



City of Sedona City Council Priorities List Updates



WELCOME TO THE FY24 CITY COUNCIL PRIORITY LIST

Every year, near the beginning of the calendar year, City Council creates a Priority List. This list is a compilation of all the special projects that City staff will work on throughout the year, in addition to staff's normal job duties. These priority items are often big concepts such as traffic issues, major land planning processes and policy changes.

How are issues placed on the priority list?

Items on the priority list come from several different places. Some items are carried over from the year prior, some items are citizen suggestions that have been expressed to City Councilors that now by majority vote need action, and some are specific Councilors' ideas that they would like to see brought to fruition.

How to read each project sheet

You'll see key takeaways on each priority listed on the right, including:

- the workload: extensive, moderate or minimal.
- the estimated time frames.
- if applicable, the most recent time City Council discussed the topic. You'll see the date listed for when it went to City Council, and a direct link to the online Agenda Bill on the issue. An Agenda Bill is what is created when an issue goes to City Council and provides context and background.
- the person on staff who is the project lead for that priority.
- the projected budget.

Additionally, you'll see an explanation and status update on the priority with a percentage update at the bottom to let you know how far along the item is until completion.

Goal of this document

It is the goal of the City of Sedona to communicate effectively with everyone in Sedona, from the staff who work at City Hall, to the residents, to even the visitors who stay in Sedona for just a few days. It is important that everyone has access to current information on projects that will affect this city for years to come.

More information

For more information on any project in this document, call Special Initiatives Coordinator Kegn Moorcroft at 928-203-5179 or email kmoorcroft@sedonaaz.gov.

January 2024 Council Priorities Update

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Explanation: In 2018, with a complete Transportation Master Plan and the passage of a ½ percent sales tax increase that will fund transportation projects, City Council made the execution of the plan, called Sedona in Motion, a top priority. In November 2021, Council voted to permanently increase the City Transaction Privilege Tax from 3% to 3.5% by removing the previous 10-year (2018-2028) sunset from the ½ percent tax increase. The ½ percent permanent increase will be dedicated to transportation purposes, including the implementation of a transit system in Sedona.

Status:

- Along with the completed [Uptown Roadway Improvements Project](#), to alleviate northbound traffic congestion in Uptown, the City completed a right-hand turn lane at Amara Lane in March 2023. Other northbound improvement projects in process include a southbound left turn lane to L'Auberge Lane, a shared use path and historical walk, two lanes northbound merging at Forest Road, and a dedicated left turn lane to Forest Road.
- The City successfully launched trailhead shuttles in March 2022. [Micro-transit](#) (demand response) is set to launch in the summer of 2024.
- A preliminary grant for the engineering and design of a Transit Maintenance and Operations Facility was issued for funding assistance in the amount of \$720,000 issued by ADOT.
- Construction for the [Forest Road extension project](#) began April 2022. The estimated project completion date is mid-2025.
- The construction of the [Pedestrian Crossing at Oak Creek](#) will began in June 2023. The estimated project completion date is spring 2024.
- The design for the Uptown Parking Garage is nearly complete. Next, they will and obtain pricing for further consideration.
- Dry Creek Road phase 1, Pinon Drive, Navoti Drive phase 1, Soldiers Pass, Chapel Road, and Thunder Mountain/Sanborn shared-use paths are complete. Resident have been informed on the plans for the Harmony/Andante shared-use path and design is nearly complete.
- The connection from Los Abrigados to Brewer Road is complete. Design for the Portal to Ranger/Brewer Road is complete pending intersection improvements for greater efficiency.

Projects will move forward through the budgeting process over the next several years. For more information and project tracking, go to sedonaaz.gov/sim.

NOTABLE:

Public Involvement: Extensive public outreach with work groups, stakeholder participation, and public hearings.

Staff Workload: Extensive for the City Manager's Office and Public Works Department, moderate for the Community Development Department, and minimal for the Sedona Police Department.

Expected Council Meetings: Meetings throughout the year as projects move through the process.

Estimated Timeframe: 2018 - 2028

Most recent time City Council

discussed this issue:

[December 13-14, 2023 \(AB 2378\)](#)

Project Leads:

Bob Welch
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Robert Weber
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\$

Total ten-year Project Budget:

\$35 million

Project Status

January 2024

Project Phase	Completion	Completion Date
Completion of projects	55%	2028



NOTABLE:

Public Involvement: Extensive with Tourism Advisory Board input.

Staff Workload: Extensive for the City Manager’s Office.

Expected Council Meetings: Quarterly

Estimated Timeframe: Ongoing

Most recent time City Council discussed this issue:

[September 26, 2023 \(AB 2991\)](#)

Project Lead:

Lauren Browne
(928) 203-5068

lbrowne@SedonaAZ.gov

\$

FY23: \$1,670,211

FY24: \$1,700,000

FY25: \$

Explanation: Starting in 2013, the City has allocated a portion of bed tax to the Sedona Chamber of Commerce and Tourism Bureau (SCC&TB). Additionally, the City is working with the SCC&TB to address tourism management more comprehensively through the execution of the Sustainable Tourism Plan.

Status: In April 2023, the SCC&TB announced that they will not continue with the City contract for future funding.

Shortly after, City Council designated the City as the official Destination Marketing Organization for Sedona’s city limits. This gives the City the authority to partner with the Arizona Office of Tourism in the future. They also agreed they would like to have a tourism program added to the City organization to have a greater role in the future of tourism management and marketing in Sedona.

- Council approved contracting with SCC&TB for the continued operations of the Visitor Center for \$424,000 for FY24 under a cost-share model.
- Completed Tourism Business Database Sign Up Video and emailed every tourism-related business with a valid business license, asking them to sign up for the database. Over 500 tourism-related businesses are now featured on ScenicSedona.com, which launched in November 2023.
- Awarded \$50,000 worth of tourism marketing and research opportunities with the AOT Rural Cooperative Marketing Program. AOT will match our \$50,000 commitment to equal \$100,000 of value.
- The 11-person Tourism Advisory Board began meeting in December 2023. They will meet on the first Wednesday of each month at 3:00 pm in the Council Chambers to advise staff on programs and initiatives. These meetings are open to the public and will be recorded.
- Awarded branding and marketing contract to DVA Advertising and Public Relations and kicked off efforts in November 2023. Currently, they are in the research phase of their scope of work, executing resident, visitor and nationwide surveys and meeting with local tourism stakeholders.
- Hired Coraggio Group to execute a Tourism Strategic Plan. Kick off was in November 2023 with a plan expected in March 2024.

A full update on all tourism related efforts was given to Council at the regular council meeting on [Sept. 26, 2023](#).

Project Status

January 2024

Project Phase	Completion	Completion Date
Development	20%	2025



NOTABLE:

Public Involvement: Extensive with stakeholder input.

Staff Workload: Extensive for the City Manager’s Office.

Expected Council Meetings: Numerous depending on specific proposed actions or initiatives.

Estimated Timeframe: Ongoing

Most recent time City Council discussed this issue:

[December 13-14, 2023 \(AB 2740\)](#)

Project Leads:

Bryce Beck
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bbeck@SedonaAZ.gov

Karen Osburn
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\$
FY22: \$736,550
FY23: \$
FY24: \$
FY25: \$

Explanation: The Community Plan states that sustainability is a major priority, both internally and externally city-wide.

Status: To help accomplish sustainability goals, the city hired a Sustainability Coordinator. In 2020, a [Municipal Sustainability Plan](#) to identify ways to improve sustainability in internal city operations was completed. Since then, the department has grown to a manager, two coordinators and a Vista volunteer.

In 2021, City Council adopted the [Climate Action Plan](#), which aims to cut Sedona’s carbon emissions in half by 2030. Programs include:

- EV chargers were installed at the Hub, Sunset Park, and Posse Grounds Park in 2023.
- Installation of solar lighting at Posse Grounds Park was completed in the summer of 2023.
- Six E-Bikes arrived in April 2023 for staff use.
- Update of the Municipal Sustainability Plan and internal Green Fleet Policy.
- Facilitating the third round of the Community Food Scrap Compost program (ongoing).
- Facilitating the third round of the Home Energy Retrofit program (ongoing).
- Facilitating the third round of the Northern Arizona Solar Co-Op program (ongoing).
- Conduct the annual Curbside Yard Waste program.
- Conduct the annual Household Hazardous Waste event.
- Update of the Land Development Code for water conservation.
- Collaboration with the Oak Creek Watershed Council on watershed education and cleanup events.
- Collaboration with the Arizona Water Company on outreach efforts and initiatives for the Ripple Effect.
- Partnering with Local First Arizona for continued efforts with the Green Business Bootcamp.
- Completed the Urban Heat Island data collection and mapping report.

Learn more at sedonaaz.gov/sustainability.

Project Status		January 2024
Project Phase	Completion	Completion Date
Explore opportunities	ongoing	ongoing



NOTABLE:

Public Involvement: Extensive with a work group and stakeholder input.

Staff Workload: Extensive for the City Manager’s Office.

Expected Council Meetings: This is to be decided, but when they are agendized this will be updated.

Estimated Timeframe: Ongoing

Most recent time City Council

discussed this issue:

[December 13-14, 2023, \(AB 2682\)](#)

Project Lead:

Karen Osburn
(928) 204-7127

kosburn@SedonaAZ.gov

\$

FY20: \$79,500

FY21: \$163,230

FY22: \$826,870

FY23: \$

FY24: \$

FY25: \$

Explanation: Diversifying the Sedona economy has long since been a priority with the creation of an Economic Development Department in 2016. In February 2020, City Council approved the [Economic Diversification Plan](#) that will be a roadmap for the City to follow to achieve economic diversification. In FY24, staff will update the Economic Diversification Plan.

In April 2023, the Economic Development Department became part of the Communications program, along with tourism marketing and management.

Status: The City Manager’s Office is working towards the recruit of an Internet Service Providers (ISP) for Sedona. The purpose of this contract would be to identify options and ISPs that will provide high speed internet broadband access for Sedona. The process is listed below.

- In 2022, City staff entered a contract with a broadband consultant to help identify potential ISPs interested in investing in Sedona.
- An RFI was issued in March 2023 and seven ISPs responded.
- A staff team including the City’s consultant and a resident volunteer reviewed the RFI submittals and conducted in-person interviews. The final ISP candidate has not yet been chosen.
- Staff has engaged the support of the state Broadband Director in these efforts including the possibility to securing BEAD grant funding to support a broadband implementation.
- Once next steps are determined, including determining viability of the City entering into an agreement with an ISP, a work session will be held with City Council to discuss options and recommendations.

Project Status

January 2024

Project Phase	Completion	Completion Date
Implement Broadband	ongoing	ongoing



NOTABLE:

Public Involvement: Extensive with work groups, stakeholder input and public hearings.

Staff Workload: Extensive for the Community Development Department and extensive for the City Manager’s Office.

Expected Council Meetings: Regularly meetings are expected to determine what action Council wants to take to address the needs.

Estimated Timeframe: Ongoing

Most recent time City Council

discussed this issue:

[December 13-14, 2023, \(AB 2849\)](#)

Project Lead:

Shannon Boone
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sboone@SedonaAZ.gov

\$

FY20: \$2 million

FY22: \$2.74 million

FY23: \$

FY24: \$

FY25: \$

Explanation: With thousands of tourism-related jobs, short term rental expansion, and average home prices escalating, affordable housing in Sedona is a challenge.

Status: In March 2017, a group of business owners and concerned citizens organized to discuss affordable housing which staff participated in. Additionally, the City subsidized development fee costs for the Habitat for Humanity homes that were built in Uptown. In June 2018, City Council approved a budget request (see on page 307 of [this document](#)) to support the city’s housing fund. Additionally, the Land Development Code now provides broader administrative decision making so staff can easier incentivize affordable housing to prospective developers. Other initiatives and programs include:

- In 2021, the City entered a public-private partnership with Sunset Lofts, LLC for the development of a 46-unit apartment complex dedicated to local workforce (which has since been stalled). As a result of the Housing Needs Assessment the City later hired a Housing Manager.
- In 2022, the Housing Department implemented a down payment assistance program with Housing Solutions of Northern Arizona and created the Rent Local Program.
- In January 2023, Housing Coordinator was hired and Council authorized Community Development Block Grant (CDBG) funding for Steps to Recovery to support the acquisition of transitional housing for families and individuals impacted by substance abuse.
- In October 2023, an RFP was issued for an affordable housing rental development located on up to 4-acres on the eastern portion of the City-owned Cultural Park property as phase 1 of development prior to the completion of a full master plan for the site.
- In December 2023, Council approved a Land Lease Option Agreement and a \$2.25 million loan for a 30-unit deed-restricted affordable housing apartment complex on Shelby Drive called the Villas on Shelby. Groundbreaking is anticipated in the second quarter of 2024 with units available by fall of 2025.
- There are currently 587 affordable units in predevelopment, plus 107 market rate apartments.

Homelessness: Staff will work to create a plan to address homelessness, which may include looking into the idea of a temporary managed campground at the City-purchased Cultural Park property where with proof of employment at city business, local workforce could have a safe place to park until we can get affordable housing units built.

Learn more at sedonaaz.gov/housing.

Project Status

January 2024

Project Phase	Completion	Completion Date
Implement strategies	ongoing	ongoing



NOTABLE:

Public Involvement: Minimal with stakeholder input.

Staff Workload: Extensive for the City Manager’s Office, Community Development Department and moderate for the Legal Department.

Expected Council Meetings:

One to two meetings per year for ongoing interest and monitoring.

Estimated Timeframe:

Jan. 2015 – ongoing

Most recent time City Council

discussed this issue:

[December 13-14, 2023, \(AB 2759\)](#)

Project Leads:

Teresah Arthur
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\$

FY19: \$20,000

FY20: \$20,000

FY21: \$40,000

FY22: \$40,000

FY23: \$153,090

FY24: \$157,259

FY25:

Explanation: Since 1995, short term rentals (STRs) were banned in Sedona. However, Senate Bill 1350 was signed by the Arizona Governor on May 12, 2016, and went into effect December 31, 2016 prohibiting local government entities from enacting or maintaining local ordinances that would disallow short-term vacation rental activity. City Council asked staff to monitor and evaluate any short-term rental legislation that would be relevant for adding local control of this issue.

Status:

- In [August 2019](#), City Council advised staff to refine the concepts of emergency contact requirements and possible zoning restrictions into the City ordinance related to short term rentals. The City hired LodgingRevs to help report occupancy data and manage an emergency contact database and complaint collection system. This information is being collected so that staff can have real data on the issues and frequency to help identify potential next steps.
- In February 2021, City Council supported watching for developments at the Arizona State Legislature level, and monitoring complaints with the [hotline number](#) the City set up in 2020.
- In September 2021, City Council hired a lobbyist for the 2022 Arizona State Legislative session for \$75,000, to be paid from the City’s contingency fund. The purpose is to be an additional voice for Sedona on the topic of short-term vacation rentals.
- In late 2021, the City updated its noise and trash ordinances in effort to mitigate the impacts that generated most complaints from STRs and allow for easier/more efficient enforcement.
- In 2022, the City created a Short-Term Rental Specialist position dedicated to helping manage data collection and emergency contact information.
- In July 2022, Senate Bill 1168 was passed, allowing Arizona cities and towns to require all short-term rentals to acquire a permit to operate. The City requires all short-term rentals operating within City limits to have a [permit](#) and a primary contact listed.

Learn more at sedonaaz.gov/str.

Project Status

January 2024

Project Phase	Completion	Completion Date
Monitor Short-Term Rentals	ongoing	ongoing



NOTABLE:

Public Involvement: Minimal with stakeholder input and public meetings.

Staff Workload: Moderate for the City Manager’s Office.

Expected Council Meetings: One meeting to reveal findings of consultant research.

Estimated Timeframe:

January 2023 – ongoing

Most recent time City Council

discussed this issue:

[December 13-14, 2023 \(AB 3025\)](#)

Project Lead:

Karen Osburn
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kosburn@SedonaAZ.gov

\$

FY23: \$150,000

FY24: \$

FY25: \$

Explanation: In the FY24 Council Retreat from [January 17-19, 2023](#), City Council asked staff to determine if the City should take over the Sedona Airport.

Status:

- A consultant was hired in March 2023 to evaluate the potential acquisition of the Sedona Airport.
- The consultant has completed project initialization, site visits, and data gathering. They are currently working on the airport assessment and capital needs assessment.
- An update on study findings and next steps is tentatively planned for February 2024.

Project Status

January 2023

Project Phase	Completion	Completion Date
Evaluate Airport Acquisition	25%	ongoing



NOTABLE:

Public Involvement: Extensive with work groups, stakeholder input and public hearings.

Staff Workload: Extensive for the Community Development and Public Works Department.

Expected Council Meetings: Regularly meetings are expected to determine what action Council wants to take to address the needs.

Estimated Timeframe: November 2022 – ongoing.

Most recent time City Council discussed this issue:

[December 13-14, 2023, \(AB 2894\)](#)

Project Lead:

Karen Osburn
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kosburn@SedonaAZ.gov

\$

FY23: \$20,000,000

FY24: \$

FY25: \$

Explanation: In a City Council meeting on [November 22, 2022](#), Council approved a resolution authorizing the City of Sedona to enter into a purchase agreement to acquire the Real Property, 41 acres for \$20,000,000 located near SR 89A and Cultural Park Drive known as the Cultural Park.

Status:

- There is a [Western Gateway Community Focus Area Plan](#) in place that encompasses the Cultural Park, Yavapai College and Sedona Red Rock High School area.
- In October 2023, an RFP was issued for an [affordable housing rental development](#) located on up to 4-acres on the eastern portion of the Cultural Park property as phase 1 of development prior to the completion of a full master plan for the site.
- A Cultural Park Master Plan will be developed with public input to determine the direction and needs of the property for the community.

Project Status

January 2024

Project Phase

Completion

Completion Date

Development

0%

ongoing