the date of the general election. The general election is required only if all offices are not filled in the primary election.

All new Sedona City Council members will be seated between Tuesday, Nov. 27, and Tuesday, Dec. 11.

A total of five elected offices are available in the upcoming elections: one City Council seat for a two-year term; three City Council seats for a four-year term; and the mayor's seat for a two-year term. Monthly compensation is \$500 for City Council members and \$700 for the mayor.

The election includes a City Council seat with a two-year term because of the resignation of Councilman Joe Vernier, who was elected to a four-year term in 2016.

In accordance with state statutes, the City Council will appoint a new council member only until the next regular election cycle in fall 2018, at which point a candidate is elected to the remaining two years of the original four-year term.

To be eligible for the Sedona City Council, a candidate must be a qualified elector at the time of election, be at least 18 years of age on or before the election, have resided within the Sedona City limits for one year preceding the election and have had his/her civil rights restored if convicted of a felony.

Candidate packets are available at the Sedona City Clerk's office at 102 Roadrunner Drive. The city clerk recommends scheduling an appointment to review the packet and ask questions. The City Clerk's office is open from 7 a.m. to 6 p.m., Monday through Thursday.

Candidate nomination forms must be filed with the City Clerk between 7 a.m. April 30 and 5 p.m. May 30, 2018. For more information contact Sedona City Clerk Susan Irvine at (928) 282-3113 or [sirvine@sedonaaz.gov](mailto:sirvine@sedonaaz.gov).

## Sedona joins national program for financial sustainability

The city of Sedona has been chosen to participate in an international pilot program on fiscal sustainability.

The pilot program is being conducted by the Government Finance Officers Association, a 19,000-member professional association of federal, state and local finance officials throughout the U.S. and Canada. Partners in the program include the National Civic League, University of Southern California, University of San Francisco and the Lincoln Institute of Land Policy.

As part of the pilot program, Sedona city staff members will measure city processes against best practice benchmarks for financial sustainability, gather input and share ideas with citizen and elected stakeholders and pursue new opportunities for continuous improvement.

"Our city has a long history of responsible budget management," says Assistant City Manager Karen Osburn. "Participation in the pilot program is a way to challenge ourselves to go beyond the budget numbers and further improve the decision-making behaviors and processes that support sound management. We're always looking for new ways to make efficient and effective use of finite city resources."

The Government Finance Officers Association pilot centers the work of Nobel Prize winner Elinor Ostrom, the only woman to win the prize in Economic Sciences.

Ostrom investigated how communities can best manage finite resources sustainably and equitably through cooperation rather than competition.

The goal of the pilot is to discover whether application of Ostrom's principles can provide a substantial benefit to local governments. To learn more about the project visit [www.gfoa.org/financial-sustainability](http://www.gfoa.org/financial-sustainability).

To learn more about how Sedona will be participating in the pilot project, contact Karen Osburn, assistant city manager at [kosburn@sedonaaz.gov](mailto:kosburn@sedonaaz.gov).

## Parks and Recreation

**Lifeguard certification classes.** Want to be a lifeguard this summer? Become a certified lifeguard through a blended learning module that combines online learning with a two-day on-site skills course. The Sedona Parks and Recreation Department, in cooperation with certified American Red Cross Instructor A. Jay Bronson, will offer ARC Lifeguard, First-Aid/CPR and AED certifications.

The second certification session of the summer will be held Saturday and Sunday, May 5 and 6, at the Sedona Community Pool from 9 a.m. to 3 p.m. The cost is \$135 per student. Participants must register in advance to ensure that the class minimum is reached and that class will be held. To register contact Instructor A. Jay Bronson via email at [ab355@nau.edu](mailto:ab355@nau.edu). The Sedona Community Pool is located at 570 Posse Ground Rd. behind West Sedona School. Questions? Call Sedona Parks and Recreation at (928) 282-7098.

**Dog Park maintenance hours in place.** You asked for an awesome Dog Park and we heard you.

Sedona's beautifully redesigned and refurbished Dog Park reopened in November. To keep the park beautiful and safe for all, the city now closes the Dog Park for one hour every Thursday from 9-10 a.m. for maintenance and sanitizing.

During the weekly closure pets still can play at the city's Yappy Hour event, scheduled for the same hour in the same vicinity on the Multi-Use Field at Posse Grounds Park at 525 Posse Ground Road.

The weekly maintenance work at the Dog Park will involve sanitizing drinking stations and fountains, garbage cans, artificial turf and benches. When the Dog Park reopens each Thursday at 10 a.m., the areas sanitized will be dry and safe for use.

Regular sanitizing is important to protect the health and safety of both pets and people at the Sedona Dog Park.

Park users can help by always picking up their dog's waste and reporting any problems via the city's Citizens Connect app.

Get Dog Park hours and rules on the city website at [sedonaaz.gov/parks](http://sedonaaz.gov/parks).

## City grant funding available

The city's Small Grant program is available for programs, activities or events developed by 501(c) organizations that provide a public service or benefit and are consistent with the city's funding priorities. Individual grant amounts have typically ranged from \$2,000 to \$20,000.

Applications are due by noon on April 30 to the City Manager's Office located at 102 Roadrunner Drive. Awards will be made in July by the Sedona City Council.

This year, grant applications will be distributed by request only to permit the City Council's Small Grants Committee to gather data on the application process.

Another change for the fiscal year 2019 grant cycle allows religious organizations to receive funding to conduct non-religious programs, activities or events that serve the community. This change is the result of a U.S. Supreme Court decision and applications that fall into this category will be reviewed by the Sedona City Attorney to ensure programs meet requirements of the U.S. Constitution prior to consideration by the citizen work group.

Get more information and request a grant application at <http://sedonaaz.gov/your-government/departments/city-manager/grants>.

Questions? Contact Megan McRae, City Manager's Office, at (928) 204-7127 or [mmcrae@sedonaaz.gov](mailto:mmcrae@sedonaaz.gov).



**A shaggy customer at the refurbished Sedona Dog Park**

# Sign up for city e-news and public safety notifications

The city of Sedona's Nixle public safety notification system has a growing subscriber list. If you haven't yet joined, we strongly encourage you to do so.

The system is completely anonymous and can be set to your preferences for message delivery and quiet hours. The Nixle system provides real-time text message and email notifications of critical incidents, traffic impacts, road construction notifications and severe weather alerts.

## Nixle features:

- Free registration, online or by text message
- Individualized notification settings
- Email messages that support photos, Google maps and other digital media
- Web access to city notifications anywhere in the world
- An anonymous crime tip function
- Social media posts
- Critical incident integration with Google search result pages
- Alerts targeted by Sedona's ZIP code

## There are two easy ways to register for the free Nixle service:

1. Type the word REDROCKS into a text message and send it to 888777 from your mobile phone.
2. Visit [sedonaaz.gov/alerts](http://sedonaaz.gov/alerts) and hit the "Sign Up" button at the bottom left of the alert display area. If you don't want to receive text messages, submit only an email address. Your home address and phone number are not required.

**Other e-news options.** The city's digital news, job posts, events, RFP and newsletter services are also very popular.

To sign up visit our eNotification page at [sedonaaz.gov/enotify](http://sedonaaz.gov/enotify).

Choose only the items you want to receive — Arts and Culture, Parks and Recreation or Economic Development and business news — and unsubscribe at any time.

**Social media.** Connect with us on social media: Facebook and Twitter @ CityofSedonaAz.



Uptown Sedona. Photo courtesy of Kimley-Horn and Associates.

# Keeping Sedona The Most Beautiful Place on Earth

Sedona is a place of majestic beauty unlike anywhere else in the world. It's no wonder that residents and visitors alike are equally passionate about Red Rock Country.

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With 3 million visitors a year, we are able to have a thriving year-round economy, maintain our resources and parks, and enjoy the many fine restaurants and quality amenities and events that most small cities don't have. We all know the economic boon that tourism brings. But we also realize the impacts to our precious land and roads.

There is a way to sustain our quality of life, Sedona's environment, and a healthy economy. We are finding ways to do this through comprehensive research and groundbreaking planning that will preserve Sedona for years to come.

Learn more about our efforts to keep Sedona the most beautiful place on Earth. Visit [SedonaSustainable.com](http://SedonaSustainable.com).



The Most Beautiful Place on Earth  
[SedonaChamber.com](http://SedonaChamber.com)