



2020

COMMUNITY REPORT



www.sedonaaz.gov
928-282-3113



OUR PERFORMANCE

Welcome to the 2020 Community Report! It's no secret this was a challenging year. We started off full speed ahead until COVID-19 brought everything and everyone to a screeching halt. Suddenly, the world's focus shifted to how together, we were going to weather an unprecedented storm. We are still in the wake of this very challenging time, but I invite you to read up on the City's accomplishments this past year, despite the hardships we have all faced.

At a high level, even with COVID-19, the City's financial position remains steady thanks to conservative spending and planning. As you will read in this report, we will continue to move forward, albeit at a slower pace, with many of our capital projects. Thank you for taking the time to learn more about your city's government.

- Justin Clifton, City Manager



A WORD FROM THE MAYOR

City Council made many big decisions in 2020, which include managing what we could with the pandemic, reducing spending, focusing on quality of life issues such as lobbying for short term rental legislation, expanding tourism management practices and continuing to support Sedona in Motion projects. In 2021 City Council will focus on moving forward initiatives on our priorities list, many of which are below.

As we continue to weather the COVID-19 storm, rest assured that City Council is committed to the health and safety of residents. I know that we have all sacrificed so much in 2020. I am grateful for the financial prudence we took as a City Council, which sets us up to come out of this pandemic stronger. Stay safe and healthy.

- Mayor Sandy Moriarty

OUR PRIORITY PROJECTS

In addition to the City's everyday operations, City Council sets priorities, which translate into special projects that City Staff complete.

Currently, some of City Council's priorities include:

- Implement Sedona in Motion (SIM) traffic improvements
- Expand diverse housing opportunities
- Pursue environmental sustainability
- Implement the Sustainable Tourism Plan
- Promote economic diversity
- Address short-term rentals issues
- Improve emergency preparedness
- Continue development of Community Focus Areas



SEDONA IN MOTION

The execution of SIM projects over the next 7 years is City Council's highest priority. Led by our Public Works and Community Development departments, here are the major SIM accomplishments for 2020:

PROMOTING ALTERNATIVE MOBILITY

- ✓ Completed transit plan
- ✓ Hired a transit manager
- ✓ Took next steps to plan for transit hub and other infrastructure

BETTER WALKABILITY AND BIKEABILITY

- ✓ Broke ground on Thunder Mountain/Sanborn shared use path
- ✓ 7 routes, consisting of 2.6 miles, under design including Soldiers Pass Road, Chapel Road and Dry Creek Road shared use paths
- ✓ Get Outside (GO) Sedona Plan approved by City Council

ADDING CONNECTIVITY

- ✓ Design nearing completion for Forest Road connection

IMPROVING CONGESTION ON 179

- ✓ Design nearing completion for pedestrian crossing at Oak Creek
- ✓ Design nearing completion for Portal to Ranger Road connection

MAKING IT EASIER TO PARK UPTOWN

- ✓ Purchased land for Uptown parking garage
- ✓ Completed garage design

IMPROVED CONGESTION IN UPTOWN:

The newly completed Uptown Roadway Improvements Project reduced southbound 89a traffic by 80%.

Get more info on sim projects at: www.sedonaaz.gov/sim



OUR 2020 NUMBERS

CITY FINANCES

The City plans and measures finances in Fiscal Year (FY) increments, from July 1st to June 30th. Comparing FY 2019 to FY 2020, due to COVID-19, combined sales and bed tax collection decreased by 7%. However, most recent data from the beginning of FY 2021 shows that from July 1, 2020 to Oct. 31, 2020, combined sales and bed tax collection was up 10% compared to the same period in 2019. Initial estimates are showing that the last 6 calendar months of 2020 sales and bed taxes, conservative spending and federal CARES Act funding the City received, made up for the deficits in the City's budget from the first 6 months. The City was fortunate to have no employee layoffs in our organization.

-7%

SALES AND BED TAXES IN FY20 BUT...

+10%

SALES AND BED TAXES FROM JULY 1 - OCT. 31, 2020

0

LAYOFFS OF CITY EMPLOYEES IN 2020



LIVABILITY UPDATES

50

**BUSINESSES
CONSULTED**

Supporting Businesses

For most of 2020, businesses focused on staying nimble during the pandemic, which activated our Community Development Department and partner organizations to help as many businesses as possible:

- 50 businesses consulted on business plans and COVID-19 response.
- 25 business workshops hosted, many on COVID-19 economic recovery.
- 25 jobs created or retained.
- Assisted businesses in the application process that resulted in \$2 million in Paycheck Protection Loans, \$1 million in Economic Injury Disaster Loans (EIDL) loans and \$100,000 in EIDL cash advances.

The City also completed an Economic Diversification Plan. This 5-year vision outlines ways to diversity the economy in Sedona including planning for a co-working space, working with Verde Valley partners to explore broadband in the region and growing the health and wellness industry.

22

**SUSTAINABILITY
INITIATIVES
COMPLETED**

Prioritizing Sustainability

The City accomplished 22 sustainability initiatives in 2020, including:

- Completed the Municipal Sustainability Plan and took action to meet 2-year goals.
- Transitioned to 100% recycled content office paper at City Hall.
- Installed 6 electric vehicle charging ports (4 at City Hall, 2 in Uptown).
- Installed 150 kW of solar on carports at City Hall.
- Kept 10,620 lbs. of hazardous waste and 15,254 lbs. of electronics out of landfills thanks to the Household Hazardous Waste and Electronics Collection event.
- Launched a Climate Action Plan public input process engaging 600 people between 5 virtual open houses, 2 community surveys and 3 non-profit presentations. This plan will outline the actions Sedona will take to reduce greenhouse gas emissions and adapt to climate change.



**PARKS USAGE
INCREASE**

Recreation remains a focus

Even though many events didn't occur, the City's 72 acres of parks were busier than ever in 2020 as residents enjoyed the fresh air and activities. The City also completed the first phase of restoring the Ranger Station Park. Additionally, the City completed the Posse Grounds Park evaluation to put together initial design concepts that will be used in the upcoming Posse Grounds Park Master Plan.

+2

**ROUNABOUTS
WITH ART**

Making Sedona Animated by the Arts

In 2020, the Artists in the Classroom program mentored 135 children despite COVID-19 challenges. Also 2 art pieces totaling \$75,000 were added to Uptown roundabouts. In 2021, look for the art selection process for 4 roundabouts on 179.



Keeping the Community Safe

The Sedona Police Department (SPD) focused on providing exceptional service while managing challenges of policing during a pandemic. Of note is the following:

- 911 calls increased 17% from 2019 to 2020.
- Crimes against people like assault, disorderly conduct, etc. were approximately 151 per 1,000 residents in 2020, up from 134 per 1,000 in 2019.
- Property crimes like burglary, vehicle theft and trespassing were approximately 67 per 1,000 residents in 2020, up from 50 per 1,000 in 2019.
- According to the 2020 Community survey:
 - 95% of respondents rated Sedona as a safe place to live.
 - 93% of respondents feel safe from property crime.
- 3 people's lives were saved by officers via the use of Narcan or CPR in 2020.
- Issued approximately 2,000 tickets for illegal parking at trailheads in 2020, almost 3.5 times more than in 2019.
- Opened a SPD Uptown satellite location as a general information and safety hub.

17%

911 CALLS
INCREASE

Taking Steps to Diversify Housing

The City removed many of the regulatory barriers to allow for the development of the Pinon Lofts apartment project, bringing the first rental, multi-family housing development to Sedona in over 10 years. The City also completed a gap analysis that determined the number of affordable housing units needed, and a Five-Year Affordable Housing Action Plan that identified strategies to fill that gap. The study discovered that 58% of the renters in Sedona are cost burdened, paying more than 30% of their household income on rent. City Council will decide next steps in 2021.

1

ANALYSIS
COMPLETED

Development is Strong

The City helps shape the community through codes, zoning and master planning efforts. In 2020, the City completed the Get Outside (GO) Sedona Pathways Plan and kicked off the Uptown Community Focus Area Plan. Also, construction increased considerably: 2020 building permits were up 64% over 2019.

64%

BUILDING PERMIT
INCREASE

Collecting Data on Short Term Rentals (STRs)

As the City lobbies the Arizona State Legislature for more local control, we used existing authority to identify STR properties, collect emergency contact information and create a 24/7 hotline for people to report issues. The City is working to improve noise and trash issues that have generated 76% of the 163 complaints filed in 2020 since mid-September. Other interesting facts include:

- The City monitors 727 STRs in city limits.
- 80% of these properties provided their emergency contact to the City.
- Currently 11 percent of housing inventory in Sedona city limits are STRs.

80%

OF STR
PROPERTIES
REGISTERED
WITH THE CITY



City of Sedona
102 Roadrunner Dr.
Sedona, AZ 86336

ECRWSS
PRSRST STD
US POSTAGE
PAID
SEDONA AZ
PERMIT 100

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