In June 2021, we gathered for our Sedona Chamber of Commerce Annual Partners’ meeting at the Sedona Golf Resort in the Village of Oak Creek. It was the first time since the pandemic’s outbreak that we were able to be in-person to celebrate our resiliency having persevered even in the face of the first full forest closure of Coconino National Forest since 2006.

We are a membership organization deeply rooted in relationships. We take our responsibility for convening a broad business coalition inclusive of the Village of Oak Creek and other unincorporated areas like Oak Creek Canyon, and regional enterprises throughout the Verde Valley, in addition to our core City of Sedona-based partners.

As the voice of business, throughout 2020-21 we advocated for the Power of Travel as the number one economic driver for the greater Sedona Verde Valley region, Northern Arizona, and the state, to ensure policy that provided for a positive business climate in the aftermath of COVID-19.

The Sedona I Safe.Clean.Ready program brought hundreds of Sedona Chamber businesses and others from around the Verde Valley who adopted and joined us in this collective commitment to keep our employees, visitors and residents safe while ensuring our economic viability remained intact.

As Sedona’s Official Destination Management Organization, destination stewardship under Arizona’s first Sustainable Tourism Plan in partnership with the City of Sedona remained a priority. The dramatic increase of day trippers to Sedona from Phoenix, the nation’s fastest growing metropolitan area, coupled with 18 million additional visitors flocking to our national forests, equated tourism with traffic, trash, and trailhead congestion. We must work to strike a balance between a thriving tourism economy and amazing visitor experience while preserving the natural environment and quality of life for our residents.

Our $1 billion tourism economy operates within a complex governance ecosystem enveloping federal, state, multiple-county, city municipal and advisory organizations, along with public land management agencies. The Sedona Chamber is well-positioned to catalyze a regional approach, to convene and facilitate collaboration as we seek solutions to unanticipated exponential growth while conversely the national tourism industry suffers exponential losses surpassing that of 9/11.

We are grateful for the trust you place in us to serve you and thank you for your investment in your Sedona Chamber – where policy, people and place come together to create community.

Sincerely,

Candace C. Strauss
FY22 Board of Directors

Thank you for your leadership and commitment to Sedona.

Al Comello, Chairman
Comello Media Services

Jennifer Perry, Vice Chairman
Arizona Community Foundation of Sedona

Wendy Lippman, Secretary
Tlaquepaque Arts & Shopping Village

Mike Wise, Treasurer
Sycamore Group, LLC

Jesse Alexander
Sedona Center

Cheryl Barron
Courtyard by Marriott Sedona

John Davis
Cheers

Darla DeVille
APS

Dr. Beth Dupree
Northern Arizona Healthcare

Gary Glenn
The Sedona Image Maker

Julia Kaiser
The Arabella Sedona

Stan Kantowski
The Enchantment Resort

KC Kinsey
Hilton Sedona Resort at Bell Rock

Susan Obijiski
Susan Obijiski

Ed Rose
Sedona-Oak Creek Airport Authority

Lonnie Lillie
Arroyo Pinion Sedona Hotel Ex-Officio Member
## Finances

### FY21 Revenue

<table>
<thead>
<tr>
<th>Division</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CHAMBER DIVISION</strong></td>
<td></td>
</tr>
<tr>
<td>Total Private Sector Revenue</td>
<td>$ 256,986</td>
</tr>
<tr>
<td><strong>TOURISM BUREAU DIVISION</strong></td>
<td></td>
</tr>
<tr>
<td>Private Sector Revenue</td>
<td>$ 217,076</td>
</tr>
<tr>
<td>City of Sedona Bed Tax Re-investment</td>
<td>$ 2,177,503</td>
</tr>
<tr>
<td>Total Tourism Revenue</td>
<td>$ 2,394,579</td>
</tr>
<tr>
<td><strong>VISITOR SERVICES DIVISION</strong></td>
<td></td>
</tr>
<tr>
<td>Visitor Center Revenue</td>
<td>$ 145,789</td>
</tr>
<tr>
<td>City of Sedona Bed Tax Re-investment</td>
<td>$ 410,000</td>
</tr>
<tr>
<td>Total Visitor Center Revenue</td>
<td>$ 555,789</td>
</tr>
<tr>
<td><strong>Total Revenue</strong></td>
<td>$ 3,207,354</td>
</tr>
<tr>
<td><strong>Total Cost of Goods Sold &amp; Events Produced</strong></td>
<td>$ 117,532</td>
</tr>
<tr>
<td><strong>Total Net Revenue</strong></td>
<td>$ 3,089,822</td>
</tr>
</tbody>
</table>

### FY21 Expenses

<table>
<thead>
<tr>
<th>Expense</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Partner Services</td>
<td>$ 262,364</td>
</tr>
<tr>
<td>Tourism Bureau</td>
<td>$ 2,216,763</td>
</tr>
<tr>
<td>Visitor Center / Visitor Services</td>
<td>$ 423,664</td>
</tr>
<tr>
<td><strong>Total Expenses</strong></td>
<td>$ 2,902,791</td>
</tr>
<tr>
<td><strong>Excess of Net Revenue over Expenses</strong></td>
<td>$ 187,031</td>
</tr>
</tbody>
</table>

Tourism Provides for Quality of Life

- **Tourism is a $1B Industry in Sedona**
- **Visitors Generate 77% of the City’s Sales and Bed Tax Revenues = $27M in Local Tax Dollars (FY21)**
- **Tourism Supports Over 10,000 Jobs in Sedona**
- **Sedona Tourism Generates Over $240 MILLION in Wages**

Statistics provided by the City of Sedona and Yavapai College

Visitors Generate Significant Funding

**TOP 3 FUNDING GENERATORS (FY21)**

1. Sales Taxes ($27,818,788)
2. Bed Taxes ($7,150,999)
3. Wastewater Charges for Services ($5,991,385)

**TOTAL $40,961,172**

**OF THAT, VISITORS GENERATE**

77% of Total Sales & Bed Taxes ($26,926,736) 54% of Wastewater Charges for Services ($3,235,348)

**TOTAL $30,162,084**

(74% of the Top 3 Funding Sources)

Estimates are provided by the City of Sedona
Economic Indicators

Beginning in March 2020, COVID-19 was unleashed on the world resulting in a global pandemic that has decimated the tourism industry 9x worse than the effects of 9/11. The result: $645 billion in cumulative losses for the U.S. travel economy through May 2021. For Sedona’s tourism economy, the initial economic downturn was dramatic, having occurred in the middle of one of our busiest months of the year. Yet, it was short lived and the rebound just as pronounced with the effects of the pandemic driving millions of people to seek refuge in the great outdoors. The result was a record-breaking year in both sales and bed tax collections for the City of Sedona likely attributed to the influx of short-term rentals added to the market in FY21 alone (117 units) as well as the high ADR garnered by traditional lodging properties.

FY21 Sales and Bed Tax Revenues
July 2020 – June 2021 vs July 2019 – June 2020
(COVID-19 impacted the months of March – June 2020)

Total Spend on Taxable Goods and Services  
$219,965,029

Sales Tax Collected  
$27,818,788  
38%

Bed Tax Collected  
$7,150,999  
72%

Traditional Lodging Performance FY21 vs FY19

Occupancy  
2.7%

Average Daily Rate  
23.1%

Revenue Per Available Room  
17.8%
Sedona Chamber: Catalyst – Convener – Champion

Founded more than 60 years ago as a 501 (c) 6 nonprofit membership organization, the Sedona Chamber is the collective voice of business in Red Rock Country. In our role as a catalyst for business growth, a convener of community leaders and stakeholders, and a champion for a thriving community, we are where policy, people and place come together to create community.

FY21 STRATEGIC PRIORITIES
Advocacy on Business Policy
Sustainable Tourism
Outdoor Recreation
Housing
Transportation
Workforce

In FY21:

- **725** total partners
- **63** new partners
- **83%** retention rate
- **58** chamber events

Partners Tell Us They Join for:

- **Access**: Be an insider in the local business community
- **Exposure**: Market your business at many levels
- **Networking**: Make professional and personal connections
- **Education**: Enhance your professional growth
- **Community**: Recognize the connection between people, place and responsibility

58% of our partners have been partners for 10 years or more
169 local businesses have been partners for over 20 years
Chamber Partner Services

The SCC&TB is here to serve its 725 member businesses and their 10,000 employees located in West Sedona, Uptown, South Sedona, the unincorporated areas of Cornville, Oak Creek Canyon and the Village of Oak Creek, as well as in the greater Verde Valley. We advocate to create a positive business climate where they all can thrive while contributing substantially to the quality of life for the nearly 20,000 residents who live in the greater Sedona area.

Engaging with Locals

Sedona Chamber Website

134,654 Pageviews
SedonaChamber.com

Sedona Chamber Facebook

11,569 Fans
@SedonaChamberofCommerce

Sedona Chamber Twitter

2,171 Fans
@SedonaChamber

Local e-News

3,199 Subscribers
Sign up at SedonaChamber.com

Put your $$$ where your ❤️ is.
Local spending creates jobs and a sense of community. For every $100 spent at a locally-owned business, $73 remains in the local economy to circulate.
FY21 Chamber Partners!

Oak Creek Country Club
Descanso Restaurant & Bistro Centers
Olli Sedona Verde Valley at Vasa Colage
On The Greens
One Tribe Tours
DinA2 Credit Union - Sedona Branch
Open Range Grill & Tavern
Orchard Canyon on Oak Creek
Orchards Inn
Overstock
Out of Africa Wildlife Park
Outback ATV Rental
Outlaw Grille
Page Lake Powell Chamber of Commerce
Page Springs Vineyard & Cellars
Page’s Pizzeria & Italian Cuisine
Pamela Chons - Associate
Park Hotel
Patriot Disposal Inc
Peace Place Magnificent Crystals
Peak Innovation
Physical Graffiti Body Art Studio
Piano on the Rocks International Festival
Pink Adventure Store
Pink Jeep Tours
Pilch Law Offices
Pioneer Title Agency Inc
Pia Lisa
Plan It to Save the Wolves
Plant 2 Platter
Poco Diablo Resort
Pomer Vacation Rental Management
Prescott Valley Chamber of Commerce
Prewmling Sedona
Pristine Payments
Tech Partners
Pump House Station
Rainbow Acres
Rainbow Adventures
Ranch Sedona RV Park
Randy & Debbie Gambino - Associate
RE/MAX Sedona - Rob & Pam Schubert Owners/Owners
Ready Executives
Arizona Territory
Recreation Resource Management
Red Agave Resort
Red Rock Balloon Adventures
Red Rock Cafe
Red Rock Country Visitors Guide
Red Rocks Embroidery (Billy Tellegen)
Red Rock Impressions II
Red Rock Impressions LLC
Red Rock Lock
Red Rock Realty Vacation Home Rentals
Red Rock State Park Or for Environmental Use
Red Rock TV - Channel 1
Red Rock Values
Red Rocks Music Festival
Remote Tapestry
Residence Inn by Marriott Sedona
Restore Energy and Balance, PLLC
RG Toolgood Construction Inc
Rick Westhoff - Coldwell Banker Realty
Rocky RD Ice Cream
Rollies Camera
Rotary Club of Sedona
Rotary Club of Sedona Red Rocks
Rotary Club of Sedona Village
Rose Fine Art Gallery
Roy Gomm - ReMax of Sedona
Run Sedona
Running on the Wall
Running River School
Russ Lyon Sedona's International Realty
Sacred Earth Walks
Sacred Rememberings
Sacred Sedona Now
Sacred Sound of the Soul, Inc.
SAFE Action Project
Safety Inc
Salt River Project
Sandal Schollman - Associate
Sansel Healing Arts
SCORE Northern Arizona
Seashore Construction
Sedona
Sedona Family Counseling
Sedona Fire District
Sedona Fudge Company
Sedona Gala Association
Sedona Gem and Mineral Club
Sedona Gold Menus
Sedona Golf Resort
Sedona Healing & Hypnotherapy
Sedona Healing Arts
Sedona Hearing Center
Sedona Heritage Museum
Sedona Infinity Spa
Sedona Inspirational Properties
Sedona International City of Peace
Sedona International Film Festival & Workshop
Sedona Kids Company
Sedona Lodging Council
Sedona Luxury Real Estate Professionals
Sedona MedSpa & Wellness
Sedona Meditation Experiences
Sedona Medium, LLC
Sedona Metaphysical Spiritual Association
Sedona Monthly
Sedona Motors
Sedona Mountain Bike Academy
Sedona Mountain High Flavors
Sedona Mixing & Storage Inc
Sedona Mystical Tours
Sedona NOW TV
Sedona Oak Creek Canyon Lions Club
Sedona Oak Creek School District #3
Sedona Outdoors
Sedona Paint Center
Sedona Payments
Sedona Performing Arts Center
Sedona Philosophy
Sedona Pickleball Ambassador
Sedona Pines Resort
Sedona Pizza Company
Sedona Professionals
Sedona Public Library
Sedona Quantum
Tahchen Healing
Sedona Reel Inn & Suites
Sedona Recycles Inc
Sedona Red Rock News
Sedona Red Rock Trail Fund
Sedona Reform Club
Sedona Rentals & Property Management Inc
Sedona Resort Apartments
Sedona Sacred Journeys - Gregory Drabant
Sedona Sacred Land Journeys
Sedona Se-Love Retreats
Sedona Shadows
Sedona Soul Adventures
Sedona Spirit Journey & Workshops
Sedona Spirit Yoga, Healing & Vortex Journeys
Sedona Springs Resort
Sedona Summit
Sedona Tourism Rentals
Sedona Timeshare Rentals
Sedona Timeshare Resales
Sedona Tours & Rentals
Sedona Trolley
Sedona UFO and Vortex Tours
Sedona UFO Tours, LLC
Sedona United Universalist Fellowship
Sedona United Methodist Church
Sedona Verde Valley Assn of Realtors
Sedona Views Bed & Breakfast
Sedona Village Lodge
Sedona Village Partnership
Sedona Vista Village
Sedona Visual Artists’ Coalition
Sedona Water Works
Sedona Wire Adventures
Sedona.org
Sedona Oak Creek Airport Authority
Sedona’s New Day Spa
Sedona’s Coffee
Sedona Conscious Living Center
Selton Engineering Consultants LLC
Senior Bob’s Hot Dogs
Seven Canyons
Shangri-La Healing with Anahata
Shangri-La Retreats
Shepard - Wine Tester
Shiromi Darseki INC
Shops at Hyatt Place Ponce
Shore Solutions
Simpleview
Sky Ranch Lodge
Sky Rock Inn of Sedona
Skye Wynn
Slide Rock State Park
Smart Window Creations Inc
Snap Fitness - Sedona Village of Oak Creek
Snap Fitness Sedona
Soil Scirbe
Sound Bites Grill
Southwest Inn & Suites
Southwest Protective Seniors
Southwestern Academy
Special Olympics Arizona
Spectrum Healthcare
Spirit Light Healing & Reconnection
Spirit Steps Tours
SpiritFlow Sedona
SpiritQuest Retreats
Spot On - Dare Galanteri Local Partner
Squaw Creek Clean - Junk Removal
St. John Vianney Catholic Church
St. Luke’s Episcopal Church
St. Andrew’s Episcopal Church
St. Rose Images
Stampede Inc
Star Maintenance LLC
Starterks Coffee Cafe
Stay Sedona Vacations
Steamboat B&B
Stellar Productions Live LLC
Steps to Recovery Homes
Sterling Accounting & Tax, LLC
Stewart Title & Trust
Stiletto Aromatics
StormMaster Self Storage
Straight Up Custom Painting LLC
SuddenLink Communications
Sugar Leaf Lodge
Sunset Village Mobile Home Park
Suez Octayaki - Business and Wellness Consulting
Sustainability Alliance
Syname Group, LLC
Sanchez Restaurant & Martín Bar
Taylor Wade Inc
TC’s Bar and Grill
Tempest Interactive Media
Thai Palace Uptown
Thanks For The Help
The Andante Inn of Sedona
The Arabian Sedona
The Art of Wine
The Artist’s Kitchen Shop
The Bead Garden of Sedona
The Canyon Wren Cabins
The Church of the Red Rocks
The Coleman Group | REMAX Sedona
The Coleman Group | REMAX Sedona | Taylor Coleman Underwood
The Collective Sedona
The Framekner
The Gathering Place
The Gate House
The Hub
The Hudson
The Hurttini
The Hummingbird Society
The Lambda Shop of Utopian Sedona
The Local Pages
The M. E. - Music Inspired Collection
The Master’s Bible Church
The Moleney Point
The Naja Inc
The Ridge on Sedona Golf Resort
The Sedona 30
The Sedona Dream Maker Bed and Breakfast
The Spa at Poco Diablo
The Squarebowl Desserts
The Two Lucys
The Vault Uptown
The Villas at Seven Canyons
The Whaler Haven Spa
The White Resort Spa
Therapy On The Rocks
Thunder Mountain Bikes
Tiera Verde Builders
TinyCamp
Tlaquepaque Arts & Shopping Village
Tlaquepaque Toy Town
TLC Window Cleaning and Pressure Washing
T-Mobile
Toilet Building & Remodeling LLC
Touchmark at the Ranch
True Edward Photography
True Horse Adventures
True Loves Escapades
True Real Float Spa
Twice Nice Thrift Shop
Unsource Energy Services Inc
Unified Way of Yavapai County
Union of Sedona
University of Sedona and University of Metaphysics
US Cryptotherapy
US Forest Service Red Rock Ranger District
Verde Adventures
Verde Brewing
Verde Canyon Railroad
Verde Ranch RV Resort
Verde River Growers
Verde Solar Power
Verde Valley Archaeology Center
Verde Valley Caregivers
Verde Valley Cyclists Coalition
Verde Valley Habitat for Humanity
Verde Valley Imagery Library
Verde Valley Military Service Park
Verde Valley Newspapers
Verde Valley Regional Economic Organization
Verde Valley School
Verde Valley Senior Citizens Association Inc
Verde Valley Sininfetras
Verde Events & Tents
Victorian Cowgirl
Village Gallery of Local Artists
Villas at Poco Diablo
Vince’s Auto Body Inc
Vino Di Sedona
Fine Wine & Craft Beer
Visit Phoenix
Vista Ridge Sedona
Vita Pure Yoga & Hiking Retreats
Vivace Worldwide AZ LLC
Vortex Yoga Hiking in Sedona
Waterhole Canyon Experience
Waves Foundation
Wayne B Light Sedona’s Jewelry Experience
Wayside Chapel
Wells Fargo Bank NA
West Sedona School PTA
Western Express Chapel Service and Tours LLC
Westside Air Service
Whispering Creek Bed & Breakfast
White Light Crystals, Books and Angels, LLC
Whole Foods Market
Wild Western Horseback Rides
Wildflower Bread Company
Wildflower Inn at Bell Rock
Window Wonders Inc
Wine Tours of Sedona
Wing Sound, LLC
Winged Energy Healing, LLC
Wizdom Council, One Spirit One Heart LLC
Yahara Clairvoyant Medium
Yavapai College
Yavapai College SBDC
Yavapai Title Agency Inc
Yo Yoga Sedona
YOUR Business Accountant LLC
Your Sedona Connection
Yukon Creative Marketing Solutions
Zaius M Tours
Tourism Bureau: Official Destination Management Organization

The SCC&TB, as the official Destination Management Organization for the greater Sedona area, is the driving force behind Arizona’s first officially-adopted Sustainable Tourism Plan (STP) in March 2019. Our aim, to strike a balance between a thriving Sedona Verde Valley regional tourism economy that provides an amazing visitor experience with our responsibility to environmental stewardship and resident quality of life.

Highlights of the Sedona Sustainable Tourism Plan

The Sedona STP is

THE FIRST
community-developed sustainable tourism plan in Arizona.

The STP is the product of an 18-month community-wide effort involving over 1,000 residents, stakeholders and visitors.

The STP is a response to community concerns about overcrowding and congestion affecting the Sedona environment and resident quality of life.

Conducted by ASU’s Center for Sustainable Tourism, only one of two schools of its kind in the United States, and Nichols Tourism Group.

These concerns match a trend in popular domestic and international travel destinations regarding the impact of increasing tourism levels.

The STP has four pillars, each with specific short- and long-term objectives, goals and tactics to achieve them: Quality of Tourism Economy, Visitor Experience, Environment and Resident Quality of Life.

For more information on the Sedona Sustainable Tourism Plan, visit SedonaSustainable.com.
Sedona Sustainable Tourism Plan

The Four Pillars of the STP focus on balancing and growing a strong economy, enhancing resident quality of life, protecting our fragile lands and creating memorable visitor experiences. Balancing the Plan’s four pillars are key to Sedona’s future. On the following pages, you will find examples of some projects that were implemented in FY21.

Quality of Tourism Economy
Shape the Sedona economy in ways that balance its long-term sustainability and vibrancy

Visitor Center / Visitor Experience
Continue to provide an excellent visitor experience that highlights Sedona’s sustainability values and keeps visitors coming back

Environmental Stewardship
Lead the tourism industry in implementing sustainability principles, positioning Sedona as a national and international leader in destination stewardship

Resident Quality of Life
Protect and enhance the quality of life by mitigating impacts of tourism
Quality of Tourism Economy

As the Voice of Business in greater Sedona, the SCC&TB advocates for the $1 billion tourism industry fueling our entire region, to ensure policy that provides for a positive business climate on behalf of our nearly 750 member businesses and their thousands of employees. The SCC&TB is well-positioned to catalyze a regional approach to convene and facilitate collaboration with key stakeholders as we seek solutions to unforeseen and exponential growth, and strike a balance between a thriving visitor economy and preservation of the environment and resident quality of life.

Goals, Objectives and Tactics

**GOAL**
Shape the Sedona economy in ways that balance its long-term sustainability and vibrancy.

**C1** Monitor and adjust levels of economic activity in need periods and moderate congestion by dispersing visitors

**C2** Expand interagency collaboration among diverse Sedona organizations

**C3** Monitor and adjust tourism marketing to achieve a balance between quality of life and a healthy economy

**C4** Pursue innovative approaches to employee housing and training
Destination Marketing

The usual charge of the SCC&TB is to positively impact the Sedona tourism economy by attracting a High Value Visitor to Sedona who stays longer, spends more, and respects this special place, and by driving visitation in lower, off-peak season time periods.

“Room To” Campaign

Due to the COVID-19 pandemic, very little outbound marketing took place in FY21, and that which did was focused on communicating the number of ways to enjoy Sedona safely in our great outdoors to Phoenix, Los Angeles and San Diego residents through the “Room To” campaign. As COVID-19 cases spiked, the campaign message became more direct in the “Adventure Safely | Mask Up” iteration.

In market, the Sedona | Safe.Clean.Ready campaign was created to communicate that Sedona was safe, clean and ready to follow the CDC and Governor’s guidelines for re-opening the economy. The campaign enlisted over 300 local businesses who committed to operate safely for our residents, businesses and visitors. SedonaSafeCleanReady.com

Mask Up Sedona

Mask Up Sedona was an extensive signage campaign running in market. In partnership with the City of Sedona, the Mask Up campaign was also shared on social media in effort to encourage visitors who are already in Sedona to do their part in following CDC guidelines.

A total of 21,548,290 impressions were generated.
Quality of Tourism Economy

Communications

The SCC&TB Communications department tells the story of our destination to garner positive publicity and word-of-mouth while promoting niche markets and the amenities of our partners. Focused, positive media exposure helps to generate consumer interest and drives demand in our target markets worldwide.

Engaging with Visitors

VisitSedona.com

- 6,094,533 Pageviews
- 2,179,560 Sessions

Mobile: 60%
Desktop: 37%
Tablet: 3%

Building Relationships with Media

- $161,429,000 in advertising value
- Assisted 233 media with Sedona stories
- Distributed 57 press releases and e-newsletters
- Hosted 7 media
Group/Meeting Sales

The SCC&TB Meeting Sales efforts focus on driving group business to Sedona during the need times of mid-week and off-peak seasons. These efforts include positioning Sedona as a premier destination for meetings, events, and incentives through tradeshows, sales missions, custom site inspections and FAM (familiarization) tours.

By the Numbers

- **109** leads representing **19,184** room night opportunities to Sedona partners
- **13** meetings confirmed for area lodging which will represent **2,146** room nights
- Identified and met with **152** meetings and events professionals at **9** trade shows and sales missions including **3** virtual events

Attended/Organized

- **Destination West in Arizona** (Face-to-Face)
- **Luxury Meetings Summit CA/Southwest** (Virtual)
- **Luxury Meetings Summit Incentive Travel**
- **Meetings & Events** (Virtual)
- **IPEC Independent Planners Education Conference** (Face-to-Face)
- **Connect Corporate** (Face-to-Face)
- **HelmsBriscoe Annual Business Conference** (Virtual)

Group Bookings by Location

- CA **29%**
- AZ **10%**
- PA **10%**
- GA **5%**
- IA **5%**
- IL **5%**
- IN **5%**
- KY **5%**
- NC **5%**
- NH **5%**
- OH **5%**
- OR **5%**
- TN **5%**
- TX **5%**

- **26** leads representing **2,996** room nights for events planned between March 1 and June 30, 2021
Quality of Tourism Economy

Travel Trade Industry Sales

The SCC&TB travel trade industry sales department provides destination sales and marketing services to national and international travel trade industry professionals. Educating the industry professionals about Sedona’s sustainable efforts and positioning Sedona as a multiple-night stay destination are important roles of SCC&TB.

By the Numbers

Identified and met with

241 travel professionals at 8 trade shows (7 virtual, 1 face-to-face)

20 leads sent to partners (hotel and service)

1,265 referrals to travel trade professionals

33 travel professionals hosted on 12 site visits/FAM tours

Distributed

5 e-Newsletters to travel professionals with a 23% average open rate

$13,040 donated by Sedona businesses

58,984 pageviews for Travel Trade Industry pages on VisitSedona.com

Attended

Go West Summit in September & March (Virtual)

Brand USA Travel Week (Virtual)

ITB (Virtual)

Brand USA Global Marketplace One-to-One Business Meeting (Virtual)

ABA OnDemand in April & May (Virtual)

RTO Summit West (Face-to-Face)

Travel Agency Outreach Program

Introduced a new program to educate travel agents who needed to pivot efforts due to COVID-19 during this fiscal year. That program included monthly e-blasts, an incentive program for bookings with over three consecutive nights mid-week, and a 3-night FAM tour.
Visitors come to Sedona for our amazing Red Rock environment, mild semi-arid climate, some of the best hiking in the world, world-class resorts, art galleries and festivals, and physical and spiritual renewal. The Visitor Experience pillar seeks to engage visitors in helping Sedona become a model of long-term sustainability by offering sustainable activities, encouraging sustainable behavior and broadening the visitor experience to encompass all of the inspirational beauty of the Verde Valley.

### Goals, Objectives and Tactics

<table>
<thead>
<tr>
<th>GOAL</th>
<th>Continue to provide an excellent visitor experience that highlights Sedona’s sustainability values and keeps visitors coming back.</th>
</tr>
</thead>
<tbody>
<tr>
<td>A1</td>
<td>Implement new waste prevention, reduction and diversion strategies focused on visitors and their impacts in the Sedona region</td>
</tr>
<tr>
<td>A2</td>
<td>Expand programs that encourage minimal water usage and protect water quality</td>
</tr>
</tbody>
</table>
Visitor Experience

TACTIC D2.1
Build on the success of Sedona’s Secret 7 to distribute visitor impacts and lessen environmental impacts on selected trails and areas.

The SCC&TB launched Sedona’s Secret 7 in 2017, bringing increased recognition of lesser-known experiences and helping disperse visitors from overused sites. The campaign won a range of professional awards and was well-received by Sedona visitors interested in getting off the beaten path.

In FY21, the SCC&TB collaborated with the Red Rock Ranger District to review the usage and traffic of the 49 sites (seven categories with seven locations in each). Several updates were made with current circumstances in mind. All 49 locations were photographed, and an updated website is in the works to be completed in FY22.

FY22 will have a focus on hiking trails, with maps produced and distributed in-market to lodging partners and other key visitor contact points encouraging our hikers to go to less well-known trails for their adventure. Social media influencers who are willing to showcase some of these lesser traveled trails to their audiences will be invited to the destination. Visitors will share their photos and videos showcasing their visits to Sedona’s Secret 7 sites under the hashtag #SedonaSecret7.

TACTIC D2.3
Spread visitor impacts regionally by supporting the Sedona Verde Valley Tourism Council and promoting awareness of Sedona/Verde Valley MapGuide and other regional attractions.

The Sedona Verde Valley Tourism Council was founded more than 20 years ago, and continues today bringing together the six (6) communities of Sedona, Camp Verde, Cottonwood, Clarkdale, Jerome and Yavapai-Apache Nation to celebrate local culture and enhance regional economic opportunities through tourism and visitor dissemination while promoting conservation and stewardship.

This visitor disbursement initiative strives to ensure that the more than three million visitors who come to Sedona annually seek experiences throughout the greater Verde Valley thus spreading out their consumer spending while attempting to alleviate crowding.

A unique website – SedonaVerdeValley.org – along with social media channels and paid advertising support this collaborative regional effort. The VerdeValleyNatGeo.com website complements this marketing and garners positive attention due to the endorsement of National Geographic.

178,000
FY21 Website Pageviews

153,500
FY21 Website Pageviews
SCC&TB Services

The SCC&TB services both potential visitors and current visitors. Our Visitor Center staff and volunteers serve as destination experts, greeting guests and offering insight into our destination's depth and breadth of amenities to ensure a memorable visit.

Visitor Center

Our dedicated staff and volunteers provide visitors with valuable information about Sedona and area businesses. They work to give the best customer service, exceeding the expectations of the Visitor Center as a resource not just for visitors, but for local residents as well.

The COVID-19 pandemic required a number of modifications to Visitor Center operations, including limiting guest interaction to the front door at different junctures throughout the year, and regularly communicating the Sedona | Safe.Clean.Ready message.

We have approximately 30 volunteers (down from 80 pre-pandemic) who have returned to the Visitor Center to assist guests. We continually educate, train and communicate with our volunteers about business changes, local events, area attractions, products and services, and the importance of Leave No Trace principles and recreating responsibly.

More than 2,854 Volunteer Hours Donated in FY21

The Visitor Center is open 7 days a week
8:30 a.m. – 5:00 p.m.  
(Closed Thanksgiving Day and Christmas Day)

By the Numbers

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<th>Value = $80,000</th>
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88,657 Walk-in Visitors Assisted in FY21
14,273 Potential Visitors Served via Phone/Email

Modified Pandemic Operations

Wash your hands often with soap and water for at least 20 seconds
Avoid touching your eyes, nose and mouth
Maintain distance from others (6 ft.)
Wear a protective face covering when appropriate and limit physical contact with others
Avoid congregating in large groups
While hiking, stay on trails giving people room to pass (maintain 6 ft. distance)
Environmental Stewardship

Sedona's trails, forests, waterways, historic buildings and heritage sites are very valuable and enjoyed by both residents and visitors. Environmental sustainability means making sure these resources will be protected. Environmental programs through the STP ensure that Sedona’s pristine beauty and cultural heritage remain intact for generations to come.

Goals, Objectives and Tactics

**GOAL**

Lead the tourism industry in implementing sustainability principles, positioning Sedona as a national and international leader in destination stewardship.

<table>
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<tr>
<th>A1</th>
<th>Implement new waste prevention, reduction and diversion strategies focused on visitors and their impacts in the Sedona region</th>
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<td>A2</td>
<td>Expand programs that encourage minimal water usage and protect water quality</td>
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<td>A3</td>
<td>Create new programs to help businesses and visitors moderate energy use and utilize alternative forms of energy</td>
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<tr>
<td>A4</td>
<td>Launch initiatives that lessen impacts to lands (including noise, air and light pollution), and stimulate efforts for long-term sustainability</td>
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<td>A5</td>
<td>Take leadership role in educating and engaging businesses and visitors on sustainability initiatives and encouraging visitors to be sensitive guests while in the destination</td>
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During COVID’s disruption, the Sustainability Alliance Business Certification Program slowed considerably. However, since November 2020, the number once again exceeded 100, standing at 104 as of March 2021, 59% of which are in Sedona. In early 2021, certification was growing at the rate of 1-2 per month.

The SCC&TB promoted the Sustainable Businesses Certification Program throughout the year, including it in its October 2020 and March 2021 Media Roundup e-Newsletter distributed to hundreds of national media outlets. As of March 2021, the Business Certification Program and participating businesses earned more 300 media mentions, gaining public recognition and adding value for the participants.

In March 2021, 890 reporters and editors received a SCC&TB Media News Roundup e-Newsletter that included February’s $100,000 check presentation to the Sedona Red Rock Trail Fund (SRRTF) from the SCC&TB’s Sedona Trail Keepers program.

The presentation marked the conclusion of a successful five-year drive that has seen the Trail Keepers contribute $370,000 to support the SRRTF partnership with the US Forest Service to maintain and enhance hundreds of miles of trails in and around Sedona and the Village of Oak Creek.

The SCC&TB will institute the Sedona Trail Keepers program again in FY22.

The Sedona Cares Pledge has made frequent appearances in the SCC&TB’s communications outreach throughout FY21 on many platforms.

- On the VisitSedona.com Trip Planning menu, the SCC&TB presents the Pledge to potential visitors as an integral part of visiting Sedona.
- Residents have seen the Pledge explained and promoted in the SCC&TB’s Red Rock News articles and blog posts in November, February, March, April and June.
- Out of town opt-in recipients of the SCC&TB’s emailed consumer newsletter saw the Pledge as part of the February edition. The newsletter went to 156,627 recipients and had a 25.3% open rate.
- In March, the SCC&TB featured the Pledge in the Media Roundup e-Newsletter sent to 890 media around the country, with a 30.9% open rate and 10.9% click-thru rate.
- During Earth Month in April, the Pledge again took a prominent position in SCC&TB outreach, with stickers included in the Appreciate AZ clean-up kits shared with visitors at Slide Rock Park on Earth Day, April 22. It was also featured in several social media posts on VisitSedona and Sedona Chamber FB, Twitter and LinkedIn.

At the end of FY21, the SCC&TB began planning language and navigational changes to the Sedona Cares Pledge website, along with plans to create signage at the Uptown Visitor Center and a more aggressive push via social media in FY22.
Resident Quality of Life

Sedona residents enjoy an excellent quality of life. We live, work and play in one of the most beautiful places on Earth, so it’s a natural response to feel anxious when we start to see an increase of cars on the roads, an influx of short term renters occupying our neighborhoods, or negative impacts from tour companies who are providing a service to our visitors. Below are samples of the programs that will help mitigate any negative effects from our tourism industry and ensure that our quality of life here in Sedona is sustained.

<table>
<thead>
<tr>
<th>Goals, Objectives and Tactics</th>
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<tr>
<td><strong>GOAL</strong></td>
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<tr>
<td>Protect and enhance the quality of life by mitigating impacts of tourism.</td>
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<td><strong>B1</strong></td>
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<tr>
<td>Implement new infrastructure and multi-modal solutions to facilitate visitor traffic flows and enhance access to key destinations</td>
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<td><strong>B2</strong></td>
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<td>Expand use of technology to help solve transportation challenges</td>
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<td><strong>B3</strong></td>
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<td>Deepen engagement with Sedona residents, expanding their knowledge of tourism and efforts to manage it to an effective balance</td>
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<td><strong>B4</strong></td>
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<td>Develop new sustainability-focused experiences that resonate with both Sedona residents and visitors</td>
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<td><strong>B5</strong></td>
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<td>Manage current and future accommodations in ways that increase their balance with long-term sustainability</td>
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<td><strong>B6</strong></td>
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<td>Launch initiatives that lessen tourism impacts to residents (including noise, air and light pollution) to strengthen resident quality of life</td>
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Before the pandemic, the original Verde Lynx was providing about 175 trips per day, primarily to Cottonwood residents commuting to jobs in Sedona. COVID-19 had an immediate and deleterious effect on usage of the Verde Lynx and the range of service provided. As the economy reopened, the transit scheduling and marketing processes required review and rebuilding which was the focus for FY21.

By early summer, the SCC&TB along with community leaders participated in the ribbon cutting and launch of the revamped “Verde Shuttle”. Phase 2 of the program will be furthering promotion to employers, including development and distribution of a video and collateral in both English and Spanish.

The SCC&TB worked with the USFS Red Rock Ranger District and the National Forest Foundation (NFF) to address visitor management issues and the escalating conflict among the various stakeholders accessing greater Sedona’s public lands, including within City limits at Schnebly Hill and elsewhere as well as out at the 525/152C area.

The SCC&TB and City of Sedona jointly announced the Fly Friendly agreement in June 2020 after months of collaboration with helicopter tour operators, Yavapai County, Keep Sedona Beautiful and the Sedona Airport.

Throughout FY21, the SCC&TB incorporated the Fly Friendly agreement in all of its marketing and communications.

Key Data is the #1 trusted Vacation Rental data source for Destination Management Organizations. The SCC&TB contracted to utilize this technology platform in late FY21 with intent to better gauge the full lodging picture for Sedona by including real-time short-term vacation rental market data and benchmarking. Key Data also corresponds well with LODGINGRevs contracted by the City of Sedona to provide STR data, inventory and compliance support.
Your Chamber Staff

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Thank You to Our Volunteers!