



TOURISM ADVISORY BOARD APPLICATION

READ THE FOLLOWING INSTRUCTIONS CAREFULLY
BEFORE FILLING OUT YOUR APPLICATION – TYPE OR
PRINT CLEARLY IN INK ONLY.

All requested information must be furnished. If an item does not apply to you, or if there is no information to be given, write in the letters "N/A" for "Not Applicable".

A RESUME MAY BE SUBMITTED, HOWEVER, YOU MUST COMPLETE ALL
INFORMATION REQUESTED ON THE APPLICATION.

Resume Attached: Yes No

All information submitted in this application is public information and subject to disclosure in response to a public records request.

APPLICANT'S NAME: _____

MAILING ADDRESS: _____
(Street or P.O. Box) (City) (State) (Zip)

HOME ADDRESS: _____
(Street or P.O. Box) (City) (State) (Zip)

PHONE: Home: _____ **Work:** _____ **Cellular:** _____

EMAIL: _____

Are there any days you will not be available for an interview?

Sedona residency, ownership of a business within City limits, or affiliation with an organization serving the City of Sedona community is a requirement to serve on the Tourism Advisory Board. How do you meet this criteria? _____

For how many years have you been a resident, business owner, or organizational representative? _____

Have you previously been appointed by the City of Sedona to any position or commission/board other than the one for which you are currently applying?

Yes No If so, for which board/commission and for what length of term?

In answering the following questions, please attach a separate sheet of paper containing the questions and your responses.

1. Qualifications – Please indicate your qualifications, experiences, employment history, etc. that you believe are relevant and qualify you for this appointment.

2. What do you believe are the most important duties, responsibilities, and role of a Tourism Advisory Board?

3. What is your understanding of the impacts, both positive and negative, of tourism and visitation to our area?

4. What do you believe are the major issues facing the City and the Tourism Advisory Board at this time?

5. What do you hope to accomplish as a Tourism Advisory Board member?

6. What experience do you possess that would enable you to effectively work with others with which you may not agree, and to help achieve consensus on difficult and sometimes contentious issues?

7. What do you see as the highest priorities for the Tourism Advisory Board and a new municipal tourism marketing and management program?

8. What is your perspective on the importance of branding and marketing for Sedona as a destination?

9. What do you see as the city's role in providing support to private business?

10. Initial appointments to the Tourism Advisory Board, will be two or four years. Do you have a preference for a length of term?

11. What is your availability for standing meetings during regular business hours (Monday through Thursday between 7 a.m. and 6 p.m.)?

Thank you for your interest in serving on the Tourism Advisory Board. Please return your completed application to the City Clerk's office located at 102 Roadrunner Drive, Sedona Arizona. If you have questions about the application and selection process the City Clerk's office is glad to assist you, please call 282-3113.