

RESOLUTION NO. 2023-12

**A RESOLUTION OF THE MAYOR AND COUNCIL OF THE CITY OF SEDONA,
ARIZONA, DECLARING THE CITY OF SEDONA AS THE OFFICIAL DESTINATION
MARKETING ORGANIZATION FOR THE CITY OF SEDONA.**

WHEREAS, the Arizona Office of Tourism (AOT) recognizes only one Destination Marketing Organization (DMO) per established community and requires that a DMO must be recognized by official action by a municipality, county, or tribal entity for the purpose of coordinating tourism promotion with AOT; and

WHEREAS, the Sedona Chamber of Commerce and Tourism Bureau has elected not to renew its Tourism Promotion and Visitor Services Agreement with the City of Sedona ending on June 30, 2023; and

WHEREAS, the City of Sedona is a governmental unit responsible for the promotion and marketing of the City as a tourism destination on a year-round basis, having a dedicated tourism marketing budget, and a website and social media presence; and,

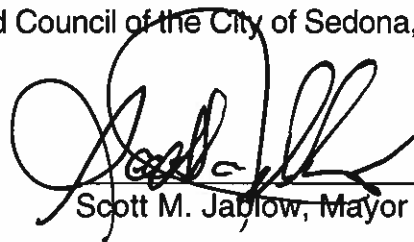
WHEREAS, the Sedona City Council has determined that it is in the best interests of the City and the residents thereof to become the official DMO for the City of Sedona.

NOW, THEREFORE, BE IT RESOLVED BY THE MAYOR AND THE COUNCIL OF THE CITY OF SEDONA, ARIZONA, that:

Section 1. That as of July 1, 2023, the City of Sedona is designated as the official Destination Marketing Organization for purposes of recognition by the AOT.

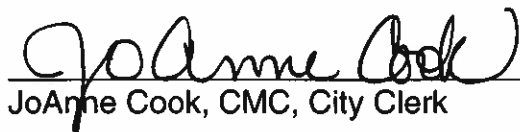
Section 2. That the City Manager is hereby designated and authorized to execute on behalf of the City of Sedona the AOT Designation of DMO Affidavit and other documentation necessary to maintain the City's DMO designation.

PASSED AND ADOPTED by the Mayor and Council of the City of Sedona, Arizona this 12th day of April, 2023.



Scott M. Jablow, Mayor

ATTEST:



JoAnne Cook, CMC, City Clerk

APPROVED AS TO FORM:



Kurt W. Christianson, City Attorney