

**January 2020 Work Session
Sedona City Council
Sedona Chamber of Commerce & Tourism Bureau**



Agenda

- Current Situation**
- Dynamic Metrics**
- Status Sustainable Tourism Plan**
 - Highlights & Priorities**
- FY21 Strategy**
- Discussion / Questions?**



SEDONA

ARIZONA

Keeping

The Most Beautiful Place on Earth

The big picture of tourism is
changing all around us.

Adapting to change – ***leading
the change*** – presents
exciting new opportunities.



The Sedona Sustainable
Tourism Plan (STP) marks
the end of an era and
the dawn of a new day.



THE END OF



AS WE KNOW IT

**Implementing the
Sedona Sustainable Tourism Plan**



Environment

Lead the tourism industry in implementing sustainability principles, positioning Sedona as a national and international leader in destination stewardship



Resident Quality of Life

Protect and enhance the quality of life by mitigating impacts of tourism



Quality of the Economy

Shape the Sedona economy in ways that balance its long-term sustainability and vibrancy



Visitor Experience

Continue to provide an excellent visitor experience that highlights Sedona's sustainability values and keeps visitors coming back



- STAC

- Advisory Council

- City
 - USFS
 - Sustainability Alliance
 - Resident at large with Masters degree in ST

- STAT

- Action Team

- Leaders of short term pillars
 - KSB
 - USFS
 - City
 - Chamber
 - Oak Creek Watershed
 - At large member

IN THIS SECTION



THE END OF TOURISM AS WE KNOW IT

LEARN MORE



STATUS OF THE WORK

LEARN MORE



FOUR PILLARS

LEARN MORE



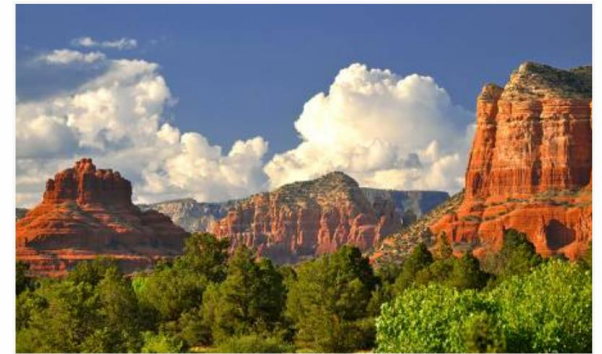
SUSTAINABILITY PARTNERS

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LATEST NEWS

LEARN MORE



TAKE THE PLEDGE

LEARN MORE

Overarching Dynamic Metrics Dashboard

Perception of
Sustainability

Resident Quality of Life

Secondary: Traffic

Tertiary: Sentiments on tourism

Sales Taxes
&
Bed Taxes

Visitor
Satisfaction



Environment

Goal Statement: Lead the tourism industry in implementing sustainability principles, positioning Sedona as a national and international leader in destination stewardship.



Environment

Perception of Sustainability

..... **85%**
Positive Rating



85% of visitors positively rate Sedona as a Sustainable Destination invested in protecting its natural environment and community character

236 respondents online survey as of December 22, 2019



Quality of Life

Goal Statement: Protect and enhance the quality of life by mitigating impacts of tourism.



Resident Quality of Life

Overall Quality of Life The National Citizens Survey



85% of residents positively rate Sedona's quality of life as either good or excellent

Increase from previous years



Secondary: Travel Time Analysis 2017-2019

Oak Creek Canyon – Rainbow Trout Farm to the “Y” (6.5 min free flow)			
	2017	2018	2019
Days of 15+ min travel time	105	115	127
Total hours when travel time is 15+ min	302	215	230
Days of 30+ min travel time	44	30	31
Total hours when travel time is 30+ min	83	44	44

Secondary: Travel Time Analysis 2017-2019

VOC – Bell Rock blvd to the “Y”
(11.3 min free flow)

	2017	2018	2019
Days of 20+ min travel time	81	88	86
Total hours when travel time is 20+ min	172	222	159
Days of 30+ min travel time	26	40	35
Total hours when travel time is 30+ min	23	62	33

Secondary: Travel Time Analysis 2017-2019

Cooks Hill – Airport Road to the “Y”
(2.2 min free flow)

	2017	2018	2019
Days of 10+ min travel time	26	60	50
Total hours when travel time is 10+ min	23	84	50
Days of 20+ min travel time	5	12	10
Total hours when travel time is 20+ min	1	12	6

Tertiary:

Resident Sentiments on Tourism

- When asked about the appropriate role of tourism,
 - **50% say tourism should have about the SAME role in the future as it has currently (6% said greater)**
 - 57% of business agreed with same, 21% said greater
 - 43% said **LESSER** role
 - 22% of businesses agreed
- Residents say **acceptable tourism-related economic elements** include:
 - state and national parks, non-motorized trails, archaeological sites, and general outdoor recreational opportunities
- Least acceptable are: Additional hotels, short-term rentals, and motorized trails.

Tertiary:

Resident Sentiments on Tourism

- Resident quality of life is of great interest. When asked what factors are most important, residents say **conservation of natural areas, clean air and water, limited litter, attractiveness / cleanliness, and safety/lack of crime.**
- When asked which characteristics they would like to see **lessened**:
 - The most significant responses are the **amount of traffic, number of tourists, the amount of noise, and night lighting.**
- When asked which community characteristics they would like to see **increased**:
 - Residents say they want to see **increases in roads, public restrooms, community walkability, and public transportation.**

Tertiary:

Resident Sentiments on Tourism

- Almost **two-thirds agree or strongly agree they would support current levels of tourism** if traffic flows were improved and if the community adopted a sustainable approach to tourism management.
- Residents **DO NOT SUPPORT LESS tourism** if it means either **lessened city services or assessment of a city property tax.**





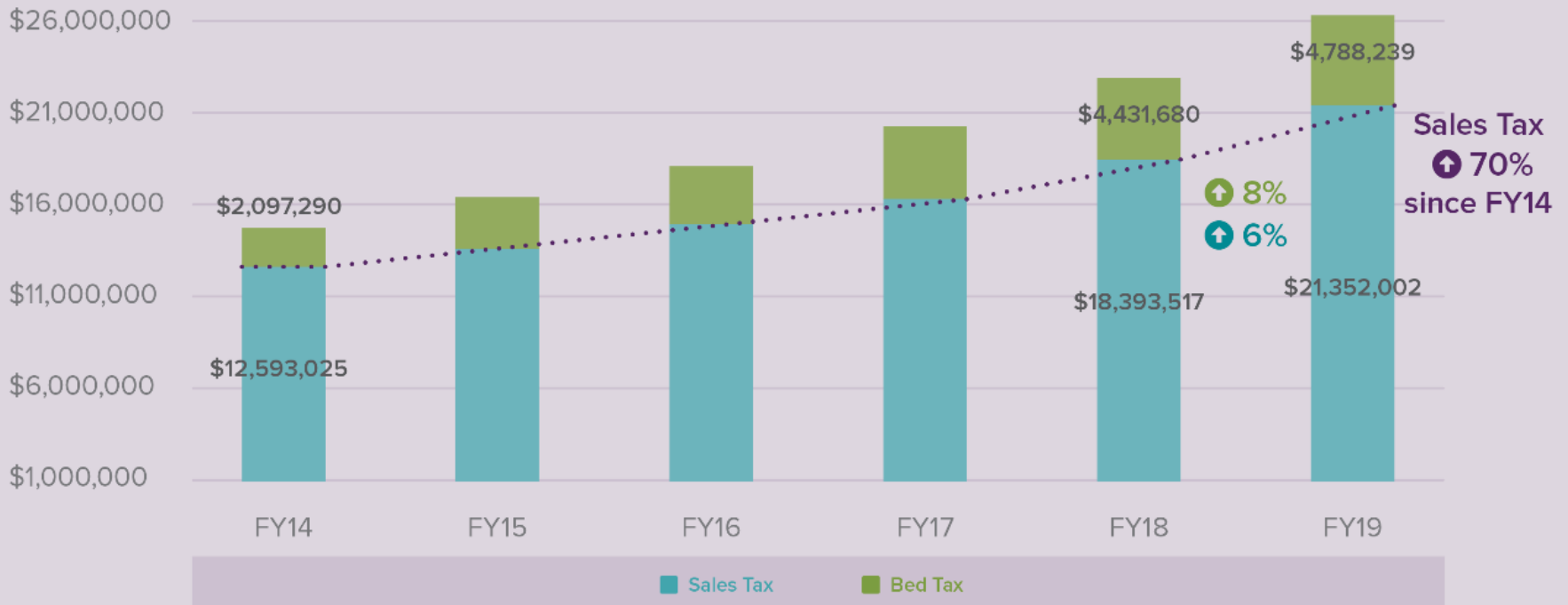
Quality of Economy

Goal Statement: Shape the Sedona economy in ways that balance its long-term sustainability and vibrancy.



Quality of the Economy

Sales & Bed Tax Collections



Excludes .5% sales tax increase implemented in March 2018

Month	Retail	Restaurant & Bar	Hotel/Motel	Construction	Leasing	Communi- cations & Utilities	Amusements & Other	Totals
City Sales Tax Revenues by Category and by Month								
July 2018	\$ 511,610	\$ 321,144	\$ 304,687	\$ 153,287	\$ 114,969	\$ 70,252	\$ 98,233	\$ 1,574,182
August 2018	509,887	306,811	294,710	109,552	123,711	66,746	86,895	1,498,312
September 2018	599,890	355,203	394,429	129,832	124,029	65,334	94,961	1,763,678
October 2018	656,954	421,517	467,790	92,980	139,574	58,732	108,431	1,945,978
November 2018	599,965	356,589	368,420	105,784	125,669	55,670	84,959	1,697,056
December 2018	579,093	310,204	380,453	127,415	141,714	57,334	58,214	1,654,427
January 2019	509,544	283,021	309,652	104,481	121,730	64,327	56,674	1,449,429
February 2019	481,411	271,508	294,460	92,259	137,780	58,382	64,516	1,400,316
March 2019	710,090	492,066	579,585	128,608	161,264	56,678	176,372	2,304,663
April 2019	698,174	445,837	574,212	120,356	142,153	52,398	148,883	2,182,013
May 2019	657,613	425,555	480,668	134,104	129,000	54,546	168,039	2,049,525
June 2019	590,382	377,501	390,862	151,109	159,996	58,414	133,851	1,862,115
Total FY 2019	\$ 7,104,613	\$ 4,366,956	\$ 4,839,928	\$ 1,449,767	\$ 1,621,589	\$ 718,813	\$ 1,280,028	\$ 21,381,694
July 2019	\$ 556,523	\$ 338,347	\$ 385,663	\$ 137,505	\$ 126,406	\$ 65,539	\$ 113,873	\$ 1,723,856
August 2019	533,678	335,441	340,211	116,576	132,515	67,910	170,141	1,696,472
September 2019	609,904	407,547	457,079	147,385	147,723	74,529	100,956	1,945,123
Total Year-to-Date FY 2020	\$ 1,700,105	\$ 1,081,335	\$ 1,182,953	\$ 401,466	\$ 406,644	\$ 207,978	\$ 384,970	\$ 5,365,451
Current Month Comparison to Same Month Last Year								
September 2019 vs. September 2020	\$ 10,014	\$ 52,344	\$ 62,650	\$ 17,553	\$ 23,694	\$ 9,195	\$ 5,995	\$ 181,445
Change from September to September	2%	15%	16%	14%	19%	14%	6%	10%
Year-to-Date Comparison to Year-to-Date Last Year								
Difference in YTD	\$ 78,718	\$ 98,177	\$ 189,127	\$ 8,795	\$ 43,935	\$ 5,646	\$ 104,881	\$ 529,279
% Change from Prior YTD	5%	10%	19%	2%	12%	3%	37%	11%



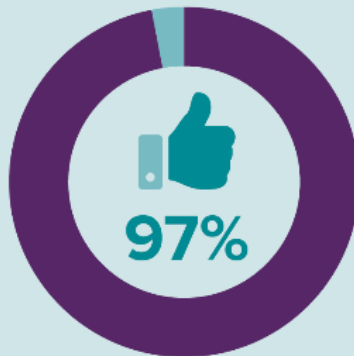
Visitor Experience

Goal Statement: Continue to provide an excellent visitor experience that highlights Sedona's sustainability values and keeps visitors coming back.

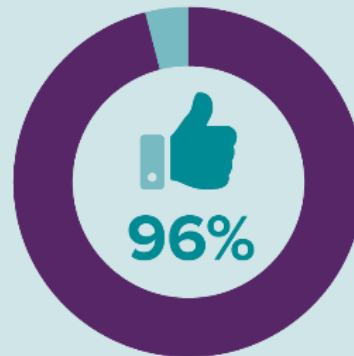


Visitor Experience

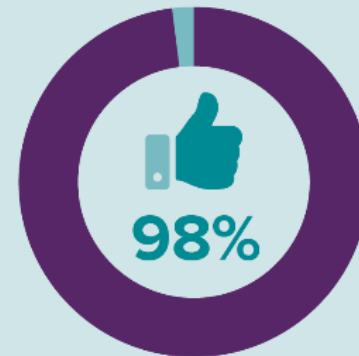
Visitor Satisfaction



2017



2018



2019

98% of visitors positively rate Sedona as either a good or excellent Destination

Increase from previous years



Status Update

by Pillar

Caring for the Environment

Locals and Visitors
Together

Pillar Objectives

A1 Implement new waste prevention, reduction, and diversion strategies focused on visitors and their impacts in the Sedona region

A2 Expand programs that encourage minimal water usage and protect water quality

A3 Create new programs to help businesses and visitors moderate energy use and utilize alternative forms of energy

A4 Launch initiatives that lessen impacts to lands (including noise, air, and light pollution), and stimulate efforts for long-term sustainability

A5 Take leadership role in educating and engaging businesses and visitors on sustainability initiatives and encouraging visitors to be sensitive guests while in the destination

Objective A1	Implement new waste prevention, reduction, and diversion strategies, focused on visitors and their impacts in the Sedona region.	
	TACTIC	STATUS OF PROGRESS
Tactic A1.1	Deploy wider range of recycling resources/containers in high visitation areas and create effective branding to enhance utilization	City of Sedona setting meeting in January 2020 with Sedona Recycles and Sustainability Alliance to refine metrics and annual goals.
Tactic A1.2	Build tourism industry’s understanding of local recycling capabilities and ways to embrace	City of Sedona setting meeting in January 2020 with Sedona Recycles and Sustainability Alliance to refine metrics and annual goals.

A1.1 Four recycle bins have been placed outside of the Visitor Center for visitors to dispose of their recyclable waste



Tactic A1.3

Expand the Sustainability Alliance Business Certification program by creating a promotional program for participating businesses



Tactic A1.4

Encourage 'zero waste' meetings and events



Tactic A1.5

Increase the number of water refilling stations in the area



- 3 Stations on City properties
- Station installed at Pool
- 1 pending installation at the Hub
- 9,099 plastic bottles saved at Sunset Park and Posse Grounds Park.
- 15,000 water bottles filled at VC

=

**24,000 Water bottles
SAVED**

Objective A1	Implement new waste prevention, reduction, and diversion strategies, focused on visitors and their impacts in the Sedona region.	
	TACTIC	STATUS OF PROGRESS
Tactic A1.1	Deploy wider range of recycling resources/containers in high visitation areas and create effective branding to enhance utilization	City of Sedona setting meeting in January 2020 with Sedona Recycles and Sustainability Alliance to refine metrics and annual goals.
Tactic A1.2	Build tourism industry's understanding of local recycling capabilities and ways to embrace	City of Sedona setting meeting in January 2020 with Sedona Recycles and Sustainability Alliance to refine metrics and annual goals.
Tactic A1.7	Educate and encourage businesses to implement waste reduction and prevention programs	City of Sedona setting meeting in January 2020 with Sedona Recycles and Sustainability Alliance to refine metrics and annual goals.

Tactic A1.8
Decrease use of Single use plastics
(mid-term)

- 50 business participants
- 1 million straws saved
- StrawFreeSedona.com



Pillar Objectives

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A5 Take leadership role in educating and engaging businesses and visitors on sustainability initiatives and encouraging visitors to be sensitive guests while in the destination



A2.2: Voluntourism focus on water (mid-term)

VOLUNTOURISM

Voluntourism as a Visitor | Voluntourism as a Resident | Organize a Voluntourism Event

SUSTAINABLE TOURISM PLAN > VOLUNTOURISM IN SEDONA

VOLUNTOURISM IN SEDONA



What is voluntourism? It is a trend revolutionizing the way people travel. Simply put, voluntourism invites visitors to contribute to the betterment of their travel destination. Creek cleanups and trail maintenance outings are typical voluntourism activities.

For [visitors](#), voluntourism means leaving Sedona just a little better than they found it. For [residents](#), it means improving our quality of life while helping visitors understand our commitment to our environment and community. For [businesses and nonprofits](#), it is about organizing and supporting events that help keep Sedona The Most Beautiful Place on Earth.

Travel trends show visitors seek a sense of “temporary localhood,” experiencing their destination as a local person does while offsetting any possible negative impact from their

A2.3: Water monitoring (long-term)

- Oak Creek Watershed Council
- Baseline water quality testing in 2019 (there were no exceedances recorded from OCWC samples in 2019- this could be attributed to a lack of turbidity and zero storm occurrence while sampling.
- SRSP and FOF sample on Tuesdays which may not be the most indicative of # of visitors impacting water quality).
- In 2020, OCWC will record # of visitors present at each sample site and any fecal matter/trash removed.

A3.1 EV Charging Stations (mid-term)

- SCC&TB working on encouraging businesses to install charging stations (thru APS grant)
- EV stations added to GetAroundSedona.com
- APS and City working on EV stations and solar parking structure
- A notice has been in several Chamber e-Newsletters



Tactic A4.1

Develop programs to achieve sustainable funding for trail development and maintenance



20 NEW

=

50 TOTAL

\$410,000

in 5 years

1. Pink® Jeep® Tours
2. Arizona Safari Jeep Tours
3. AWD Law
4. Barlow Adventures
5. Best Western Plus Arroyo Roble Hotel
6. Sky Rock Inn
7. BOOTSANDTIARAS.COM
8. Diamond Resorts International, Inc.
9. El Portal Sedona Hotel
10. Exposures International Gallery of Fine Art
11. Guidance Air
12. Hilton Sedona Resort at Bell Rock
13. Indian Gardens Cafe & Market
14. Keep Sedona Beautiful
15. L'Auberge de Sedona
16. Over the Edge Sedona Bike Shop
17. Priority Payments Tech Partners
18. Red Agave Resort
19. Red Rock Dental
20. Russ Lyon Sotheby's International Realty
21. Save Our Ancient Redrocks - SOAR
22. Sedona Pines Resort
23. Sedona Rouge Hotel & Spa
24. Seven Canyons
25. The Linda Rogers Team: Loan Simple
26. Sedona Real Inn & Suites
27. Enchantment Resort
28. Singletracks Futures Foundation
29. Arabella Resort
30. Yavapai Title Agency
31. Tlaquepaque
32. Sedona Golf Resort
33. Biermann Construction
34. Fairway Independent Mortgage Corporation
35. Rick Wesselhoff
36. Dahl Restaurant Group
37. The Hike House
38. Sedona MTB Festival
39. Wildland Trekking
40. Hale's Roofing
41. Flagstaff REI
42. Verde Valley Cyclist Coalition
43. ROAM Events
44. Verde Valley Wheel Fun
45. Famous Pizza
46. Raymond James
47. L&M Sky Fund
48. Elizabeth A McFarland, Attorney At Law
49. Courtyard Marriott
50. The Mountain Bike Association of Arizona

Current locations:

1. Fay Canyon
2. City Bike Skills Park at Posse Grounds
3. Adobe Jack Trail
4. Chuckwagon Trail
5. Bell Rock Trail
6. Yavapai Vista Trail

NEW to be installed:
Sugarloaf Trailhead

USFS



Thank You

Biermann Construction

Enchantment Resort

Over the Edge Sedona

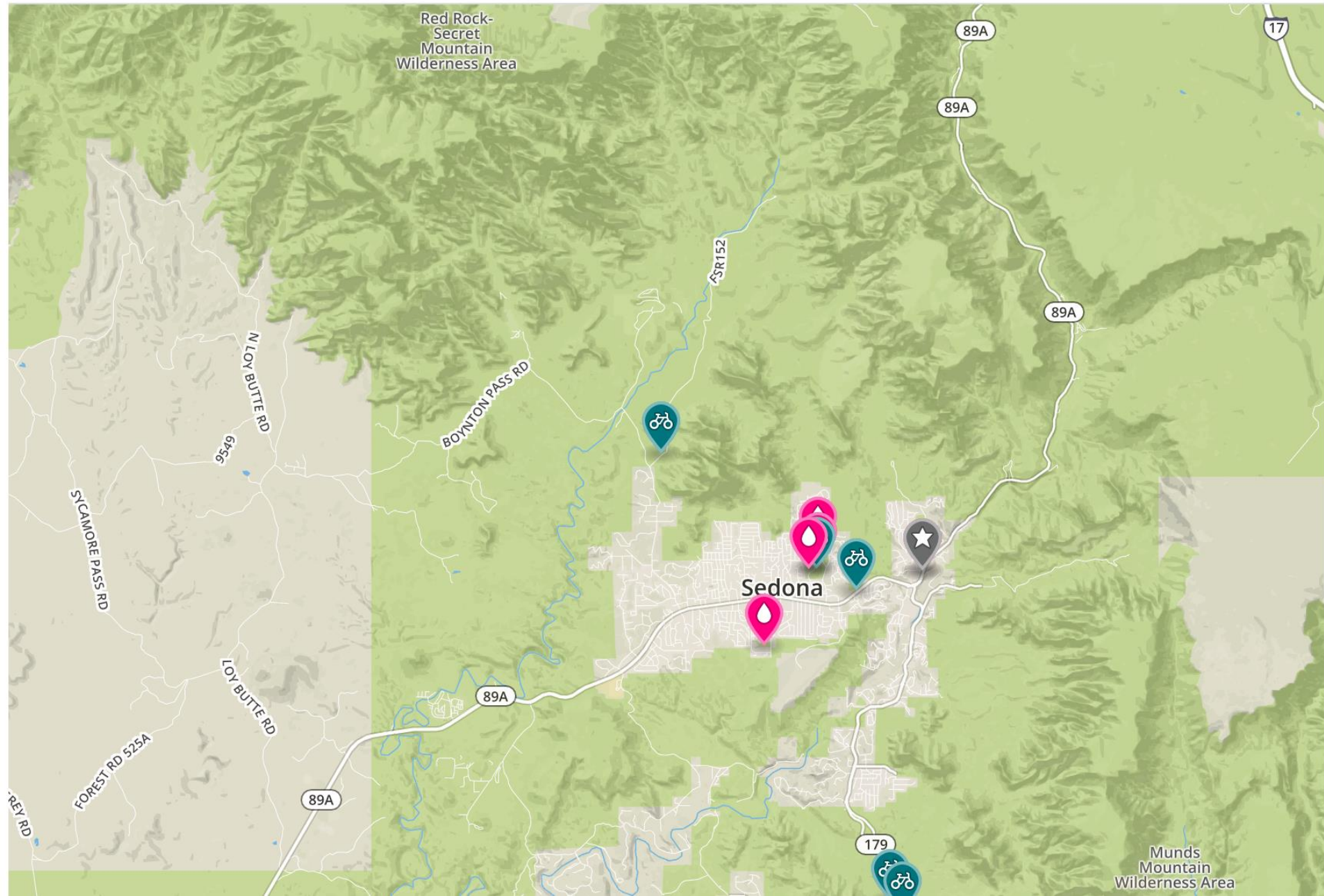
Red Agave Resort

Rick Wesselhoff, Coldwell Banker

Volunteer Maintenance Crew:

Verde Valley Cyclists Coalition's

Red Rock Mountain Bike Patrol



A4.2	Public Private Land Advocacy: Many community leaders attended the November 9 VV townhall regarding land use. Will encourage participation in the Yavapai County Community Plan Update.
A4.3	Monitor Trail Utilization/visitor distribution <i>(mid-term goal)</i>
A4.4	Limit impacts of trailhead parking <i>(mid-term goal)</i>
A4.5	Dark Sky for grandfathered businesses <i>(mid-term goal)</i>
A4.7	Eliminate pesticides and herbicides <i>(long-term goal)</i>

A5.1

Leave No Trace

- The SCC&TB has become a Proud Community Partner of Leave No Trace
- Use of Leave No trace logo for marketing and communications
- Use of the Seven Principles of Leave No Trace
- Sedona, AZ and website link listed on the Leave No Trace website
- Feature in Center's Enews
- Partnership package including educational/promotional materials



A5.2

Build on existing recognition programs to highlight sustainable best practices by local businesses

- Promotion of KSB's Annual Awards
- Promotion of SCC&TB's Sustainability Award Winner



A5.3
Sedona Cares Pledge
(mid-term tactic)





Quality of Life

Goal Statement: Protect and enhance the quality of life by mitigating impacts of tourism.

Caring for...

Sedona locals

Locals and Visitors

Together

Resident Quality of Life Objectives

- B1** Implement new infrastructure and multi-modal solutions to facilitate visitor traffic flows and enhance access to key destinations
- B2** Expand technology to help solve transportation challenges
- B3** Deepen engagement with Sedona residents, expanding their knowledge of tourism and efforts to manage it to an effective balance
- B4** Develop new sustainability-focused experiences that resonate with both Sedona residents and visitors
- B5** Manage current and future accommodations in ways that increase their balance with long-term sustainability
- B6** Launch initiatives that lessen tourism impacts to residents (including noise, air, and light pollution) to strengthen resident quality of life

B1.1

SIM Support

- Participation in committees
- Access to Jordan Road building
- Attend weekly meet-ups
- Promote projects and successes
- Proactive communication
- Advocacy

B1.1

SIM Business Support



MERRY MIDPOINT

B1.1

SIM Business Support



STRATEGIES

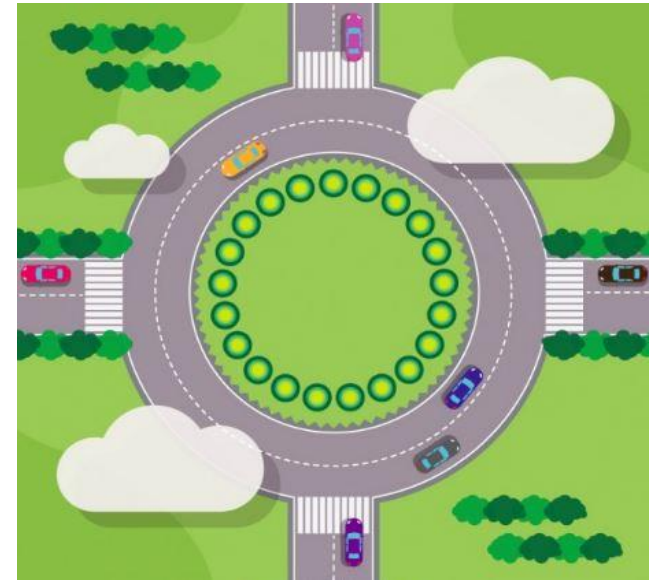
FOR SUCCESS WORKSHOPS

presented by  **aps**

Sponsored by:



B1.2 Programs & Resources for Walkability





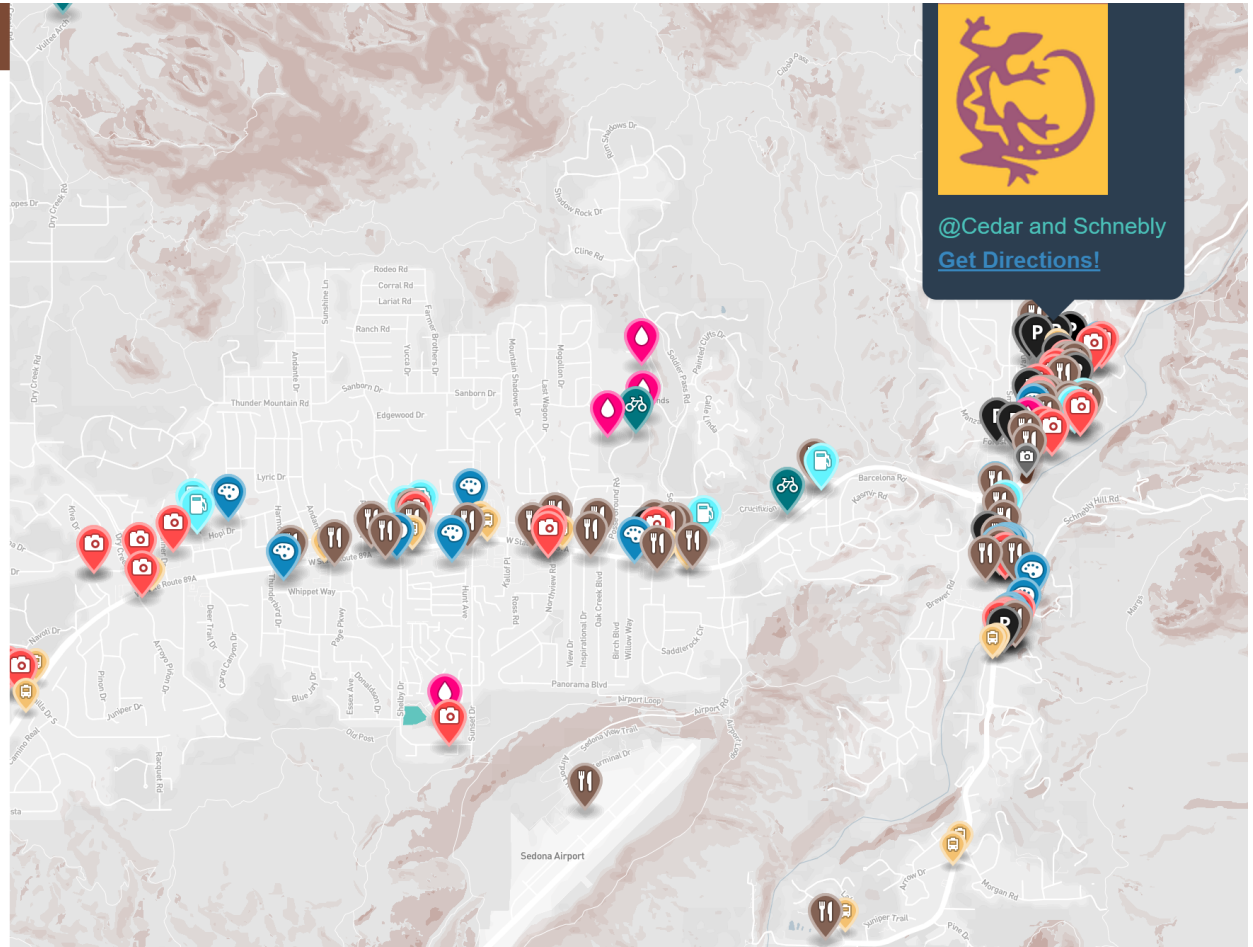
B1.2 Programs & Resources for Walkability

B1.2 Programs & Resources for Walkability

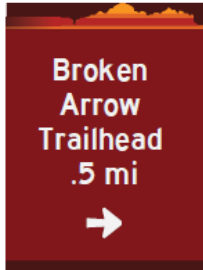
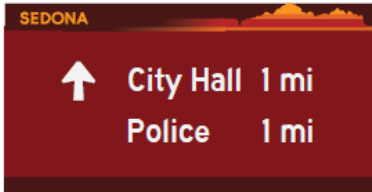
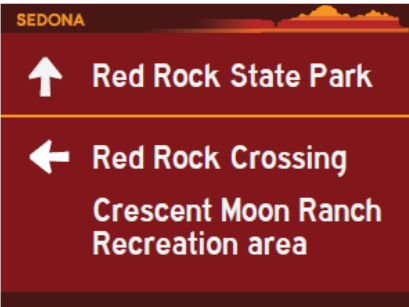
Get Around Sedona

What are you looking for?

- Art Galleries
- Restaurants
- Parking
- P Parking
- EV Stations
- Public Transportation
- Theatre
- Museum
- Tours
- Churches
- Parks and Trailheads
- Water Fill-up Stations
- Bike Stations
- Lodging
- Public Art Locations
- Suggested Walking Route
- Real-time Traffic (red heavy)
- Recycling Drop-off



B1.2 Programs & Resources for Walkability



B1.2 Programs & Resources for Walkability



B1.3

Explore New Parking Facilities

Uptown Sedona, AZ
Parking Study



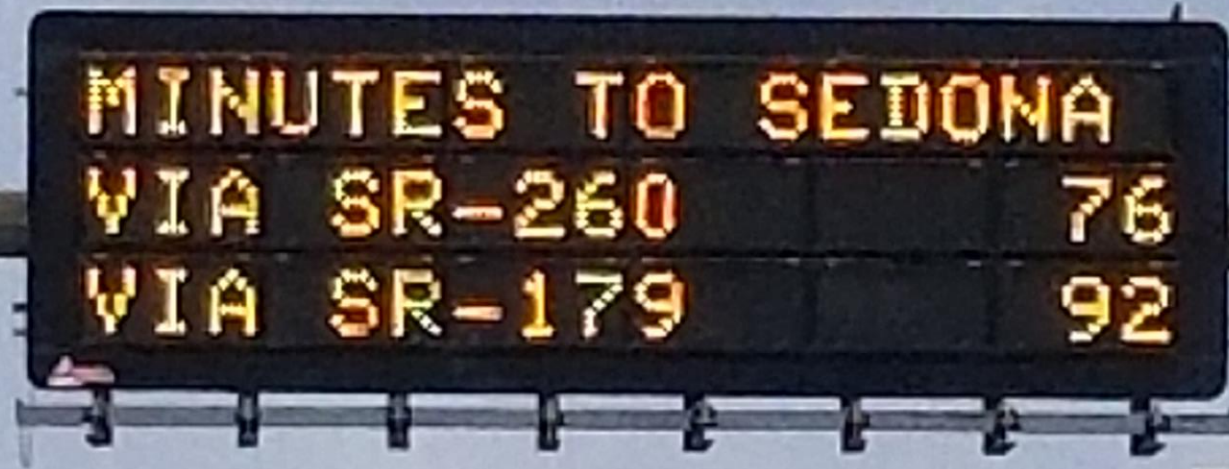
Figure 39: North Forest (Option B) Lot Rendering— Stone Veneer and Corten Steel (Enclosed Stairwell)

401 Jordan Rd

Direction?

B1.4

Promote Alternative Visitor Routes and Times



B3.1

Expand Communication with Sedona Residents

Latest From Our Blog

Happy Holidays from all of us at the Sedona Chamber of Commerce & Tourism Bureau! ●

Affordable Housing Survey for Sedona Workforce ●

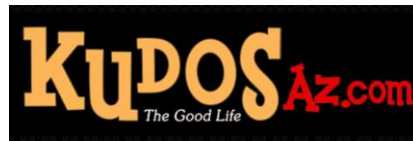
Verve Events & Tents has received Conservationist/Bronze Sustainable Business Certification ●

This Holiday Season, Shop Local ●

Sedona MediSpa & Wellness is now a Certified Sustainable Business at the Conservationist/Bronze level ●

Categories

- Chamber Business (33)
- Chamber In Action (69)
- Home Rule (7)
- Home Town Guide (2)
- Local Events (31)
- Red Rock News (87)
- Small Business (23)
- Sustainability (86)
- Volunteer (15)



B4.1	Sedona Reinvestment Committee Expansion
B5.1	Pursue new state legislative authority to manage Short Term Rentals
B5.2	Engage STR hosts to support sustainable practices; STR Workshop
B5.3	Short-Term Rental Research & Impacts
B6.1	OHV Programs

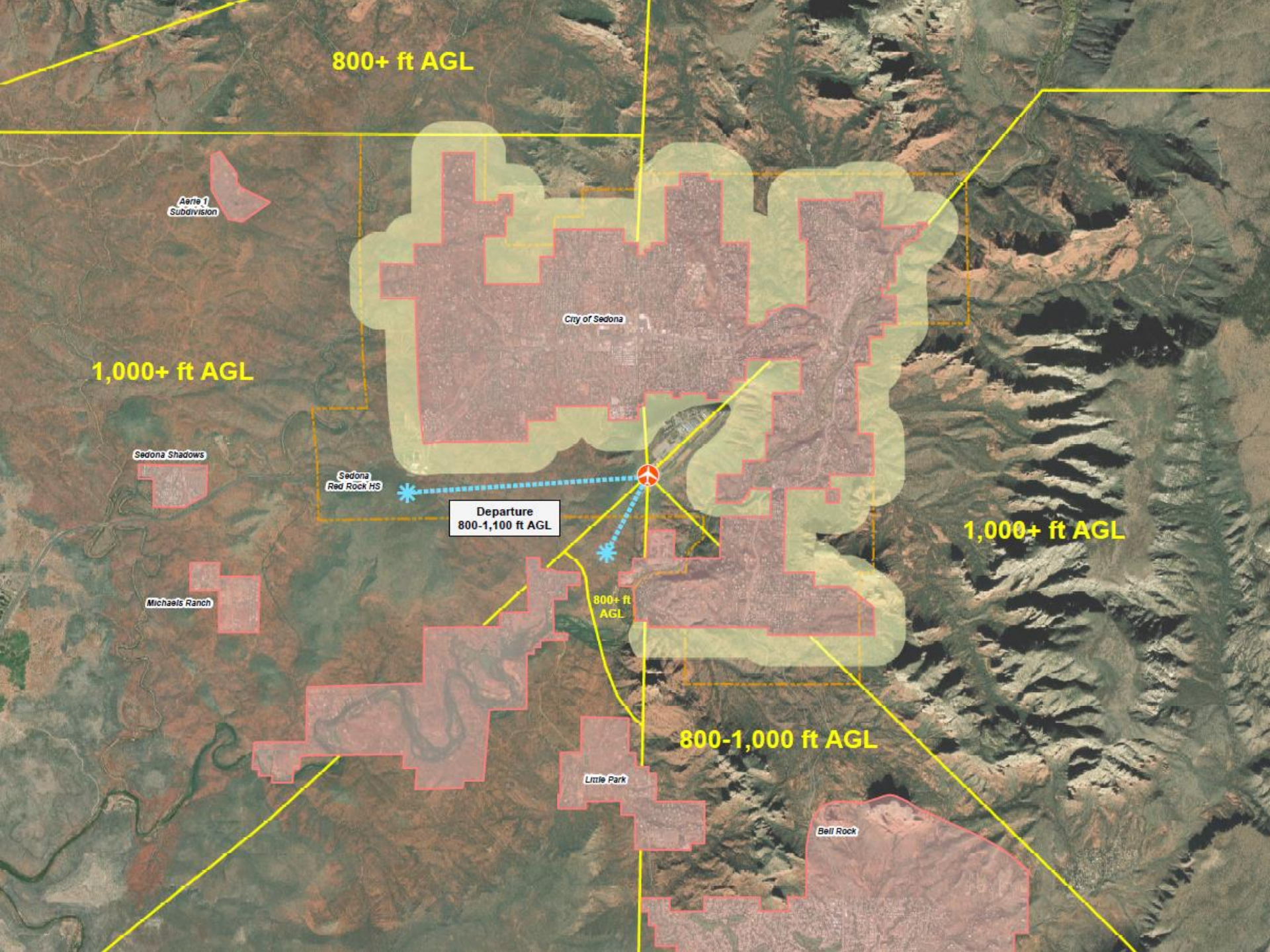


AIRDNA

B6.2

Develop Initiatives that monitor and moderate noise levels and intrusion of Heli tours

Fly Friendly
Agreement



800+ ft AGL

Aerie 1 Subdivision

City of Sedona

1,000+ ft AGL

Sedona Shadows

Sedona Red Rock HS

Departure
800-1,100 ft AGL

1,000+ ft AGL

Michaels Ranch

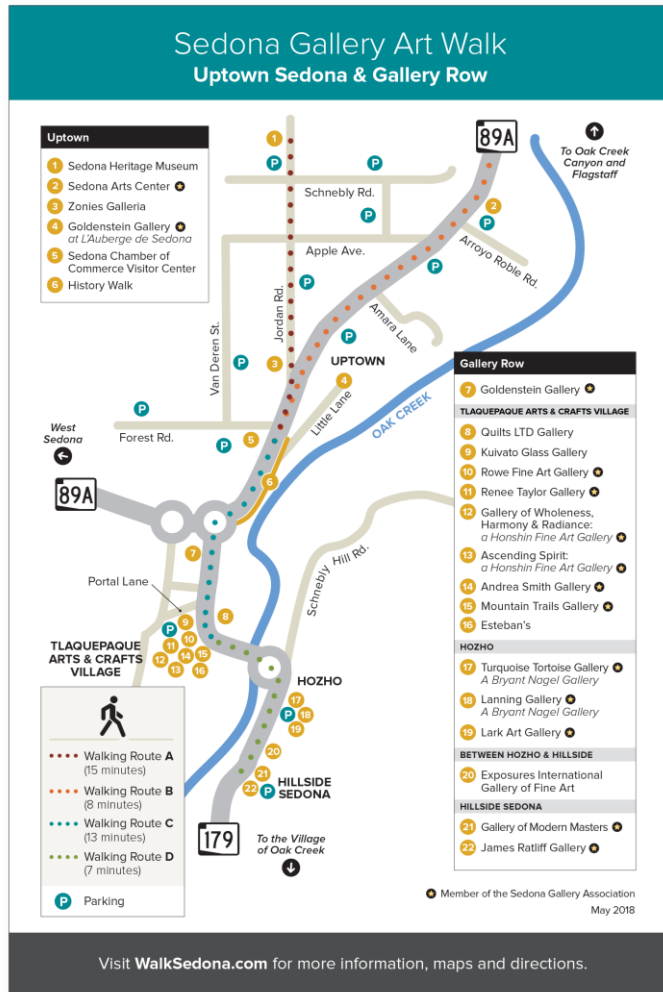
800+ ft AGL

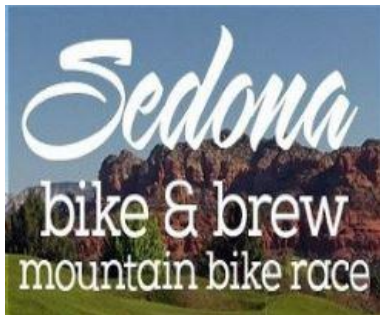
800-1,000 ft AGL

Little Park

Bell Rock

Arts & Community









Caring for

Business

Locals and Visitors

Together



Quality of the Economy Objectives

C1

Monitor and adjust levels of economic activity in need periods and moderate congestion by dispersing visitors

C2

Expand Interagency collaboration among diverse Sedona organizations

C3

Monitor and adjust tourism marketing to achieve a balance between quality of life and a healthy economy

C4

Pursue innovative approaches to employee housing and training

Tactic C1.1	Monitor and adapt marketing initiatives and recognize changing economic realities	Ongoing. City staff and SCC&TB holding January Work Session for FY21 planning.
Tactic C1.2	Utilize mix of performance metrics to help Sedona’s visitor industry remain economically strong	Ongoing monitoring taking place.

Quality over Quantity



Sedona Brand Themes



Sustainability




**Outdoor
Adventure**




**Arts &
Culture**




Wellness



INCOME: UPSCALE
(Full lead set: Upper-middle class)



EDUCATION: COLLEGE GRADUATE +



EMPLOYMENT: MANAGEMENT
(Full lead set: White collar mix)

Market During Need Periods

 Summer
  Winter



Tactic C2.1	Better coordinate with land managers, nonprofits, and businesses to develop collaborative solutions	One-on-one meetings with land managers, non-profits and businesses have taken place resulting in new and expanding programs. Verde Front conducting strategic planning meeting in January
Tactic C3.1	Review current tourism funding levels in the context of competitive destinations	Completed on an annual basis
Tactic C3.2	Annually review and adjust SCC&TB budget allocation based on dynamic indicators to meet economic and sustainability goals	Will be discussed at the Joint Work Session with City Council in January 2020. Results of work session will be included in the FY21 Destination Services Plan to be presented to City Council for approval in May/June 2020.

Tactic C4.1

Continue to investigate new approaches to provide range of workforce housing for Sedona employees

- Current assessment in progress
- Regional approach recently added
- Habitat for Humanity triplex
- Housing taskforce meets monthly

Caring for Visitors

Locals and Visitors

Together

Pillar Objectives

D1

Deepen understanding of existing experiences, how best to access them, and how to apply sustainable practices while visiting

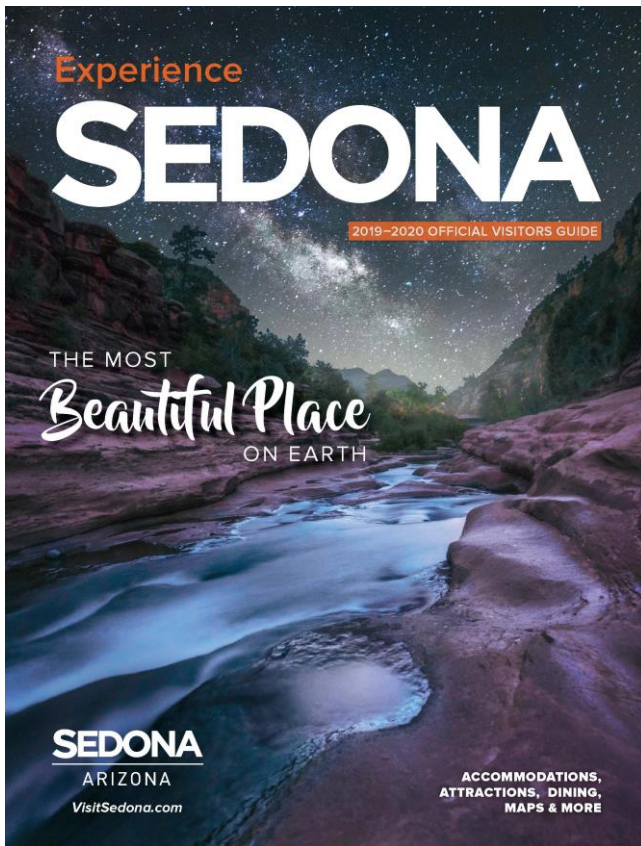
D2

Work to disperse visitors across the broader Verde Valley region to help moderate congestion at key Sedona experiences



Tactic D1.1

Review and updated SCC&TB promotional materials with sustainable initiatives



Tactic D1.2

Identify and promote experiences that are synergistic with Sedona's dark sky designation (Star Party)

 **Sedona Chamber of Commerce** ...
Sponsored · 🌐

Sedona Star Party. Free Community Event!
Saturday, August 4, 7:30-9:30pm. Posse
Grounds Park.



sedonastarparty.com
Sedona Star Party
"Free Community Event!"

[LEARN MORE](#)



Tactic D2.1

Build on the success of Sedona's Secret 7 to distribute visitor impacts and lessen environmental impacts on selected trails and areas

Desktop



Mobile



Tactic D2.2

Continue to expand participation in the Verde Front Collaborative deepening connections with land management organizations and other communities



This cross-jurisdictional, multi-stakeholder effort is working to develop a long-term and comprehensive sustainable recreation approach to link communities through the Verde Valley including Camp Verde, Cottonwood, Clarkdale, Jerome, Sedona and Yavapai County.

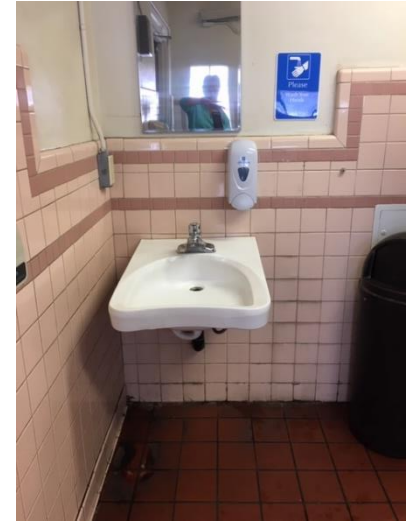
The Verde Front is fostering a regional sustainable recreation plan and river and trails commission to ensure ongoing support and coordination.

Tactic D2.3

Spread visitor impacts regionally by supporting the Sedona Verde Valley Tourism Council and promoting awareness of Sedona/Verde Valley Map Guide and other regional attractions



Expanding program with private sector sponsors



FY21 Plans

Continue to build on success of STP

Execute Short-Term Tactics

Evaluate Mid-Term Tactics

Monitor Metrics

Engage and Empower Committee

Community Outreach & Education

Discussion



*Keeping
^ Sedona*

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