1. CALL TO ORDER/PLEDGE OF ALLEGIANCE/MOMENT OF SILENCE

2. ROLL CALL

3. SPECIAL BUSINESS

   LINK TO DOCUMENT =

   a. AB 2935 **Presentation/discussion/possible direction** regarding the Fiscal Year 2023 (FY23) program of work and budget for the contract for services between the Sedona Chamber of Commerce and Tourism Bureau (SCC&TB) and the City of Sedona. SCC&TB will provide an update on the progress, accomplishments and key performance indicators for the various programs, projects and initiatives being pursued as part of the current fiscal year work program.

   b. AB 2930 **Discussion/possible direction** regarding the recommendations of a citizen-led effort to develop a municipal vision, guiding principles and goals for sustainable tourism management.

   c. Discussion regarding ideas for future meeting/agenda items.

4. EXECUTIVE SESSION

   If an Executive Session is necessary, it will be held at Sedona City Hall, 102 Roadrunner Drive. Upon a public majority vote of the members constituting a quorum, the Council may hold an Executive Session that is not open to the public for the following purposes:

   a. To consult with legal counsel for advice on matters listed on this agenda per A.R.S. § 38-431.03(A)(3).

   b. Return to open session. Discussion/possible action on executive session items.

5. ADJOURNMENT

Posted: 03/23/2023

By: DJ   JoAnne Cook, CMC,
                                          City Clerk

CITY COUNCIL CHAMBERS
102 ROADRUNNER DRIVE, SEDONA, AZ

The mission of the City of Sedona government is to provide exemplary municipal services that are consistent with our values, history, culture and unique beauty.

**CITY COUNCIL
AGENDA BILL**

Agenda Item: 3a
Proposed Action & Subject: Presentation/discussion/possible direction regarding the Fiscal Year 2023 (FY23) program of work and budget for the contract for services between the Sedona Chamber of Commerce and Tourism Bureau (SCC&TB) and the City of Sedona. SCC&TB will provide an update on the progress, accomplishments and key performance indicators for the various programs, projects and initiatives being pursued as part of the current fiscal year work program.

Department	City Manager
Time to Present Total Time for Item	2 hours
Other Council Meetings	June 8, 2022; June 29, 2022; January 17-19, 2023
Exhibits	Exh. A SCC&TB Work Program Update

City Attorney Approval	Reviewed 3/21/23 KWC	Expenditure Required	
		$	0
		Amount Budgeted	
		$	0
City Manager's Recommendation	For discussion and direction only.	Account No. (Description)	
		Finance Approval	☒

SUMMARY STATEMENT

Background: On June 29, 2022 the City Council approved a program of work and associated budget for a contract between the Chamber of Commerce and Tourism Bureau and the City of Sedona for tourism management programs, projects and initiatives for Fiscal Year 2023. The SCC&TB and the City Council briefly discussed status updates related to this work in October 2022 and January 2023.

In advance City Council consideration of a FY2024 program of work and budget, the SCC&TB will present an update to the City Council on the existing work, accomplishments to date, anticipated next steps, and key performance indicators for the FY2023 program.

Climate Action Plan/Sustainability Consistent: ☐Yes - ☐No - ☒Not Applicable

Board/Commission Recommendation: ☐Applicable - ☒Not Applicable

Alternative(s): N/A

I move to: for presentation, discussion and direction only.

SEDONA

CHAMBER OF COMMERCE
& TOURISM BUREAU

FY23 | PROGRAMS UPDATE

July 2022 – February 2023

IN PROUD
PARTNERSHIP WITH

FY23 ANNUAL PROGRAM GOALS

1. ENCOURAGE POSITIVE VISITOR BEHAVIOR
2. LESSEN DENSITY OF VISITORS AT BUSY LOCATIONS
3. ASSIST IN PRESERVING SEDONA'S NATURAL RESOURCES
4. HELP ENSURE FUTURE ECONOMIC HEALTH
5. EASE NEIGHBORHOOD BURDENS AND SUPPORT WORKFORCE
6. DEEPEN ENGAGEMENT WITH SHORT-TERM RENTAL SECTOR

GOAL #1:
ENCOURAGE POSITIVE VISITOR BEHAVIOR

- Online Toolkits & Content Sharing

- Geofencing

- In-Room Videos

- Official Uptown Visitor Center

- Frontliner (formerly Concierge Connection)

- AOT Rural Co-Op Programs

- OHV/ Tread Lightly Visitor Education

ONLINE TOOLKITS & CONTENT SHARING

LEAVE NO TRACE TOOLKIT – SedonaLNTPartnerProgram.com

KPI: New Partners

FY23 Target: 80 New Partners
- Q1:   14
- Q2:   23
- Q3 *as of 2/28/2023:   21

YTD: 58

Estimated Completion of Target: 87

ONLINE TOOLKITS & CONTENT SHARING

TRANSIT TOOLKITS – SedonaShuttleToolkit.com & VerdeShuttleToolkit.com

KPI: Pageviews

FY23 Target: 5,200 Pageviews

- Q1:   111
- Q2:   344
- Q3 *as of 2/28/2023:   205

YTD: 660

Estimated Completion of Target: 991

Trailhead Shuttle Routes
Thursday-Sunday

SEDONA SHUTTLE
928-203-5152
SedonaShuttle.com

- Mescal Trailhead
- Dry Creek Vista Trailhead
- **12** Dry Creek Vista
- Soldier Pass Trailhead
- **14** Soldier Pass
- **11** Dry Creek Vista/Mescal
- POSSE GROUNDS PARK & RIDE 20 Carruth Dr
- NORTH SR-179 PARK & RIDE 1294 SR 179
- WEST SR-89A PARK & RIDE 905 Upper Red Rock Loop Rd
- **15** Cathedral Rock/Little Horse
- Cathedral Rock Trailhead
- Little Horse Trailhead

14 Soldier Pass
Thursday-Sunday

	Out to Trailhead		Back to Parking	
	Depart Posse Grounds Park & Ride **A**	Arrive Soldier Pass Trailhead **F**	Depart Soldier Pass Trailhead **F**	Arrive Posse Grounds Park & Ride **A**
AM	7:00	7:08	AM 7:08	7:16
	7:50	7:58	7:58	8:06
	8:40	8:48	8:48	8:56
	9:30	9:38	9:38	9:46
	10:20	10:28	10:28	10:36
	11:10	11:18	11:18	11:26
PM	12:00	12:08	PM 12:08	12:16
	12:50	12:58	12:58	1:06
	1:40	1:48	1:48	1:56
	2:30	2:38	2:38	2:46
	3:20	3:28	3:28	3:36
	4:10	4:18	4:18	4:26
			5:08	5:16

15 Cathedral Rock/Little Horse
Thursday-Sunday

	Out to Trailheads			Back to Parking		
	Depart North SR-179 Park & Ride **C**	Arrive/Depart Cathedral Rock Trailhead **G**	Arrive Little Horse Trailhead **H**	Depart Cathedral Rock Trailhead **G**	Arrive/Depart Little Horse Trailhead **H**	Arrive North SR-179 Park & Ride **C**
AM	7:00	7:10	7:16	AM 7:10	7:16	7:24
	7:15	7:25	7:31	7:25	7:31	7:39
	7:30	7:40	7:46	7:40	7:46	7:54
	7:45	7:55	8:01	7:55	8:01	8:09
	8:00	8:10	8:16	8:10	8:16	8:24
	8:15	8:25	8:31	8:25	8:31	8:39
	8:30	8:40	8:46	8:40	8:46	8:54
	8:45	8:55	9:01	8:55	9:01	9:09
	9:00	9:10	9:16	9:10	9:16	9:24
	9:15	9:25	9:31	9:25	9:31	9:39
	9:30	9:40	9:46	9:40	9:46	9:54
	9:45	9:55	10:01	9:55	10:01	10:09
	10:00	10:10	10:16	10:10	10:16	10:24
	10:15	10:25	10:31	10:25	10:31	10:39
	10:30	10:40	10:46	10:40	10:46	10:54
	10:45	10:55	11:01	10:55	11:01	11:09
	11:00	11:10	11:16	11:10	11:16	11:24
	11:15	11:25	11:31	11:25	11:31	11:39
	11:30	11:40	11:46	11:40	11:46	11:54
	11:45	11:55	12:01	11:55	12:01	12:09
PM	12:00	12:10	12:16	PM 12:10	12:16	12:24
	12:15	12:25	12:31	12:25	12:31	12:39
	12:30	12:40	12:46	12:40	12:46	12:54
	12:45	12:55	13:01	12:55	13:01	1:09
	1:00	1:10	1:16	1:10	1:16	1:24
	1:15	1:25	1:31	1:25	1:31	1:39

For safety, shuttles pick up and drop off only at designated stops.

11 Dry Creek Vista/Mescal
Thursday-Sunday

	Out to Trailheads			Back to Parking		
	Depart West SR-89A Park & Ride **B**	Arrive/Depart Dry Creek Vista Trailhead **D**	Arrive Mescal Trailhead **E**	Depart Dry Creek Vista Trailhead **D**	Arrive/Depart Mescal Trailhead **E**	Arrive West SR-89A Park & Ride **B**
AM	7:00	7:10	7:15	AM 7:10	7:15	7:28
	7:30	7:40	7:45	7:40	7:45	7:58
	8:00	8:10	8:15	8:10	8:15	8:28
	8:30	8:40	8:45	8:40	8:45	8:58
	9:00	9:10	9:15	9:10	9:15	9:28
	9:30	9:40	9:45	9:40	9:45	9:58
	10:00	10:10	10:15	10:10	10:15	10:28
	10:30	10:40	10:45	10:40	10:45	10:58
	11:00	11:10	11:15	11:10	11:15	11:28
	11:30	11:40	11:45	11:40	11:45	11:58
PM	12:00	12:10	12:15	PM 12:10	12:15	12:28
	1:00	1:10	1:15	1:10	1:15	1:28
	1:30	1:40	1:45	1:40	1:45	1:58
	2:00	2:10	2:15	2:10	2:15	2:28
	2:30	2:40	2:45	2:40	2:45	2:58
	3:00	3:10	3:15	3:10	3:15	3:28
	3:30	3:40	3:45	3:40	3:45	3:58
	4:00	4:10	4:15	4:10	4:15	4:28
	4:30	4:40	4:45	4:40	4:45	4:58
				5:20*	5:15*	5:30

* Note: this trip serves Mescal before Dry Creek Vista.

12 Dry Creek Vista
Thursday-Sunday

	Out to Trailhead		Back to Parking	
	Depart Posse Grounds Park & Ride **A**	Arrive Dry Creek Vista Trailhead **D**	Depart Dry Creek Vista Trailhead **D**	Arrive Posse Grounds Park & Ride **A**
AM	7:16		7:16	
	8:06			
	8:56			
	9:46			
	10:36			
	11:26			
PM	12:16			
	1:06			
	1:56			
	2:46			
	3:36			
	4:26			

Real-time Info at your Fingertips
Download the TransLoc App to get realtime departure...

Public Transit in Sedona

- **12** Dry Creek Vista Trailhead Shuttle
- **14** Soldier Pass Trailhead Shuttle
- POSSE GROUNDS PARK & RIDE 20 Carruth Dr
- Uptown
- **11** Dry Creek Vista/Mescal Trailhead Shuttle
- West Sedona
- WEST SR-89A PARK & RIDE 905 Upper Red Rock Loop Rd
- Tlaquepaque
- Hillside
- NORTH SR-179 PARK & RIDE 1294 SR 179
- **15** Cathedral Rock/Little Horse Trailhead Shuttle
- Verde Shuttle to/from Cottonwood VerdeShuttle.com

Sedona Shuttle Connect service area
Demand-Response service coming in 2023

Trailhead Shuttles
Service Thursday-Sunday

Verde Shuttle
Daily service to/from Cottonwood
VerdeShuttle.com

Riding Sedona Shuttle's Free Trailhead Routes
- Use the map inside this guide to see which shuttle route serves the hike you want to take.
- Download the TransLoc app for real-time shuttle departures.
- Go to the free park and ride lot for the shuttle you want to access. Google Maps can help you find the way, or just look for the signs.
- Catch the free shuttle and get dropped quickly and safely, right at the trailhead.
- Sedona Shuttle buses are wheelchair accessible and have bike racks for up to three bikes.
- When you've finished your hike, catch a relaxing ride from the trailhead back to your car.

SEDONA SHUTTLE
Trailhead Pickup
Thurs - Sun
Cathedral Rock, Little Horse

Other Public Transportation in Sedona
- The Verde Shuttle connects Cottonwood and Sedona, as well as providing service within Sedona. For more information visit **VerdeShuttle.com**.
- Later in 2023 Sedona Shuttle will introduce app-based on-demand service that will provide rides anywhere within the Microtransit zone shown on the map above. Stay tuned for more details.

Covid Safety
Based on current CDC guidance, face masks are recommended at this time but are not mandatory. Should face masks be required, the driver will let you know and will provide a mask if you need one.

The free, easy and eco-friendly way to explore some of Sedona's favorite trails.

SEDONA SHUTTLE

Trailhead Shuttles

Route 11
Dry Creek Vista Trailhead
Dry Creek Vista Trail, Chuckwagon Trail, Girdner Trail, Devil's Bridge, Mescal Trail, Lizard head Trail, Snake Trail

Mescal Trailhead
Mescal Trail, Chuckwagon Trail, Devil's Bridge, Long Canyon Trail, Deadman's Pass

Route 12
Dry Creek Vista Trailhead
Dry Creek Vista Trail, Chuckwagon Trail, Girdner Trail, Devil's Bridge, Mescal Trail, Lizard head Trail, Snake Trail

Route 14
Soldier Pass Trailhead
Soldier Pass Trail, Devil's Kitchen Sinkhole, Seven Sacred Pools, Teacup Trail, Cibola Pass Trail, Brins Mesa Trail, Jordan Trail

Route 15
Cathedral Rock Trailhead
Cathedral Rock Trail, Cathedral Vortex, Templeton Trail, Easy Breezy Trail, Baldwin Trail, HT Trail

Little Horse Trailhead
Little Horse Trail, Bell Rock Pathway, Chicken Point, Llama Trail, Chapel Trail, Broken Arrow Trail

Scan for more hiking info:

SEDONA SHUTTLE

928-203-5152   SedonaShuttle.com

Public transit powered by the City of Sedona

Effective March 1, 2023

Free Parking, Free Rides and Free Access to Five Popular Trailheads:
- Cathedral Rock
- Dry Creek Vista
- Little Horse
- Mescal
- Soldier Pass

928-203-5152
SedonaShuttle.com

Effective March 1, 2023

SEDONA SHUTTLE

Ride to some of Sedona's favorite trails.

The free, easy and eco-friendly way to explore:
- Cathedral Rock
- Dry Creek Vista
- Little Horse
- Mescal
- Soldier Pass

Scan to Learn More:

928-203-5152   SedonaShuttle.com

- Encouraging Verde Shuttle for Visitor Use
- Blog post on VisitSedona.com
- Inclusion in Frontliner e-Newsletter
- Presentation at Concierge Network Event

GEOFENCING

KPI: Program Impressions
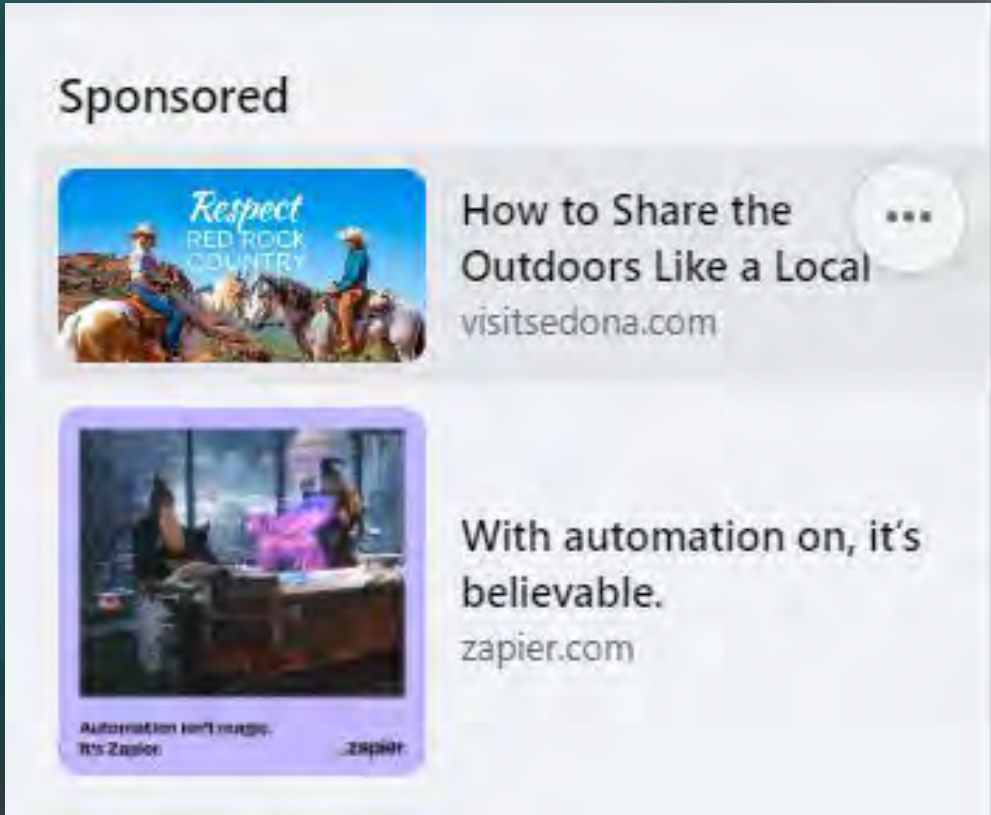
FY23 Target: 3,600,000 Impressions

- Q1:   NA
- Q2:   262,281
- Q3 *as of 2/28/2023:   442,895

YTD: 705,176

Estimated Completion of Target: 3.4M – 3.6M

IN-ROOM VIDEOS

KPI: Number of Views

FY23 Target: 2,000,000

- Q1:   500,000
- Q2:   500,000
- Q3 *as of 2/28/2023:   333,333

YTD: 1,333,333

Estimated Completion of Target: 2,000,000

OFFICIAL UPTOWN VISITOR CENTER

KPI: Manage & Assist Walk-In Visitors

FY23 Target: 150,000 Visitors

- Q1:   26,889
- Q2:   33,250
- Q3 *as of 2/28/2023:   19,001

YTD: 79,140
Estimated Completion of Target: 138,348
Spring Break numbers are estimated at 2022 levels
Q4 estimated at 2022 levels

OFFICIAL UPTOWN VISITOR CENTER

KPI: Manage & Assist Visitor Inquiries by Phone/Email

FY23 Target: 7,500 Inquiries

- Q1:   1,703
- Q2:   1,244
- Q3 *as of 2/28/2023:   960

YTD: **3,907**
Estimated Completion of Target: 9,346
Spring Break numbers are estimated at 2022 levels
Q4 estimated at 2022 levels

OFFICIAL UPTOWN VISITOR CENTER

KPI: Visitor Satisfaction Rating of Good to Excellent (visitor sign-in sheets)

FY23 Target: 100%
- Q1:   100%
- Q2:   100%
- Q3 *as of 2/28/2023:   100%

YTD: **100%**

Estimated Completion of Target: 100%

FRONTLINER
FORMERLY CONCIERGE CONNECTION

KPI: Ensure a high open rate on the Frontliner e-Newsletter

FY23 Target: 25% Open Rate
- Q1:   58%
- Q2:   51%
- Q3 *as of 2/28/2023:   55%

YTD: **55%**

Estimated Completion of Target: 55%

- Increased from 100 subscribers to 170!
- Ongoing distribution of key collateral – ESG, Transit collateral, Secret 7
- Chamber participated in Concierge Network meetings since November

AOT RURAL CO-OP PROGRAMS

KPI: Total Circulation

FY23 Target: 790,000

- Q1: 197,500
- Q2: 197,500
- Q3 *as of 2/28/2023: 197,500

YTD: 523,667

Estimated Completion of Target: 790,000

OHV/TREAD LIGHTLY VISITOR EDUCATION

KPI: N/A

SCC&TB is involved in visitor education

- Blog posts
- Social media sharing
- E-Newsletter updates
- Print through AOT Rural Co-Op Program

IMPROVING SEDONA TRAILS ONE PROJECT AT A TIME

In 2021, the Red Rock OHV Conservation Crew (RROCC) was formed to help balance the right to recreate on public lands with the environmental stewardship, conservation of cultural heritage and care for resident quality of life required to ensure OHV access to national forests is sustainable.

tread lightly!

GOAL #2:
LESSEN DENSITY OF VISITORS AT BUSY LOCATIONS

SEDONA'S SECRET 7

KPI: SedonaSecret7.com Pageviews

FY23 Target: 75,000 Pageviews

- Q1:   17,244
- Q2:   55,361
- Q3 *as of 2/28/2023:   46,208

YTD: 118,813

Estimated Completion of Target: Exceeded

GOAL #3:
ASSIST IN PRESERVING SEDONA'S NATURAL RESOURCES

- Leave No Trace – Voluntourism Program Development

- Sustainable Business Certification Program

- Sedona Trail Keepers 2.0

- Fly Friendly Program

LNT – VOLUNTOURISM FRAMEWORK

Research Survey on Voluntourism
- Visitor Perception: attitudes/motivation
- Stakeholders: ideas/lessons/challenges
- Community Perception: last minute/rare
- Path Forward…

67% OF RESPONDENTS SAID THE FOLLOWING STATEMENT WAS TRUE… "I WANT TO SERVE THE COMMUNITY."

ALL STAKEHOLDERS INDICATED THEY WERE INTERESTED IN CONTINUING TO WORK WITH THE CHAMBER TO BUILD A VOLUNTOURISM PROGRAM

The greater Sedona area is poised to link its existing volunteer stakeholder organizations with area visitors in a constructive and mutually beneficial way.

AMERICANS WHO VOLUNTEER AT LEAST ONCE PER YEAR
Corporation for National and Community Service (2018)

30%

SUSTAINABLE BUSINESS CERTIFICATION PROGRAM

KPI: Businesses Certified, Upgraded, or Re-Certified

FY23 Target: 8 Total
- Q1:   0
- Q2:   0
- Q3 *as of 2/28/2023:   2

YTD: 2

Estimated Completion of Target: 8

SEDONA TRAIL KEEPERS 2.0

- Successful continuation of program – in year 2

- Maintaining 50+ participating businesses

- Donation Event held March 9, 2023

- Sponsor funds to date $104,000

- Total funds to date $208,000

FLY FRIENDLY PROGRAM

- Continued community and private sector collaboration
- Next: A review of the existing agreement, with adaptations as needed

GOAL #4:
HELP ENSURE FUTURE ECONOMIC HEALTH

- Group/ Meeting Sales

- Travel Trade Industry

GROUP/MEETING SALES

KPI: Leads Generated for Room Nights

FY23 Target: Leads for 15,000 Room Night Opportunities
- Q1: 9,107
- Q2: 8,579
- Q3 *as of 2/28/2023: 8,507

YTD: 26,193

Estimated Completion of Target: Exceeded

GROUP/MEETING SALES

KPI: Meetings With Meeting Planners

FY23 Target: 60 Meeting Planners

- Q1:   24
- Q2:   20
- Q3 *as of 2/28/2023:   23

YTD: 67

Estimated Completion of Target: Exceeded

GROUP/MEETING SALES

KPI: Pageviews – Group Meetings & Destination Event Planner Pages on VisitSedona.com

FY23 Target: 12,000 Pageviews

- Q1:   4,632
- Q2:   3,659
- Q3 *as of 2/28/2023:   2,066

YTD: **10,357**

Estimated Completion of Target: 15,536

TRAVEL TRADE INDUSTRY SALES

KPI: Domestic & International Hotel and Service Request Leads

FY23 Target: 22 Hotel and Service Request Leads
- Q1:   10
- Q2:   7
- Q3 *as of 2/28/2023:   3

YTD: 20

Estimated Completion of Target: 30

TRAVEL TRADE INDUSTRY SALES

KPI: Service Request Referrals

FY23 Target: 650 Service Request Referrals

- Q1:   232
- Q2:   185
- Q3 *as of 2/28/2023:   156

YTD: 573

Estimated Completion of Target: 860

TRAVEL TRADE INDUSTRY SALES

KPI: Meetings With Travel Professionals at Trade Shows & Events

FY23 Target: 150 – 190 Travel Trade Professionals

- Q1:   40
- Q2:   0
- Q3 *as of 2/28/2023:   102

YTD: 142

Estimated Completion of Target: 190

GOAL #5:
EASE NEIGHBORHOOD BURDENS & SUPPORT WORKFORCE

- Sedona Shuttle Marketing
- Verde Shuttle Marketing

SEDONA SHUTTLE MARKETING

KPI: Pageviews – SedonaShuttle.com

FY23 Target: 365,000 Pageviews

- Q1:   48,190
- Q2:   87,715
- Q3 *as of 2/28/2023:   62,588

YTD: 198,493

Estimated Completion of Target: 297,740

SCC&TB continues to produce:

- Sedona Shuttle News – e-newsletter

- Communications through Sedona Chamber Channels (website, newsletters)

- Social Media

- Periodic presentation to Lodging Council and Concierge Group

- Maintain the Sedona Shuttle Marketing Partner Toolkit. Encourage business to use the tools to integrate transit information and benefits into their own communications

- Encourage partner organizations to include Sedona Shuttle info and benefits on their websites and in their blogs.

- Sedona Visitor Center – stickers, display, QR Code and/or handout by trailhead donation box

- Delivery of Rider Guides and collateral to 80+ hotels, and businesses

VERDE SHUTTLE MARKETING

KPI: Pageviews – VerdeShuttle.com

FY23 Target: 50,000 Pageviews
- Q1:   8,417
- Q2:   9,858
- Q3 *as of 2/28/2023:   6,290

YTD: 24,565

Estimated Completion of Target: 36,848

GOAL #6:
DEEPEN ENGAGEMENT WITH SHORT-TERM RENTAL SECTOR

KPI: TBD

FY23 Target: TBD

- November 2022 city council indicated the approved KPI was no longer acceptable
- Anticipated discussion during January work session did not occur
- Successes have been gained in the past 8 months
- Awaiting completion of the city's STR registration project to proceed with collateral development

FOUNDATIONAL ASSETS

- VisitSedona.com

- Consumer e-Newsletter

- Social Media

- Experience Sedona Guide

VISITSEDONA.COM

KPI: Unique Visitors

FY23 Target: 1,200,000 unique visitors

- Q1:   684,533
- Q2:   908,891
- Q3 *as of 2/28/2023:   725,563

YTD: 2,318,987

Estimated Completion of Target: Exceeded
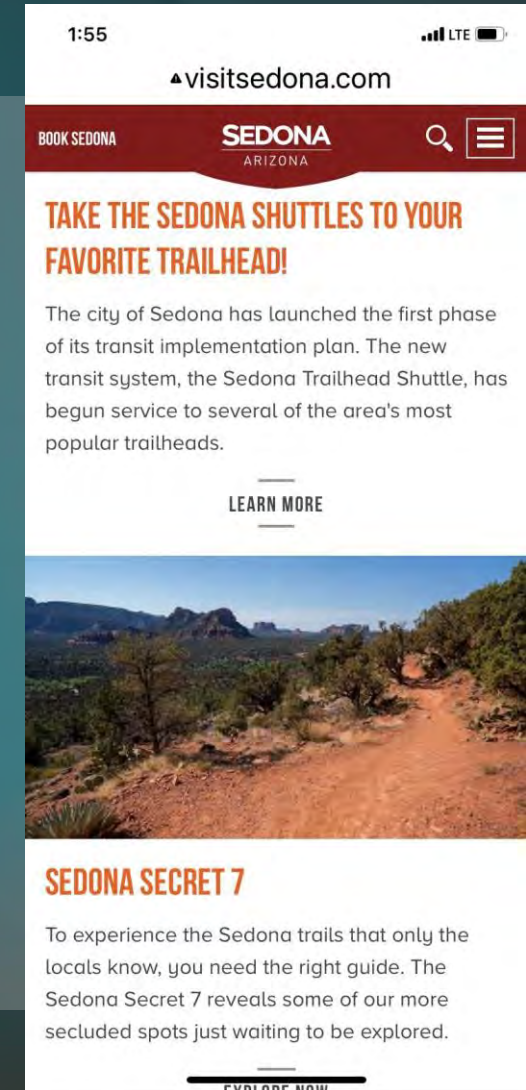
CONSUMER E-NEWSLETTER

KPI: Maintain Open Rate

FY23 Target: 20% Minimum Open Rate

- Q1:   30%
- Q2:   37%
- Q3 *as of 2/28/2023:   26%

YTD: **31%**

Estimated Completion of Target: 30%

SOCIAL MEDIA

KPI: Increase in Followers

FY23 Target: 18,000 New Followers

- Q1:   5,937
- Q2:   5,924
- Q3 *as of 2/28/2023:   6,048

YTD: 17,909

Estimated Completion of Target: 26,864

EXPERIENCE SEDONA GUIDE

KPI: Distribute the Printed Experience Sedona Guide

FY23 Target: 200,000 Copies

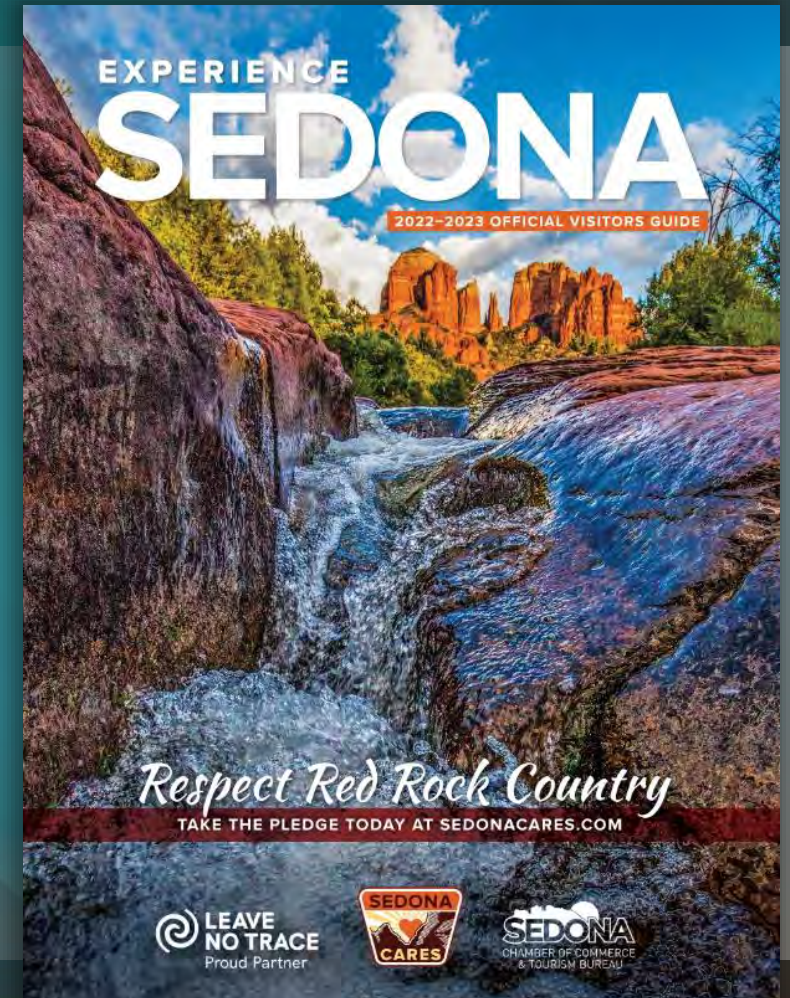- Q1:   36,925
- Q2:   52,242
- Q3 *as of 2/28/2023:   28,188

YTD: 117,355

Estimated Completion of Target: 200,000

Questions & Answers

**CITY COUNCIL
AGENDA BILL**

Agenda Item: 3b
Proposed Action & Subject: Discussion/possible direction regarding the recommendations of a citizen-led effort to develop a municipal vision, guiding principles and goals for sustainable tourism management.

Department	City Manager
Time to Present	20 minutes
Total Time for Item	90 minutes
Other Council Meetings	January 17-19, 2023
Exhibits	A. DRAFT Municipal Tourism Management Vision, Goals and Guiding Principles

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City Attorney Approval	Reviewed 03/21/23 KWC	**Expenditure Required**	
		$	0
		Amount Budgeted	
		$	0
City Manager's Recommendation	For discussion and direction only.	Account No. (Description)	
		Finance Approval	☒

SUMMARY STATEMENT

Background: During the January 2023 City Council Annual Retreat and Priority Setting Meeting, the City Council by majority consensus, directed staff to convene with resident volunteers Ann Kelley and Bob Pifke to discuss approach and next steps towards assisting the City and the Sedona Chamber of Commerce and Tourism Bureau (SCC&TB) with the development of a coordinated and updated plan for sustainable tourism management. This plan was to include the identification of a vision, guiding principles and goals, and ultimately strategies and tactics to achieve those goals, for both organizations.

Ms. Kelley and Mr. Pifke have interviewed all the City Councilors in an effort to document a shared vision, guiding principles and goals for tourism management from the municipal perspective. Because these topics cannot be discussed collectively by the City Council except in a properly noticed open public meeting, this work session will provide the opportunity for the full Council to consider and provide input on the DRAFT Municipal Tourism Management Vision, Goals and Guiding Principles document prepared by the citizen committee. That

DRAFT document is included as Exhibit A. The goal will be for the City Council to come to consensus regarding these proposed elements.

This citizen-led committee is going through the same exercise with the SCC&TB and will return to a future Council work session to discuss their findings from the Tourism Bureau perspective and identify where there is alignment between the two entities with respect to tourism management goals. From there, the Council will be in a better position to provide direction regarding next steps towards tourism management and future contractual relationship with the SCC&TB for fiscal year 2024 and beyond. That follow-up discussion is tentatively scheduled for April 12, 2023.

Climate Action Plan/Sustainability Consistent: ☐Yes - ☐No - ☒Not Applicable

Board/Commission Recommendation: ☐Applicable - ☒Not Applicable

Alternative(s): N/A

MOTION

I move to: for presentation, discussion and direction only.

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DRAFT SEDONA
TOURISM MANAGEMENT VISION

Protect the surrounding environment and quality of life for the community, while providing a positive experience for visitors and prosperity for local businesses

TOURISM MANAGEMENT GOALS

1. **Manage tourism to limit traffic delays and parking issues to 2019 (pre-pandemic) levels**
   a. **reduce numbers at peak to a manageable level for infrastructure and residents**
   b. **fill the off season to support the tourism businesses**

2. **Proactively protect the environment by delivering effective education and mitigation support services**

3. **Support all local tourism businesses to enable their prosperity**

4. **Build a connection between residents and local tourism businesses to support business prosperity during non-peak times**

5. **Collect data such as tourism numbers, travel times, traffic congestion, parking issues, and use of key attractions/services in order to assess the effectiveness of Tourism Management Strategies**

6. **Clearly define and effectively communicate a Sedona Brand consistent with the Tourism Management Vision and Goals**

DRAFT TOURISM MANAGEMENT GUIDING PRINCIPLES

Number of visitors:
- There is a practical limitation to the number of visitors the City's infrastructure can support without serious degradation of the natural environment and resident quality of life. Our challenge right now is that we do not have a measurement system in place that can quantify the number of visitors present or their corresponding impact on the natural environment and residential quality of life. This measurement system must be developed as part of this effort
- Based upon experience, 2019 (pre-pandemic) levels of visitation and economic activity should be viewed, for now, as the current maximum
- We need to focus less on visitor counts and more on providing a superior experience, so that businesses are able to demand premium prices and increased sales volume
- Businesses also need to effectively reach out to residents during non-peak times in order to offset lost visitor revenue

Type of visitor:
- Sees Sedona as a special place - will take great care of our natural environment and respect wildlife
- Is understanding of potential time and space limitations that may be imposed in high use areas (e.g., use of shuttle for trailhead access)
- Willing to use transit, walk and bike - embraces the transit system
- Sees Sedona as a standalone destination, wanting to stay multiple days
- Willing to attend small retreats, special events, festivals (art, music, culinary) held at targeted times throughout the year (especially non-peak)
- Interested in and financially able to patronize restaurants, spas, shops, purchase art and experience spiritual healing

Behavior of tourism businesses:
- Foster respect for the area – reduce their environmental impact; do not negatively impact traditional residential areas
- Actively seek opportunities to provide guests alternatives to driving to/in Sedona
- Have the ability to offer salary and benefits that attract and retain quality employees
- Have offerings that entice visitors to stay multiple days
- Offer alternative transportation modes (bikes, scooters, etc.) as a way to encourage visitors to not drive
- Utilize local businesses for services required (photographers, graphic designers, copy/print shops, etc.)

Behavior of residents:
- Be welcoming and polite to tourists
- Support all local businesses, so that they are viable year round
- Be knowledgeable of tourism patterns and adjust plans to avoid schedule disruptions

Examples of Strategies for some Tourism Management Goals

TOURISM MANAGEMENT GOAL	Examples of STRATEGIES the Tourism Bureau could apply toward meeting the GOAL
Manage tourism to limit traffic delays and parking issues to 2019 (pre-pandemic) levels • reduce numbers at peak to a manageable level for infrastructure and residents • fill the off season to support the tourism businesses	• Design more events to draw visitors in the off season • Reestablish the Sedona Events Alliance to level out events and coordinate with Parks and Recreations • Utilize demarketing during peak periods to discourage day trippers • During large events, coordinate airport shuttles to pick up visitors versus having them rent cars and drive to/in Sedona • Put systems in place to control the number of visitors at the most popular trails or parks (e.g., shuttles to trailheads, reservation system at Slide Rock)
Proactively protect the environment by delivering effective education and mitigation support services	• Influence the behavior of visitors through education and visitor interaction once they arrive to Sedona • Encourage responsible tourism such as "Leave no trace", respect the environment • Identify impacts to the environment and facilitate actions to mitigate (e.g. RROCC, trash pick-up at trails, etc.)
Support all local tourism businesses to enable their prosperity	• Provide a listing of all tourism businesses on Visit Sedona website and in the Visitor Center brochures • Offer "Experience Sedona" packages that encourage visitors to incorporate many Sedona offerings including spiritual wellness and the arts • Establish Affinity Groups for all tourism sectors (galleries, shops, tours, metaphysical, etc.) to enable effective communication and support
Build a connection between residents and local tourism businesses to support business prosperity during low tourism times	• Design method to let residents know when "it is safe to come out" and that the tourism businesses need their financial support • Work with tourism businesses to design resident outreach programs (e.g. discounts, product refill programs, resident restaurant reservation system) • Improve dialogue and communications between residents and businesses
Collect data such as tourism numbers, travel times, traffic congestion, parking issues and use of key attractions/services in order to assess the effectiveness of Tourism Management Strategies	• Analyze data to assess performance and make necessary adjustments to improve tourism management (e.g., shuttles, parking, traffic management) • Analyze data to understand the interests of visitors and share this information with the local business community
Clearly define and effectively communicate the Sedona Brand consistent with the Tourism Management Vision and Goals	• Work with a consortium across the city (or use the Community Plan activity) to define Sedona's Brand and then use that information to run a brand SWOT analysis