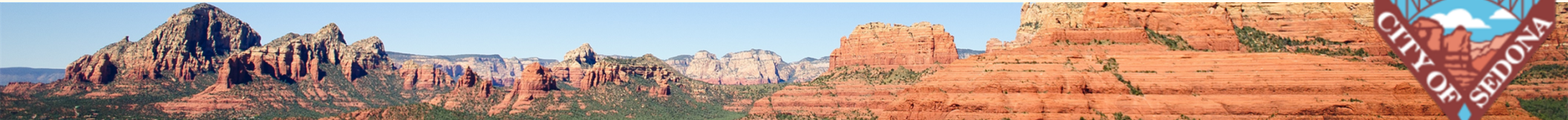


Ranger Station Park – Concrete/Gabion Contract

Sandy Phillips, P.E., Asst. Public Works Director/Asst. City Engineer

Larry Farhat, Facilities Maintenance Supervisor

Joshua Frewin, Parks and Recreation Manager



Looking north



Looking
northeast



Looking
southeast



Concept Plan



Ranger Station Park



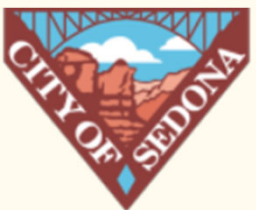
Timeline of Events

FY23&24 <small>(2022 Design)</small>	*Complete Build Out of Concept Plan
FY23 <small>(2022 Design)</small>	Barn & House Interior Renovation
2022	Barn & House Exterior Renovation
2020	Electrical Panel Install
2018	Sewer/Water Line Extensions
2018	Partial Bike & Pedestrian Path
2017	Barn Roof Replacement
2017	Hazardous Materials Abatement
2014	Demolition of Non-Historic Structures

*Council has directed staff to accelerate when possible in line with this Master Plan.

Thank you!

Questions?





CITY OF SEDONA
TOURISM PROGRAM

AGENDA



Tourism Advisory Board



Data Driven Decision Making



Professional Travel Industry and Business Database



Branding and Marketing



Partnership with the Arizona Office of Tourism





TOURISM ADVISORY BOARD

TOURISM ADVISORY BOARD (TAB)

TAB TIMELINE

May 10	City Council to establish an 11-member Tourism Advisory Board (TAB)
July 10	Deadline for applications, 37 received
August 22	Council selected 21 applicants for interviews
Sept. 28, Oct. 4 and 5	In-person interviews
November	11-member TAB seated



TOURISM ADVISORY BOARD (TAB)

12-MONTH SUGGESTED WORK PROGRAM

Advise on: Tourism Strategic Plan

Brand/Identity Development

Summer Marketing Campaign(s)

Sustainable Tourism Plan update



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DATA DRIVEN DECISION MAKING

DATA DRIVEN DECISION MAKING

Oxford Economics, Tourism Economics Symphony Platform

Smith Travel Research/Key Data

Tourism Travel Patterns Analysis

Dean Runyan from AOT Rural Co-Op Marketing Program

AgilityPR Global media and news monitoring, and database



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PROFESSIONAL TRAVEL INDUSTRY AND BUSINESS DATABASE

PROFESSIONAL TRAVEL INDUSTRY AND BUSINESS DATABASE

Professional Travel Industry: Media lead development
Travel Trade development
AgilityPR – Global media and news monitoring,
and database

Business Database: Simpleview customer relationship management
(CRM) set up:

- Tourism business leads and opportunities
- Customized itinerary creation for vetted visits



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PROFESSIONAL TRAVEL INDUSTRY

SOFTWARE SPOTLIGHT – AGILITY PR REPORTING FY24 YTD

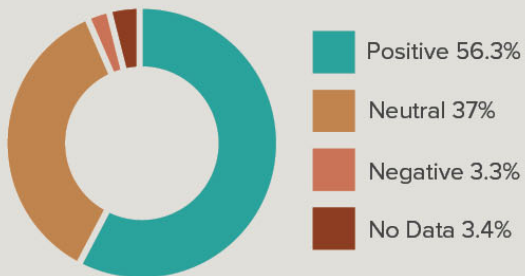
Coverage Summary

Total Mentions
6,103

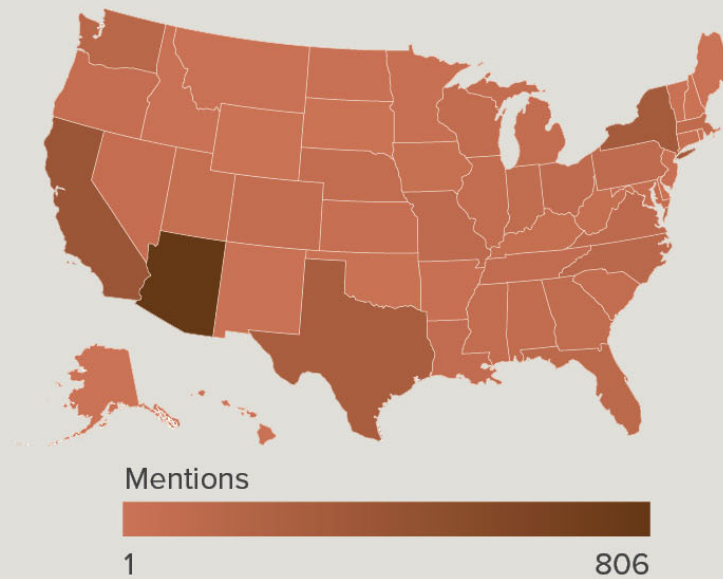
Impressions
10.0B

AVE(USD)
264.6M

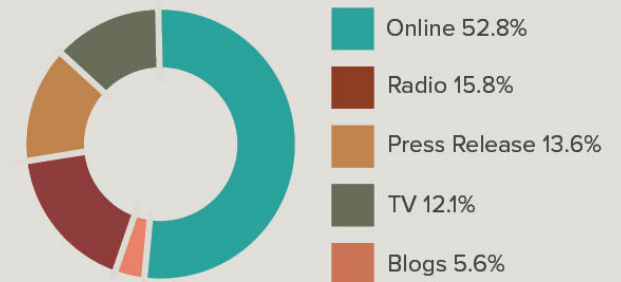
Coverage Sentiment



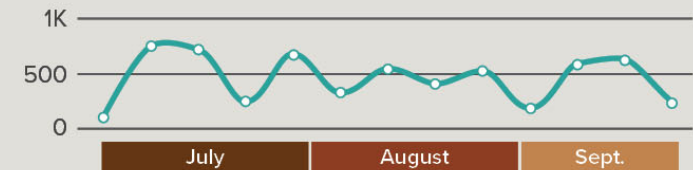
Coverage by Region



Coverage by Media Type



Volume Trend



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BUSINESS DATABASE

SOFTWARE SPOTLIGHT – SIMPLEVIEW CRM



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BUSINESS DATABASE

PARTICIPATE IN OUR NEW TOURISM PROGRAM



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BRANDING AND MARKETING

BRANDING AND MARKETING

REQUEST FOR PROPOSAL (RFP)

Solicited firms were asked to develop a comprehensive brand/identity exercise and associated destination marketing campaign

- 16 firms submitted proposals
- Nine met the qualifications
- Top three rated firms invited to interviews on Sept. 20
- Current status: contract(s) negotiation
- Visit Arizona Initiative Grant Program funding may be available for a portion of the work



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BRANDING AND MARKETING

PHOTOGRAPHY – JEN JUDGE



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BRANDING AND MARKETING

WINTER MARKETING CAMPAIGN PROPOSAL

Sunshine to Spare

- Sun-soaked imagery, recreate responsibly.
- Website: SunnySedona.com

Nov.– Jan., digital outlets including targeted digital and potential audio advertising

Focus on drive markets

Target audience: empty nesters, household income \$175K+, 3+ night stay, mid-week travel.

- New Mexico, Colorado, Utah
- Exploring tagging on Chicago



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BRANDING AND MARKETING

WINTER MARKETING CAMPAIGN PROPOSAL CREATIVE



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IN-MARKET EDUCATION

Continued push for educational messaging such as **Leave No Trace, Recreate Responsibly, and travel like a local.**

- Sustainability messaging will be the bedrock of every marketing campaign, social media, media message crafting, itinerary we craft, trade show we go to.

Educational Videos:

- Playing – Roundabout 101, Sedona Shuttle
- Coming Soon – Leave No Trace evergreen video
- Exploring additional opportunities through broadcast, audio and streaming outlets



OTHER MARKETING OPTIONS

GOOGLE 360, VIRTUAL REALITY, DRONE FOOTAGE



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**PARTNERSHIP WITH
THE ARIZONA
OFFICE OF TOURISM**

PARTNERSHIP WITH THE ARIZONA OFFICE OF TOURISM

RURAL CO-OP MARKETING PROGRAM

- **AMERICA Journal** – Print in Germany (Summer)
- **Spearfish** – Digital in Southern California, San Francisco, Chicago (Summer)
- **San Diego Magazine** – (Summer)
- **Pride Guide Arizona** – (Annual)
- **Madden Media** – Canada (Summer)
- Crowdriff – User Generated Content
- Media and Travel Trade Shows/Missions
- Dean Runyan – Economic Impact Research
- Photography – Professional Photographer on assignment Sept. 22–23
- Go Travel Sites – Functional travel website



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GO TRAVEL SITES – TRAVEL WEBSITE – COMPONENTS AND FEATURES

- Integrated Content Management System (CMS)
- Optimized for mobile
- Professional graphic design
- Event calendar
- Forms | Newsletter | Travel guides
- Site search
- Customizable blog
- Social media integration
- Search Engine Optimization (SEO) tools
- Google Maps, Translate, Analytics v4
- Customizable emergency alerts
- Weather widget
- Add-ons: Trip Planner, Itinerary Builder, Dashboard, 3D-mapping
- Webmaster services (hosting, 30-day backups, Cloudflare CDN)
- Unlimited training



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GO TRAVEL SITES – TRAVEL WEBSITE

Timeline:	Sept. 1	Planning and design kick-off
	Sept. 1–21	Design research and discussion
	Sept. 25	Final planning meeting
	Oct. 1–31	Development and testing
	Nov. 1	Proposed launch, coinciding with winter marketing campaign

Sites We Like: VisitJacksonHole.com
CharlestonCVB.com

Clean, modern, mobile-optimized, user-friendly, “conditionally inviting”



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QUESTIONS ?