



Community Plan Update

Status Report
October 24, 2023

Planning Process

Early Stages of Process:

- Proposal to Council, October 2021
- First Work Group meeting, December 2021
- Southwest Decision Resources hired
- Household Survey, 590 participants



2022 Outreach

- Community Forum – Kickoff, September
 - At SPAC, £ 350 people
- Listening and Learning Sessions, December
 - Circulation – Sedona in Motion
 - Economic Vitality
- Work Group
 - 15 meetings



2023 Outreach

- Partner Workshop, January
 - Agency and non-profit local and regional partners
- Community Housing Forum, April
 - At West Sedona School, ~135 participants
- Community Housing Workshops (7)
 - Led by Work Group volunteers, ~120 participants
- Work Group
 - 11 meetings as of 10/24/23



What We Heard



Currently: Preparing Draft Plan

CHAPTERS

1. Introduction
2. Vision
3. Community
4. Land Use
5. Housing
6. Circulation
7. Environment
8. Resilient & Sustainable
9. Economy & Tourism
10. Implementation



Currently: Preparing Draft Plan

CONTRIBUTORS

- Community Development Planning staff team
- SDR consultants
- City staff
- Work Group

An iterative process, cycling through contributors for feedback and to ensure priorities are addressed.



Draft Plan Available

Everyone is invited to review & comment on the Draft Plan

End of
November
2023

Draft Plan Review

- Public Open Houses
- P&Z Work Sessions

December-
January 2023

P&Z Public Hearing*

P&Z Public Hearing & Recommendation to Council

February
2024

City Council* Public Hearing

City Council Adoption of the Final Plan

March
2024

**WORK SESSIONS*



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Plan Sedona

City of Sedona Community Plan Update



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What We Heard

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Questions, Comments, Suggestions?





CITY OF SEDONA
TOURISM PROGRAM
Branding and Marketing RFP

BRANDING AND MARKETING RFP PROCESS

At a high level:

- Nine firms were evaluated initially.
- The top three were brought in for in person interviews.

DVA Advertising was unanimously the highest scoring firm because:

- Exceptional creativity and talent in marketing and branding for other cities.
- They clearly understand:
 - Sedona's tourism journey to this point and need for responsible visitation.
 - The need to manage tourism, versus just marketing.
 - Marketing to the right person, at the right time, in the right way.
- Their expertise on measuring ad efficacy.
- The commitment to robust citizen engagement in the research phase.



BRANDING AND MARKETING RFP SCOPE

The chosen firm will:

- Conduct extensive research to understand tourism sentiment.
- Create branding and destination marketing strategic plans.
- Create several brand options, and a style manual and guidelines for the final option.
- Give presentations to the Tourism Advisory Board and City Council as needed.
- One destination marketing campaign or two smaller campaigns.
- Provide general marketing services.

Optional services, as necessary:

- A destination marketing campaign that includes broadcast media.
- Ad placement services.



TOURISM PROGRAM

BRANDING AND MARKETING RFP TIMING

Week 1

Kick-off ASAP

Weeks 2 – 18

Research

Weeks 19 – 27

Brand Development

Weeks 28 – 36

Strategic Marketing Planning

Weeks 37 – 41

Creative Concepting

Weeks 42 – 52

Creative Production

Week 53

Campaign Launch



TOURISM PROGRAM

BRANDING AND MARKETING RFP RECOMMENDATION

In total:

- A contract not to exceed \$281,0000
 - \$245,000 + \$36,000
 - We reserve the right to add optional broadcast media services later as budget allows



TOURISM PROGRAM



QUESTIONS ?