



CITY OF SEDONA

TOURISM PROGRAM

Tourism Advisory Board
October 2, 2024 Meeting



Monthly Summary Report

August 2024

Monthly Historical Lodging

August 2024 | Sedona



Hotel Performance

Source: STR (Sedona+)

	Occupancy	ADR	RevPAR	Revenue
Aug 2024	54.4%	\$243.73	\$132.49	\$8.9M
YOY % Change	+0.2% YOY	-2.8% YOY	-2.7% YOY	-2.7% YOY
Calendar Year-to-Date	67.7%	\$334.07	\$226.23	\$118.7M
YTD YOY % Change	+3.4% YOY	+3.1% YOY	+6.6% YOY	+7.0% YOY

Short Term Vacation Rental Performance - Direct

Source: KeyData (Vacation Area - City of Sedona)

	Occupancy	ADR	RevPAR	Revenue
Aug 2024	34.7%	\$278.86	\$96.83	\$843.0K
YOY % Change	+14.2% YOY	-2.4% YOY	+11.4% YOY	+22.0% YOY
Calendar Year-to-Date	50.8%	\$360.17	\$183.03	\$11.7M
YTD YOY % Change	+4.2% YOY	-1.2% YOY	+2.9% YOY	+6.1% YOY

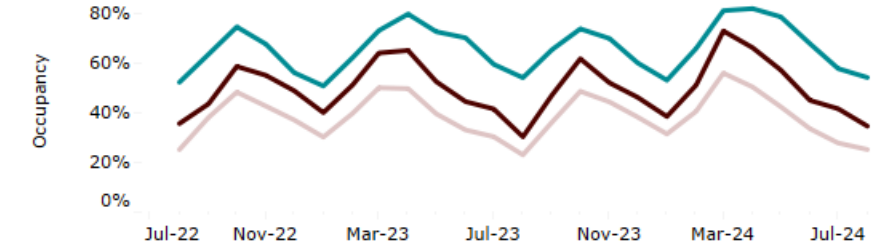
Short Term Vacation Rental Performance - Scraped AirBnB Data

Source: KeyData (Vacation Area - City of Sedona)

	Occupancy	ADR	RevPAR	Revenue
Aug 2024	25.3%	\$302.86	\$76.59	\$5.2M
YOY % Change	+9.4% YOY	+11.6% YOY	+22.1% YOY	+43.1% YOY
Calendar Year-to-Date	38.4%	\$339.28	\$130.33	\$68.6M
YTD YOY % Change	+4.2% YOY	+7.7% YOY	+12.2% YOY	+37.2% YOY

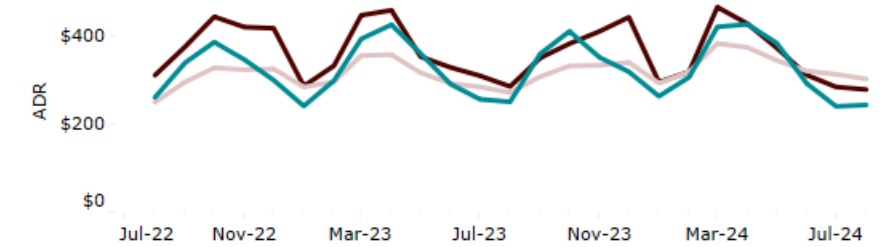
Occupancy by Month

Hotels Short Term Vacation Rentals - Direct Short Term Vacation Rentals - Scraped AirBnB Data



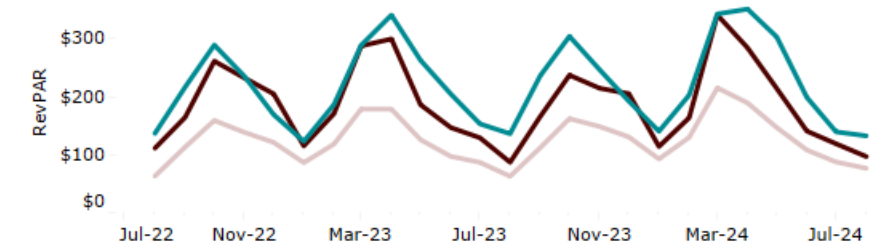
ADR by Month

Hotels Short Term Vacation Rentals - Direct Short Term Vacation Rentals - Scraped AirBnB Data



RevPAR by Month

Hotels Short Term Vacation Rentals - Direct Short Term Vacation Rentals - Scraped AirBnB Data





Sedona+ Hotel Performance

Calendar Year-to-Date Performance Sedona+

Occupancy	ADR	RevPAR	Supply	Demand	Revenue
67.7%	\$334	\$226	524.7K	355.3K	\$118.7M
+3.4%	+3.1%	+6.6%	+0.4%	+3.8%	+7.0%

Monthly Performance

	OCC	% CHG	ADR	% CHG	RevPAR	% CHG
Jun	68.0%	-3.4%	\$292	+0.5%	\$199	-2.9%
Jul	58.0%	-2.9%	\$241	-6.3%	\$139	-9.0%
Aug	54.4%	+0.2%	\$244	-2.8%	\$132	-2.7%

Village of Oak Creek+ Hotel Performance

Calendar Year-to-Date Performance Village of Oak Creek+

Occupancy	ADR	RevPAR	Supply	Demand	Revenue
63.4%	\$203	\$129	188.3K	119.5K	\$24.3M
-3.1%	-4.2%	-7.2%	-0.1%	-3.2%	-7.3%

Monthly Performance

	OCC	% CHG	ADR	% CHG	RevPAR	% CHG
Jun	67.2%	-2.1%	\$185	-9.9%	\$124	-11.8%
Jul	61.7%	-4.8%	\$162	-10.7%	\$100	-14.9%
Aug	55.5%	+4.2%	\$157	-6.8%	\$87	-2.9%

Short Term Rental Review OTA AirBNB

August 2024



City of Sedona Performance

Calendar Year-to-Date Performance
Vacation Area - City of Sedona

Occupancy **38.4%**
+4.2%

ADR **\$339**
+7.7%

RevPAR **\$130**
+12.2%

Monthly Performance

	OCC	% CHG	ADR	% CHG	RevPAR	% CHG
Jun	33.7%	+1.4%	\$321	+9.7%	\$108	+11.3%
Jul	27.9%	-8.4%	\$313	+10.1%	\$87	+0.8%
Aug	25.3%	+9.4%	\$303	+11.6%	\$77	+22.1%

Greater Sedona Performance

Calendar Year-to-Date Performance
Vacation Area - Greater Sedona

Occupancy **37.6%**
+3.9%

ADR **\$318**
+7.9%

RevPAR **\$120**
+12.2%

Monthly Performance

	OCC	% CHG	ADR	% CHG	RevPAR	% CHG
Jun	33.1%	+1.6%	\$307	+11.7%	\$101	+13.5%
Jul	28.0%	-6.5%	\$299	+10.5%	\$84	+3.3%
Aug	25.1%	+7.8%	\$293	+15.5%	\$73	+24.5%

Village of Oak Creek Performance

Calendar Year-to-Date Performance
Vacation Area - Village of Oak Creek

Occupancy **34.7%**
+4.5%

ADR **\$256**
+7.1%

RevPAR **\$89**
+11.8%

Monthly Performance

	OCC	% CHG	ADR	% CHG	RevPAR	% CHG
Jun	30.0%	+2.1%	\$254	+15.3%	\$76	+17.7%
Jul	26.5%	-6.6%	\$257	+12.8%	\$68	+5.4%
Aug	23.6%	+4.4%	\$251	+24.8%	\$59	+30.3%

Note: Occupancy is not reflective of overall changes in short term rental demand
Source: KeyData (OTA AirBNB)

Hotel 4 Month Outlook

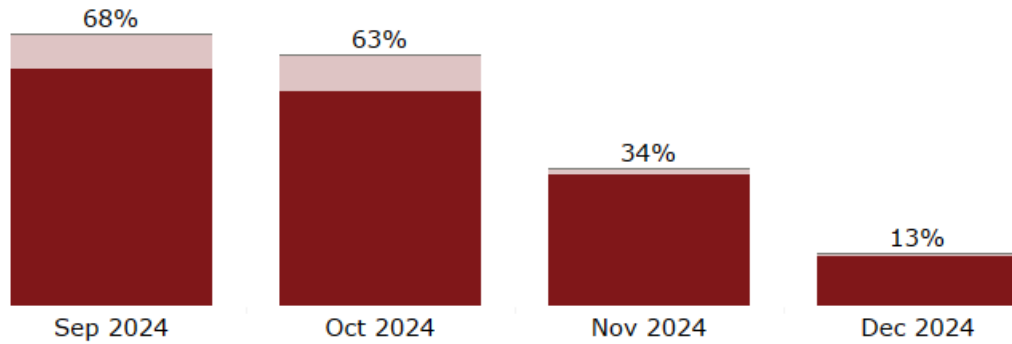
Data for zip code 86336



Occupancy as of 9/25/2024

Current Occupancy

■ Other ■ Group ■ Transient



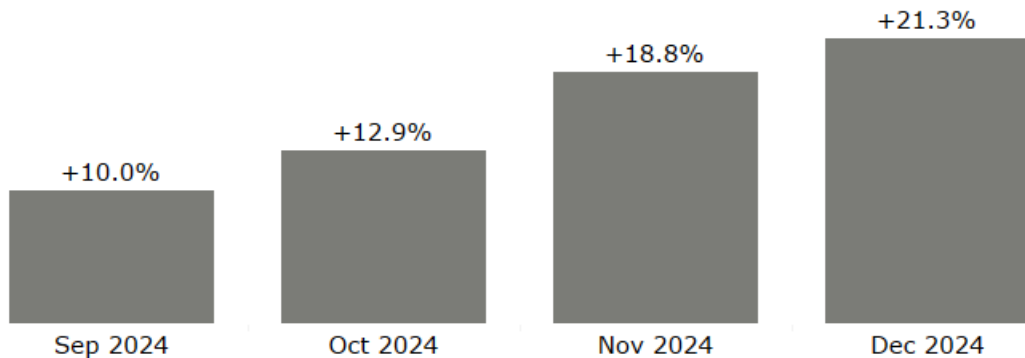
Bookings by Segment

	Sep 2024	Oct 2024	Nov 2024	Dec 2024
Transient	14.7K	13.7K	8.1K	3.2K
Group	2.2K	2.4K	429	82
Other	15	5	22	6
Total	16.9K	16.1K	8.5K	3.3K

Rooms Booked

Booking Pace

Total Rooms Booked vs. Same-Time-Last-Year



YOY % Change

	Sep 2024	Oct 2024	Nov 2024	Dec 2024
Transient	+6.7%	+17.6%	+21.5%	+19.9%
Group	+46.5%	-3.1%	-6.3%	+1,950.0%
Other	-85.3%	-96.4%	-69.0%	-83.3%
Total	+10.0%	+12.9%	+18.8%	+21.3%

Visit Sedona Spending Summary



Period: August 2024

Date
August 2024



\$4.5M
Card Spend

-9.1%
vs. Previous Year



28.8K
Cardholders

-10.1%
vs. Previous Year



\$155
Avg. Spend per
Cardholder

+1.1%
vs. Previous Year



65.9K
Transactions

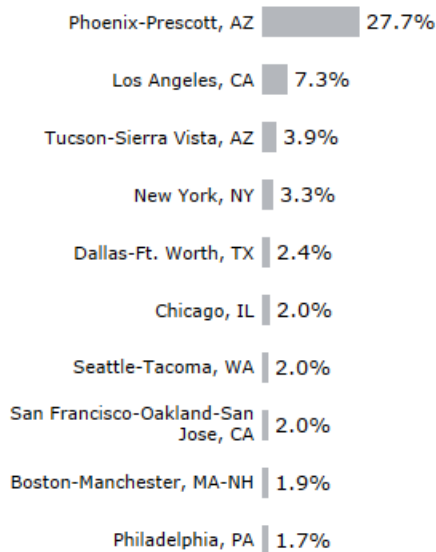
-13.4%
vs. Previous Year



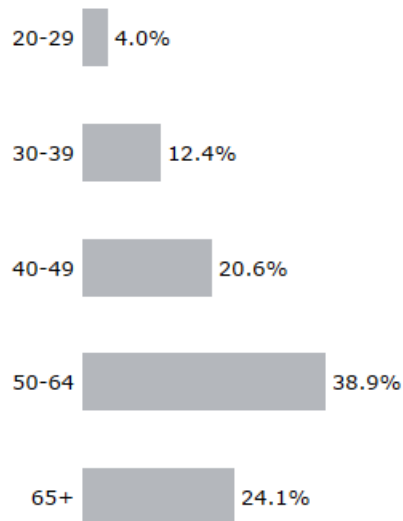
\$68
Avg. Spend per
Transaction

+4.9%
vs. Previous Year

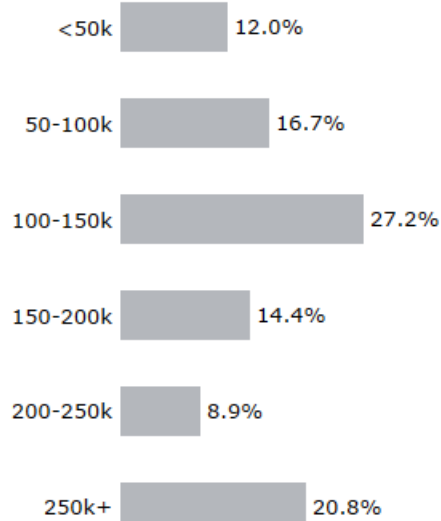
Top Origin DMAs



Spend Share by Age**

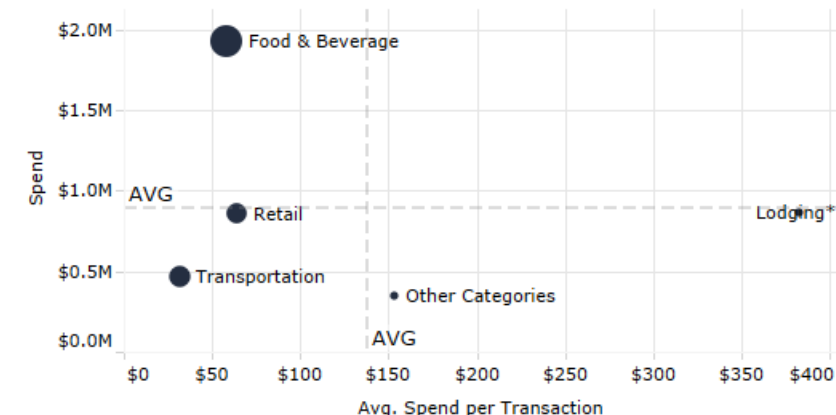


Spend Share by Income**



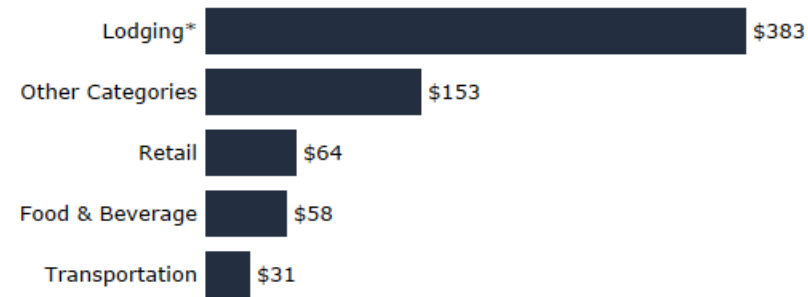
Spending vs. Avg. Spend per Transaction

Size of bubble denotes number of transactions



Spending Categories

Average spend per transaction



Avg. Spend per Transaction

Source: TransUnion/Commerce Signals; *Lodging spend represents in-market spend only; **Sample with unspecified age/income excluded

Overnight Visitor Profile: Sedona

August 2024



August 2024 Domestic Visits



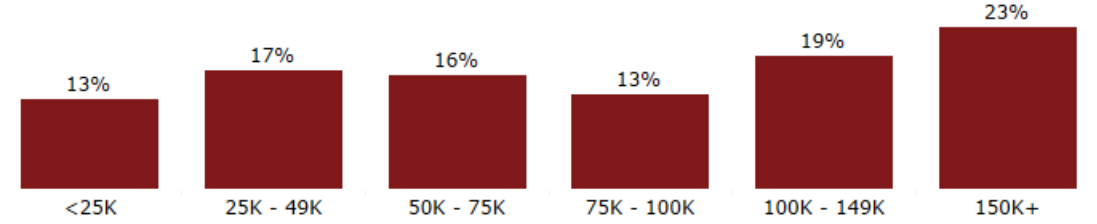
2.8 days
Avg. Length of Stay



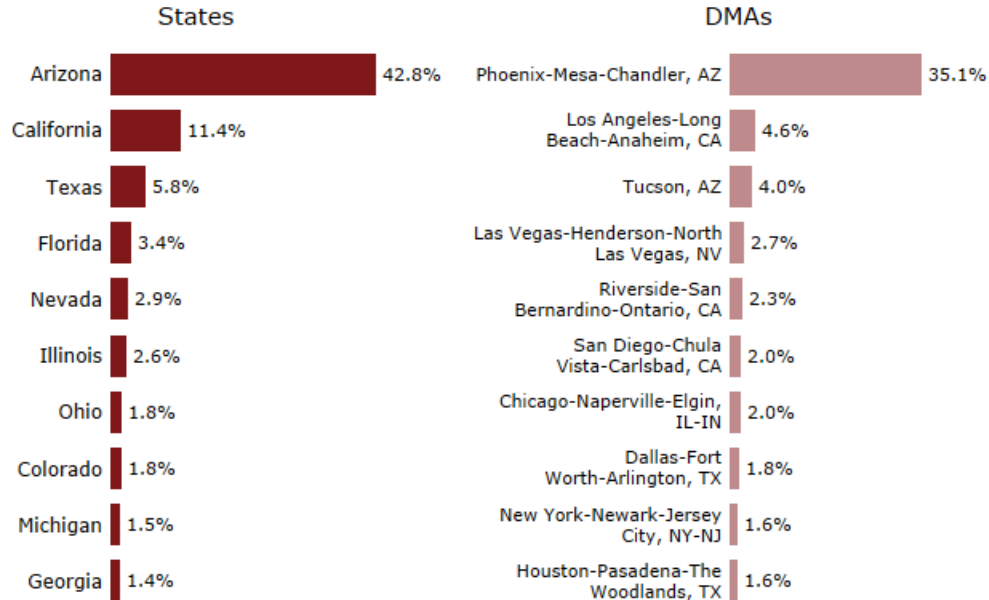
69.9%
Repeat Trip Share

August 2024 Domestic Visitor Origin Characteristics

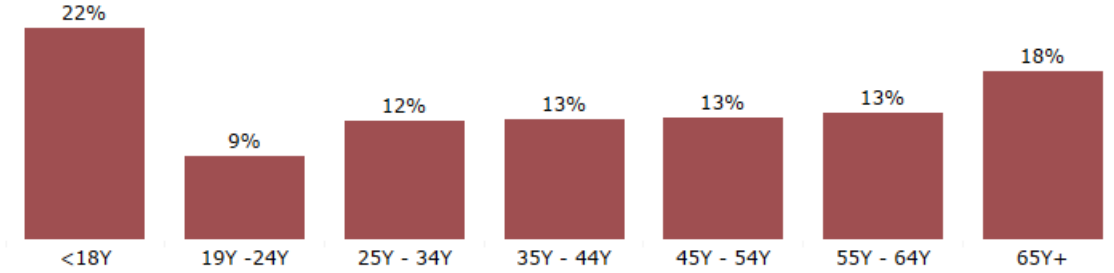
Household Income
Median: \$93.4K



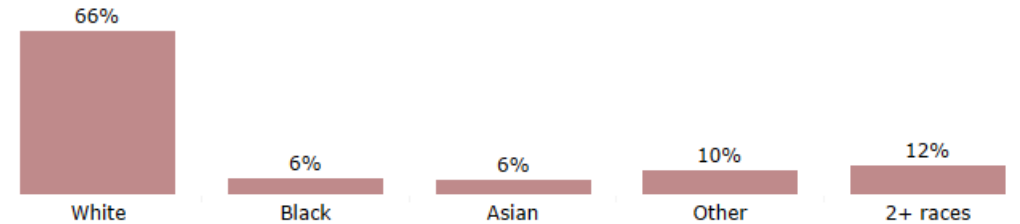
Top Origin Markets



Age



Race

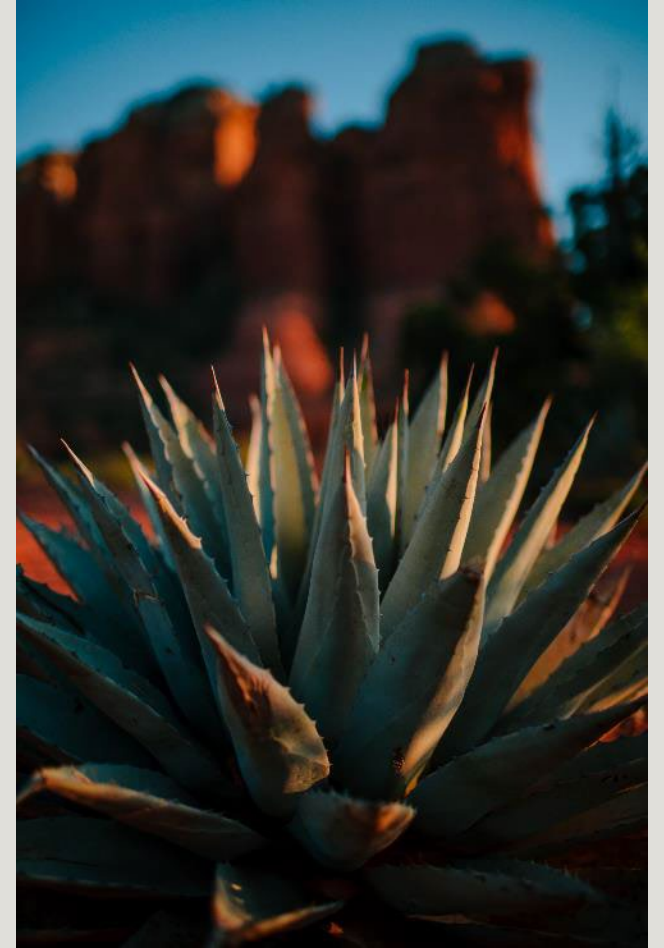


A woman with dark curly hair, wearing a black tank top, light-colored leggings, and a colorful patterned backpack, is hiking away from the camera on a red dirt trail. The trail is surrounded by green trees and shrubs. In the background, there are large, rugged mountains with reddish-brown peaks under a clear blue sky.

Tourism Marketing & Branding Update

Context

- We have three tourism marketing related topics to address today:
 - Summer 2024 campaign results
 - Logo concepts for new tourism brand
 - Campaign concepts for Winter 2024



Summer Marketing Campaign Results

1) Three lanes of advertising from June 1 to Aug. 31:

- Paid search
- Meta ads for in-market
- Attribution ads for out-of-market

2) In-market targeting included:

- 25-mile radius around Sedona and Phoenix

3) Out-of-market cities included:

- Phoenix
- Los Angeles
- Tucson
- San Francisco
- Las Vegas
- San Diego
- New York
- Chicago
- Seattle
- Denver



TOURISM PROGRAM

Key Takeaways

- The attribution ads attracted over 12,000 new users to the site.
- Meta in-market campaigns brought more than 24,000 users to the site during the campaign and was the number one traffic source.
- All industry average benchmarks were met or exceeded.
- With ADR at \$261 and an average visitor spend of \$190/day, the total economic impact was \$5,059,197, with a ROAS of 67:1.

Attribution KPIs

ROAS:
67:1

**Total
Trips:**
11,194

**Visitor
Days:**
18,630

**Room
Nights:**
11,235

Marketing KPIs

Search CTR:
1.9% Over
Benchmark

Meta CTR:
68% Over
Benchmark

Web ads CTR:
16% Over
Benchmark

Meta Stewardship Campaign

Top Creatives

Summer Campaign Performance:

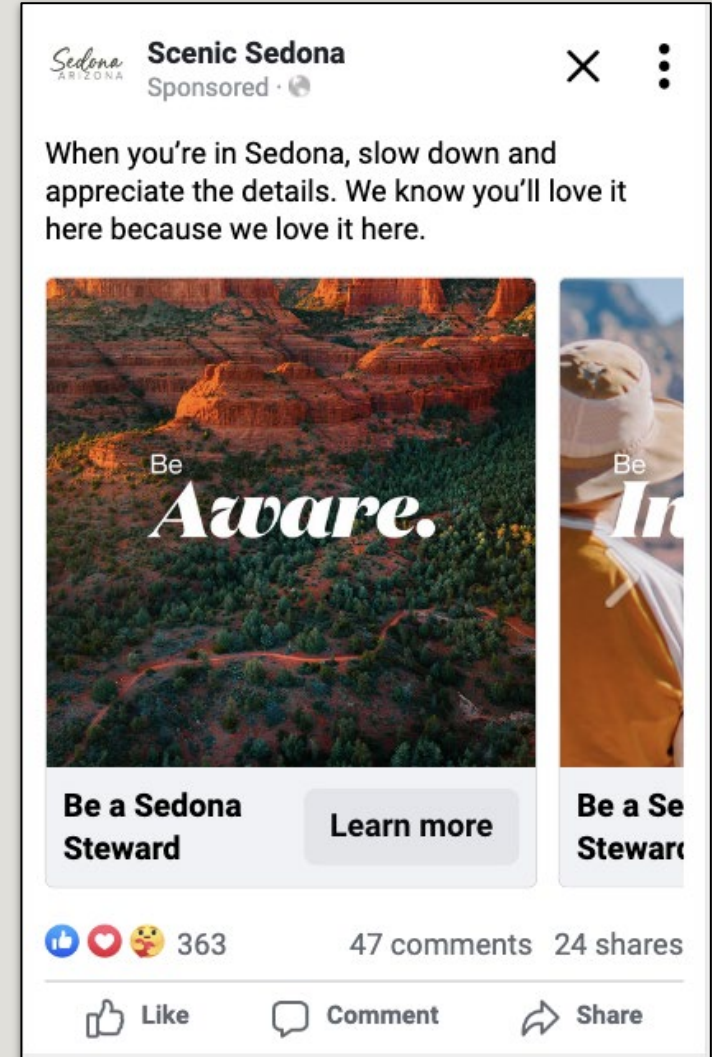
Impressions: 2,752,185
Engagements: 439,219
Link Clicks: 41,959
CTR: 1.52%
CPC: \$0.45

The social campaign performance was extremely strong and during the summer campaign. Meta drove more than 20,000 users to the website.

The sustainability messaging resonated with our audience.

Benchmarks

CTR: 0.90%
CPC: \$0.63



Attribution Results - Destination (Out-of-Market Campaign)

Destination



Total Trips/Visits

11,194



Total Visitor Days Observed

18,630



Est. Average Length of Visit

1.7 Days



Est. Campaign Impact

\$2,126,860

Top DMAs	Share	Avg Length of Stay
Phoenix -Prescott	50%	1.6 Days
Los Angeles	15.8%	1.7 Days
Tucson -Sierra Vista	9.8%	1.7 Days
Las Vegas	5.1%	1.7 Days
San Diego	4.5%	1.8 Days

Top DMA's for visitation to the destination aligns with the top delivery markets.

Attribution Results - Hotels (Out-of-Market Campaign)

Hotels



Total Trips/Visits

6,095



Est. Room Nights Observed

11,235



Est. Average Length of Visit

1.8 Days



Est. Campaign Impact

\$2,932,335

Top DMAs	Share	Avg Length of Stay
Phoenix -Prescott	57%	1.7 Days
Los Angeles	13.5%	1.9 Days
Tucson -Sierra Vista	7.8%	1.9 Days
Las Vegas	4.7%	1.9 Days
San Diego	4%	2 Days

Overnight stays in hotels also align with top delivery markets and audience targeting. More than 68% of all visitors that came from advertising stayed in a hotel.

Sedona Tourism Branding

Summer 2024

Tourism Brand Goal

Create harmony

Harmony between the destination, residents, visitors, businesses, and the brand.



Tourism Brand Values

SUSTAINABILITY

COMMUNITY-MINDEDNESS

SINCERITY



Tagline Options



Tagline – Redefine Desert

- Sedona is a different kind of desert. Redefines adventure, beauty; expectations. A place to redefine oneself.
- Literally, the desert looks different here, with red rocks, water and vegetation.
- Truly the most beautiful version of what a desert can be. Nothing like the rest of Arizona.
- Sedona redefines the desert for each person, every time they come here
- You - the resident, the visitor - get to (re)define what that looks like or means to you.
- The concept extends to redefining a vacation, an experience or emotions.
- If paired with a campaign, it provides nearly endless possibilities for variation. Broad spectrum of meaning.
- "Redefine" is an imperative – a call to action, a challenge, an ask.



Tagline – Stay Inspired

- Sedona is endlessly inspiring. This tagline speaks to the emotional experience of residents and visitors.
- Why do people live here? Why do people visit? To be inspired by beauty, adventure, relaxation, self-discovery.
- Speaks directly to experience of residents – Sedona never gets old. It's about the quality of that experience.
- It has "before/during/after" qualities. You come seeking inspiration; you discover it while here (unexpected); take it with you when you leave; relive it looking back; visit again.
- It has a timeless feeling. Sedona changes you forever.
- If paired with a campaign, it provides opportunity for variation. For example: Stay. Inspired.
- "Stay" is an imperative – a call to action, a challenge, an ask.



Logo Concepts

Option 1a

- Handmade calligraphic lettering speaks to the hands-on nature of Sedona's craftsmen & artists
- Inspired by the current mark, but modernized
- Ownable typography

Current logo on [ScenicSedona.com](https://www.ScenicSedona.com)

Sedona
ARIZONA

Sedona
Redefine Desert

Sedona
Stay Inspired

Sedona

Redefine Desert

Sedona

Stay Inspired

Sedona

Redefine Desert

Sedona

Stay Inspired

STAY EAT PLAY SHOP

Sedona

WELCOME TO SEDONA

You haven't been anywhere quite like Sedona. Small-town charm, world-class beauty. Local shops, restaurants and lodging, epic views in every direction. We know you'll love it here because we love it here.

And we want you to enjoy it, appreciate it, and care for it like we do.

Option 1b

- Handmade calligraphic lettering speaks to the hands-on nature of Sedona's craftsmen & artists
- Inspired by the current mark, but modernized
- Ownable typography



Sedona^{AZ}
STAY INSPIRED



Sedona^{AZ}
REDEFINE DESERT

Sedona AZ
STAY INSPIRED

Sedona AZ
REDEFINE DESERT

Sedona AZ
STAY INSPIRED

Sedona AZ
REDEFINE DESERT

STAY EAT PLAY SHOP

Sedona AZ

WELCOME TO SEDONA

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Option 1c

- Handmade calligraphic lettering speaks to the hands-on nature of Sedona's craftsmen & artists
- Inspired by the current mark, but modernized
- Ownable typography

Sedona
Redefine Desert

Sedona
Stay Inspired

Sedona

Redefine Desert

Sedona

Stay Inspired

Sedona

Redefine Desert

Sedona

Stay Inspired

STAY EAT PLAY SHOP

Sedona

WELCOME TO SEDONA

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And we want you to enjoy it, appreciate it, and care for it like we do.

Option 2

- A more delicate, unexpected and even romantic expression
- High contrast between thin and thick strokes (delicate vs bold, adventurous vs recognizable)

Sedona
stay inspired

Sedona
redefine desert

Sedona
stay inspired

Sedona
redefine desert

Sedona
stay inspired

Sedona
redefine desert

STAY EAT PLAY SHOP

Sedona

WELCOME TO SEDONA

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Option 3

- Type offers a more refined, artful yet contemporary representation of the spirit of Sedona
- Elegant sharpness in expression while conveying a beautiful organic feeling

SEDONA
REDEFINE DESERT

SEDONA
STAY INSPIRED

SEDONA
REDEFINE DESERT

SEDONA
STAY INSPIRED

SEDONA
REDEFINE DESERT

SEDONA
STAY INSPIRED

STAY EAT PLAY SHOP

SEDONA

WELCOME TO SEDONA

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Option 4

- Type inspired by the natural and raw beauty of rock formations
- Friendly and inviting
- A stroke through the mark evokes the sense of the Sedona skyline without being explicit (ie - “Redefine”)

SEDONA
stay inspired

SEDONA
redefine desert

SEDONA
stay inspired

SEDONA
redefine desert

SEDONA
stay inspired

SEDONA
redefine desert

STAY EAT PLAY SHOP

SEDONA

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Logos with: Redefine Desert



Sedona
Redefine Desert

1a



Sedona^{AZ}
REDEFINE DESERT

1b



Sedona
Redefine Desert

1c



Sedona
redefine desert

2



SEDONA
REDEFINE DESERT

3



SEDONA
redefine desert

4

Logos with: Stay Inspired



Sedona
Stay Inspired

1a



Sedona^{AZ}
STAY INSPIRED

1b



Sedona
Stay Inspired

1c



Sedona
stay inspired

2



SEDONA
STAY INSPIRED

3



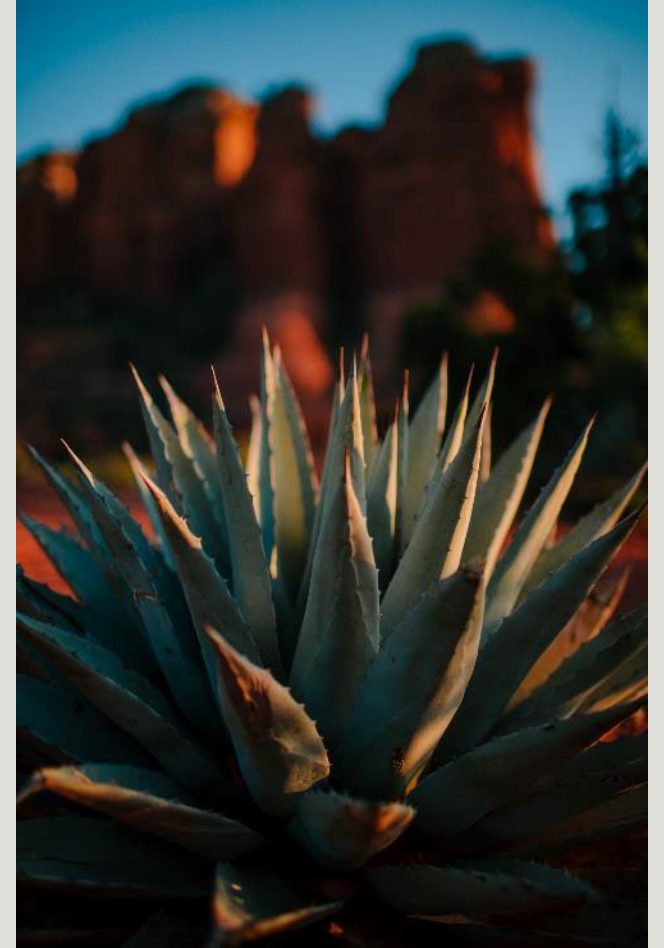
SEDONA
stay inspired

4

Discussion

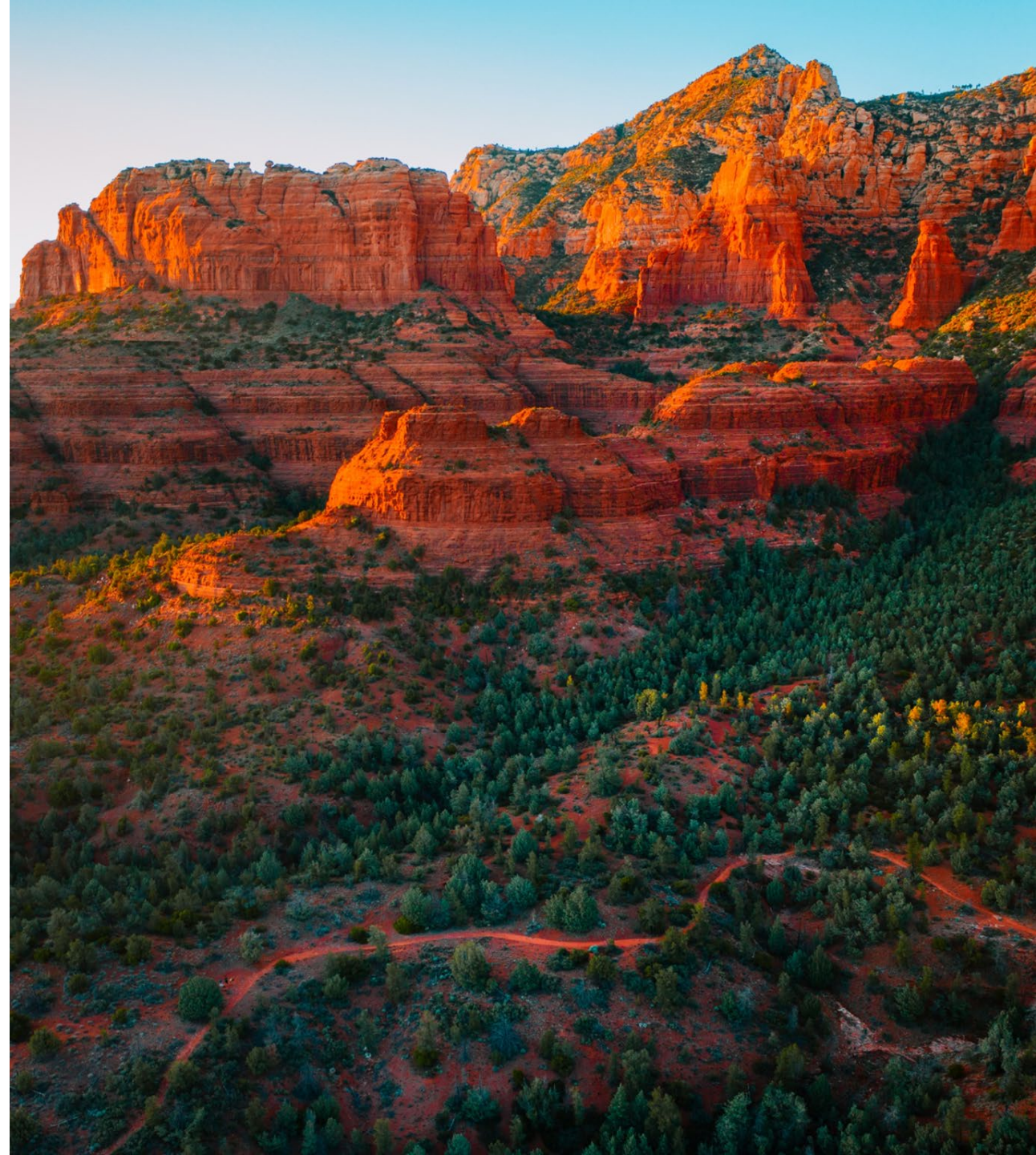
Recommendations to City Council

- Do you prefer one logo over the others?
- Do you prefer one tagline?



Sedona

Concept Development | 2024



Concept 1

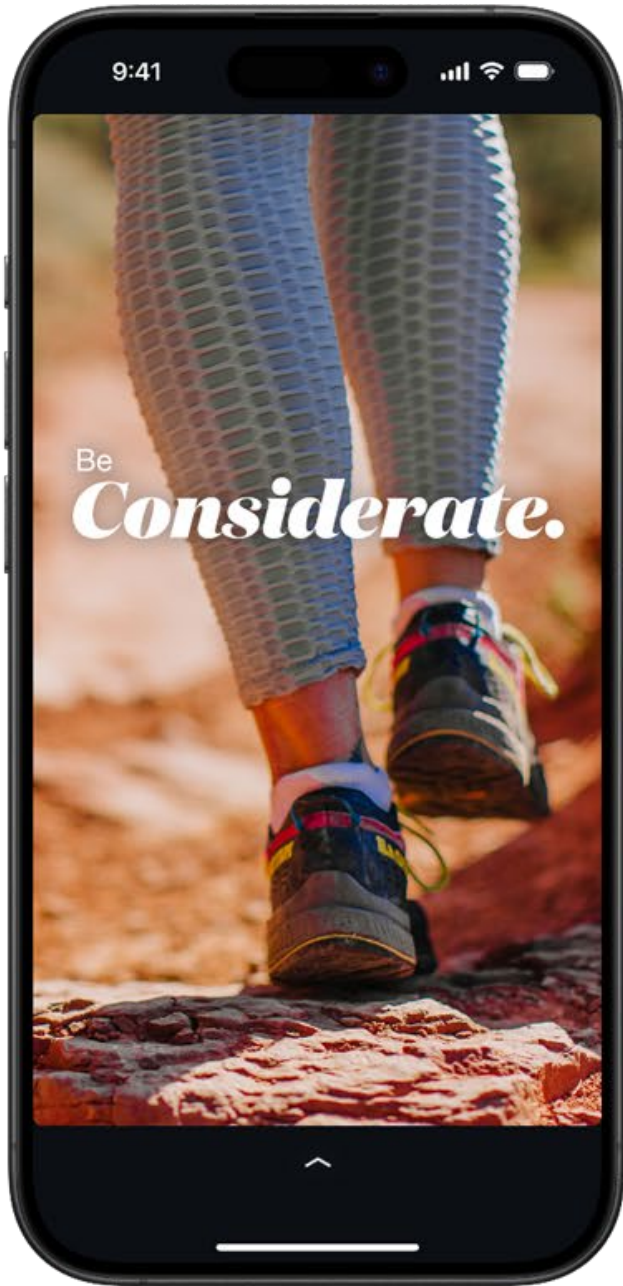
Concept

Be in the Moment

In a world where the focus often lies on capturing images for social media validation, the essence of living in the present moment is often overshadowed. This concept emphasizes the importance of experiencing places like Sedona without the distractions of social media trends, allowing individuals to forge genuine connections with their surroundings and live fully in the present.

This in turn can create a deeper respect for natural places and the local community while encouraging better habits.







INSPIRATION

The best Christmas holiday destinations

Fresh ideas whether you're travelling solo or taking the whole family
BY LAURA CHUBB, ANYA MEYEROVITZ AND EMMA LOVE



Be in the *Moment.*

Sedona

redefine desert

Plan Your Winter Escape >





Be in the
Moment.

It's in the details.
In Sedona there are plenty of big moments, but it's the small actions that count. Staying on trail, leaving without a trace, and being respectful make all the difference. And, as stewards of this land, it's nice to slow down and appreciate the details.
Join us and embrace the moment.
Learn more at ScenicSedona.com.

Sedona
redefine desert

Body Copy

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Be in the

Moment.

Sedona
redefine desert

ScenicSedona.com

RUE
TREILHARD

Concept 2

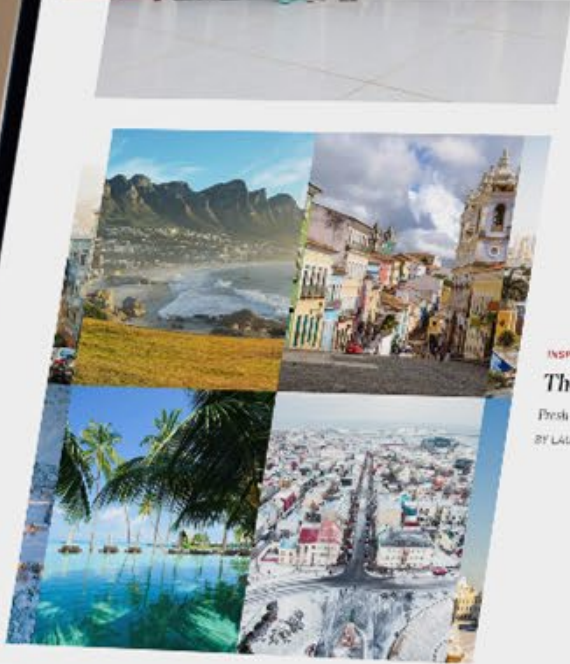
Concept

Explore in Color

This concept highlights the range of experiences Sedona offers, all wrapped in the vibrant, vivid colors of its natural beauty. Drawing from the rich spectrum of colors in Sedona's landscape—fiery reds, deep oranges, soft purples, and brilliant blues—the campaign uses these gradients to represent the full spectrum of life: from outdoor adventure to spiritual discovery, relaxation, and cultural enrichment.

The concept ties together the vibrant visual landscape with the emotional spectrum of joy, clarity, awe, and rejuvenation, offering visitors an unparalleled journey where every shade of Sedona reveals something new.





INSPIRATION

The best Christmas holiday destinations

Fresh ideas whether you're travelling solo or taking the whole family
BY LAURA CHUBB, ANYA MEYEROWITZ AND EMMA LOVE

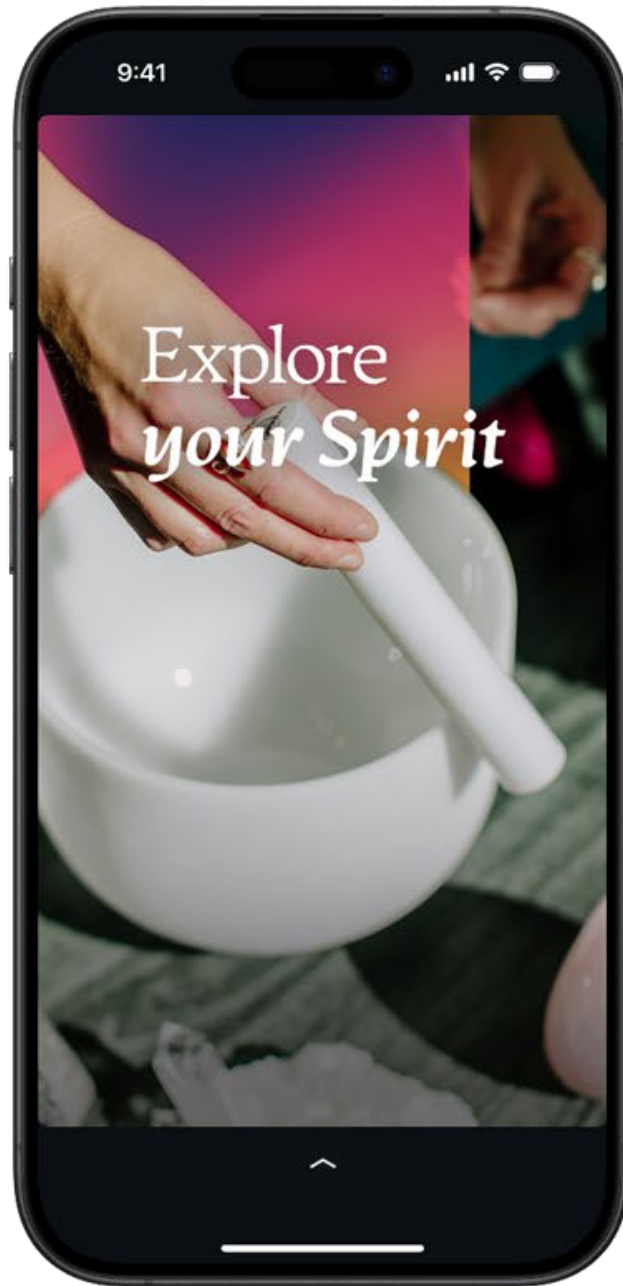


Explore in Color

SEDONA
REDEFINE DESERT

Plan Your Winter Escape >







Explore in Color

Discover a place where every moment bursts with vibrant possibilities. Whether you're hiking through towering red rocks, unwinding beneath a colorful sunset, or exploring serene canyons, each experience reveals a new shade of beauty. Come explore in color, and let Sedona's full spectrum of wonder transform your journey into something unforgettable.

Learn more at ScenicSedona.com

SEDONA
REDEFINE DESERT

Body Copy

Discover a place where every moment bursts with vibrant possibilities. Whether you're hiking through towering red rocks, unwinding beneath a colorful sunset, or exploring serene canyons, each experience reveals a new shade of beauty. Come explore in color, and let Sedona's full spectrum of wonder transform your journey into something unforgettable.

Learn more at ScenicSedona.com



SEDONA
REDEFINE DESERT

Explore in Color

ScenicSedona.com

RUE
TREILHARD

Concept 3

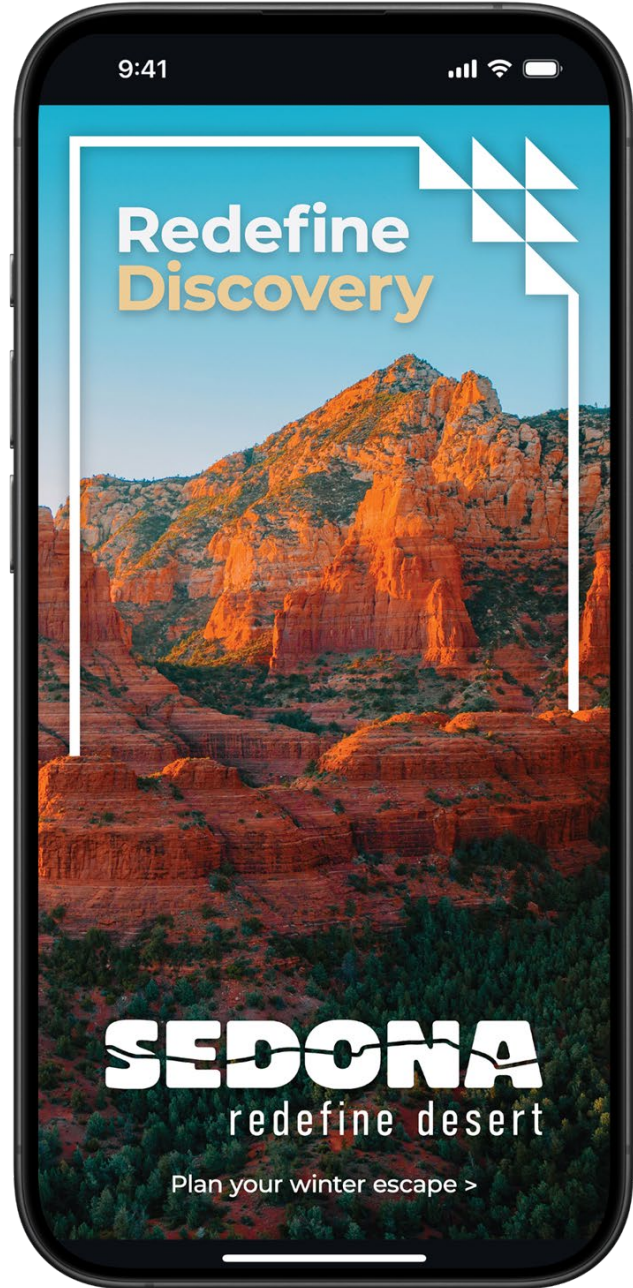
Concept

Redefine Desert

This concept invites the viewer to redefine their preconceived notions of the desert in general and Sedona in particular. To challenge, reimagine and rethink what the area has to offer. We show images breaking the frame, words highlight experiences and a graphic element that speaks to long held traditions.

Through all these elements we can position Sedona as a different kind of desert, a different kind of experience. One to be valued.





Frame Options

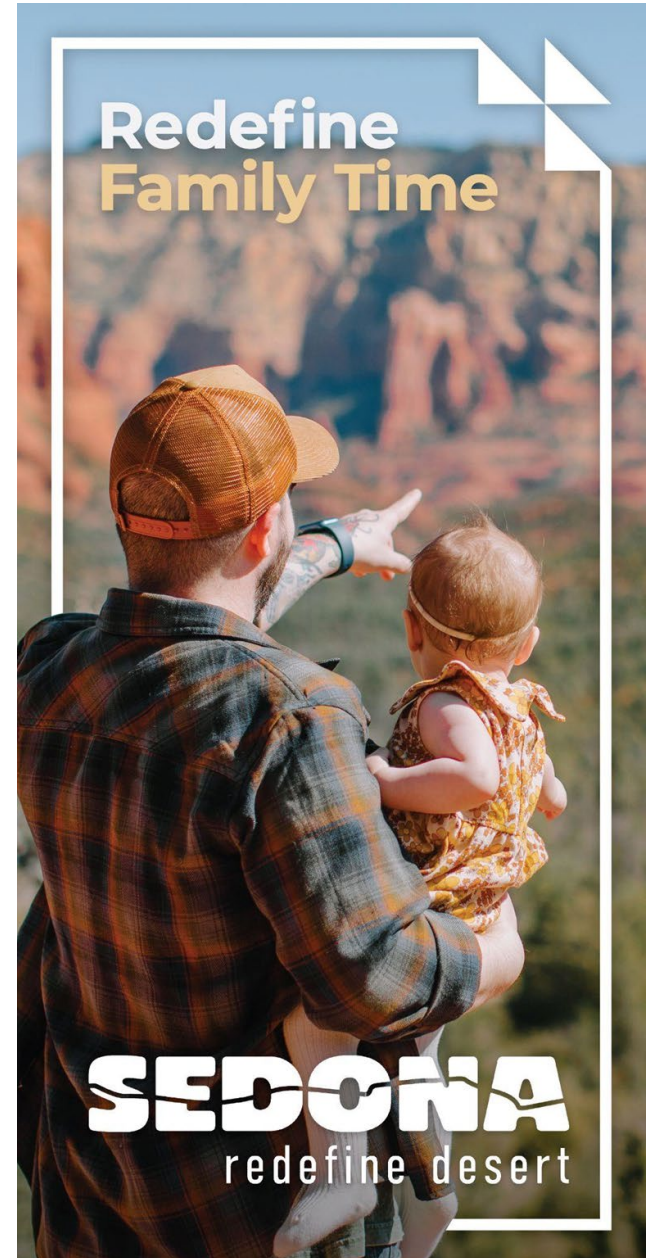
Note:
Option 1 features a slightly shrunken down pattern from what was seen before, in an effort to allow messaging to stand out.



Option 1



Option 2



Option 3



INSPIRATION

The best Christmas holiday destinations

Fresh ideas whether you're travelling solo or taking the whole family
BY LAURA CHUBB, ANYA MEYEROWITZ AND EMMA LOVE



Redefine Family Time

SEDONA
redefine desert





Redefine Date Night

Forget what you think you know about the desert. In Sedona, leaves dance in the trees and cool rivers flow. Trails wind through green forests and striking rock formations. Epic views awash in color inspire you at every turn. And first-rate dining delights visitors with dishes that will leave you wanting more. It's time to rethink your idea of the desert and embrace a place unlike any other.

Learn more at scenic Sedona.com

SEDONA
redefine desert

Body Copy

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learn more at ScenicSedona.com

Redefine Connection

scenicqedona.com



SEDONA
redefine desert

RUE
TRELHARD



Discussion

- Do you prefer one campaign over another?
- Are there elements in the preferred campaign that you wish were changed?



A scenic view of Sedona's red rock formations under a clear blue sky. The foreground shows layered red rock formations with some green vegetation. In the background, there are more prominent rock formations, including a large, flat-topped mesa on the right. The text "Sedona Visitor Center Budget" is overlaid in white, bold, sans-serif font across the center of the image.

Sedona Visitor Center Budget

Background

- Robust visitor services are integral destination marketing and management.
- Visitor services provide a consistent message about the destination and help influence visitor behavior
- Existing visitor services in Sedona include information on ScenicSedona.com, the educational videos featured in our Sedona Shuttle service, and the in-person experience at the Visitor Center
- Future opportunities include a digital Visitor's Guide, and digital kiosks located outside the Visitor Center and at key locations in Sedona



FY24 Visitor Center Budget

See print out:

Visitor Center City of Sedona Funding - Year Ended 06/30/24					
Monthly Invoices		Vs. Budget		Comment	
	Year Ended 06/30/24	FY 6/30/24 Budget	% of Budget		
1	Building & Grounds Maintenance	39,345	60,000	66%	Didn't increase restroom cleaning to twice a day, restroom plumbing repairs down, didn't add exterior security camera
2	Commercial Package Insurance	2,559	2,500	102%	
3	Equipment Lease	2,003	5,000	40%	Copier lease ended in October, not renewed
4	Mortgage Interest	10,453	10,000	105%	
5	Real Estate Tax	2,897	3,000	97%	
6	Storage & Handling	3,396	5,000	68%	Consolidated storage units in November
7	Utilities	12,963	15,000	86%	
8	Furniture & Equipment	0	1,000	0%	No expenditures
9	Computer & IT	5,910	6,000	99%	
10	Dues	100	0		Arizona Office of Tourism fee
11	Human Resources	1,287	2,000	64%	Reduced payroll processing costs in January
12	Staff Development	1,954	5,000	39%	Cost reduction
13	Volunteer Recognition & Dev.	9,526	30,000	32%	Picnic instead of banquet dinner
14	Supplies	6,046	11,000	55%	Budget overstated/cost reduction
15	Telephone/Data/ Internet	6,527	12,000	54%	Reduced telephone cost in December
16	Workers' Comp	927	500	185%	Volunteer policy
17	Salaries	55,469	115,000	48%	
18	Wages	129,625	115,000	113%	1) Donna transferred to the admin office in August 2) Added two part time staff in Nov/Dec to make up most of Donna's hours.
19	Payroll Tax	14,373	18,000	80%	
20	SIMPLE IRA Contributions	2,911	5,000	58%	
21	Group Insurance	6,501	16,000	41%	
22	Collateral - Counter Maps	7,759	24,000	32%	Purchased 75,000 maps
23	Total bed tax funded expenses	322,531	461,000	70%	
24	15% administrative overhead fee	48,380	69,150		
25	Total bed tax funded expenses	370,911	530,150		
26	City of Sedona 80% portion	296,730	424,120	70%	



TOURISM PROGRAM

FY24 Budget & Actuals vs FY25 Budget

See print out:

Visitor Center City Bed Tax Funding					
	FY25 Budget	FY24 Actual	Increase (Decrease)		
1	Salaries	53,000	55,469	(2,469)	
2	Wages	152,000	129,625	22,375	Increase part time staff due to supervisory staff reduction
3	Payroll Taxes	16,000	14,373	1,627	
4	Group Insurance	9,100	6,501	2,599	Refund in FY24
5	SIMPLE IRA Contributions	3,500	2,911	589	
6	Workers' Comp	700	927	(227)	
7	Volunteer Recognition	12,000	9,526	2,474	FY24 Volunteers 6,000 hours 3 FTEs
8	Staff Development	3,000	1,954	1,046	
9	Total Employee & Volunteer	249,300	221,286	28,014	
10	Public Restrooms Maintenance	21,000	22,226	(1,226)	Repairs excluded in FY25; cleaning service 1x/day; supplies
11	Public Restrooms Utilities	9,200	8,848	352	
12	Total Public Restrooms	30,200	31,074	(874)	
13	Building & Grounds Maintenance	20,000	17,117	2,884	
14	Utilities	4,700	4,115	585	
15	Storage & Handling	2,500	3,398	(898)	Down from 2 units to 1 unit
16	Property Tax	3,100	2,897	203	County real estate tax
17	Commercial Package Insurance	2,900	2,559	341	Fire + Liability
18	Furniture /Equipment	1,000	0	1,000	
19	Mortgage Interest	0	10,453		
20	25% of \$8,500/month market rent	25,500	0	15,047	Change from mortgage interest allocation to rental amount based on appraisal
21	Total Occupancy	59,700	40,539	19,162	
22	Collateral (11x17 maps)	15,000	7,759	7,241	FY25 qty 150,000; FY24 qty 75,000
23	Computer & IT	6,000	5,910	90	
24	Supplies	6,000	6,046	(46)	
25	Telephone/Internet	3,600	6,527	(2,927)	Change to web based phone system
26	Human Resources	1,000	1,287	(287)	ADP Payroll
27	Dues	100	100	0	AOT
28	Copier Lease	0	2,003	(2,003)	Copier lease not renewed
29	Other	16,700	21,873	(5,173)	
30	Total Expense	370,900	322,531	48,370	
31	15% Administration Fee	55,635	48,380	7,255	Started FY24; covers exec & finance
32	Total Expense & Admin Fee	426,535	370,910	55,625	
33	80% City Bed Tax Funding	341,228	296,728	44,500	80/20 allocation started FY24



TOURISM PROGRAM

Discussion

- What other questions do you have on the Visitor Center budget?

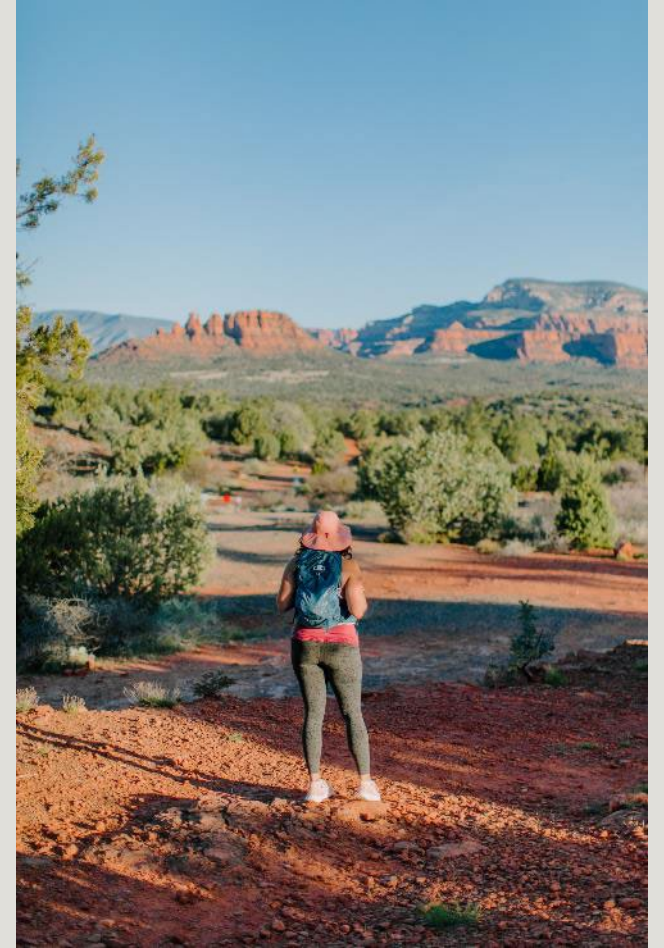




Prioritizing Visitor Services Recommendations

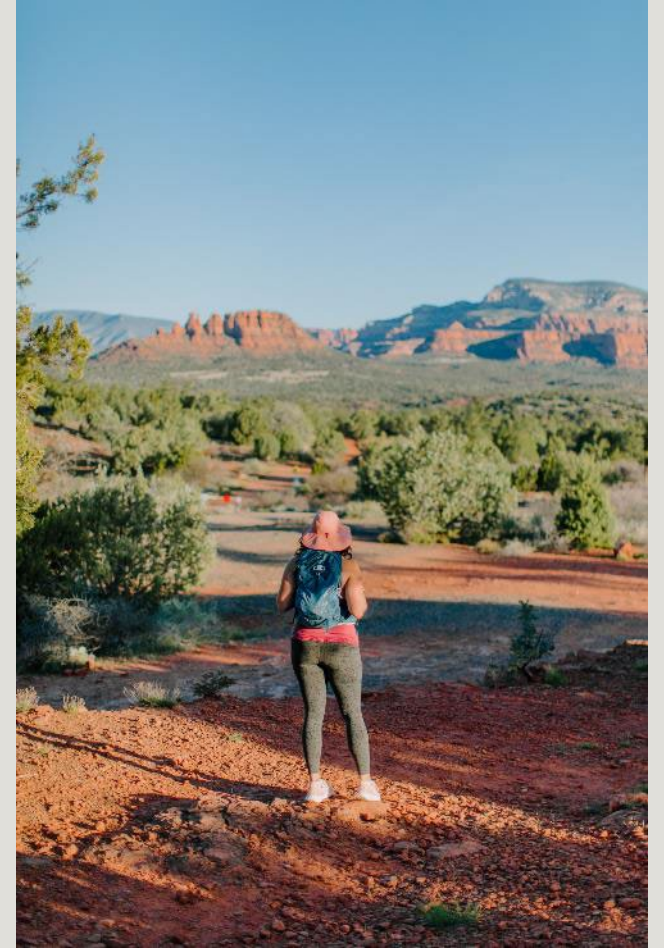
Key Findings So Far

- We are approaching these discussions through the lens of total available visitor services within Sedona
 1. Distribute visitor information (e.g. digital, print, toolkits)
 2. Leverage a captive audience (e.g. hotels, shuttles, restaurants)
 3. Provide a personal touch (e.g. Sedona Visitor Center, Red Rock Ranger District Visitor Center, hotel concierge, Friends of the Forest - Sedona)



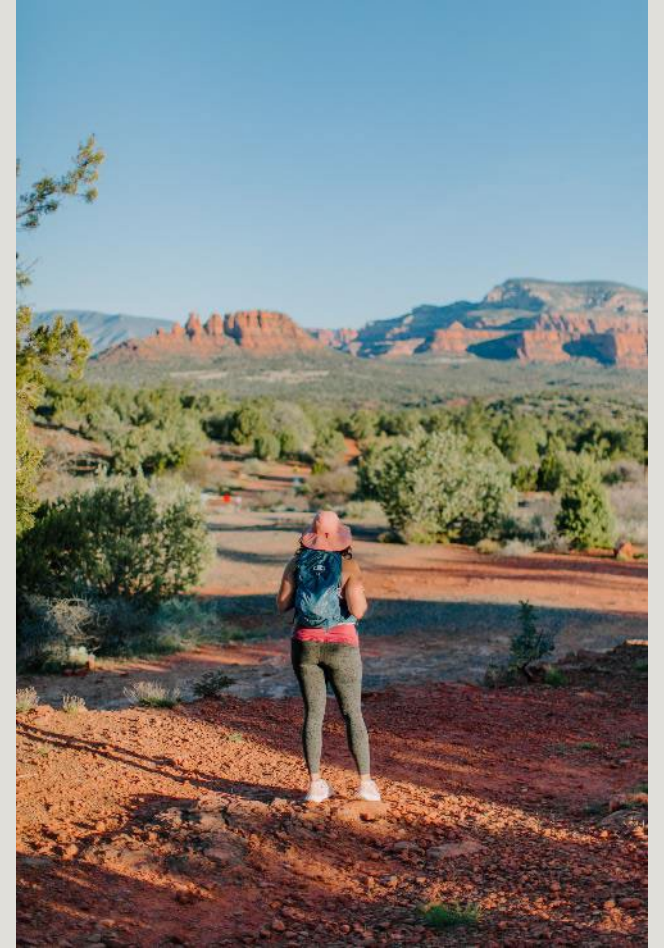
Key Findings So Far

- Our discussion has been focused on three types of recommendations
 - Engagement opportunities with visitor services
 - Implementation of new visitor services technology
 - Decentralization of the delivery of visitor services



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 - Engagement opportunities with visitor services
 - **Implementation of new visitor services technology**
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New Technology Options Update

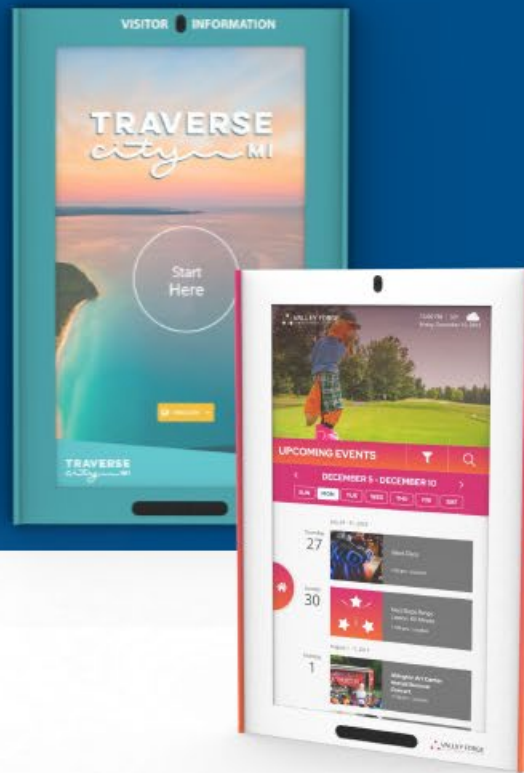
- Lauren and I have been meeting with TrueOmni, which has previously worked on visitor services technology with the Sedona Chamber of Commerce
- These discussions have provided insights into the types of new technology that are available



Indoor Landscape Kiosks



Indoor & Outdoor Mounted Kiosks



Indoor Portrait Kiosks



Showroom

Outdoor Kiosks



Portable Landscape Kiosk & Case



Dual-Sided Kiosks



Showroom



TrueOmni

MODULES

COUPONS



ADVERTISING



TRAILS



CHATBOT



PHOTOBOOTH



ITINERARY
BUILDER



MAPS



EVENTS



DIGITAL
BROCHURE



BOOKING



PASSES



VIDEO WALL



PROGRESSIVE
WEB APP



SURVEYS



SOCIAL MEDIA



GUESTBOOK



Engagement Opportunities	New Technology	Decentralization
<ul style="list-style-type: none"> Installing a 3D map of Sedona 	<ul style="list-style-type: none"> Purchasing informational kiosk technology 	<ul style="list-style-type: none"> Installing digital informational kiosks in additional locations
<ul style="list-style-type: none"> Installing an interactive display of the local geology and wildlife 	<ul style="list-style-type: none"> Developing a series of modules for the kiosks 	<ul style="list-style-type: none"> Physical booths in West Sedona and/or Chapel
<ul style="list-style-type: none"> Offering a local products and/or art showcase 	<ul style="list-style-type: none"> Selecting the right mix of hardware for the kiosks 	<ul style="list-style-type: none"> Mobile visitor services (van, truck, bike) that can move around
<ul style="list-style-type: none"> Develop a series of self-guided audio tours of uptown 	<ul style="list-style-type: none"> Mobile app about things to do in Sedona 	<ul style="list-style-type: none"> Mobile visitor services (tent, table) that can be placed
<ul style="list-style-type: none"> Enhancing the children’s area within the visitor center 		<ul style="list-style-type: none"> AI bot that can answer questions about things to do in Sedona
<ul style="list-style-type: none"> Photo booth opportunities 		
<ul style="list-style-type: none"> Streamlining the rack cards & installing QR codes 		
<ul style="list-style-type: none"> Enhance visible sustainability messaging within the Center 		



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THANK YOU

