

## Susan Irvine

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**From:** Steve Ash <steve@ashcentral.com>  
**Sent:** Wednesday, April 28, 2021 2:18 PM  
**To:** Susan Irvine  
**Subject:** Funding for tourism

City Council Members

My name is Steve Ash. I live at 250 Navajo Tr. Sedona Az . I would like to address the funding for tourism in our community. Having lived in Sedona for 71 years, I have seen our community grow from a family oriented town to a mecca for tourism. In the 80s our newly developed park at the Posse Grounds was home to fifteen little league teams. Opening ceremonies in April of that year saw thousands of residents enjoying the start of baseball season for our large youth population. Fast forward to this year we find not enough children in our community to have one little league team. Our school system has lost hundreds of students and had to shut down an entire campus.

We know, of course, the reasons for this exodus of families. Thanks to our governor we now have motels for tourists in every neighborhood. ( short term rentals). Families can no longer afford the high rent costs and have moved to other communities.

In light of this the City continues to budget millions of dollars a year to promote tourism. Nothing has been done to battle the legislature on short term rental controls. Nothing concrete has been done for affordable housing. We continue to spend on catering to tourism. When will the residents of our town see real efforts made to benefit the locals. When will the City really address traffic issues other than studies. When will the crossing linking VOC and West Sedona be looked at in real time. The local residents deserve better. Thank You

Respectfully  
Steve Ash

## Susan Irvine

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**From:** Sandy Brandvold <sandybrandvold1@gmail.com>  
**Sent:** Thursday, April 22, 2021 12:23 PM  
**To:** Susan Irvine  
**Subject:** Upcoming FY21 meeting

City Clerk:

Thank you for allowing us to send our input prior to your meeting. I'm not great at interpreting all the charts/reports/etc. so I will just share observations I've experienced over the past two years (having lived here for 20 years and experiencing Sedona go from Paradise to what we have today).

1. Being a Realtor it is especially difficult to navigate the City and I have lost several sales to out of town buyers when they are continually caught in traffic and say they "would no longer consider moving to Sedona." I also see all the roadside parking that has devalued areas like Soldiers Pass, the Chapel area, Back O' Beyond, and all the upscale communities along Dry Creek Rd.
2. As a resident living in Les Springs, the frustration is compounded by oftentimes not being able to get in/out our main entrance as Cooks Hill is backed up.
3. The Sustainable Tourism Plan states the goal - To serve Sedona by making it the Best Place to Live, Work, Play and Visit. They are failing miserably on all counts. Instead, the type of tourists we get destroy our natural resources, park in our neighborhoods, and make it more difficult for us to navigate to our appointments, restaurants and grocery stores.
4. The Long Term Goals are quite lofty and I can't list a rebuttal to each entry here... but seriously, how do you think the Chamber is doing so far? I don't see how they have achieved any of the listed goals, or how they possibly could with their current methods. It would seem we should stop all advertising until this mess can be improved... if the budgeted funds have to be used in the current year (s), spend them on repairing our infrastructure/trails to improve the experience of future visitors and citizens alike. In the meantime - let us locals get back out on the trails we moved here for.
5. It goes without saying - STOP allowing more hotels to be built. Let's keep the ones we already have full. Governor Ducey's decision to override the City's rental ordinances was most unfortunate... as again, it took business from our hotels and ruined many of our neighborhoods.
6. Stop spending money on traffic studies if there are no plans to actually follow through with improving our access.



Sandy Brandvold

(928) 301-4800  
[sandybrandvold1@gmail.com](mailto:sandybrandvold1@gmail.com)  
305 Les Springs Drive  
Sedona 86336

## Susan Irvine

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**From:** theresa felzenberg <theresafelz@gmail.com>  
**Sent:** Thursday, April 22, 2021 5:48 PM  
**To:** Susan Irvine  
**Subject:** This coming Council meeting agenda :chamber budget , tourism

### Council Members

Please do everything you can to expedite trailhead shuttles .  
The present situation has become intolerable and unsustainable.  
This week on a wed at 8:45 am all the trailheads along 179 after the Chapel were full. This is occurring more days more weeks more months out of the year such that I as a sedona homeowner and citizen have been deprived of use of these trails on an ongoing basis. I wonder if I'll ever get to hike out by Bell Rock and Court House again. I keep walking the same trails behind my home in West Sedona that I can walk to. I feel sad. And by the way the social trails at some of these trail heads is terrible!

. My lifestyle is impacted. Use to be I'd simply walk on the street in my neighborhood on weekends or go walk by the Fish Hatchery in Page Springs because of this situation and then look forward to trail hike during the week. I can't count on a parking spot at many trailheads even during the week now. I'd best get up at 5:45 am and get in the car BY 7:00 am . I'm a senior I can't do that ... I shouldn't have to.

So sad 😞

If the funds brought in by the bed and sales tax has gone up and if the factor of 50% to chamber of commerce remains the same... what are the implications? A new formulae with a cap is needed .

Respectfully

Theresa Felzenberg  
15 Homestead Rd Sedona Az  
7322330993  
Sent from my iPhone

## Susan Irvine

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**From:** johnf@pinkjeep.com  
**Sent:** Tuesday, April 27, 2021 6:43 PM  
**To:** Susan Irvine  
**Subject:** Marketing Funds Support

The Honorable Mayor & City Council;

Humans have stood in awe of Sedona's red rocks for over 1,000 years, each generation entrusted to maintain it for the next. We at Pink Jeep take this role of caretaker very seriously. Above everything else, Sedona is our home.

Our livelihood must strike a critical balance between sharing and preserving its beauty. It is why we partner with organizations like the U.S. Forest Service to maintain trails and conduct trash pickups, as well as the National Forest Foundation to preserve and protect the forests of Northern Arizona.

While marketing an already-popular destination may feel counter-intuitive, consider marketing's power to influence visitation across slower seasons and – in effect – level tourism's effect on the community. Convincing just a small percentage of would-be travelers to visit in August or December instead of March, April or October could have a dramatic, positive impact on the city's infrastructure.

Tourism has been a key economic driver in Sedona for decades. It creates thousands of jobs, supplies 77% of the sales tax revenue and has resulted in amenities that would otherwise be unattainable for such a small community. It gives and it takes, and marketing can be an all-important ally in its management and communication of sustainable recreation.

We strongly encourage you to consider all of marketing's facets before abandoning it altogether. We need to work together as a community to resolve and protect this natural wonder we have all been entrusted to pass on.

**John J Fitzgibbons III**  
President | **PINK** Adventure Tours  
D: 928.203.7089  
[PinkAdventureTours.com](http://PinkAdventureTours.com)



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Please consider the environment before printing this email



## Susan Irvine

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**From:** Cara Kretz <cara.kretz@pm.me>  
**Sent:** Sunday, April 25, 2021 9:35 AM  
**To:** Susan Irvine  
**Subject:** Comment for Public Record on April 28 City Council Meeting

Dear Mayor & City Council,

As elected officials, it is clear to me that you are not working for the Residents of Sedona. Instead it appears that the City gives a priority to the regional Chamber/Tourism Bureau over Residents. Out-of control traffic, unbounded tourism and STRs are ruining our beautiful and charming home! The doublespeak, all-talk-no-action, full-of-excuses City Council is responsible for this crisis.

According to Chamber tax returns, the Taxpayers contribute 89% of chamber revenue. Why don't their members PAY? Why don't in-city businesses get their OWN VOICE? We never elected the chamber. Look to successful Chambers/Tourism Bureaus in other similar destinations in the U.S. and they are NOT funded by the taxpayers or City!

Do not spend OUR excess revenue to pay off Jordan Road. Why is the city going to run a transit company! Let a professional company bid for providing/operating parking, shuttles, staff, logistics, etc. This is not the job of the City Council and a total waste of taxpayer funds for a temporary traffic solution. Residents do not have confidence in your planning abilities. Many other ideas have been presented for short and long-term solutions to the parking/traffic issues. Go back to the drawing board.

Stop funding the regional-chamber. We have NO legal Tourism district. You are hurting small and local businesses to enrich a third party PRIVATE business association. The chamber has a narrow focus and is not held accountable. The inconsistencies in your FY2021 Proposal and lack of transparency about actual marketing costs is very troubling. You say that direction has changed from Destination Marketing to Sustainable Tourism, yet 4 out of 9 Short Term FY2021 Goals are based on Destination Marketing. The \$3M planned in the budget actually continues spending on marketing inside and outside Sedona , yet you try to have us believe you have halted marketing. Why are you adding more full-time staff to support Tourism promotion? The travel Industry has moved to virtual tradeshow and conferences. Why are you spending money on this? Just more doublespeak and lack of transparency.

Stop supporting the Sedona Lodging Council. They are hiding behind a 506(c) that does not provide any financial information or accountability. The hostility and political rants from its President damage your credibility on the City Council. You let them speak on your behalf as if they are elected. What really is the financial arrangement, direct or indirect, between the City and Sedona Lodging Council? They won't tell us.

You are not allowed to use sales tax as a unit of measure under state guidelines and you are not allow to discriminate against your businesses. Arizona State Statute for Cities and Towns, 9-500.06.Hospitality Industry; discrimination prohibited. The lack of legal transparency is also troubling.

Time to listen to the Residents who live here or elect new leadership across the board!

Cara Kretz  
West Sedona

Sent with [ProtonMail](#) Secure Email.

## Susan Irvine

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**From:** Randy McGrane <rmcgrane@ensemble.net>  
**Sent:** Wednesday, April 28, 2021 2:57 PM  
**To:** Susan Irvine  
**Subject:** Sedona Chamber of Commerce

As the owners of the Best Western Arroyo Roble in Uptown Sedona, I want to express our support for the Sedona Chamber of Commerce. They continue to a valuable partner in promoting responsible business in Sedona and we hope the city will continue to support them financially.

Randy McGrane

Sent from my iPad

Randy McGrane  
CEO, Managing Director  
602.912.8955

Ensemble Real Estate Solutions & Investments



## Susan Irvine

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**From:** GreenTree Inn Sedona <GM.SED@Greentreeinn.com>  
**Sent:** Tuesday, April 27, 2021 5:10 PM  
**To:** Susan Irvine  
**Subject:** Concerns from a hospitality business

Hello,

As a member of the Sedona business community I feel it necessary to voice my concerns over the 'us vs. them' mentality that seems to permeate any discussions about the lifeblood of our community, tourism.

The continued noise by a few unhappy residents makes it difficult to hear reason.

Contrary to popular belief, hotels are not the root of the congestion problems we are living with.

Should there be a 'cap' on new hotel rooms, probably.

Did ADOT warn us of these issues many years ago, yes they did.

Congestion is an issue, but the number of new hotel rooms is not the cause.

If the residents of Sedona want to address what is, in my opinion, the biggest contributor to the overall overcrowding of Sedona, they should look at their neighbors, and perhaps in the mirror.

The number of AirBnB units in Sedona, Oak Creek Canyon and the Village FAR outnumber new hotel rooms.

Think of it as a 2,000 room hotel, or 20 hotels of 100 rooms each, dropped into the middle of town.

Because that's exactly what has happened.

Unrestrained growth of the transient 'short term lease' environment in Sedona has become toxic for all of us.

That's 2,000 cars added to our already strained infrastructure on any sold out weekend.

To punish the hospitality businesses of this city because of this is not only unfair, it's self defeating.

Where does the city get the bulk of its revenue?

Property taxes?

Grocery food taxes?

Taxes collected from 'short term leasing'?

Or none of the above.

Before you start taking anything else away from the hospitality businesses you should consider who is actually going to get hurt.

I was one of the Lodging Council members that agreed to voluntarily collect more bed taxes from our guests.

This was done with the understanding that we could use some of that additional revenue to market Sedona.

The marketing campaigns have been thoughtfully designed with clear targeted vision.

We aren't the problem.

Marketing isn't the problem.

The Chamber is definitely not the problem.

To cut us off from funds that we voluntarily agreed to collect is unconscionable.

To cut off funding to the main revenue producers for our city coffers is short sighted at best.

Smart tourism, from smart marketing, is what keeps this city running and I hope our City Council can hear reason through the noise made by those few loud residents.

Please fund the Chamber's marketing budget.

*Be Well!*

*Liz*

Hd}dehwk#P flqwlh#

J hqhud#P dqdjhu#

**GreenTree Inn Sedona**  
2991 West State Route 89a

Sedona, AZ 86336  
928.282.9166 ext. 200



## Susan Irvine

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**From:** Nicole Nelson <sendnicole.nelson@gmail.com>  
**Sent:** Wednesday, April 28, 2021 1:41 PM  
**To:** Susan Irvine  
**Subject:** Sedona Chamber Budget 2022

My name is Nicole Nelson. I appreciate the opportunity to have my voice heard on this important issue.

I live and work in Sedona, specifically working in Uptown. I am writing today because I am very concerned about potential increases in the Sedona Chamber of Commerce budget for the coming year.

### Point 1: Traffic

Already we have witnessed routine traffic jams, making a 20-minute commute from VOC to Uptown take one hour or more. In my case, a short 7 minute drive from West Sedona to Uptown has taken up to 40 minutes. Something must be done to curb the incessant traffic and to respect our locals. For many of us, it's not a matter of going out for a joy ride to enjoy the Red Rock scenery, but we need easier access to work in order to pay our bills and to feed our families.

### Point 2: Environmental Impact

I could also list the incredibly detrimental environmental impact of the increase in cars, traffic and tourists who seem unaware of simple things like "carry in, carry out" on the trails, which pollutes Oak Creek and other waterways. On an average weekend, it's not uncommon to see overflowing trashcans, discarded masks, cigarette butts and other refuse along 89A and the sidewalks in Uptown.

### Point 3: Covid Safety

At the same time as business in Uptown has increased by large percentages, there is a continued shortage of workers due to Covid unemployment benefits and lack of affordable housing. It seems odd that in the midst of a supposed pandemic, our Chamber continues to support millions of tourists pouring into our small town. On one hand, we are told to "mask up" and "stay safe" while on the other, tourists are allowed in from all over the world. This is a clear message that our Chamber cares more about the money and catering to outsiders than they do about our local health and safety.

### Point 4: Housing

My last point is that from what I can gather as a retail employee, many of these tourists are scouting out Sedona as a potential place to live. They come here from California, New York and other places where the cost of living is far higher and they buy in Sedona thinking that \$1500 for a one bedroom is a bargain.

Well, it's not for the locals who live and work here for \$15 an hour or even less! As a prime example, a good friend who has lived in Sedona for 15 years has just had her rent increased by 60%. The rest of the housing is taken up by Airbnb and other short-term rentals. How is that fair to those who have helped make Sedona the incredible place that it is?

### Conclusion:

Additional tourists are unsustainable... for our roads, our housing, and our environment. My desire is to see Sedona's beauty respected and for this land to be treated as the sacred place that it is. I urge our City Council NOT to increase the Chamber of Commerce budget for 2022.

Sincerely,

Nicole Nelson

## Susan Irvine

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**From:** Michael Opal <omichael1137@gmail.com>  
**Sent:** Tuesday, April 27, 2021 4:07 PM  
**To:** Susan Irvine  
**Subject:** traffic problem

HELLO;

I'M JUST WONDERING IF YOU ARE GOING TO HAVE A DISCUSSION ON TRAFFIC PROBLEMS ON YOUR WEDNESDAY NIGHT CHAMBER MEETING. I HAVE LIVED HERE IN SEDONA FOR 23 YEARS AND WHAT A MESS!!!!!! I BELIEVE THE CITY COUNCILS OVER THE YEARS HAVE NOT APPROACHED THIS MATTER IN THE RIGHT WAY. EVERYONE IS DOING THEIR BEST BUT IT IS NOT WORKING. BY BUILDING ROUNDABOUTS.HAVE ANOTHER ROAD INTO SEDONA, AND BUILDING A CAR STRUCTURE IN UPTOWN ISN'T GOING TO DO IT. IT'S ONLY GOING TO MAKE MATTERS WORSE. WE HAVE TOO MANY CARS IN SEDONA NOW!!!!!!!!!! WHEN WE TALK ABOUT A CAR STRUCTURE IN UPTOWN WE HAVE CAR STRUCTURES ALL OVER SEDONA. SO YOUR ASKING,WE DO!! I AM REFERRING TO HOTEL PARKING LOTS. TOTAL THE AMOUNT OF CARS IN ALL THE PARKING LOTS AND THAT ADDS UP TO QUITE A FEW CARS. LET'S KEEP THOSE CARS IN THE PARKING LOTS UNTIL THE GUESTS CHECK OUT. THE HOTELS HAVE TO BE INVOLVED WITH THIS PROBLEM WE ARE HAVING. THIS WOULD ONLY BE A STARTING POINT AND WORK FROM THERE. AFTER ALL THE HOTELS ARE BRINGING IN ALL THESE CARS. THEY COULD HAVE SHUTTLE SERVICE FOR THEIR GUESTS. WE HAVE TO HAVE A STARTING POINT AND I SEE NO REASON WHY THE HOTELS CAN'T PAY THEIR FARE SHARE. THEY MAKE A LOT OF MONEY HERE. IN ALL THE YEARS THERE HASN'T BEEN A STARTING POINT. UNTIL WE HAVE THAT IT WILL ONLY GET WORSE. BY GETTING THE CARS OFF THE ROADS THAT WILL FREE UP THE INCOMING TRAFFIC. I'M SURE THE PEOPLE THAT LIVE HERE DON'T WANT TO STAND ON THE SIDEWALKS HOLDING BOYCOTT SIGNS. THAT'S WHAT IT'S GOING TO COME TO IF SOMETHING ISN'T DONE ABOUT THIS'

THANK YOU  
MICHAEL OPAL

## Susan Irvine

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**From:** Danielle Sonn <DanielleS@swhm.com>  
**Sent:** Thursday, April 29, 2021 9:30 AM  
**To:** Susan Irvine  
**Subject:** Regarding Yesterday's Work Session

Good Morning,

I had the pleasure of attending yesterday's work session which was the first city meeting I have attended. I know that any input was supposed to be sent prior to yesterday, but I hope that this will be read and considered prior to a final decision in regards to the Sedona Chamber's marketing budget.

I am the General Manager of a Sedona hotel. I also grew up in this town living in both West Sedona and the Village of Oak Creek. I attended West Sedona, Big Park, and Red Rock high school ultimately graduating from FALA in Flagstaff while still living here. Sedona is my hometown and a place that I am proud to call home. While it has changed significantly over my lifetime, I feel that it is mostly for the best, which is why I continue to raise my own kids in this wonderful community. I am Sedona too.

Listening to the comments yesterday were very enlightening and gave me a lot of perspective into the community and how they feel about the industry in which I make my living. Standing in the lobby, the first words I heard were, "DEFUND THE CHAMBER". Call me naive, but I did not understand such hate toward a tourism bureau that helps our local economy thrive both for tourists and for our local community, until I listened to the words of the concerned citizens. Their concerns for the trash, the noise, and the traffic were absolutely valid. I don't think anyone who lives here would disagree that we have a problem. We simply disagree on the cause and the solution.

Something that should be considered in the influx of trash is the pandemic. Everything is individually wrapped. We serve breakfast, lunch and dinner in a wrapper. If you go to a restaurant and order a bowl of soup, you no longer get just a spoon. You get a fork, a knife, and a napkin, and salt and pepper with it that you were never planning to use. With that in mind, I am an avid trail runner and have been on almost every trail in Sedona, including many in recent weeks. I will say that on all of my outings on the trails, I have seen little to no trash. (I have not ventured into the canyon.) I also took my team at the hotel out for Earth Day to pick up trash. We walked to Bell Rock trail head and walked a few miles up the trail and found no trash. The only waste we came back with was found inside the city. To me, this says that the tourists are not the entire problem. It is also the locals and the Air B&Bs that exist within the city. After all, when the weather is beautiful, our community is outside enjoying it too. And not everyone who lives here cares as much as the people in the room yesterday. As Candace mentioned, our overall occupancy is down. When the Hilton is charging \$799 for a room and a Holiday Inn Express is charging \$399, we are bringing in a different demographic of guest. We are welcoming people with more disposable income to spend money at restaurants, art galleries, jewelry shops, etc. I will not say that people with money do not litter, but to say that the entire cause of this problem is to be blamed solely on people staying in hotels would be simply unfair.


In regards to the comments about the noise from off road vehicles, was there ever consideration for the people that bring their own, or our neighbors that have put thousands of dollars into modifying exhausts and making theirs louder and faster? I have guests in my parking lot almost daily who bring their own RZRs and off road vehicles. Sedona ATV only sends vehicles out during construction hours (8am-5pm most of the year and 8am-6pm in the Summer) Their vehicles are also made to be well below the legal limit in regards to noise. They have spent money on signage to keep people on the proper trails and have rerouted their clients to go around residential neighborhoods. To blame them for all of the OHV noise, again, would be unfair.

Traffic has been a problem in this town since I was a child. And yes, bringing more people in does not help. But what have we done as a community to cater to ride sharing? We do not have a reasonable public transportation system in Sedona. Plain and simple and it is long overdue. Maybe I would be able to find employees as well if this was in play. To attempt to stop tourism in an effort to end traffic is unreasonable. People will come anyway. And we need them here to keep our local economy going. We are a town whose main source of revenue comes from tourism. Why would we try to pause it, or stop it altogether? If March and April of 2020 taught us anything, there are not enough people who live in Sedona year round to keep our local economy going.

So why are we trying to defund marketing efforts for the Sedona Chamber? Marketing is a big word in today's world. It can be turned on and off. It can be seasonal. It can be directed towards a certain demographic or people with certain search history. The Sedona Chamber has the power to cater to everyone's best interest; Sedona. As Steve Segner said so eloquently, marketing can also be education. Yes it can! And as a community, we should not be so divided. We should embrace tourism, appreciate our local community, and do everything we can to work together. Pausing marketing funds will not make it any easier to drive down Cooks Hill into Uptown in March-May and September-October. Nor will it make the trash and noise stop. The issues we are looking at involve a solution that is bigger than tourism. It involves locals, homeowners, workers, students, businesses, and upgraded abilities from our City. I ask the City to consider making modifications to our daily activity, not to stop or pause a partner that contributes to our community in such a big way. It takes a village, and though we may be small, we are mighty. There is an answer out there that will make everyone happy and keep our tourists traveling. I want the best for everyone, just as you do. After all, I am Sedona too.

Best Regards,

**Danielle Sonn**  
General Manager  
Holiday Inn Express Sedona-Oak Creek  
6176 St. Rt. 179  
Sedona, AZ 86351  
928.284.0711 Fax 928.284.3760



Email: [DanielleS@swhm.com](mailto:DanielleS@swhm.com)



## Susan Irvine

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**From:** Mike Wise <wiseguys50@msn.com>  
**Sent:** Wednesday, April 28, 2021 10:36 AM  
**To:** Susan Irvine  
**Subject:** Letter of Support for City continued financial support of the Chamber budget targeting tourism

Hello,

This letter is in support of the City of Sedona continuing their financial support for the Sedona Chamber of Commerce and Tourism Board. Your continued funding will allow the Chamber to target the visitor demographic we want and need to sustain our Cities budget. Also, helping to fund City services, we as residents have come to enjoy by way of tourism dollars enhances our life. The Cities continued support will allow the Chamber to counteract some of the negatives influences social media has had attracting a caliber of tourist that is high maintenance on our trails, roads and resources but not spending the \$\$\$ needed to help the residents and City.

We have a great team at the Chamber which has been enhanced by the addition of Candace Strauss, President & CEO. Michelle Conway did a fabulous job in transition between acting President/CEO's. Please give us the resources needed to help guide us through this critical time.

Thank you for your consideration and support of the Sedona Chamber of Commerce.

## Mike

Mike Wise  
Arizona Prime Real Estate  
1725 W SR 89A Suite 4  
Sedona AZ 86336  
928-301-9631  
[wiseguys50@msn.com](mailto:wiseguys50@msn.com)  
[mikewiseaz.com](http://mikewiseaz.com)

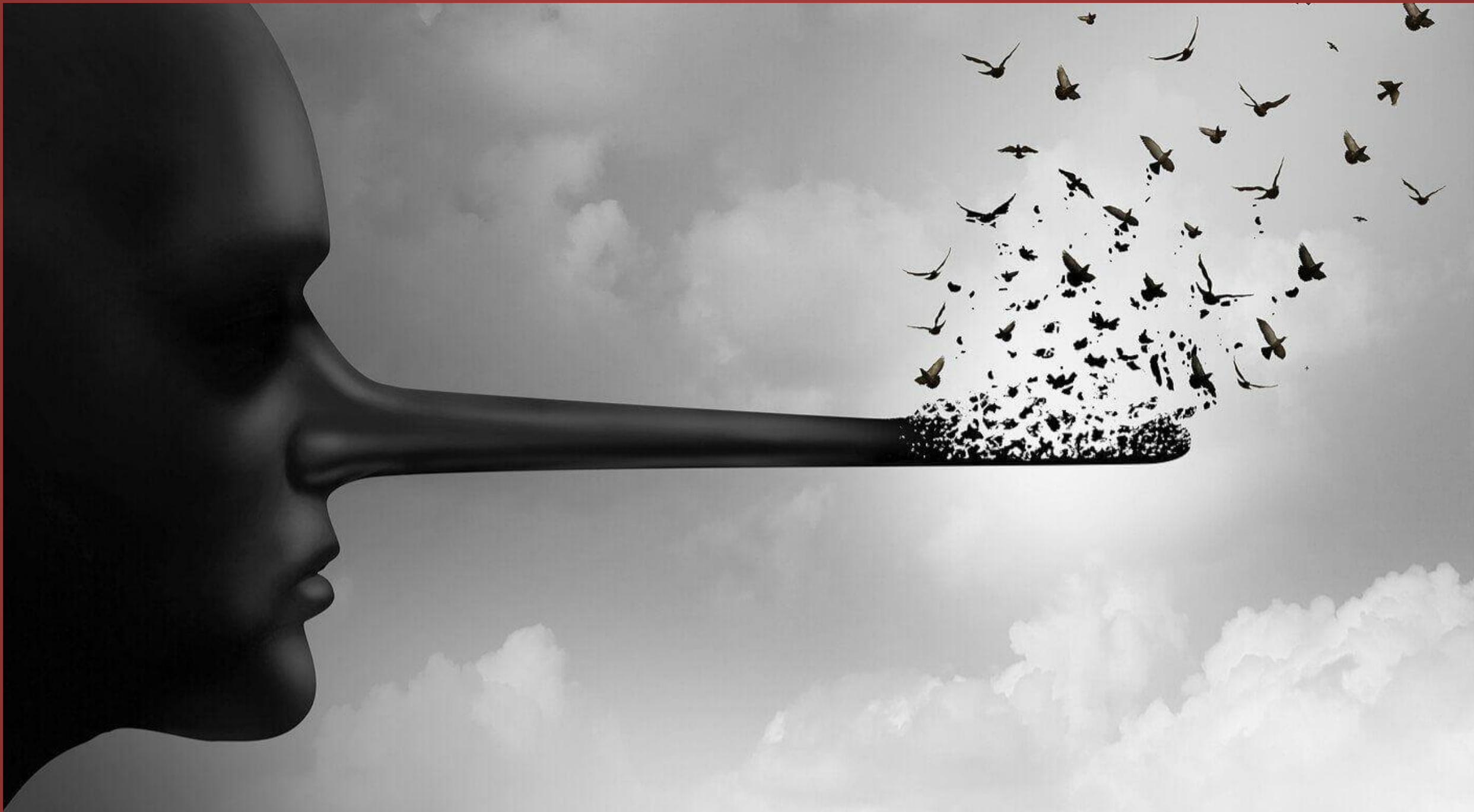
# FY22 Joint Budget Planning Work Session

City Hall – Council Chambers

April 28, 2021







# SOS

## SAVE OUR SEDONA

Tell the City Council to Stop All Funding for Destination Marketing for the Sedona Chamber of Commerce for one year!

**THIS IS FALSE**

DO YOU KNOW THE CHAMBER OF COMMERCE IS PROPOSING THAT THEIR MARKETING BUDGET BE DOUBLED THIS YEAR?

They're asking for over \$1 million (up from \$485,000)!

# Here's their Budget Proposal:



## Fiscal Year 2021 Tourism & Visitor

		Tourism			Visitor Center		
		FY20 Budget	FY21 Budget	% Change FY21 vs. FY20	FY20 Budget	FY21 Budget	% Change FY21 vs. FY20
1	Portion of Bed Tax Revenue Phase 1	\$ 1,982,500	\$ 2,400,500	21%	\$ 510,000	\$ 410,000	-20%
2	Portion of Bed Tax Revenue Phase 2	\$ -	\$ 180,000				
3	<b>Total</b>	<b>\$ 1,982,500</b>	<b>\$ 2,580,500</b>	<b>30%</b>	<b>\$ 510,000</b>	<b>\$ 410,000</b>	<b>-20%</b>
4	Expenses:						
5	<b>Quality of Economy Programs</b>						
6	Advertising Outside Sedona	\$ 485,000	\$ 1,062,000	119%			
7	Marketing Support (In-Sedona, support services)	\$ 187,000	\$ 225,000	20%			
8	Marketing Collateral	\$ 52,200	\$ 37,900	18%	\$ 2,000		-100%
9	Media & Communications	\$ 108,000	\$ 88,000	-19%			
10	Meetings Sales	\$ 108,000	\$ 108,000	0%			
11	Research	\$ 24,550	\$ 34,500	41%	\$ 4,000		-100%
12	Trade Shows & Sales Missions	\$ 110,000	\$ 110,000	0%			
13	Dues & Subscriptions	\$ 13,200	\$ 13,200	0%			
14	Postage, Delivery & Distribution	\$ 104,000	\$ 132,200	27%	\$ 2,000		-100%
15	<b>Total Quality of Economy</b>	<b>\$ 1,171,950</b>	<b>\$ 1,812,300</b>	<b>55%</b>	<b>\$ 8,000</b>	<b>\$ -</b>	<b>-100%</b>

**FY21 Budget & Included \$544,440 CONTINGENCY**

# CURRENT FY21 Budget

Proposed FY22 Budget Will Be Presented to Council in May



Fiscal Year 2021 Tourism & Visitor Services Budget

		Tourism			Visitor Center			Total Tourism & Visitor Center			
		FY20 Budget	<b>FY21 Budget</b>	% Change FY21 vs. FY20	FY20 Budget	FY21 Budget	% Change FY21 vs. FY20	FY20 Budget	FY21 Budget	\$ Change FY21 vs. FY20	% Change FY21 vs. FY20
1	Bed Tax Revenue	\$ 1,882,600	\$ 2,038,080	3%	\$ 610,000	\$ 410,000	-20%	\$ 2,492,600	\$ 2,448,080	\$ (46,440)	-2%
2	Quality of Economy Programs										
3	Advertising Outside Sedona FY21 excludes \$50,000 reallocated for STK (see row 13)	\$ 485,000	\$ 683,500	41%				\$ 485,000	\$ 683,500	\$ 198,500	41%
4	Marketing Support (In-Sedona, support services)	\$ 187,000	\$ 225,000	20%				\$ 187,000	\$ 225,000	\$ 38,000	20%
5	Marketing Collateral	\$ 32,200	\$ 37,900	18%	\$ 2,000		-100%	\$ 34,200	\$ 37,900	\$ 3,700	11%
6	Media & Communications	\$ 108,000	\$ 77,000	-29%				\$ 108,000	\$ 77,000	\$ (31,000)	-29%
7	Meetings Sales	\$ 108,000	\$ 63,360	-41%				\$ 108,000	\$ 63,360	\$ (44,640)	-41%
8	Research	\$ 24,550	\$ 20,500	-16%	\$ 4,000		-100%	\$ 28,550	\$ 20,500	\$ (8,050)	-28%
9	Trade Shows & Sales Missions	\$ 110,000	\$ 83,400	-24%				\$ 110,000	\$ 83,400	\$ (26,600)	-24%
10	Dues & Subscriptions	\$ 13,200	\$ 13,200	0%				\$ 13,200	\$ 13,200	\$ -	0%
11	Postage, Delivery & Distribution	\$ 104,000	\$ 132,200	27%	\$ 2,000		-100%	\$ 106,000	\$ 132,200	\$ 26,200	25%
12	Total Quality of Economy	\$ 1,171,860	\$ 1,338,080	14%	\$ 8,000	\$ -	-100%	\$ 1,179,860	\$ 1,336,080	\$ 156,110	13%

**Minus \$544,440  
CONTINGENCY**

# WHY IS THE SEDONA CHAMBER'S TOURISM BUREAU FAKE?

By Just Facts EDU / July 8, 2019

**THIS IS FALSE**

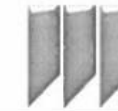
When you follow the dots and make the connection, the Sedona chamber's so called "Tourism Bureau" is a facade, a shell game, utilizing taxpayer money to build their assets, and armies, making their regional members feel like they are under this name of "Tourism Bureau". *Here's why:*

When we talk in tourism language, and government language the definitions need to be **apples to apples**. These definitions need to be clear to ensure that the benchmark, accountability, legal aspects or method of tracking is correctly and properly aligned.

*Who can use a name like Chamber or Tourism Bureau? Anyone. Can you call your group a Destination Marketing Organization also known as a DMO? Most certainly, in fact you can pay to get certified by a Destination Marketing Association.*

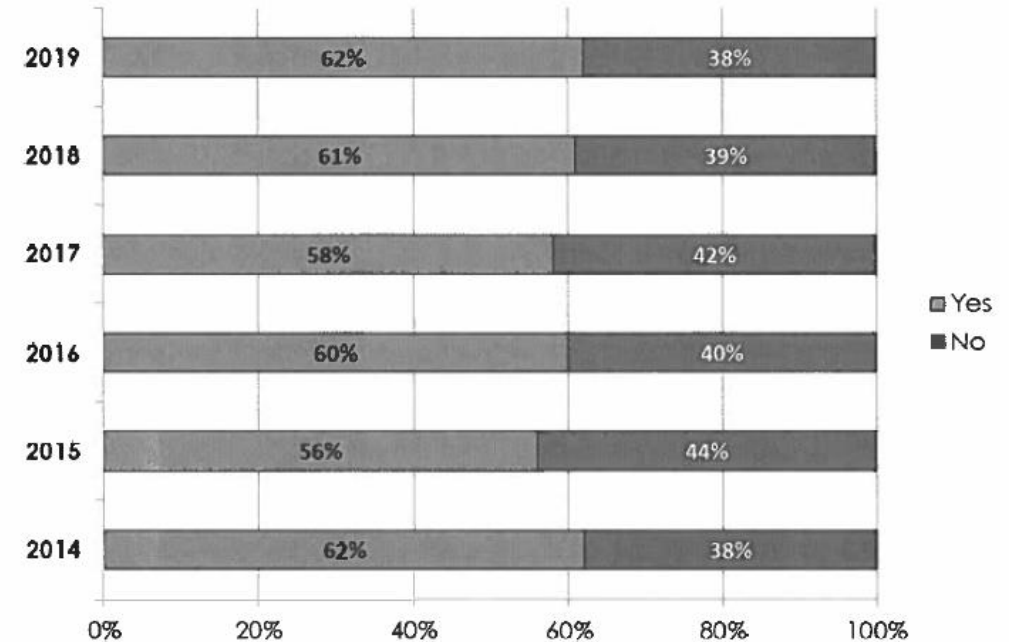


What is the **Transient Bed District** (TBID) or a **Business Improvement District** (BID) and does Sedona have them? NO! The Sedona Area Communities have no TBID or BID. Some businesses inside the City of Sedona are imposed a City sales and or Bed Tax. What type of businesses that are imposed is mandated by law. For example Hotels, restaurants and retail have such taxes while Real Estate, Tour companies that don't rent equipment do not.



WESTERN ASSOCIATION  
OF CHAMBER EXECUTIVES

## Does your chamber receive government funding?



**U.S. TRAVEL**  
ASSOCIATION

**National Travel and Tourism Week is an annual tradition for the U.S. travel community. It's a time when travel and tourism professionals across the country unite to celebrate the value travel holds for our economy, businesses and personal well-being.**



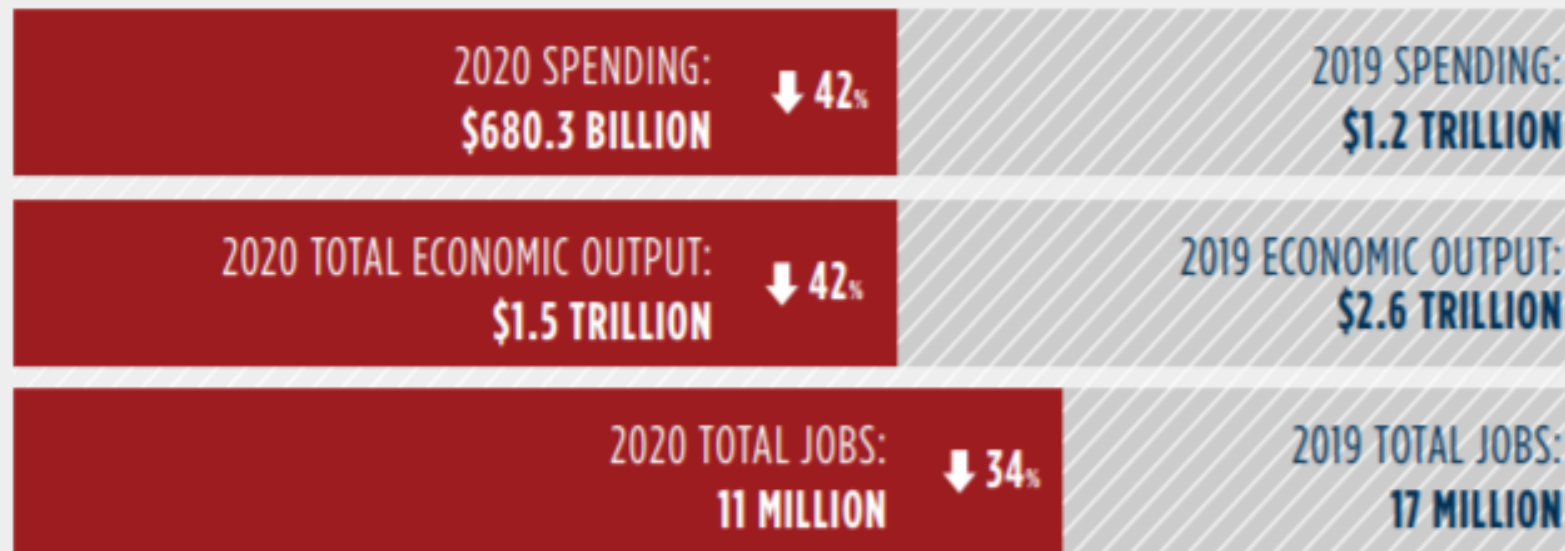
NATIONAL **TRAVEL & TOURISM** WEEK

MAY 2-8, 2021

**#POWERofTRAVEL**

# U.S. VISITOR ECONOMY

FROM COAST-TO-COAST, THE COVID-19 PANDEMIC HAS DECIMATED THE NATIONAL TRAVEL INDUSTRY.



Travel will refuel our economy, rebuild our workforce, and reconnect Americans.

Support **TRAVEL** • Support **RECOVERY** • Support **JOBS**

# ARIZONA VISITOR ECONOMY

STATE	SPENDING	PAYROLL	JOB	TRAVEL INDUSTRY EMPLOYMENT RANKING	TAX RECEIPTS
2019	\$23.5 Billion	\$7.3 Billion	181,694	4	\$2.9 Billion
2020	▼ -35%				▼ -28%

In **Arizona**, as our attractions, hotels, restaurants and more were unable to welcome visitors, our once thriving travel and tourism industry was no longer the significant economic driver it had been.

## In 2019:

- Domestic and international travelers spent **\$23.5 billion** exploring our state
- For every **\$1 million** spent in Arizona by domestic and international travelers, **7.7 jobs are created**
- The **181,694 travel-supported jobs** represented **7.2% of Arizona's total private industry employment**, without which our **unemployment rate of 4.9%** would have been **11.8% of the labor force**
- Travel spending generated **\$2.9 billion to federal, state and local governments**, which help fund jobs and public programs such as police, firefighters, teachers, road projects and convention centers

## **Arizona** experienced severe losses in 2020.

- Spending by domestic and international travelers **declined by 35%**, shuttering many local businesses and putting our residents out of work
- Due to the decline in spending, **federal, state and local tax receipts declined by 28%**, jeopardizing jobs and public programs—which we need more than ever as we work toward recovery

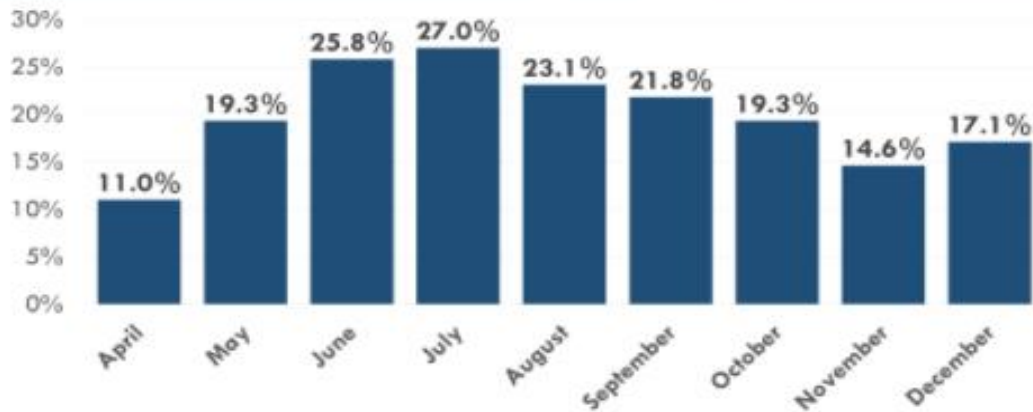


# AMERICAN TRAVEL ON THE RISE

AS OF APRIL 25, 2021



## MONTHS AMERICANS HAVE TRIP PLANS IN 2021 (% OF AMERICAN TRAVELERS WITH PLANS IN EACH MONTH)



(Base: Wave 59 data. All respondents, 1,215 completed surveys. Data collected April 23-25, 2021)

# SUMMER 2021: THE TRAVEL OUTLOOK

AS OF APRIL 25, 2021



Will Take a Vacation or Getaway Between Memorial Day and Labor Day



22% Will Travel for Business



19% Will Travel for a Convention/Group Meeting



34% Will Travel by Airplane

THE AVERAGE AMERICAN TRAVELER PLANS TO TAKE 1.7 SUMMER LEISURE TRIPS → COMPARED TO NORMAL



Say this is MORE



Say this is the SAME

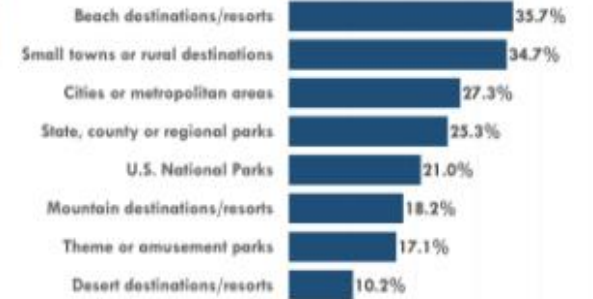


Say this is LESS

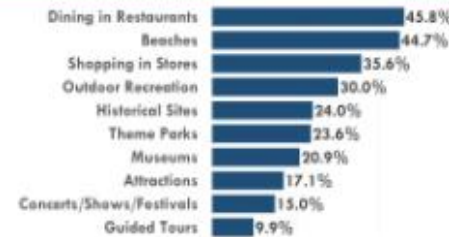
## RESERVATIONS ALREADY MADE



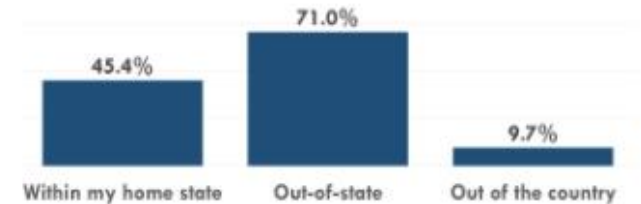
59% Say Discounts/Deals Will be Important to their Planning



## ACTIVITIES PLANNED THIS SUMMER



## SUMMER DESTINATIONS



(Base: Wave 59 data. All respondents, 1,215 completed surveys. Data collected April 23-25, 2021)

# Continued Impacts of COVID-19 Vaccines & Variants

## IMPEDIMENTS TO SUMMER TRAVEL

COVID-19 STILL DOMINATES

AS OF APRIL 25, 2021



QUESTION: WHICH OF THE FOLLOWING DESCRIBE YOUR REASONS FOR NOT TAKING MORE LEISURE TRIPS THIS SUMMER? (SELECT ALL THAT APPLY)

(Base: Wave 59 data. All respondents, 1,215 completed surveys.  
Data collected April 23-25, 2021)

Destination  Analysts  
DO YOUR RESEARCH

## *E.U. Set to Let Vaccinated U.S. Tourists Visit This Summer*

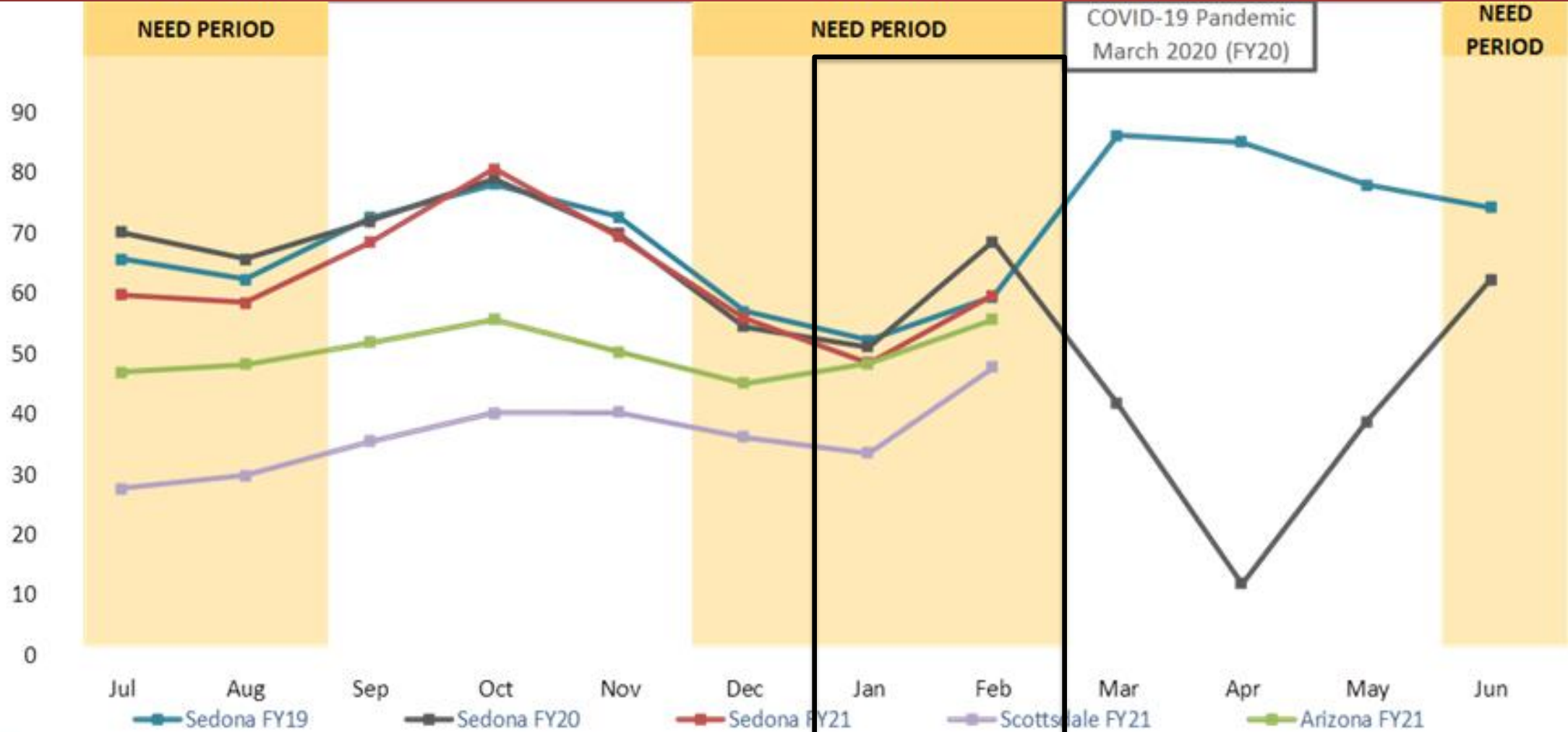
The head of the European Commission said the bloc would switch policy, under certain conditions, after more than a year of mostly banning nonessential travel.



Greece, home of the Acropolis in Athens, is among the countries that have been pushing to let more tourists back in. Byron Smith for The New York Times

*But countries like Greece, Spain, Italy, Portugal and Croatia that welcome millions of American tourists each summer, and **greatly depend on them for income and jobs,** are set to jump at the opportunity to reopen to the American tourism market with the E.U.'s blessing.*

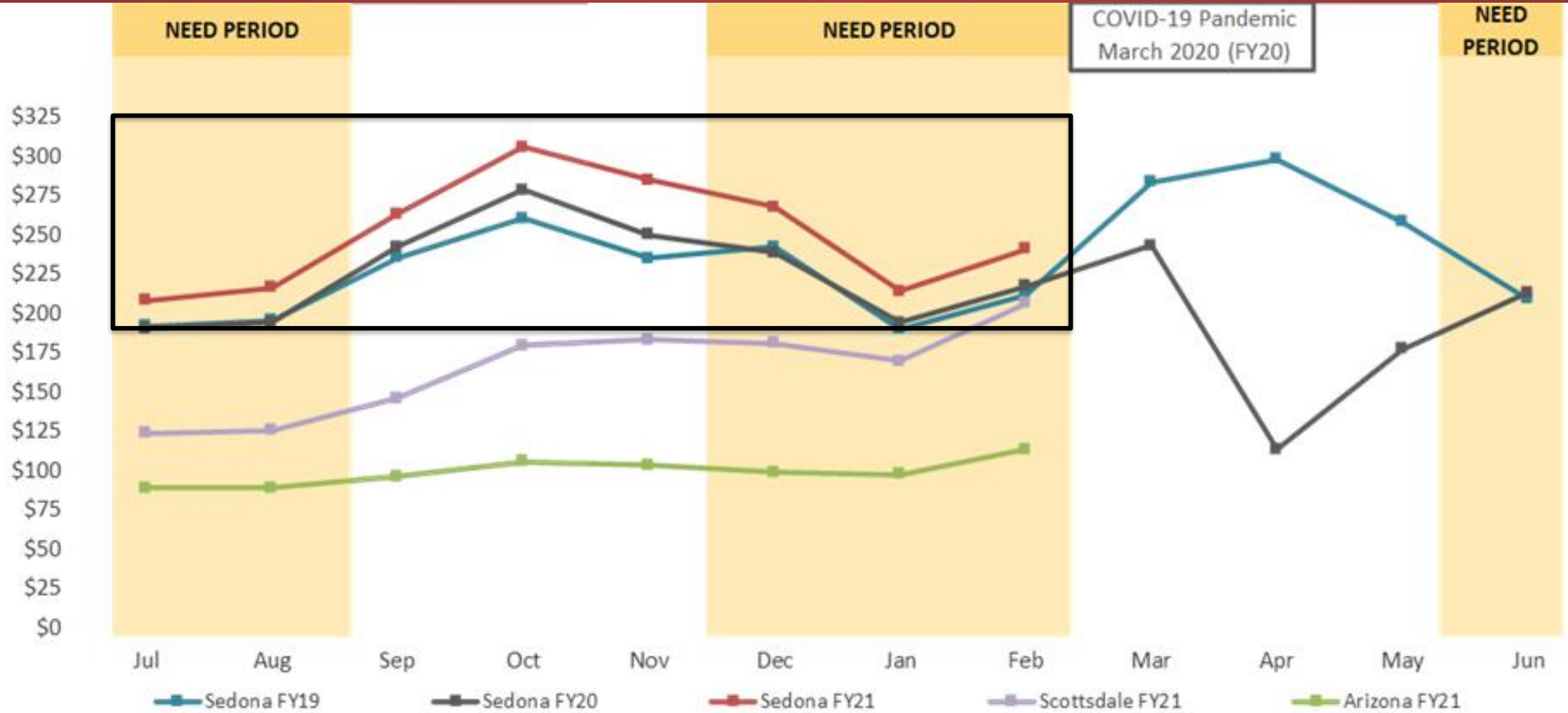
# FY21 OCCUPANCY (%) COMPARISON



Occupancy %

FY21	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	YTD
	59.6	58.3	68.3	80.4	69.2	55.8	48.3	59.5					62.4

# FY21 AVERAGE DAILY RATE COMPARISON



ADR

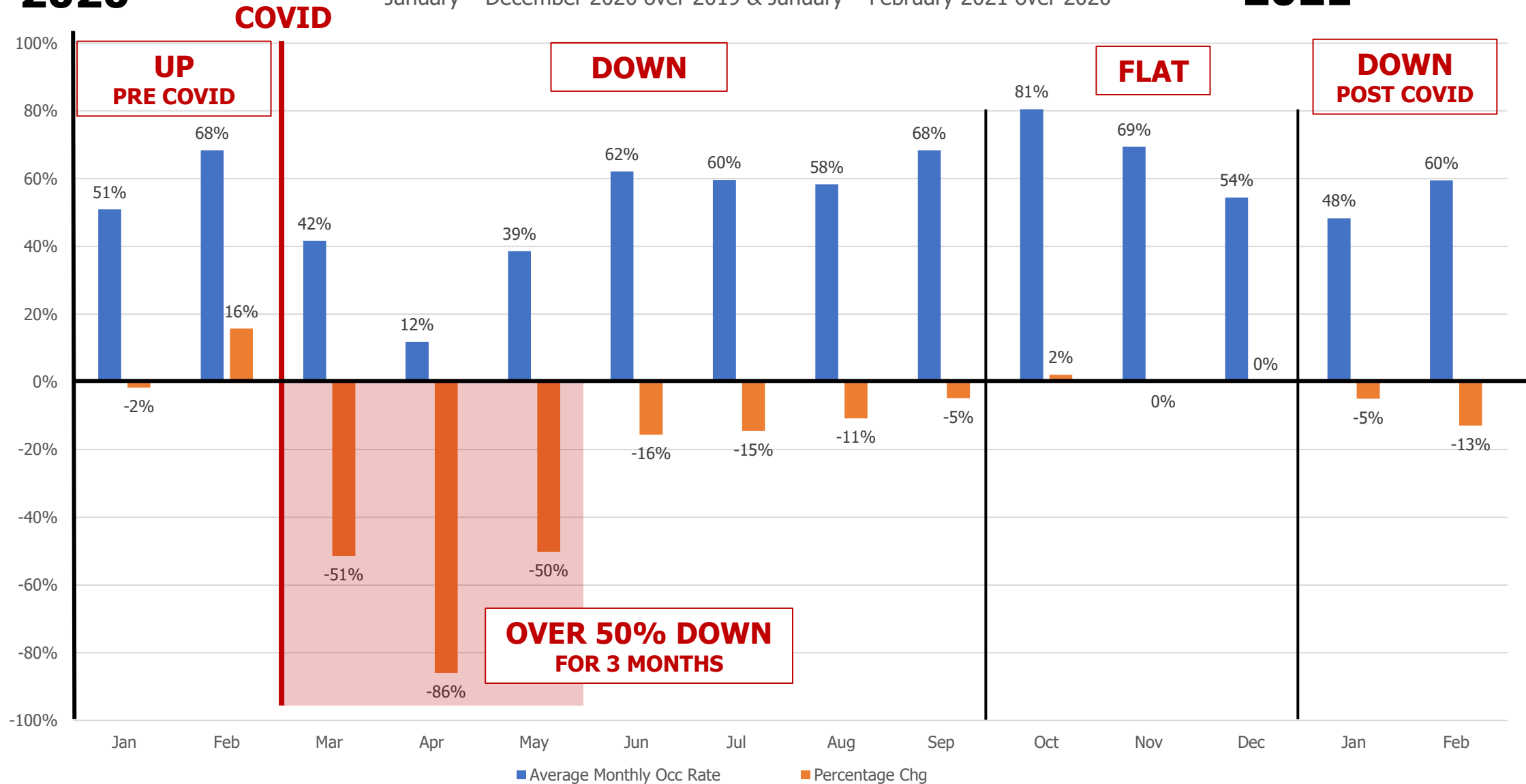
FY21	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	YTD
	207.50	215.61	262.33	304.58	284.14	266.83	213.36	240.07					253.25

# Monthly Occupancy Rate – YOY % Change

January – December 2020 over 2019 & January – February 2021 over 2020

## 2020

## 2021



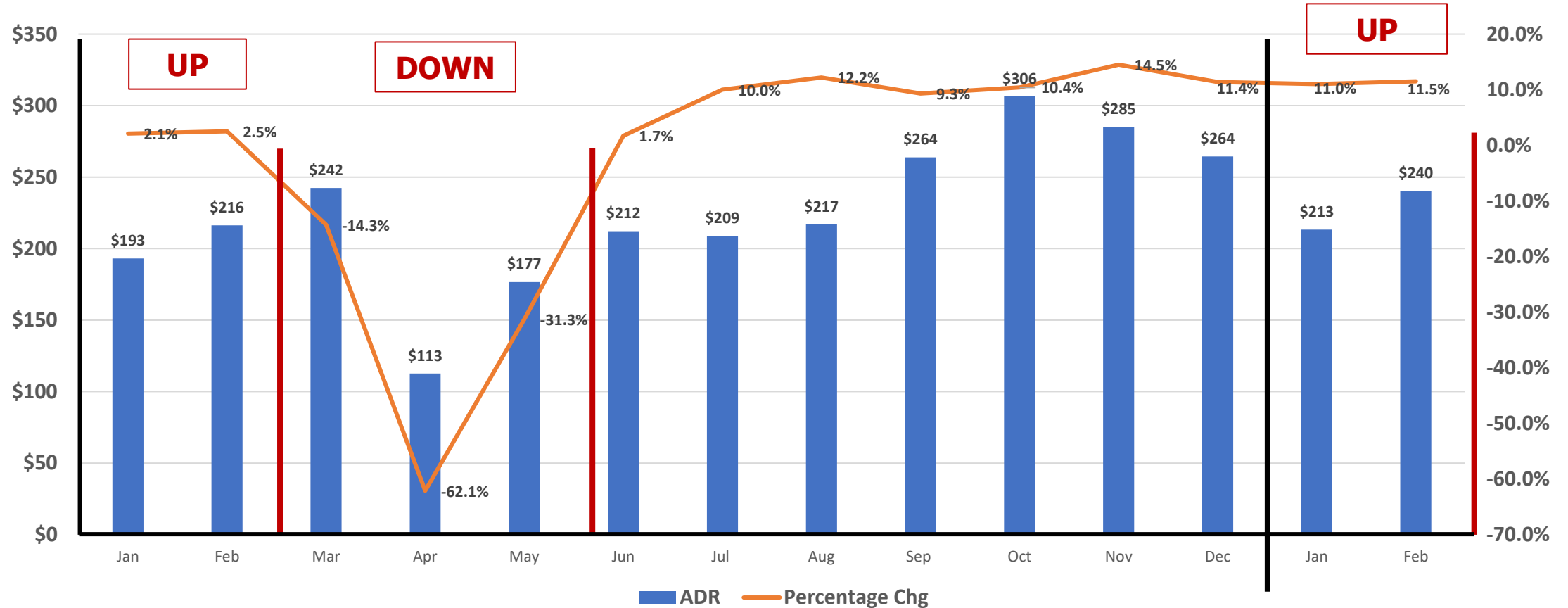
Source: Smith Travel Research – Monthly Reports

# Monthly ADR – YOY % Change

January - December 2020 over 2019 & January - February 2021 over 2020

**2020**

**2021**



**Occupancy down or flat  
ADR up except March - May at height of crisis**

Source: Smith Travel Research – Monthly Reports



**CURRENT FY21 BUDGET: \$51,214,284**

**SCC&TB's BUDGET: \$2,446,060**

**Outside Marketing: \$683,500 (28%)**

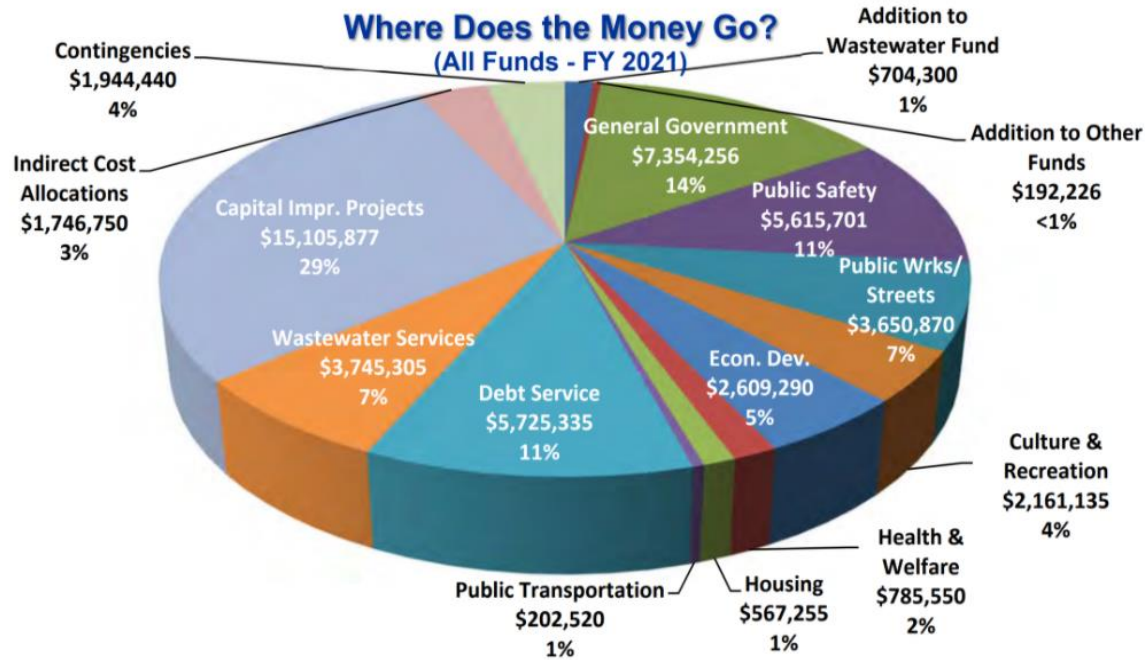
**\$544,440 CONTINGENCY DUE TO COVID**

**Budget Breakdown**

The City's budget cycle is based on a Fiscal Year, beginning July 1st to June 30th. The current budget for Fiscal Year 2021 is \$51,214,284.

Capital improvement projects like new roads, parks, community facilities, etc., account for \$15.1 million or 29 percent of the total budget.

Here's a breakdown of the current year's budget:



Note: the total money allocated for the Chamber of Commerce, \$2,446,060, is in the Economic Development slice of the pie above, and is derived from bed tax.

From a future outlook perspective, the City's economy continues to grow and revenues continue to trend upward. The City's largest revenue source, sales and bed tax, exceeds pre-recession levels.



**TAKE AWAYS:**

**SCC&TB's FY21 MARKETING EXPENSE IS ONLY 1% OF THE CITY'S TOTAL BUDGET of \$51 M**

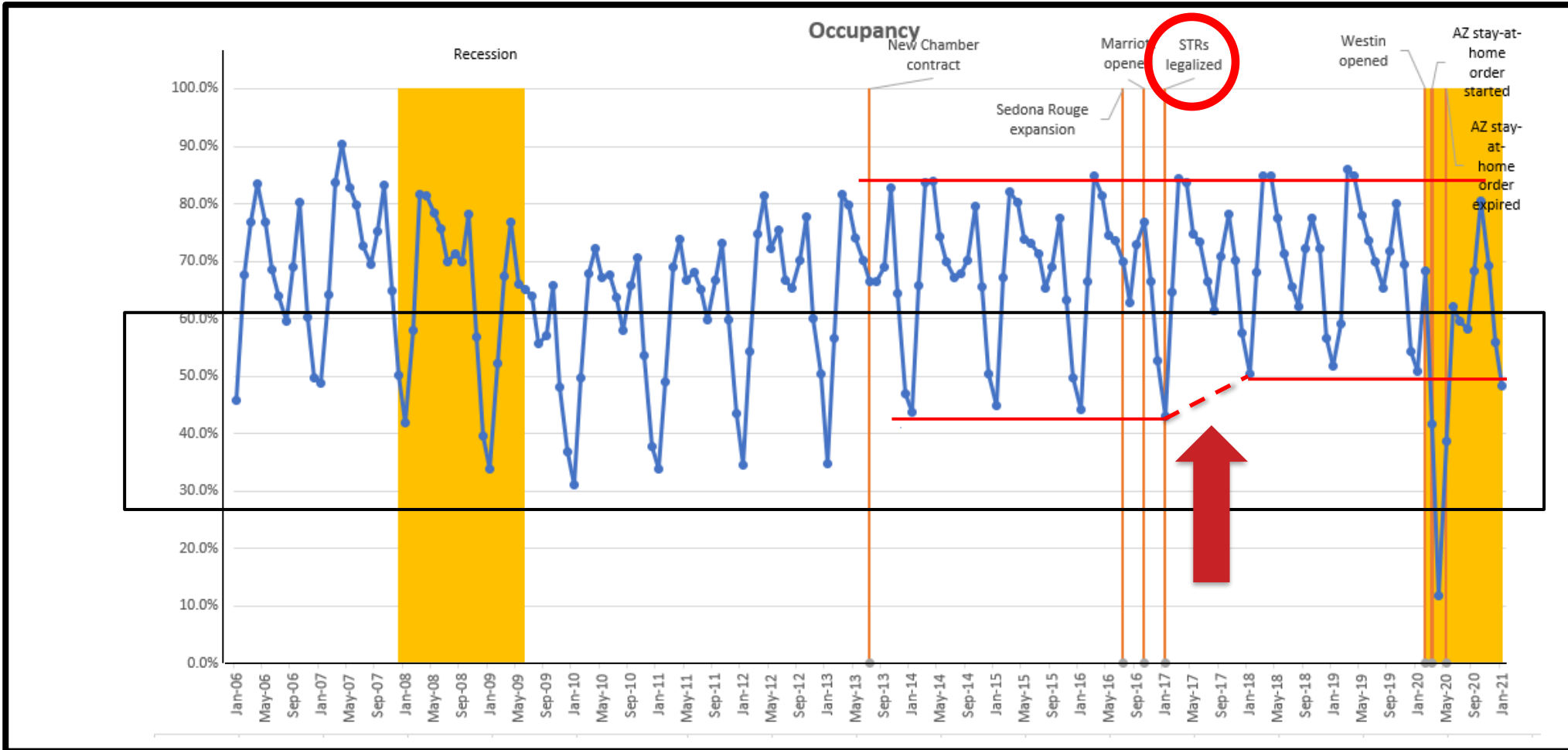
- Of total Sales Tax collections, nearly 80% is paid by our VISITORS in addition to 100% of the Bed Tax collections.
- The SCC&TB Budget comes directly from BED TAX revenue charged on overnight stays by Hotels and compliant Short-Term Rentals.
- If you look at the following chart (OCCUPANCY), Hotel Occupancy during peak periods has remained relatively constant while off-peak periods have increased approximately 5%; this is the goal of the SCC&TB's OUTSIDE MARKETING efforts.
- Over the past 6 years, OUTSIDE MARKETING EXPENSE has stayed fairly consistent as % of total budget while up in dollars. Compared to our competitive set's marketing spend, this is low.
- Short Term Rentals exploded with deregulation in 2017 and the increase we are seeing in visitation/occupancy is directly correlated. This is not the hospitality industry's doing but homeowners. Only 600 traditional hotel room nights have been added over the past 20 years FAILING TO MEET DEMAND while 1,213 Short Term Rental units = 2,000+ rooms have been added.
- COVID's impacts on FY20 include significant loss in private revenue due to business closures for 3 months and reduced operating capacity until just recently. This resulted in no dues collections.
- The City's portion of funding Salaries & Benefits from 2015-2020 has been as low as 34.5% (44.8%, 54.5%, 43%, 46.1%). To better reflect actual expenses incurred, for 2020 it is at 75.5%.



# GREATER SEDONA LODGING OCCUPANCY DATA

DOES NOT INCLUDE **SHORT TERM RENTAL** OCCUPANCY

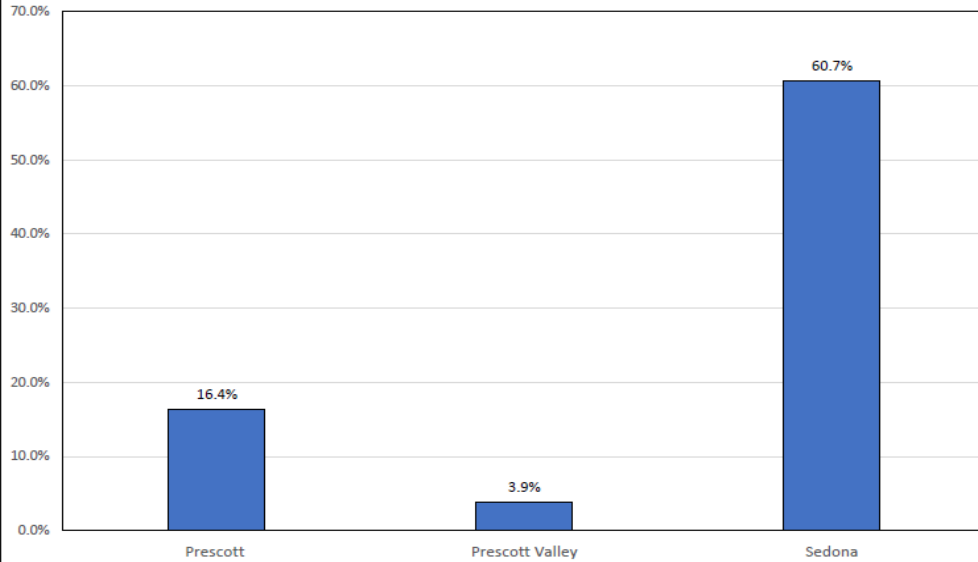
**PEAK OCCUPANCY HAS STAYED FAIRLY CONSTANT SINCE 2012**  
**OFF-PEAK HAS INCREASED**



Fiscal Year Averages	
FY07	69.3%
FY08	69.4%
FY09	62.2%
FY10	56.9%
FY11	59.1%
FY12	63.4%
FY13	65.6%
FY14	68.1%
FY15	68.5%
FY16	68.4%
FY17	68.8%
FY18	70.1%
FY19	70.0%
FY20	57.0%
FY21	

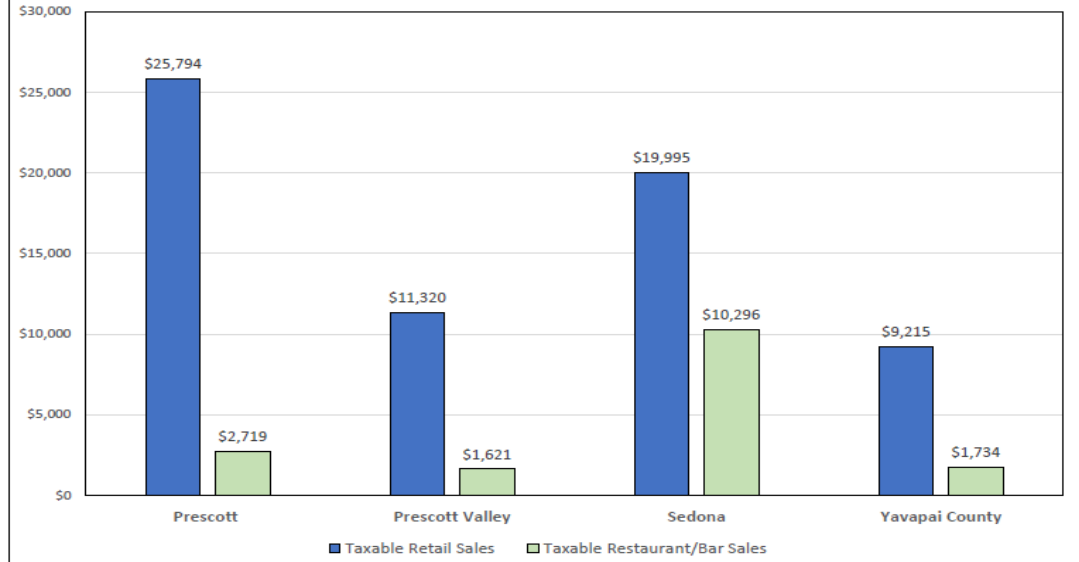
### Prescott, Prescott Valley & Sedona Percentage of FY 2020 Yavapai County Hotel/Motel Taxable Sales

Sources: CAFRs



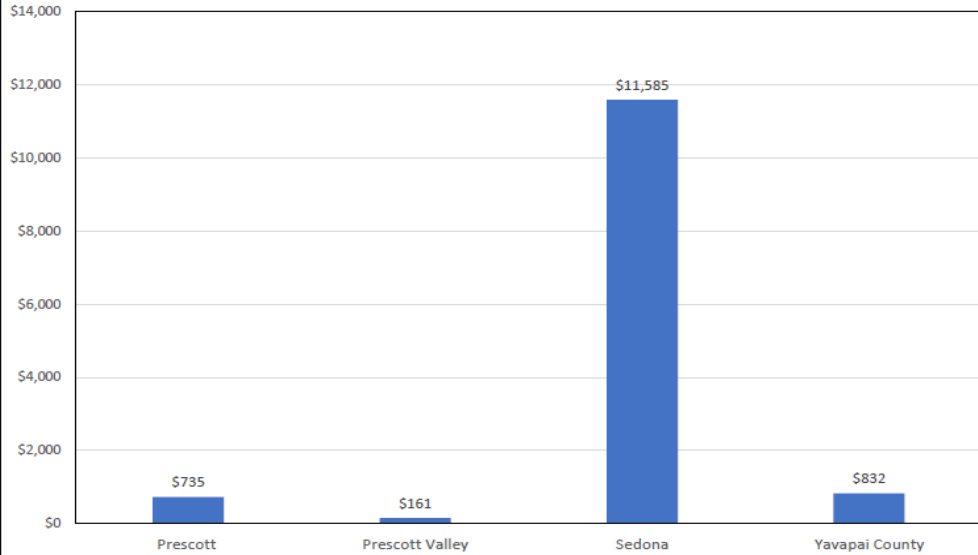
### Per Capita Retail & Restaurant/Bar Taxable Sales 2020

Sources: 2020 CAFRs



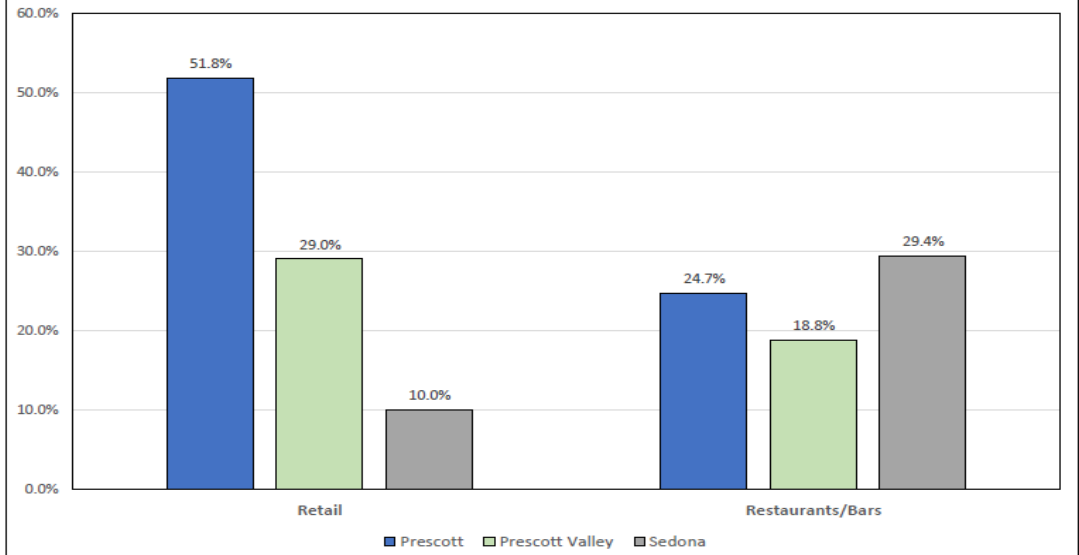
### Per Capita Hotel/Motel Taxable Sales 2020

Sources: 2020 CAFRs



### Prescott, Prescott Valley & Sedona Percentage of FY 2020 Yavapai County Retail & Restaurant/Bar Taxable Sales

Sources: CAFRs



# Sedona Sustainable Tourism Plan

Connecting Sedona visitors to  
long-term destination sustainability



*Adopted March 2019*

# FY21 BUDGET

## Discussion for FY22



### Fiscal Year 2021 Tourism & Visitor Services Budget

	Tourism			Visitor Center			Total Tourism & Visitor Center			
	FY20 Budget	FY21 Budget	% Change FY21 vs. FY20	FY20 Budget	FY21 Budget	% Change FY21 vs. FY20	FY20 Budget	FY21 Budget	\$ Change FY21 vs. FY20	% Change FY21 vs. FY20
1 Bed Tax Revenue	\$ 1,882,600	\$ 2,038,080	3%	\$ 610,000	\$ 410,000	-20%	\$ 2,492,600	\$ 2,448,080	\$ (44,520)	-2%
2 Quality of Economy Programs										
3 Advertising Outside Sedona FY21 excludes \$50,000 reallocated for STK (see row 13)	\$ 485,000	\$ 683,500	41%				\$ 485,000	\$ 683,500	\$ 198,500	41%
4 Marketing Support (In-Sedona, support services)	\$ 187,000	\$ 225,000	20%				\$ 187,000	\$ 225,000	\$ 38,000	20%
5 Marketing Collateral	\$ 32,200	\$ 37,900	18%	\$ 2,000		-100%	\$ 34,200	\$ 37,900	\$ 3,700	11%
6 Media & Communications	\$ 108,000	\$ 77,000	-29%				\$ 108,000	\$ 77,000	\$ (31,000)	-29%
7 Meetings Sales	\$ 108,000	\$ 63,360	-41%				\$ 108,000	\$ 63,360	\$ (44,640)	-41%
8 Research	\$ 24,550	\$ 20,500	-16%	\$ 4,000		-100%	\$ 28,550	\$ 20,500	\$ (8,050)	-28%
9 Trade Shows & Sales Missions	\$ 110,000	\$ 83,400	-24%				\$ 110,000	\$ 83,400	\$ (26,600)	-24%
10 Fees & Subscriptions	\$ 13,200	\$ 13,200	0%				\$ 13,200	\$ 13,200	\$ -	0%
11 Postage, Delivery & Distribution	\$ 104,000	\$ 132,200	27%	\$ 2,000		-100%	\$ 106,000	\$ 132,200	\$ 26,200	25%
12 Total Quality of Economy	\$ 1,171,860	\$ 1,338,080	14%	\$ 8,000	\$ -	-100%	\$ 1,179,860	\$ 1,338,080	\$ 158,220	13%
13 Total Environmental Programs FY21 includes \$50,000 reallocated from Advertising Outside Sedona	\$ 182,600	\$ 84,000	-29%				\$ 182,600	\$ 84,000	\$ (98,600)	-29%
14 Total Quality of Life Programs	\$ 280,000	\$ 228,800	-18%				\$ 280,000	\$ 228,800	\$ (51,200)	-18%
15 Quality of Visitor Experience										
16 Regional Programs	\$ 20,000	\$ 19,250	-4%				\$ 20,000	\$ 19,250	\$ (750)	-4%
17 StarParty	\$ 8,000	\$ 3,000	-63%				\$ 8,000	\$ 3,000	\$ (5,000)	-63%
18 Public Restroom Renovation				\$ 100,000	\$ -	-100%	\$ 100,000	\$ -	\$ (100,000)	-100%
19 Other Visitor Experience	\$ 22,000	\$ 5,000	-77%				\$ 22,000	\$ 5,000	\$ (17,000)	-77%
20 Total Visitor Experience	\$ 60,000	\$ 27,260	-46%	\$ 100,000	\$ -	-100%	\$ 160,000	\$ 27,260	\$ (132,740)	-82%
21 Operations										
22 Storage & Handling	\$ 3,000	\$ 6,400	113%	\$ 5,200	\$ 4,700	-10%	\$ 8,200	\$ 11,100	\$ 2,900	35%
23 Building & Grounds Maintenance	\$ 10,333	\$ 9,300	-10%	\$ 16,000	\$ 16,000	0%	\$ 26,333	\$ 25,300	\$ (1,033)	-4%
24 Commercial Liability Insurance	\$ 2,000	\$ 2,400	20%	\$ -	\$ 2,400		\$ 2,000	\$ 4,800	\$ 2,800	140%
25 Computer & Technology	\$ 18,000	\$ 8,500	-53%	\$ 5,000	\$ 3,600	-28%	\$ 23,000	\$ 12,100	\$ (10,900)	-47%
26 Credit Card & Bank Charges	\$ 4,500	\$ 3,250	-28%	\$ 4,700	\$ 4,910	4%	\$ 9,200	\$ 8,160	\$ (1,040)	-11%
27 Equipment Lease & Repair	\$ 3,450	\$ 8,800	155%	\$ 3,600	\$ 5,950	65%	\$ 7,050	\$ 14,750	\$ 7,700	109%
28 Professional Fees	\$ 16,000	\$ 13,400	-16%	\$ 4,800	\$ 5,600	17%	\$ 20,800	\$ 19,000	\$ (1,800)	-9%
29 Property Tax, License, Permits	\$ 2,167	\$ 2,300	6%	\$ 2,166	\$ 3,150	45%	\$ 4,333	\$ 5,450	\$ 1,117	26%
30 Supplies	\$ 16,000	\$ 10,700	-33%	\$ 5,400	\$ 8,700	61%	\$ 21,400	\$ 19,400	\$ (2,000)	-9%
31 Phone, Internet	\$ 13,000	\$ 13,800	6%	\$ 12,000	\$ 12,700	6%	\$ 25,000	\$ 26,500	\$ 1,500	6%
32 Utilities	\$ 8,000	\$ 6,650	-17%	\$ 13,000	\$ 15,750	21%	\$ 21,000	\$ 22,400	\$ 1,400	7%
33 Volunteer Services & Training				\$ 31,000	\$ 24,000	-23%	\$ 31,000	\$ 24,000	\$ (7,000)	-23%
34 Mortgage Interest	\$ -	\$ 7,250		\$ -	\$ 11,700		\$ -	\$ 18,950	\$ 18,950	
35 Salaries & Benefits	\$ 250,600	\$ 256,200	2%	\$ 300,134	\$ 290,840	-3%	\$ 550,734	\$ 547,040	\$ (3,694)	-1%
36 Total Operations	\$ 347,060	\$ 348,860	1%	\$ 408,000	\$ 410,000	2%	\$ 760,060	\$ 768,860	\$ 8,800	1%
37 Total Expense	\$ 1,881,600	\$ 2,038,080	3%	\$ 611,000	\$ 410,000	-25%	\$ 2,492,600	\$ 2,448,080	\$ (44,520)	-2%

REQUEST  
Move to  
Visitor  
Center

REQUEST  
\$72,000  
Jordan Rd;  
Pay off

Visitor Economy

Quality of Environment

Resident Quality of Life

Visitor Experience

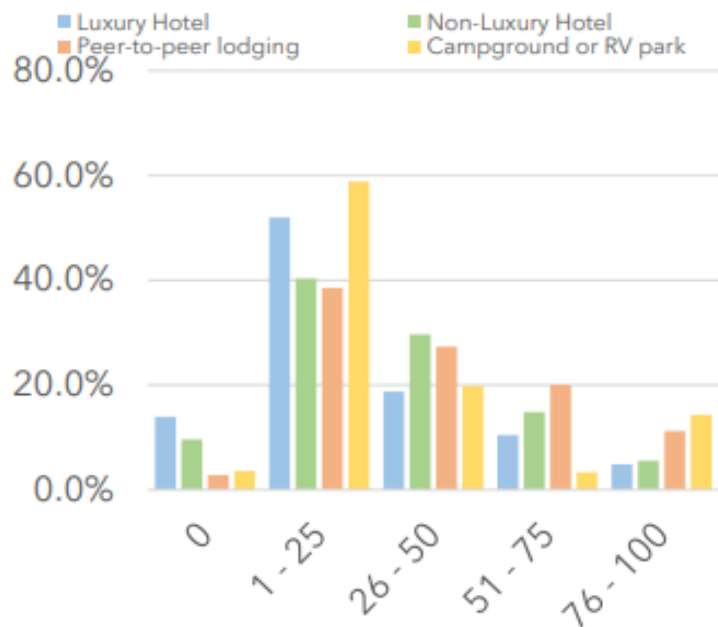
Operations & Administration



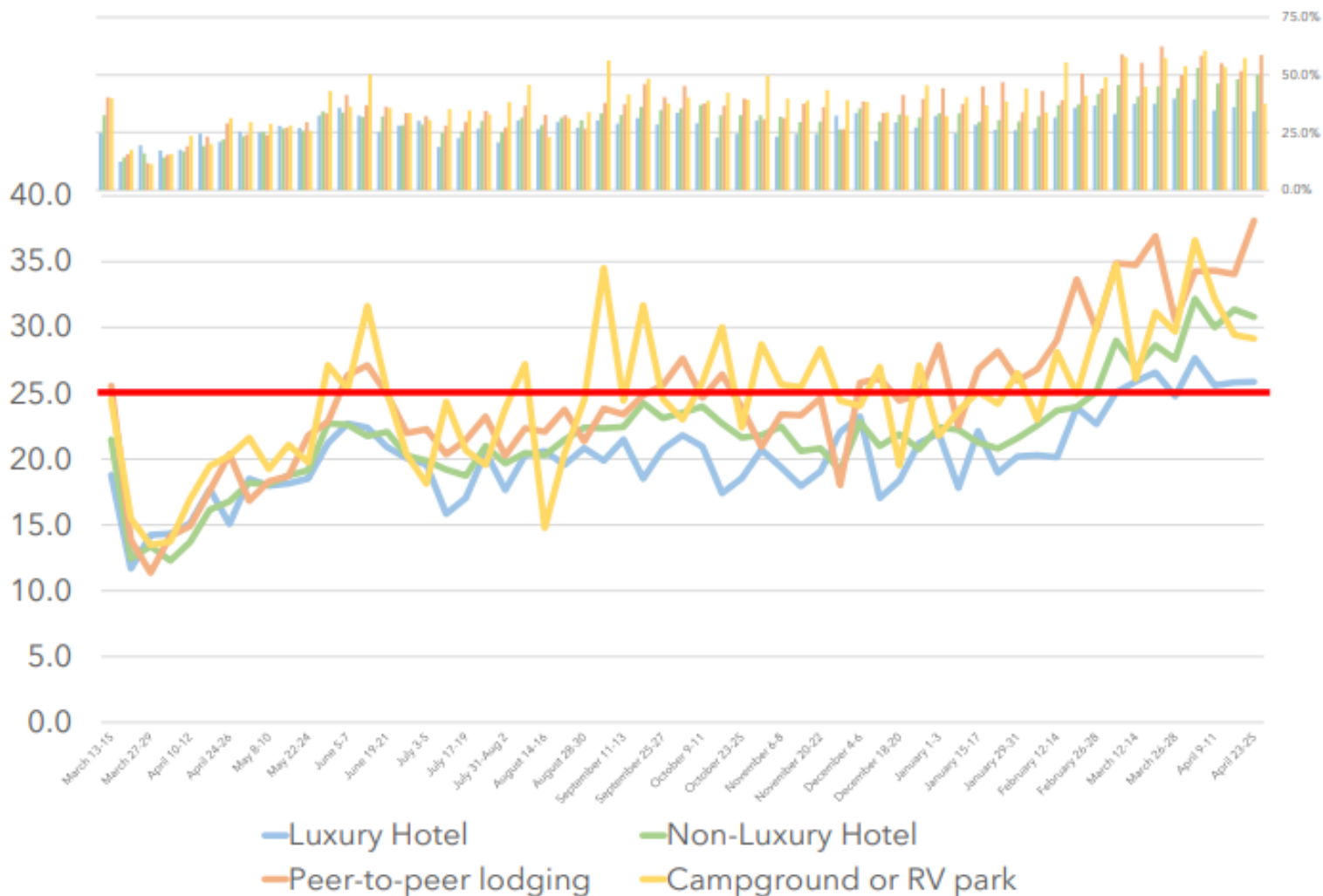
# Quality of Economy

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

# Lodging Preference



## Percent Potentially Marketable (Index Above 25)

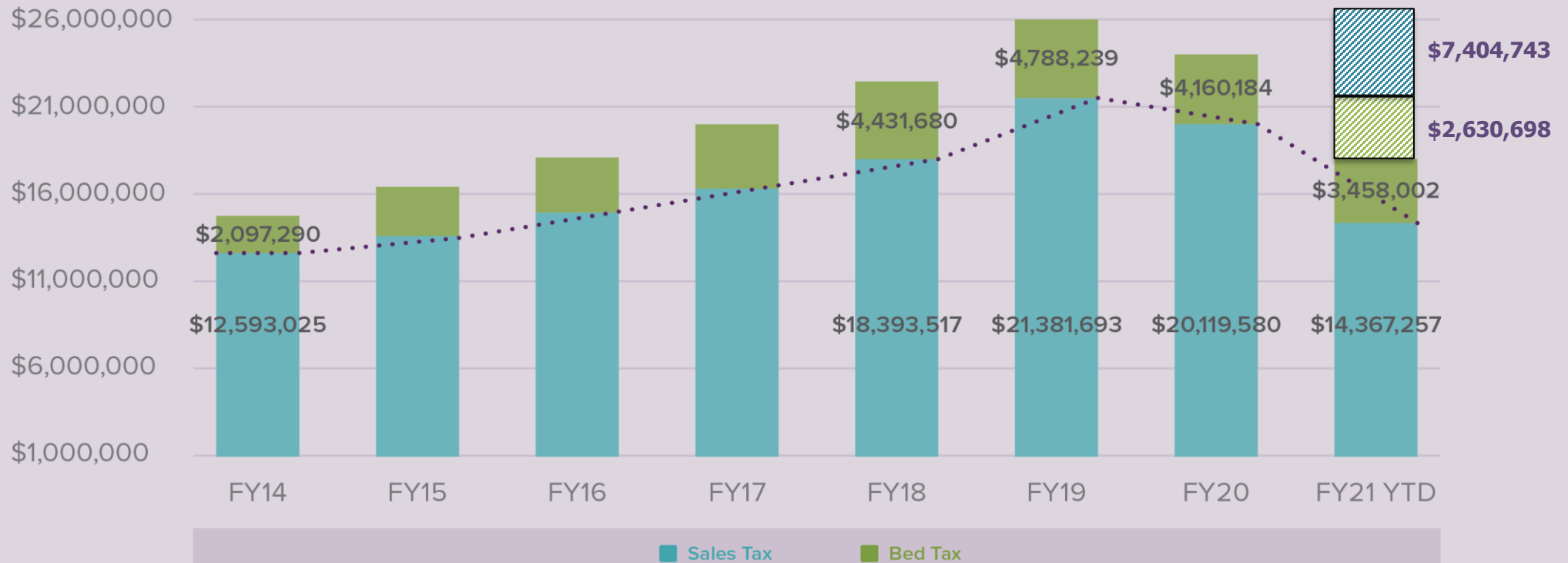




# Quality of the Economy

## Sales & Bed Tax Collections

PROJECTED  
Mar-June



Includes .5% sales tax increase implemented in March 2018

FY21 Projections exclude .5% sales tax

**Paid: \$427,612 in outside advertising (not including sales efforts, creative development or support services)**

**PAID  
MEDIA**

**OWNED  
MEDIA**

**Owned: 2.5 million Consumers reached**

- **241,684 Total social media fan base**
- **1,592,024 VisitSedona.com unique visitors**
- **275,000 Visitor Guides distributed**
- **150,000+ Subscribers to e-news**

**Earned: Sedona generated \$96,405,762 in an equivalent advertising value.**

**EARNED  
MEDIA**



# **FOR DISCUSSION: OUTBOUND MARKETING**

**High Value Visitor (Visitor Profile)**

**Time Period | Seasonality**

**Timing of Marketing Campaigns**

**Booking Windows vs. Arrival in Market**



# Environment

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



## MAINTAIN Existing Programs

- **RENEW Sedona Trail Keepers (2.0); 3-year commitment**
- **Water Monitoring**
- **Voluntourism**
- **Recycle by City Quiz (App) TBD**

## INCREASE in Existing Programs

- **Leave No Trace**
- **Sedona Cares – Take the Pledge – Including in market Visitor Education | Signage for both**

## NEW Programs

- **Sustainable Tourism Plan Project Manager**
- **Facilitator to Revisit STP – Particularly the Quality of Environment Pillar with the City of Sedona's first Climate Action Plan (June 2021)**
- **Master Forrest Plan - Facilitator to aggregate all existing plans and identify gaps;**
- **(4) months of Trash Collection at (4) Recreation Sites in Oak Creek Canyon and at Dry Creek Road (1)**
- **Recycling receptacles in highly trafficked visitor areas (i.e. Outside Visitor Center)**



# Quality of Life

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



## **MAINTAIN Existing Programs**

- **Roundabout & Bike Etiquette (In-room)**
- **WalkSedona.com**
- **Start/Continue Verde Shuttle Marketing**

## **INCREASE in Existing Programs**

- **Local Event Support**
- **Expanded Hometown Guide**
- **Community PULSE event(s)**

## **NEW Programs**

- **Jordan Road Property (FY21) | Sedona Shuttle Marketing to Visitors and Residents; Hanover Multimedia TFT Screens**
- **Expand Communications to Community *Eggs&Issues* events (2x/year); Start with Short Term Rentals**
- **Research: Key Data platform and Short-Term Rental Study on tax impacts and housing**
- **Adopt-a-Ranch | 525 Dispersed Camping & OHV Issues**
- **Love Our Locals – Convene Citizen Committee**



# JORDAN ROAD PROPERTY

**Mortgage Balance: \$296,063.96**

## **Presentation to Council June 11, 2021**

**Mortgage Balance: \$296,063.96**  
**Building Improvements: \$TBD per Andy Dickey**  
**Electric Bikes: \$TBD**

**SCC&TB CONTINGENCY Fund Balance: \$544,440**

**REQUEST: SCC&TB to use FY21 CONTINGENCY FUNDS to pay off the property's balance and give to the City of Sedona**

**May TBD Formal Request to Council - TBD**





# Visitor Experience

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



#Secret7



## MAINTAIN Existing Programs

- National Geographic Sedona Verde Valley Partnership

## INCREASE in Existing Programs

- Sedona Verde Valley Tourism Council
- Secret7 Expansion (Visitor Dispersement) – Including Tear off Trail maps for concierge, etc.

## NEW Programs

- ???



A photograph of the Sedona Chamber of Commerce Visitor Information center. In the foreground, a stone and concrete wall features a sign with the text "SEDONA CHAMBER OF COMMERCE VISITOR INFORMATION" in blue, raised letters. The sign is set against a backdrop of a modern, single-story building with a tan facade and brick accents. The building has a green metal roof and large windows. In the background, the iconic red rock mountains of Sedona are visible under a blue sky with wispy clouds. A paved walkway leads from the sign towards the building entrance, where a few people can be seen. The overall scene is bright and clear, suggesting a sunny day.

**SEDONA**  
**CHAMBER OF COMMERCE**  
**VISITOR INFORMATION**



More than  
**9,892**

Volunteer  
Hours  
Donated  
in FY20

**Value = \$269,075**

**FOR DISCUSSION:**

**City Reporting for FY22**

**How Else Can We, the SCC&TB, Help the Council?**

**The CATALYST for business growth**

**The CONVENER of leaders & influencers who  
make things happen**

**The CHAMPION for a stronger community**



**HOPE**



# ***Thank You***

**Candace Carr Strauss  
President & CEO**

**Sedona Chamber of Commerce & Tourism Bureau  
[cstrauss@sedonachamber.com](mailto:cstrauss@sedonachamber.com)**