
MORE INCLUSIVE, LESS COSTLY CAMPAIGNS

Sedona City Council
June 28, 2022



What Is It?

- Similar in purpose to the State “Clean Elections” fund
- Voluntary program for Mayor and Council candidates
- Participating candidates:
 - Agree to accept only small donations
 - Agree to cap spending and avoid certain activities
 - Receive public funds in a matching ratio



What Are the Benefits?

- Reduces undue influence from large donations
- Expands diversity of candidates to all demographics
- Levels the playing field
- Focuses campaigns on issues, not fund raising
- Reduces total campaign spending
- Demonstrates candidate interest in cooperation



What's the Proposal?

- Authorize Councilors or CM to propose a program:
 - Program name?
 - Administration by staff or by contract?
 - Individual donor dollar amount?
 - Spending limit for participating campaign?
 - Additional activity restrictions for participation?
 - Match from earmarked revenue or general fund?
 - Leverage best practices from successful programs?



When recorded, mail to:

City Clerk
City of Sedona
102 Roadrunner Road
Sedona, Arizona 86326

DEVELOPMENT AGREEMENT
between the City of Sedona
and
741 Forest Road, LLC

THIS DEVELOPMENT AGREEMENT (“**Agreement**”) is entered into this ____ day of June, 2022, by and between the City of Sedona, an Arizona municipal corporation (“**City**”), and 741 Forest Road, LLC, an Arizona limited liability company (“**Landowner**”). The City and Landowner are the only Parties to this Agreement, and may be referred to herein individually as a “Party” or collectively as the “Parties.”

RECITALS

A. The City is extending Forest Road from its current terminus to Highway 89A (the “**Project**”), in order to address traffic congestion, install utility improvements, address safety needs, and provide other benefits to the City and its residents.

B. The Project is expected to require a large amount of excavation material to support the roadway, and the City anticipates high costs related to transportation and disposal offsite if necessary. The City also anticipates that transportation of excavation material will have a major impact on traffic congestion and control, and impose significant added wear and tear on the City streets.

C. Landowner is the owner of real property located at 741 Forest Road, Sedona, Arizona, which is more specifically described in *Exhibit “A”* (the “**Property**”). The Forest Road Extension Project will traverse the Property, and divide the Property generally into two segments.

D. The City desires to place materials from the Project on the Property to support the Roadway. Such placement would enhance the roadway stability and visual impacts, reduce the City’s costs related to transportation and disposal, and mitigate other anticipated consequences such as traffic, wear-and-tear, and the need to find a storage location(s) for the excavation materials.

E. Landowner does not oppose construction of the Project, which will increase the accessibility proposed roadway in the lower section of the Property. Landowner desires to accept placement of materials from the Project on the Property subject to the approved grading plan, which may assist in the reduction of any adverse impact and improve accessibility to the roadway.

F. This Agreement is consistent with the Sedona Community Plan in effect on the Effective Date of this Agreement.

G. The City acknowledges that its construction of the Project and placement of material on the Remaining Property will be beneficial and advantageous to the City and its residents.

H. A.R.S. § 9-500.05 authorizes the City to enter into development agreements with

landowners and persons having an interest in real property located in the City. The City and Landowner acknowledge that this Agreement is a development agreement pursuant to the provisions of A.R.S. § 9-500.05.

AGREEMENT

NOW, THEREFORE, in consideration of the foregoing recitals and the mutual promises and agreements set forth herein, and other good and valuable consideration, the receipt and adequacy of which are hereby acknowledged, and in order to fulfill the foregoing objectives, the Parties agree as follows:

1. INCORPORATION OF RECITALS

The introduction and recitals set forth above are hereby incorporated into this Agreement as though fully set forth herein.

2. DEFINITIONS

The following terms shall have the meanings set forth below whenever used in this Agreement, except where the context clearly indicates otherwise:

2.1. **“Backfill Material”** shall mean and refer to all materials that comply with paragraphs 211, 211.2 and 211.3 of the Construction Contract and the soils report referenced therein, except as noted below.

2.2. **“Construction Contract”** shall mean and refer to that construction contract entered into by the City to construct the Project.

2.3. **“Excavation Material”** shall mean and refer to material composed of soil, dirt and rock generated by excavation related to the Forest Road Extension Project or the Forest Road parking garage project.

2.4. **“Public Improvements”** shall mean and refer to all the improvements that may be constructed by the City as part of the Project, including, without limitation, public roads (including curb, gutter, and sidewalk), utilities and the Sedona Trails & Pathways System shared use path.

2.5. **“Project”** shall mean and refer to the construction by the City of a public roadway along the new Forest Road right-of-way, as well as the construction and installation of other Public Improvements on, over, under, or adjacent to the same, and to the construction by the City of a Proposed Shared Use Path.

2.6. **“Remaining Property”** shall mean and refer to the portion of the Property that does not include the Proposed Roadway and subject to the easement for the Proposed Shared Use Path, and consists of two segments as depicted on the Site Plan (*Exhibit “B”*).

3. DEVELOPMENT STANDARDS

3.1. Except as modified herein, the Project, the construction of Public Improvements, and any other development that takes place on or within the Property will be governed by the City of

Sedona Land Development Code (“LDC”), ordinances, regulations, rules, guidelines, and policies controlling permitted uses of the site, design review standards, the density and intensity of uses, and the maximum and minimum height and size of the buildings in existence as of the Effective Date of this Agreement will apply.

3.2. Pursuant to LDC Section 8.8, the following development standards may be applied to any single-family residential development of the Property where the natural grade has been impacted by the Project:

- 3.2.1. LDC Section 2.24.E(1)d.1: Horizontal Plane: An imaginary horizontal plane, from the highest point of the new road-supported grade created by the City in support of the Forest Road extension Project within the footprint of the building. No part of a building or structure shall exceed 18 feet in height as measured from this plane, except for those authorized exceptions in Section 2.24.E(3).
- 3.2.2. LDC Section 2.24.E(1)d.2: Parallel Plane: An imaginary plane that parallels the completed terrain, measured vertically from any point of the building or structure to the new road-supported grade created by the City in support of the Forest Road extension Project. No part of a building or structure shall exceed 18 feet in height as measured from this plane except for those authorized exceptions in Section 2.24.E(3) and/or the alternate standards in Section 2.24.E(4).
- 3.2.3. The standards of Subsections 3.2.1 and 3.2.2 shall apply to single-family residential development within the fill area shown on the Forest Road Project plans, at approximate station 20+50, left embankment, and the area between station 13+75 and 20+00, left embankment of approximately 10,000 cy, as depicted in the highlighted area on the drawing attached hereto as **Exhibit C**.

4. LANDOWNER OBLIGATIONS

4.1. Temporary Construction Easement. Within five days of the Effective Date, Landowner shall provide the City a temporary construction easement (“TCE”) in a form substantially similar to that attached hereto as **Exhibit “D”**:

4.2. Warranty. Landowner represents and warrants that to the best of Landowner’s actual knowledge: (a) the Property is not in violation, nor has it been or is it currently under investigation for a violation of any federal, state or local law; (b) there are no attachments, assignments for the benefits of creditors, receiverships or conservatorships; (c) Landowner has not previously taken any action and will not take any action, which would cause any lien or claim of lien to be made against the Property; (d) Landowner has no actual knowledge of any claims or lawsuits pending or threatened against the Property; (e) Other than the City, Landowner has no actual knowledge of any parties in adverse possession of the Property; and (f) Landowner is not aware of any agreements or leases relating to the Property.

4.3. Landowner agrees to accept placement of material from the Project in accordance with Section 5.2 of this Agreement and the grading plan for the Project.

4.4. Landowner may move, at its expense, the drainage easement in the area of approximate station 20+50, in order to support the site design, as long as the road stability, and drainage support is maintained to the satisfaction of the City Engineer. Landowner may also seek abandonment of a portion of the drainage easement in order to support the site design, as long as the road stability, and drainage support is maintained to the reasonable satisfaction of the City Engineer. Any such request for

abandonment is subject to approval of the City, not to be unreasonably withheld.

4.5. Landowner shall indemnify, protect, defend and hold harmless the City, its Council members, officers, employees, and agents for, from and against any and all claims, demands, losses, damages, liabilities, fines, charges, penalties, administrative and judicial proceedings and orders, judgments, remedial actions of any kind, including, without limitation, reasonable attorney's fees and costs of defense arising, directly or indirectly, in whole or in part, out of the placement of Backfill Material on the Remaining Property or the relocation or change of the drainage easement. This indemnification shall survive the expiration or termination of this Agreement.

5. CITY OBLIGATIONS

5.1. Public Improvements. The City shall construct, maintain, and repair the Public Improvements at its own expense and in accordance with City policies. The Public Improvements shall include providing access to the public roadway for the Remaining Property, as reflected in the Site Plan, as well as providing access to City wastewater services. If additional utilities are constructed as part of the Public Improvements by the utility owners, the City will provide stubbed out gas, electric, water, phone/internet connections, as available, to the Remaining Property consistent with the Site Plan and utility providers plans.

5.2. Backfill Material Laydown Areas. In exchange for Landowner providing a temporary construction easement, and in consideration of the significant benefits that will accrue to the City, the City shall place Backfill Material to support the Project on the Remaining Property per the Site Plan consistent with Section 211 of the Construction Contract, except that any material containing broken concrete, rocks or other solid materials which are larger than 24 inches in diameter shall not be placed less than 6 feet below the surface of the finished grade.

5.2.1. Landowner acknowledges that the City makes no representation as to the nature or quality of the Backfill Material. Specifically, Landowner acknowledges that the City makes no representation that Backfill Material placed on the Remaining Property is fit for any purpose, nor that the Backfill Material is suitable for building pads. City will provide Landowner with compaction reports for all fill placed on the Remaining Property as prepared and/or upon request.

5.2.2. Upon recording of the TCE, Landowner agrees that City vehicles and the City's contractor's vehicles are permitted to enter the Remaining Property for purposes of laying down Backfill Material during the Term of this Agreement. City shall have the right to remove shrubs and vegetation that interfere with the placement of the Backfill Material on the Remaining Property. To the extent that any shrub or vegetation that is required to remain in place under the building permits is damaged, disturbed or removed, the City shall be responsible for its replacement.

5.3. City shall indemnify, protect, defend and hold harmless the Landowner, its members, officers, employees, and agents for, from and against any and all claims, demands, losses, damages, liabilities, fines, charges, penalties, administrative and judicial proceedings and orders, judgments, remedial actions of any kind, including, without limitation, reasonable attorney's fees and costs of defense arising, directly or indirectly, in whole or in part, out of claims by adjacent property owners or third parties damaged or injured by the placement of Backfill Material on the Remaining Property. This indemnification shall survive the expiration or termination of this Agreement.

6. DEFAULT; REMEDIES

6.1. Events Constituting Default. A Party hereunder shall be deemed to be in default under this Agreement if such Party breaches any obligation required to be performed by the respective Party hereunder within any time period required for such performance and such breach or default continues for a period of 30 days after written notice thereof from the Party not in default hereunder.

6.2. Dispute Resolution. In the event that there is a dispute hereunder which the Parties cannot resolve between themselves, the Parties agree that there shall be a 45 day moratorium on litigation during which time the Parties agree to attempt to settle the dispute by nonbinding mediation before the commencement of litigation. The City hereby agrees that the Landowner is not subject to the provisions of A.R.S. §12-821.01 if it serves a demand for mediation pursuant to this Section 11.2, and further agrees to toll the statute of limitations for service of a notice of claim so that the accrual date of a claim shall be 20 days after the conclusion of an unsuccessful mediation. The mediations shall be held under the commercial mediation rules of the American Arbitration Association. The mediator selected shall have at least five years' experience in mediating or arbitrating disputes relating to property development. The costs of any such mediation shall be divided equally between the City and the Landowner or in such other fashion as the mediator may order. The results of the mediation shall be nonbinding on the Parties and any Party shall be free to initiate litigation upon the conclusion of mediation. The prevailing party in any litigation regarding or related to this Agreement shall be entitled to an award of its reasonable attorneys' fees and costs.

6.3. Landowner's Remedies. In the event that the City is in default under this Agreement and fails to cure any such default within the time period required therefore as set forth in Section 11.1 above, then, in that event, in addition to all other legal and equitable remedies which the Landowner may have, the Landowner may terminate this Agreement by written notice delivered to the City.

6.4. City's Remedies. In the event that the Landowner is in default under this Agreement, and the Landowner thereafter fails to cure any such default within the time period described in Section 11.1 above, then, in that event, in addition to all other legal and equitable remedies which the City may have, the City may terminate this Agreement by written notice delivered to the Landowner.

6.5. No Personal Liability. No current or former member, official, or employee of the City or Landowner when acting within the scope of their official capacity shall be personally liable (a) in the event of any default or breach by the City or Landowner, as applicable; (b) for any amount which may become due to the nonbreaching party or its successor or assign; or (c) pursuant to any obligation of the City or Landowner, as applicable, under the terms of this Agreement.

6.6. Termination for Violation of Law. In the event the terms of this Agreement are determined to be in violation of any Federal, State, County or City law, regulation or ordinance, the City may terminate this Contract immediately upon giving notice to the Landowner.

7. GENERAL PROVISIONS

7.1. Effective Date and Term. This Agreement shall be effective (the "**Effective Date**") upon execution by the Parties hereto and recordation in accordance with A.R.S. § 9-500.05 (as amended). The term of this Agreement shall extend from the Effective Date of this Agreement and shall automatically terminate upon completion of the Project.

7.2. Notices. All notices and communications provided for herein, or given in connection

herewith, shall be validly made if in writing and delivered personally or sent by registered or certified United States Postal Service mail, return receipt requested, postage prepaid to:

To City:

City Manager
City of Sedona
102 Roadrunner Road
Sedona, Arizona 86326

To Landowner:

741 Forest Road, LLC
P.O. Box 3068
Sedona, Arizona 86336

With a copy to:

Shelton Freeman
Rose Law Group PC
19 W. Birch Avenue
Flagstaff, AZ 86001

or to such other addresses as either Party may from time to time designate in writing and deliver in a like manner. Any such change of address notice shall be given at least ten days before the date on which the change is to become effective. Notices given by mail shall be deemed delivered 72 hours following deposit in the United States Postal Service in the manner set forth above.

7.3. Waiver. No delay in exercising any right or remedy shall constitute a waiver thereof, and no waiver by the Parties of the breach of any provision of this Agreement shall be construed as a waiver of any preceding or succeeding breach of the same or of any other provision of this Agreement.

7.4. Headings. The descriptive headings of the paragraphs of this Agreement are inserted for convenience only, and shall not control or affect the meaning or construction of any of the provisions of the Agreement.

7.5. Authority. The undersigned represent to each other that they have full power and authority to enter into this Agreement, and that all necessary actions have been taken to give full force and effect to this Agreement. The Landowner represents and warrants that it is duly formed and validly existing under the laws of the State of Arizona and that it is duly qualified to do business in the State of Arizona and is in good standing under applicable state laws. The Landowner and the City warrant to each other that the individuals executing this Agreement on behalf of their respective Parties are authorized and empowered to bind the Party on whose behalf each individual is signing. The Landowner represents to the City that by entering into this Agreement, the Landowner has bound the Property and all persons and entities having any legal or equitable interest therein to the terms of the Agreement.

7.6. Entire Agreement. This Agreement, including the following exhibits which are incorporated in this Agreement by reference, constitutes the entire agreement between the Parties and supersedes any prior written or oral understandings or agreements between the Parties. This provision applies only to the entirety of this Agreement; additional and separate zoning stipulations and agreements with the City may apply to the Property, and this provision has no effect on them.

<i>Exhibit "A"</i>	<i>Legal Description of Property</i>
<i>Exhibit "B"</i>	<i>Site Plans</i>
<i>Exhibit "C"</i>	<i>Areas Subject to Section 3.2</i>
<i>Exhibit "D"</i>	<i>Temporary Construction Easement</i>

7.7. Amendment of the Agreement. This Agreement may be amended, in whole or in part and with respect to all or any portion of the Property, only with the mutual written consent of the Parties to this Agreement or by their successors in interest or assigns. The City shall record the amendment or cancellation in the official records of the Coconino County Recorder.

7.8. Severability. If any other provision of the Agreement is declared void or unenforceable, such provision shall be severed from this Agreement, which shall otherwise remain in full force and effect.

7.9. Governing Law/Jury Trial Waiver. The laws of the State of Arizona shall govern the interpretation and enforcement of this Agreement. This Agreement has been made and entered into in Coconino County, Arizona and any lawsuit to dispute or enforce any provision of this Agreement must be brought in Coconino County, Arizona. Both Parties hereby waive any right to a jury trial which they may otherwise have in the event of litigation arising out of this Agreement or the subject matter thereof and consent to a trial to the court.

7.10. Recordation of Agreement and Subsequent Amendment; Cancellation. The City will record this Agreement, and any amendment or cancellation of it, in the official records of the Coconino County Recorder no later than ten days after the City and the Landowner execute the Agreement, amendment, or cancellation, as required by A.R.S. § 9-500.05.

7.11. No Partnership; Third-Party. It is not intended by this Agreement to, and nothing contained in this Agreement shall, create any partnership, joint venture, or other arrangement between Landowner and the City. It is clearly understood that each Party will act in its individual capacity and not as an agent, employee, partner, joint venturer, or associate of the other. An employee or agent of one Party shall not be deemed or construed to be the employee or agent of the other for any purpose whatsoever. No term or provision of this Agreement is intended to, or shall, be for the benefit of any person, firm, organization, or corporation not a party hereto, and no such other person, firm, organization, or corporation shall have any right or cause of action hereunder.

7.12. Conflict of Interest. Pursuant to Arizona law, rules, and regulations, no member, official, or employee of the City shall have a personal interest, direct or indirect, in this Agreement, nor shall any such member, official, or employee participate in any decision relating to this Agreement which affects his or her personal interest or the interest of any corporation, partnership, or association in which he or she is, directly or indirectly, interested. This Agreement is subject to the cancellation provisions of A.R.S. § 38-511.

7.13. Compliance with All Laws. Landowner will comply with all applicable Federal, State, and County laws, as well as with all applicable City ordinances, regulations, and policies.

7.14. Successors and Assigns; Restriction on Assignment by Landowner. The provisions of this Agreement shall inure to the benefit and be binding upon the permitted successors and assigns of the Parties hereto; City shall not unreasonably withhold its consent to the assignment by Landowner of its rights hereunder to an entity owned by Landowner and/or its principals.

7.15. Liability and Indemnification by Landowner. Landowner shall indemnify, protect, defend and hold harmless the City, its Council members, officers, employees, and agents for, from and against any and all claims, demands, losses, damages, liabilities, fines, charges, penalties, administrative and judicial proceedings and orders, judgments, and remedial actions of any kind, including, without limitation, reasonable attorneys' fees and costs of defense arising directly or

indirectly, in whole or in part, from the acts or omissions of the Landowner while exercising its rights or carrying out its duties or responsibilities under this Agreement.

7.16. Liability and Indemnification by City. City shall indemnify, protect, defend and hold harmless the Landowner, its members, officers, employees, and agents for, from and against any and all claims, demands, losses, damages, liabilities, fines, charges, penalties, administrative and judicial proceedings and orders, judgments, and remedial actions of any kind, including, without limitation, reasonable attorney's fees and costs of defense arising directly or indirectly, in whole or in part, out of the acts or omissions of the City while exercising its rights or carrying out its duties or responsibilities under this Agreement.

8. WAIVER OF CLAIM FOR DIMINUTION IN VALUE.

8.1. Landowner agrees and understands that the City is entering into this Agreement in good faith and with the understanding that the City will not be subject to a claim for diminished value of the Property from the Landowner or other parties having an interest in the Property as a result of the placement of Backfill Material on the Remaining Property as part of the Project, and any other right, duty, or obligation arising from the terms of this Agreement. This waiver for diminution of value does not apply to City's exercise of eminent domain on the Property (Coconino County Superior Court Case No. S0300 CV202200090).

8.2. By signing this waiver, Landowner waives and fully releases any and all financial loss, claims, suits, damages, right to compensation, diminution of value or cause of action Landowner may have now or in the future under the provisions of A.R.S. § 12-1134 through and including A.R.S. § 12-1136 (but specifically excluding any provisions included therein related to eminent domain) arising from this Agreement and the placement of Backfill Material on the Remaining Property as part of the Project pursuant to this Agreement. This waiver constitutes a complete release of any and all claims and causes of action that may arise or may be asserted under the Private Property Rights Protection Act with regard to the Property arising from the placement of Backfill Material on the Remaining Property as part of the Project pursuant to this Agreement. Landowner agrees to indemnify, hold harmless, and defend City, its officers, employees, and agents, from any and all claims, causes of actions, demands, losses and expenses arising from this Agreement, including attorney's fees and litigation costs, that may be asserted by or may result from any of the present or future owners of any interest in the Property seeking potential compensation, damages, attorney's fees, or costs under the Act that they may have, as a result of the application of the City's existing land use laws under this Agreement. Landowner acknowledges and agrees that neither this Agreement nor any action of the City related thereto will result in a reduction of the fair market value of the Property as defined in A.R.S. § 12-1136.

8.3. This Waiver runs with the land and is binding upon all present and future owners of the Property. Landowner warrants and represents that it owns all right, title and interest to the Property, free and clear of any lien or encumbrance, and that no other person has an ownership interest in the Property. The person who signs on behalf of Landowner personally warrants and guarantees to the City he/she has the legal power to bind the Landowner to this Waiver.

[Signatures on the following page.]

IN WITNESS WHEREOF, the Parties have executed this Agreement as of the day and year first above written.

City of Sedona

741 Forest Road, LLC,
an Arizona limited liability company

Sandra J. Moriarty, Mayor

By: _____

Attest:

Name: _____

Title: _____

JoAnne Cook, City Clerk

Approved as to form:

Kurt W. Christianson, City Attorney

STATE OF ARIZONA)
COUNTY OF _____)

ACKNOWLEDGMENT

On this _____ day of _____, 2022, before me, a Notary Public, personally appeared _____, known to be or satisfactorily proven to be the person whose name is subscribed to the foregoing instrument and acknowledged that he executed the same on behalf of 741 Forest Road, LLC, an Arizona limited liability company, for the purposes therein contained.

Notary Public
My Commission Expires: _____



plan
SEDONA

Plan Sedona Update

Planning and Zoning Commission

June 21, 2022

Timeline

2022												2023					
Phase 1						Phase 2						Phase 3			Phase 4		
Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	April	May	June - December
Education & Evaluation of Current Plan									Draft Preliminary Recommendations			Plan Revisions					
	Issue Identification										Review/Revise Recommendations + Revisions				Public Hearing Process		

Outreach Methods

- Community Listening Sessions
- Partner Workshops
- Community Groups
- Focus Groups

Community Outreach - Notification

Notification Methods

SOCIAL MEDIA	Facebook page for Plan Sedona Instagram, Twitter, YouTube
EMAIL	Public signs up on the Plan Sedona site to receive notifications
MAILINGS	City-wide, includes postcards, public hearing notices
PRESS RELEASES	
PUBLIC NOTICES	
Goals	To announce opportunities for people to participate
How	Staff will post (tbd)
When	As needed

Communication Tools - Website

Primary Website	Plan Sedona (Konveio) : www.sedonaaz.gov/plansedona coming soon: www.plansedona.com + Work Group – only sections
Secondary Site	City of Sedona: www.sedonaaz.gov
Goals	Inform: existing plan's purpose and content Consult: issues identification - what should the plan focus on in next 10 years
Objectives	Current plan: 1) read plan, 2) submit comments, and 3) read other comments Resources and references – read other plans, reports, studies Comment form – submit comments on any topic such as issues for next 10 years
Work Group Pages	Group members can access pages closed to the public (via passcode) Share documents (with ability to add comments), share calendars, etc



Plan Sedona

City of Sedona Community Plan Update

[Home](#)

[Current Community Plan](#)

[Contact Us](#)

[Learn](#)

[Participate](#)

www.sedonaaz.gov/plansedona

Welcome to Plan Sedona
The planning process for updating the
Sedona Community Plan

What is the Community Plan and why update it?

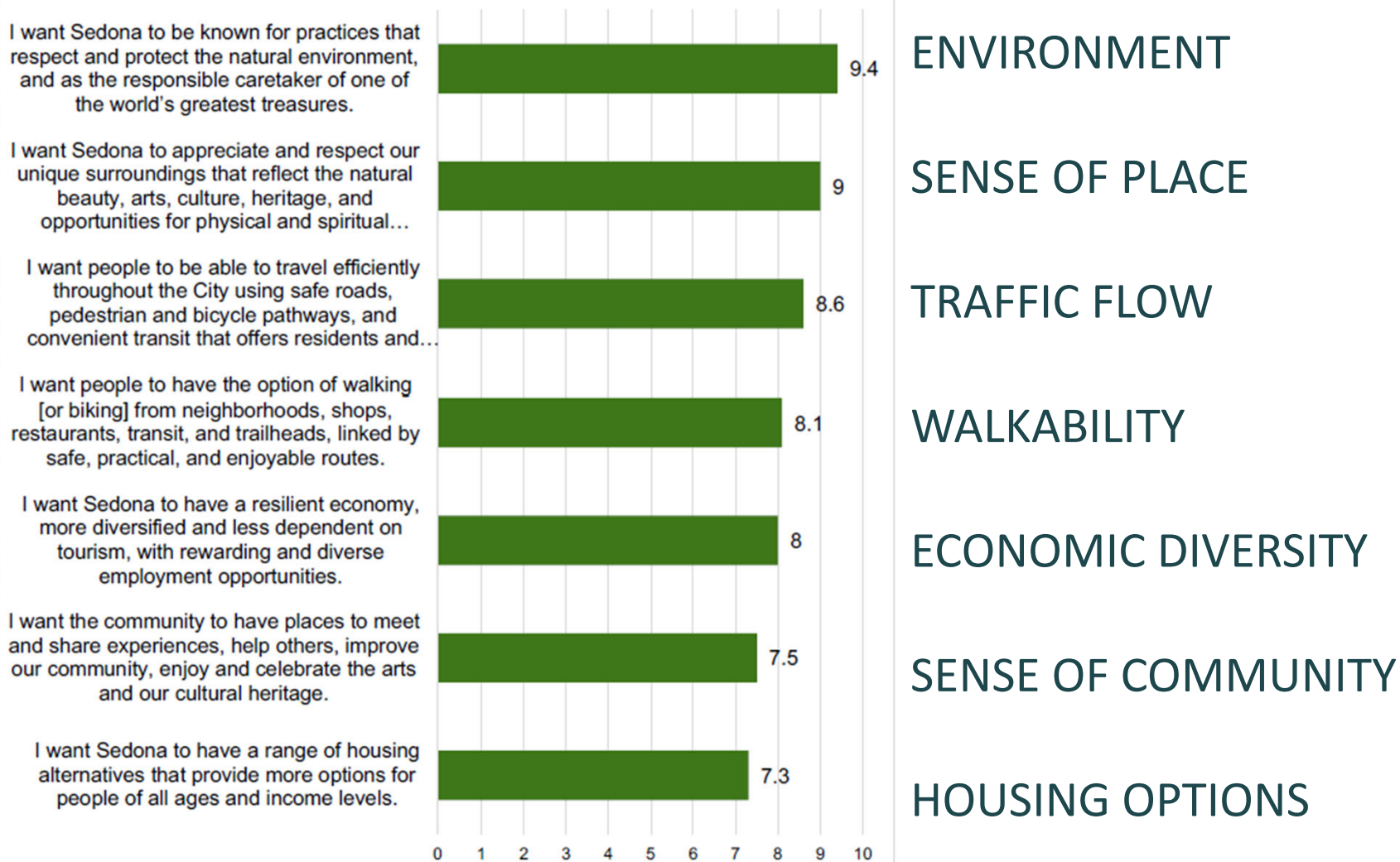
A city general plan is required by Arizona state law, and must be re-adopted or updated every 10 years. The current Sedona Community Plan was completed in 2013. The update process will consider the many changes that have occurred since 2013, and propose recommendations on how the city should move forward in the next 10 years. *This website is still under construction - more information coming soon!*

Survey Goals

- Primary Goals:
 - Do people agree with the vision/values?
 - What do people think are key issues?

VISION VALUES

Figure 3:
Importance of Values from Current Community Plan



Survey Results - Demographics

Time Living in Sedona

	Total (%)
Less than 2 years	9%
2 to 5 years	23%
6 to 10 years	21%
11 to 20 years	20%
More than 20 years	27%
Total	100%
(n)	(587)

Home Status

	Total (%)
Own	90%
Rent	10%
Other arrangement	---
Total	100%
(n)	(590)

Age

	Total (%)
18 to 24	0%
25 to 34	3%
35 to 44	6%
45 to 54	14%
55 to 64	35%
65 to 74	31%
75 years or older	12%
Total	101%*
(n)	(585)

Most Important Issues

	Total (%)
Traffic	74%
Affordable housing	38%
Management of forest/wildlife, environment, including regulate off-road/ATV's	35%
Regulate Short Term Rentals/Airbnb	30%
Build infrastructure, focus on community	25%
Tourism (too much, city is overwhelmed)	24%
Regulate growth	11%
Environmental Sustainability/, Better water/resource management	7%
Better parking for locals, address trailhead parking	6%
Anti-government sentiment	6%
Anti-Chamber of Commerce sentiment, Stop government support of CoC	3%
Tlaquepaque under/overpass, improve crossing	2%
Support police and fire services, enforce laws	2%
Improve building codes and code enforcement	1%
Improve Schools and Educational Opportunities	1%
Other	19%
(n)	(582)

Survey Details

- 590 responses
- Survey available March 15 – April 4, 2022
- Sent out 6,628 invitation letters
- Public Outreach (press releases, social media, etc)

Next Steps

- Website
 - Add background information and maps
 - All plan topics, city facts, issues background, etc.
- Listening Sessions
 - Planning now
 - To be held in August



Questions,
Comments,
Suggestions?

SEDONA HISTORICAL SOCIETY Community Services Provider

It's time to take bold steps.

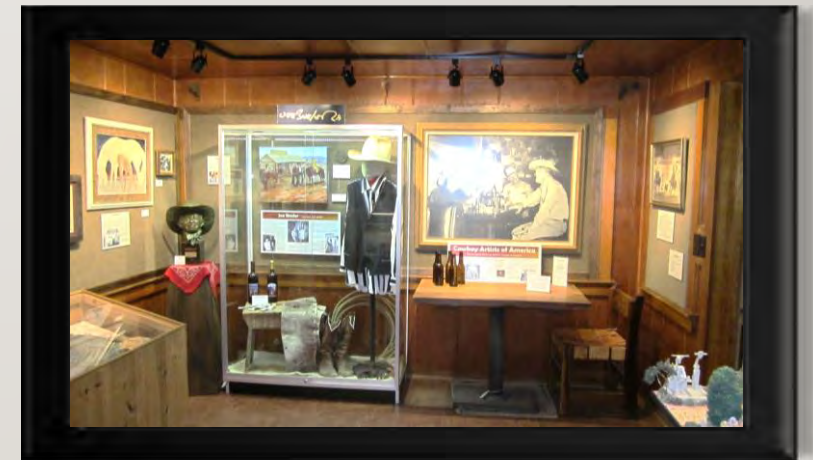


EVERY GREAT CITY HAS A GREAT MUSEUM.

How can the Sedona Heritage Museum sustain and elevate its programs and services to Sedonans?

...with the leadership of a full-time professional

...through an expanded partnership with the City of Sedona.



EVERY GREAT CITY HAS A GREAT MUSEUM.

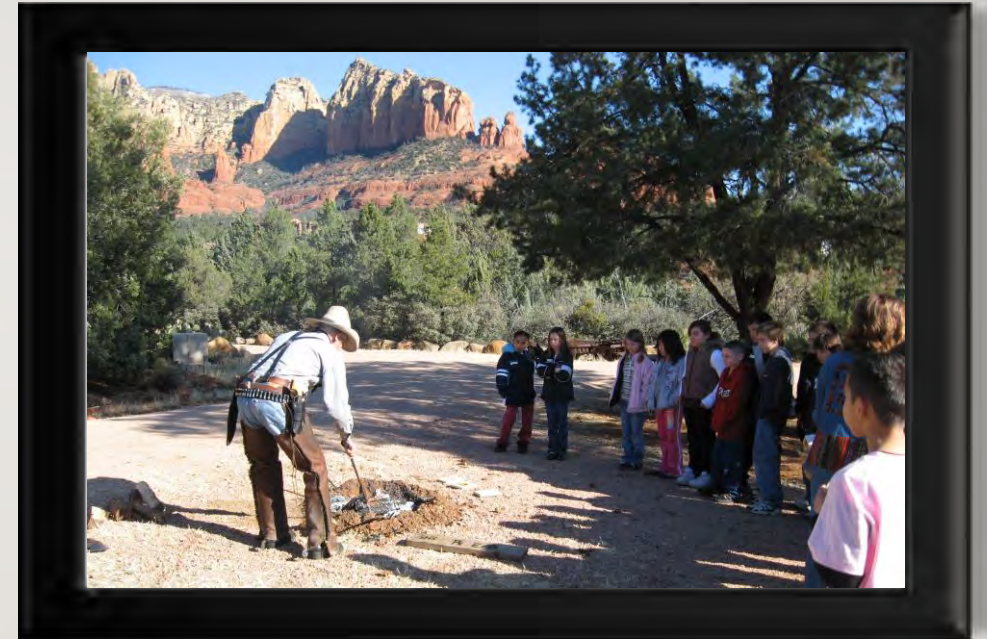


PROGRAMS & SERVICES:

An introduction to the Society
Historical Society and the Sedona
Heritage Museum

MISSION:

...to research, preserve and teach the
history of the greater Sedona area.



PROGRAMS & SERVICES:

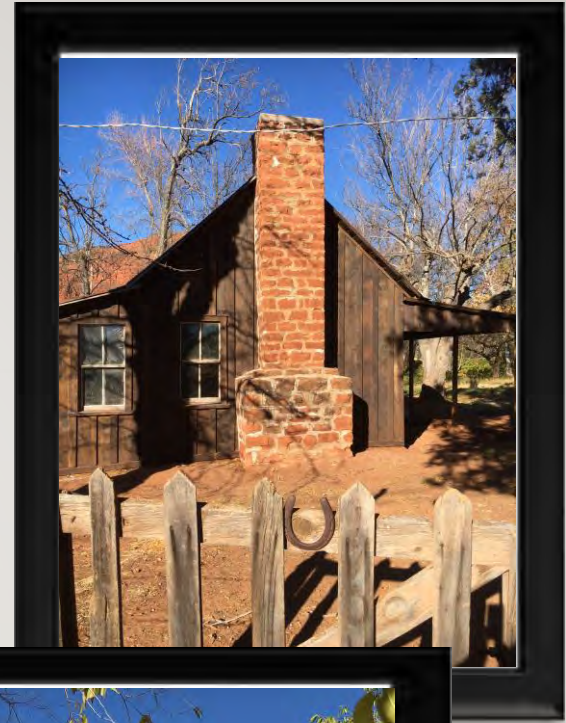
- 10,000 volunteer hours
- 10,000+ visitors, 355 days/year
- 70+ annual programs
- Programs = approx. 80+% residents
- World-wide research requests

(2021)



HISTORIC PRESERVATION ACCOMPLISHMENTS:

- Schuerman Red Rock Cemetery
- Cook Cedar Glade Cemetery
- Movie set telegraph office
- Schuerman 1908 homestead house



RECOGNITION:

Certified Museum by Arizona Historical Society

Al Merito award winner, AZ Historical Society
(2 times)

Museum Association of Arizona awards of
excellence (3 times)

Governor's Main Street award winner
(both for program and individual)

NPO of the Year – AZ Community
Foundation-Sedona



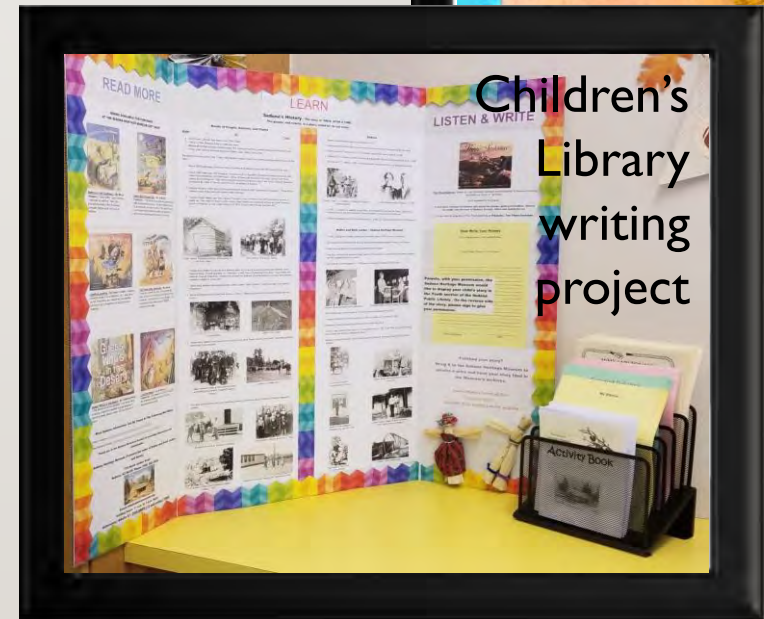
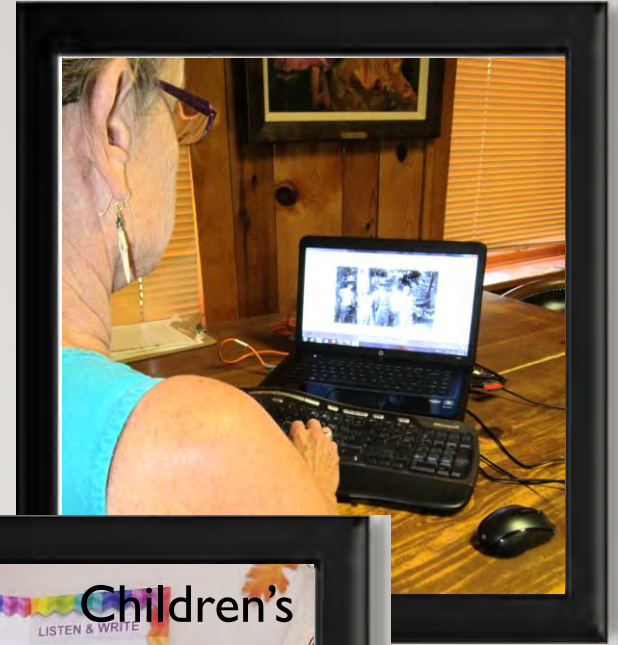
BEST PRACTICES:

Collections work, digital catalog

- 35,000 photos
- 3300+ objects
- 2500+ archival items
- 1200+ books

Partnerships: public art, Library exhibits & children, schools, NAU, Chamber & businesses, other state-wide cultural institutions

History sharing – Hyatt & Jordan Rd interpretative plaques



CURRENT SITUATION:

- 1) SHM is at a crossroads: shrink or elevate
 - a) Changing volunteer demographics
 - b) Dependency on non-professional director-substitute/need for professional leadership
- 2) Demand to expand Museum open hours
- 3) Need for additional space/professional capital project leadership
- 4) Strategic Plan update required
 - a) capacity and philanthropic development
 - b) cultivation and expansion of partnerships



USE OF CSP AGREEMENT FUNDS:

- 1) Assist with hire/retain professional Executive Director
- 2) Provide services to the Historic Preservation Commission
 - a) coordinate educational & public outreach functions
 - b) ensure annual training to HPC
 - c) provide education/recognition for current & future landmark owners
 - d) provide activities that increase awareness of historic preservation in the community



PRECEDENTS:

In most cities museums are a community “necessity”, i.e. libraries, public art, other cultural amenities



Many examples of public/private museum partnerships

- Scottsdale Museum of the West (CSP)
- Chandler Museum (CSP early days)
- Mesa Historical Museum (CSP)
- Other examples in other states

MEASUREMENT OF SUCCESS:

- 1) Maintain and grow museum programs
- 2) Maintain or increase positive feedback from constituents and guest on experience and engagement and impact
- 3) Feedback from HPC for support



IMPACT TO COMMUNITY:

Covid safe and imaginative recovery.

Welcomed back volunteers who missed their friends and purpose.



*“SFM
doing more
than most
other....”*

IMPACT TO COMMUNITY:

Students, parents
and educators



*“Favorite
place or
memory..”*

IMPACT TO COMMUNITY:

Residents making connections with their 'new' hometown



*“authentic,
personal, meaningful...”*



IMPACT TO COMMUNITY:

Sedonans discover new friends and 'family'; find new avocations & passions



“We knew no one until...”

IMPACT TO COMMUNITY – Invested Citizens

