

For Immediate Release

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City of Sedona opens applications for a Tourism Advisory Board

SEDONA, Ariz. -- In an effort to solicit a range of community perspectives around the topic of tourism in Sedona, the city of Sedona seeks applicants for a new Tourism Advisory Board (TAB). This voluntary body, vetted and chosen by city council, will consist of 11-people appointed to advise the city council and staff on decisions related to tourism strategic planning, branding and marketing, visitor management programs, regional tourism efforts and any other tourism related matters assigned to it by the city council.

Through the development of an in-house city tourism program and the work of the TAB, city council intends to support tourism to ensure a healthy economy but also balance business needs with resident quality of life. During 2021 and 2022, with the rapid increase in visitation to Sedona and the associated impacts, the city council paused funding for destination marketing and refocused its efforts towards tourism management and mitigation. As the Sedona economy has softened somewhat over the last year, additional strategies for both targeted destination branding and marketing, and responsible destination management and environmental stewardship must be explored.

"This group has a unique opportunity to play an instrumental role in creating a destination marketing and management program that considers and addresses today's tourism challenges. Approaches that may have worked historically should not be assumed to be the right ones for the future. We look forward to convening this group by early fall and getting started on this important work," said City Manager Karen Osburn.

Background

In Spring 2023, the Sedona Chamber of Commerce and Tourism Bureau informed the city they did not plan to renew the current contract for tourism management and marketing services. Soon after, city council designated the city of Sedona government as the official destination marketing organization (DMO) with the Arizona Office of Tourism and directed staff to develop a new municipal tourism management program. As this program is built out, a beginning step is to create a TAB as one method to ensure that the voices and perspectives of all community stakeholders and stakeholder groups are equally and fairly represented in future conversations regarding tourism and tourism related goals and actions.

Board details and application process

The TAB should represent a broad diversity in representation, perspectives and opinions. Applicants should be at least one of the following: a Sedona resident, own or operate a business within the city limits or represent an organization serving the community.

At least initially, this group is expected to meet monthly starting in the fall. Over time as the initial work lessens, meetings could transition to being held quarterly. It is also anticipated that subcommittees may be formed to tackle specific issues and/or special meetings may periodically be needed. Meetings will be subject to Open Meeting Law requirements with agendas posted ahead of time, and meetings broadcast live and recorded for full transparency. TAB terms will be a mix of two or four years in length.

Applications may be picked up at the City Clerk's office, at 102 Roadrunner Dr. or by accessing [this fillable PDF version](#). Return completed applications to the City Clerk's Office or via email at cityclerksdept@sedonaaz.gov no later than 5 p.m. on July 10, 2023.

Once the application deadline closes, city council will review applications and schedule in-person interviews.

More information

Learn more about the TAB responsibilities by contacting City Manager Karen Osburn (928) 203-5067 or kosburn@sedonaaz.gov.