

# AGENDA



# 2:00 P.M.

## CITY COUNCIL MEETING

## WEDNESDAY, MARCH 29, 2023

### NOTES:

- Public Forum: Comments are generally limited to 3 minutes.
- Consent Items: Items listed under Consent Items have been distributed to Council Members in advance for study and will be enacted by one motion. Any member of the Council, staff or the public may remove an item from the Consent Items for discussion. For additional information on pulling a Consent Item, please contact the City Clerk's Office staff, preferably in advance of the Call to Order. Items removed from the Consent Items may be acted upon before proceeding to the next agenda item.
- Meeting room is wheelchair accessible. American Disabilities Act (ADA) accommodations are available upon request. Please phone 928-282-3113 at least two (2) business days in advance.
- City Council Meeting Agenda Packets are available on the City's website at:

[www.SedonaAZ.gov](http://www.SedonaAZ.gov)

THE MEETING CAN BE VIEWED LIVE ON THE CITY'S WEBSITE AT [WWW.SEDONAAZ.GOV](http://WWW.SEDONAAZ.GOV) OR ON CABLE CHANNEL 4.

### GUIDELINES FOR PUBLIC COMMENT

#### PURPOSE:

- To allow the public to provide input to the City Council on a particular subject scheduled on the agenda.
- This is not a question/answer session.
- No disruptive behavior or profane language will be allowed.

#### PROCEDURES:

- Fill out a "Comment Card" and deliver it to the City Clerk.
- When recognized, use the podium/microphone.
- State your:
  1. Name and
  2. City of Residence
- Limit comments to **3 MINUTES.**
- Submit written comments to the City Clerk.

### 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

Note: Pursuant to A.R.S. § 38-431.02 notice is hereby given to the members of the City Council and to the general public that the Council will hold the above open meeting. Members of the City Council will attend either in person or by telephone, video, or internet communications. The Council may vote to go into executive session on any agenda item, pursuant to A.R.S. § 38-431.03(A)(3) and (4) for discussion and consultation for legal advice with the City Attorney. Because various other commissions, committees and/or boards may speak at Council meetings, notice is also given that four or more members of these other City commissions, boards, or committees may be in attendance.

A copy of the packet with materials relating to the agenda items is typically available for review by the public in the Clerk's office after 1:00 p.m. the Thursday prior to the Council meeting and on the City's website at [www.SedonaAZ.gov](http://www.SedonaAZ.gov). The Council Chambers is accessible to people with disabilities, in compliance with the Federal 504 and ADA laws. Those with needs for special typeface print, may request these at the Clerk's Office. All requests should be made **forty-eight hours** prior to the meeting.

NOTICE TO PARENTS AND LEGAL GUARDIANS: Parents and legal guardians have the right to consent before the City of Sedona makes a video or voice recording of a minor child, pursuant to A.R.S. § 1-602(A)(9). The Sedona City Council meetings are recorded and may be viewed on the City of Sedona website. If you permit your child to attend/participate in a televised City Council meeting, a recording will be made. You may exercise your right not to consent by not allowing your child to attend/participate in the meeting.

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**

**AB 2935  
March 29, 2023  
Special Business**

**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.

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

<b>City Attorney Approval</b>	Reviewed 3/21/23 KWC	<b>Expenditure Required</b>	
		\$	0
		<b>Amount Budgeted</b>	
		\$	0
<b>City Manager's Recommendation</b>	For discussion and direction only.	Account No. (Description)	
		Finance Approval	<input checked="" type="checkbox"/>

**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

**MOTION**

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



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](http://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



### 11 Dry Creek Vista/Mescal

Thursday-Sunday

Out to Trailheads			Back to Parking		
Depart West SR-89A Park & Ride	Arrive/Depart Dry Creek Vista Trailhead	Arrive Mescal Trailhead	Depart Dry Creek Vista Trailhead	Arrive/Depart Mescal Trailhead	Arrive West SR-89A Park & Ride
A	B	C	D	E	F
AM 7:00	7:10	7:15	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	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*	5:20*	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	Arrive Dry Creek Vista Trailhead	Arrive Posse Grounds Park & Ride	Depart Dry Creek Vista Trailhead	Arrive Posse Grounds Park & Ride	Arrive Dry Creek Vista Trailhead
A	B	C	D	E	F
AM 7:10	7:15	7:28	7:10	7:15	7:28
7:30	7:35	7:58	7:30	7:35	7:58
8:00	8:05	8:28	8:00	8:05	8:28
8:30	8:35	8:58	8:30	8:35	8:58
9:00	9:05	9:28	9:00	9:05	9:28
9:30	9:35	9:58	9:30	9:35	9:58
10:00	10:05	10:28	10:00	10:05	10:28
10:30	10:35	10:58	10:30	10:35	10:58
11:00	11:05	11:28	11:00	11:05	11:28
11:30	11:35	11:58	11:30	11:35	11:58
PM 12:16	12:21	12:46	12:16	12:21	12:46
1:06	1:11	1:36	1:06	1:11	1:36
1:56	2:01	2:26	1:56	2:01	2:26
2:46	2:51	3:16	2:46	2:51	3:16
3:36	3:41	4:06	3:36	3:41	4:06
4:26	4:31	4:56	4:26	4:31	4:56

### 14 Soldier Pass

Thursday-Sunday

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

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

### 15 Cathedral Rock/Little Horse

Thursday-Sunday

Out to Trailheads			Back to Parking		
Depart North SR-179 Park & Ride	Arrive/Depart Cathedral Rock Trailhead	Arrive Little Horse Trailhead	Depart Cathedral Rock Trailhead	Arrive/Depart Little Horse Trailhead	Arrive North SR-179 Park & Ride
A	B	C	D	E	F
AM 7:00	7:10	7:16	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	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	13:09
1:00	1:10	1:16	1:10	1:16	1:24
1:15	1:25	1:31	1:25	1:31	1:39

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

### Public Transit in Sedona



### 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.



### 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](http://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, Girder 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, Girder 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:



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

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



**Verde Shuttle**  
COTTONWOOD • SEDONA

**Hop on, Hop off**  
at Sedona hotels, restaurants,  
shops, galleries and hikes.



*Hourly Service.  
All Day. Every Day.  
Only \$1.*

**928-282-0938**  
**VerdeShuttle.com**

# GEOFENCING

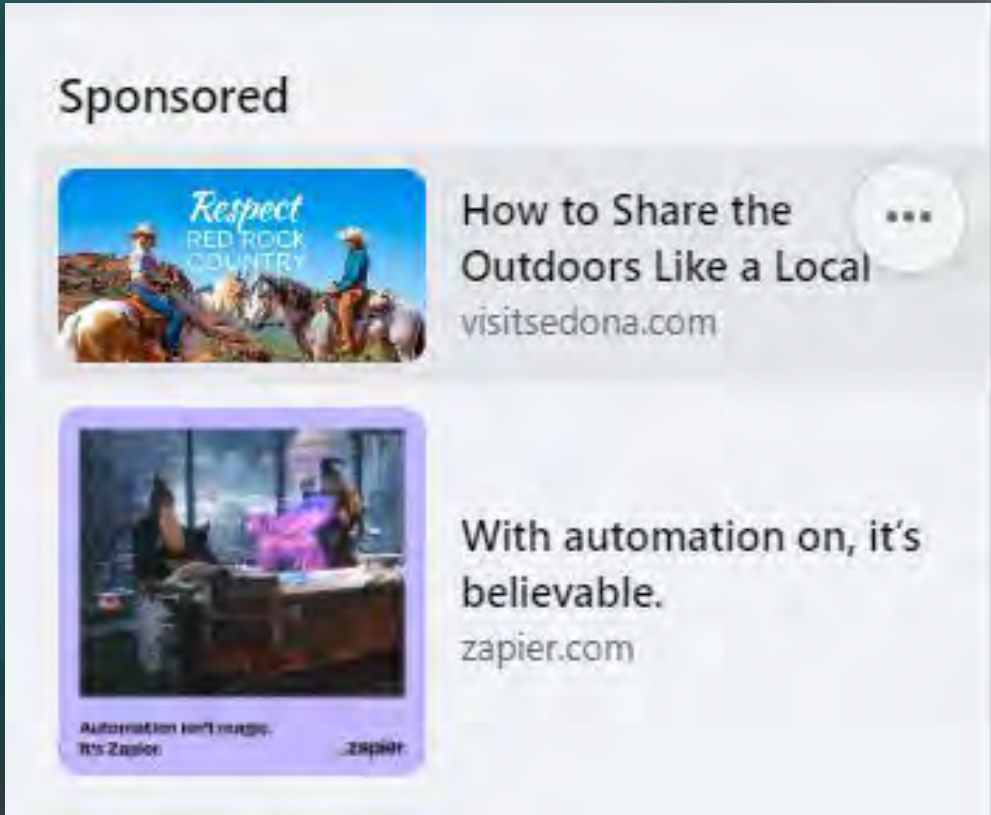
KPI: Program Impressions

**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



March 10, 2023

Dear Frontliner,


March is Women's History Month. We are proud to recognize the contributions of women in our community.

Sedona's Innomax is a leader in the industry. We are proud to be a part of this organization and its success.

Latest Red Rock Crossing/Crest

The Tibetan Meditation Center is a beautiful spiritual space. The Goldenstein Art Benefit exhibit is a wonderful way to support the arts. The new prayer center is a beautiful addition to the community.

**Get Around Town with the Verde Shuttle!**




[Verde Shuttle](#) is a great way for guests to get around town. Your guests may want to use Uber or Lyft, but those drivers are in short supply. You can recommend that they hop on the Verde Shuttle! [Learn more](#)

**Red Rock Crossing/Crest**

This privately-owned site along the Verde River was severely damaged by winter storm damage. They are currently being cleared. Call the Entry Station at 908.304.1388 for location.

**Cathedral Rock Trail Closure**

The final phase of the Cathedral Rock Trail closure is in effect from February 1 to March 31, 2023.



**SEDONA'S SECRET 7**

[Learn more about Sedona's Hidden Gems](#)

**HELPFUL RESOURCE LINKS**

- [Sedona's Sustainable Tourism Plan](#)
- [VisitSedona.com](#)
- [SedonaChamber.com](#)
- [Walk Sedona](#)
- [Park in Sedona](#)
- [Sedona Trail Finder - TripTuner](#)
- [Sedona Verde Valley National Geographic](#)
- [Sedona Red Rock Ranger District](#)
- [City of Sedona](#)
- [Sedona in Motion](#)

**TAKE THE SEDONA CARES PLEDGE**

[Click here to Show Your Support for a Sustainable Sedona](#)

# 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.



# 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

## ARTS & CULTURE

Immerse yourself in the heart of Sedona.

- 1. Capricorn Hill** \$ 🚻  
 1.5 hour tour of the historic home of renowned surrealist artists Max Ernst and Dorothea Tanning. \$75 per reservation fee. By appointment only. Email: SurrealSedona@gmail.com  
💡 TIP: View the room that Dorothea Tanning used as her studio. Tours are limited to 4 visitors at a time.
- 2. Gallery 928/Art Barn** 🚻  
 A 12 ft. mural of the iconic Rabbit Ears formation created by master artist Alex Rupert located behind the Sedona Arts Center.  
💡 TIP: The Sedona Art Center offers a variety of art classes in a variety of mediums. SedonaArtsCenter.com
- 3. Jack Jamesen Memorial Park** 🚻  
 One of Sedona's first pocket parks that contains sculptures by renowned local artists.  
💡 TIP: The park features a granite wall honoring veterans from all five branches of the military.
- 4. Kachina House** 🏠 🚻 🚻  
 the Kachina House has the largest selection of authentic Native American Hopi Katsinam and Navajo Kachinas as well as pottery, baskets and jewelry.  
💡 TIP: A Kachina doll is referred to Navajo-made dolls while Katsina is used to describe Hopi dolls.
- 5. Posse Grounds Park** 🚻 🚻  
 Posse Grounds Park is the epicenter of local events and concerts held throughout the year. Event listings at VisitSedona.com.  
💡 TIP: EV charging stations available. Sedona Trailhead Shuttle Park & Ride is nearby. SedonaShuttle.com
- 6. Sedona Heritage Museum** 🏠 🚻 🚻  
 Tour the Jordan family homestead and go back in time viewing the various exhibits. Mon – Sun. 11 a.m. to 3 p.m.  
💡 TIP: Special events, speakers and shows throughout the year. SedonaMuseum.org
- 7. Sedona Library and Used Book Store** 📖 🚻 🚻  
 Services including free Wi-Fi and public Internet computers, art displays and weekly movies. The 18,000 sq. ft. courtyard is a great place to read a book or enjoy an event.  
💡 TIP: Adjacent to the library, the used bookstore is perfect for any bibliophile.

📖 Shopping   🚻 Kid friendly  
 \$ Entrance fee   🚻 Public restrooms

MAP NOT TO SCALE

**📍 DIRECTIONS FROM THE VISITOR CENTER**  
 331 Forest Road, Sedona AZ 86336  
 For GPS directions, visit [SedonaSecret7Map.com](http://SedonaSecret7Map.com)

- 1. Capricorn Hill**  
By appointment only.
- 2. Gallery 928/Art Barn**  
Left on SR 89A for 0.3 mi.; right at Sedona Arts Center.
- 3. Jack Jamesen Memorial Park**  
Right on SR 89A for 2 mi.; left on Northview Rd; park located at SR 89A and Northview Rd intersection.
- 4. Kachina House**  
Right on SR 89A for 2.7 mi.; right on Southwest Dr for 0.2 mi.; right on Hozoni Dr for 250 ft. to destination on left.
- 5. Posse Grounds Park**  
Right on SR 89A for 1.7 mi.; right on Posse Ground Rd for 0.5 mi. to destination on right.
- 6. Sedona Heritage Museum**  
Left on SR 89A; at first circle, take 2nd exit to Jordan Rd for 0.7 mi. to destination on left.
- 7. Sedona Library and Used Book Store**  
Right on SR 89A for 3.3 mi.; right on Dry Creek Rd for 0.1 mi.; left on White Bear Rd.

# 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**

**AMERICANS WHO  
VOLUNTEER AT LEAST  
ONCE PER YEAR**

Corporation for National and Community Service (2018)

**30%**

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

# 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

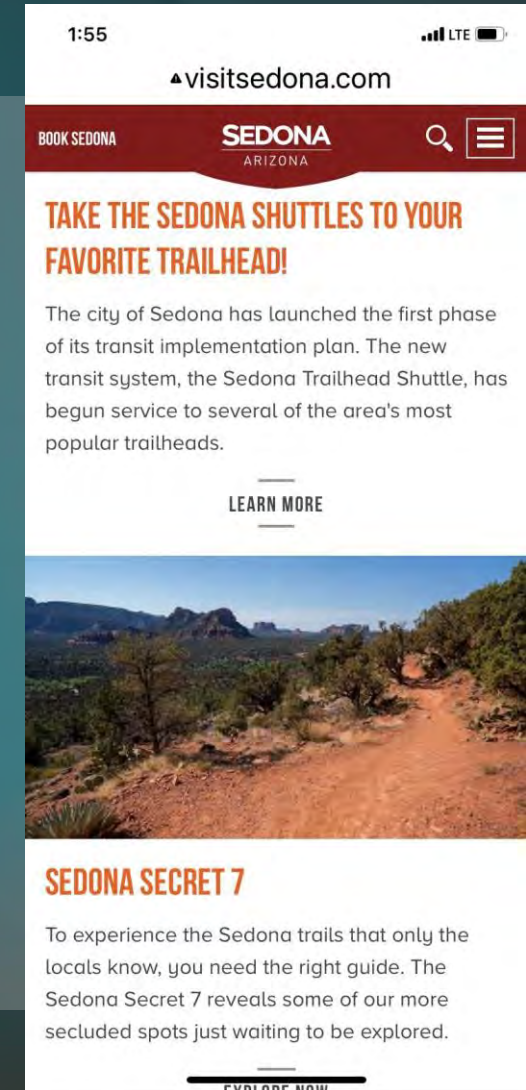
KPI: Unique Visitors

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

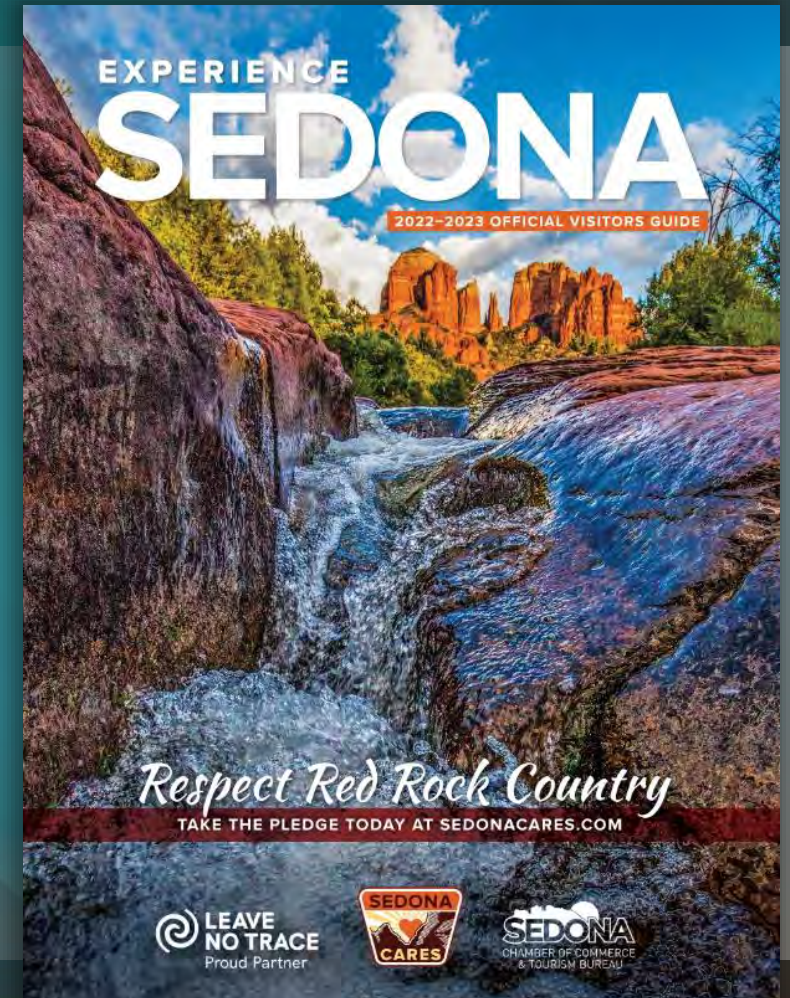
KPI: Distribute the Printed Experience Sedona Guide

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**

**AB 2930  
March 29, 2023  
Special Business**

**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

<b>City Attorney Approval</b>	Reviewed 03/21/23 KWC	<b>Expenditure Required</b>	
		\$	0
<b>City Manager's Recommendation</b>	For discussion and direction only.	<b>Amount Budgeted</b>	
		\$	0
		Account No. (Description)	
		Finance Approval	<input checked="" type="checkbox"/>

**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.



# **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
<p>Manage tourism to limit traffic delays and parking issues to 2019 (pre-pandemic) levels</p> <ul style="list-style-type: none"> <li>• reduce numbers at peak to a manageable level for infrastructure and residents</li> <li>• fill the off season to support the tourism businesses</li> </ul>	<ul style="list-style-type: none"> <li>• Design more events to draw visitors in the off season</li> <li>• Reestablish the Sedona Events Alliance to level out events and coordinate with Parks and Recreations</li> <li>• Utilize demarketing during peak periods to discourage day trippers</li> <li>• During large events, coordinate airport shuttles to pick up visitors versus having them rent cars and drive to/in Sedona</li> <li>• 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)</li> </ul>
<p>Proactively protect the environment by delivering effective education and mitigation support services</p>	<ul style="list-style-type: none"> <li>• Influence the behavior of visitors through education and visitor interaction once they arrive to Sedona</li> <li>• Encourage responsible tourism such as “Leave no trace”, respect the environment</li> <li>• Identify impacts to the environment and facilitate actions to mitigate (e.g. RROCC, trash pick-up at trails, etc.)</li> </ul>
<p>Support all local tourism businesses to enable their prosperity</p>	<ul style="list-style-type: none"> <li>• Provide a listing of all tourism businesses on Visit Sedona website and in the Visitor Center brochures</li> <li>• Offer “Experience Sedona” packages that encourage visitors to incorporate many Sedona offerings including spiritual wellness and the arts</li> <li>• Establish Affinity Groups for all tourism sectors (galleries, shops, tours, metaphysical, etc.) to enable effective communication and support</li> </ul>
<p>Build a connection between residents and local tourism businesses to support business prosperity during low tourism times</p>	<ul style="list-style-type: none"> <li>• Design method to let residents know when “it is safe to come out” and that the tourism businesses need their financial support</li> <li>• Work with tourism businesses to design resident outreach programs (e.g. discounts, product refill programs, resident restaurant reservation system)</li> <li>• Improve dialogue and communications between residents and businesses</li> </ul>
<p>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</p>	<ul style="list-style-type: none"> <li>• Analyze data to assess performance and make necessary adjustments to improve tourism management (e.g., shuttles, parking, traffic management)</li> <li>• Analyze data to understand the interests of visitors and share this information with the local business community</li> </ul>
<p>Clearly define and effectively communicate the Sedona Brand consistent with the Tourism Management Vision and Goals</p>	<ul style="list-style-type: none"> <li>• 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</li> </ul>