

CITY OF SEDONA

COMMUNITY DEVELOPMENT BLOCK GRANT (CDBG)



NACOG
Northern Arizona
Council of Governments
Apache • Coconino • Navajo • Yavapai



CDBG BACKGROUND

CDBG – Community Development Block Grant

- Federal grant program administered by the U.S. Department of Housing and Urban Development
- Created in 1974 to provide funding for housing and community development activities, serving primarily low to moderate income individuals and households
- Arizona Department of Housing (ADOH) distributes CDBG funds it receives to small cities and rural areas through the Councils of Government (COGs)

Funding eligibility:

- At least 51% of the persons who benefit from the project must be low to moderate income (below 80% of AMI);
- The project must aid in the prevention or elimination of slums or blight; or
- The project must solve an urgent need or health hazard

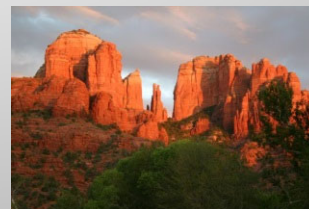
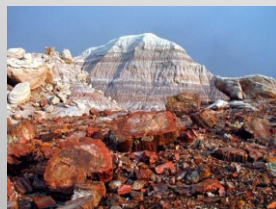


CDBG BACKGROUND

There are also target populations that are considered able to meet the income criteria automatically:

- Older adults (age 62 or over)
- Adults with severe disabilities (age 16 or older and unable to perform functional activities or activities of daily living)
- Persons who are homeless
- Abused children
- Battered spouses
- Persons who are illiterate
- Persons living with AIDS
- Migrant farm workers

The project must serve one of the above groups exclusively to qualify.



CDBG BACKGROUND

- Estimated 2023 Funding (Actual allocations will be provided in early 2023)

CDBG to State:	\$9,700,000
NACOG Region:	\$2,300,000
Yavapai County:	\$1,200,000
City of Sedona:	\$ 400,000



PRIOR SEDONA CDBG GRANTS

- 1991 \$173,200 *Senior center*, homeless shelter
- 1995 \$376,744 *Senior center* addition, domestic violence shelter and counseling
- 1999 \$352,236 Housing rehab -sewer hook-ups
- 2003 \$514,472 Domestic violence counseling, Head Start playground, housing rehab, sewer-hook-ups, *Senior center* pool accessibility and restrooms
- 2007 \$369,999 Mobile home replacement
- 2011 \$299,258 *Sedona Senior Center* Kitchen Addition & Upgrades, senior housing rehabilitation program
- 2015 \$309,153 Owner Occupied Housing Rehabilitation
- 2019 \$359,170 *Church of the Red Rocks* Transitional Housing – Hope House

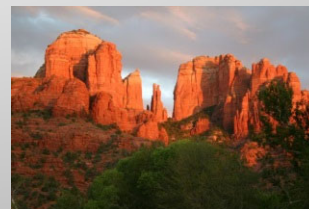


ANTICIPATED 2023 SCHEDULE

- December 21, 2022 – Preliminary public hearing
- December 27, 2022 – Deadline to submit Request for Funding form to the Sedona Housing Manager
- January 24, 2023 – Council selects/prioritizes project(s)

City staff/selected applicant/NACOG prepare formal application to ADOH

- May 31, 2023 – NACOG submits applications to Department of Housing
- Oct./Nov. 2023 – Anticipated grant award and contracts sent out



CITY RESPONSIBILITIES

- The City of Sedona City Council has final authority and responsibility to select projects that most fit the City's housing and development needs
- Council may not apply for a project that was not discussed at the preliminary public hearing
- The public, City Council, and staff have had the opportunity to identify housing and development needs and to present projects for potential funding
- **Council can select one project for funding, or a second one if it is for equipment or planning**



CDBG Projects Proposed

1. Home Repair Program: **Habitat for Humanity** \$400,000 to fund a home repair grant program for low-income households and seniors in need of critical home repairs.
2. Shelter or Day-use Facility: **City of Sedona (partner yet to be identified)** \$400,000 to acquire a property suitable for a day resource center or emergency shelter for Sedona area houseless residents.
3. Transitional Housing: **Steps to Recovery** \$400,000 to fund transitional housing for families and individuals impacted by substance abuse.
4. Strategic Plan to Address Homelessness: **City of Sedona** \$10,000 to identify needs and guide the City's activities related to homelessness over the next several years.



JANUARY, 2023



Sedona Chamber of Commerce & Tourism Bureau Campaign

ohpartners.com



Outline

- INTRODUCTIONS
- STATE OF THE ECONOMY RESEARCH
- CHALLENGE & OPPORTUNITY
- STRATEGY
- TARGET AUDIENCE
- CREATIVE SHOWCASE
- WHY THIS WORKS
- MEDIA STRATEGY & SUPPORT
- ROI/MEASURING SUCCESS
- BUDGET
- QUESTIONS & COMMENTS

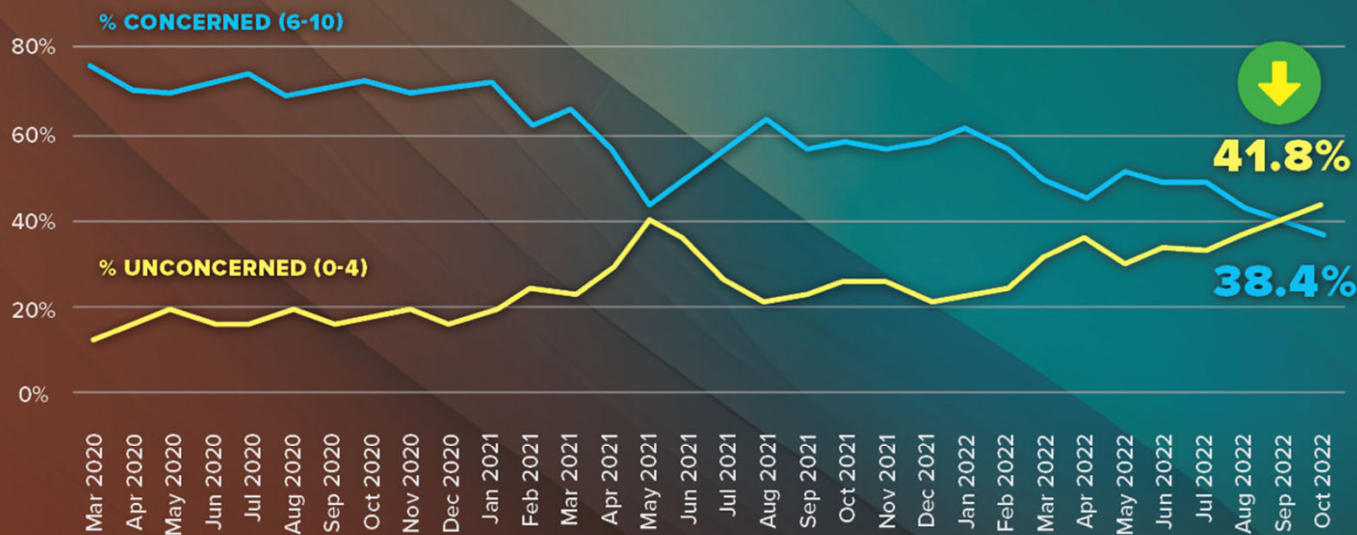


**SEDONA CHAMBER OF
COMMERCE & TOURISM
BUREAU RESEARCH**

DESTINATION ANALYSTS

TRAVELER SENTIMENT INDEX

Thinking about the current coronavirus situation, in general,
HOW CONCERNED ARE YOU PERSONALLY ABOUT CONTRACTING THE VIRUS?



- The percent of American travelers “unconcerned about contracting Covid” exceeding those concerned finally occurred in the Fall of 2022 signaling positive signs about continued improved health in the U.S. travel market.

Figure 1: Changes over time in levels of American travelers' personal concern about contracting the virus, starting March 2020.

Source: Destination Analysts

While moderated Covid concerns is good news, American travelers expect that the U.S. will enter a recession soon, with two-thirds now believing this economic outcome to be imminent (interestingly, this belief spans generations, geographic regions and income levels). As such, **68% of American travelers say they are being careful with their money as a result of recessionary fears. Of this group tightening their wallets, 79% said this includes reducing expenditures on travel.**

- Destination Analysts

The **top deterrents to travel Americans report continue to center around financial and cost issues**, with gas being too expensive, travel in general being too expensive, personal financial reasons and airfare being too expensive topping the list as reasons that have kept Americans from traveling more than they would have preferred.

This is concerning, particularly for higher cost destinations like Sedona.

- Destination Analysts

Strong Dollars opens more International Interest - The U.S. dollar is stronger than it has been in a long time, making international travel look especially attractive. As of early December 2022, the dollar and euro are almost 1-to-1 and currency exchange rates to many other popular destinations are also favorable. Travelers have been heading to lower-cost countries for years as a way to get more for their money. **This will likely negatively impact Sedona who had benefited from high-end travelers putting off international travel in 2021 and 2022 opting for high quality domestic destinations.**

- Forbes Advisor

Travelers will continue to prefer short-term rentals over big chain hotels - More people are renting out their private spaces and buying second homes to turn into vacation rentals to supplement their income, according to The Wall Street Journal. Airbnb also released data indicating 2022 saw a significant increase in new listings, and new hosts in the US earned over \$1.8 billion, up 34% from the previous year.

- *Travel Daily Media, 2023 Trends*

“Work from roam” is the new “work from home.” - Remote work gave people the possibility to “work from roam,” as of the second quarter of 2022, Airbnb saw long-term stays (28 days or more) increase nearly 25 percent from 2021 and nearly 90 percent from 2019.

- *Travel Daily Media, 2023 Trends*

Increased Demand Whole Home Stays - Demand for Vrbo’s whole, completely private vacation homes in US western destinations is up by more than 30%. US travelers are drawn to scenes in outdoorsy destinations with mind-blowing landscapes.

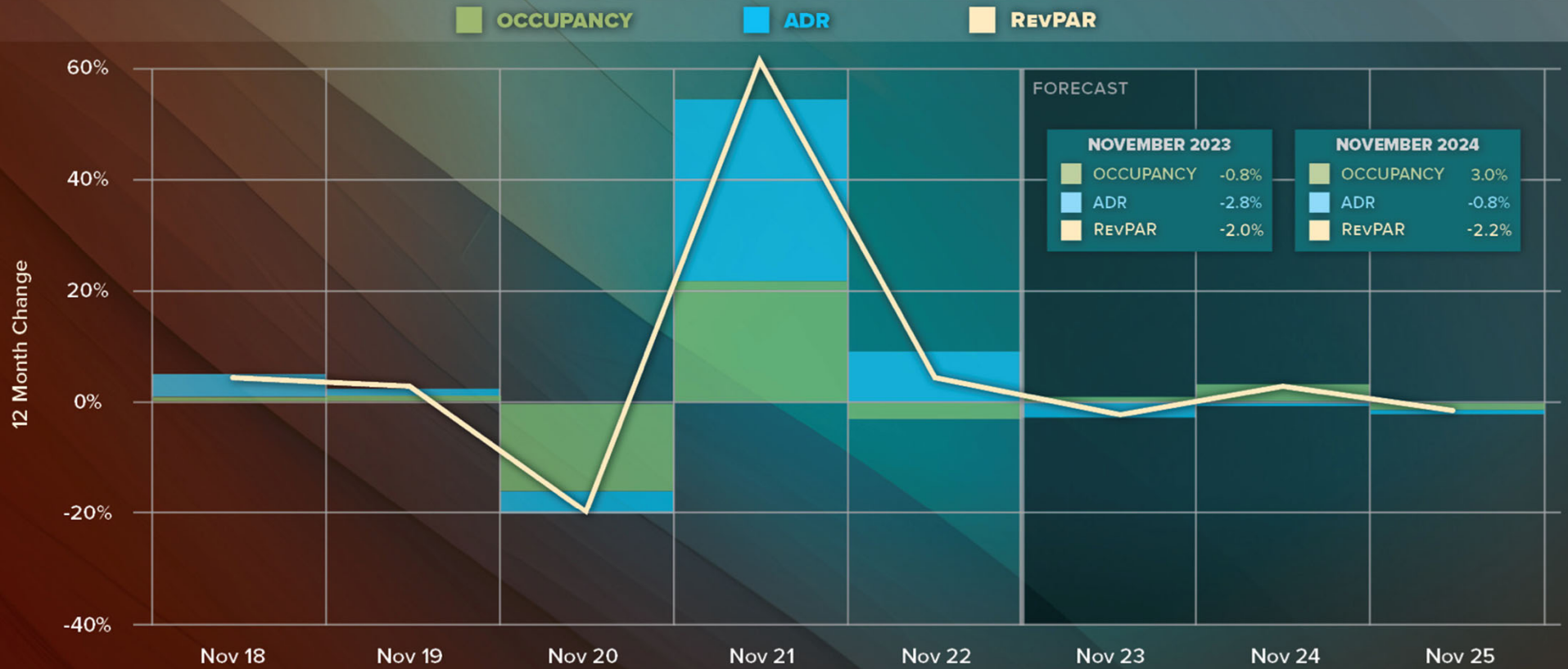
- *Vrbo*

NATIONAL FACTORS THAT COULD NEGATIVELY IMPACT SEDONA:

- Recessionary concerns damping travel activity – potential for overall slowing.
- Return to Urban Destinations – lack of high-end urban interest benefited Sedona over the last couple of years
- Strong Dollars opens more International Interest – more high-end travelers choosing international options – again the lack of international travel in 2021 and 2022 benefited Sedona
- “Work from roam” and continuing Short-Term Rental usage increasing whole house demand by leisure travelers - only becoming more of an issue for Sedona

REGIONAL TRAVEL FORECAST

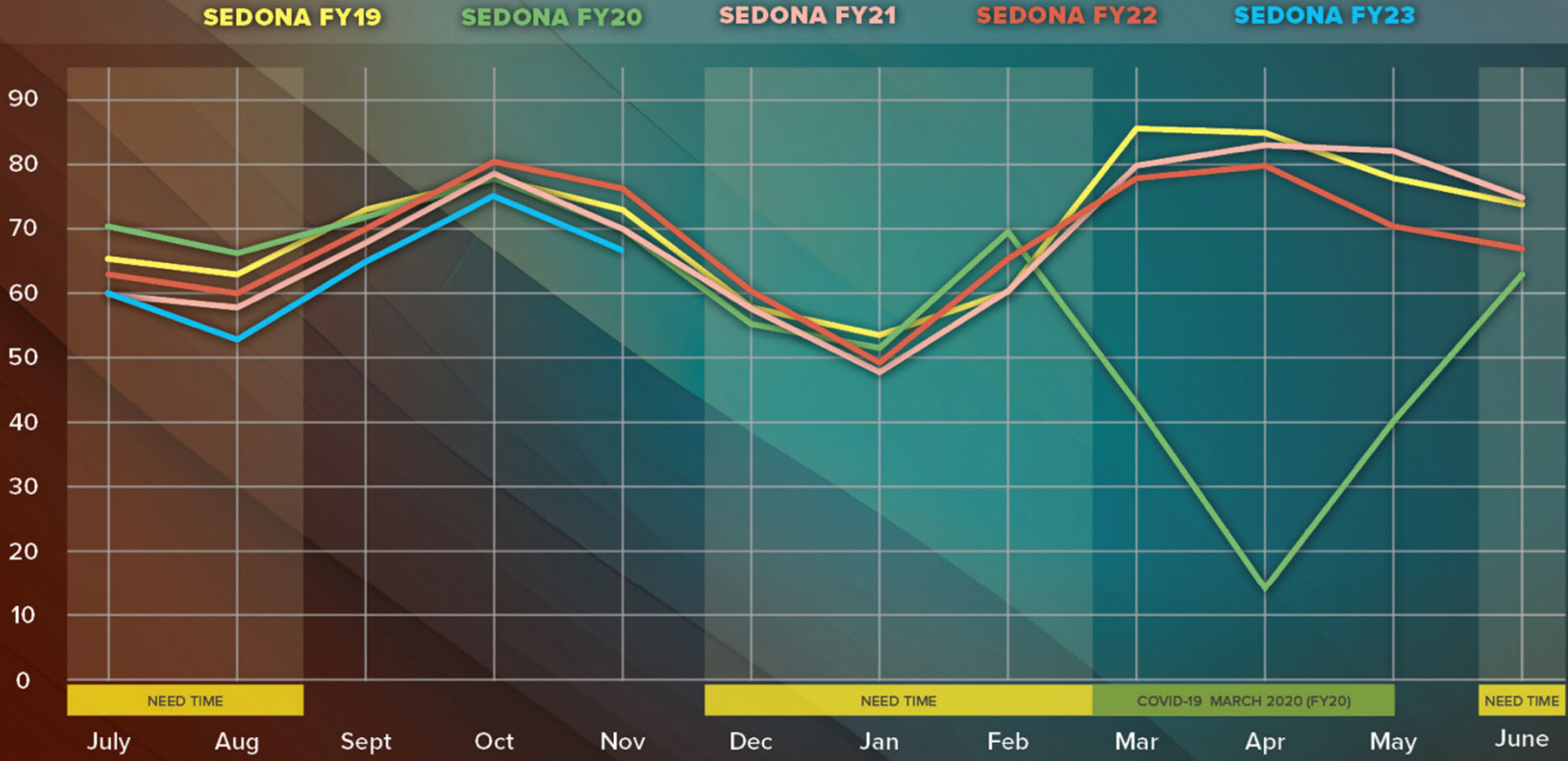
PRESCOTT AND SEDONA REVPAR GROWTH DRIVEN PRIMARILY FROM ADR



Source: Smith Travel Research

SEDONA AREA TRADITIONAL LODGING PERFORMANCE

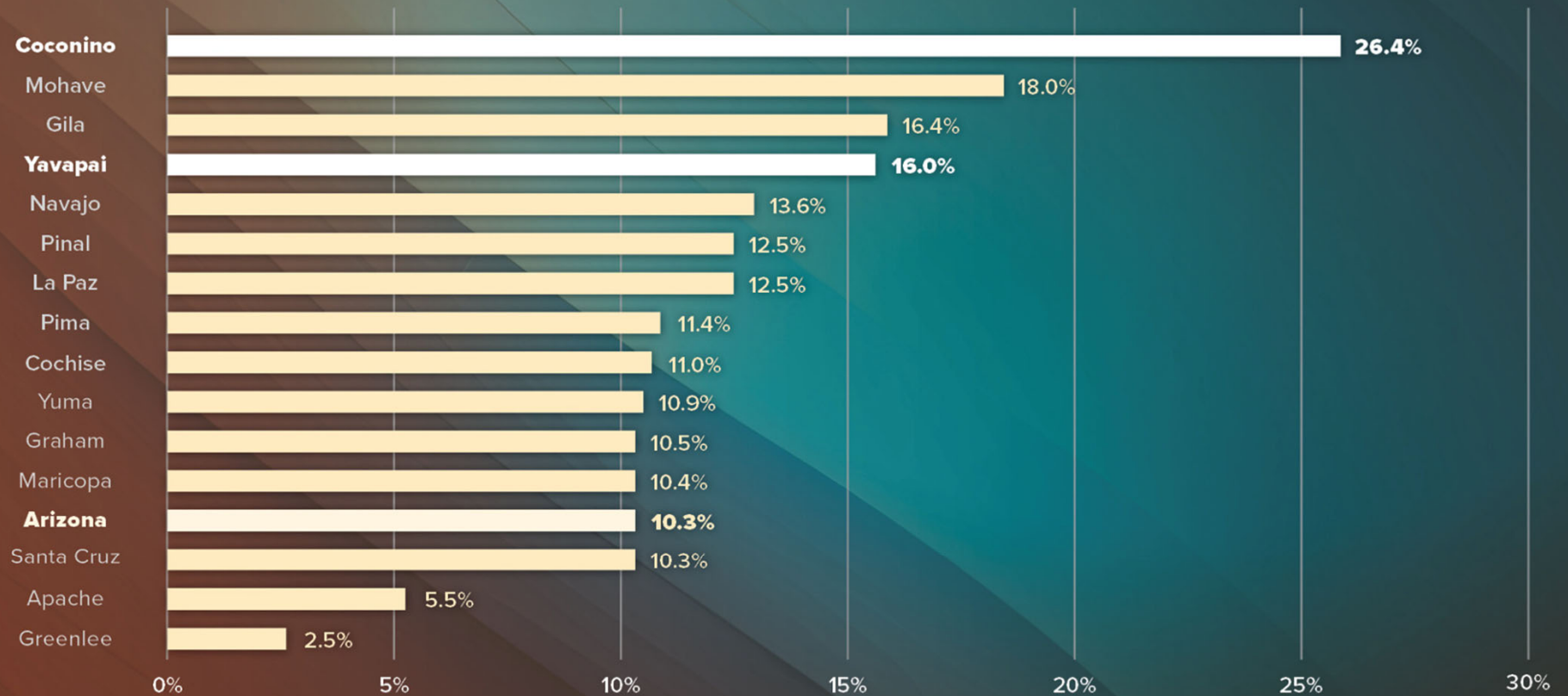
OCCUPANCY % COMPARISON FY23 YTD (JULY – NOVEMBER 2022)



Source: Smith Travel Research

TOURISM INDUSTRY IS CRITICAL TO RURAL ARIZONA

TOURISM EMPLOYMENT BY COUNTY



Source: U.S. Bureau of Labor Statistics via Jim Rounds Consulting Group

SEDONA'S TOURISM INDUSTRY

Tourism is a
 **\$1B**
Industry in Sedona

Visitors Generate
 **77%** =  **\$32M**
of the City's Sales and Bed Tax Revenues in Local Tax Dollars (FY22)



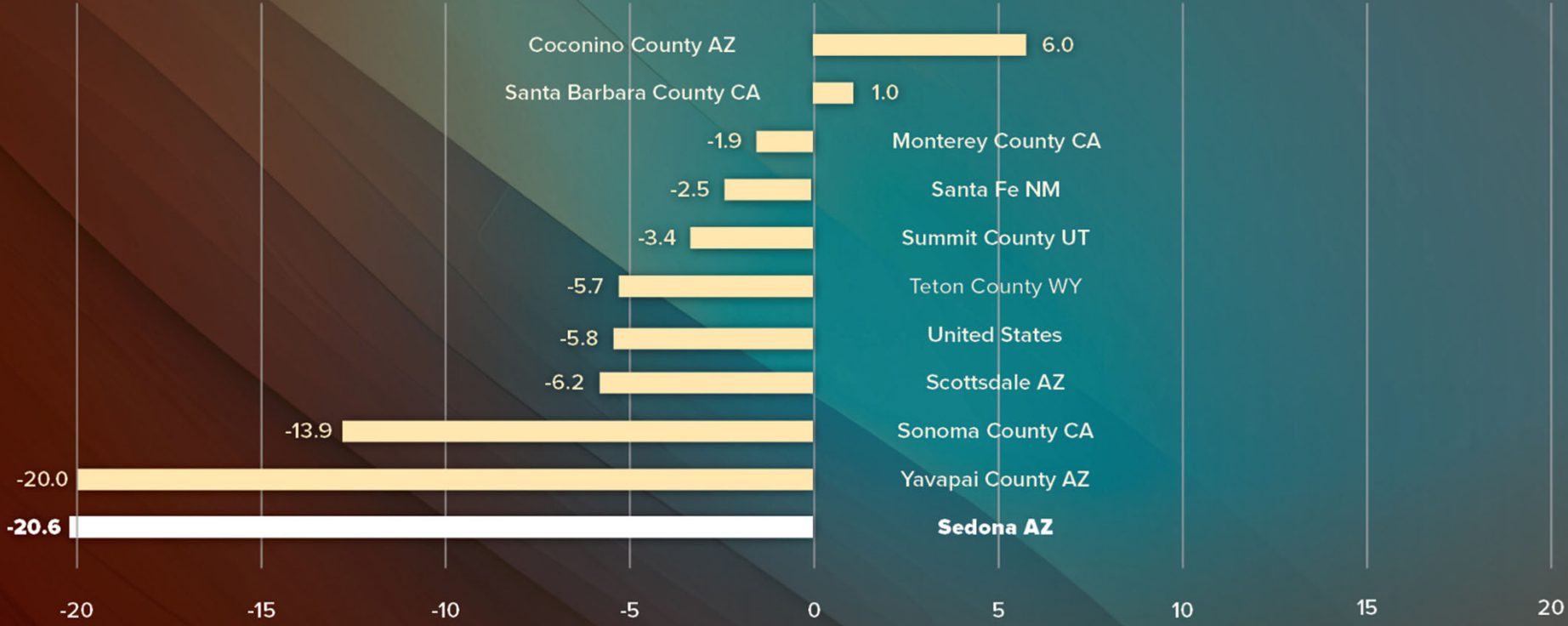
Tourism Supports Over
 **10,000** Jobs in Sedona

Sedona Tourism Generates Over
 **\$240** Million in Wages

Source: City of Sedona and Yavapai College

COMPETITIVE DESTINATIONS

FY23 OCCUPANCY % CHANGE FROM FY19 (JULY - NOVEMBER)



Source: Nichols Tourism Group

DESTINATION SERVICES FUNNEL

STEP 1: **COUNTRY**

Brand USA

Attract people from around the world to the U.S.

STEP 2: **STATE**

Arizona Office of Tourism

Attract U.S. visitors to Arizona

STEP 3: **CITY**

Sedona Chamber of Commerce & Tourism Bureau

Attract visitors to Sedona

STEP 4: **PRIVATE ENTERPRISE**

Chamber Partners

Provide experience
that visitors desire

JANUARY, 2023



Sedona Chamber of Commerce & Tourism Bureau Campaign

ohpartners.com



Situation

During the COVID-19 outbreak, the number of visitors vastly increased. However, this came at a great cost.

While the city garnered record breaking tax collections during this very busy period, it was challenging on natural resources and the community.

But now, as the COVID-19 virus is under control, competing destinations have invested in heavy marketing efforts to welcome visitors back. Meanwhile, Sedona is still in a marketing pause and is losing market share.



Owning the Message

To invite the right target audience to Sedona, it is important to own our message. If we don't, someone else will.

Specific, detailed messaging will enable Sedona to communicate and highlight the value that the city has to offer and to attract the correct, highly-valued traveler.

By defining Sedona as an art and cultural destination, we can focus on the quality of visitors vs. the quantity that visit Sedona.



Challenge

Sedona needs to attract the correct visitors.



Get

Mid- to Affluent consumers

To

Consider traveling to Sedona

By

Communicating there is more to experience here
than its beautiful outdoors



Strategy

Define Sedona as a high-end destination to bring affluent tourists by highlighting the arts and cultural aspects that the city has to offer.

Known for its hiking trails, majestic red rock landscape, tours and sunsets, Sedona is not just an outdoor destination.

It is time to invite travelers to return to Sedona, by featuring the “Great Indoors.”



Target Audience



Target Audience

We will need to focus not only on age, but on lifestyle factors. Some key descriptors for that target market are those who are affluent, interested in arts and culture, have disposable income to stay for 4-5 days, and are interested in going out to dinner, shopping, staying at the hotels/resorts, etc.

BASE AUDIENCE

- Adults 35+
- HHI \$150k+, Or High Net Worth
- In-Market for Resort or 4 star hotel stay

PRIMARY INTERESTS

- Fine Dining
- High spenders
- Luxury shoppers
- Art collectors
- Museums
- Art Galleries
- Arts & Culture
- Performing Arts

Target Audience

WHO THEY ARE:

- Children are grown, Own a home, Employed full time, and are College Graduates
- Family and friends are the most important things in their life
- Prefers a small group of close friends
- Enjoy attending music performances, dining out, dancing, going to bars/nightclubs
- Enjoy participating in and attending sporting events
- Prefers to research vacation destinations online themselves vs using travel agents
- Like to try local cuisine when traveling
- High quality is the expectation

Source: MRI





Target Audience Consumer Insights

- 81% Not a parent of a child under 18
 - 22% are Grandparents
- 75% Own a home
- 55% Married
 - 37% Never Married
- 52% College Graduate
- 70% Employed Full or Part time
 - 30% Not Employed
 - 20% of which are Retired
- 46% Own a Pet
 - 29% Own a Dog
 - 19% Own a Cat
- 74% Caucasian
 - 13% Black/African American
 - 13% Asian
- 30% Net Worth \$2M+

Source: Scarborough Market/Release: Phoenix, AZ 2022 Release 1 Total (Aug 2021 - Aug 2022)



Recommendation



Recommendation

Develop a bridge campaign that will reintroduce Sedona as a cultural destination.

THE CAMPAIGN WILL:

- Include heavy digital media, targeting affluent consumers from Phoenix and Southern California
- Encourage indoor exploration during summer months
- Allow for highly targeted and customized messaging
- Incorporate key partners and members within the community





BRAND CAMPAIGN

Meet Sedona Again.

When you think of Sedona, you think of the beautiful red rock formations, vortexes, and the turquoise McDonald's sign. But first impressions aren't everything. In this direction, we're re-introducing people to the wonders of this incredible city—the people, the culture, and the vibrant sights and sounds that can only be found if you just take a second look. The Sedona Red Rocks serve as a backdrop for the wonders that can be found on the inside.



Category: ART AND CULTURE

HEADLINE: Discover

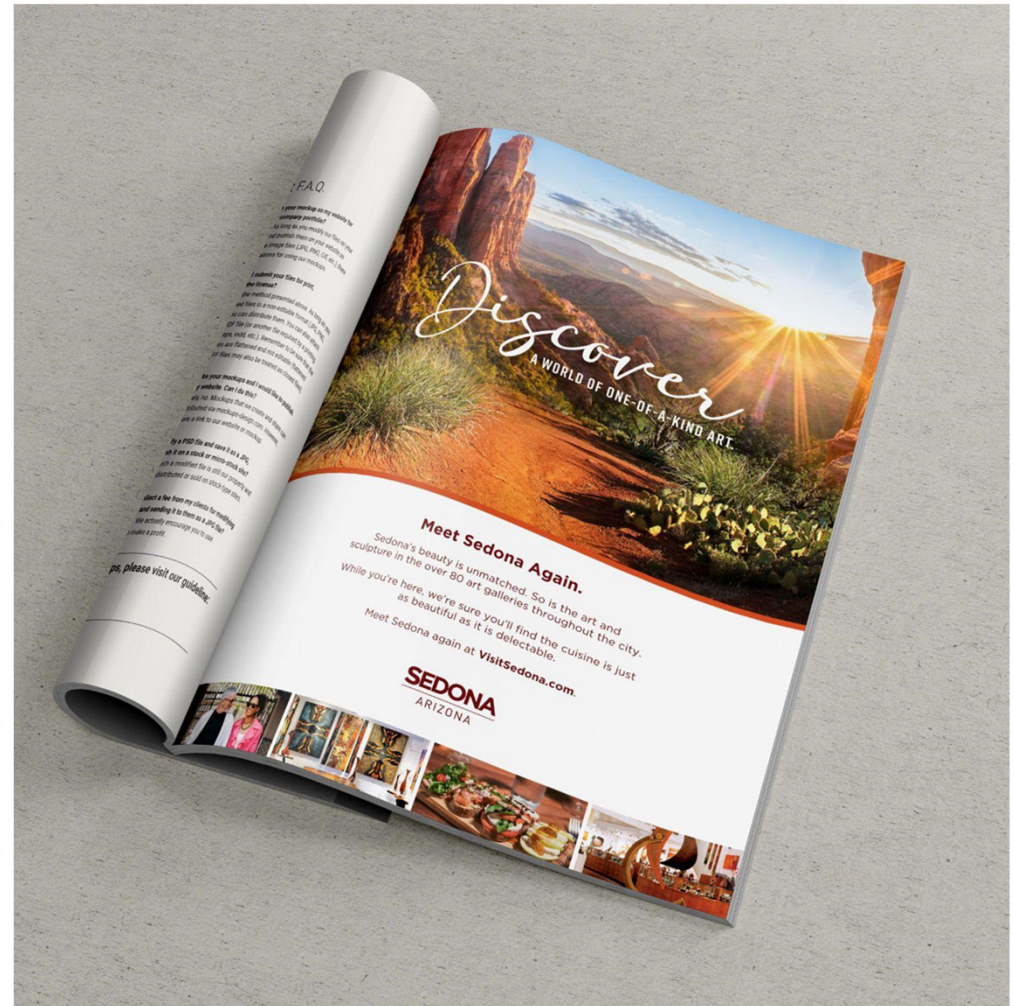
SUBHEAD: A world of one-of-a-kind art.

SUBHEAD: Meet Sedona Again.

COPY: Sedona's beauty is unmatched. So is the art and sculpture in the over 80 art galleries throughout the city.

While you're here, we're sure you'll find the cuisine is just as beautiful as it is delectable.

Meet Sedona again at VisitSedona.com.



Category: CUISINE

HEADLINE: Experience

SUBHEAD: Cultural culinary delights.

SUBHEAD: Meet Sedona Again.

COPY: Nothing can compare to the beauty of Sedona. But it also is home to some of finest restaurant and bistros in the country.

And make sure to satisfy your appetite for art in the over 80 galleries.

Meet Sedona again at VisitSedona.com.



Category: BOUTIQUES

HEADLINE: Lose yourself

SUBHEAD: And find yourself on boutique row.

HEADLINE: Meet Sedona Again.

COPY: Sedona's Red Rocks are iconic and known the world over. But it is also home to some of the most unique clothing boutiques..

And don't forget to lose yourself in the more than 80 art galleries while you're here.

Meet Sedona again at VisitSedona.com.



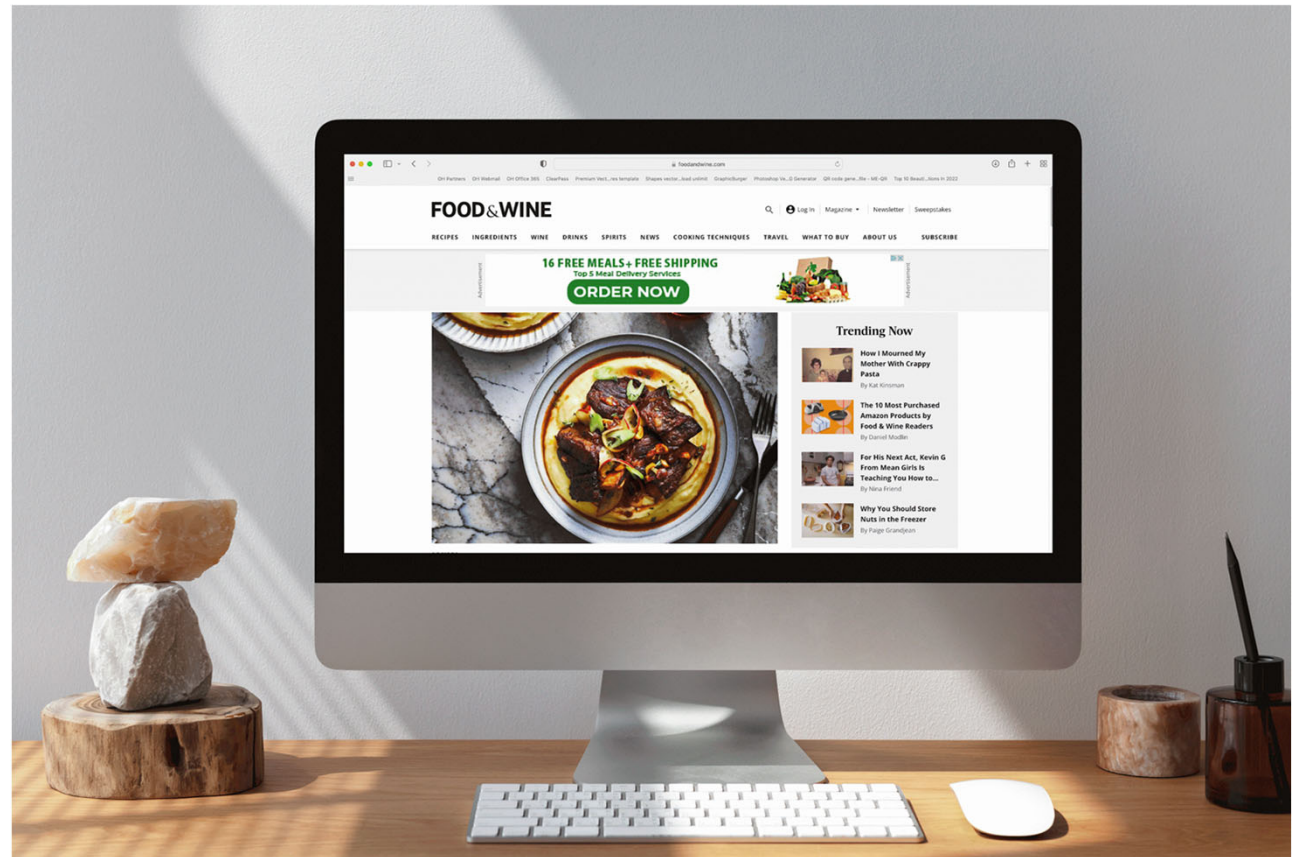




LANDING PAGE TAKEOVER

Animated

When consumers most likely to visit Sedona, in this case, Food and Wine lovers, land on a website that specializes on Food and Wine, our communication “Takes over” the landing page and delivers our message to the correct consumer.



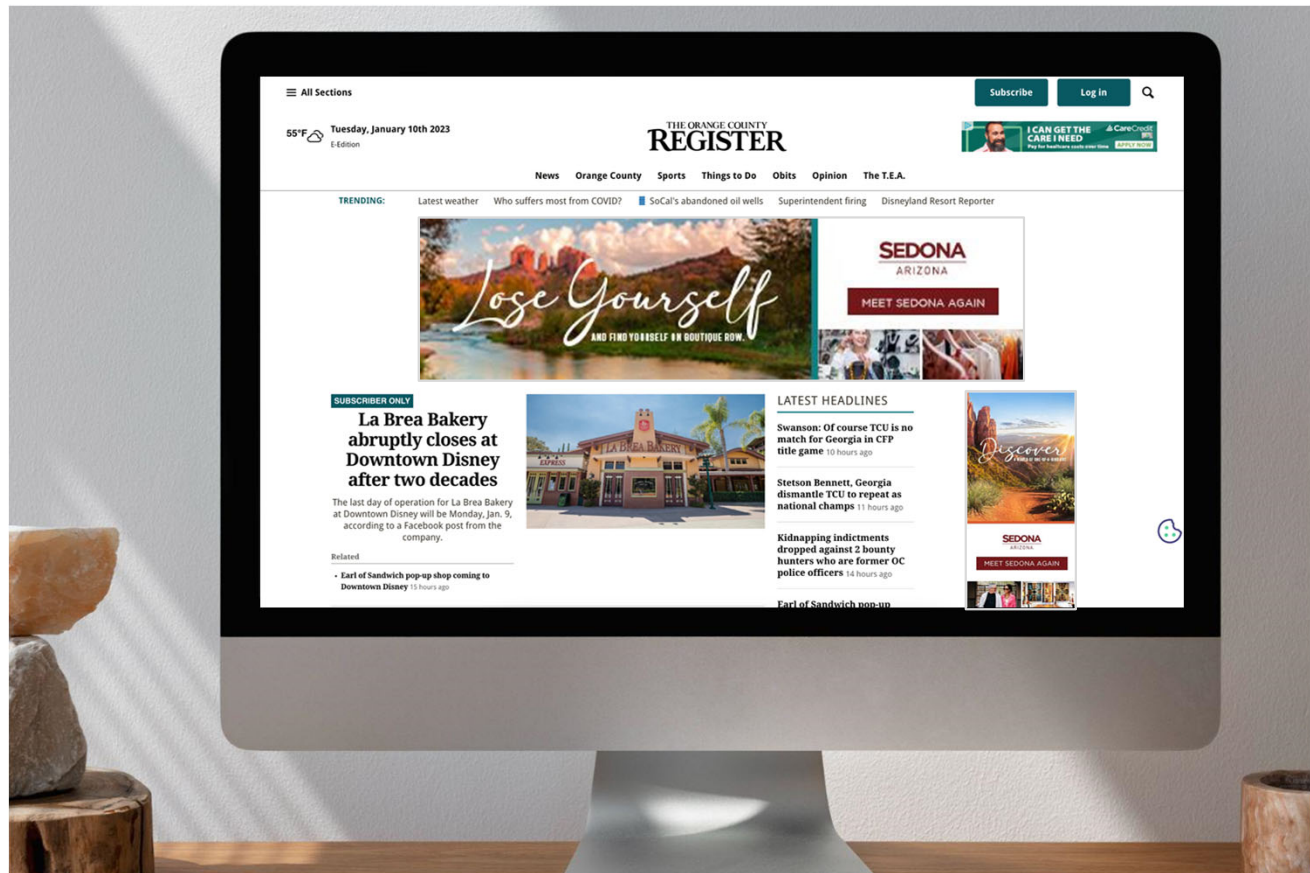


LANDING PAGE TAKEOVER

Static

Targeting likely travelers to Sedona can be done by “taking over” a landing page they are most likely to visit.

A large banner ad on top, and monument banner ads on the side will attract attention and deliver multiple messages at one time.



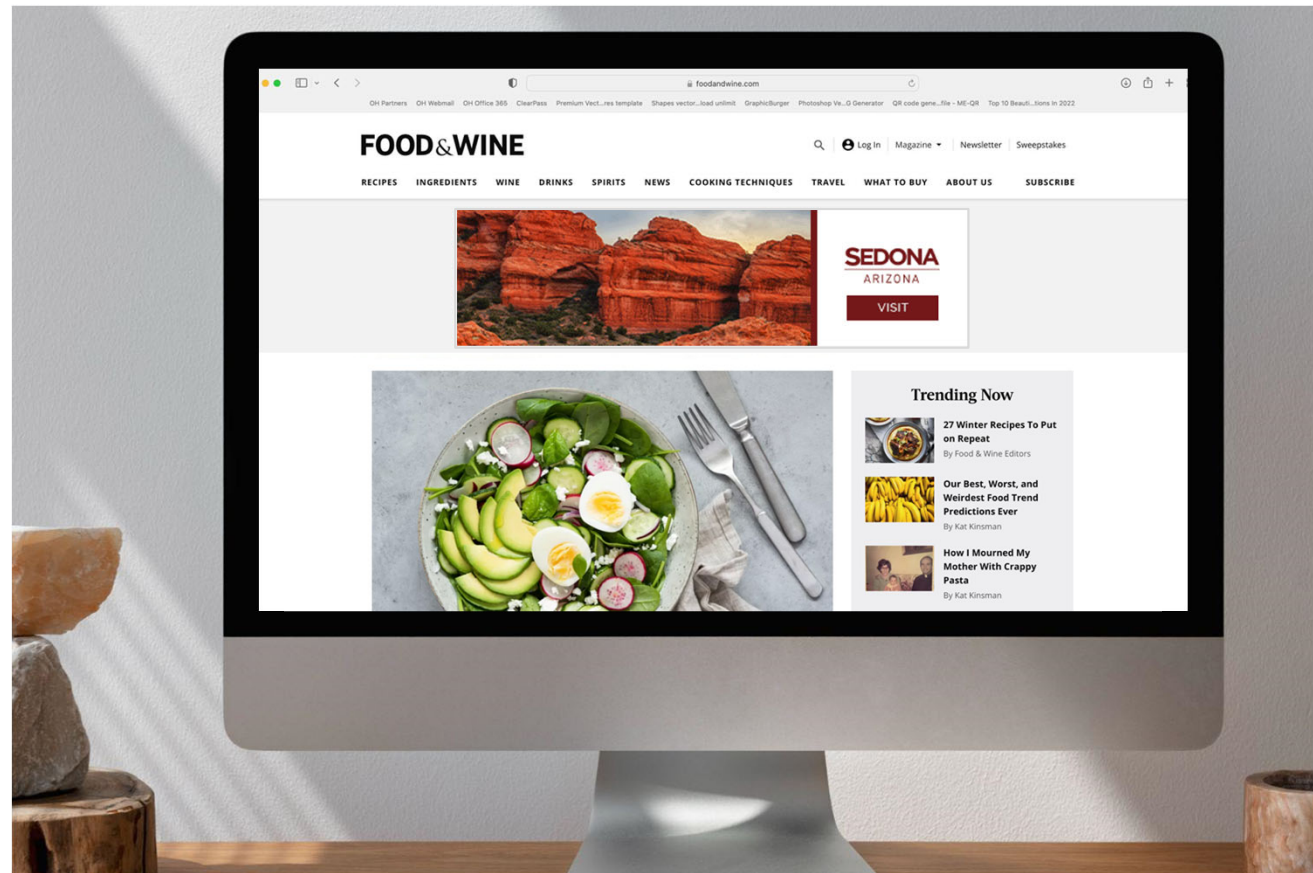


BANNER ADS

Animated

Banner ads that are animated are proven to be very effective to attract the attention of consumers.

Strategically placed on pages that are visited by consumers who are most likely to travel to Sedona increases engagement.



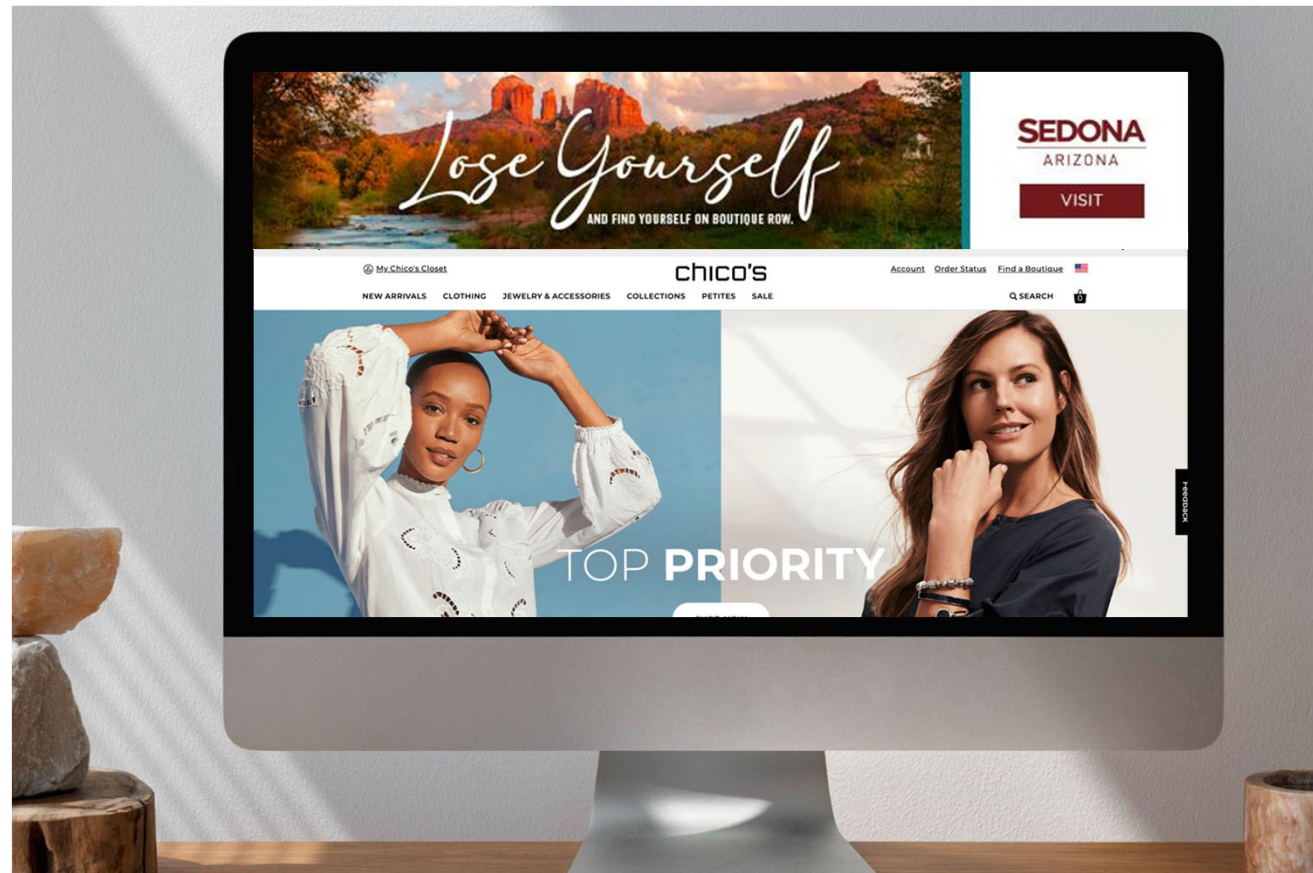


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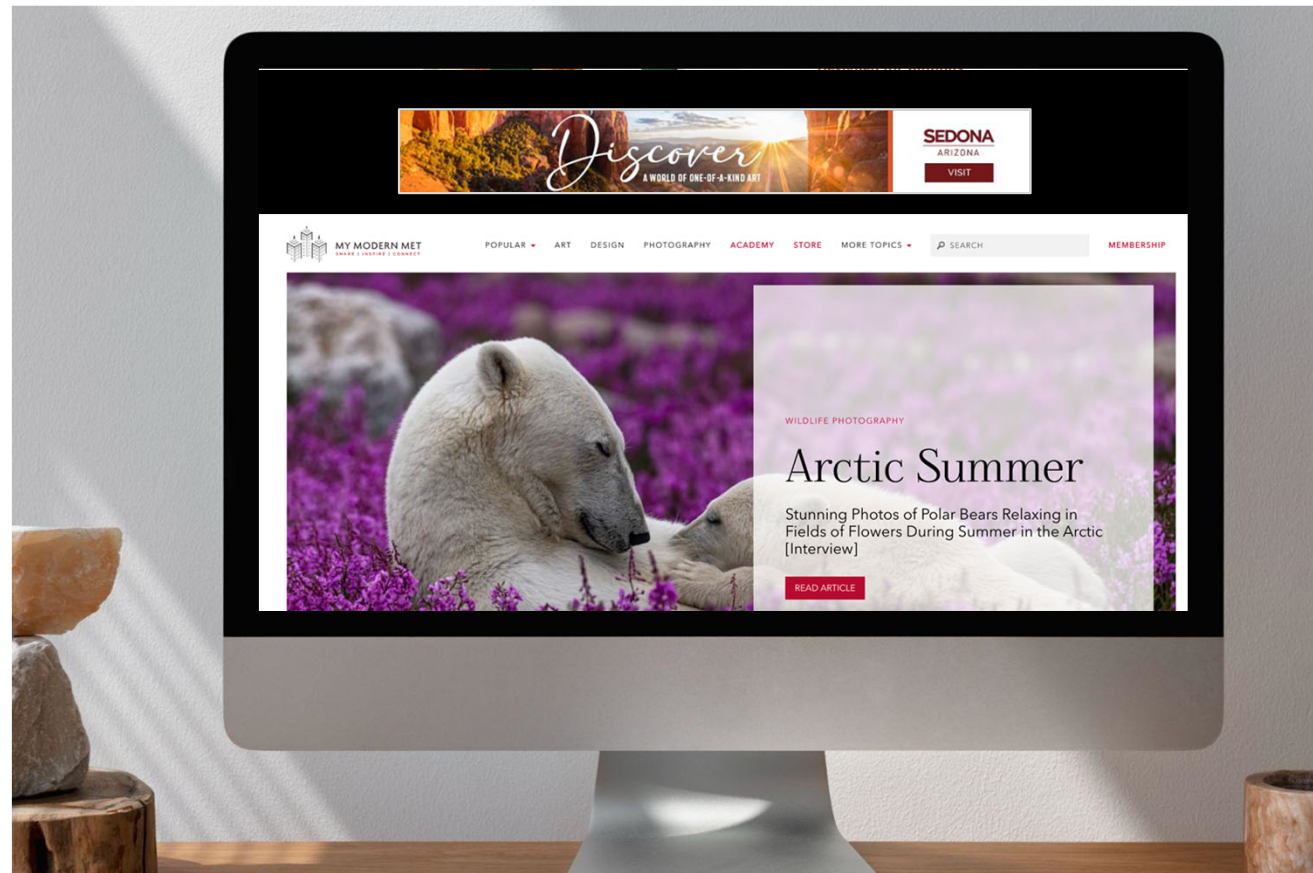


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INSTAGRAM POST

HEADLINE: Discover

SUBHEAD: World of one-of-a-kind art.

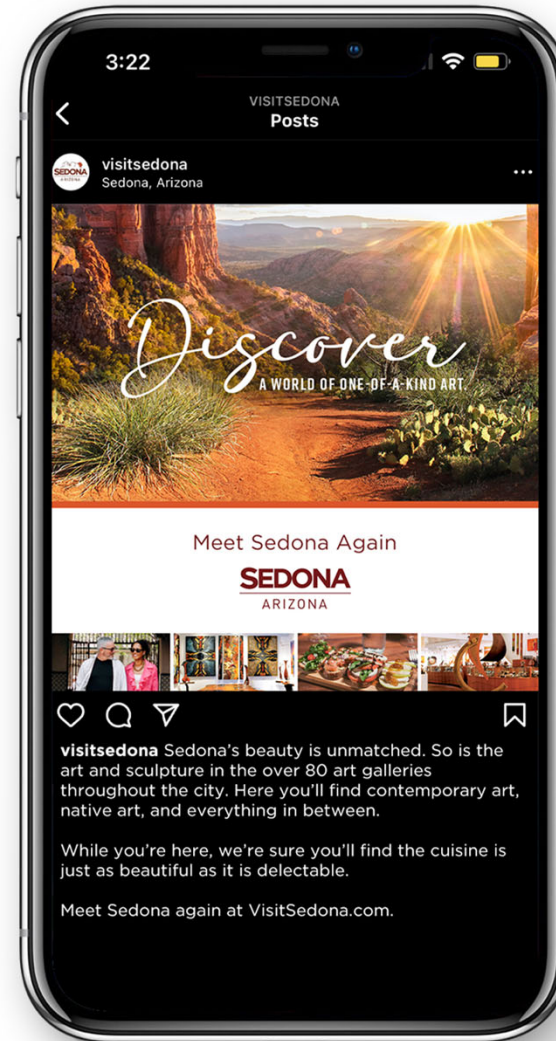
HEADLINE: Meet Sedona Again

VISUAL: ART / PAINTINGS / SCULPTURE

POST COPY: Sedona's beauty is unmatched. So is the art and sculpture in the over 80 art galleries throughout the city. Here you'll find contemporary art, native art, and everything in between.

While you're here, we're sure you'll find the cuisine is just as beautiful as it is delectable.

Meet Sedona again at VisitSedona.com.





FACEBOOK POST

HEADLINE: Lose yourself

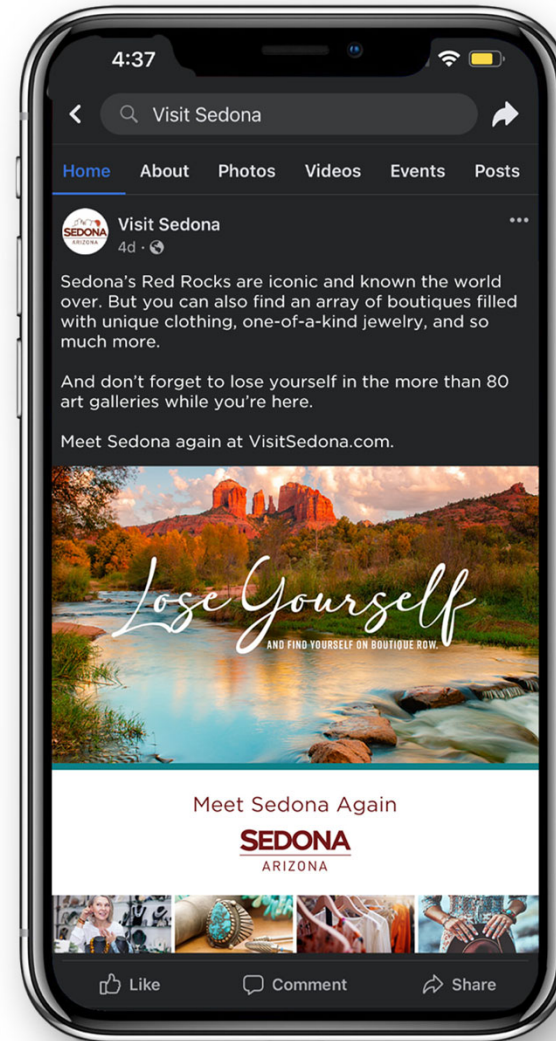
SUBHEAD: And find yourself on boutique row.

HEADLINE: Meet Sedona Again.

POST COPY: Sedona's Red Rocks are iconic and known the world over. But you can also find an array of boutiques filled with unique clothing, one-of-a-kind jewelry, and so much more.

And don't forget to lose yourself in the more than 80 art galleries while you're here.

Meet Sedona again at VisitSedona.com.





SOCIAL CAMPAIGN:

Be a Sedona insider

Here we have our selected influencers guide us around Sedona, not outside, but inside resorts, galleries, shops, and cultural experiences.



SEDONA INSIDERS

Who doesn't love to be an insider? In the know. Visiting places that only the locals have knowledge of.

Our insiders will create content that will showcase the "inside" of Sedona. Art galleries, restaurants, boutiques, and much more.

Then, they will post their videos to their social media channels for all their followers to see.

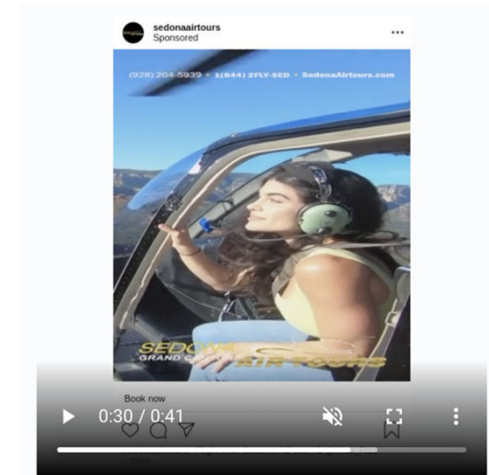
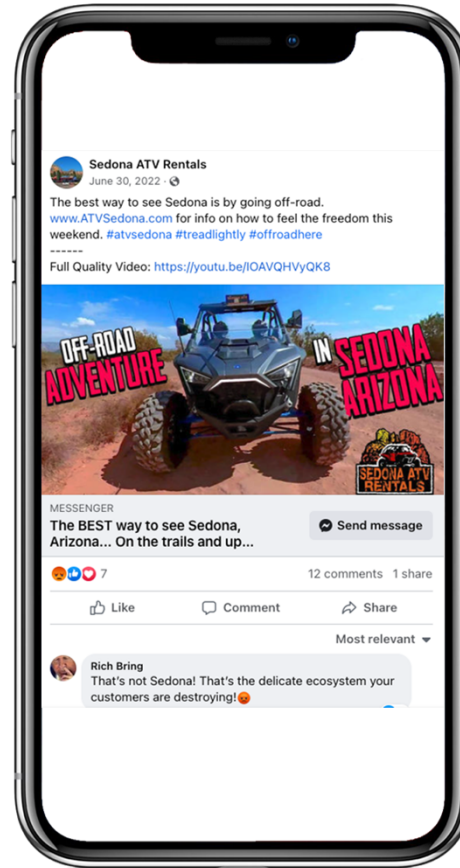
Then they will sign off with our campaign line, "Meet Sedona Again."





Media Research & Insights

Assets in the market





Competitive Spend - Online

Pathmatics Jan-Dec 2022

TOTAL SPEND

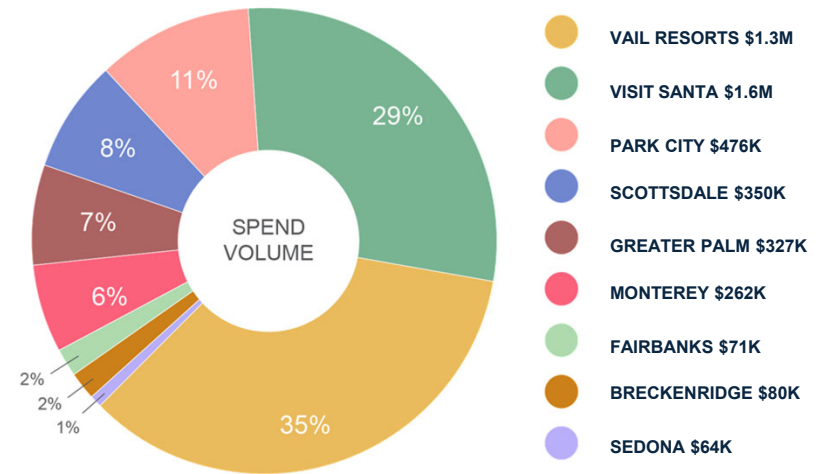
- Vail \$1.6M, primarily on Facebook/Instagram
- Visit Santa Barbara with \$1.3M on Facebook/Instagram
- Park City, UT. \$476K
 - \$260k on Social (FB/IG)
 - \$158k TripAdvisor
- Scottsdale \$350k
 - \$290k on Display, \$60k on Social
- Sedona Ranked 9th with \$64k on TripAdvisor

SPEND BY DEVICE/PLATFORM

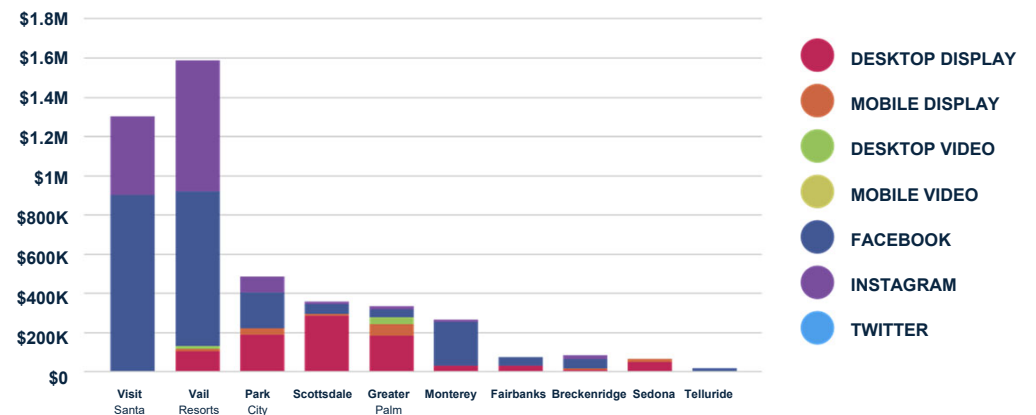
- 3.4M Facebook/Instagram
- 985k Display

MONTHLY SPEND

- Top months were Feb.-Mar. and Sept.



SPEND BY DEVICE



*Pathmatics provides an estimate to be used for directional purposes only.



Online Competitive Creative

Adintel Jan-Dec 2022






Online Competitive Creative

Adintel Jan-Dec 2022

Get ready to experience pure vacation inspiration! From the stirring beauty of the Sonoran Desert to luxury resorts, award-winning restaurants and exciting attractions, Scottsdale has everything you need for a memorable getaway. Start planning today!



WWW.EXPERIENCESCOTTSDALE.COM
Plan A Scottsdale Getaway
 Discover all the ways a trip to Scottsdale will leave you feeling effortlessly revitalized. [Learn More](#)

explore
FAIRBANKS
 ALASKA



\$278,598 Banner GREATER PALM SPRINGS AREA OF TOURISM



Plan your trip to Indian Wells, in Greater Palm Springs.

[Plan Now](#) INDIAN WELLS CALIFORNIA

We're a **QUALITY TIME** kinda town

YOU WITH US?




What if you could
IN GREATER PALM SPRINGS

California dream big
 visit greater palm springs



Target Audience Media Usage

INFORMATION SOURCES:

- Rely on advertising to keep up-to-date on products and services
- Internet is the most used information source
- Rely on the internet for:
 - News and current events
 - Sports news and events
 - Entertainment or celebrities
 - Planning travel
- Social media used regularly:
 - Facebook/Instagram (50% / 246 Index)

MEDIA	QUINTILE I (HEAVY)	QUINTILE II	QUINTILE III (MODERATE)	QUINTILE IV	QUINTILE V (LIGHT)
INTERNET	36%	30%	9%	18%	5%
NEWSPAPERS	8%	20%	17%	38%	15%
TV	22%	33%	14%	25%	3%
RADIO	15%	20%	20%	22%	20%
OOH	16%	26%	22%	22%	11%

Source: MRI



Media



Media Strategy

Focus on Digital and Social sites to **hyper target affluent tourists** and showcase the unique Arts, Culture, and Heritage that Sedona has to offer.

Using digital and social channels allows us to maximize **reach and frequency** to the desired audiences and highlight the specific amenities Sedona offers that would be of interest.





Digital Media Targeting Capabilities

FIRST PARTY DATA & LOOKALIKES:

- First-party data is information collected directly from customers via email lists, lead forms, or from CRM Data. Usually a list of names, email address, phone numbers, or device ids. Used to retarget specific individuals with verified customer data.
- Can utilize customer lists to create lookalike audiences that share attributes with your proven customers.

MEASUREMENT & REPORTING:

- Unique persons reached, Impressions, Video Views, Clicks/Engagements, CTR (click through rate), landing page views, ROAS (return on ad spend)
- Foot Traffic Attribution
- Actions taken on-site through Google Analytics

IDENTITY & BEHAVIORAL:

- Location, Age, Income, Intent, and Interests.

CONTEXTUAL TARGETING:

- Placing ads on websites with relevant content through Keywords or Phrases(extracted text content from websites matched with user-declared keywords), Categories(ex. Travel, Art, Food & Drink etc) or Site-lists.

Paid Social

OBJECTIVE: Target audiences through their social feeds while scrolling through content and interacting with friends.

RATIONALE: Social platforms offer granular targeting abilities; and a variety of objectives; such as drive site traffic, engagement, and conversions.

90% of the ideal audience uses Social media regularly.

PLATFORMS: Facebook/Instagram

CREATIVE: Images, & Video

PRIMARY KPIs AND BENCHMARKS: Impressions, Video Views, Engagements, CTR (click through rate), landing page views, ROAS (return on ad spend)

BUDGET: \$48,750 Apr-Jun

Los Angeles = \$37,500

Phoenix = \$11,250

Los Angeles Estimated Audience Size: 860,800

Phoenix Estimated Audience Size: 256,700



Display

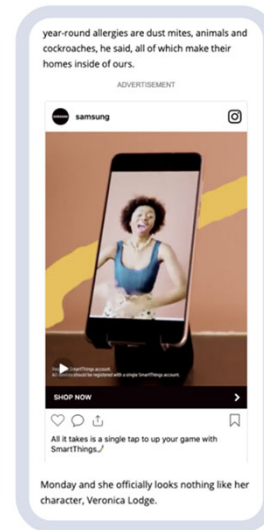
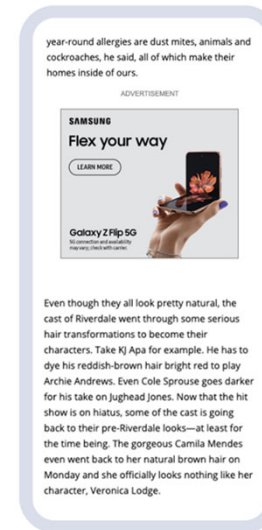
OBJECTIVE: Reach ideal visitors as they surf the web consuming content.

RATIONALE: Informs, persuades, and reminds target audiences to take action. Retargeting creates frequency of message and drives users down funnel.

CREATIVE: Desktop & Mobile banners
Option to use Social Ads within Display Placements.

PRIMARY KPI's: Impressions, CTR (click through rate), Landing page views, Foot Traffic Attribution

BUDGET: \$51,250 Apr-June
Los Angeles = \$38,250
Phoenix = \$12,000



BEFORE

AFTER

Social Ad for Display Ad Examples:



Additional Considerations

Print

Conde Nast Traveler:

Brimming with inspiration for both experienced and aspiring jetsetters, this magazine features beautiful, fascinating destinations and in-depth guides for exploring them. Every issue is a mini getaway in itself.

Los Angeles / San Fernando / Inland Empire / Orange County Circulation 26,000
Phoenix Circulation 8,000

CREATIVE: Full Page Print

PRIMARY KPI's: Reach, and Impressions

BUDGET: May/June

Los Angeles = \$10,095

Phoenix = \$3,350



Print

Western Art & Architecture:

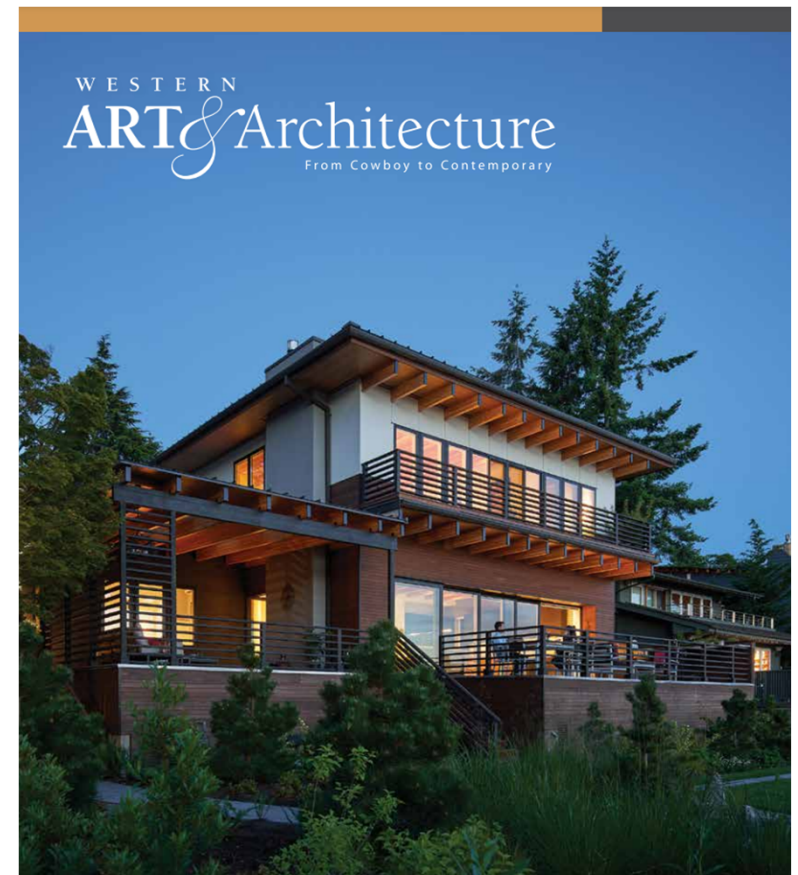
Coverages the arts from a lifestyle perspective. Exploring the western U.S. in search of events, auctions and showcases that celebrate interior design, architectural design and compelling art.

Reaching 75,000 readers Nationally with each issue *Southwest 34%*

CREATIVE: Full Page Print

PRIMARY KPI's: Reach, and Impressions

BUDGET: April/May
\$5,000



Print

Better Home & Gardens:

Offers home decor inspiration with an emphasis on lush photography that continues to engage both designers and DIY decorators today. Each edition features helpful information on a wide variety of content, from food and cooking to home improvement to women's beauty and style.

Los Angeles: CIRCULATION 255,600, READERS 1,191,096

Phoenix: CIRCULATION 127,900 READERS 596,014

CREATIVE: Full Page Print

PRIMARY KPI's: Reach, and Impressions

BUDGET: May/June

Los Angeles = 37,990

Phoenix = \$19,010



Postcards

Art Lovers Direct Mail:

This Art Lovers audience reaches consumers who have visited one or more of these types of locations in the past 180 days:

- Art galleries
- Museums
- Frame shops
- Art fairs

CREATIVE: Postcard

PRIMARY KPI's: Reach, and Impressions

BUDGET: Starting at \$2,500

Los Angeles: 244,490 Total Cost \$183,369

Phoenix Metro: 11,502 Total Cost \$8,615.00



NPR Radio

* OTHER MEDIA TO CONSIDER: NPR

- Southern California Public Radio
 - [KPCC- FM](#) - Submitted online form
 - [KCRW](#) - Submitted online form
- Phoenix MSA
 - KJZZ: M-Su 5a-12a estimated weekly schedule \$12,750 per week

OPEN RATES

Mon-Sun	
Daypart	KJZZ
5a-10a	
	AM Drive
	315
10am-3p	
	Midday
	145

ROTATION PLANS

3-Part Plus PRIME TIME*	
Day Specific	KJZZ
5a-7p, increments of 3	
	215
Mon-Sun	5a-7p,
increments of 3	200
4-Part Plans TOTAL DAY**	
Day Specific	5a-12a, increments of 4
	165



Measurement Plan



Measurement Plan

- Compare hotel & airline bookings year over year
- Email sign-ups
- Sedona Arts Center visits year over year
- Paid and organic MEDIA metrics
- Organic website traffic comparison YOY or MOM
- Online community research to test for favorability and/or intent to travel to market, etc.
- Earned media exposure, placements and value



Budget

Budget Summary

Total Budget = \$225,000

- Media (Los Angeles DMA and Phoenix MSA) ~ \$100,000-\$135,000
 - Influencers and/or production ~ \$50,000
- Agency Fees ~ \$90,000-100,000



Questions & Comments

SEDONA
ARIZONA

Thank you!

PHOENIX

602-254-5159

3550 N. CENTRAL AVE. | STE. 1500
PHOENIX, AZ 85012

LAS VEGAS

702-757-3833

6385 SOUTH RAINBOW BLVD. | STE.
100
LAS VEGAS, NV 89118



Appendix



Micki Hein

EXECUTIVE VICE PRESIDENT, BRAND & MARKETING

ABOUT

Micki's career spans over 20+ years across various industries and brands. Most notably leading initiatives for key global accounts such as Dove Hair Care and Deodorant and Dole Salads with up to \$5.6M budgets (non-media).

In her current role, Micki leads the Client Services, Social Media, and PR teams across the agency by providing strategic insights, thought leadership, and ideas that help achieve business objectives. She leads proactive initiatives with approach and processes that empower the team to deliver successful outcomes, and champion ideas that push client and agency teams outside of their comfort zones in order to improve performance and constantly innovate

ROLE AND PARTICIPATION ON ACCOUNT

Leads Client Services, Social Media and PR teams over entire agency



Mark Naparstek

VP. EXECUTIVE CREATIVE DIRECTOR

ABOUT

Recently named "Creative Of The Year" by the American Advertising Federation of Phoenix, Mark has a passion for advertising that has spanned over two decades and has earned him numerous national awards. Mark's experience includes travel and tourism, automotive, utilities and packaged goods. He started his career in New York City and moved to Las Vegas where he worked on the "What happens here, stays here" campaign for Las Vegas as both an Art Director and Creative Director. Mark has worked with almost every resort group on the Las Vegas Strip including MGM Resorts, Caesars Entertainment, Venetian, Wynn Resorts and Virgin Hotels Las Vegas. Mark's work has been featured in The *New York Times*, *Forbes*, *ABC News*, *Nightline*, *USAToday*, *The View* and many others.

ROLE AND PARTICIPATION ON ACCOUNT

Creative Operations and Creative Direction



Kim Bender

VP MEDIA ENGAGEMENT & STRATEGY

ABOUT

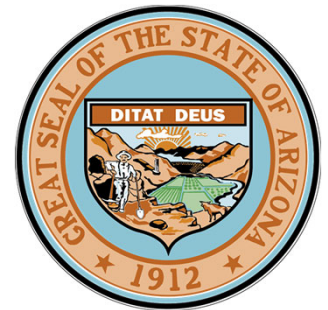
Kim leads strategy and oversight of all media types on behalf of OH Partners' clients. With more than 25 years in the marketing/advertising industry, Kim's media insights and overall approach help clients effectively reach their target audiences through creative and efficient approaches. Kim's media experience includes leading planning and strategy on brands such as Warner Bros, Burger King, California State Lottery, Bally's and Paris Las Vegas, Pinnacle Entertainment, Live! Casino & Hotel, the Vegas Golden Knights, Virgin Hotel & Casino Las Vegas and Gila River Hotels & Casinos.

ROLE AND PARTICIPATION ON ACCOUNT

Strategy and Paid Media

Legislative Presentation to Council

January 24, 2023



56th Legislature – First Regular Session

- Session began on January 9, 2023
- Newly-elected Governor – Democrat Katie Hobbs
- Both House and Senate will remain Republican Majority:
 - Arizona Senate Breakdown: 16 Republicans, 14 Democrats
 - Arizona House of Representatives Breakdown: 31 Republicans, 29 Democrats
- With narrow margins and divided government, likely to see extended legislative sessions



Expected Hot Topics

- Education
- Budget
- Water
- Border Security
- Election Reform – Including partisan elections
- Housing
- Homelessness
- Tax Proposals – Including Residential Rental Tax, Food Tax, Model City Tax Code



History on Short-Term Rental Legislation

- Several bills introduced last session to address nuisance, licensing and proliferation
- Successful legislation – SB 1168 – went into effect on September 24, 2022
 - Authorizes cities to license and address nuisance issues
 - City of Sedona enacted ordinance on November 28, 2022, to go into effect on February 15, 2023



City of Sedona 2023 Legislative Platform

- This 2023 Legislative Platform reflects Council's legislative positions and priorities on current or anticipated legislative action at the state level. Guided by this legislative platform, staff will take action to influence legislative efforts based on the best interests of the City of Sedona. Staff will update Council throughout the legislative session while seeking specific feedback on issues of major importance to the City.



City of Sedona 2023 Legislative Platform

- Revenue and Finance

- A. Oppose legislation that results in the reduction of revenues collected by the City and support legislation that enhances revenue collections
- B. Protect ability to collect and use taxes in order to properly manage the operations of the City



City of Sedona 2023 Legislative Platform

- Governance

- A. Oppose legislation that reduces the City's local authority and support legislation that strengthens or increases local control
- B. Oppose legislation that reduces local government's ability to regulate zoning
- C. Support legislation to allow local governments with declining population the ability to refer existing voter-approved general plan back to voters (League Resolution)



City of Sedona 2023 Legislative Platform

- Governance

- D. Support legislation to address the proliferation of short-term rentals and support efforts to provide local authority to further regulate short-term rentals
- E. Support legislation to provide the ability for local and state government to regulate Off Highway Vehicles



City of Sedona 2023 Legislative Platform

- Additional Proposals for Consideration

- A. Support efforts to amend requirements for local governments for publishing notices in newspapers (League Resolution)
- B. Oppose legislative efforts to require cities and towns to make local elections partisan
- C. Support additional appropriations to the Housing Trust Fund (League Resolution)



City of Sedona 2023 Legislative Platform

- Additional Proposals for Consideration
 - D. Support dedicated funding at the State level for transit
 - E. Support legislative efforts to provide rural communities authority over water



2023 Legislative Process Next Steps

- Will continue Council updates and memo prior to Council meeting
- Will schedule meetings with Legislators at the Capitol
- Request to Speak:
 - Provides opportunity to weigh in on legislation through the portal on azleg.gov
 - Council has own log-in
 - PDG and Staff will notify Council when to weigh in on behalf of the City



Questions/Discussion





REPORT

Office of the City Manager

TO: Mayor and City Council

CC: Karen Osburn, City Manager

FROM: Joanne Keene, Deputy City Manager

DATE: January 23, 2023

SUBJECT: Arizona Legislative Update

The following is a summary of legislative activity occurring in the Arizona State Legislature that may have an impact on the City of Sedona. This is not an exhaustive list.

General Information:

The 1st Regular Session of the 56th Arizona State Legislature began on January 9, 2023. The Senate Bill introduction deadline is Monday, January 30, 2023. The House Bill introduction deadline is Monday, February 6, 2023.

The week of February 13, 2023, is the last week to hear bills in their own Chamber (unless it's the Appropriations Committees). The week of March 20, 2023, is the last week to hear bills in a committee of the opposite chamber.

BILLS OF INTEREST

HB 2044 municipal general plan; adoption (Bliss) (SUPPORT) (SUPPORT)

This legislation was introduced on behalf of the City of Sedona. The legislation would authorize a City of Town of less than 10,000 to take their general plan to the voters for adoption. Currently, communities who have lost population do not have the authority to continue to take their general plan to the voters.

Hearing in House Government on January 25, 2023. Non-controversial amendment will be considered to clean up language.

HB 2061 food; municipal tax; exemption (Biasiucci) (OPPOSE)

Prohibits a city, town or other taxing jurisdiction from imposing a municipal transaction privilege tax on the sale of food items intended for human consumption.

While Sedona does not currently have a food tax, this legislation has a significant impact on cities and towns statewide. It's estimated that the impact statewide will be \$182 million in the first year. The League is asking cities to oppose this legislation.

Passed out of House Ways and Means by a vote of 6-4.

HB 2067 residential leases; municipal tax exemption (Carter) (OPPOSE)

Prohibits cities and towns from levying a residential rental tax. This bill will result in a \$190 million fiscal impact statewide to cities and towns.

While Sedona does not currently levy a residential rental tax, the League of Cities and Towns is asking cities to oppose this legislation. The City of Sedona opposed this legislation last session.

SB 1006 municipal notices and ordinance; posting (Kavanaugh) (SUPPORT)

Current statute requires that municipal notices and ordinances issued by the governing body of any city or town to be published in a newspaper that is either printed and published within the city or town or printed and published within the county in which the city or town is located and has a greater circulation to residents.

SB 1006 changes statute to allow a city or town's websites as a statutorily authorized location for publishing notices of election, invitations for bids, notices for letting contracts, laws and ordinances and other notices. The legislation also requires a link to all current notices and ordinances to be listed on the website's home page.

SB 1006 passed out of Senate Government by a vote of 5-2-1.

SB 1011 municipalities; partisan elections (Kavanaugh) (NEUTRAL)

Allows candidate elections for a city or town held on or after January 1, 2024, to indicate a candidate's political party registration on the ballot.

Passed out of Senate Government by a vote of 6-1-1.

SB 1033 TPT; diapers; feminine hygiene; exemption

Removes the transaction privilege tax on diapers, feminine hygiene products. This legislation also includes adult diapers. The League has not worked on the fiscal analysis of this legislation on the cities and towns.

Included as an FYI and not asking Council to take a position.

SB 1100 all-terrain vehicles; definition (Carroll)

Changes the weight limits for an all-terrain vehicle from 2,500 pounds or less to 3,500 pounds or less. The result would be heavier recreational off-highway vehicles.

SHORT-TERM RENTAL LEGISLATION

HB 2047 vacation rentals; short-term rentals; restrictions (Bliss) (SUPPORT)

This is the same legislation Representative Barton introduced last session (HB 2711).

The bill allows a city or town with a population of less than 17,000:

- To require an STR owner to maintain a permit or license issued by the city or town.
- To limit the number of STRs based on a percentage of total residentially zoned buildings or structures in the city/town (no specific % referenced).
- Regulate STRs in the same manner as transient lodging activities.

HCR 2011 vacation rentals; short-term rentals (Schweibert)

The 2024 general election ballot is to carry the question of whether to repeal statutes prohibiting municipalities and counties from prohibiting vacation rentals or short-term rentals and restricting the types of regulations that municipalities and counties may impose on vacation rentals or short-term rentals.