




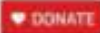
Good Afternoon
**City of Sedona | Sedona Chamber of
Commerce & Tourism Bureau
FY23 Working Group Session**

**Courtyard by Marriott – West Sedona
Wednesday, January 26, 2022
2 pm – 5 pm**



IT'S QUARANTINE DAY

...AGAIN


Coronavirus Updates

THE CORONAVIRUS CRISIS

U.S. COVID cases continue to skyrocket and disruptions abound as 2022 begins

January 1, 2022 · 2:12 PM ET

JOE HERNANDEZ



Travelers make their way through Miami International Airport on Tuesday. Airlines cancelled more than 2,400 U.S. flights by midday on Saturday, according to the flight tracking website FlightAware.



US flight cancellations hit new holiday peak amid Covid and bad weather

1 January 2022



Air travellers in the US have already seen days of disruption.


Flight cancellations in the US have hit a new peak in a Christmas season hit hard by the Covid pandemic and bad weather.

Nearly 4,400 flights around the world were cancelled on Saturday, more than 2,500 of them in the US, air traffic site FlightAware reported.

Airlines have been struggling with staffing problems with crew quarantining after contracting Covid.

Further clarification 'coming very soon' to CDC Covid-19 isolation guidelines

By Kim Riddle and Rachel Jackson | CNN
Updated 12:01 PM ET, Sat January 1, 2022



Dr. Fauci says the CDC changed Covid-19 isolation guidelines in 2021.

Washington, DC (CNN) — Dr. Anthony Fauci says he expects "further clarification" on the U.S. Centers for Disease Control and Prevention's updated guidance to end the Covid-19 isolation period after just two days for people who are not exhibiting symptoms.

According to CNN's Dr. Fauci, both on Sunday whether the CDC's shorter Covid-19 isolation guidelines were driven by science or by politics and business pressures. President Joe Biden's chief medical adviser said, "There's no doubt that you do need to get people out into the workplace if they are without symptoms."

"In the second half of a 10-day period, which would normally be a 10-day isolation period, the likelihood of transmissibility is considerably lower," Fauci, director of the National Institute of Allergy and Infectious Diseases, said on CNN's "State of the Union."

"For that reason, the CDC needs the judgment that it should be reaching out to get people out. You're right — people are getting concerned about why not just people at that time? I would say that that's a reasonable thing to do. I believe that the CDC now will be coming out with more clarifications of that, since it obviously has generated a number of questions about it for the 10-day period, should you or should you not be testing people? There will be further clarification of that coming very soon," Fauci said.



Endemic Covid: Is the pandemic entering its endgame?

By James Gallagher
Health and science correspondent

1 day ago | Health

Who hasn't let out an exasperated "Is the pandemic finished yet?" or a "When can I just get on with my life?" over the past two years? I know I have.

The answer to those questions could be... very

Expect more worrisome variants after omicron, scientists say

By LAURA UNGAR | yesterday



Get ready to learn more Greek letters. Scientists warn that omicron's whirlwind advance practically ensures it won't be the last version of the coronavirus to worry the world.

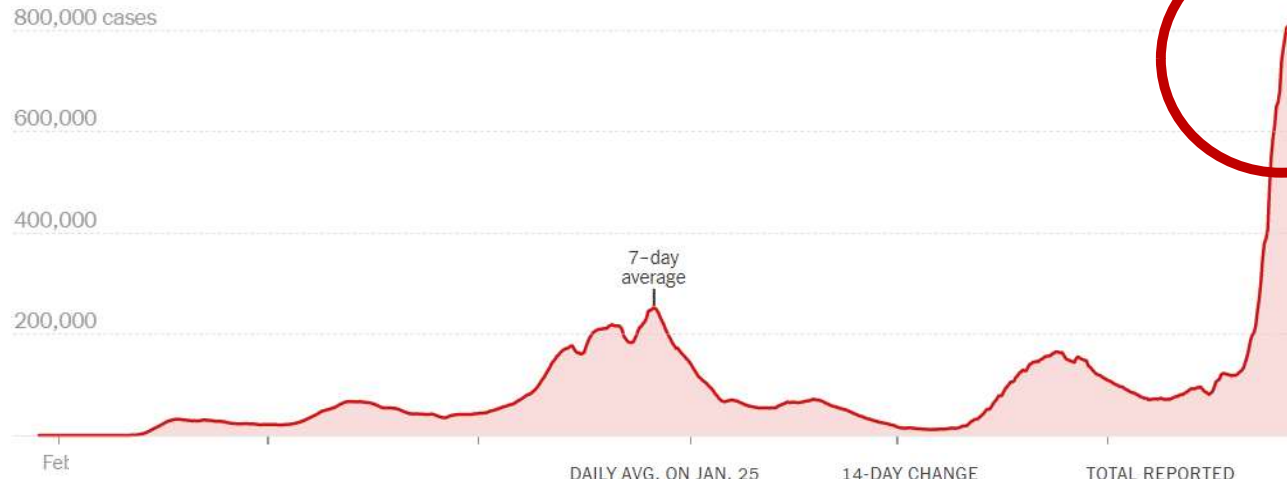
The New York Times

Coronavirus in the U.S.: Latest Map and Case Count

Updated Jan. 25, 2022

New reported cases

All time Last 90 days



Cases	652,278	-14%	72,209,365
Tests	2,596,425	+88%	—
Hospitalized	155,247	+9%	—
Deaths	2,362	+35%	870,837

On this day, January 26, 2020...

More U.S. Coronavirus Cases Emerge, as China's Death Toll Rises

The number of dead climbed to at least 80, while in the United States, five cases were confirmed.



By The New York Times

Published Jan. 26, 2020 Updated March 9, 2020



Police officers wearing masks in front of The Palace Museum in Beijing on Sunday. Betsy Joles/Getty Images

A woman with long blonde hair is sitting in a meditative pose against a large tree trunk. She is wearing a dark green tank top with a white sun graphic and dark leggings with knee cutouts. Her hands are pressed together in a prayer position. The background is a dense forest with sunlight filtering through the trees.

NATIONAL
PLAN FOR
Vacation
DAY

JANUARY 25, 2022

POWERED BY U.S. TRAVEL

SEDONA
CHAMBER OF COMMERCE
& TOURISM BUREAU



The Dichotomy of This Virus and Travel

Destination Analysts Travel Sentiment Index

Presentation of Findings
January 4th, 2022

Update on American Travel Trends & Sentiment—Week of January 17th: The Dichotomy of this Virus & Travel

January 17, 2022 / in Coronavirus / by Destination Analysts

Measurements of American travel sentiment continue to illustrate the dichotomy in the American psyche of the seriousness of the pandemic situation and the love for travel. Even with continued strong concern for COVID safety, societal exhaustion with the pandemic and a cultural propensity for optimism have resulted in increasing excitement for travel.

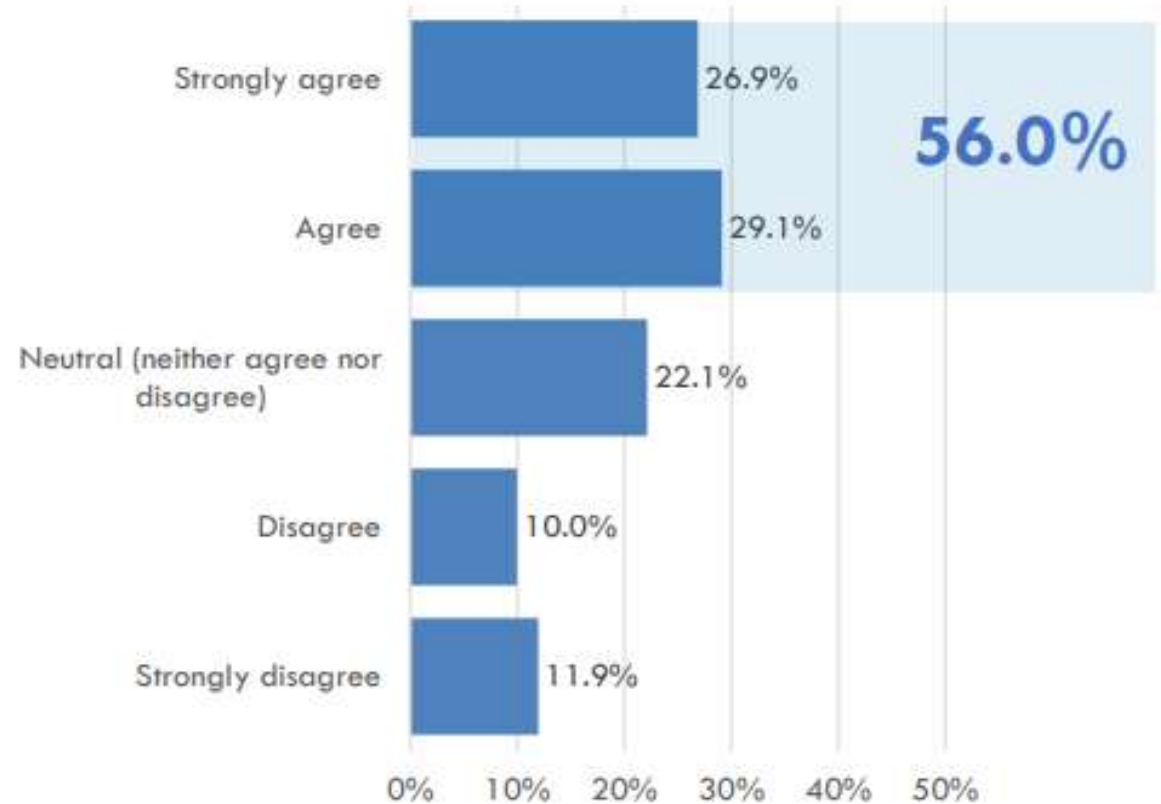
THE OMICRON VARIANT'S IMPACT ON INTEREST IN TRAVEL

How much do you agree with the following statement?

Statement: Recent news about "Omicron variant" cases make me less interested in traveling right now.

(Base: Wave 82 data. All respondents, 1,202 completed surveys. Data collected January 12-14, 2022)

Up from 50.1% two weeks ago

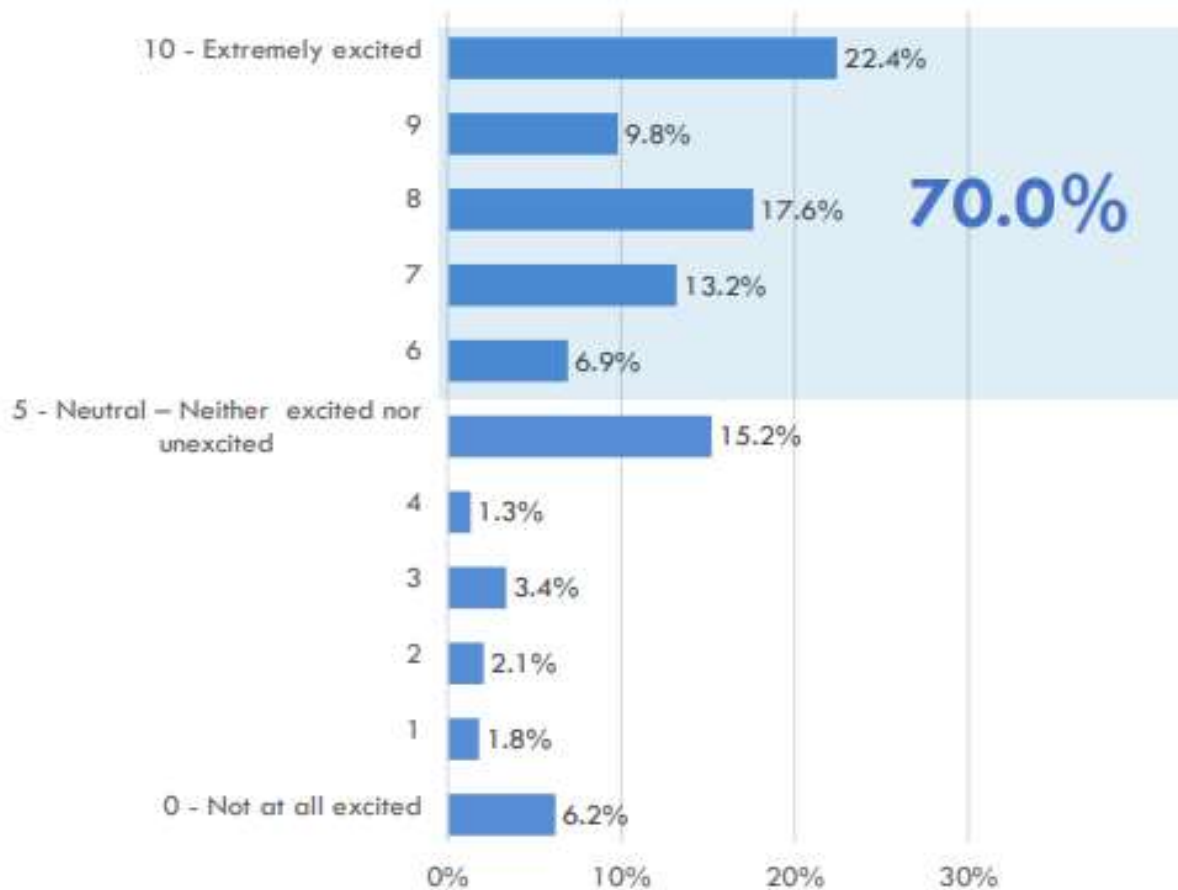


EXCITEMENT TO TRAVEL NOW

Question: Imagine that a good friend (or close family member) asks you to take a weekend getaway with them sometime in the next month.

How excited would you be to go? (Assume the getaway is to a place you want to visit)

(Base: Wave 82 data. All respondents, 1,202 completed surveys. Data collected January 12-14, 2022)

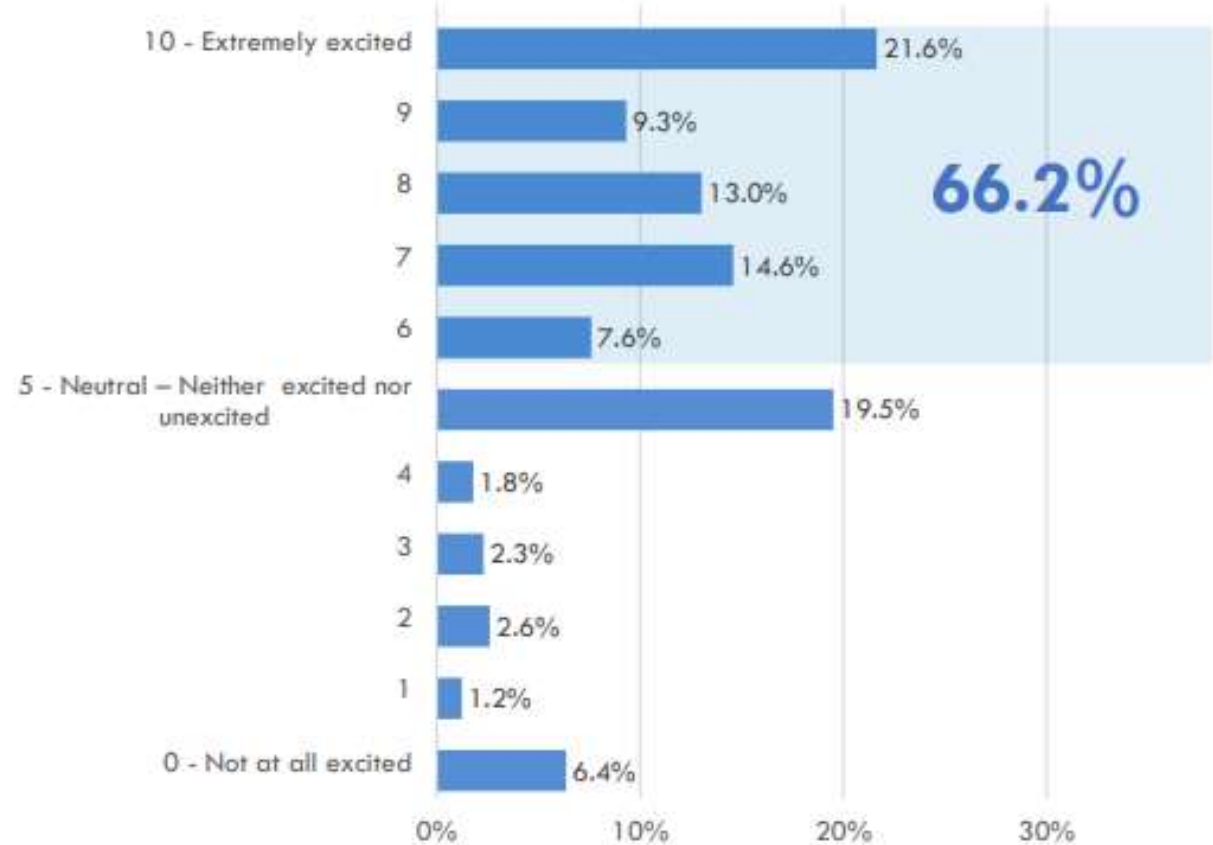


OPENNESS TO TRAVEL INSPIRATION

Question: At this moment, how excited are you in learning about new, exciting travel experiences or destinations to visit?

(Base: Wave 82 data. All respondents, 1,202 completed surveys. Data collected January 12-14, 2022)

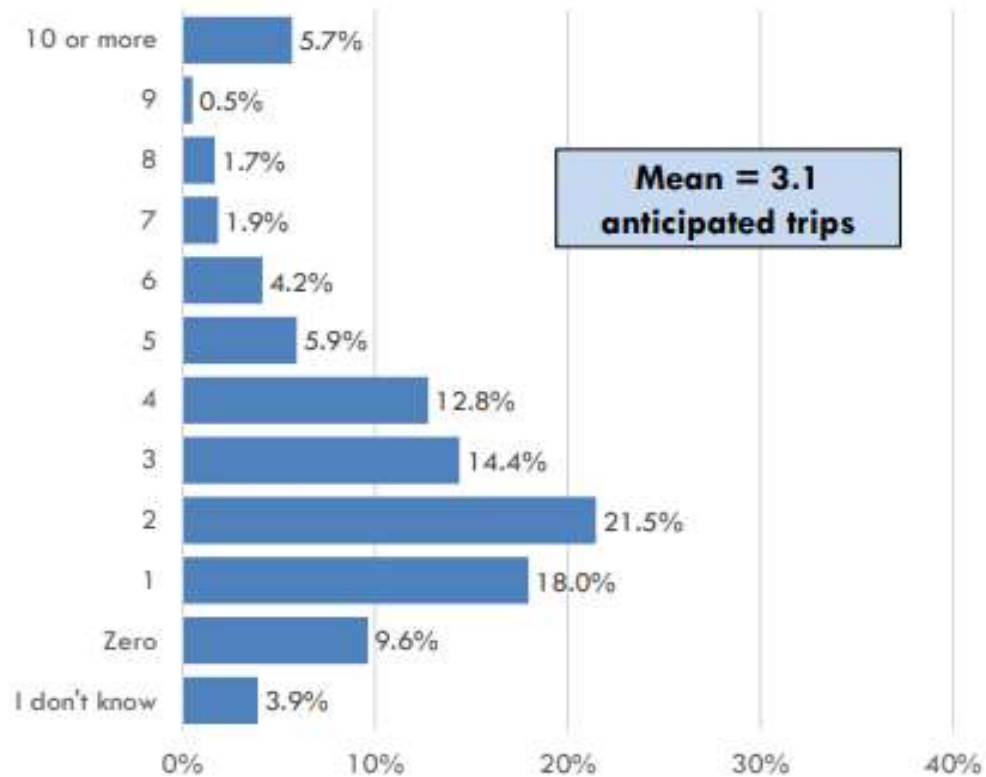
Up from 61.1% two weeks ago



NUMBER OF LEISURE TRIPS ANTICIPATED IN THE NEXT 12 MONTHS

Question: IN TOTAL, how many leisure trips (of 50 miles or more from your home) do you expect to take in the **NEXT TWELVE (12) MONTHS?** (Select one)

(Base: Wave 82 data. All respondents, 1,151 completed surveys. Data collected January 12-14, 2022)

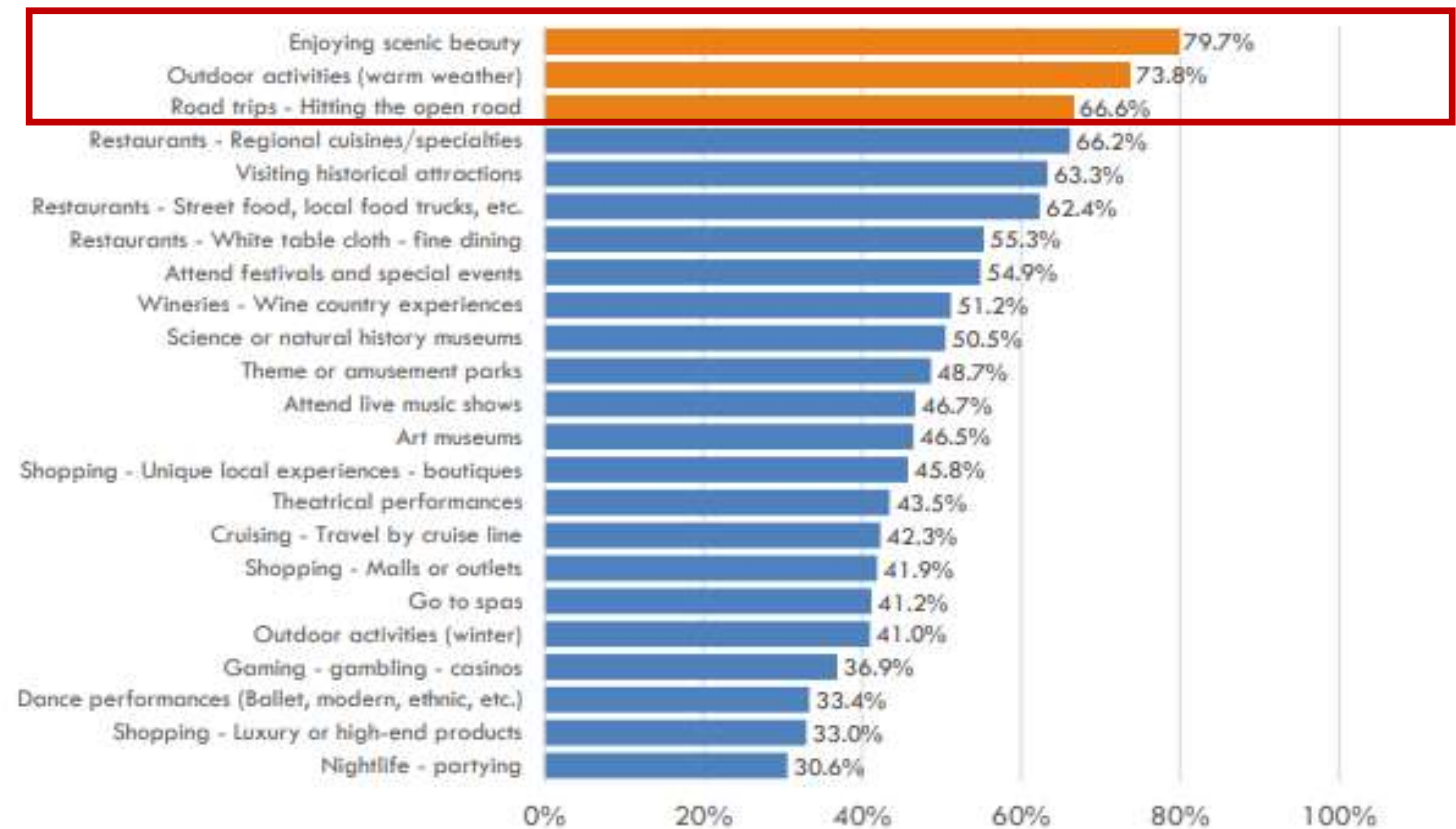


INTEREST IN TRAVEL ACTIVITIES (NEXT 12 MONTHS)

Question: In the NEXT TWELVE (12) MONTHS, how interested are you in taking LEISURE TRIPS which would include the following?

(Base: Wave 82 data. All respondents, 1,202 completed surveys. Data collected January 12-14, 2021)

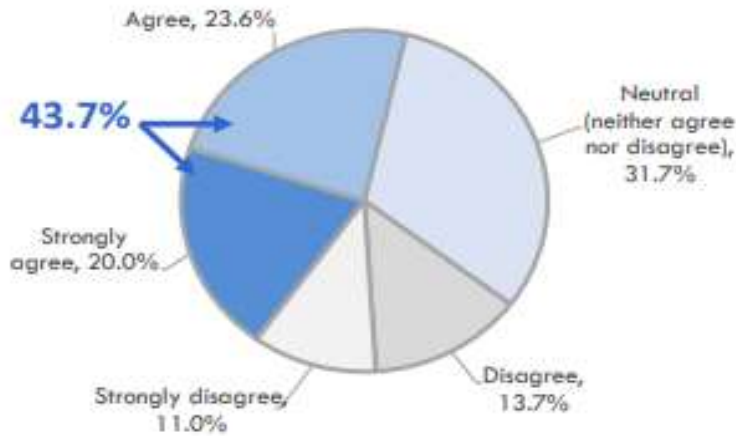
Top 2 Box Score (Extremely Interested or Interested)



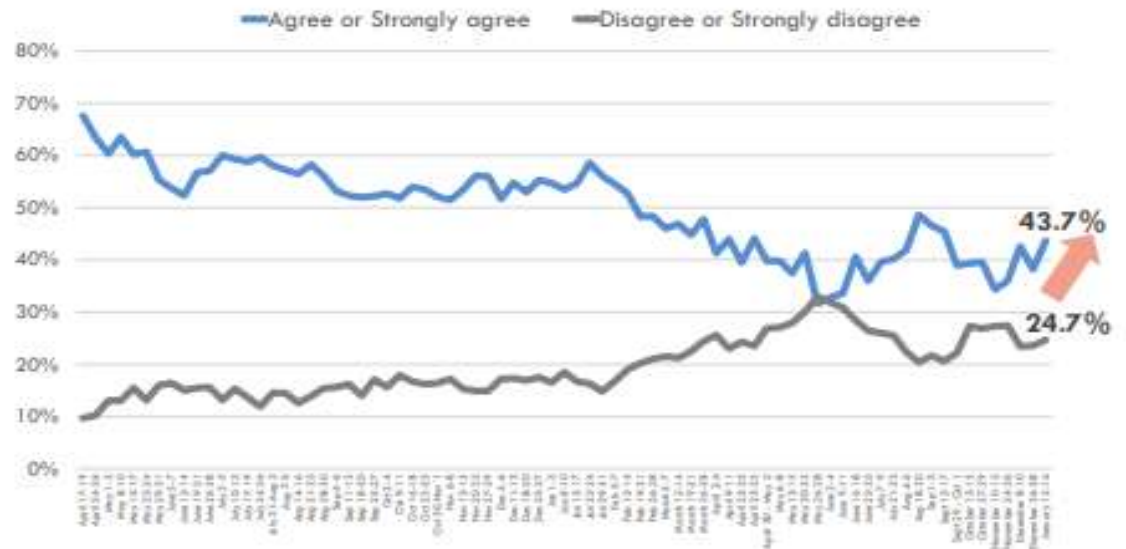
TRAVELERS IN COMMUNITY ARE UNWANTED

How much do you agree with the following statement?

Statement: I do not want travelers coming to visit my community right now.



Historical data



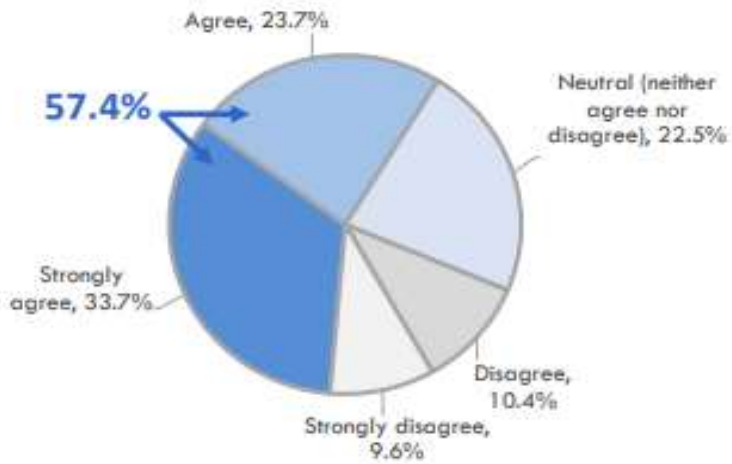
(Base: Wave 82 data. All respondents, 1,202 completed surveys. Data collected January 12-14, 2022)

AVOIDING CONVENTIONS & CONFERENCES

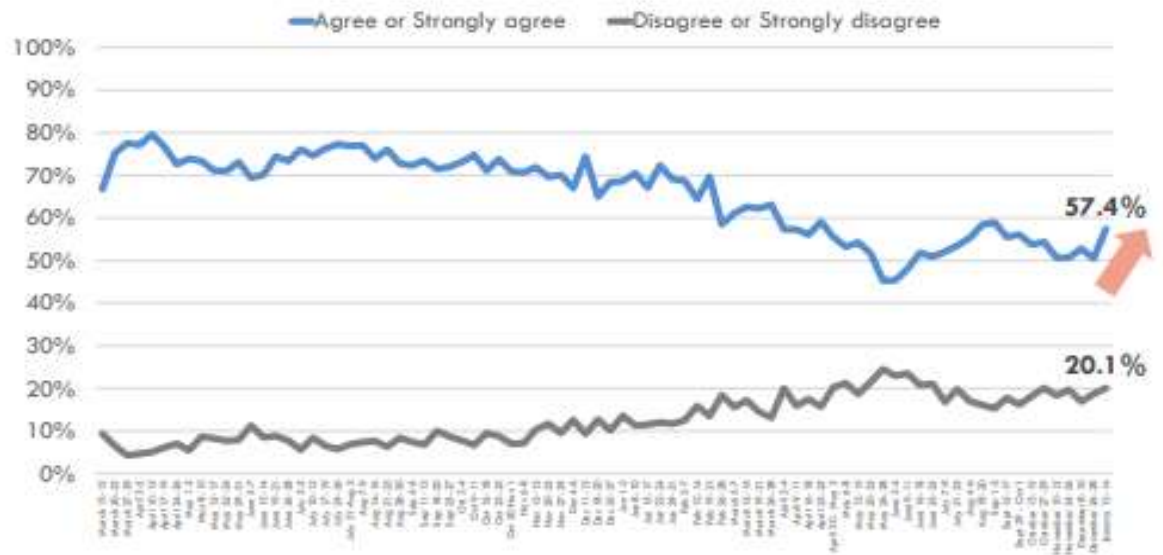
How much do you agree with the following statement?

Statement: I will be unlikely to attend any conferences or conventions until the coronavirus situation is resolved.

Up from 50.5% two weeks ago



Historical data



(Base: Wave 82 data. All respondents, 1,202 completed surveys. Data collected January 12-14, 2022)

TAKEAWAYS

1 The Omicron variant has and will impact trips—causing the pandemic to still loom large

2 The growing wave of infections has caused American travelers to feel an increasing retreat away from normalcy

3 Nevertheless, Americans' enthusiasm for travel is undeterred, in spite of the recent course of the pandemic

4 Americans' travel in 2022 looks to be focused on fun, with reawakened interests in many types of experiences

Sedona Sustainable Tourism Plan

Connecting Sedona visitors to long-term destination sustainability.



(Adopted March 2019)



Destination Resiliency Plan


FY22

July 1, 2021 – July 30, 2022

<https://sedonachamber.com/destination-resiliency-plan-2022/>

FY22 Allocated Bed Tax Funds

Including FY21 Rollover

		TOURISM BUREAU			VISITOR CENTER			TOURISM BUREAU & VISITOR CENTER		
		FY22 Budget	FYTD 12/31/21	% of Budget	FY22 Budget	FYTD 12/31/21	% of Budget	FY22 Budget	FYTD 12/31/21	% of Budget
1	FY22 Funding from Bed Tax Revenue	\$1,719,542	\$ 784,771	45.6%	\$ 520,178	\$ 260,089	50.0%	\$ 2,239,720	\$ 1,044,860	46.7%
2	Expenses:									
3	Quality of Tourism Economy Programs									
4	Arizona Office of Tourism Programs	\$ 51,500	\$ 31,980	62.1%				\$ 51,500	\$ 31,980	62.1%
5	Marketing Support	\$ 203,220	\$ 75,132	37.0%				\$ 203,220	\$ 75,132	37.0%
6	Marketing Collateral	\$ 20,000	\$ 6,136	30.7%	\$ 8,200	\$ 294	3.6%	\$ 28,200	\$ 6,430	22.8%
7	Media & Communications	\$ 79,100	\$ 45,900	58.0%				\$ 79,100	\$ 45,900	58.0%
8	Meetings Sales (net of member participation fees)	\$ 104,948	\$ 40,218	38.3%				\$ 104,948	\$ 40,218	38.3%
9	Research	\$ 61,625	\$ 50,268	81.6%				\$ 61,625	\$ 50,268	81.6%
10	Travel Trade Industry Sales (net member fees)	\$ 77,205	\$ 17,686	22.9%				\$ 77,205	\$ 17,686	22.9%
11	Dues & Subscriptions	\$ 14,575	\$ 6,125	42.0%				\$ 14,575	\$ 6,125	42.0%
12	Postage, Delivery & Distribution	\$ 3,300	\$ 1,650	50.0%	\$ 107,000	\$ 43,760	40.9%	\$ 110,300	\$ 45,410	41.2%
13	Total Quality of Tourism Economy	\$ 615,473	\$ 275,095	44.7%	\$ 115,200	\$ 44,054	38.2%	\$ 730,673	\$ 319,149	43.7%
14	Total Quality of Visitor Experience	\$ 62,000	\$ 32,380	52.2%				\$ 62,000	\$ 32,380	52.2%
15	Total Quality of Environment Programs	\$ 312,250	\$ 59,210	19.0%				\$ 312,250	\$ 59,210	19.0%
16	Total Quality of Life Programs	\$ 148,550	\$ 82,352	55.4%				\$ 148,550	\$ 82,352	55.4%
17	Operations									
18	Storage & Handling	\$ 3,000	\$ 1,677	55.9%	\$ 3,000	\$ 1,677	55.9%	\$ 6,000	\$ 3,354	55.9%
19	Building & Grounds Maintenance	\$ 4,800	\$ 7,982	166.3%	\$ 44,980	\$ 9,702	21.6%	\$ 49,780	\$ 17,684	35.5%
20	Commercial Liability Insurance	\$ 2,400	\$ 1,054	43.9%	\$ 2,400	\$ 1,054	43.9%	\$ 4,800	\$ 2,108	43.9%
21	Computer & Technology	\$ 10,300	\$ 3,356	32.6%	\$ 7,000	\$ 1,911	27.3%	\$ 17,300	\$ 5,267	30.4%
22	Bank Charges	\$ 600	\$ 310	51.7%	\$ 600	\$ 343	57.2%	\$ 1,200	\$ 653	54.4%
23	Equipment Lease & Repair	\$ 8,250	\$ 4,594	55.7%	\$ 6,050	\$ 2,225	36.8%	\$ 14,300	\$ 6,819	47.7%
24	Professional Fees	\$ 13,380	\$ 11,439	85.5%	\$ 4,540	\$ 4,213	92.8%	\$ 17,920	\$ 15,652	87.3%
25	Property Tax, License, Permits	\$ 2,200	\$ 1,023	46.5%	\$ 3,100	\$ 1,373	44.3%	\$ 5,300	\$ 2,396	45.2%
26	Supplies	\$ 9,750	\$ 5,376	55.1%	\$ 9,000	\$ 3,122	34.7%	\$ 18,750	\$ 8,498	45.3%
27	Phone, Internet	\$ 12,600	\$ 6,071	48.2%	\$ 18,900	\$ 12,386	65.5%	\$ 31,500	\$ 18,457	58.6%
28	Utilities	\$ 5,800	\$ 2,440	42.1%	\$ 14,700	\$ 6,430	43.7%	\$ 20,500	\$ 8,870	43.3%
29	Volunteer Services & Training				\$ 24,000	\$ 4,168	17.4%	\$ 24,000	\$ 4,168	17.4%
30	Mortgage Interest	\$ 6,500	\$ 3,195	49.2%	\$ 10,600	\$ 5,132	48.4%	\$ 17,100	\$ 8,327	48.7%
31	Salaries & Benefits	\$ 501,689	\$ 222,267	44.3%	\$ 256,108	\$ 118,119	46.1%	\$ 757,797	\$ 340,386	44.9%
32	Total Operations	\$ 581,269	\$ 270,784	46.6%	\$ 404,978	\$ 171,855	42.4%	\$ 986,247	\$ 442,639	44.9%
33	Total Expense	\$1,719,542	\$ 719,821	41.9%	\$ 520,178	\$ 215,909	41.5%	\$ 2,239,720	\$ 935,730	41.8%
34	<i>Tourism funding includes FY22 funding \$1,569,542 and \$150,000 carryforward from FY21</i>									
35	<i>FY21 carryforward allocation- \$25,000 Visitor Experience, \$105,000 Environment, and \$20,000 Quality of Life</i>									

Tourism Economy

Visitor Experience
Environment
Resident Quality of Life

Operations & Admin

Total Expense



FY21 Rollover Funds Detail

TOTAL: \$150,000 FY21 FUNDS

- **(\$15,000) – Trail Keepers 2.0** – we need to reprint the sponsor signage at trail heads (approximately 35 metal signs) and produce/install “permanent” signage at Uptown Visitor Center recognizing the program/partners for first 5-year program success in support of our trails.
- **(\$20,000) – Tread Lightly**
 - Production of 4x (:15) video spots
 - Educational video for consumers to watch
 - 4-6 blog posts on responsible OHV/ATV recreating to use on our website/social channels
- **(\$15,000) – “Sedona is special” Sustainable Tourism / Recreate Responsibly** messaging to include:
 - Production of 2x (:30) TV spots – one of Mayor, City Manager, Council, Fire and Police Chiefs and one of SCC&TB, USFS, Keep Sedona Beautiful and Sedona Red Rock Trail Fund sharing expectations for visitor behavior, how to recreate on public lands, etc.
 - Annual schedule to run TV spots on Sedona Now in room TV
- **(\$75,000) – Production and editing of Sustainable Sedona and Verde Valley platform – includes but not limited to** videos for various channels (i.e. YouTube, confirmation emails from lodging partners, websites, social, etc.)
- **(\$25,000) – Sedona Verde Valley Tourism Council** – add these monies to existing program allocation to make a bigger impression. Would direct folks back to the website/landing page with one afternoon, one day and two-day itineraries.²⁰



Quality of Tourism Economy

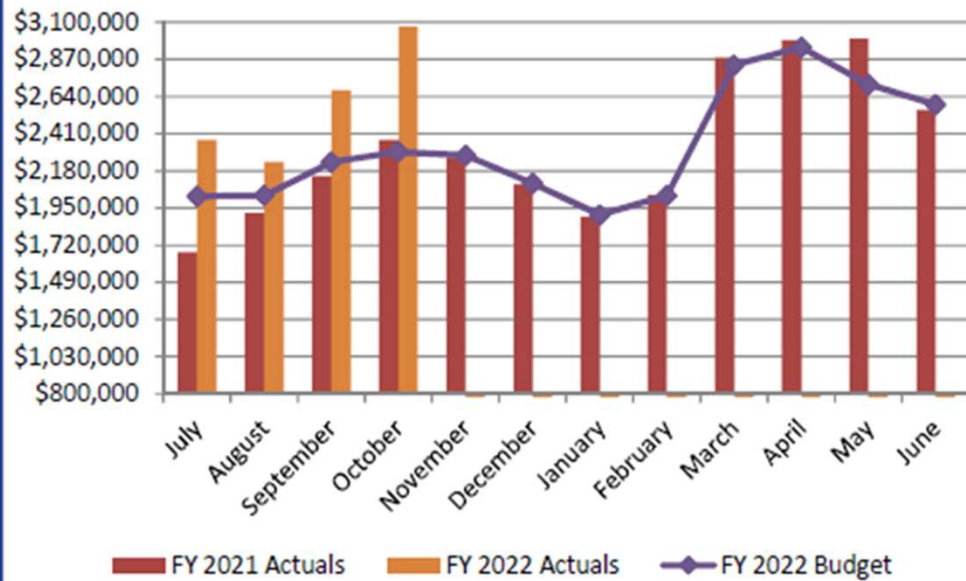
Goal Statement:

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

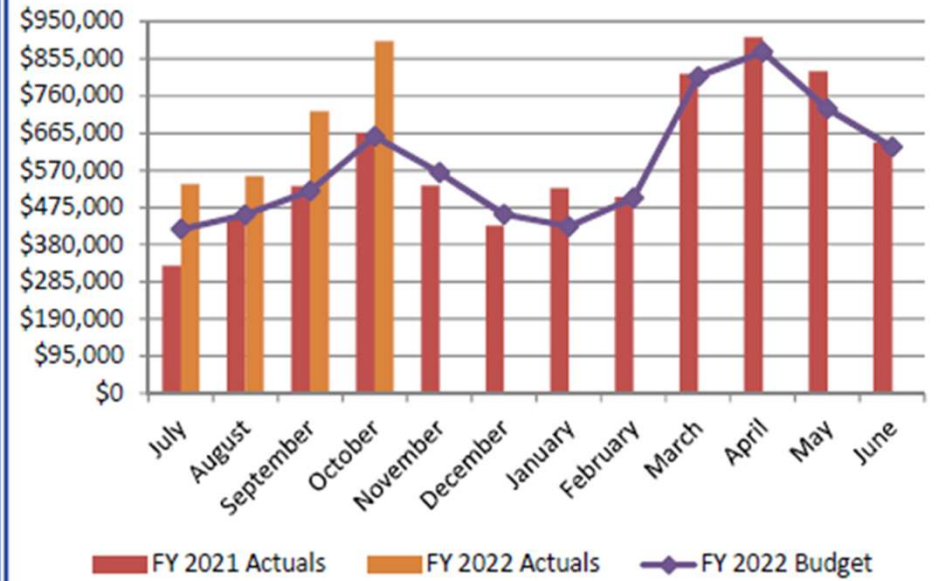
FY22 Year-to-Date City Sales & Bed Tax Revenues

The City's total FY2022 sales and bed tax revenue collections continue to outpace any prior year. October is typically the peak for the last 6 months of the calendar year, and October 2020 was higher than any previous October. Compare that to October 2021...sales and bed tax exceeded October 2020 by 30% and 35%, respectively. The spring is typically the highest revenue generating period of each year. October (typically the fall peak) averages about 18% less than the next spring. **October 2021 sales tax exceeds the previous spring peak in May 2021 by 3%, and October 2021 bed tax is slightly under the previous spring peak April 2021 by 1%.**

City Sales Tax Revenues



Bed Tax Revenues



If beauty is in
the eye of the beholder,
***so is
responsibility.***

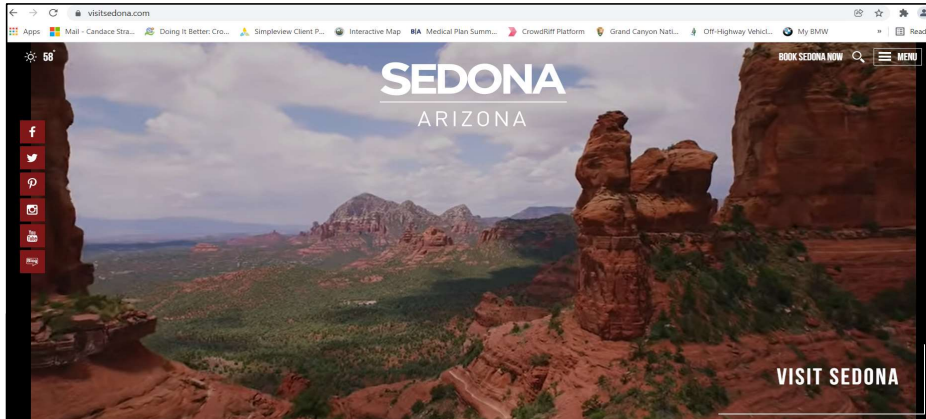
As a leader in sustainability practices, we place a strong emphasis on preserving our unspoiled landscape. By asking you to take the **Sedona Cares Pledge**, we're expressing our deep desire to maintain our serene way of life and to protect our natural surroundings – ensuring a memorable experience for you today, and always.

***Make your promise to
respect the environment we all share.***



Take the Pledge at SedonaCares.com







SEDONA CARES PLEDGE

TAKE THE PLEDGE

To assure Sedona's sustainability as a natural, spiritual wonder for generations to come, we invite you to join our culture of respectful care for our environment and way of life. Please take the Pledge.

SEDONA SECRET 7

To experience the Sedona trails that only the locals know, you need the right guide. The Sedona Secret 7 reveals some of our more secluded spots just waiting to be explored.

EXPLORE NOW

SUSTAINABLE TOURISM PLAN → TAKE THE SEDONA CARES PLEDGE

TAKE THE SEDONA CARES PLEDGE

f t e




Sedona ignites all five senses.
Six if you count your sense of responsibility.

To assure Sedona's sustainability as a natural, spiritual wonder for generations to come, we invite you to join our culture of respect for our environment and way of life. Please take the Pledge.

Pledge #6

Leave No Trace and pack out trash - that includes TP and pup poop!

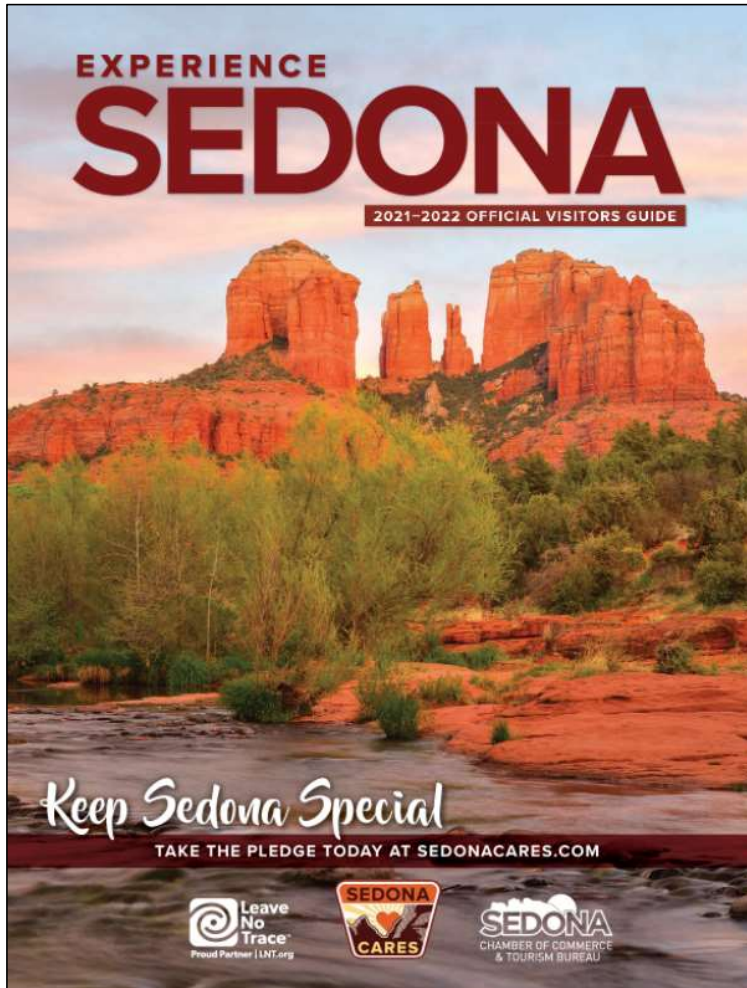


SEDONA
CHAMBER OF COMMERCE
& TOURISM BUREAU

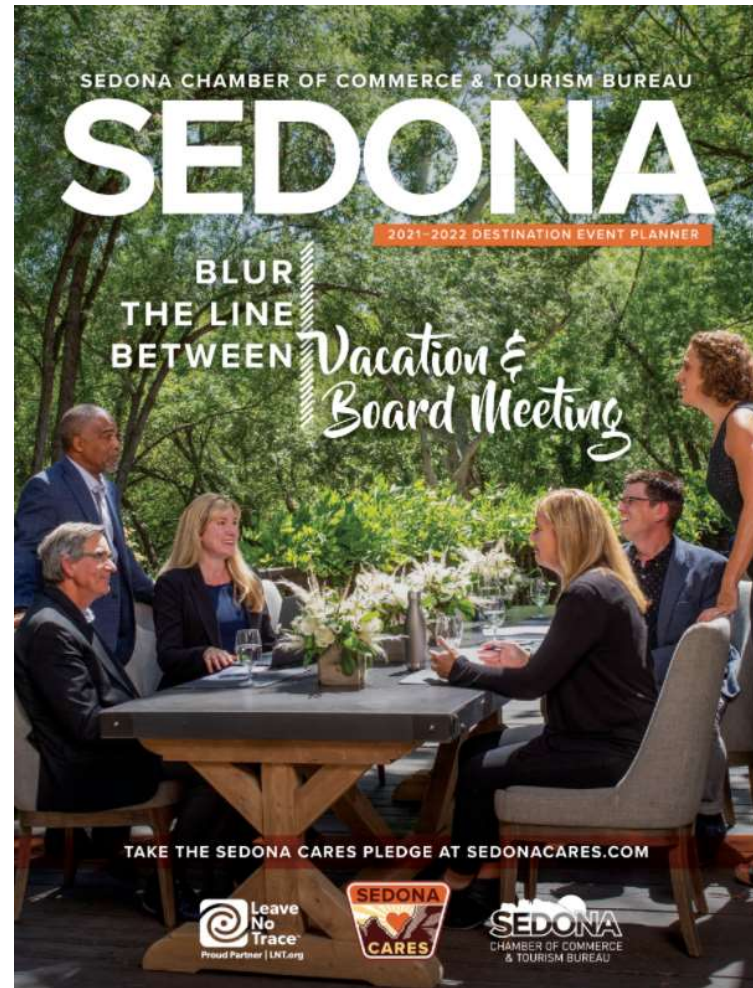
ABOUT US THINGS TO DO EVENTS TRIP PLANNING BLOG

SEDONA LEAVE NO TRACE

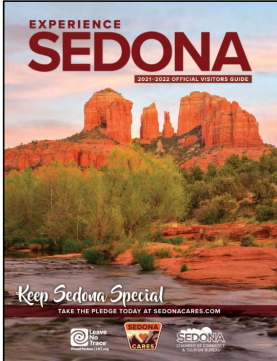
Happy National Take a Hike Day! In Sedona, we're celebrating the day by getting out on any one of our 200+ trails. Locals know the immense value of being out in nature, and try to take advantage of that opportunity daily. Locals also know how vital it is to recreate responsibly on our public lands.



**Official Visitor Guide
Mailed, Distributed, Downloaded**



**Destination Event Planners Guide
Mailed, Distributed, Downloaded**



GO GREEN AMONG THE RED ROCKS

Sedona protects its spectacular scenery—and you can help, too

BY KEN LYNCH

SUSTAINABLE TOURISM

Sedona's collaborated with visitors, residents and local businesses to create the Sedona Sustainable Tourism Plan, a first of its kind in Arizona. Two years in the making, the plan aims to reduce tourism's impact on the local environment and Sedona's small-town charm by emphasizing environmental stewardship, residents' quality of life, the quality of the local economy and visitors' experiences. SEDONASUSTAINABLE.COM

SUSTAINABILITY TIP
Help spread the visitor load on the landscape and get some rare sites. SEDONASECRET7.COM

Sedona's natural beauty attracts millions of people each year, and new approaches encourage residents and visitors to help preserve this special place.

WALK SEDONA HELPS REDUCE TRAFFIC

The Walk Sedona program encourages visitors to mitigate traffic by getting out of their cars and taking in the beauty of Sedona on foot. Log on to WALKSEDONA.COM for suggested routes, local restaurants, bus stops, parking, public art and more on a GPS-enabled mobile map. Also, find recycling stations, electric-vehicle charging stations and real-time traffic flow by going to GETAROUNDSEDONA.COM.

TAKING CARE OF OUR TRAILS

In 2017, the Sedona Chamber of Commerce & Tourism Bureau, in a unique public-private partnership, launched the Trail Keepers program in cooperation with the Coronado National Forest, Sedona Red Rock Trail Fund and the city of Sedona. Annually more than 50 private businesses (see page 12) each contribute \$1,000 to trail enhancements with the chamber via city support matching that \$50,000. The first 5 years generated nearly \$400,000 in support for the Red Rock Ranger District, and the program continues to expand each year.

FLY FRIENDLY AGREEMENT

Guidance Air Tours and Sedona Air Tours ceased helicopter overflights within Sedona city limits in 2020 and altered operations near resorts and sensitive historical sites—reducing noise, enhancing Sedona's environment and improving our quality of life. SEDONAAIRNOISE.COM



VOLUNTOURISM

Increasingly, travelers want to contribute to Sedona and leave it better than they found it. A community voluntourism program gives visitors the opportunity to sign up for community improvement projects, such as cleanups in Oak Creek Canyon and trail maintenance days. VOLUNTOURISMINSEDONA.COM

We encourage you to follow Leave No Trace principles while enjoying the land. SEDONALEAVENOTRACE.COM



PARTICIPATING PARTNERS:

Hilton Sedona Resort at Bell Rock
Sky Rock Inn of Sedona
Verde Canyon Railroad

- Met with 86 travel trade industry professionals
- Met with 13 media professionals
- 142 Sedona business referrals to tour operators through follow-up process





MEET US AT IMEX

Mandalay Bay
November 9-11, 2021
Sedona Booth #D2627

SEDONA
CHAMBER OF COMMERCE
& TOURISM BUREAU



- Met with 164 meeting planners over 3 days. Sedona Cares Pledge with materials & QR code incorporated in our booth.
- Media coverage – AOT had huge presence with new “Arizona Meetings” branding with sponsorship of press center:
 - Wrap around & inside press center
 - Printed postcard w/ QR code directing media to press kit, which Sedona was included
 - Arizona branded meetings content ran in IMEX daily digital edition during the show

PARTICIPATING PARTNERS:

Hilton Sedona Resort at Bell Rock, L’Auberge de Sedona, Poco Diablo Resort, The Wilde Resort, Verde Canyon Railroad

**ADVENTURE
ELEVATE**

SEDONA
16-18 NOVEMBER 2021



- 12 Day of Adventure outings showcasing Sedona's outdoor recreation guides and outfitters to 135 participants
- Sold-out event with approximately 250 attendees
- Total of 14 media and 2 travel trade hosted VIPs



ADVENTURE TRAVEL
TRADE ASSOCIATION



Visitor Experience

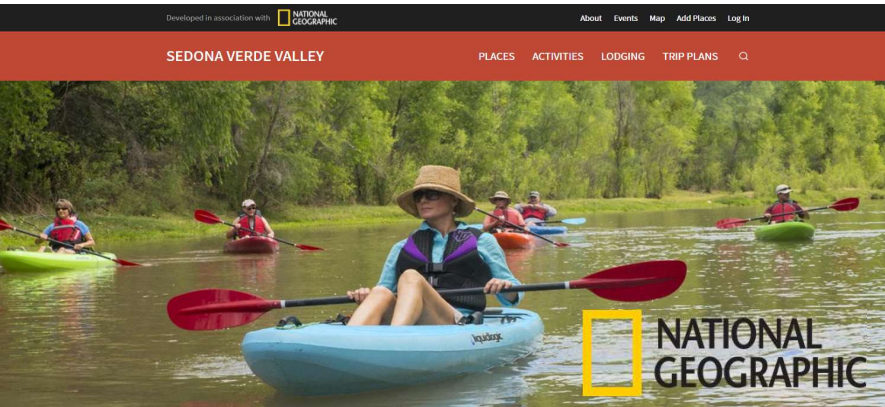
Goal Statement: Continue to provide an excellent visitor experience that highlights Sedona's sustainability values and keeps visitors coming back.





The Visitor Center in Uptown Sedona:

- **INCREASE:** Building and Grounds Maintenance = paint and flooring
- **DECREASE:** Salaries & Benefits down due to reallocation of Chamber – Tourism Bureau – Visitor Center staffing distribution. However additional part time staff expense with only 55 out of 80 volunteers willing to come back to work and need to hire a new Visitor Services Manager with current employee retiring bring the expense down YOY.



#Secret7



The Sedona Way | Visitor Disbursement

MAINTAIN Existing Programs

- National Geographic Sedona Verde Valley Partnership
- Verde Front Leadership Council – Sustainable Recreation Collaborative: Red Rock Oak Creek Canyon Recreation Assessment (Under Environment Pillar)

EXPAND Existing Programs

- Sedona Verde Valley Tourism Council (SVVTC) efforts to spread visitors (disburse) from Sedona throughout the Verde Valley region
- Secret7 Expansion – With focus on Secret7 Hikes continue to promote the trails less traveled to our visitors to take pressure off trails being loved to death



Hiking

WANDER THROUGH AN ANCIENT LANDSCAPE



Restrooms Available



Pet Friendly (Leash Required)



Red Rock Pass Required

Find directions to trailheads and trail tips on the back of this map.

For more information and GPS directions to trailheads visit SedonaSecret7Hikes.com.



Tuzigoot National Monument

Cottonwood
Clarkdale
Jerome

89A

179

SEDONA
CHAMBER OF COMMERCE
& TOURISM BUREAU

Aerie Trail
Take in the view of Bear Mountain, Fay Canyon and Boynton Canyon
Distance: 5.8 miles
Difficulty: Moderate
Parking spots: 13 & 2 HCP

Chimney Rock Loop Trail
Pass by the famous 'Three Fingers' formation
Distance: 2 miles
Difficulty: Moderate
Parking spots: 20

Schuerman Mountain Trail
From the vista, great views of Cathedral Rock
Distance: 2 miles
Difficulty: Moderate
Parking spots: 5

Airport Loop Trail
Trail circles Airport Mesa offering wonderful views all around
Distance: 3.3 miles
Difficulty: Easy/Moderate
Parking spots: 9 & 1HCP

Turkey Creek Trail
Quiet, spectacular views and interesting geology
Distance: 6 miles
Difficulty: Moderate
Parking spots: 5

Jacks Canyon Trail
A long ascent with spectacular sweeping panoramic views
Distance: 12.4 miles
Difficulty: Hard
Parking spots: 20+

Woods Canyon Trail
Views of red mesas covered in lush vegetation
Distance: 10 miles
Difficulty: Moderate
Parking spots: 30+





Explore Sedona's Secret 7 in Red Rock Country

The Coconino National Forest consists of over 1.8 million acres including a pine covered plateau cut by deep canyons and bordered on the south by the spectacular Mogollon Rim, a 1,000-foot cliff extending for miles across central Arizona. Sedona is seated within this stunning geological wilderness with 400 miles of non-motorized hiking and biking trails winding past manzanita, juniper and chaparral.

Sedona's Secret 7 serves as a mantra for hikers, who are always looking for trails less traveled. Check out the following trails deemed as "hidden gems" by the locals. For GPS directions and other Secret 7 activities like picnics and biking, visit SedonaSecret7.com.

Airport Loop Trail Easy/Moderate

Hiking Distance: From the Airport Road parking area, about 3.3 miles round trip (add another 1.0 mile if hiking the Tabletop Trail). Add another 1.2 miles of hiking from the Airport Vista parking lot (use the Sedona View Trail (0.6 miles) to get to the Airport Loop Trail).

Viewing Tip: Look to the east for the "Twin Buttes and south for Cathedral Rock. Include the short Tabletop Trail for a view of Sedona's "Pyramid". On the north side of the loop enjoy spectacular views of Thunder Mountain, Chimney Rock and Coffee Pot Rock.

Driving Directions: There are two ways to access this trail. From the Visitor Center, 331 Forest Road, turn right on 89A for 1.0 miles; turn left on Airport Rd for 0.5 miles to free Airport Saddle parking or continue 0.5 miles to Airport Vista parking lot (\$3 Parking fee).

Chimney Rock Loop Trail Moderate

Hiking Distance: Start this 2.0-mile hike from the Thunder Mountain Trailhead. Turn right on the Thunder Mountain Trail. In 0.1 miles, you'll come to the intersection with the Chimney Rock Trail.

Viewing Tip: See if you can spot the "Lizard Head"; look up when you pass the intersection of the Lizard Head trail. Then, watch for Chimney Rock to change to the "Three Fingers" formation on the western side! You may also spot hot air balloons to the west on an early morning hike.

Driving Directions: From the Visitor Center, 331 Forest Road, turn right on 89A for 3.2 miles. Turn right on Dry Creek Road for 0.5 miles to Thunder Mountain Road. Turn right for 0.6 miles to parking on the left.

Woods Canyon Trail Moderate

Hiking Distance: 10 miles round trip

Viewing Tip: Look for wildflowers in the spring. At approximately 2.3 miles stop for a snack break in the boulder wash and enjoy the spring water flowing through Dry Beaver Creek. Restrooms available during visitor center hours.

Driving Directions: From the Visitor Center, 331 Forest Road, turn right on 89A. At the circle, take the 3rd exit to 179 for 8.4 miles. Turn left at the Ranger Station and park to the right of the first large building. Look for the trail sign near the edge of the lower parking lot.

Schuerman Mountain Trail Moderate

Hiking Distance: Schuerman Mountain Trail to Vista Trail, 0.3 miles; to the Vista (southern view), 0.3 miles; to the top of Schuerman Mountain (western view), 0.4 miles; 2.0 mile round trip.

Viewing Tip: From the Vista (southern view) great views of Cathedral Rock especially late afternoon. From the northwest, views of the Mingus Mountains and the Verde Valley.

Driving Directions: From the Visitor Center, 331 Forest Road, turn right on 89A for 4.2 miles to Upper Red Rock Loop Road. Travel down Upper Red Rock Loop Road for 0.3 miles, turn right onto Sedona Red Rock Hls Dr. Trailhead will be on the left. Do not use Sedona Red Rock High School parking lot.

Turkey Creek Trail Moderate

Hiking Distance: 6 miles round trip. Best November through April.

Viewing Tip: Fine views of nearby Cathedral Rock and more distant views of the Secret Mountain Wilderness. The trail reaches its crest at 3.0 miles and begins a gradual descent over basaltic lava where the view over the ancient caldera opens up and the opposite rim with the lava outcrop that gave the mountain its name is visible.

Driving Directions: From the Visitor Center, 331 Forest Road, turn right on 89A. At the circle, take the 3rd exit to 179 for 7.3 miles. At the circle, take the 1st exit onto Verde Valley School Road for 4.1 miles to the marked road on the left; take this unpaved road 0.5 miles and take the left fork 100 feet to the road's end.

Jacks Canyon Trail Hard

Hiking Distance: 12.4 miles round trip. Add 2.0 miles one way to the top of the Munds Mountain Trail.

Viewing Tip: For a more spectacular view, hike the short, steep climb to the top of the Munds Mountain trail for an incredible panoramic view of Red Rock Country including the red rocks of Sedona, parts of Oak Creek Canyon and even the San Francisco peaks to the north.

Driving Directions: From the Visitor Center, 331 Forest Road, turn right on 89A. At the circle, take the 3rd exit to 179 for 7.3 miles. At the circle, take the 3rd exit onto Jacks Canyon Road for 0.9 miles, turn right to stay on Jacks Canyon Rd for an additional 1.1 miles, turn right into the Jacks Canyon trailhead.

Aerie Trail Moderate

Hiking Distance: Aerie Trail, 2.9 miles each way from the Aerie Trailhead parking area to the Boynton Canyon Trailhead Parking Area for 5.8 miles round trip. For a shorter hike, turn around at the intersection of the Cockscomb Trail for a 3.8-mile hike or turn right on the Cockscomb Trail for a 4.4-mile loop back to the Aerie Trailhead parking lot.

Viewing Tip: On the Aerie trail, take in the view of Bear Mountain, Fay Canyon and Boynton Canyon. From the top of Doe Mountain, enjoy panoramic views of the Secret Mountain Wilderness.

Driving Directions: From the Visitor Center, 331 Forest Road, turn right on 89A for 3.2 miles. Turn right on Dry Creek Road for 3.0 miles. At the stop sign, turn left onto Boynton Pass Road for 4.1 miles. Turn left on Aerie Road (past Doe Mtn) and follow the road to the right at the fork to the trailhead parking.

Support the businesses that support the trails!



Sedona Trail Keepers

The Sedona Chamber of Commerce & Tourism Bureau, in partnership with the City of Sedona, private industry, the Sedona Red Rock Trail Fund (SRRTF) and the US Forest Service, dedicates upwards of \$100,000 annually to trail maintenance and enhancements for the more than 200 hiking trails covering 400 miles throughout greater Sedona. While you're enjoying Sedona, remember to Support the Businesses that Support the Trails! Visit our 50 Sedona Trail Keeper businesses throughout the Greater Sedona Area. Find them at SedonaTrailKeepers.com.

To make a personal donation today and help sustain and maintain Sedona's trails visit RedRockTrailFund.org

Sedona Chamber of Commerce & Tourism Bureau Visitor Center • 331 Forest Rd, Sedona, AZ 86336 • 928.282.7722
8:30 a.m. – 5 p.m. Daily • Closed Thanksgiving and Christmas Day



Sedona ignites all five senses.

Six if you count your sense of responsibility.

To assure Sedona's sustainability as a natural, spiritual wonder for generations to come, we invite you to join our culture of respect for our environment and way of life.

The Pledge affirms to the world that you are part of the Sedona Sustainable movement, committed to caring for Sedona as much as we care about you.

Take the Sedona Cares Pledge below and share it — we are eager to spread the word.

1. The rocks are red and the silence is golden. I vow to respect the natural quiet of Sedona's open spaces and neighborhoods.
2. I will be mindful of Sedona's arid environment by minimizing my water and energy use and I will be extremely careful with fire.
3. I'll make my own memories, but not my own trails.
4. I won't risk life or limb (human or sapling) for more likes. I won't get killed for a killer photo.
5. When playing outside, I'll be ready for rapid changes in weather and random episodes of magic.
6. Leave no trace and pack out trash — that includes tp and pup pool. I will discover art in Sedona's galleries rather than making my own.
7. Carving on trees or rocks, stacking stones, or defacing the environment diminishes nature's art.
8. If I can't find a parking spot, I will not invent my own. I will go with the traffic flow, using my turn signal often and my car horn seldom.
9. I'll be caring and considerate wherever I go, because that's the Sedona way.

Take the Sedona Cares Pledge at SedonaCares.com today





Environment

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



Sustainable Tourism – Consumer/Business Education

MAINTAIN Existing Programs

- RENEW Sedona Trail Keepers (2.0) Program
- Promote Sustainability Alliance business certification and zero waste meetings and events
- Voluntourism Programs

EXPAND Existing Programs

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

NEW Programs

- Red Rock Oak Creek Recreation Assessment
- ~~Master Forrest Plan~~
- Recycling receptacles in highly trafficked visitor areas (i.e. at Uptown Visitor Center)
- Establish trash collection services at Dry Creek Road/install temporary toilets at Soldier's Pass

PROPOSED \$20,000 Tread Lightly campaign

- 4x (:15) TV Spots
- 4-6 blogs on recreating responsibly
- Consumer OHV/ATV educational video



- 400 miles of trails
- 50 private businesses at \$1,000 each
- Matching bed tax \$

\$370,000 DONATED to Trail Stewardship over the 5 years of the program

TRAIL KEEPERS 2.0
50 Businesses already signed up!



Leave No Trace – Proud Supporter Program launched 11/17 National Take a Hike Day

LEAVE NO TRACE



We know you love Sedona just as much as we do. So, we ask that you join us in preserving her natural beauty and special qualities by embracing the 7 guiding principles of Leave No Trace.

We have partnered with the [Leave No Trace Center for Outdoor Ethics](#) to help you interact with Sedona responsibly and respectfully. Whether you are a hiker, mountain biker, camper, or a seeker of serenity or adventure, you will add extra satisfaction to your Sedona journey by your informed and caring interaction with our environment – and leaving no trace!





Resident Quality of Life

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



Working Together to Serve All of Sedona's Place Consumers

MAINTAIN Existing Programs

- Locals Nite Out (Sunsets August 2021)
- Local Event Support SUSTAINED at 2019 levels (\$34,000) – NEW policy/procedures for FY23
- WalkSedona.com | Roundabout & Bike Etiquette (In-room)
- Continue Verde Shuttle Marketing (Launched 5/25/21 – buses delayed)

NEW Programs

- Sedona Shuttle | SAM Marketing
- OHV Issues Mitigation within City Limits w/US Forest Service and National Forest Foundation

Private, Public, Land Management, & Nonprofit Partners







**RED ROCK OHV
CONSERVATION
CREW**
A SEDONA CHAMBER PARTNERSHIP



**EDUCATION
ENGINEERING
ENFORCEMENT**

SEDONA

CHAMBER OF COMMERCE
& TOURISM BUREAU



treadlightly!
.ORG



T.R.E.A.D.
PRINCIPLES



Educate Yourself



Travel Responsibly

Avoid Sensitive Areas



Respect Rights Of Others



Do Your Part

**RED ROCK OHV
CONSERVATION
CREW**



A SEDONA CHAMBER PARTNERSHIP

COCONINO National Forest



tread lightly!

RESPONSIBLE RECREATION

RED ROCK OHV CONSERVATION CREW

Partners



"It's about the love of the outdoors and the outdoors." - [Name]

Accessing OHV Trails in 8 of 10

The Coconino National Forest is one of the most diverse National Forests in the West with a wide variety of terrain and recreational opportunities. To help you navigate the forest, we've created a trail map that shows you where you can go, where you can't, and where you should be careful.

Use this map to help you plan your trip. For more information on responsible OHV use, visit www.blm.gov or call 1-800-368-2868. For more information on responsible OHV use, visit www.blm.gov or call 1-800-368-2868.

Visit www.blm.gov for more information on the OHV Trail Program. Please note that this program is not intended to be used for off-trail use.

T.R.E.A.D. PRINCIPLES

- Travel Responsibly
- Respect Rights of Others
- Educate Yourself
- Avoid Sensitive Areas
- Do Your Part

Travel Responsibly
 Stay on designated trails and roads. Do not create new trails or roads. Do not drive off-trail. Do not drive on roads that are closed to OHV use. Do not drive on roads that are closed to OHV use. Do not drive on roads that are closed to OHV use.

Respect Rights of Others
 Do not drive on roads that are closed to OHV use. Do not drive on roads that are closed to OHV use. Do not drive on roads that are closed to OHV use.

Educate Yourself
 Do not drive on roads that are closed to OHV use. Do not drive on roads that are closed to OHV use. Do not drive on roads that are closed to OHV use.

Avoid Sensitive Areas
 Do not drive on roads that are closed to OHV use. Do not drive on roads that are closed to OHV use. Do not drive on roads that are closed to OHV use.

Do Your Part
 Do not drive on roads that are closed to OHV use. Do not drive on roads that are closed to OHV use. Do not drive on roads that are closed to OHV use.

For More Info

Coconino National Forest
 1-800-368-2868
www.blm.gov



PROTECT OUR ACCESS DO YOUR PART



TRIP TIPS

- WATER: Bring plenty of water.
- FOOD: Bring plenty of food.
- MAPS: Bring a map.
- TOOLKIT: Bring a toolkit.
- WEATHER: Check the weather.
- TRAIL: Stay on the trail.
- WILDLIFE: Watch for wildlife.
- WILDFIRE: Watch for wildfire.
- WILDLIFE: Watch for wildlife.
- WILDLIFE: Watch for wildlife.

Trail Use

- Stay on designated trails.
- Do not drive on roads that are closed to OHV use.
- Do not drive on roads that are closed to OHV use.
- Do not drive on roads that are closed to OHV use.

Vehicle Use

- Use proper driving techniques.
- Do not drive on roads that are closed to OHV use.
- Do not drive on roads that are closed to OHV use.
- Do not drive on roads that are closed to OHV use.

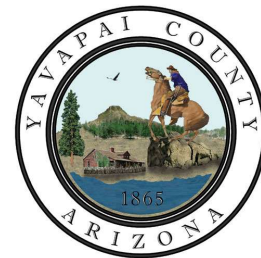
Trail Maintenance

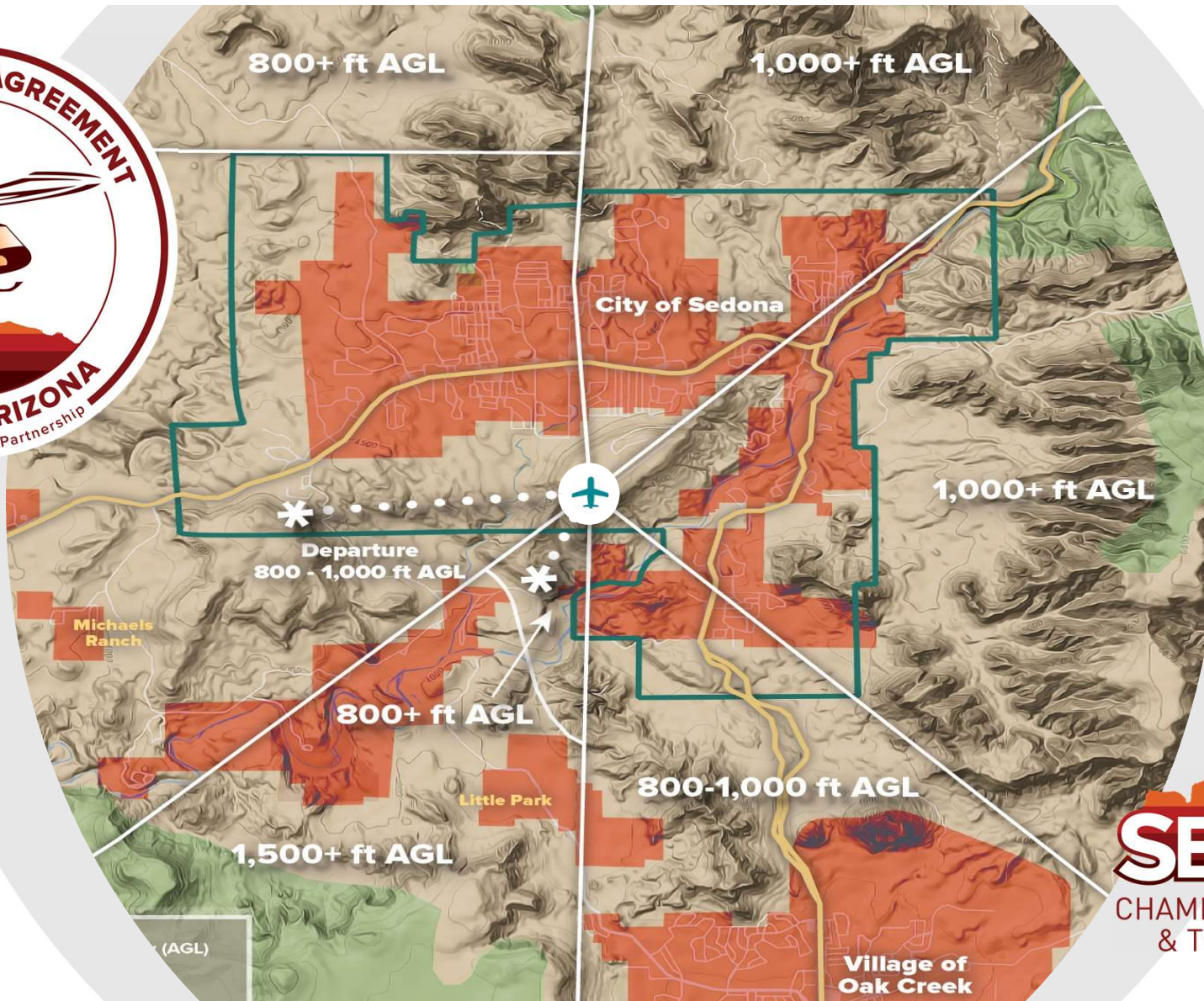
- Do not create new trails.
- Do not drive on roads that are closed to OHV use.
- Do not drive on roads that are closed to OHV use.
- Do not drive on roads that are closed to OHV use.

BEING RESPONSIBLE DOESN'T MEAN BEING BORING

THE BLM LIGHTS UP THE NIGHT WITH A NEW SERIES OF TRAILS TO ENJOY RESPONSIBLY. ACCESSIBLE, BEAUTIFUL, HEALTHY.

For more recreation tips and to join, please visit treadlightly.org





SEDONA
CHAMBER OF COMMERCE
& TOURISM BUREAU



FUTURE

The Future is Here

The Future Role of Chambers: Value, Relevance & The Horizon Initiative

Association of Chamber of Commerce Executives



ASSOCIATION OF
CHAMBER OF COMMERCE
EXECUTIVES

How will chambers adapt and evolve to mega trends over the next decade?

How will they ensure that their best days are yet to come?

These are the core questions explored in ACCE's seminal report - Horizon Initiative. The Horizon Initiative report is the product of more than a year's work by an ACCE Board Task Force. It taps the chamber industry's collective wisdom and draws heavily from social science scholarship and business research. The goal is not to tell chambers what they must do or be a decade from now. Instead, the value of this report is its potential to inspire ideas. The nine influences described in the Horizon Initiative Report are:

See next slide

HORIZON INITIATIVE



Belonging and Gathering

Coming revolution in who engages with chambers and how they engage. Millennial-phobia is overblown, but membership questions abound. An audience isn't necessarily a network and every event doesn't necessarily create value.



Communications and Technology

Technology is unlikely to differentiate chambers, but human support will. However, supports will expect mass customization, complete connectivity and robust feedback loops.



Scarcity and Abundance

On the cusp of unforeseen abundance, local economies can feel short of water, energy, talent, land and leadership. Swings in supply and demand happen quicker. Chambers must be nimble problem solvers.



Global Impacts

Exports will drive growth. The world will come to your door. Strong places will still matter to global companies. Small-medium companies need exposure and connections to global opportunities.



Engaging the Public Sector

As chamber executives, our jobs require us to work with a wide variety of people to get things done. It is critical that chambers and the professionals who manage them develop a strategy for engaging the public sector.



Population Shift

Population diversification continues on a national scale. Millennials displace boomers as the workplace majority and bring with them inclusive core values that challenge traditional perceptions of a chamber.



Political and Social Fragmentation

Splintering in politics and society is felt at the local level, not just in DC and statehouses. Trend is unlikely to reverse, but chambers have an opportunity in the "sane center."



Resource Alignment

In the search for revenue beyond the rate card, chambers must tie money to the mission. Supporters will want progress more than engagement.



Catalytic Leadership

Local leadership matters more in a diverse and distracted world. Chambers may have to get comfortable catalyzing change, not just coping with it.

1) Belonging & Gathering

GET SOMETHING DONE THROUGH THE CHAMBER

COMMUNITY FOCUS



ENTERPRISE FOCUS

GET SOMETHING FROM THE CHAMBER

3) Scarcity & Abundance – Chamber as Problem Solver

CHAMBER IMPACT

A chamber that is absent from resource discussions, unaware of the issues, or resigned to letting government alone solve them, risks certain competition from organizations that choose to play in this arena. A chamber that attempts to predict all of these economically crucial opportunities will be wrong a great deal of the time. **A chamber that builds its capacity to address them as they arise will be indispensable.**

5) Engaging the Public Sector

IF NOT YOU THE CHAMBER, WHO?

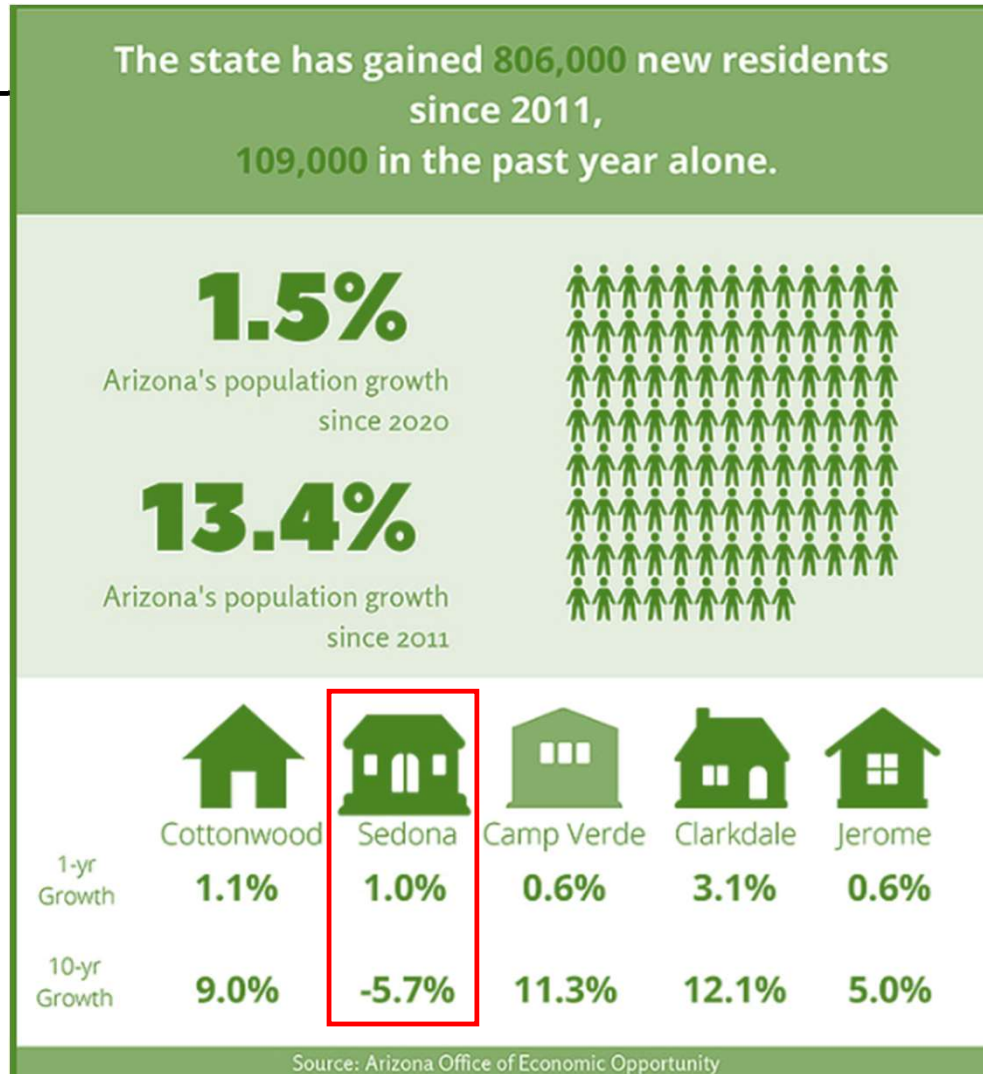
The widespread distrust of government to “get the job done,” which may intensify in the coming decade, puts chambers in a new light, one that shines on resource alignment opportunities heretofore unavailable as they tackle big economic and societal challenges.

6) Population Shift

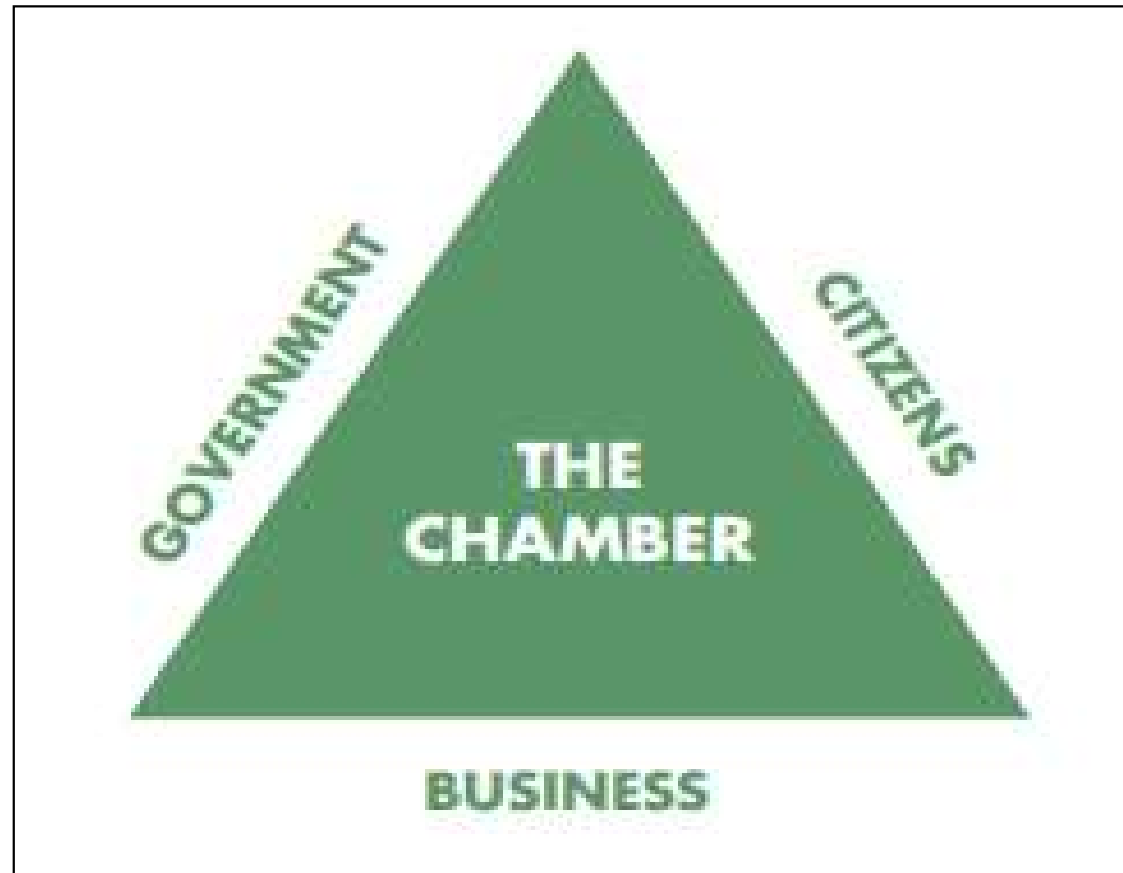
City of Sedona:

61.5 years
Average Median Age

Projected 10-year
Growth is a
Decline of 5.7%



7) Political & Social Fragmentation



9) Catalytic Leadership

HOW DOES A CHAMBER BECOME CATALYTIC?

It starts when those involved begin to define their vision in terms of what the organization will be, rather than what it will do. Then, a vision emerges of the chamber as a change agent for the community/economy. The organization sees itself as an instigator of change, rather than a resource to help people cope with change. **The propagation, rather than mere acceptance, of change will be new to many chambers and therefore to their would-be leaders.**



WESTERN ASSOCIATION
OF CHAMBER EXECUTIVES

Defining the Promise of The Chamber of Commerce In the 21st Century

A Brand Definition Project in Partnership with W.A.C.E.

BrandBirth



WHERE POLICY, PEOPLE & PLACE COME TOGETHER TO CREATE COMMUNITY

3-C CHAMBER: Catalyst for business growth, a **Convener** of leaders and influencers to get things done, and a **Champion** for a thriving community

- **PROVIDE ROI FOR OUR PARTNERS:** As the **VOICE of Business** for greater Sedona, we **ADVOCATE** for a positive business climate on local, state and federal policy, provide **EDUCATION** resources, programs and events, as well as **NETWORKING** opportunities; This includes seeking solutions to **WORKFORCE** challenges including recruitment, training, leadership development, access to affordable housing and public transit;
- **ADVANCE COMMUNITY SUSTAINABILITY:** Lead as the Official Destination Management Organization responsible for **DESTINATION STEWARDSHIP**, working in partnership with the City of Sedona under Arizona's first Sustainable Tourism Plan to maintain a balance between the vitality of our singular tourism economy and world-renown visitor experience with preservation of the environment and quality of life for our residents; This includes engaging in **REGIONAL GOVERNANCE FACILITATION** with the City of Sedona, Oak Creek Canyon, Village of Oak Creek, Yavapai and Coconino Counties, Coconino National Forest/USFS, State Agencies, our Tribes and federally elected officials to innovate to address greater Sedona's challenges.
- **LEVERAGE OPERATIONAL SUCCESS:** Strive for **ORGANIZATIONAL EXCELLENCE** to ensure long-term viability as we continue to meet the needs of our partners and the greater Sedona region.

FY22 Board of Directors

(July 1, 2021-June 30, 2022)

FY22 Officers:

- Al Comello, Chair-Elect - Comello Media Services***
- Jennifer Perry, Secretary - AZ Community Foundation***
- Mike Wise, Treasurer - AZ Prime Real Estate***
- Wendy Lippman, Secretary - Tlaquepaque Arts & Shopping Village***

Directors:

- Jesse Alexander, Sedona Center***
- Cheryl Barron, Whispering Pines B&B***
- John Davis, Cheers***
- Darla DeVille, APS***
- Dr. Beth DuPree, The Healing Consciousness Fdn***
- Gary Glenn, Gary Glen Photography***
- Julia Kaiser, Arabella***
- Stan Kantowski, The Enchantment Resort***
- KC Kinsey, Hilton Sedona Resort at Bell Rock***
- Susan Obijiski, Susan Obijiski Consulting***
- Ed Rose, Sedona Airport***



Passing the gavel: Chair, Lonnie Lillie (left) to Al Comello, FY22 Chair-Elect



FY22 Organization Chart

CHAMBER OF COMMERCE & TOURISM BUREAU

501(c)(6) nonprofit membership org

SEDONA CITY COUNCIL
Members

SCC&TB BOARD OF DIRECTORS
15 Directors

SCC MEMBERSHIP
735+ Private Businesses &
Nonprofits (130+)

Sedona Lodging Council
BOARD OF DIRECTORS

Bed Tax Funded
Contracted Services

City of Sedona STAFF

PRESIDENT & CEO
Candace Carr Strauss

FINANCE DIR
Gary Stewart

ADMIN & EVENTS COORD
Jessica Gooch

IT SERVICES (Outsourced)
Kevin Goglin

VISITOR SRVS DIRECTOR
Donna Retegan

COMMS/PR (Outsourced)
Ken Lynch

MARKETING DIR
Michelle Conway

TOURISM DEV
Sachiko Sado

SALES MGR**
Ryan Edmiston

**Prior to 2021, funded by bed tax

Chamber ONLY**

BUSINESS DEV MGR
Vacant

PARTNER ENGAGE MGR
Erin Bruce

SOCIAL MEDIA/CONTENT MGR
Eric Nguyen

DIGITAL MKT MGR
Vacant

GRAPHIC DESIGNER
James Mortenson

UPTOWN VISITOR INFORMATION CENTER OPS

VISITOR SRVS MANAGER
Victoria Latunski

PART TIME VIC STAFF
(7 PPL)

VIC VOLUNTEERS
(28)

- CHAMBER (FTEs)**
- 0.35 CEO
 - 0.3 Finance Dir
 - 0.15 Graphic Designer
 - 0.1 Marketing Dir
 - 0.25 Social Media/Content Mgr
 - 1.0 Partner Engagement Mgr
 - 1.0 Business Develop Mgr
 - 1.0 Sales Mgr (MICE) – Previously TB staffer
- TOURISM BUREAU (FTEs)**
- 0.65 CEO
 - 0.7 Finance Dir
 - 0.85 Graphic Designer
 - 0.9 Marketing Dir
 - 0.75 Social Media/Content Mgr
 - 1.0 Tourism Develop Dir
 - 1.0 VIC Director Mgr
 - 1.0 VIC Mgr
 - 0.5 Part-time Travel Counselors (7)



FY22 Salaries & Benefits Expense Allocation Visitor Center - Tourism Bureau - Chamber

VC Only		Visitor Center Part Time Employees (7)	0 / 0 / 100	
	1	Visitor Center Director	0 / 0 / 100	
	2	Visitor Center Manager	0 / 0 / 100	
TB Only	3	Tourism Development Director	0 / 100 / 0	
Chamber - TB - VC Allocation	4	Admin Assistant, Events & Operations	50 / 50 / 0	
	5	Communications Manager NOW Social Media and Content Mgr	25 / 75 / 0	
	6	Digital Marketing Manager	25 / 75 / 0	
	7	Finance Director	30 / 60 / 10	
	8	Graphic Designer	15 / 75 / 10	
	9	Marketing Director	10 / 90 / 0	
	10	President/CEO	35 / 60 / 5	
	11	Chamber Business Development	100 / 0 / 0	
Chamber Only	12	Meeting/Group Sales Manager (TB function, no City funding for FY22)	100 / 0 / 0	
	13	Partner Engagement Manager	100 / 0 / 0	

**REQUESTING
FY23 RETURN to
Bed Tax (TB)
Funded**

FY22 Operations & Administration YTD

	TOURISM BUREAU			VISITOR CENTER			TOURISM BUREAU & VISITOR CENTER		
	FY22 Budget	FYTD 12/31/21	% of Budget	FY22 Budget	FYTD 12/31/21	% of Budget	FY22 Budget	FYTD 12/31/21	% of Budget
17	Operations								
18	\$ 3,000	\$ 1,677	55.9%	\$ 3,000	\$ 1,677	55.9%	\$ 6,000	\$ 3,354	55.9%
19	\$ 4,800	\$ 7,982	166.3%	\$ 44,980	\$ 9,702	21.6%	\$ 49,780	\$ 17,684	35.5%
20	\$ 2,400	\$ 1,054	43.9%	\$ 2,400	\$ 1,054	43.9%	\$ 4,800	\$ 2,108	43.9%
21	\$ 10,300	\$ 3,356	32.6%	\$ 7,000	\$ 1,911	27.3%	\$ 17,300	\$ 5,267	30.4%
22	\$ 600	\$ 310	51.7%	\$ 600	\$ 343	57.2%	\$ 1,200	\$ 653	54.4%
23	\$ 8,250	\$ 4,594	55.7%	\$ 6,050	\$ 2,225	36.8%	\$ 14,300	\$ 6,819	47.7%
24	\$ 13,380	\$ 11,439	85.5%	\$ 4,540	\$ 4,213	92.8%	\$ 17,920	\$ 15,652	87.3%
25	\$ 2,200	\$ 1,023	46.5%	\$ 3,100	\$ 1,373	44.3%	\$ 5,300	\$ 2,396	45.2%
26	\$ 9,750	\$ 5,376	55.1%	\$ 9,000	\$ 3,122	34.7%	\$ 18,750	\$ 8,498	45.3%
27	\$ 12,600	\$ 6,071	48.2%	\$ 18,900	\$ 12,386	65.5%	\$ 31,500	\$ 18,457	58.6%
28	\$ 5,800	\$ 2,440	42.1%	\$ 14,700	\$ 6,430	43.7%	\$ 20,500	\$ 8,870	43.3%
29				\$ 24,000	\$ 4,168	17.4%	\$ 24,000	\$ 4,168	17.4%
30	\$ 6,500	\$ 3,195	49.2%	\$ 10,600	\$ 5,132	48.4%	\$ 17,100	\$ 8,327	48.7%
31	\$ 501,689	\$ 222,267	44.3%	\$ 256,108	\$ 118,119	46.1%	\$ 757,797	\$ 340,386	44.9%
32	\$ 581,269	\$ 270,784	46.6%	\$ 404,978	\$ 171,855	42.4%	\$ 986,247	\$ 442,639	44.9%



FY22...The Year at a Glance

SCC&TB BOARD APPROVED FY22 Budget: \$2.72 M

**CITY of SEDONA FY22 Contracted Srvs: \$2,239,720 incl FY21 Rollover
With PAUSE in Destination Marketing - \$250K Contingency***

- **JULY:** NEW Fiscal Year begins
- **AUG:** Community Pulse presented by APS
- **SEPT** Qtrly Nonprofit Leadership Roundtable presented by Arizona Community Fdn
- **OCT:** FY22 Annual Report Breakfast (Virtual October 2021 due to COVID impact)
- **DEC:** Qtry Nonprofit Leadership Roundtable
- **JAN-APR:** 2022 AZ Legislative Session (Opens January 10)
- **FEB:** Bi-annual Community Pulse presented by APS
- **MARCH:** Inaugural International Women's Day Leadership Awards Luncheon; Qtrly Nonprofit Leadership Roundtable
- **MAY:** USTA National Travel & Tourism Week
- **JUNE:** Qtry Nonprofit Leadership Roundtable; Sedona Chamber Annual Partner Meeting & Business Awards Dinner

ON-GOING

- **MONTHLY:** Strategies for Success Educational Programs w/SBDC and partners; Networking Mixers
- **AS-NEEDED:** Ribbon-cuttings for NEW businesses

FY23 Contracted Services... For Your Consideration

- **REALIGN Sedona Sustainable Tourism Plan's Priorities with Present Day (2022/23); Heavy focus on Environmental Pillar with newly adopted City of Sedona Climate Action Plan (2021)**
 - Identify 1-3 KPIs per Pillar (4) to annualize plan
 - Hire STP Project Manager to take accountability to move plan forward
- **CONTINUE/EXPAND Current FY22 Destination Management Programs**
 - City Banner Signage and Walking Historic Trail (Tlaquepaque to Uptown) update
 - Trail Keepers 2.0 but asking additional \$50,000 from the City out of General Fund
 - Secret7, Leave No Trace, OHV/ATV Mitigation
 - SVVTC: consider support for Verde Valley Wine Trail highway signage and digital app
 - Trash (Dry Creek) and Toilet/Port-o-Potties (Soldiers Pass) Service until USFS Red Rock Pass installation and Posse Grounds Parking / Restrooms completed
 - Additional business meetings support including reinstating funding for Sales Manager position
- **EVALUATE Operations & Administration Expenses utilizing City's Salary Survey with inflation and high cost of living being driven by continually increasing housing costs and pandemic/supply chain issues**
- **MAINTAIN 'PAUSE' on destination marketing; CONSIDER consumer education on behavioral expectations (see video links on next slide)**
- **NEW: Indigenous Peoples support, History program with Sedona Schnebly Citywide Celebration Week-long event, No Event support/sponsorship this year - working City small grant's committee**
- **CONTINGENCY: \$250,000 for Destination Marketing like FY22**
- **LONG TERM: Work with City on Western Gateway Visitor Servicing on parcel in West Sedona; Unique meeting space within City Limits to assist smaller hotels AND nonprofits**

Sustainable Tourism Consumer Education video examples

#RespectProtectEnjoy and Keep Scotland Special

Initially the campaign was focused on [visitor behaviour](#), not surprising given the overtourism issues which affected many of Scotland's rural communities and natural areas with the associated problems of litter, wild camping and wild toileting. VisitScotland encouraged holidaymakers to visit lesser-known places, to stay longer, minimize car travel, respect the countryside, support local communities and consider a conservation or volunteering holiday and contribute positively to Scotland.

Visit Scotland's corporate website provides campaign material for business to use to encourage a visitor to make a **Responsible Tourism Promise**, promising to care for Scotland's nature and communities and "to care for Scotland and the world's tomorrow." There is detailed guidance for visitors on responsible [motorhome and caravan](#) and [camping trips](#).

More recently the campaign has moved on with the development of [responsible itineraries](#) and VisitScotland has partnered with the [National Geographic Creativeworks Campaign](#) to inspire American visitors to holiday in the Highlands and the Scottish Borders.

OTHERS:

Indigenous Tourism Association of Canada - <https://www.youtube.com/watch?v=q8twQZl3TiU&t=152s>

Moab - <https://vimeo.com/375525800>



<https://youtu.be/Q1HBKnnGr-g>



EXECUTIVE SUMMARY



Traditional Lodging Performance

Activity Period
July - December 2021

Occupancy Rate, MoM*
59.9% ▲ 7%

ADR, MoM*
\$327.74 ▲ 22.2%

RevPAR, MoM*
\$196.16 ▲ 30.5%

Occupancy Rate, FYoFY**
67.8% ▲ 5%

ADR, FYoFY**
\$323.24 ▲ 26%

RevPAR, FYoFY**
\$221.83 ▲ 32%





Thank You

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