

AGENDA



4:30 P.M.

CITY COUNCIL MEETING

REVISED

TUESDAY, JULY 14, 2026

NOTES:

- Public Forum:
Comments are generally limited to **3 minutes**.
- Consent Items:
Items listed under Consent Items have been distributed to Council Members in advance for study and will be enacted by one motion. Any member of the Council, staff or the public may remove an item from the Consent Items for discussion. For additional information on pulling a Consent Item, please contact the City Clerk's Office staff, preferably in advance of the Call to Order. Items removed from the Consent Items may be acted upon before proceeding to the next agenda item.
- Meeting room is wheelchair accessible. American Disabilities Act (ADA) accommodations and translation services are available upon request. Please phone 928-282-3113 at least two (2) business days in advance.
- City Council Meeting Agenda Packets are available on the City's website at:

www.SedonaAZ.gov

THE MEETING CAN BE VIEWED
LIVE ON THE CITY'S WEBSITE AT
WWW.SEDONAAZ.GOV OR ON
CABLE CHANNEL 4.

GUIDELINES FOR PUBLIC COMMENT

PURPOSE:

- To allow the public to provide input to the City Council on a particular subject scheduled on the agenda.
- This is not a question/answer session.
- No disruptive behavior or profane language will be allowed.

PROCEDURES:

- Fill out a "Comment Card" and deliver it to the City Clerk.
- When recognized, use the podium/microphone.
- State your:
 1. Name and
 2. City of Residence
- Limit comments to **3 MINUTES**.
- Submit written comments to the City Clerk.

1. CALL TO ORDER/PLEDGE OF ALLEGIANCE/MOMENT OF SILENCE

2. ROLL CALL

3. CONSENT ITEMS - APPROVE

LINK TO DOCUMENT =

- a. Minutes - June 17, 2026 City Council Special Meeting - Executive Session.
- b. Minutes - June 23, 2026 City Council Special Meeting - Executive Session.
- c. Minutes - June 23, 2026 City Council Special Meeting.
- d. Minutes - June 23, 2026 City Council Regular Meeting.
- e. AB 3358 Approval of recommendation for a Liquor License application for a Permanent Extension of Premises/Patio Permit for L'Auberge De Sedona, located at 301 L'Auberge Lane, Sedona, AZ, 86336.
- f. AB 3361 Approval of a contract with Tourism Economics to continue the City's license to utilize the Symphony Intelligence Platform for up to three fiscal years, with a total cost not-to-exceed \$200,000.
- g. AB 3364 Approval of an Interim City Attorney Employment Agreement with Monique Coady.
- h. AB 3365 Approval of service contracts with the Humane Society of Sedona, Sedona Community Center, Sedona Historical Society, Sedona Public Library, Sedona Recycles, and Verde Valley Caregivers Coalition for fiscal years 2027, 2028, and 2029.

4. APPOINTMENTS - None.

5. SUMMARY OF CURRENT EVENTS BY MAYOR/COUNCILORS/CITY MANAGER & COUNCIL ASSIGNMENTS

6. EXECUTIVE SESSION REPORT

7. PUBLIC FORUM

(This is the time for the public to comment on any issue within the jurisdiction of City Council not listed on the agenda. The City Council may not discuss items that are not specifically identified on the agenda. Therefore, pursuant to A.R.S. § 38-431.01(H), action taken as a result of public comment will be limited to directing staff to study the matter, responding to any criticism, or scheduling the matter for further consideration and decision at a later date.)

8. PROCLAMATIONS, RECOGNITIONS & AWARDS - None.

9. REGULAR BUSINESS

- a. **Discussion/possible action** regarding items pulled off "3. Consent Items".
- b. AB 3359 **Discussion/possible action** regarding procedures for designating official City objects; and approval of a Resolution or Proclamation designating Anna's Hummingbird as Sedona's official bird.
- c. AB 3328 **Discussion/possible action** regarding approval of the Grant Review Committee recommendations for the fiscal year 2027 Small Grant Program in the amount of \$350,000 and the Arts and Culture Grant Program in the amount of \$200,000.

CITY COUNCIL CHAMBERS
102 ROADRUNNER DRIVE, SEDONA, AZ

The mission of the City of Sedona government is to provide exemplary municipal services
that are consistent with our values, history, culture and unique beauty.

AGENDA



4:30 P.M.

CITY COUNCIL MEETING

TUESDAY, JULY 14, 2026

Note: Pursuant to A.R.S. § 38-431.02 notice is hereby given to the members of the City Council and to the general public that the Council will hold the above open meeting. Members of the City Council will attend either in person or by telephone, video, or internet communications. The Council may vote to go into executive session on any agenda item, pursuant to A.R.S. § 38-431.03(A)(3) and (4) for discussion and consultation for legal advice with the City Attorney. Because various other commissions, committees and/or boards may speak at Council meetings, notice is also given that a quorum of members of these other City commissions, boards, or committees may be in attendance.

A copy of the packet with materials relating to the agenda items is typically available for review by the public in the Clerk's office after 1:00 p.m. the Thursday prior to the Council meeting and on the City's website at www.SedonaAZ.gov. The Council Chambers is accessible to people with disabilities, in compliance with the Federal 504 and ADA laws. Those with needs for special typeface print, may request these at the Clerk's Office. All requests should be made **forty-eight hours** prior to the meeting.

NOTICE TO PARENTS AND LEGAL GUARDIANS: Parents and legal guardians have the right to consent before the City of Sedona makes a video or voice recording of a minor child, pursuant to A.R.S. § 1-602(A)(9). The Sedona City Council meetings are recorded and may be viewed on the City of Sedona website. If you permit your child to attend/participate in a televised City Council meeting, a recording will be made. You may exercise your right not to consent by not allowing your child to attend/participate in the meeting.

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- d. AB 3346 **THIS ITEM AND PUBLIC HEARING IS RESCHEDULED FOR THE AUGUST 25, 2026 CITY COUNCIL MEETING:** Public hearing/discussion/possible action regarding approval of an Ordinance updating the City of Sedona's Consolidated Fee Schedule for Uptown parking fees and discussion/possible action regarding approval of an Ordinance amending Sedona City Code Chapter 10.20 Parking. 
- e. AB 3362 **Discussion/possible action** regarding approval of a tourism industry performance monitoring framework and associated thresholds for use by the City Manager to have the procurement authority to authorize up to \$150,000 in General Fund contingency funds earmarked for tourism per fiscal year to increase the paid advertising spend for destination marketing campaigns conducted by the Tourism Program. 
- f. AB 3356 **Discussion/possible action** regarding the strategy for the 2027 and 2028 legislative sessions. 
- g. AB 3066 **Discussion/possible action** regarding future meeting/agenda items. 

10. EXECUTIVE SESSION

Upon a public majority vote of the members constituting a quorum, the Council may hold an Executive Session that is not open to the public for the following purposes:

- a. To consult with legal counsel for advice on matters listed on this agenda per A.R.S. § 38-431.03(A)(3).
- b. Return to open session. **Discussion/possible action** on executive session items.

11. ADJOURNMENT

Posted: 07/09/26

By: DJ

JoAnne Cook, CMC, City Clerk

CITY COUNCIL CHAMBERS
102 ROADRUNNER DRIVE, SEDONA, AZ

The mission of the City of Sedona government is to provide exemplary municipal services that are consistent with our values, history, culture and unique beauty.

**Action Minutes
Special City Council Meeting
Sedona City Hall, Council Chambers
102 Roadrunner Drive, Sedona, Arizona
Wednesday, June 17, 2026, 3:00 p.m.**

1. Call to Order

Mayor Ploog called the meeting to order at 3:00 p.m.

2. Roll Call

Council Present: Mayor Holli Ploog, Vice Mayor Brian Fultz, Councilor Melissa Dunn, Councilor Kathy Kinsella, Councilor Derek Pfaff joined via Teams, Councilor Pete Furman arrived at 3:09 p.m. Councilor Charlotte Hosseini was absent and excused.

Staff Present: City Manager Anette Spickard, City Attorney Kurt Christianson, Deputy City Manager Barbara Whitehorn, Human Resources Manager Russ Martin and Deputy City Clerk Marcy Garner.

3. Executive Session

Motion: Councilor Kinsella moved to go into Executive Session at 3:01 p.m. Seconded by Councilor Fultz. Motion carried with five (5) in favor (Ploog, Fultz, Dunn, Kinsella, and Pfaff) and zero (0) opposed.

Kurt Christianson gave the admonition.

- a. **Discussion and consultation regarding personnel matters, specifically to discuss the recruitment for employment, and/or appointment of a person to fill the City Attorney position and for legal advice with the City Attorney. This matter is brought in executive session pursuant to A.R.S. 38-431.03(A)(1&3).**
- c. **Return to open session. Discussion/possible action regarding executive session items.**

Reconvened in open session at 4:26 p.m.

No action taken.

4. Adjournment

Mayor Ploog adjourned the meeting at 4:26 p.m. with no objection.

I certify that the above are the true and correct actions of the Special City Council Meeting held on June 17, 2026.

Marcy Garner, Deputy City Clerk

Date

**Action Minutes
Special City Council Meeting
Sedona City Hall, Council Chambers
102 Roadrunner Drive, Sedona, Arizona
Tuesday, June 23, 2026, 2:00 p.m.**

1. Call to Order

Mayor Ploog called the meeting to order at 1:59 p.m.

2. Roll Call

Council Present: Mayor Holli Ploog, Vice Mayor Brian Fultz, Councilor Melissa Dunn, Councilor Pete Furman, Councilor Kathy Kinsella, and Councilor Pfaff. Councilor Charlotte Hosseini was absent and excused.

Staff Present: City Manager Anette Spickard, City Attorney Kurt Christianson, Human Resources Manager Russ Martin and Deputy City Clerk Marcy Garner.

3. Executive Session

Motion: Councilor Kinsella moved to go into Executive Session at 2:01 p.m. Seconded by Councilor Dunn. Motion carried with six (6) in favor (Ploog, Fultz, Dunn, Furman, Kinsella, and Pfaff) and zero (0) opposed.

Kurt Christianson gave the admonition.

- a. **Discussion and consultation regarding personnel matters, specifically to discuss the recruitment for employment, and/or appointment of a person to fill the City Attorney position and for legal advice with the City Attorney. This matter is brought in executive session pursuant to A.R.S. 38-431.03(A)(1&3).**
- c. **Return to open session. Discussion/possible action regarding executive session items.**

Reconvened in open session at 3:07 p.m.

No action taken.

4. Adjournment

Mayor Ploog adjourned the meeting at 3:08 p.m. with no objection.

I certify that the above are the true and correct actions of the Special City Council Meeting held on June 23, 2026.

Marcy Garner, Deputy City Clerk

Date

**Action Minutes
Special City Council Meeting
City Council Chambers, Sedona City Hall
102 Roadrunner Drive, Sedona, Arizona
Tuesday, June 23, 2026, 4:00 p.m.**

1. Call to Order

Mayor Ploog called the meeting to order at 4:00 p.m.

2. Roll Call

Roll Call: Mayor Holli Ploog, Vice Mayor Brian Fultz, Councilor Melissa Dunn, Councilor Pete Furman, Councilor Kathy Kinsella, and Councilor Derek Pfaff. Councilor Charlotte Hosseini was absent and excused.

Staff in attendance: City Manager Anette Spickard, Deputy City Manager Andy Dickey, City Attorney Kurt Christianson, Deputy City Manager Barbara Whitehorn, Director of Financial Services Jordan Corneliusen, Community Development Director Tony Allender, Budget and Investment Manager Sterling West, Budget Analyst Melissa Nash, Police Chief Stephanie Foley, Acting Police Commander Jason Young, Police Support Services Manager Erin Loeffler, Director of Wastewater Roxanne Holland, Assistant Director of Public Works Jon Ebers, and City Clerk JoAnne Cook.

3. Special Business

a. AB 3290 Public hearing/discussion/possible action regarding approval of a Resolution adopting the City of Sedona's Budget for Fiscal Year 2026-27.

Public Hearing opened at 4:01 p.m.

Tim Perry, Sedona, spoke against the budget approval.

Closed Public Hearing and brought back to City Council at 4:03 p.m.

Presentation by Sterling West and Barbara Whitehorn.

Questions and comments from City Council.

Motion: Councilor Kinsella moved to approve Resolution No. 2026-08 adopting the Budget for Fiscal Year 2026-27 including the budget attachments, in the amount of \$97,963,222.00. Seconded by Councilor Fultz. Vote: Motion passed with six (6) in favor (Ploog, Fultz, Dunn, Furman, Kinsella, Pfaff) and zero (0) opposed.

b. Discussion/possible action regarding ideas for future meetings/agenda items – None.

4. Executive Session

Upon a public majority vote of the members constituting a quorum, the Council may hold an Executive Session that is not open to the public for the following purposes:

- a. To consult with legal counsel for advice on matters listed on this agenda per A.R.S. § 38-431.03(A)(3).**
- b. Return to open session. Discussion/possible action on executive session items.**

No executive session held.

5. Adjournment

Mayor Ploog adjourned the meeting at 4:15 p.m. without objection.

I certify that the above are the true and correct actions of the Special City Council Meeting held on June 23, 2026.

JoAnne Cook, CMC, City Clerk

Date

Action Minutes
Regular City Council Meeting
City Council Chambers, Sedona City Hall,
102 Roadrunner Drive, Sedona, Arizona
Tuesday, June 23, 2026, 4:30 p.m.

1. Call to Order/Pledge of Allegiance/Moment of Silence

Mayor Ploog called the meeting to order at 4:30 p.m.

Council Present: Mayor Holli Ploog, Vice Mayor Brian Fultz, Councilor Melissa Dunn, Councilor Pete Furman, Councilor Kathy Kinsella, and Councilor Derek Pfaff. Councilor Charlotte Hosseini was absent and excused.

Staff Present: City Manager Anette Spickard, Deputy City Manager Andy Dickey, Deputy City Manager Barbara Whitehorn, Deputy City Manager Lauren Browne, Director of Financial Services Jordan Corneliusen, Police Chief Stephanie Foley, Public Relations Analyst Kegn Hall, Acting Police Commander Jason Young, Support Services Supervisor Erin Loeffler, Emergency Management Coordinator Chance Wnuck, Purchasing Manager Ian Coubrough, Director of Community Development Tony Allendar, Assistant Director of Community Development Steve Mertes, Assistant Director of Public Works Jon Ebers, Director of Wastewater Roxanne Holland, Sustainability Manager Bryce Beck, Senior Planner Christian Santana Gonzalez, and City Clerk JoAnne Cook.

2. Roll Call

The roll call was conducted by JoAnne Cook.

3. Consent Items

- a. **Minutes - May 27, 2026 City Council Special Meeting.**
- b. **Minutes - June 9, 2026 City Council Special Meeting - Executive Session.**
- c. **Minutes - June 9, 2026 City Council Special Meeting.**
- d. **Minutes - June 9, 2026 City Council Regular Meeting.**
- e. **Minutes - June 10, 2026 City Council Special Meeting.**
- f. **AB 3353 Approval of the Amendment No.2 to the Zetron Linking Agreement for the PD-02 Radio Infrastructure Improvement Project in the amount of \$167,915.46.**
- g. **AB 3354 Approval of a Resolution designating the Chief Fiscal Officer for officially submitting the fiscal year 2027 Expenditure Limitation Report to the Arizona Auditor General.**
- h. **AB 3360 Approval of Construction Contract Change Order No. 1 with AMKA Services, LLC for additional services related to the Manhole Rehabilitation Project in an amount not-to-exceed \$128,873.22.**

Motion: Councilor Kinsella moved to approve consent items 3a-3h. Seconded by

Councilor Dunn. Vote: 6-0 Motion passed with six (6) in favor (Ploog, Fultz, Dunn, Furman, Kinsella, Pfaff) and zero (0) opposed.

4. Appointments - None.

5. Summary of Current Events by Mayor/Councilors/City Manager & Council Assignments

Mayor Ploog - Attended the Semi-Annual County Leadership Meeting at the Yavapai Apache Nation's new community center with City Manager Anette Spickard.

6. Executive Session Report

Kurt Christianson advised that there was nothing to report.

7. Public Forum

Opened to the public at 4:34 p.m.

Tim Perry, Sedona, spoke against previous comments made by Councilor Pfaff in support of the police department.

Brought back to City Council at 4:37 p.m.

Councilor Pfaff defended his comments in support of the police department.

8. Proclamations, Recognitions & Awards - None.

9. Regular Business

a. Discussion/possible action regarding items pulled off "3. Consent Items"

None.

b. AB 3331 Discussion/presentation regarding an update on the Pocket Fire in the Coconino National Forest/ Red Rock Ranger District by District Ranger Alex Schlueter. Followed by Friends of the Forest representative Melissa Pontikes.

Mayor Ploog advised that Melissa Pontikes, Friends of the Forest representative gave her time to the Pocket Fire update, she will present to Council at a future date.

Presentation by Alex Schlueter and Red Rock Ranger Fire District Management Fire Officer Travis Mayberry.

Questions and comments from City Council.

Opened to the public 5:33 p.m.

Tim Perry, Sedona, spoke against the efforts of the fire fighters and stated the city should have a fire department made of community volunteers.

David Key, Sedona and Greater Sedona Chamber of Commerce and Tourism Bureau, thanked the fire fighters and cooperators for their efforts and for their awareness of the impact on local businesses. He welcomed all visitors to Sedona, and advised that Sedona is open for business.

Brought back to City Council at 5:37 p.m.

Comments from City Council.

Break at 5:43 p.m. Reconvened at 6:07 p.m.

- c. AB 3337 Presentation/discussion of the Fire Safe Sedona Program to discuss the program's goals and objectives in efforts to promote and enhance community resilience regarding wildfire threats.**

Presentation by Christian Santana Gonzalez, Chance Whuck, and Steve Mertes.

Questions and comments from City Council.

Unanimously, Council supported the program and directed staff to move forward.

Opened to the public 6:49 p.m.

Tim Perry, Sedona, spoke against the program and stated that it would be profitable for city and fire department, he said the fire department shares information gathered during the inspection with the insurance companies.

Kurt Ridell, Sedona and Sedona Fire District Fire Marshall/Engineer, spoke in favor of the program and explained the process of inspections. He advised that the fire department does not share the information gathered during inspections with the insurance companies, and stated that the city and fire department would not make a profit from the program.

Brought back to City Council at 6:54 p.m.

Comments and questions from City Council.

- d. AB 3313 Discussion/possible direction/action regarding proposed State legislation, short-term rental legislation, lobbying efforts, and State budget and their potential impact on the City of Sedona.**

Presentation by Lauren Browne.

Motion: Councilor moved to. Seconded by Councilor . Vote: 6-0 Motion passed with six (6) in favor (Ploog, Fultz, Dunn, Furman, Kinsella, Pfaff) and zero (0) opposed.

- e. AB 3066 Discussion/possible action regarding future meeting/agenda items.**

None.

10. Executive Session

Upon a public majority vote of the members constituting a quorum, the Council may hold an Executive Session that is not open to the public for the following purposes:

- a. To consult with legal counsel for advice on matters listed on this agenda per A.R.S. § 38-431.03(A)(3).**
- b. Return to open session. Discussion/possible action on executive session items.**

No executive session was held.

11. Adjournment

Mayor Ploog adjourned the meeting at 7:06 p.m. without objection.

I certify that the above are the true and correct actions of the Regular City Council Meeting held on June 23, 2026.

JoAnne Cook, CMC, City Clerk

Date



CITY COUNCIL AGENDA BILL

AB 3358
July 14, 2026
Consent Items

Agenda Item: 3e

Proposed Action & Subject: Approval of recommendation for a Liquor License application for a Permanent Extension of Premises/Patio Permit for L'Auberge De Sedona, located at 301 L'Auberge Lane, Sedona, AZ, 86336 (License #11033060).

Department	City Clerk - JoAnne Cook/MarcyGarner
Time to Present	NA
Total Time for Item	NA
Other Council Meetings	NA
Exhibits	Permanent Extension of Premises/Patio Permit application is available for review in the City Clerk's Office.

Finance Approval	JMC Reviewed 07/01/2026; BGW	
City Attorney Approval	Reviewed 7/6/26 KWC	Expenditure Required
		\$ N/A
City Manager's Recommendation	Recommend approval ABS 6/30/26	Amount Budgeted
		\$ N/A
		Account No. (Description)

SUMMARY STATEMENT

Background: State liquor laws require Sedona's City Council to forward a recommendation for approval or denial of applications for Permanent Extension of Premises/Patio permits.

The City has received a Permanent Extension of Premises/Patio Permit application for L'Auberge De Sedona, located at 301 L'Auberge Lane, Sedona, AZ, 86336 (License #11033060). The application is available for review and inspection in the City Clerk's office or by email.

A Permanent Extension of Premises/Patio Permit is required by the Arizona Department of liquor when a liquor license holder intends to change the physical arrangement of the licensed premises from the diagram on record at the Department of Liquor per ARS 4-207.01. The specific purpose for this change is to join the two existing Series 11 premises under one single Series 11 Hotel License.

Community Development, Finance, the City Clerk's Office, the Sedona Police Department (SPD), and Sedona Fire District (SFD) have conducted a review of the application. No objections regarding its approval were noted.

Reasons for a recommendation of denial would need to be specified.

Climate Action Plan/Sustainability Consistent: ☐ Yes - ☐ No - ☒ Not Applicable

Board/Commission Recommendation: ☐ Applicable - ☒ Not Applicable

MOTION

I move to: recommend approval of a Permanent Extension of Premises/Patio Permit Liquor License for L'Auberge De Sedona, located at 301 L'Auberge Lane, Sedona, AZ, 86336 (License #11033060).



CITY COUNCIL AGENDA BILL

AB 3361
July 14, 2026
Consent Items

Agenda Item: 3f

Proposed Action & Subject: Approval of a contract with Tourism Economics to continue the City's license to utilize the Symphony Intelligence Platform for up to three fiscal years, with a total cost not-to-exceed \$200,000.

Department	Tourism and Economic Initiatives - Andrew Grossman
Time to Present	N/A
Total Time for Item	N/A
Other Council Meetings	N/A
Exhibits	A. FY27 Contract with Tourism Economics

Finance Approval	JMC Reviewed 7/6/2026; BGW	
City Attorney Approval	Reviewed 7/6/26 KWC	Expenditure Required
		\$ 54,364
City Manager's Recommendation	Recommend approval ABS 06/30/26	Amount Budgeted
		\$ 200,000
		Account No. 60-5224-21-6436 (Description)
SUMMARY STATEMENT		

Background:

The City's Tourism Program uses data to inform decision making, create benchmarks, and be predictive of market changes. One of the tools staff uses is Symphony, a Tourism Economics platform that aggregates a variety of data, including hotel and short-term rental metrics like occupancy and average daily room rate, hotel booking pace, and credit card spending, into a dashboard. This data is easily exportable for stakeholders and the community. For example, Symphony is what powers the Tourism Transparency Hub on the City of Sedona website that provides residents with real time access to information such as lodging performance and visitor origin markets and the monthly tourism industry performance reports that are distributed by the Tourism Program.

Budget:

The proposed FY27 expenditure of \$54,364 is slightly less than what was budgeted to account for unknowns related to the annual increase in hard costs that would be incurred by the City of Sedona related to the annual Symphony license. The increase in hard costs ended up only being 5% more than they were in FY26, which will generate a budget savings of \$5,636. If the

City exercises both one-year renewal terms, the total cost for FY27, FY28, and FY29 is not expected to exceed \$200,000.

Climate Action Plan/Sustainability Consistent: ☐Yes - ☐No - ☒Not Applicable

Board/Commission Recommendation: ☐Applicable - ☒Not Applicable

Alternative(s): None

MOTION

I move to: approve a contract with Tourism Economics for up to three fiscal years, with the total cost for three years not-to-exceed \$200,000.

**CITY OF SEDONA
CONTRACT FOR GOODS AND/OR SERVICES**

This Contract for Goods and/or Services (“Agreement”) is entered into as of _____ (“Effective Date”), by and between the City of Sedona, an Arizona municipal corporation (“City”) and Tourism Economics LLC (“Contractor”).

RECITALS

- A. The City intends to purchase goods and/or services as defined by the Sedona City Code, Section 3.050.010, for the benefit of the public and with public funds as more fully set forth in the Scope of Work, **Exhibit A**, attached and incorporated herein by this reference.
- B. The City desires to contract with Contractor to purchase the goods and/or services set forth in **Exhibit A** and Contractor desires to enter into this Agreement to provide the goods and/or services in accordance with terms and conditions set forth herein.

AGREEMENT

NOW, THEREFORE, in consideration of the foregoing recitals, which are incorporated by reference, and the covenants and promises contained in this Agreement, the parties agree as follows:

1. Term/Termination.

- A. Term. This Agreement begins on the Effective Date for a one-year term with two one-year options to extend.
- B. Termination for Convenience. This Agreement is for the convenience of the City and may be immediately terminated without cause after receipt by the Contractor of written notice by the City. Upon termination for convenience, City shall pay Contractor for all work previously authorized and performed prior to the date of termination. If, however, Contractor has substantially or materially breached the standards and terms of this Agreement, City shall have any remedy or right of set-off available at law and equity.
- C. Termination for Cause. City may terminate this Agreement for cause if Contractor fails to cure any breach of this Agreement within the time frame specified by City in a written notice provided to Contractor specifying the breach and the requirements necessary to cure the breach. If the City terminates this Agreement for cause, the City may repurchase from another source and may recover the excess costs by (1) deduction from an unpaid balance due to Contractor; (2) invoicing the Contractor; (3) collection against the Performance Bond if applicable, or (4) a combination of the aforementioned remedies or any other remedies as provided by law.
- D. Payment Upon Termination for Convenience or for Cause. Upon any termination of this Agreement, no further payments shall be due from the City to Contractor unless and until Contractor has delivered to the City all documents and other work products

prepared by Contractor in relation to this Agreement. No other payments, including any payment for lost profit or business opportunity, and no penalty or termination charge is owed by City to Contractor in the event of termination.

- E. Appropriation of Funds. Every payment obligation of the City under this Agreement is conditioned upon the availability of funds appropriated or allocated for payment of such obligation. If funds are not allocated and available for the continuance of this Agreement, this Agreement may be terminated by the City at the end of the period for which funds are available. No liability shall accrue to the City in the event this provision is exercised, and City shall not be obligated or liable for any future payments or for any damages resulting from termination under this provision.
- F. Conflict of Interest. This Agreement may be cancelled pursuant to A.R.S. § 38-511.
- G. Extension for Procurement Purposes. Upon expiration of the Term of this Agreement, at the City's discretion, this Agreement may be extended on a month-to-month basis for a maximum of six (6) months to allow for the City to complete its procurement processes to select a contractor to provide goods and/or services similar to those provided under this Agreement. There are no automatic renewals of this Agreement.

2. Scope of Work.

- A. Contractor shall provide City the goods and/or services identified in the Scope of Work attached as **Exhibit A** for a license to access the Symphony Intelligence Platform (the "Project"). No terms or conditions set forth or referenced in **Exhibit A** will be deemed accepted by the City; the terms and conditions of the contractual relationship between the parties are as set forth in this Agreement.
- B. Contractor shall furnish all labor, materials, necessary tools, expendable equipment, and all utility and transportation services required to complete the Scope of Work. The City has no obligation to provide Contractor with any equipment, business registrations, licenses, tools, or materials. The Contractor shall work closely with the City and its designated employees. The Contractor shall perform the work required by and outlined in **Exhibit A** to the satisfaction of the City, exercising that degree of care, skill, diligence and judgment that is ordinarily exercised under similar circumstances by reputable members of its trade in conformity with the best standards in the industry at the time and locality where the services are provided.
- C. Contractor Qualifications. The Contractor hereby warrants that it is qualified by experience, work force and materials to assume the responsibilities and complete the Scope of Work and has all requisite corporate authority and professional licenses in good standing that are required by law. As applicable, Contractor shall maintain a valid license through the Arizona Register of Contractors for any types of work or services provided for the Project required by A.R.S. §32-1122 and related provisions and obtain a business license from the City if applicable.

- D. Ownership of Documents. All documents, including, but not limited to, correspondence, estimates, notes, recommendations, analyses, reports, data and studies that are prepared in the performance of this Agreement are to be, and shall remain, the property of the City and are to be delivered to the City before the final payment is made to the Contractor. Contractor hereby grants to the City an irrevocable, exclusive, royalty-free perpetual license to reproduce and use any and all data and documents (including electronic documents and files prepared or furnished by Contractor pursuant to this Agreement. Any modifications made by the City to any of Contractor's documents, or any use, partial use or reuse of the documents without written authorization or adaptation by the Contractor will be at the City's sole risk and without liability to the Contractor.
- E. Compliance with Law. It is required that the work and services to be performed by Contractor pursuant to this Agreement shall be done in compliance with all applicable laws, ordinances, rules and regulations.
- F. Inspection; Acceptance. All goods provided and/or services performed by Contractor are subject to inspection and acceptance by the City at reasonable times during Contractor's performance.
- G. Time. Time is of the essence for this Agreement. Contractor shall complete all items in the Scope of Work timely, efficiently and in accordance with any schedule set forth in **Exhibit A**.
- H. Corrections. Contractor shall promptly provide, at no additional cost to the City, any and all corrections, modifications, additional documents, or other items that may be necessary to correct any errors and/or omissions in the goods provided and/or services performed as applicable to the Scope of Work.
- I. Key Personnel. Contractor shall utilize the key personnel, if any, listed in Exhibit A. Contractor shall not change the listed key personnel, not utilize the listed key personnel, or utilize any other key personnel without prior written approval of the City. Any substituted personnel shall have the same or higher qualifications as the personnel being replaced.
- J. Notice to Proceed. Unless otherwise noted by City, complete execution of this Agreement by both parties constitutes official notice to proceed with the work.
3. Compensation; Billing.
- A. City shall compensate Contractor as provided in the Scope of Work, **Exhibit A**.
- B. The purchase price for the goods and/or services purchased under this Agreement for the initial one-year term shall not exceed **\$54,364**.
- C. Payment. Unless otherwise agreed to by the City in writing, Contractor will submit monthly invoices to the City. City will process and remit payment within thirty (30)

days of receipt of goods and/or services and a properly completed invoice and payment will be delinquent only thirty (30) days after the date received by City. Payment may be subject to or conditioned upon City's receipt of unconditional waivers and releases on final payment from all subcontractors. If a dispute over payment arises, Contractor shall continue to render services in a timely manner. Payment by the City does not constitute a waiver of any rights or claims by the City. Unless approved in advance by the City in writing, payment will be made via the Automated Clearing House (ACH) network.

- D. Invoices. No terms or conditions set forth or referenced in any invoice, purchase order, or similar document issued by Contractor will be deemed accepted by the City; the terms and conditions of the contractual relationship between the parties are as set forth in this Agreement. A properly completed invoice should contain, at a minimum, all of the following:
1. Contractor name, address, and contact information;
 2. City PO Number;
 3. Project name;
 4. Date of service or delivery;
 5. Description of goods or services provided;
 6. If goods provided, the quantity delivered and pricing of each unit and if services are provided, the quantity of services and pricing of each service;
 7. If applicable, mileage or travel costs; and
 8. Total amount due.
- E. Expenses. No reimbursable expenses or costs of any kind shall be paid by the City unless included in the Scope of Work, **Exhibit A**, or expressly approved by the City in writing before they are incurred. Any approved reimbursable expenses will be paid at the actual cost without any markup and will be paid only after they are incurred.
- F. Taxes. The price included in Scope of Work, **Exhibit A**, shall include all applicable sales taxes pursuant to Sedona City Code, Section 3.05.030. Contractor shall be solely responsible for any and all tax obligations which may result out of the Contractor's performance of this Agreement. The City shall have no obligation to pay any amounts for taxes, of any type, incurred by the Contractor other than applicable sales tax specifically included in **Exhibit A**.
- G. Disallowed Costs, Overpayment. If at any time the City determines that a cost for which payment was made to Contractor is a disallowed cost, such as an overpayment or a charge not in accordance with this Agreement, the City will notify Contractor in writing of the disallowance; such notice will state the means of correction which may be, but is not limited to, adjustment of any future claim/invoice submitted by Contractor in the amount of the disallowance, or to require repayment of the disallowed amount by Contractor. Contractor will be provided with the opportunity to respond to the notice.
4. Amendments. Changes to the Scope of Work, Compensation, or Term of this Agreement require a written Amendment signed by both parties. If Contractor proceeds without such

written amendment, Contractor shall be deemed to have waived any claims of unjust enrichment, *quantum meruit* or implied contract.

5. Indemnification. To the fullest extent permitted by law, Contractor will indemnify, defend and hold harmless City, and each council member, officers, boards, commissions, officials, employee or agent thereof (collectively the City and any such person being herein called an “Indemnified Party”), for, from and against any and all losses, claims, damages, liabilities, costs and expenses (including, but not limited to, reasonable attorneys’ fees, court costs and the costs of appellate proceedings) to which any such Indemnified Party may become subject, under any theory of liability whatsoever (“Claims”) to the extent that such Claims (or actions in respect thereof) relate to, arise out of, or are caused by, or in connection with the negligent acts or omissions, recklessness or intentional misconduct of Contractor, its officers, employees, agents or any tier of subcontractor in connection with Contractor’s performance of this Agreement. In consideration of the award of this Agreement, Contractor agrees to waive all rights of subrogation against the Indemnified Party for losses arising from the performance of the Scope of Work by Contractor for the City. The amount and type of insurance coverage requirements set forth below will in no way be construed as limiting the scope of the indemnity in this Section. This indemnification provision shall survive the expiration of the Agreement.

6. Insurance.

- A. General. The Contractor agrees to procure and maintain in force during the term of this Agreement, at its own cost, the following insurance coverages as required by the City. **The Contractor shall submit certificate(s) of insurance from the Contractor’s insurance carrier(s) and any applicable endorsements to the City contact identified in Section 14 of this Agreement for review and approval by the City.** The Certificate shall specifically identify this Agreement/Project and shall provide coverages afforded under the policies shall not be cancelled, terminated, or limits reduced until at least thirty (30) days prior written notice has been given to the City.

1. Worker’s Compensation Insurance:

Coverage A: Statutory benefits as required by the Labor Code of the State of Arizona.

Coverage B: Employer’s Liability

Bodily Injury by accident	\$1,000,000.00 each accident
Bodily Injury by disease	\$1,000,000.00 policy limit
Bodily Injury by disease	\$1,000,000.00 each employee

2. Commercial General Liability Insurance (Occurrence Form) with minimum combined single limits of ONE MILLION DOLLARS (\$1,000,000.00) each occurrence and TWO MILLION DOLLARS (\$2,000,000.00) general aggregate.

3. Automobile Liability Insurance with minimum combined single limits for bodily injury and property damage of not less than ONE MILLION

DOLLARS (\$1,000,000.00) for any one occurrence, for each of the Contractor's owned, hired, scheduled, or non-owned automobiles assigned to or used in the performance of the Scope of Work.

- B. All policies shall provide primary coverage and **waivers of subrogation by endorsement** or otherwise. A waiver of subrogation shall be effective as to any person or entity even though that person or entity would otherwise have a duty of indemnification, contractual or otherwise, did not pay for the insurance premium directly or indirectly and whether or not the person or entity had an insurable interest in the property damaged. Blanket endorsements are acceptable.
 - C. The following policies shall include **Additional Insured endorsements** with the City of Sedona as the additional insured: Automobile Liability Insurance and Commercial General Liability. Blanket endorsements are acceptable.
 - D. All required insurance coverages shall be procured and maintained with forms and insurers acceptable to City, acceptance of which shall not be unreasonably withheld. All coverages shall be continuously maintained to cover all liability, claims, demands and other obligations assumed by the Contractor pursuant this Agreement. In the case of any claims made to the policy, the necessary retroactive dates and extended reporting periods shall be procured to maintain such continuous coverage.
 - E. All policies must be written by insurance companies whose rating, in the most recent AM Best's Rating Guide, is not less than A-VII or higher.
 - F. Failure on the part of Contractor to procure or maintain policies providing the required coverages, conditions and minimum limits shall constitute a Material Breach of Contract upon which City may immediately terminate this Agreement, or at its discretion, City may procure or renew any such policy or any extended reporting period thereto and may pay any and all premiums in connection therewith, and all monies so paid by City shall be repaid by the Contractor to City upon demand, or City may offset the cost of the premiums against any monies due to Contractor from City.
 - G. City reserves the right to request and receive a certified copy of any policy and any pertinent endorsement thereto. Contractor agrees to execute any and all documents necessary to allow City access to any and all insurance policies and endorsements pertaining to this Agreement.
 - H. City reserves the right to require higher limits of liability coverage if, in the City's opinion, operations or services create higher than normal hazards.
7. Licenses and Permits. Contractor and any subcontractors shall maintain and keep current any Federal, State, and local licenses and permits required as applicable to this Agreement.
8. Non-Assignability. Neither this Agreement, nor any of the rights or obligations of the parties hereto, shall be assigned by either party without the written consent of the other.

9. Venue; Jurisdiction; Jury Trial Waiver. This Agreement shall be governed by the laws of the State of Arizona, and any legal action concerning the provisions hereof shall be brought in the County of Yavapai, State of Arizona. Both parties hereby waive any right to a jury trial which they may otherwise have in the event of litigation arising out of this Agreement or the subject matter thereof and consent to a trial to the court.
10. Independent Contractor. Contractor is an independent contractor. Notwithstanding any provision appearing in this Agreement, and any exhibits and/or addenda, all personnel assigned by Contractor to perform work under the terms of this Agreement shall be, and remain at all times, employees or agents of Contractor for all purposes. The City does not have the authority to supervise or control the actual work of Contractor, its employees or subcontractors. Contractor shall make no representation that it is an employee of City for any purpose.
11. Non-discrimination. Contractor, its agents, employees, contractors and subcontractors shall not discriminate in any employment policy or practice. "Discrimination" means to exclude individuals from an opportunity or participation in any activity or to accord different or unequal treatment in the context of a similar situation to similarly situated individuals because of race, color, gender, gender identity, sexual orientation, religion, national origin or ancestry, marital status, familial status, age, disability, or Veteran status. (Ordinance 2015-10) (2015).
12. Legal Worker Requirements. The City is prohibited by A.R.S. § 41-4401 from awarding a contract to any Contractor who fails, or whose subcontractors fail, to comply with A.R.S. § 23-214(A). Therefore, Contractor agrees that: i. Contractor and each subcontractor/subconsultant it uses warrants their compliance with all federal immigration laws and regulations that relate to their employees and their compliance with A.R.S. § 23-214(A); ii. A breach of a warranty under paragraph i will be deemed a material breach of the Agreement and is subject to penalties up to and including termination of the Agreement; and iii. The City retains the legal right to inspect the papers of any Contractor or subcontractor/subconsultant employee who works on the Agreement to ensure that Contractor or any subcontractor/subconsultant is complying with the warranty under paragraph i.
13. No Boycott of Israel or Use of Forced Labor of Ethnic Uyghurs in People's Republic of China. As applicable, Contractor certifies and agrees it is not currently engaged in and for the duration of the Agreement will not engage in a boycott of Israel, as that term is defined in A.R.S. §35-393 and will not use forced labor or goods or services produced by forced labor of ethnic Uyghurs in the People's Republic of China (PRC) or any contractors, subcontractors or suppliers that use forced labor or goods or services produced by forced labor of ethnic Uyghurs in the PRC as provided by A.R.S. §35-394.
14. Notices. Any notice or communication between Contractor and City that may be required, or that may be given, under the terms of this Agreement shall be in writing, and shall be deemed to have been sufficiently given when directly presented, sent via email, or sent prepaid, first-class United States Mail, addressed as follows:

CITY: City of Sedona
Attn: Lauren Browne
102 Roadrunner Drive
Sedona, AZ 86336

Via email: lbrowne@sedonaaz.gov

CONTRACTOR: Tourism Economics
Attn: Cindy Decker
303 W Lancaster Ave.
Wayne PA 19087

Via email: cdecker@oxfordeconomics.com

15. Continuation During Disputes. Contractor agrees that notwithstanding the existence of any dispute between the parties, insofar as is possible, under the terms of the Agreement, the Contractor will continue to perform the obligations required of Contractor during the continuation of any such dispute unless enjoined or prohibited by an Arizona Court of competent jurisdiction.
16. Remedies Upon Breach. If any party to this Agreement materially breaches the terms of the Agreement, the non-breaching party may exercise any and all remedies available to them under Arizona law, including, without limitation, if applicable, bringing a lawsuit for monetary damages or specific performance. The parties agree that in the event of litigation arising from this agreement, neither party shall be entitled to an award of attorneys' fees, either pursuant to contract, pursuant to A.R.S. § 12-341.01 (A) and (B), or pursuant to any other state or federal statute, court rule, case law, or common law.
17. Written Assurance of Intent to Perform. Whenever one party to this Agreement in good faith has reason to question the other party's intent to perform, the former party may demand that the other party give a written assurance of this intent to perform. In the event that a demand is made and no written assurance is given within five days, the demanding party may treat this failure as an anticipatory repudiation of this Agreement.
18. Public Records. Notwithstanding any provisions of this Agreement regarding confidentiality, secrets, or protected rights, Contractor acknowledges that all documents provided to the City may be subject to disclosure by the Arizona public records law under A.R.S. § 39-121 and related provisions.
19. Use of City Seal/Logo. Contractor shall not use, or allow another entity to use, the City seal/logo for the purpose of advertising or promoting the sale of any article of merchandise within this state or for promoting any other commercial purpose. Contractor is authorized to use City's name on a list of client names.
20. No Waiver. Delays in enforcement or the waiver of any one or more defaults or breaches of this Agreement by City shall not constitute a waiver of any of the other terms or obligations of this Agreement.

21. Entire Agreement. This Agreement, together with the attached exhibits, is the entire agreement between Contractor and City, superseding all prior oral or written communications. None of the provisions of this Agreement may be amended, modified or changed except by written amendment executed by both parties. This Agreement will be construed and interpreted according to its plain meaning, and no presumption will be deemed to apply in favor of or against the party drafting the Agreement. In the event any term or provision of this Agreement is held to be illegal or in conflict with any law of the United States or Arizona or any local law, the validity of the remaining provisions shall not be affected, and this Agreement shall be construed and enforced as if it did not contain the particular term or provision.

IN WITNESS WHEREOF, the parties hereto have executed this Agreement as of the date and year set forth above.

CITY OF SEDONA, ARIZONA

TOURISM ECONOMICS LLC

Anette Spickard, City Manager

By:_____

Printed Name: _____

ATTEST:

Title:_____

JoAnne Cook, City Clerk

I hereby affirm that I am authorized to enter into and sign this Agreement on behalf of Contractor.

APPROVED AS TO LEGAL FORM:

Kurt W. Christianson, City Attorney



CITY COUNCIL AGENDA BILL

AB 3364
July 14, 2026
Consent Items

Agenda Item: 3g

Proposed Action & Subject: Approval of an Interim City Attorney Employment Agreement with Monique Coady.

Department	City Attorney's Office - Kurt Christianson
Time to Present	N/A
Total Time for Item	N/A
Other Council Meetings	June 9, 2026
Exhibits	A. Interim City Attorney Employment Agreement

Finance Approval	JMC Reviewed 07/01/2026; BGW	
City Attorney Approval	Reviewed 7/6/26 KWC	Expenditure Required
		\$ 0
City Manager's Recommendation	Reviewed ABS 7/7/26	Amount Budgeted
		\$ 0
		Account No. (Description)

SUMMARY STATEMENT

Background:

In June 9, 2026, City Council approved the resignation of the City Attorney with his last day as August 13, 2026, and the appointment of Monique Coady as the Interim City Attorney, effective on August 14, 2026.

The City Attorney recommends approval of the Interim City Attorney Employment Agreement with Monique Coady.

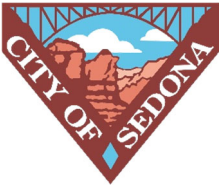
Climate Action Plan/Sustainability Consistent: ☐Yes - ☐No - ☒Not Applicable

Board/Commission Recommendation: ☐Applicable - ☒Not Applicable

Alternative(s): Council could not approve the Interim City Attorney Employment Contract.

MOTION

I move to: approve the Interim City Attorney Employment Agreement with Monique Coady.



CITY OF SEDONA INTERIM CITY ATTORNEY EMPLOYMENT AGREEMENT

This Interim City Attorney Employment Agreement ("Agreement") is entered into by and between the City of Sedona ("City") and Assistant City Attorney Monique Coady ("Employee"). The City and the Employee are referred to herein individually as a "Party" and collectively as the "Parties."

City and Employee agree as follows:

- 1. Nature of Interim City Attorney Employment.** Employee shall perform all duties of the City Attorney as set forth in Section 2.40.010 of the Sedona City Code and other reasonable duties and responsibilities as assigned by Council.
- 2. Term/Termination of Interim City Attorney Employment.** This effective date of this Agreement is August 14, 2026, and it shall remain in effect until the start date the permanent City Attorney appointed by the City Council officially assumes his/her duties unless this Agreement is earlier terminated by a majority vote of City Council. Upon termination or expiration of this Agreement, Employee shall have the right to resume the position of Assistant City Attorney at Employee's base salary in effect on August 13, 2026. The Parties acknowledge and agree that this Agreement does not create any expectation of permanent employment as City Attorney or continued engagement as Interim City Attorney beyond the term specified herein.
- 3. Payment of Interim City Attorney.** During the term of this Agreement, in lieu of Employee's regular base salary, City will pay Employee 120% (1.2 x base salary) of the Employee's base salary in effect on August 13, 2026 to perform the Interim City Attorney responsibilities.
- 4. Benefits of Interim City Attorney.** All current benefits of Employee shall remain unchanged. All City of Sedona HR Policies in the Employee Manual shall apply.
- 5. General.**
 - A. This Agreement will be construed according to the laws of the State of Arizona. In the event of a dispute or claim concerning this Agreement, the parties stipulate to venue in a court of competent jurisdiction located in Yavapai County, Arizona. Both Parties hereby waive any right to a jury trial which they may otherwise have in the event of litigation arising out of this Agreement or the subject matter thereof and consent to a trial to the court.
 - B. This Agreement embodies the entire understanding of the Parties and there are no other agreements or understandings between the parties relating to the subject matter of this Agreement.

- C. All notices required or permitted under this Agreement shall be in writing and shall be deemed delivered when sent by electronic mail addressed to Employee, or for the City, addressed to the Mayor and City Manager.

The parties have entered into this Agreement on the date last written below.

Holli Ploog, Mayor

Monique Coady, Employee

Date: _____

Date: _____

ATTEST:

JoAnne Cook, City Clerk

APPROVED AS TO LEGAL FORM:

Kurt W. Christianson, City Attorney



CITY COUNCIL AGENDA BILL

AB 3365
July 14, 2026
Consent Items

Agenda Item: 3h

Proposed Action & Subject: Approval of service contracts with the Humane Society of Sedona, Sedona Community Center, Sedona Historical Society, Sedona Public Library, Sedona Recycles, Verde Valley Caregivers Coalition, and Hope House of Sedona for fiscal years 2027, 2028, and 2029.

Department City Manager's Office - Anette Spickard

Time to Present N/A

Total Time for Item

Other Council Meetings June 13, 2023; June 23, 2026

Exhibits

- A. Humane Society of Sedona CSP Agreement FY27-FY29
- B. Sedona Community Center CSP Agreement FY27-FY29
- C. Sedona Historical Society CSP Agreement FY27-FY29
- D. Sedona Public Library CSP Agreement FY27-FY29
- E. Sedona Recycles CSP Agreement FY27-FY29
- F. Verde Valley Caregivers Coalition CSP Agreement FY27-FY29
- G. Hope House of Sedona CSP Agreement FY27-FY29

Finance Approval	JMC Reviewed 7/9/2026; BGW	
City Attorney Approval	Reviewed 7/6/26 KWC	Expenditure Required
		\$ 2,728,915
City Manager's Recommendation	Recommend approval ABS 7/7/26	Amount Budgeted
		\$ 323,127.00 HSS
		417,825.00 SCC
		225,000.00 SHS
		1,208,963.00 SPL
		289,000.00 SR
		130,000.00 VVCG
		135,000.00 HH

		Account No. (Description)	10-5245-90-6724 10-5245-92-6719 10-5245-91-6717 10-5245-91-6715 10-5245-09-6723 10-5245-93-6713 10-5245-92-6729	
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SUMMARY STATEMENT

Background: For more than twenty years, various community organizations have received funding from the City through service contracts. These organizations either fund services the City does not provide but might otherwise provide in the absence of that community organization or are simply intended to provide additional public benefit and services to the City.

The existing service contracts will expire on June 30, 2026.

The purpose of this item is to approve the following service contracts:

1. Humane Society of Sedona – Exhibit A
2. Sedona Community Center – Exhibit B
3. Sedona Historical Society – Exhibit C
4. Sedona Public Library – Exhibit D
5. Sedona Recycles – Exhibit E
6. Verde Valley Caregivers Coalition – Exhibit F
7. Hope House of Sedona – Exhibit G

Contract Terms

City staff are recommending a three (3) year term for all service providers. The contract amounts approved by Council in the City's final budget for FY27 are as follows:

<u>Community Service Provider</u>	<u>FY27 Budget</u>
Humane Society	\$323,127
Sedona Community Center	\$342,825
Sedona Historical Society	\$200,000
Sedona Public Library	\$1,058,963
Sedona Recycles	\$289,000
Verde Valley Caregivers	\$130,000
<u>Hope House of Sedona</u>	<u>\$135,000</u>
Total:	\$2,478,915

<u>One-Time Allocations</u>	<u>FY27 Budget</u>
Sedona Community Center	\$75,000
Sedona Historical Society	\$25,000
<u>Sedona Public Library</u>	<u>\$150,000</u>
Total:	\$250,000

Inflationary escalators will be added to the contract amount at the beginning of each fiscal year starting in FY28 using the Bureau of Labor Statistics CPI-U for the West Region (for the previous 12-month period ending December of the prior year), capped at 5% annually to insulate the City from risk of inflation increasing significantly beyond our forecasted assumptions during that timeframe. Additionally, all contracts contain language that makes

annual funding contingent on the availability of funds as provided in the City's annual budget and the ultimate realization of budgeted revenues being received by the City. This provides the City the ability to modify annual funding amounts at any time if availability of City funds becomes an issue.

The one-time allocations will be paid in FY27 and will not be calculated with the inflationary escalator.

Climate Action Plan (CAP)/Sustainability Consistent: ☒Yes - ☐No - ☐Not Applicable

CAP Goal: Increase the diversion of waste from the landfill and reduce greenhouse gas emissions associated with the consumption of goods and services. The Sedona Recycles contract contributes to this goal; however, the Committee questioned the effectiveness of this business's approach.

Board/Commission Recommendation: ☐Applicable - ☒Not Applicable

Alternative(s): None

MOTION

I move to: approve the service contracts with the Humane Society of Sedona, Sedona Community Center, Sedona Historical Society, Sedona Public Library, Sedona Recycles, Verde Valley Caregivers Coalition, and Hope House of Sedona and authorize the City Manager to sign said contracts subject to approval by the City Attorney.

**CITY OF SEDONA
COMMUNITY SERVICES PROVIDER AGREEMENT
FY 2027-2029**

This Community Services Provider Agreement (“Agreement”) is entered into as of _____ (“Effective Date”), by and between the City of Sedona, an Arizona municipal corporation (the “City”) and Humane Society of Sedona, Inc., an Arizona nonprofit corporation (the “CSP”).

RECITALS

- A. The City is a municipal corporation organized under the laws of the State of Arizona and is authorized to provide certain services and programs and to enter into contractual agreements for the purpose of obtaining services which it otherwise could provide; and
- B. The City created a Community Services Provider program to fund certain community services that provide a direct, tangible, public service or benefit and are consistent with the City’s funding priorities; and
- C. The CSP submitted a Funding Request Application for FY2027-2029 to the City to provide the community services set forth in **Exhibit A** and presented its request for funding to the Citizens’ Budget Work Group in February 2026 which provided funding recommendations to the Sedona City Council; and
- D. The City approved the CSP Funding Application in the amount authorized by the Sedona City Council included in this Agreement; and
- E. The City and the CSP desire to memorialize their agreement with this enforceable document.

AGREEMENT

NOW, THEREFORE, in consideration of the foregoing recitals, which are incorporated by reference, and the covenants and promises contained in this Agreement, the parties agree as follows:

1. Term/Termination.

- A. Term. The term of this Agreement is for three (3) years from July 1, 2026 through June 30, 2029. The City may, in its sole discretion, renew the term of this Agreement for three additional one-year periods. Renewals are not automatic.
- B. Termination. Either party may terminate this Agreement, without penalty, upon 30 days written notice to the other party. Upon such termination, the parties shall assess the services rendered to the date of termination and the City shall make any necessary payment to the CSP or the CSP shall make any necessary reimbursement to the City as may be required so that payment for the actual services rendered to the date of termination shall have been paid by the City, at a cost not to exceed the funding amount for the fiscal year in which the termination occurs.

- C. Appropriation of Funds. Every payment obligation of the City under this Agreement is conditioned upon the availability of funds appropriated or allocated for payment of such obligation. If funds are not allocated and available for the continuance of this Agreement, this Agreement may be terminated by the City at the end of the period for which funds are available. No liability shall accrue to the City in the event this provision is exercised, and City shall not be obligated or liable for any future payments or for any damages resulting from termination under this provision.
- D. Conflict of Interest. This Agreement may be cancelled pursuant to A.R.S. § 38-511.

2. Scope.

- A. Community Services. The CSP shall provide the community services included in **Exhibit A** to this Agreement. The CSP shall furnish all services, labor, facilities, and equipment to conduct the community services.
- B. Annual Report on Accomplishments. The CSP shall provide an annual written report to the City due no later than July 30th of 2027, 2028 and 2029 that includes accomplishments from the prior fiscal year and any additional information requested by the City. At the request of the City Manager, the CSP will also provide an annual in-person presentation to Council.
- C. Annual Financial Report. The CSP shall provide an annual written accounting to the City due no later than July 30th of 2027, 2028, and 2029 describing the manner and use of City funds during the prior fiscal year. In addition, the CSP shall provide a copy of the IRS 990 form and a copy of its annual financial statements to the City. The City shall have the right to audit the books of the CSP at all reasonable times for the purpose of confirming the expenditures of City funds with reasonable notice to the CSP.
- D. City Liaison on the CSP Board. The CSP shall allow one (1) City-appointed non-voting liaison to attend the CSP Board meetings to provide two-way communication between the City and the CSP.
- E. Marketing Materials. All printed materials created and distributed by the CSP with funds from the City shall contain a statement recognizing and acknowledging that funding has been provided by the City for such documents.
- F. Compliance with Laws. All community services performed by the CSP pursuant to this Agreement shall be done in compliance with all applicable Federal, state and local laws, ordinances, rules and regulations, including conformance with the requirements of the Americans with Disabilities Act. This includes prohibiting discrimination in employment, programs, services and activities and making reasonable accommodations to allow full and equal access to all such employment, programs, services, and activities.

3. Funding.

- A. FY27 Base Funding Amount. The City shall provide funding to the CSP to provide the services and/or facilities included in **Exhibit A** (description of how the funding from the City of Sedona will be used and the impact on the community). As consideration for those services and/or facilities, the City will remit to CSP **\$323,127** (the “FY27 Base Amount”).
- B. FY28 and FY29 Funding. Each fiscal year this Agreement remains in effect, the FY27 Base Amount will be increased by an inflationary escalator in accordance with the Bureau of Labor Statistics CPI-U for the West Region for the previous 12 month period ending December of the prior year. The inflationary escalator shall not exceed 5% during any fiscal year.
- C. Payments/Invoicing. City shall disperse funding to CSP in two (2) equal installments in each fiscal year, with the first payment made in August and the second payment made in February. CSP shall separately invoice the City for each payment. City will process and remit payment to CSP within thirty (30) days of receipt of a timely invoice. Unless approved in advance by the City, payment will be made via the Automated Clearing House (ACH) network.
- D. Taxes. The CSP shall be solely responsible for any and all tax obligations which may result from providing community services pursuant to this Agreement.
- E. Withholding Payment. If the community services rendered do not meet the requirements of this Agreement, the CSP shall correct or modify the work to comply with this Agreement after receiving written notice from the City. The City may withhold payment for such services until the services meet the requirements of this Agreement.
- F. City Funding is Independent of Other Funding. The City will not reduce CSP funding during any fiscal year because of private donations or other revenue received by the CSP.

4. Amendments. Changes to this Agreement, including changes to **Exhibit A**, Funding Amount, or the Term of this Agreement require a written Amendment signed by both parties.

5. Indemnification. To the fullest extent permitted by law, the CSP will indemnify, defend and hold harmless City, and each council member, officers, boards, commissions, officials, employee or agent thereof (collectively the City and any such person being herein called an “Indemnified Party”), for, from and against any and all losses, claims, damages, liabilities, costs and expenses (including, but not limited to, reasonable attorneys’ fees, court costs and the costs of appellate proceedings) to which any such Indemnified Party may become subject, under any theory of liability whatsoever (“Claims”) to the extent that such Claims (or actions in respect thereof) relate to, arise out of, or are caused by, or in connection with the negligent acts or omissions, recklessness or intentional misconduct of CSP, its officers, employees,

agents, volunteers or subcontractors arising out of or in connection with this Agreement or in any way arising from the performance or non-performance of the services required of the CSP as set forth in this Agreement. The CSP waives all rights of subrogation against the Indemnified Party for losses arising from such Claims. The amount and type of insurance coverage carried by the CSP will in no way be construed as limiting the scope of the indemnity in this Section. This indemnification provision shall survive the expiration of the Agreement.

6. Insurance. The CSP shall carry appropriate insurance in a form and at limits approved by the City. The CSP shall provide a copy of the insurance certificate, which shall list the City of Sedona as an additional insured, to the City Manager's Office prior to the first payment release.
7. Non-Assignability. Neither this Agreement, nor any of the rights or obligations of the parties hereto, shall be assigned by either party.
8. Venue; Jurisdiction; Jury Trial Waiver. This Agreement shall be governed by the laws of the State of Arizona, and any legal action concerning the provisions hereof shall be brought in the County of Yavapai, State of Arizona. Both parties hereby waive any right to a jury trial which they may otherwise have in the event of litigation arising out of this Agreement or the subject matter thereof and consent to a trial to the court.
9. Independent Contractor. The parties agree that the CSP provides specialized services and that the CSP enters this Agreement with the City as an independent contractor. The CSP shall make no representation that it is an employee of City for any purpose. As an independent contractor, the CSP is solely responsible for all labor and expenses in connection with this Agreement and for any and all damages that may arise during the operation of this Agreement. It is understood and agreed that the CSP is free to contract with other parties or to otherwise provide additional services.
10. Legal Worker Requirements. The City is prohibited by A.R.S. § 41-4401 from awarding a contract to any company who fails, or whose subcontractors fail, to comply with A.R.S. § 23-214(A). Therefore, the CSP agrees that: i. CSP and each subcontractor/ subconsultant it uses warrants their compliance with all federal immigration laws and regulations that relate to their employees and their compliance with A.R.S. § 23-214(A); ii. A breach of a warranty under paragraph i will be deemed a material breach of the Agreement and is subject to penalties up to and including termination of the Agreement; and iii. The City retains the legal right to inspect the papers of the CSP or any subcontractor/subconsultant who works on the Agreement to ensure that the CSP or any subcontractor/subconsultant is complying with the warranty under paragraph i.
11. No Boycott of Israel. The CSP certifies and agrees it is not currently engaged in and for the duration of the Agreement will not engage in a boycott of Israel, as that term is defined in A.R.S. §35-393.
12. Notices. Any notice or communication between the CSP and the City that may be required, or that may be given, under the terms of this Agreement shall be in writing, and shall be deemed to have been sufficiently given when directly presented, sent via email, or sent pre-

paid, first-class United States Mail, addressed as follows:

CITY: City of Sedona
Attn: Barbara Whitehorn, Deputy City Manager
102 Roadrunner Drive
Sedona, AZ 86336
Email: BWhitehorn@sedonaaz.gov

CSP: Humane Society of Sedona, Inc.
Attn: Jennifer Brehler, Executive Director
2115 Shelby Drive
Sedona, AZ 86336
Email: jbrehler@humanesocietyofsedona.org

13. Public Records. CSP acknowledges that all documents provided to the City may be subject to disclosure by the Arizona public records law under A.R.S. § 39-121 *et seq.*
14. No Waiver. Delays in enforcement or the waiver of any one or more defaults or breaches of this Agreement by City shall not constitute a waiver of any of the other terms or obligations of this Agreement.
15. Entire Agreement. This Agreement, together with the attached exhibit(s), is the entire agreement between the CSP and the City, superseding all prior oral or written communications. None of the provisions of this Agreement may be amended, modified or changed except by written amendment executed by both parties. This Agreement will be construed and interpreted according to its plain meaning, and no presumption will be deemed to apply in favor of or against the party drafting the Agreement. In the event any term or provision of this Agreement is held to be illegal or in conflict with any law of the United States or Arizona or any local law, the validity of the remaining provisions shall not be affected, and this Agreement shall be construed and enforced as if it did not contain the particular term or provision.

IN WITNESS WHEREOF, the parties hereto have executed this Agreement as of the date and year set forth above.

(Signatures on Following Page)

CITY OF SEDONA, ARIZONA

HUMANE SOCIETY OF SEDONA, INC.

Anette Spickard, City Manager

Jennifer Brehler, Executive Director

ATTEST:

I hereby affirm that I am authorized to enter into and sign this Agreement on behalf of the CSP.

JoAnne Cook, City Clerk

APPROVED AS TO LEGAL FORM:

Kurt W. Christianson, City Attorney

EXHIBIT A

Community Services to be Provided with City of Sedona Funding

HUMANE SOCIETY OF SEDONA

FUNDING REQUEST APPLICATION

COMMUNITY SERVICE PROVIDER CONTRACTS, FY 2026/27 – FY2028/29

SUMMARY ORGANIZATION INFORMATION

Organization: Humane Society of Sedona, Inc.

Address: 2115 Shelby Drive, Sedona, AZ 86336

Employer Identification Number (EIN): 23-7276252

Phone: 928-282-4679

Website: <https://humanesocietyofsedona.org/>

Director/CEO Name: Jennifer Brehler, CAWA

Email: jbrehler@humanesocietyofsedona.org

Contact for Application: Jennifer Brehler, CAWA

Email: jbrehler@humanesocietyofsedona.org

Contact Phone: 928-963-1119

BOARD INFORMATION

NAME	TITLE	EMAIL	TERM ENDS (MM/YY)
Randy Barbour, DVM	President	rbarbourdvm@gmail.com	12/27
Anthony Cosentino, CFP	Vice President	anthony@wildewealth.com	12/27
Joan Rumble Bouck	Treasurer	joanbouck@earthlink.net	12/28
Helen McNeal	Secretary	hmcneal@csusm.edu	12/28
Christine Siddoway	Director	chrissiddoway@outlook.com	12/26
Cindy Chapman	Director	cindy@buysedonanow.com	12/27
Lea Lagas	Director	lea@lagasparalegal.net	12/28

ORGANIZATION DETAILS

Year Founded/Established: 1966

Fiscal Year (i.e., July-June): January - December

STAFF AND VOLUNTEER INFORMATION

Paid Staff			Unpaid and Other			TOTAL
Full-Time	Part-Time	Interns	Volunteers	Interns	Other (specify)	
15	17	0	158	0	4 Contractors	194

"Other" specified: Engage with 4 Independent Contractors (2 annual contracts & 2 short duration projects). They assist with Marketing, Social Media, Grants and Fundraising.

FUNDING REQUEST & BUDGET

For the following, please enter the base amount for the three-year contract in Year 1.

Year 1 Request (FY 2026/27):

\$ 323,127

Estimated total annual organization budget for Year 1 (FY 2026/27):

\$ 2,023,656

Note: Explanation of the increase is in number 6 of the Organizational Impact Statement.

Will the organization be requesting any one-time funding for capital purchases in addition to the above?

☐ YES

☒ NO

PREVIOUS FUNDING

FY 2023/24	FY 2024/25	FY 2025/26
\$ 93,060	\$ 96,441.24	\$ 145,417.25

ORGANIZATIONAL IMPACT STATEMENT

Please submit the following information for the organization to demonstrate the impact on the community of the provided services.

1) Please provide a description of the organization's mission and goals.

- a. The Humane Society of Sedona is a non-profit organization Celebrating our 60th year of serving Sedona and the Verde Valley since 1966 by actively helping animals and people in our community and cultivating the same commitment in others. We are committed to building a caring community where every adoptable and treatable pet finds a life-long loving home. HSS also plays an important role in supporting Sedona's unserved and underserved animal and human populations through our Community Support Programs.

Mission Statement: We are dedicated to improving the lives of companion animals in our communities.

b. Our primary Goals:

- i. Achieve a safe and caring environment for every animal.
- ii. Heighten awareness of the value of animals in peoples' lives.
- iii. Provide a safe and caring temporary shelter for animals in need.
- iv. Ensure the highest level of health and safety for both humans and animals.
- v. Foster and maintain relationships among organizations and individuals concerned with animal welfare.
- vi. Generate the resources necessary to accomplish these goals.

- c. Humane Society of Sedona has not conducted formal surveys of those served within the last contract period. We do however plan to conduct a survey during the upcoming contract period and can make this available to the City of Sedona upon request after completion.

2) Please describe the organizations current programs and/or activities.

- a. Our Animal Shelter programs and services offer seven day a week animal related resources and access to the public for stray drop off and reclaims, adoptions, lost pet recovery, owner relinquishments, City of Sedona dog licensing, public spay/neuter, rehoming and community pet assistance.
- We provide the Sedona Police Department assistance and access to our shelter facility 24/7 for an accessible and humane facility to safely secure strays, seized and DOA animals. We provide the equipment and supplies to house and care for these animals and to appropriately store and dispose of the remains of DOAs. We have a representative available 24/7 to support the Sedona Police Department for animal related needs.

- Veterinary care is provided to the shelter animals by our part-time Veterinarian which is a change from 2 years ago when we were contracting with an outside Veterinary Clinic. This change was necessary as challenges to access to Veterinary Care increased, resulting in the delay of care and significant increases in costs. We provide every animal impounded at our shelter a physical exam to record their general condition and look for signs of illness or injury. All dogs and cats receive preventative vaccinations, deworming and parasite control upon impoundment to reduce the risk of disease spread in the Shelter and the community and is in accordance with industry standards. All animals adopted are spayed or neutered, microchipped and Rabies vaccinated and available to go home the same day they are adopted.
- We have an enhanced Lost and Found Pet Recovery Program to reunite stray animals with worried families. We utilize best practice strategies to facilitate out of shelter and quick reunions of those brought in to reduce the length of stay of pets both in the shelter and away from home.
- Our well-established Volunteer Program provides opportunities for Sedona and Verde Valley residents to contribute their time and compassion to animals and people in the Sedona community. Volunteering is an important part of the Sedona culture, and we actively engage volunteers through specialized training and employee collaboration. In 2025 more than 25 different volunteer roles were filled by over 150 volunteers giving nearly 19,000 hours of volunteer service.
- Our annual Kids & Kritters summer camps are week long adventures of learning to promote kindness and compassion for all creatures and sets the foundation for youth to give back through future volunteerism and compassion to animals and people.
- Our Pet Food & Supply Assistance Program helps pet owners who are struggling to care for their pets because of financial hardship. Annually this program support nearly 50 pet families in Sedona with over 3,000lbs of dry food, hundreds of cans of food and supplies to keep pets and people together and out of the animal shelter. Our program also supports other organizations like the Sedona Food Bank to keep their shelves stocked with pet goods for their pet families in need.
- Our Rehoming and Resource Program to help owners rehome a pet without the animal ever stepping paw into the shelter facility continues to connect animals from home to home. This reduces both stress of the animal and the costs to care for animals in the shelter.

b. Performance Metrics:

- **Number of Stray and Seized/Custody Animals Served**

Year	# of Strays from Sedona limits	# of Strays from outside Sedona limits	Total # Strays Served in Shelter	# of Seized / Custody Sedona Only
2025	107	162	269	31
2024	104	109	213	23
2023	242	82	324	15

Year	# of Strays Returned to Owner from Shelter – City of Sedona Residents	# of Strays Returned to Owner – outside City limits	Total Number of Strays Returned to Owner
2025	53	16	69
2024	61	10	71
2023	84	20	104

- **Number of owner surrenders from City of Sedona, outside City limits and Total Sedona intakes:**

Year	# of Owner Surrenders – City of Sedona	# of Owner Surrenders outside City limits	Total # Owner Surrenders
2025	65	172	237
2024	65	171	236
2023	87	169	256

- **Number of animals adopted**

Year	# of Animals Adopted in City of Sedona	# of Animals Adopted outside City limits	Total Number of Animals Adopted
2025	124	363	487
2024	122	377	499
2023	191	458	649

3) *Please describe any notable accomplishments in the last three years.*

Bringing Veterinary Services in house to the shelter animals opened an opportunity to also assist those in our community who cannot afford or access spay/neuter services. We now provide Public Spay/Neuter support and other services for qualifying individuals. In 2025 we were able to assist 48 Sedona residents with the spay/neuter of their pets who may otherwise have reproduced.

4) *Please describe the most significant challenges facing the organization and those benefiting from the services in the next three years.*

- As cost of doing business continues to rise, attention to our future financial health of the organization must take precedence. Obtaining necessary funding to continue the life-saving shelter and community support programs is becoming increasingly challenging. Despite significant outreach, HSS donations are lagging as seen nationally by nonprofits, as well as Grant Funders are more focused on funding smaller portions of programs or new programs entirely, to have a wider reach leaving HSS with little options to cover the rising costs.

Unfortunately, with the increased costs for supplies, equipment, utilities, and employees, HSS cannot continue to offset the cost to care for City of Sedona animals.

- b. HSS is not immune to the current challenges being faced by animal shelters across the country with inflation and housing shortages creating a barrier to pet adoption and forcing many owners to give up their pets as they can no longer afford them. This is especially true for large dogs (>50lbs) where housing restrictions have greatly impacted their adoption. The time it takes to find homes for animals is increasing as the placement opportunities are decreasing and the daily cost of care and medical treatment costs continue to increase both for owners and the Humane Society of Sedona.
- c. Recruiting and retaining employees is an ongoing struggle as the cost of living in Sedona continues to be higher than our employee compensation permits. Lack of available and affordable housing in Sedona and the Verde Valley is a significant challenge. In an effort to retain and attract employees, we must increase our entry level employee wages this year. However, we are still unable to compete with most other businesses in the area.
- d. Our Shelter is a state-of-the-art facility, constructed well, designed to reduce animal stress and disease and provide an engaging experience. However, after nearly 20 years, more expensive repairs to our facility will be needed over the next few years such as HVAC system replacements in order to continue to provide a safe and humane environment for the animals, employees, volunteers and guests.

5) *The City's Climate Action Plan. How does the organization incorporate and support this vision within its operations?*

- a. We attended and completed Local First Arizona's Green Business Boot Camp in 2025. Where we evaluated our facility and found electrical and water inefficiencies. Now that we have these identified we are working to determine what we are able to accomplish with our resources. Projects identified are: Solar Energy Addition, Energy Usage Reduction, Water Usage Reduction, Collection and Reuse.
- b. 90% of the lighting at our 12,000 square foot Shelter was upgraded to an efficient LED system a few years ago.
- c. As our capital equipment is replaced we will continue to look for opportunities to reduce the new equipment energy footprint, as well as reduce waste and consumption.
- d. HSS continues our commitment to working with Sedona Recycles to recycle cardboard, plastic, paper, thousands of pet food cans and other items that are recyclable or reusable at our facility.
- e. Our two Thrift Stores focus on providing opportunities for goods to be reused rather than discarded. We partner with other community organizations, such as Big Brothers Big Sisters to ensure items that will not sell are put to use elsewhere prior to disposal.

- f. HSS is a proud supporter of Sedona's Leave No Trace campaign and we share our concern for the environment with our volunteers and employees during onboarding.
- g. We are open to further conversations on how we can support the City's Climate Action Plan

6) *Please describe how the funding from the City of Sedona will be used and the impact on the community.*

- a. Our current contract rate was based on the historical actions of the City to only provide funding for stray and seized animals, with owner surrender animals not covered. Unfortunately, donations and grants have not offset costs to care for all City animals, including owner surrenders. This funding request allows for actual expenses to be passed on for the true costs to the City of Sedona for the use of our services for stray, seized, DOA and owned animals relinquished by Sedona residents who can no longer care for them. Funding this request will ensure HSS continues providing the

City of Sedona Contract Expense Request Worksheet

FY 2026/27 (07/01/26 – 06/30/27)

Requested Amount \$323,127

Projected Daily Cost of Care per Animal:

# of All Shelter Animals Cared For <i>(3-year average of 2023, 2024, 2025)</i>	706
# Days of Care for All Shelter Animals <i>(3-year average of 2023, 2024, 2025)</i>	18,040 days/year
HSS Program Services Expense Budget 2026 <i>(Program Expenses for Shelter Services Only)</i>	\$1,129,703
Daily Cost of Care per Animal <i>(Program Expenses divided by the number of care days)</i>	\$63 /day

Projected City of Sedona Expense 2026:

# of City of Sedona Animals Cared For <i>(3-year average of 2023, 2024, 2025)</i>	246
# Days of Care for City of Sedona Animals <i>(3-year average of 2023, 2024, 2025)</i>	5,129
Expenses for City of Sedona Animals <i>(\$63/day x 5,129 days)</i>	\$323,127

- b. HSS has continued to serve our citizens with a community support mindset to keep people and pets together while operating an animal shelter despite running at a deficit. Funding this request will allow HSS to continue to provide a solid professional service to the City of Sedona and to citizens of Sedona so they have a place to turn for help and a safe place for animals to go, rather than running on the streets, or worse, being killed or euthanized. HSS believes animal sheltering municipal contracts are

foundational to a healthy, thriving community. HSS has proudly served the City of Sedona under contract for Animal Sheltering Services for many years and we endeavor to continue serving the City of Sedona into the future. However, we also must insure we are a sustainable organization for future generations of people and animals of Sedona as we have been for the last 60 years.

7) *What would the impact be on the community if the organization was not funded?*

If HSS's funding request was not funded, the stray, seized and owner surrender animals within the City of Sedona may have no place to go, unless the City was to contract with another organization or provide these services themselves. More animals would likely be left to roam the streets or left in horrific conditions. If this request is only partially funded some animals, like Sedona owner surrenders may be turned away from services.

Additionally, without City of Sedona funding HSS would likely need to reduce or eliminate our Community Support Programs in order to direct funds to cover the City of Sedona animals that we might take in. This would leave vulnerable people and pets without support, like food and cost-effective vaccinations.

FINANCIAL INFORMATION

Please provide financial information as described in APPENDIX A.

Financial Documents follow in the pages 8-24 below.

**CITY OF SEDONA
COMMUNITY SERVICES PROVIDER AGREEMENT
FY 2027-2029**

This Community Services Provider Agreement (“Agreement”) is entered into as of _____ (“Effective Date”), by and between the City of Sedona, an Arizona municipal corporation (the “City”) and Sedona Community Center, Inc., an Arizona nonprofit corporation (the “CSP”).

RECITALS

- A. The City is a municipal corporation organized under the laws of the State of Arizona and is authorized to provide certain services and programs and to enter into contractual agreements for the purpose of obtaining services which it otherwise could provide; and
- B. The City created a Community Services Provider program to fund certain community services that provide a direct, tangible, public service or benefit and are consistent with the City’s funding priorities; and
- C. The CSP submitted a Funding Request Application for FY2027-2029 to the City to provide the community services set forth in **Exhibit A** and presented its request for funding to the Citizens’ Budget Work Group in February 2026 which provided funding recommendations to the Sedona City Council; and
- D. The City approved the CSP Funding Application in the amount authorized by the Sedona City Council included in this Agreement; and
- E. The City and the CSP desire to memorialize their agreement with this enforceable document.

AGREEMENT

NOW, THEREFORE, in consideration of the foregoing recitals, which are incorporated by reference, and the covenants and promises contained in this Agreement, the parties agree as follows:

1. Term/Termination.

- A. Term. The term of this Agreement is for three (3) years from July 1, 2026 through June 30, 2029. The City may, in its sole discretion, renew the term of this Agreement for three additional one-year periods. Renewals are not automatic.
- B. Termination. Either party may terminate this Agreement, without penalty, upon 30 days written notice to the other party. Upon such termination, the parties shall assess the services rendered to the date of termination and the City shall make any necessary payment to the CSP or the CSP shall make any necessary reimbursement to the City as may be required so that payment for the actual services rendered to the date of termination shall have been paid by the City, at a cost not to exceed the funding amount for the fiscal year in which the termination occurs.

- C. Appropriation of Funds. Every payment obligation of the City under this Agreement is conditioned upon the availability of funds appropriated or allocated for payment of such obligation. If funds are not allocated and available for the continuance of this Agreement, this Agreement may be terminated by the City at the end of the period for which funds are available. No liability shall accrue to the City in the event this provision is exercised, and City shall not be obligated or liable for any future payments or for any damages resulting from termination under this provision.
- D. Conflict of Interest. This Agreement may be cancelled pursuant to A.R.S. § 38-511.

2. Scope.

- A. Community Services. The CSP shall provide the community services included in **Exhibit A** to this Agreement. The CSP shall furnish all services, labor, facilities, and equipment to conduct the community services.
- B. Annual Report on Accomplishments. The CSP shall provide an annual written report to the City due no later than July 30th of 2027, 2028 and 2029 that includes accomplishments from the prior fiscal year and any additional information requested by the City. At the request of the City Manager, the CSP will also provide an annual in-person presentation to Council.
- C. Annual Financial Report. The CSP shall provide an annual written accounting to the City due no later than July 30th of 2027, 2028, and 2029 describing the manner and use of City funds during the prior fiscal year. In addition, the CSP shall provide a copy of the IRS 990 form and a copy of its annual financial statements to the City. The City shall have the right to audit the books of the CSP at all reasonable times for the purpose of confirming the expenditures of City funds with reasonable notice to the CSP.
- D. City Liaison on the CSP Board. The CSP shall allow one (1) City-appointed non-voting liaison to attend the CSP Board meetings to provide two-way communication between the City and the CSP.
- E. Marketing Materials. All printed materials created and distributed by the CSP with funds from the City shall contain a statement recognizing and acknowledging that funding has been provided by the City for such documents.
- F. Compliance with Laws. All community services performed by the CSP pursuant to this Agreement shall be done in compliance with all applicable Federal, state and local laws, ordinances, rules and regulations, including conformance with the requirements of the Americans with Disabilities Act. This includes prohibiting discrimination in employment, programs, services and activities and making reasonable accommodations to allow full and equal access to all such employment, programs, services, and activities.

3. Funding.

- A. FY27 Base Funding Amount. The City shall provide funding to the CSP to provide the services and/or facilities included in **Exhibit A** (description of how the funding from the City of Sedona will be used and the impact on the community). As consideration for those services and/or facilities, the City will remit to CSP **\$342,825** (the “FY27 Base Amount”).
- B. One-Time Additional FY27 Funding for Capital Expenses. The City shall provide one-time additional FY27 funding to the CSP in the amount of **\$75,000** for capital improvements pursuant to **Exhibit A**, One Time Capital Expense Request.
- C. FY28 and FY29 Funding. Each fiscal year this Agreement remains in effect, the FY27 Base Amount will be increased by an inflationary escalator in accordance with the Bureau of Labor Statistics CPI-U for the West Region for the previous 12 month period ending December of the prior year. The inflationary escalator shall not exceed 5% during any fiscal year.
- D. Payments/Invoicing. City shall disperse funding to CSP in two (2) equal installments in each fiscal year, with the first payment made in August and the second payment made in February. CSP shall separately invoice the City for each payment. CSP shall include the one-time additional FY27 funding for capital expenses in the invoice for the August 2026 payment. City will process and remit payment to CSP within thirty (30) days of receipt of a timely invoice. Unless approved in advance by the City, payment will be made via the Automated Clearing House (ACH) network.
- E. Taxes. The CSP shall be solely responsible for any and all tax obligations which may result from providing community services pursuant to this Agreement.
- F. Withholding Payment. If the community services rendered do not meet the requirements of this Agreement, the CSP shall correct or modify the work to comply with this Agreement after receiving written notice from the City. The City may withhold payment for such services until the services meet the requirements of this Agreement.
- G. City Funding is Independent of Other Funding. The City will not reduce CSP funding during any fiscal year because of private donations or other revenue received by the CSP.

- 4. Amendments. Changes to this Agreement, including changes to **Exhibit A**, Funding Amount, or the Term of this Agreement require a written Amendment signed by both parties.
- 5. Indemnification. To the fullest extent permitted by law, the CSP will indemnify, defend and hold harmless City, and each council member, officers, boards, commissions, officials, employee or agent thereof (collectively the City and any such person being herein called an

“Indemnified Party”), for, from and against any and all losses, claims, damages, liabilities, costs and expenses (including, but not limited to, reasonable attorneys’ fees, court costs and the costs of appellate proceedings) to which any such Indemnified Party may become subject, under any theory of liability whatsoever (“Claims”) to the extent that such Claims (or actions in respect thereof) relate to, arise out of, or are caused by, or in connection with the negligent acts or omissions, recklessness or intentional misconduct of CSP, its officers, employees, agents, volunteers or subcontractors arising out of or in connection with this Agreement or in any way arising from the performance or non-performance of the services required of the CSP as set forth in this Agreement. The CSP waives all rights of subrogation against the Indemnified Party for losses arising from such Claims. The amount and type of insurance coverage carried by the CSP will in no way be construed as limiting the scope of the indemnity in this Section. This indemnification provision shall survive the expiration of the Agreement.

6. Insurance. The CSP shall carry appropriate insurance in a form and at limits approved by the City. The CSP shall provide a copy of the insurance certificate, which shall list the City of Sedona as an additional insured, to the City Manager's Office prior to the first payment release.
7. Non-Assignability. Neither this Agreement, nor any of the rights or obligations of the parties hereto, shall be assigned by either party.
8. Venue; Jurisdiction; Jury Trial Waiver. This Agreement shall be governed by the laws of the State of Arizona, and any legal action concerning the provisions hereof shall be brought in the County of Yavapai, State of Arizona. Both parties hereby waive any right to a jury trial which they may otherwise have in the event of litigation arising out of this Agreement or the subject matter thereof and consent to a trial to the court.
9. Independent Contractor. The parties agree that the CSP provides specialized services and that the CSP enters this Agreement with the City as an independent contractor. The CSP shall make no representation that it is an employee of City for any purpose. As an independent contractor, the CSP is solely responsible for all labor and expenses in connection with this Agreement and for any and all damages that may arise during the operation of this Agreement. It is understood and agreed that the CSP is free to contract with other parties or to otherwise provide additional services.
10. Legal Worker Requirements. The City is prohibited by A.R.S. § 41-4401 from awarding a contract to any company who fails, or whose subcontractors fail, to comply with A.R.S. § 23-214(A). Therefore, the CSP agrees that: i. CSP and each subcontractor/ subconsultant it uses warrants their compliance with all federal immigration laws and regulations that relate to their employees and their compliance with A.R.S. § 23-214(A); ii. A breach of a warranty under paragraph i will be deemed a material breach of the Agreement and is subject to penalties up to and including termination of the Agreement; and iii. The City retains the legal right to inspect the papers of the CSP or any subcontractor/subconsultant who works on the Agreement to ensure that the CSP or any subcontractor/subconsultant is complying with the warranty under paragraph i.
11. No Boycott of Israel. The CSP certifies and agrees it is not currently engaged in and for the

duration of the Agreement will not engage in a boycott of Israel, as that term is defined in A.R.S. §35-393.

12. Notices. Any notice or communication between the CSP and the City that may be required, or that may be given, under the terms of this Agreement shall be in writing, and shall be deemed to have been sufficiently given when directly presented, sent via email, or sent pre-paid, first-class United States Mail, addressed as follows:

CITY: City of Sedona
Attn: Barbara Whitehorn, Deputy City Manager
102 Roadrunner Drive
Sedona, AZ 86336
Email: BWhitehorn@sedonaaz.gov

CSP: Sedona Community Center, Inc.
Attn: Marjorie Harris, Executive Director
2615 Melody Lane
Sedona, AZ 86336
Email: director@scsedona.org

13. Public Records. CSP acknowledges that all documents provided to the City may be subject to disclosure by the Arizona public records law under A.R.S. § 39-121 *et seq.*
14. No Waiver. Delays in enforcement or the waiver of any one or more defaults or breaches of this Agreement by City shall not constitute a waiver of any of the other terms or obligations of this Agreement.
15. Entire Agreement. This Agreement, together with the attached exhibit(s), is the entire agreement between the CSP and the City, superseding all prior oral or written communications. None of the provisions of this Agreement may be amended, modified or changed except by written amendment executed by both parties. This Agreement will be construed and interpreted according to its plain meaning, and no presumption will be deemed to apply in favor of or against the party drafting the Agreement. In the event any term or provision of this Agreement is held to be illegal or in conflict with any law of the United States or Arizona or any local law, the validity of the remaining provisions shall not be affected, and this Agreement shall be construed and enforced as if it did not contain the particular term or provision.

IN WITNESS WHEREOF, the parties hereto have executed this Agreement as of the date and year set forth above.

(Signatures on Following Page)

CITY OF SEDONA, ARIZONA

SEDONA COMMUNITY CENTER INC.

Anette Spickard, City Manager

Marjorie Harris, Executive Director

ATTEST:

I hereby affirm that I am authorized to enter into and sign this Agreement on behalf of the CSP.

JoAnne Cook, City Clerk

APPROVED AS TO LEGAL FORM:

Kurt W. Christianson, City Attorney

EXHIBIT A

Community Services to be Provided with City of Sedona Funding

ORGANIZATIONAL IMPACT STATEMENT

1. Please provide a description of the organization's mission and goals.

a. Our Mission is to contribute to the health and well-being of the seniors in the Greater Sedona Area.

- Meals on Wheels
- Community Meals
- Social Events and Physical Activities

The purpose of our organization (our soul and passion) to ensure that the seniors of the Sedona area have access to excellent nutrition, social interaction, and the security of knowing that someone cares.

Goals:

1) Continue to provide hot, nutritious and outstanding meals (home delivered and congregate) prepared fresh five days a week in our onsite kitchen -

A. Number of Home Delivered Meals

1. FY 23 18,610
2. FY 24 18,335
3. FY 25 21,292
4. FY 26 22,366 projected based on YTD performance

B. Number of Congregate/Community Meals

1. FY 23 3854
2. FY 24 3573
3. FY 25 4203
4. FY 26 4966 projected based on YTD performance

2). Provide Social Events and Physical Activities to improve socialization and physical health of Seniors

A. Physical Activities : Tai Chi, Yoga and a Physical Exercise class

B. Social Activities: Mah Jong, Watercolor, Oil painting

C. These activities serve approximately 90-100 seniors/week

3). Recruit and train an outstanding team of volunteers to deliver meals each day to the homes of individuals who are homebound and provide a social contact for these seniors who may not see and talk with anyone else during the day. On average we have about 40 volunteers in our program both FT and PT

4). Continue our unique Breakfast Club program to ensure that seniors have some supplemental nutrition on the weekends: FY 26 on track to deliver 9,940 breakfast club bags (cereal, fresh fruit and fruit juice)

5). Continue our Pet food program to provide food to our seniors' pets so that they do not share their food with their furry friends

2. Please describe the organization's current programs and/or activities

Congregate Program - Monday through Friday we offer a three-course meal (salad, hot entrée with vegetables, dessert and beverage). The dessert is frequently fresh fruit. The same menu is provided to Home Delivered Meals and Congregate (Community).

Home Delivered Meal program – Monday through Friday we deliver hot food (main course, salad and dessert to our home bound clients. This is also a wellness check. The driver is required to see the client to ensure that they are ok. The meal cannot be left without this contact. For some seniors this is the only person they will see all day and friendships do develop. Our drivers have been responsible for saving the lives of some of the seniors – they have found seniors who have fallen and can't get up or who are not responsive for some reason. They contact the paramedics and stay with the senior until help arrives. This is the heart and soul of our organization.

Breakfast Club program - on Friday we send out our Breakfast Club offering which includes fresh fruit, fruit juice, and cereal. It helps provide the seniors with some food on the weekend and is entirely optional with them.

Pet Food program - We provide pet food to our Home Delivered Meal clients so that they do not have to share their food with the pets.

Socialization programs - We also provide fitness programs, watercolor class, grief support group, Mah Jong. On occasion for our Congregate (Community) lunch program we bring in entertainment such as magicians, comics, barber shop quartet.

Income programs - We continue to offer room rental and catering to supplement our income.

3. Please describe any notable accomplishments in the last three years.

Over the years of the pandemic our participation with NACOG Aging had declined due to isolation of the seniors and reduced field work by NACOG. We have renewed our relationship with NACOG Aging by introducing the course called Matter of Balance to help reduce the fall risk for our seniors. We are also working on developing some joint activities with NACOG Aging with the goal of gaining more support for the Sedona senior citizen population.

On a limited basis we provide special meals to clients who have food allergies such as gluten issues. We have a client who is allergic to a variety of vegetables, and we prepare special meals for him so that he can get a nutritious meal.

We have established a relationship with the Interact Club at the High School. The students have provided special treats for our Home Delivered Meal clients on holidays, such as Thanksgiving, Christmas, and Valentines Day. It provides a bright spot in a day

when some seniors may feel lonely and now know that someone cares. It speaks to the heart of Sedona that the students have enthusiastically embraced this program.

We continue to function without a wait list. Many other Centers cannot take all the requests they receive and have to put their seniors on a wait list until they can get funding from other state agencies such as NACOG Aging. NACOG unfortunately has seen its funding reduced by the State, which has also impacted on our funding from NACOG. Primarily because of the wonderful support of the City of Sedona we have not placed anyone on a wait list. If a senior calls with a genuine need we immediately take them on the program. We also contact NACOG Aging periodically to see if they have anyone from Sedona on a wait list and if so, we take them on as well so that they do not go without food.

We have continued to grow our service to the Greater Sedona area without unnecessary increase in expenses and by managing our staff size. No funds are utilized without review to ensure that they are growing our services and impacting our community in a positive way.

4). Please describe the most significant challenges facing the organization and those benefiting from the services in the next three years.

We are amid the “Silver Tsunami” and will be faced over the coming years with an ever-increasing demand for services for the senior population. The United States is adding 12,000 people/day to the 65 and over population. The senior population in the United States is expected to double by 2050. As the cost of medical care, food and housing continue to increase the seniors will need more support with vital services that we provide. The support system that Seniors rely on (Social Security, Medicare) are under threat due to increasing costs and the projected cuts in Federal funding. The Sedona Community Center is the only source for the Home Delivered Meal program in the greater Sedona area. We will need to expand our ability to provide food and support services. Seniors face daily difficult choices like food running out, skipping meals, choosing between food and medicine, postponing medical care, failing health due to poor nutrition, and high medical costs.

Clearly the continued supportive services from the Sedona Community Center are vital: 1) ensure a nutritious, hot meal for those homebound individuals unable to purchase or prepare food due to chronic or disabling medical conditions, 2) provide lunches and activities onsite that promote good health both physical and mental, 3) continue to identify new needs of the senior population and find ways to meet those needs.

Our cost of food is increasing by 18% - 20% and will continue to do so for the foreseeable future. In addition, the costs of supplies needed to prepare the food and maintain health standards are also increasing by 27%-30%. It is critical that we continue to provide meals that are prepared with fresh, nutritious food. We rely on volunteers to deliver the meals, but the skills and requirements needed in our kitchen cannot be supplied by volunteers. Our kitchen staff needs to meet ever increasing certification

requirements. We maintain such high standards in the kitchen that for over 7 years we have had perfect health inspections from the County. This means that we will need to increase the skills of our staff and retain certified employees. This is increasingly a challenge due to our inability to provide competitive pay. To control costs, we have reduced management staff but there are no other opportunities for this type of reduction. All existing positions are mission critical. These increasing demands are consuming the majority of what we can raise and means that our food programs and socialization programs increasingly rely on support from the City, County and State.

Our aging building (well over 40 years old) and equipment requires constant care and repairs as well. Half of our building is a metal structure with no insulation, and we struggle with air conditioning costs as the climate warms. We need to add air conditioning support to our main activity/lunchroom where the summer temperatures can get to 90 degrees. The existing HVAC cannot provide sufficient cooling.

We need to add Case Management to our program. NACOG Aging provides case management to their clients, but we have very few of their clients. Most of our clients are not seen by anyone other than the drivers who deliver their meals. This means that changes in the individual's living situation, self-care, etc. may go unobserved. If the individual is not managed by NACOG Aging, we need to have an employee who will go to the new client's home when they request to be on the Home Delivered Meal program. The Client Services Case Coordinator will meet with the client, explain the program, identify any concerns that the volunteer drivers should be aware of (such as animals, access issues, communication challenges, etc.). Then twice a year after that the Case Coordinator will perform a follow-up visit to ensure that the situation has not deteriorated and to get feedback from the client with their satisfaction or concerns. This is a unique program which no other center in the four northern counties has and is mission critical. We cannot rely on NACOG Aging increasing its services due to reduced State and Federal funding.

5). How does the organization incorporate and support the City's Climate Action Plan within its operations?

Buildings and Energy – we have challenges due to our old building, but we seek to keep our cooling/heating units operating as efficiently as possible. When we must replace a system, we ensure that it meets current standards to impact the environment as little as possible.

Transportation and Land use – we do not provide transportation, but we do encourage our seniors to utilize the City shuttle system as much as possible. Our home delivered meal drivers are provided with route sheets that target the most efficient delivery routes that we can identify.

Materials and consumption – in our kitchen and dining room we use utensils that can be washed and reused. We use a waste company that recycles items that can be recycled.

Water and natural systems - our landscaping uses plants that are appropriate for this climate zone. We installed artificial turf a few years ago to reduce water use.

We care deeply about Sedona and our environment. We continuously look for areas that an operation like ours can impact.

6). Describe how the funding from the City of Sedona will be used and the impact on the community.

Our focus will continue to be on the Seniors in the City of Sedona, and we will be constantly seeking to identify new areas where they need support. We are requesting an increase of \$80,000 over the 2025-2026 level to help meet the challenge of increasing costs for food (up 20%) and kitchen supplies (up 30%) to support our food preparation and services. We continue to face challenges with the maintenance and improvement of our building, which is over 40 years old. But without this building we cannot provide the critical services needed by our seniors. Over the last three years we have managed to identify ways to replace the roof (\$40,000), replace the main water line/backflow system (\$30,000) and one of the HVAC systems (\$20,000), but this is placing a strain on our resources and cannot be sustained long term without assistance. The main part of our building is metal with no insulation. In the summer months the temperature in our dining room, which is also utilized for many activities, reaches 85 to 90 degrees. These temperatures are not only uncomfortable but dangerous for our senior population. We need to install mini splits to reduce the temperatures as Sedona continues to experience climate warming. Our kitchen equipment (stove, steam table, dishwasher, etc.) are all over 15 years old with constant use. We have been able to obtain some grants to assist with replacement of some of the equipment, but the cost of maintenance is gradually increasing. The preparation and serving of food are the heart of our existence and we need to be able to address any issues that develop. We constantly seek ways to increase our fundraising and donations but unfortunately, we are seeing a decrease in this area due to the economy and other organizations competing for limited resources.

7). What would the impact be on the community if the organization was not funded?

We would do our best to continue to provide food and socialization for the seniors in our community, but we would need to reduce the service. This means that we would start putting seniors on wait lists and people would go without food while waiting for us to be able to provide services. We would have to reduce staff which will further impact on our ability to provide services.

I doubt that the organization would continue to function for more than one to two years if that happened.

The lack of the Sedona Community Center and the services we provide will be devastating to the Sedona community. We are all marching toward being seniors and

we cannot ignore the needs of this population. All our seniors deserve to be treated with dignity and respect which includes having food and social contact which the Center provides.

ONE TIME CAPITAL EXPENSE REQUEST

\$75,000 FY27

This request includes two vital projects for the Center,

1 – build an ADA compliant ramp leading from the building to the backyard of the Center. We have a nice outside area where we can have lunches and various activities, but this area is very difficult for our senior population to access. Access is by stairs or by requiring seniors to go around the building to access through gates. Stairs are extremely dangerous for our population and going outside and around the building is difficult and inconvenient since they must come into the building to access restroom facilities.

This has resulted in us rarely utilizing this space and so reduces opportunities to provide both indoor and outdoor activities. With a ramp we can provide more activities for our senior population. Also, because of the way our building sits on a hillside, the lack of a ramp means that we can only evacuate our seniors through the front of the building which could be a safety hazard. This is a high priority which we need the city's help with funding. Estimate \$30,000

2- install mini splits in the Flynn Room (large room used for Lunch and various activities). Since the structure is metal with no insulation, the interior temperatures in the summer months reach 85-90 degrees which is not only extremely uncomfortable but also dangerous for the senior population that utilizes the room. The main HVAC system which serves the Flynn Room, offices and restrooms cannot cool the area. It constantly runs as it struggles to lower the temperature.

We cool the offices by using small units that blow air over ice, but that system will not work in a room as large as the Flynn Room.

Based on estimates by commercial contractors we would need 3 mini splits to cool this area. With this improvement we can continue to offer activities to our seniors and possibly expand the utilization of the room since the temperature will be more conducive to having activities in the room later in the day. Estimate \$45,000.

If we receive the funding for these two projects we will hold competitive bids and utilize qualified contractors to ensure that the work is done correctly and to code.

CITY OF SEDONA
COMMUNITY SERVICES PROVIDER AGREEMENT
FY 2027-2029

This Community Services Provider Agreement (“Agreement”) is entered into as of _____ (“Effective Date”), by and between the City of Sedona, an Arizona municipal corporation (the “City”) and Sedona Historical Society, Inc., an Arizona nonprofit corporation (the “CSP”).

RECITALS

- A. The City is a municipal corporation organized under the laws of the State of Arizona and is authorized to provide certain services and programs and to enter into contractual agreements for the purpose of obtaining services which it otherwise could provide; and
- B. The City created a Community Services Provider program to fund certain community services that provide a direct, tangible, public service or benefit and are consistent with the City’s funding priorities; and
- C. The CSP submitted a Funding Request Application for FY2027-2029 to the City to provide the community services set forth in **Exhibit A** and presented its request for funding to the Citizens’ Budget Work Group in February 2026 which provided funding recommendations to the Sedona City Council; and
- D. The City approved the CSP Funding Application in the amount authorized by the Sedona City Council included in this Agreement; and
- E. The City and the CSP desire to memorialize their agreement with this enforceable document.

AGREEMENT

NOW, THEREFORE, in consideration of the foregoing recitals, which are incorporated by reference, and the covenants and promises contained in this Agreement, the parties agree as follows:

1. Term/Termination.

- A. Term. The term of this Agreement is for three (3) years from July 1, 2026 through June 30, 2029. The City may, in its sole discretion, renew the term of this Agreement for three additional one-year periods. Renewals are not automatic.
- B. Termination. Either party may terminate this Agreement, without penalty, upon 30 days written notice to the other party. Upon such termination, the parties shall assess the services rendered to the date of termination and the City shall make any necessary payment to the CSP or the CSP shall make any necessary reimbursement to the City as may be required so that payment for the actual services rendered to the date of termination shall have been paid by the City, at a cost not to exceed the funding amount for the fiscal year in which the termination occurs.

- C. Appropriation of Funds. Every payment obligation of the City under this Agreement is conditioned upon the availability of funds appropriated or allocated for payment of such obligation. If funds are not allocated and available for the continuance of this Agreement, this Agreement may be terminated by the City at the end of the period for which funds are available. No liability shall accrue to the City in the event this provision is exercised, and City shall not be obligated or liable for any future payments or for any damages resulting from termination under this provision.
- D. Conflict of Interest. This Agreement may be cancelled pursuant to A.R.S. § 38-511.

2. Scope.

- A. Community Services. The CSP shall provide the community services included in **Exhibit A** to this Agreement. The CSP shall furnish all services, labor, facilities, and equipment to conduct the community services.
- B. Annual Report on Accomplishments. The CSP shall provide an annual written report to the City due no later than July 30th of 2027, 2028 and 2029 that includes accomplishments from the prior fiscal year and any additional information requested by the City. At the request of the City Manager, the CSP will also provide an annual in-person presentation to Council.
- C. Annual Financial Report. The CSP shall provide an annual written accounting to the City due no later than July 30th of 2027, 2028, and 2029 describing the manner and use of City funds during the prior fiscal year. In addition, the CSP shall provide a copy of the IRS 990 form and a copy of its annual financial statements to the City. The City shall have the right to audit the books of the CSP at all reasonable times for the purpose of confirming the expenditures of City funds with reasonable notice to the CSP.
- D. City Liaison on the CSP Board. The CSP shall allow one (1) City-appointed non-voting liaison to attend the CSP Board meetings to provide two-way communication between the City and the CSP.
- E. Marketing Materials. All printed materials created and distributed by the CSP with funds from the City shall contain a statement recognizing and acknowledging that funding has been provided by the City for such documents.
- F. Compliance with Laws. All community services performed by the CSP pursuant to this Agreement shall be done in compliance with all applicable Federal, state and local laws, ordinances, rules and regulations, including conformance with the requirements of the Americans with Disabilities Act. This includes prohibiting discrimination in employment, programs, services and activities and making reasonable accommodations to allow full and equal access to all such employment, programs, services, and activities.

3. Funding.

- A. FY27 Base Funding Amount. The City shall provide funding to the CSP to provide the services and/or facilities included in **Exhibit A** (description of how the funding from the City of Sedona will be used and the impact on the community). As consideration for those services and/or facilities, the City will remit to CSP **\$200,000** (the “FY27 Base Amount”).
 - B. One-Time Additional FY27 Funding for Capital Expenses. The City shall provide one-time additional FY27 funding to the CSP in the amount of **\$25,000** for capital improvements at Cook’s Hill Cemetery pursuant to **Exhibit A**, Capital Projects Funding Request Detail.
 - C. FY28 and FY29 Funding. Each fiscal year this Agreement remains in effect, the FY27 Base Amount will be increased by an inflationary escalator in accordance with the Bureau of Labor Statistics CPI-U for the West Region for the previous 12 month period ending December of the prior year. The inflationary escalator shall not exceed 5% during any fiscal year.
 - D. Payments/Invoicing. City shall disperse funding to CSP in two (2) equal installments in each fiscal year, with the first payment made in August and the second payment made in February. CSP shall separately invoice the City for each payment. CSP shall include the one-time additional FY27 funding for capital expenses in the invoice for the August 2026 payment. City will process and remit payment to CSP within thirty (30) days of receipt of a timely invoice. Unless approved in advance by the City, payment will be made via the Automated Clearing House (ACH) network.
 - E. Taxes. The CSP shall be solely responsible for any and all tax obligations which may result from providing community services pursuant to this Agreement.
 - F. Withholding Payment. If the community services rendered do not meet the requirements of this Agreement, the CSP shall correct or modify the work to comply with this Agreement after receiving written notice from the City. The City may withhold payment for such services until the services meet the requirements of this Agreement.
 - G. City Funding is Independent of Other Funding. The City will not reduce CSP funding during any fiscal year because of private donations or other revenue received by the CSP.
4. Amendments. Changes to this Agreement, including changes to **Exhibit A**, Funding Amount, or the Term of this Agreement require a written Amendment signed by both parties.
5. Indemnification. To the fullest extent permitted by law, the CSP will indemnify, defend and hold harmless City, and each council member, officers, boards, commissions, officials,

employee or agent thereof (collectively the City and any such person being herein called an “Indemnified Party”), for, from and against any and all losses, claims, damages, liabilities, costs and expenses (including, but not limited to, reasonable attorneys’ fees, court costs and the costs of appellate proceedings) to which any such Indemnified Party may become subject, under any theory of liability whatsoever (“Claims”) to the extent that such Claims (or actions in respect thereof) relate to, arise out of, or are caused by, or in connection with the negligent acts or omissions, recklessness or intentional misconduct of CSP, its officers, employees, agents, volunteers or subcontractors arising out of or in connection with this Agreement or in any way arising from the performance or non-performance of the services required of the CSP as set forth in this Agreement. The CSP waives all rights of subrogation against the Indemnified Party for losses arising from such Claims. The amount and type of insurance coverage carried by the CSP will in no way be construed as limiting the scope of the indemnity in this Section. This indemnification provision shall survive the expiration of the Agreement.

6. Insurance. The CSP shall carry appropriate insurance in a form and at limits approved by the City. The CSP shall provide a copy of the insurance certificate, which shall list the City of Sedona as an additional insured, to the City Manager's Office prior to the first payment release.
7. Non-Assignability. Neither this Agreement, nor any of the rights or obligations of the parties hereto, shall be assigned by either party.
8. Venue; Jurisdiction; Jury Trial Waiver. This Agreement shall be governed by the laws of the State of Arizona, and any legal action concerning the provisions hereof shall be brought in the County of Yavapai, State of Arizona. Both parties hereby waive any right to a jury trial which they may otherwise have in the event of litigation arising out of this Agreement or the subject matter thereof and consent to a trial to the court.
9. Independent Contractor. The parties agree that the CSP provides specialized services and that the CSP enters this Agreement with the City as an independent contractor. The CSP shall make no representation that it is an employee of City for any purpose. As an independent contractor, the CSP is solely responsible for all labor and expenses in connection with this Agreement and for any and all damages that may arise during the operation of this Agreement. It is understood and agreed that the CSP is free to contract with other parties or to otherwise provide additional services.
10. Legal Worker Requirements. The City is prohibited by A.R.S. § 41-4401 from awarding a contract to any company who fails, or whose subcontractors fail, to comply with A.R.S. § 23-214(A). Therefore, the CSP agrees that: i. CSP and each subcontractor/ subconsultant it uses warrants their compliance with all federal immigration laws and regulations that relate to their employees and their compliance with A.R.S. § 23-214(A); ii. A breach of a warranty under paragraph i will be deemed a material breach of the Agreement and is subject to penalties up to and including termination of the Agreement; and iii. The City retains the legal right to inspect the papers of the CSP or any subcontractor/subconsultant who works on the Agreement to ensure that the CSP or any subcontractor/subconsultant is complying with the warranty under paragraph i.

11. No Boycott of Israel. The CSP certifies and agrees it is not currently engaged in and for the duration of the Agreement will not engage in a boycott of Israel, as that term is defined in A.R.S. §35-393.
12. Notices. Any notice or communication between the CSP and the City that may be required, or that may be given, under the terms of this Agreement shall be in writing, and shall be deemed to have been sufficiently given when directly presented, sent via email, or sent pre-paid, first-class United States Mail, addressed as follows:
- CITY: City of Sedona
Attn: Barbara Whitehorn, Deputy City Manager
102 Roadrunner Drive
Sedona, AZ 86336
Email: BWhitehorn@sedonaaz.gov
- CSP: Sedona Historical Society, Inc.
Attn: Nate Meyers, Executive Director
735 Jordan Road
Sedona, AZ 86336
Email: director@sedonamuseum.org
13. Public Records. CSP acknowledges that all documents provided to the City may be subject to disclosure by the Arizona public records law under A.R.S. § 39-121 *et seq.*
14. No Waiver. Delays in enforcement or the waiver of any one or more defaults or breaches of this Agreement by City shall not constitute a waiver of any of the other terms or obligations of this Agreement.
15. Entire Agreement. This Agreement, together with the attached exhibit(s), is the entire agreement between the CSP and the City, superseding all prior oral or written communications. None of the provisions of this Agreement may be amended, modified or changed except by written amendment executed by both parties. This Agreement will be construed and interpreted according to its plain meaning, and no presumption will be deemed to apply in favor of or against the party drafting the Agreement. In the event any term or provision of this Agreement is held to be illegal or in conflict with any law of the United States or Arizona or any local law, the validity of the remaining provisions shall not be affected, and this Agreement shall be construed and enforced as if it did not contain the particular term or provision.

IN WITNESS WHEREOF, the parties hereto have executed this Agreement as of the date and year set forth above.

(Signatures on Following Page)

CITY OF SEDONA, ARIZONA

SEDONA HISTORICAL SOCIETY, INC.

Anette Spickard, City Manager

Nate Meyers, Executive Director

ATTEST:

I hereby affirm that I am authorized to enter into and sign this Agreement on behalf of the CSP.

JoAnne Cook, City Clerk

APPROVED AS TO LEGAL FORM:

Kurt W. Christianson, City Attorney

EXHIBIT A

Community Services to be Provided with City of Sedona Funding



City Service Provider Contract Application FY27-FY29
Organization Impact Statement

1. *Please provide a description of the organization's impact and goals.*

Mission Statement

The Sedona Historical Society preserves, interprets, and shares the unique history of Sedona and Red Rock Country.

Goals

Sedona Historical Society has general goals for growth without setting specific target numbers. That said, there are a few metrics which speak to SHS' growth over the course of the current CSP contract.

Museum Engagement measures the number of people who attend the Museum in Jordan Historical Park. This includes general admission, tours, special events and programs, and lectures. The decrease from 2024 to 2025 is due to a two week closure of Jordan Road during the height of tourist season in October 2025 which caused a 25% decrease in visitation over the same period in 2024, and the weather related cancellation of our Annual Arts & Crafts Fair.

2022: ~11,000 2023: 13,569 2024: 21,511 2025: 20,721

Research Requests measures the number of research requests the Museum receives. Prior to April 2024 this metric was an estimate. We streamlined the process, requiring all research requests to go through our website to more easily track the quantity received and the topic(s) of inquiry. This metric does not include press inquiries, which were included in estimates prior to 2024.

2024: 22 2025: 29 2026: 5 (as of January 28)

Our **annual budget** has dramatically increased. This is thanks in part to the CSP Contract with the City, but we've also diversified and grown our revenue streams.

2023: \$258,000 2024: \$358,166 2025: \$411,700 2026: \$503,550

Survey Results

During the course of the current Service Provider Contract we have completed three surveys of our visitors. Surveys are completed on a volunteer basis by general admission visitors. We have two stations at the Museum for visitors to fill out and return surveys.



City Service Provider Contract Application FY27-FY29
Organization Impact Statement

In 2023, when the current contract began, we were already conducting a survey with the following questions and responses.

I learned something during my visit today: 3.87/4

The exhibits and stories presented were relevant to me: 3.66/4

It is easy to navigate the Museum grounds: 3.79/4

The Museum was easy to find: 3.72/4

I will recommend SHM to others: YES 288 NO 8 No Answer 7

When I travel I visit museums: OFTEN 191 SOMETIMES 94 RARELY 12 No Answer 6

In 2023-24 we asked the following questions and received the accompanying responses.

I learned something during my visit today: 3.83/4

The Museum's exhibits are worth the cost of admission: 3.75/4

Museum staff & volunteers are helpful and friendly: 3.87/4

I was satisfied with my overall experience at the Museum: 3.85/4

I will recommend the Sedona Heritage Museum to others: YES 451 NO 14

In 2024-25 we asked the following questions and received the accompanying responses.

Where are you visiting from today: Sedona 5.78% Out of town 94.2%

Number of people in your party: 2.93 average

If you are visiting from out of town, how long are you staying in the area?

Not applicable 5.8% Day Trip 19.3% 2-3 Days 34.7% Four+ Days 40%

If you live in Sedona or the Verde Valley, how long have you lived here? 5 yrs avg

Have you visited the Sedona Heritage Museum before? Yes 7% No 93%

Have you attended a Sedona Heritage Museum event before? Yes 3% No 97%

I have visited other Sedona Historical Society sites

Schuerman Homestead 3% Cooks Cemetery 2% Red Rock Cemetery 3%

How did you hear about us (only responses above 5% included)

Online Search 30.4% Visitor Guide 16.3% Street Signs 10.8%

Word of Mouth 9.2% Social Media 7.5% Visitor Center 5.2%

In January 2026 we reinstituted the 2023-24 visitor satisfaction survey. This decision was made in order that we collect data that we can compare against the previous dataset to see where our visitors think we've improved in the last two years.



City Service Provider Contract Application FY27-FY29
Organization Impact Statement

2. Please describe the organization's current programs and/or activities.

Monday at the Museum

Weekly free demonstrations held throughout the year. We do not track attendance for Monday at the Museum. On occasion a Monday at the Museum program may require RSVPs and/or fees to cover costs for participants.

Sedona Stories Speaker Series

Monthly free talks about topics related to Sedona and Red Rock country. Held September through April or May on the second Thursday of every month. Sometimes we add Sedona Stories speakers on the fourth Thursday. Over the course of the current CSP contract we've held 20 Sedona Stories programs with an average of 35 attendees (roughly 700 attendees).

Annual Arts & Crafts Fair

Held in October every year, featuring dozens of local crafters and artisans. Annually draws 500 or more attendees. Museum admission is waived for the day. Event was cancelled in 2025 due to weather concerns.

Merry Music at the Museum

Rebranded and revamped from Christmas in the Park. Features local musicians and performance groups, running the gamut from youth choirs to bluegrass combos, solo acts, adult choirs, etc. Features food provided from local vendors, arts and crafts activities for children, and Santa and Mrs. Claus. Museum admission is waived for the day. Draws roughly 150 people each year.

Chuckwagon Dinner and a Movie

Annual event held in the spring featuring food prepared by an award winning chuckwagon cook and his team from an authentic 1880s chuckwagon, plus the screening of a Western film shot in Sedona. Attendance is limited to 70-75 due to restrictions on the chuckwagon team and how much food they can prepare.

National Day of the Cowboy

The fourth Saturday of July is National Day of the Cowboy. Each year we partner with Sedona International Film Festival to screen a Western filmed in Sedona at Mary D. Fisher Theatre. We always include a roundtable discussion about the film and its making with local cinema buffs and historians. The screening sells out every year.

Annual Mata Ortiz Show and Sale

Mata Ortiz artist Oralia Lopez brings this detailed form of art to the Sedona Heritage Museum. The show is free to attend, and Mata Ortiz ceramics are available for sale.



City Service Provider Contract Application FY27-FY29
Organization Impact Statement

Proceeds benefit the Museum and the artists whose works are sold.

Michael Peach Shows

Six times each year master storyteller Mike Peach performs at the Sedona Heritage Museum. In addition to his regular schedule, he does an annual Halloween show with scary stories and performs Dickens' "A Christmas Carol" at Christmas time. There is a small fee for Peach's performances. All proceeds from the performance of "A Christmas Carol" are donated to the Sedona Food Bank.

Red Rock Loop History Tour

Tours of the area around the Upper and Lower Red Rock Loop Road highlighting the history of the area. Tours last roughly three hours, and are guided by SHS historians. There is a fee for these tours, which cover the costs of the tour bus, Forest Service permits, and fees for access to other areas. These tours usually sell out (4 days of tours, 11 seats available on the bus).

Oak Creek Canyon History Tour

Tours of Oak Creek Canyon highlighting the history of the area. Tours last roughly three hours, and are guided by SHS historians. There is a fee for these tours, which cover the costs of the tour bus, Forest Service permits, and fees for access to other areas. These tours usually sell out (4 days of tours, 11 seats available on the bus).

Directors Tour

Once a month tours guided by our Executive Director giving attendees a behind the scenes look at how the Museum works and a peek at how we care for our historical artifacts and archival items. There is a small fee for these tours. Directors Tours were discontinued in 2026.

Veterans Day

The annual Veterans Day event is hosted at SHM every year on Veterans Day. It brings together more than 160 people each year to honor the sacrifices of our community's members of the armed forces.

"The Dead Quilters Society"

An innovative way to get the story of Sedona's history in front of new audiences, "The Dead Quilters Society" is something of a living exhibit. The musical's book is by Emmy Award winner Dev Ross and the music is by award winning singer songwriter Shondra Jepperson (both Sedona residents). The musical has been performed a dozen times in 2024 and 2025 to sold out crowds at Sedona Heritage Museum, Mary D. Fisher Theatre, and Old Town Center for the Arts in Cottonwood.



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Lectures

We provide lectures and educational talks to any and all community groups who request our services. We do not charge for these programs. We have a contract with the Northern Arizona University Road Scholar program for which we do charge a fee to provide educational lectures to their scholars.

In addition to our regular programming, we hold one time events regularly. These events have included, but are not limited to, celebrations of historic preservation during Historic Preservation Month (May), cemetery walks/performances, community dance and instrumental workshop with the Wild West Fiddle Project, an artist event in collaboration with The Artists Consortium, a progressive exhibit opening in collaboration with Sedona Arts Center, and more.



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3. *Please describe any notable accomplishments in the last three years.*

Grew annual museum engagement from roughly 11,000 in 2022 to over 20,000 in 2025

Sedona Heritage Museum named one of *USA Today's* Top 10 Best Small Museums in America in 2024

Voted Best Museum by readers of *Kudos* 3 straight years

Maintained our platinum rating with Candid, which provides data on millions of not-for-profits across the nation

Innovated new revenue streams and grew existing ones

Expanded SHS staff, creating new positions of Registrar (to care for the Museum's collection), Museum Store Manager, and Museum Assistant

Collaborated with City of Sedona on the new Uptown View Walk (dedicated 1/26/26), future trailhead signage, future Creek Walk signage, future signage for new Forest Road parking garage, and on historical interpretation and other amenities at the new Brewer Road park

Expanded and diversified the stories we tell

Implemented new programs to document and share stories of previously underserved communities, specifically the LGBTQ Oral History Project

Produced "The Dead Quilters Society" musical, bringing factual stories of historical Sedona women to new audiences, and playing to a dozen sold out crowds

Partnered with numerous Sedona not-for-profit organizations on new programs (SAC and Myrna Harrison exhibit; FAMoS and movie exhibit; Sedona Sister Cities and "Through the Lens" photo exhibition in Jaslow, Poland; The Artists Consortium and Art in the Apple Shed; and more)

Curated nine new exhibits, including a travelling banner exhibit which can be loaned to other museums, libraries, schools, etc.

Adopted a new Collection Policy which adheres to industry best standards and practices

Executive Director represented SHS at national conferences (American Alliance of Museums, 2023; American Association for State and Local History, 2024 and 2025), regional conference (Western Museums Association, 2024), at the state level (Museum Association of Arizona and Arizona Archives Summit)

Implemented Agents of Discovery for children (and adults) to explore Sedona's history through educational app-based challenges



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Developed and executed upon a 3 year strategic plan to guide the organization through our leadership and operating model transition

Hired a professional Executive Director

Developed a wiki, sedonahistory.atlassian.net, to share information with visitors who want a deeper dive into a topic, and to share additional media that we can't get into our exhibits otherwise

Fundraised for and purchased a digital microfilm reader in order to access our collection of microfilm and microfiche

Received grant from Arizona Historical Society to fund the purchase of new acid-neutral boxes in order to improve storage conditions for our artifacts

Received grant from Arizona Historical Records Advisory Board to fund purchase of acid-neutral clamshell style boxes to rehouse our archival and photographic collections

Began process to complete the digitization of the *Red Rock News* microfilm in order to make it broadly available at no cost via the Arizona Memory Project (AMP). The first 25 years of the newspaper were digitized and added to AMP previously. Existing digital collection can be found here:
<https://azmemory.azlibrary.gov/nodes/view/473>

Increased presence and elevated profile in the Sedona community, ensuring more local residents are aware of SHS and what SHS does. This includes well over 100 press releases in the last three years, which are distributed to more than 40 individuals, news organizations, and other recipients. We've also streamlined and expanded our social media presence, and use the data we've received from visitors to strategically expand where and how we advertise (print, radio, television, etc.)

Created two driving tours on The Clio, a geo-storymapping app. Driving tours include Sedona's Hispanic Heritage Trail and Sedona Historic Landmarks Tour

More than 100 volunteers reported over 5,400 hours in 2025, continuing a longstanding tradition of volunteerism at SHS



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4. Please describe the most significant challenges facing the organization and those benefiting from the services in the next three years. You may choose to discuss a longer timeframe, if it will aid in understanding the goals and financial needs of the organization.

Parking – Parking at Jordan Historical Park, home of the Sedona Heritage Museum, is limited. We have 21 marked parking spaces plus two marked handicap parking spaces in our main parking lot. We have an additional 22 marked parking spaces in our overflow parking lot. At current visitation rates, we have adequate parking for our daily needs. When we have events, we create 2 additional spaces near the Telegraph Office and 6 additional spaces in the circle at the end of our driveway. When we anticipate large crowds we have an agreement worked out with The Orchards II neighborhood to park our staff and volunteers on Elberta Drive. For our highest attended events, we've traditionally used overflow parking on an empty lot on Jordan Road (with the permission of the property owner), and the closest public parking lot, Lot 1, adjacent to Sedona Beer Company on Jordan Road. These options are disappearing, however. Construction of the Jordan Lofts has begun on the empty lot, eliminating that parking location. The Sedona Fire Department will soon begin construction of their new HQ which will eliminate Lot 1. With no obvious solution or alternative, the loss of these parking options will have a negative impact on attendance at our events.

National political climate – While SHS, as a 501c3 not-for-profit cannot be political, there is no denying that the national political climate has had a negative impact on the museum field as a whole. The Smithsonian Institution, the National Park Service, and other federal entities which operate museums and interpretive sites have been forced to change their exhibits to conform to a limited interpretation of history. While this does not immediately impact SHS, these actions have a detrimental effect on the field as a whole. Museums and libraries are the most trusted institutions in America. When our largest, most well known institutions are forced to conform to such a limited interpretation of history it causes the general public to lose trust in all of our museums. In addition to influencing historical interpretation, the federal government has implemented massive cuts to the Institute of Museum and Library Services (IMLS), National Endowment for the Arts (NEA), and National Endowment for the Humanities (NEH). These are the three sources of federal funding for museums, and the cuts to these agencies impacted SHS. The Arizona Memory Project (AMP) is a project of the Arizona State Library, Archives, and Public Records. Repositories across the state contribute digital records which are made accessible for free to any



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researcher. SHS has contributed many photos to the project, as well as the first 25 years of the *Red Rock News* newspaper. AMP is 100% funded by a grant from IMLS. Without that funding, there is a real question about the viability of the project moving forward. Without AMP, SHS loses our only platform to provide free digital access to our collections.

A Changing Sedona Community – The population of Sedona is in transition. There was a time when the people coming to Sedona were looking for a new forever home, were looking for a place where they could establish a sense of belonging, and desired to become a part of the community. That generation of Sedona residents is aging and shrinking. While there are still some people coming here with those goals we are nonetheless facing a future where people with very different goals are moving here. Some of them consider their Sedona residence their second or third home; some are buying with the intention of creating STRs; and some arrive here with the desire to change the community to what they want, rather than discovering how they might fit into the existing community. All of this creates an uncertain future, or at the very least presents a challenge to engage people who don't consider Sedona "home," but rather a place to recreate, relax, pass the time, or make money. This trend creates a less philanthropic community, and it erodes the strong sense of volunteerism that heretofore was a hallmark of Sedona. As a not-for-profit reliant on philanthropy and volunteerism SHS will need to be creative to address this trend.

A note on Fine Art Museum of Sedona – Since Fine Art Museum of Sedona (FAMoS) opened in late 2024, we've been asked several times whether there is competition for attention in the Sedona museum space. The short answer is no. We do not view other museums as competitors; rather, we view them as potential collaborators. Since their opening, we've already partnered with FAMoS on the curation of an exhibit about the film industry in Sedona, and we are in conversation with them regarding future joint programs. The presence of another museum in Sedona is a good thing for our community, creating a stronger cultural fabric for our residents.



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5. How does the organization incorporate and support the City of Sedona's vision laid out in the Climate Action Plan within its operations?

SHS takes the City of Sedona's Climate Action Plan and mitigation of climate impact seriously. The following actions taken by SHS support the CoS CAP

Buildings & Energy: Solar LED lights added to the SHM parking lot; all lighting in exhibit areas converted to LED to reduce cost and energy use

Transportation & Land Use: Worked with City of Sedona staff to install a bike rack at SHM to encourage more bicyclists to visit the Museum; SHM on City of Sedona microtransit route

Materials & Consumption: Worked with City of Sedona staff to install a water bottle filling station at SHM; collect all recyclable material and deliver it to Sedona Recycles for processing

Water & Natural Systems: Opened an exhibit about water which examines our water sources, how we use water, and encourages visitors to consider how they can be better stewards of our precious water supply

Climate Resilience: Partner with NAU researchers on a major climate study examining the connection between dust and climate change. NAU researchers installed a dust catcher on the Museum grounds, from which they regularly retrieve data and samples. Information on the study can be found here: <https://sites.google.com/nau.edu/nau-dust/home>



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6. *Please describe how the funding from the City of Sedona will be used and the impact on the community.*

The Sedona Historical Society is seeking a contract for \$200,000 annually. This figure represents a modest increase, roughly 16%, over the current CSP funding levels. Such an investment in SHS will have an outsized impact on our organization and the Sedona community.

In 2023, SHS requested, and was approved for, \$150,000 in City funding. That figure represented nearly 60% of SHS's 2023 budget. Over the course of our current three year CSP contract, the City's contribution has grown 11% to \$167,050, while at the same time SHS' budget has nearly doubled to over \$500,000. The City's contribution now accounts for less than one third of SHS annual revenue. The City's investment in SHS, despite the risk, proved wise.

The current contract supported SHS through a major shift in our operational model. At the outset we had recently hired our first executive director and were working through a shift from a volunteer-led organization to one led by a professional director. As is evident in our list of achievements, that was a successful shift. SHS also used the previous three years to focus on our collections. We adopted a new collection policy, a foundational document which holds us to the highest industry standards for collections care, and worked to improve storage conditions for our artifacts and archival materials.

Looking ahead to the next three years, our focus will shift somewhat. Maintaining the highest standards of care for our collection will remain a priority. Simultaneously we will turn our attention to two other essential pillars: exhibits and educational programs.

We've received feedback from the Sedona community that residents are aware of the Museum, and many have visited, but they feel like one visit was enough. In order to overcome the perception of stasis we need to change our exhibits. This includes long term exhibits ("permanent" exhibits is an oxymoron), and temporary exhibits. We need to diversify the stories we tell, share diverse perspectives, and offer different points of entry and interpretations that make Sedona's story relevant to a broad audience. This is an expensive proposition, as even a small (400 square foot) temporary (4-6 months) exhibit can cost thousands of dollars to develop. This project will take time, but investing in exhibits will pay dividends down the road as residents see what's happening and start to realize each new exhibit is a must see experience.

Closely related, but very much its own realm of museum operations, are our educational programs. We currently serve students in the Sedona-Oak Creek Unified



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School District, Sedona Charter School, and other charter and private schools in the area. Our goal is to grow our educational outreach to reach school children at every step of their educational journey, kindergarten through 12th grade. This will require the development of new tours, each with different learning outcomes and focused on different skills and knowledge. We also would like to develop resources that could be used by teachers and students in the classroom that fit curriculum for students of all ages. Of course, students are not the only people who learn from museums. We are working hard to incorporate learning outcomes into all of our exhibits, special events, and programs. We are cognizant of the fact that not everyone learns by quietly reading text panels. We intend to develop exhibit content appropriate for people with a variety of learning styles and age groups. Without a dedicated museum educator on staff we will need to contract with a third party professional in order to achieve these goals.

In addition to supporting our work at the Sedona Heritage Museum in Jordan Historical Park, we would ask that the City consider supporting maintenance and upkeep of Cook's Cedar Glade Cemetery. The Cemetery is located just off Airport Road, adjacent to the Elks Lodge. The first burial there took place during the 1918 global flu pandemic (sometimes known as the Spanish Flu Pandemic). It is the final resting place of many notable figures from Sedona's past, foremost among them our city's namesake, Sedona Schnebly. We have a committee actively working to design improvements that create a welcome environment, that show people who stop by that we care about the people interred there, and which can help share their stories. We hope the City shares our vision to make it a point of pride for the Sedona community.

In addition to new initiatives we will continue to execute on the scope of work laid out in our current CSP contract. We will retain an executive director; support the work of the Historic Preservation Commission; provide access to our research library at no cost to the researcher; provide museum and history services to the Sedona community, students, and tourists; preserve our community's material culture and care for our artifacts and archival items; and curate exhibits.

We continue to expand our sources of revenue and increase revenue from existing streams. We have plans to expand our facility rental program, which we believe is a largely untapped source of revenue. We are currently revising our by-laws in part so that we have the ability to update our membership program with the goal to dramatically increase the number of members who support our work. We are developing a fundraising plan, which we've not had in the past, and we look forward to developing a planned giving program which will build on the modest program we currently have in place.



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The City's continued support provides a solid financial foundation for SHS. It ensures we can continue to offer our essential services. Nonetheless, SHS is not content to sit on our laurels. While SHS is extremely grateful for the support we get from the City of Sedona, we seek to keep from becoming overly reliant on City funds. We will continue to explore other options for revenue diversification and growth with the comforting knowledge that our partners in the City and Sedona's taxpayers have our back.



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7. What would the impact be on the community if the organization was not funded?

The Sedona Historical Society is the only organization dedicated to preserving and sharing the history of our community. While the Arizona Historical Society may have items related to Sedona, our community's history is not their collecting mission. We have a unique mission in that regard. There are a couple of scenarios which could play out if the City of Sedona were to make the decision to no longer fund SHS.

One possible scenario is that SHS would shrink, and could conceivably disappear, leaving a void in the community and the loss of our community's shared history. If that were to happen, or if the Society did not exist, the City would have to step up to fund the entire operation. This would be considerably more expensive for the City than funding a fraction of the operation through a CSP contract.

If the City did not pick up the operation, the history of our community would cease to be collected and shared. The collection would have to be divested in some manner. Residents, students, researchers, and tourists would not be able to access our community's rich history.

The Sedona Historical Society and Sedona Heritage Museum provides numerous opportunities for local residents to volunteer. We are heavily reliant on volunteers to achieve our mission and run our operation. We have over 100 volunteers. Some are extremely active, with regular shifts and duties. Some volunteer only for events they really enjoy participating in. Some are willing to do whatever is needed whenever we need them. In 2025, our volunteers reported 5,462.25 hours. The word "reported" is important – many don't report their full contribution because they aren't volunteering for any sort of recognition and they are shy about reporting their full hours. Using only the reported hours, our volunteers provided the equivalent of more than 2.5 full time employees! Put another way, at the current national value of volunteer labor (\$34.79/hour), the reported hours of our volunteers in 2025 was worth \$190,031.68! If SHS were not funded and had to shutter, these volunteers would lose a valuable outlet for their time, talent, and ability to contribute to the Sedona community.



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CAPITAL PROJECTS FUNDING REQUEST DETAIL

The Sedona Historical Society is requesting a total of \$40,000 in capital project funding. The request is related to two separate sites operated by SHS, both within City limits.

The first part of the request comprises \$25,000 of the total for improvements at Cook's Cedar Glade Cemetery. SHS is currently working with a committee made up of community members, potential donors, and an architect to put together plans for improvements to the Cemetery. The Cemetery is a Sedona Historic Landmark, which means that any improvements must be commensurate with maintaining the historical integrity of the site. Improvements must be approved by the Historic Preservation Commission, in addition to adhering to any of the City's permitting requirements. It is important to note that our plans do not include the addition of any buildings to the Cemetery. Constructing buildings would be unnecessary and would likely not be approved by the Historic Preservation Commission. Our plans are for improved entrances with new gates, signage, and red rock pedestal features; red rock pillars at the corners; wrought iron (or similar, depending on costs) fencing on the south and east sides; and a solid wall on the north side to hide the view of the adjacent mobile home park. All improvements will be made with an eye towards maintaining historic integrity while creating a welcoming environment for Cemetery visitors and a quiet memorial for those interred there. We seek to make the Cemetery a point of pride for Sedona residents and the families and descendants of the people buried there. Our request for \$25,000 from the City for this project matches the contribution of our largest donor to the project. Without full plans or a quote, we can only estimate the cost for the project at this point, which we anticipate will cost between \$50,000 and \$100,000 depending on materials and labor. We anticipate the City's contribution, if funded at the requested levels, will comprise less than 50% of the total cost for the project. We anticipate breaking ground on this project in City FY2027.

The second part of this request, for \$15,000 of the total, is for a planned improvement at Jordan Historical Park. In order to better define the boundaries of the interpretive space at the Park we seek to construct a landscape knee wall along the northern edge of the walkway. This proposed landscape wall would run from a point behind the Jordan House roughly 50 feet to the east to the picnic area on that side of the grounds. The wall will be clad in red rocks in order to match the knee wall on the east side of the Jordan House. The wall will not attach to the Jordan House, as we do not wish to interfere with the historical integrity of this Sedona Historic Landmark. In addition to defining the space and helping



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guide our visitors around the campus, the knee wall will create a decorative feature which will be appealing to the numerous plein air painters and photographers who visit the site. This area of the Park is already a favorite for rentals because of the majestic views it offers of Wilson Mountain and other red rock formations. The wall would begin to define a space that could function as the primary rental space on the grounds. We have not yet begun the process to develop plans for this project, and therefore we do not have a timeline for completion of the project. That said, if approved, we would complete this project during the 3 years covered by this contract. The \$15,000 estimate is based on a survey of costs for materials and labor for similar projects.

CITY OF SEDONA
COMMUNITY SERVICES PROVIDER AGREEMENT
FY 2027-2029

This Community Services Provider Agreement (“Agreement”) is entered into as of _____ (“Effective Date”), by and between the City of Sedona, an Arizona municipal corporation (the “City”) and Sedona Public Library, Inc., an Arizona nonprofit corporation (“Community Library Sedona” or the “CSP”).

RECITALS

- A. The City is a municipal corporation organized under the laws of the State of Arizona and is authorized to provide certain services and programs and to enter into contractual agreements for the purpose of obtaining services which it otherwise could provide; and
- B. The City created a Community Services Provider program to fund certain community services that provide a direct, tangible, public service or benefit and are consistent with the City’s funding priorities; and
- C. The CSP submitted a Funding Request Application for FY2027-2029 to the City to provide the community services set forth in **Exhibit A** and presented its request for funding to the Citizens’ Budget Work Group in February 2026 which provided funding recommendations to the Sedona City Council; and
- D. The City approved the CSP Funding Application in the amount authorized by the Sedona City Council included in this Agreement; and
- E. The City and the CSP desire to memorialize their agreement with this enforceable document.

AGREEMENT

NOW, THEREFORE, in consideration of the foregoing recitals, which are incorporated by reference, and the covenants and promises contained in this Agreement, the parties agree as follows:

1. Term/Termination.

- A. Term. The term of this Agreement is for three (3) years from July 1, 2026 through June 30, 2029. The City may, in its sole discretion, renew the term of this Agreement for three additional one-year periods. Renewals are not automatic.
- B. Termination. Either party may terminate this Agreement, without penalty, upon 30 days written notice to the other party. Upon such termination, the parties shall assess the services rendered to the date of termination and the City shall make any necessary payment to the CSP or the CSP shall make any necessary reimbursement to the City as may be required so that payment for the actual services rendered to the date of termination shall have been paid by the City, at a cost not to exceed the funding amount for the fiscal year in which the termination occurs.

- C. Appropriation of Funds. Every payment obligation of the City under this Agreement is conditioned upon the availability of funds appropriated or allocated for payment of such obligation. If funds are not allocated and available for the continuance of this Agreement, this Agreement may be terminated by the City at the end of the period for which funds are available. No liability shall accrue to the City in the event this provision is exercised, and City shall not be obligated or liable for any future payments or for any damages resulting from termination under this provision.
- D. Conflict of Interest. This Agreement may be cancelled pursuant to A.R.S. § 38-511.

2. Scope.

- A. Community Services. The CSP shall provide the community services included in **Exhibit A** to this Agreement. The CSP shall furnish all services, labor, facilities, and equipment to conduct the community services.
- B. Annual Report on Accomplishments. The CSP shall provide an annual written report to the City due no later than July 30th of 2027, 2028 and 2029 that includes accomplishments from the prior fiscal year and any additional information requested by the City. At the request of the City Manager, the CSP will also provide an annual in-person presentation to Council.
- C. Annual Financial Report. The CSP shall provide an annual written accounting to the City due no later than July 30th of 2027, 2028, and 2029 describing the manner and use of City funds during the prior fiscal year. In addition, the CSP shall provide a copy of the IRS 990 form and a copy of its annual financial statements to the City. The City shall have the right to audit the books of the CSP at all reasonable times for the purpose of confirming the expenditures of City funds with reasonable notice to the CSP.
- D. City Liaison on the CSP Board. The CSP shall allow one (1) City-appointed non-voting liaison to attend the CSP Board meetings to provide two-way communication between the City and the CSP.
- E. Marketing Materials. All printed materials created and distributed by the CSP with funds from the City shall contain a statement recognizing and acknowledging that funding has been provided by the City for such documents.
- F. Compliance with Laws. All community services performed by the CSP pursuant to this Agreement shall be done in compliance with all applicable Federal, state and local laws, ordinances, rules and regulations, including conformance with the requirements of the Americans with Disabilities Act. This includes prohibiting discrimination in employment, programs, services and activities and making reasonable accommodations to allow full and equal access to all such employment, programs, services, and activities.

3. Funding.

- A. FY27 Base Funding Amount. The City shall provide funding to the CSP to provide the services and facilities included in **Exhibit A**, Use of City Funding, to Sedona residents that provide a direct public benefit to the City. As consideration for those services and/or facilities, the City will remit to CSP **\$1,058,963** (the “FY27 Base Amount”).
 - B. One-Time Additional FY27 Funding for Capital Expenses. The City shall provide one-time additional FY27 funding to the CSP in the amount of **\$150,000** for capital improvements to the library pursuant to **Exhibit A**, One-Time Capital Funding Request Narrative.
 - C. FY28 and FY29 Funding. Each fiscal year this Agreement remains in effect, the FY27 Base Amount will be increased by an inflationary escalator in accordance with the Bureau of Labor Statistics CPI-U for the West Region for the previous 12 month period ending December of the prior year. The inflationary escalator shall not exceed 5% during any fiscal year.
 - D. Payments/Invoicing. City shall disperse funding to CSP in two (2) equal installments in each fiscal year, with the first payment made in August and the second payment made in February. CSP shall separately invoice the City for each payment. CSP shall include the one-time additional FY27 funding for capital expenses in the invoice for the August 2026 payment. City will process and remit payment to CSP within thirty (30) days of receipt of a timely invoice. Unless approved in advance by the City, payment will be made via the Automated Clearing House (ACH) network.
 - E. Taxes. The CSP shall be solely responsible for any and all tax obligations which may result from providing community services pursuant to this Agreement.
 - F. Withholding Payment. If the community services rendered do not meet the requirements of this Agreement, the CSP shall correct or modify the work to comply with this Agreement after receiving written notice from the City. The City may withhold payment for such services until the services meet the requirements of this Agreement.
 - G. City Funding is Independent of Other Funding. The City will not reduce CSP funding during any fiscal year because of private donations or other revenue received by the CSP.
4. Amendments. Changes to this Agreement, including changes to **Exhibit A**, Funding Amount, or the Term of this Agreement require a written Amendment signed by both parties.
5. Indemnification. To the fullest extent permitted by law, the CSP will indemnify, defend and hold harmless City, and each council member, officers, boards, commissions, officials,

employee or agent thereof (collectively the City and any such person being herein called an “Indemnified Party”), for, from and against any and all losses, claims, damages, liabilities, costs and expenses (including, but not limited to, reasonable attorneys’ fees, court costs and the costs of appellate proceedings) to which any such Indemnified Party may become subject, under any theory of liability whatsoever (“Claims”) to the extent that such Claims (or actions in respect thereof) relate to, arise out of, or are caused by, or in connection with the negligent acts or omissions, recklessness or intentional misconduct of CSP, its officers, employees, agents, volunteers or subcontractors arising out of or in connection with this Agreement or in any way arising from the performance or non-performance of the services required of the CSP as set forth in this Agreement. The CSP waives all rights of subrogation against the Indemnified Party for losses arising from such Claims. The amount and type of insurance coverage carried by the CSP will in no way be construed as limiting the scope of the indemnity in this Section. This indemnification provision shall survive the expiration of the Agreement.

6. Insurance. The CSP shall carry appropriate insurance in a form and at limits approved by the City. The CSP shall provide a copy of the insurance certificate, which shall list the City of Sedona as an additional insured, to the City Manager's Office prior to the first payment release.
7. Non-Assignability. Neither this Agreement, nor any of the rights or obligations of the parties hereto, shall be assigned by either party.
8. Venue; Jurisdiction; Jury Trial Waiver. This Agreement shall be governed by the laws of the State of Arizona, and any legal action concerning the provisions hereof shall be brought in the County of Yavapai, State of Arizona. Both parties hereby waive any right to a jury trial which they may otherwise have in the event of litigation arising out of this Agreement or the subject matter thereof and consent to a trial to the court.
9. Independent Contractor. The parties agree that the CSP provides specialized services and that the CSP enters this Agreement with the City as an independent contractor. The CSP shall make no representation that it is an employee of City for any purpose. As an independent contractor, the CSP is solely responsible for all labor and expenses in connection with this Agreement and for any and all damages that may arise during the operation of this Agreement. It is understood and agreed that the CSP is free to contract with other parties or to otherwise provide additional services.
10. Legal Worker Requirements. The City is prohibited by A.R.S. § 41-4401 from awarding a contract to any company who fails, or whose subcontractors fail, to comply with A.R.S. § 23-214(A). Therefore, the CSP agrees that: i. CSP and each subcontractor/ subconsultant it uses warrants their compliance with all federal immigration laws and regulations that relate to their employees and their compliance with A.R.S. § 23-214(A); ii. A breach of a warranty under paragraph i will be deemed a material breach of the Agreement and is subject to penalties up to and including termination of the Agreement; and iii. The City retains the legal right to inspect the papers of the CSP or any subcontractor/subconsultant who works on the Agreement to ensure that the CSP or any subcontractor/subconsultant is complying with the warranty under paragraph i.

11. No Boycott of Israel. The CSP certifies and agrees it is not currently engaged in and for the duration of the Agreement will not engage in a boycott of Israel, as that term is defined in A.R.S. §35-393.
12. Notices. Any notice or communication between the CSP and the City that may be required, or that may be given, under the terms of this Agreement shall be in writing, and shall be deemed to have been sufficiently given when directly presented, sent via email, or sent pre-paid, first-class United States Mail, addressed as follows:
- CITY: City of Sedona
Attn: Barbara Whitehorn, Deputy City Manager
102 Roadrunner Drive
Sedona, AZ 86336
Email: BWhitehorn@sedonaaz.gov
- CSP: Community Library Sedona
Attn: Judy Poe, Executive Director
3250 White Bear Road
Sedona, AZ 86336
Email: jpoe@communitylibrarysedona.org
13. Public Records. CSP acknowledges that all documents provided to the City may be subject to disclosure by the Arizona public records law under A.R.S. § 39-121 *et seq.*
14. No Waiver. Delays in enforcement or the waiver of any one or more defaults or breaches of this Agreement by City shall not constitute a waiver of any of the other terms or obligations of this Agreement.
15. Entire Agreement. This Agreement, together with the attached exhibit(s), is the entire agreement between the CSP and the City, superseding all prior oral or written communications. None of the provisions of this Agreement may be amended, modified or changed except by written amendment executed by both parties. This Agreement will be construed and interpreted according to its plain meaning, and no presumption will be deemed to apply in favor of or against the party drafting the Agreement. In the event any term or provision of this Agreement is held to be illegal or in conflict with any law of the United States or Arizona or any local law, the validity of the remaining provisions shall not be affected, and this Agreement shall be construed and enforced as if it did not contain the particular term or provision.

IN WITNESS WHEREOF, the parties hereto have executed this Agreement as of the date and year set forth above.

(Signatures on Following Page)

CITY OF SEDONA, ARIZONA

Anette Spickard, City Manager

ATTEST:

JoAnne Cook, City Clerk

APPROVED AS TO LEGAL FORM:

Kurt W. Christianson, City Attorney

COMMUNITY LIBRARY SEDONA

Judy Poe, Executive Director

I hereby affirm that I am authorized to enter into and sign this Agreement on behalf of the CSP.

EXHIBIT A

Community Services to be Provided with City of Sedona Funding

Community Library Sedona – City Funding Application (Q1–Q7)

QUESTION 1 – Mission, Goals, and Performance

At Community Library Sedona (CLS), we are big dreamers and tireless explorers. Our goal is simple but ambitious: to offer new experiences and invite our community to try them.

Our Strategic Plan 2025–2028 (attached) reflects this spirit. It is intentionally not just a list of metrics, because libraries today are far more than books on shelves. They are vibrant community spaces where people gather to learn, create, celebrate, and connect. That is why Sedona Public Library reimagined itself as **Community Library Sedona**—a place where residents of all ages can come together to explore ideas, celebrate culture, share skills, and experience the richness of our community.

Our Vision is bold: to be the space where the passions, interests, and aspirations of Sedona’s residents are reflected most fully.

Our Mission: to open doors to the world through inspiring learning, empowering ideas, and engaging experiences—guides every program, every initiative, and every interaction we host.

Measuring a library solely by checkouts or collection size overlooks its true impact: building a thriving, engaged, and inspired community. CLS today is a living, breathing center of civic life. Teen chess clubs, hands-on STEAM projects, community concerts, tool and ukulele lending, fix-it workshops, and our StoryWalk are all as central to our impact as the books lining our shelves. These experiences spark curiosity, foster social connection, and cultivate lifelong learning—outcomes that cannot be captured by circulation statistics alone.

Supporting libraries as true community anchors is an investment in the culture, education, and cohesion of our city. The return on that investment is measured not just in numbers, but in the smiles of children discovering a new story, the laughter of neighbors in conversation or toasting giant marshmallows around the Fire Circle together, and the spark of ideas ignited in spaces where curiosity and collaboration flourish.

With the City’s continued support, Community Library Sedona can expand its role as the heart of Sedona’s civic, cultural, and educational life, ensuring that the library of the future is a place **where everyone is welcome, everyone can participate, and everyone can thrive.**

Performance Metrics (last three years)

	FY 22/23	FY 23/24	FY 24/25
Door Count	110,304	108,289*	135,001
Checkouts	122,120	175,458	192,362
# of Programs	810	1,191	1,274
Program Attendance	20,316	21,104	25,076

*Door counter issues in FY 23/24 led to new counters in April 2025

Survey Results and Community Perception

We consistently receive glowing feedback through our program surveys. In FY 24/25, we launched a new wellness initiative called ***Get Better Together*** (GBT) and conducted a detailed evaluation to assess its impact.

Among 151 online survey respondents:

- 50% had never participated in a wellness program before the library offered one.
- 63% had never experienced similar programming at a library.
- 79% learned something new.
- 71% planned to apply what they learned.
- 88% were more likely to attend future library programs.

Patron feedback:

- “Thank you for funding this worthwhile program.”
- “Please keep offering these types of programs.”
- **“Outstanding, please continue!”**
- **“Would love to see more and keep our small town connected!”**
- “Please continue funding!”

Perhaps an even stronger indicator of the Library’s impact on our community can be seen in the results of the **National Community Survey**, conducted every two years by the National Research Center to assess the overall livability of Sedona. Over multiple survey cycles, CLS has shown a consistent and meaningful increase in public perception.

In 2018, the Library received an 89% rating. In 2020, that rating increased to 90%. In 2022, it rose again to 92%, a result we paid close attention to at the time. **In 2024, Community Library Sedona reached 94%, the highest rating of any City service.**

The closest score to ours was the Fire District at 93%, which we consider good company. The only ratings in the entire survey that exceeded our 94% were *overall quality of the natural environment* (95%), *people feeling safe in their neighborhood during the day* (98%), and *people feeling safe from violent crime* (95%). **We are very proud of our 94%, and of the level of community trust it represents!**

QUESTION 2 – Current Programs and Activities

In addition to lending books, movies, computers, hotspots, magazines, audiobooks, eBooks, and even ukuleles, we work hard to offer programs, displays, events, and classes for a broad and diverse range of community members.

The variety and number of programs we offer is extensive and continues to grow. From our *Get Better Together* wellness series to ongoing programs such as **Ukulele Lessons, Book Club, Movie Nights, language conversation groups, Sit & Stitch, Poetry Slam**, and many others, we are constantly working to bring engaging, relevant opportunities to our community.

For children, teens, and families, CLS offers **Toddler Play’N Learn, Storytime, Storytime in the Park, Yoga for Kids, Baby & Parent Meetups, Battle of the Boards Youth Chess Club, Crafternoons, Paws to Read, Music Mornings, Teen Midweek Hangout**, and more.

We also host special programs such as **Celebrating Indigenous Cultures events, the Veteran’s History Project, Storytelling Court at the Fire Circle, gardening programs with Yavapai Master Gardeners, Astronomy Nights, and two Solar Eclipse events** that each drew over 500 people.

And of course, we can’t forget our two ***Get Loud!*** events held in 2024 and 2025. With over 1,000 people at the first *Get Loud!* and over 1,500 at the second, it has become our signature community event. *Get Loud!* is a way for our entire community to celebrate and have fun, with a plethora of free activities for kids and adults alike. Of course, there is a band and dancing, but we’ve also had **a mechanical bull, a bungee jump, an inflatable obstacle course, hair braiding, face painting, caricatures, free drinks, cotton candy, ice cream, and we always roast giant marshmallows at the Fire Circle.**

CLS also hosts over **77 local organizations** in our Community Room, Quiet Study, Green Room, and in the Commons.

Community Groups such as **Sedona’s two Rotary Clubs, Verde Valley Sanctuary, the Sedona Lodging Council, Sedona Chamber of Commerce, Local First’s Fuerza Program, Hope House, the City of Sedona, Sedona Gem & Mineral Club, Sedona Car Club, the Northern AZ Audubon Society, Sedona Symphony, Catholic Charities, Sedona Women, Verde Valley Search & Rescue, the Westerners, Northern AZ Archaeology Club,** and many more use our meeting spaces for their various meetings and events.

QUESTION 3 – Notable Accomplishments

One of our most significant accomplishments has been our rebrand from Sedona Public Library to **Community Library Sedona**. This allowed us to tell our story more clearly, highlight our nonprofit status, and emphasize our commitment to being community-first.

Our expanded programming has brought many new people into the library, including individuals who may not have traditionally seen themselves as library users.

Our most successful **Summer Reading Program** ever took place in 2025:

- **388 children participated, reading 456,400 minutes.**
- **158 adults participated, reading 251,200 minutes.**
- Over 300 people attended the closing celebration.
- 44 local sponsors supported the program.

QUESTION 4 – Significant Challenges

The most significant challenge facing CLS is funding stability.

Our operating budget includes staffing, programming and collections, utilities, and maintenance. We *do not* know from year to year if Coconino County will continue with its current rate of funding, and we *do* know that Yavapai County funding is tenuous, at best. While there was a small increase in funding by Yavapai County last year, it did not bring us up to previous years’ funding levels, and there is no guarantee that this year will show an increase, either. We fundraise for operations continuously, and while our fundraising for operations typically helps us meet our expenses, we must now fundraise for our building, too.

Our biggest and most misunderstood challenge is our building. Built in 1993/94, our building is now 32 years old and has had few updates since construction. The carpet,

restrooms, shelving, furniture, and most of the lighting, are original. They're 32 years old! And because city and county funds are dedicated to operations only, building and renovating expenses must come strictly from donations.

Just this year, the library embarked on a fundraising campaign to bring the building up to date and prepare it for the next 30 years. These updates (some required to bring the building up to code) are costly, to say the least. We are currently raising funds for Phase 1, which includes **new carpet and furniture in the area previously used for the circulation desk, remodeling the current multi-stall restrooms to single-user restrooms and updating the plumbing, a new meeting room for up to 50 people, and a foyer and new restroom at the back of the library, updated technology for the Community Room, and updated electrical for all of these areas.** Subsequent phases include new carpet and shelving throughout the rest of the building, new furniture, and an updated children's library and staff area.

QUESTION 5 – Alignment with City Climate Action Plan

CLS already supports and integrates the city's vision to "nurture connections between people" and "encourage healthy and active lifestyles" into our service and future plans. Our *Get Better Together* programs are focused on both physical and mental health, and all of our programming, from book clubs to yoga focus on **building community and nurturing connections through shared experiences.**

Our renovation incorporates **low-flow toilets, LED lighting, paperless hand dryers, and sustainable choices where cost-effective and feasible.**

QUESTION 6 – Use of City Funding

City funding supports staff, materials, programs, and utilities and maintenance. These funds ensure CLS remains open, accessible, and able to serve the community.

QUESTION 7 – Impact if Not Funded

CLS relies on the City's commitment to fund approximately 50% of operating costs. Without this partnership, the library would face reduced hours, services, staffing, and programs, directly impacting our community.

One-Time Capital Funding Request Narrative

Community Library Sedona is currently in Phase 1 of a major renovation project designed to modernize our facility and better serve the evolving needs of Sedona residents and visitors. This project expands community gathering space, improves accessibility, upgrades technology infrastructure, and creates flexible areas for programs, events, and civic engagement.

Through our capital campaign, *Take Part, Make Your Mark*, the Library has raised **\$1,825,000** toward this project, including a \$1 million lead gift and broad support from individual donors, foundations, and community partners. We are now in the final stage of the campaign, with **\$425,000 remaining** to complete Phase 1.

The Library is requesting a **one-time City contribution of \$150,000** to help close this final funding gap and accelerate completion of the project. This request represents a modest portion of the total project cost but would serve as a **highly visible and catalytic public investment in a community-led success**.

The renovated Library will provide permanent public benefits, including expanded community gathering space, improved access to educational and cultural programming, enhanced digital resources, and a welcoming civic environment that supports economic vitality, workforce development, and quality of life in Sedona.

The community has done the heavy lifting. This is an opportunity for the City to affirm and leverage our current success. This **one-time capital request** is **separate from and in addition to the Library's ongoing operational funding request** and reflects an **opportunity** for the City to partner in a **transformative, long-term community asset that has already demonstrated strong public support**.

**CITY OF SEDONA
COMMUNITY SERVICES PROVIDER AGREEMENT
FY 2027-2029**

This Community Services Provider Agreement (“Agreement”) is entered into as of _____ (“Effective Date”), by and between the City of Sedona, an Arizona municipal corporation (the “City”) and Sedona Recycles, Inc., an Arizona nonprofit corporation (the “CSP”).

RECITALS

- A. The City is a municipal corporation organized under the laws of the State of Arizona and is authorized to provide certain services and programs and to enter into contractual agreements for the purpose of obtaining services which it otherwise could provide; and
- B. The City created a Community Services Provider program to fund certain community services that provide a direct, tangible, public service or benefit and are consistent with the City’s funding priorities; and
- C. The CSP submitted a Funding Request Application for FY2027-2029 to the City to provide the community services set forth in **Exhibit A** and presented its request for funding to the Citizens’ Budget Work Group in February 2026 which provided funding recommendations to the Sedona City Council; and
- D. The City approved the CSP Funding Application in the amount authorized by the Sedona City Council included in this Agreement; and
- E. The City and the CSP desire to memorialize their agreement with this enforceable document.

AGREEMENT

NOW, THEREFORE, in consideration of the foregoing recitals, which are incorporated by reference, and the covenants and promises contained in this Agreement, the parties agree as follows:

1. Term/Termination.

- A. Term. The term of this Agreement is for three (3) years from July 1, 2026 through June 30, 2029. The City may, in its sole discretion, renew the term of this Agreement for three additional one-year periods. Renewals are not automatic.
- B. Termination. Either party may terminate this Agreement, without penalty, upon 30 days written notice to the other party. Upon such termination, the parties shall assess the services rendered to the date of termination and the City shall make any necessary payment to the CSP or the CSP shall make any necessary reimbursement to the City as may be required so that payment for the actual services rendered to the date of termination shall have been paid by the City, at a cost not to exceed the funding amount for the fiscal year in which the termination occurs.

- C. Appropriation of Funds. Every payment obligation of the City under this Agreement is conditioned upon the availability of funds appropriated or allocated for payment of such obligation. If funds are not allocated and available for the continuance of this Agreement, this Agreement may be terminated by the City at the end of the period for which funds are available. No liability shall accrue to the City in the event this provision is exercised, and City shall not be obligated or liable for any future payments or for any damages resulting from termination under this provision.
- D. Conflict of Interest. This Agreement may be cancelled pursuant to A.R.S. § 38-511.

2. Scope.

- A. Community Services. The CSP shall provide the community services included in **Exhibit A** to this Agreement. The CSP shall furnish all services, labor, facilities, and equipment to conduct the community services.
- B. Annual Report on Accomplishments. The CSP shall provide an annual written report to the City due no later than July 30th of 2027, 2028 and 2029 that includes accomplishments from the prior fiscal year and any additional information requested by the City. At the request of the City Manager, the CSP will also provide an annual in-person presentation to Council.
- C. Annual Financial Report. The CSP shall provide an annual written accounting to the City due no later than July 30th of 2027, 2028, and 2029 describing the manner and use of City funds during the prior fiscal year. In addition, the CSP shall provide a copy of the IRS 990 form and a copy of its annual financial statements to the City. The City shall have the right to audit the books of the CSP at all reasonable times for the purpose of confirming the expenditures of City funds with reasonable notice to the CSP.
- D. City Liaison on the CSP Board. The CSP shall allow one (1) City-appointed non-voting liaison to attend the CSP Board meetings to provide two-way communication between the City and the CSP.
- E. Marketing Materials. All printed materials created and distributed by the CSP with funds from the City shall contain a statement recognizing and acknowledging that funding has been provided by the City for such documents.
- F. Compliance with Laws. All community services performed by the CSP pursuant to this Agreement shall be done in compliance with all applicable Federal, state and local laws, ordinances, rules and regulations, including conformance with the requirements of the Americans with Disabilities Act. This includes prohibiting discrimination in employment, programs, services and activities and making reasonable accommodations to allow full and equal access to all such employment, programs, services, and activities.

3. Funding.

- A. FY27 Base Funding Amount. The City shall provide funding to the CSP to provide the services and/or facilities included in **Exhibit A** (description of how the funding from the City of Sedona will be used and the impact on the community). As consideration for those services and/or facilities, the City will remit to CSP **\$289,000** (the “FY27 Base Amount”).
- B. FY28 and FY29 Funding. Each fiscal year this Agreement remains in effect, the FY27 Base Amount will be increased by an inflationary escalator in accordance with the Bureau of Labor Statistics CPI-U for the West Region for the previous 12 month period ending December of the prior year. The inflationary escalator shall not exceed 5% during any fiscal year.
- C. Payments/Invoicing. City shall disperse funding to CSP in two (2) equal installments in each fiscal year, with the first payment made in August and the second payment made in February. CSP shall separately invoice the City for each payment. City will process and remit payment to CSP within thirty (30) days of receipt of a timely invoice. Unless approved in advance by the City, payment will be made via the Automated Clearing House (ACH) network.
- D. Taxes. The CSP shall be solely responsible for any and all tax obligations which may result from providing community services pursuant to this Agreement.
- E. Withholding Payment. If the community services rendered do not meet the requirements of this Agreement, the CSP shall correct or modify the work to comply with this Agreement after receiving written notice from the City. The City may withhold payment for such services until the services meet the requirements of this Agreement.
- F. City Funding is Independent of Other Funding. The City will not reduce CSP funding during any fiscal year because of private donations or other revenue received by the CSP.

4. Amendments. Changes to this Agreement, including changes to **Exhibit A**, Funding Amount, or the Term of this Agreement require a written Amendment signed by both parties.

5. Indemnification. To the fullest extent permitted by law, the CSP will indemnify, defend and hold harmless City, and each council member, officers, boards, commissions, officials, employee or agent thereof (collectively the City and any such person being herein called an “Indemnified Party”), for, from and against any and all losses, claims, damages, liabilities, costs and expenses (including, but not limited to, reasonable attorneys’ fees, court costs and the costs of appellate proceedings) to which any such Indemnified Party may become subject, under any theory of liability whatsoever (“Claims”) to the extent that such Claims (or actions in respect thereof) relate to, arise out of, or are caused by, or in connection with the negligent acts or omissions, recklessness or intentional misconduct of CSP, its officers, employees,

agents, volunteers or subcontractors arising out of or in connection with this Agreement or in any way arising from the performance or non-performance of the services required of the CSP as set forth in this Agreement. The CSP waives all rights of subrogation against the Indemnified Party for losses arising from such Claims. The amount and type of insurance coverage carried by the CSP will in no way be construed as limiting the scope of the indemnity in this Section. This indemnification provision shall survive the expiration of the Agreement.

6. Insurance. The CSP shall carry appropriate insurance in a form and at limits approved by the City. The CSP shall provide a copy of the insurance certificate, which shall list the City of Sedona as an additional insured, to the City Manager's Office prior to the first payment release.
7. Non-Assignability. Neither this Agreement, nor any of the rights or obligations of the parties hereto, shall be assigned by either party.
8. Venue; Jurisdiction; Jury Trial Waiver. This Agreement shall be governed by the laws of the State of Arizona, and any legal action concerning the provisions hereof shall be brought in the County of Yavapai, State of Arizona. Both parties hereby waive any right to a jury trial which they may otherwise have in the event of litigation arising out of this Agreement or the subject matter thereof and consent to a trial to the court.
9. Independent Contractor. The parties agree that the CSP provides specialized services and that the CSP enters this Agreement with the City as an independent contractor. The CSP shall make no representation that it is an employee of City for any purpose. As an independent contractor, the CSP is solely responsible for all labor and expenses in connection with this Agreement and for any and all damages that may arise during the operation of this Agreement. It is understood and agreed that the CSP is free to contract with other parties or to otherwise provide additional services.
10. Legal Worker Requirements. The City is prohibited by A.R.S. § 41-4401 from awarding a contract to any company who fails, or whose subcontractors fail, to comply with A.R.S. § 23-214(A). Therefore, the CSP agrees that: i. CSP and each subcontractor/ subconsultant it uses warrants their compliance with all federal immigration laws and regulations that relate to their employees and their compliance with A.R.S. § 23-214(A); ii. A breach of a warranty under paragraph i will be deemed a material breach of the Agreement and is subject to penalties up to and including termination of the Agreement; and iii. The City retains the legal right to inspect the papers of the CSP or any subcontractor/subconsultant who works on the Agreement to ensure that the CSP or any subcontractor/subconsultant is complying with the warranty under paragraph i.
11. No Boycott of Israel. The CSP certifies and agrees it is not currently engaged in and for the duration of the Agreement will not engage in a boycott of Israel, as that term is defined in A.R.S. §35-393.
12. Notices. Any notice or communication between the CSP and the City that may be required, or that may be given, under the terms of this Agreement shall be in writing, and shall be deemed to have been sufficiently given when directly presented, sent via email, or sent pre-

paid, first-class United States Mail, addressed as follows:

CITY: City of Sedona
Attn: Barbara Whitehorn, Deputy City Manager
102 Roadrunner Drive
Sedona, AZ 86336
Email: BWhitehorn@sedonaaz.gov

CSP: Sedona Recycles, Inc.
Attn: Kathleen Ventura, Executive Director
2280 Shelby Drive
Sedona, AZ 86336
Email: director@sedonarecycles.org

13. Public Records. CSP acknowledges that all documents provided to the City may be subject to disclosure by the Arizona public records law under A.R.S. § 39-121 *et seq.*
14. No Waiver. Delays in enforcement or the waiver of any one or more defaults or breaches of this Agreement by City shall not constitute a waiver of any of the other terms or obligations of this Agreement.
15. Entire Agreement. This Agreement, together with the attached exhibit(s), is the entire agreement between the CSP and the City, superseding all prior oral or written communications. None of the provisions of this Agreement may be amended, modified or changed except by written amendment executed by both parties. This Agreement will be construed and interpreted according to its plain meaning, and no presumption will be deemed to apply in favor of or against the party drafting the Agreement. In the event any term or provision of this Agreement is held to be illegal or in conflict with any law of the United States or Arizona or any local law, the validity of the remaining provisions shall not be affected, and this Agreement shall be construed and enforced as if it did not contain the particular term or provision.

IN WITNESS WHEREOF, the parties hereto have executed this Agreement as of the date and year set forth above.

(Signatures on Following Page)

CITY OF SEDONA, ARIZONA

SEDONA RECYCLES, INC.

Anette Spickard, City Manager

Kathleen Ventura, Executive Director

ATTEST:

I hereby affirm that I am authorized to enter into and sign this Agreement on behalf of the CSP.

JoAnne Cook, City Clerk

APPROVED AS TO LEGAL FORM:

Kurt W. Christianson, City Attorney

EXHIBIT A

Community Services to be Provided with City of Sedona Funding

One-time funding requests must include a detailed description and narrative that clearly outlines the need for the investment and the impact on the community.

Sedona Recycles is requesting a one-time allocation of \$50,000 to help rebuild organizational cash reserves following a significant capital investment in critical infrastructure.

The total cost of the new baler, including the baler itself, installation, freight, crane rental, oil, and required electrical upgrades, was approximately \$340,000. This investment was necessary to safely and efficiently process recyclable materials and to ensure the continued operation of Sedona's free public recycling facility. Sedona Recycles successfully raised approximately \$180,000 in private donations toward this project. In order to avoid taking on long-term debt, the organization drew down its existing cash reserves to cover the remaining costs.

Rebuilding these reserves is essential to the financial sustainability and operational stability of Sedona Recycles. The organization relies on specialized equipment and trucks that are expensive to maintain and repair. Maintaining adequate cash on hand allows Sedona Recycles to respond quickly to unexpected equipment failures, avoid service disruptions, and prevent situations in which essential vehicles or machinery become unusable due to lack of repair funds.

The requested one-time funding would not support ongoing operating expenses, but rather would restore a prudent financial cushion that protects the community's investment in recycling infrastructure. Adequate reserves reduce the risk of service interruptions, support responsible asset management, and ensure that Sedona residents continue to have reliable access to recycling.

By helping Sedona Recycles stabilize its financial position after a major infrastructure investment, this one-time funding directly supports long-term service continuity, operational resilience, and the City's broader environmental and climate goals.

1) Please provide a description of the organization's mission and goals.
a. Include the mission statement, if available.

Sedona Recycles is dedicated to demonstrating responsible resource recovery. With full community participation, we will promote and provide opportunities to reduce, reuse, and recycle.

b. Goals should be measurable and include any performance metrics tracked by the organization. For example, if a goal is to provide backpacks with school supplies to children whose families struggle to afford these items, how many backpacks were handed out? What school supplies were included? Has the number of families benefiting from the service increased over time? Performance metrics should include at least the last three years.

Sedona Recycles' primary goals are to continue providing free-to-the-public recycling dropoffs to Sedona residents and tourists, as we have done for more than 30 years; to educate customers on proper recycling practices and acceptable materials in order to reduce contamination and landfill waste; and to rebuild organizational reserves following the purchase and installation of critical infrastructure, including our new baler.

These goals ensure that Sedona maintains accessible recycling while allowing Sedona Recycles to operate responsibly, sustainably, and with long-term financial stability.

c. If the organization conducts surveys of those served, please provide the results.

Sedona Recycles does not currently conduct formal surveys. However, staff engage daily with residents, tourists, and commercial users at the recycling center, providing ongoing informal feedback and insight into community needs, recycling behaviors, and educational gaps. This direct interaction informs our operational and educational improvements.

2) Please describe the organization's current programs and/or activities.

a. Include new and reconfigured programs/activities, and plans for future programs/activities, if applicable.

Sedona Recycles' core program is the operation of a free-to-the-public recycle center serving Sedona residents and visitors. This includes the collection, sorting, and processing of recyclable materials, as well as ongoing public education to reduce contamination and improve recycling outcomes.

In recent years, Sedona Recycles has expanded and reconfigured its education and outreach efforts to address increasing contamination levels and changes in recyclable material markets. In June 2024, the organization hired a dedicated Education & Outreach employee to lead these efforts.

This role has resulted in the development of more than 20 educational videos, published on Instagram, YouTube, and the Sedona Recycles website. These videos serve as evergreen educational resources, providing clear, consistent guidance on accepted and non-accepted materials and allowing patrons to access accurate recycling information at any time.

For more than a year, this same staff member also conducted in-person, real-time education on Saturdays and Sundays by assisting patrons directly at the drop-off bins. While this approach is labor-intensive and costly, it is the most effective form of education for improving recycling behavior among regular users of the facility. The objective of this program was to communicate proper recycling practices in real time to frequent users of the drop-off center and improve recycling behavior over time.

Sedona Recycles has also launched a monthly email newsletter to maintain regular communication with patrons. The newsletter provides organizational updates, seasonal

recycling guidance (such as holiday-specific materials), fundraising needs, and general recycling education.

In addition, Sedona Recycles has invested significant effort in researching, creating, and maintaining a user-friendly website to support public education and engagement.

The website is designed to optimize three objectives:

- Direct visitors clearly to the “Accepted Materials” page;
- Encourage email sign-ups for the monthly newsletter to create a direct line of communication with engaged patrons; and
- Make online donations easy and seamless to support ongoing operations and education efforts.

Most recently, Sedona Recycles has restarted a monthly newspaper column to reach the community through an additional, trusted medium. The column has been used to communicate the need for critical infrastructure investments such as the new baler, explain the complexities and economic realities of the recycling industry, and emphasize the importance of reading posted signage to avoid contamination. Contamination remains the organization’s most significant ongoing challenge, contributing to increased wear on infrastructure, higher trash hauling costs, and additional labor and energy demands. The newspaper column has proven to be an effective tool for reinforcing consistent messaging and educating the public on how individual recycling behaviors directly impact system costs and sustainability.

Looking ahead, Sedona Recycles plans to continue refining and expanding its education and outreach programs across multiple platforms, with the goal of improving recycling quality, reducing contamination, and supporting the long-term sustainability of Sedona’s free public recycling access.

b. If the organization uses performance metrics to track the efficacy of programs and/or activities, please include them.

While Sedona Recycles does not currently use formal performance metrics, we track operational needs, staffing capacity, equipment performance, and contamination trends observed on site. These observations guide ongoing improvements to infrastructure, education, and staffing to better serve the community.

3) Please describe any notable accomplishments in the last three years.

Sedona Recycles has made significant operational and organizational improvements over the last three years, including:

- June 2023: Receipt of a new leased forklift to improve yard operations
- August 2023: Hiring of new CDL driver, Jimmy Turk
- June 2024: Hiring of Education & Outreach employee, Francisca Alvarado
- October 2024: Recipient of *Green Living Magazine’s Arizona Best Sustainable-Minded Nonprofit* award

- December 2024: Hiring of backup CDL driver and yard worker, Ricardo
- January 2025: Installation of a new engine in the older forklift
- June 2025: Implementation of a tipping fee for commercial customers to help offset operational costs
- October 2025: Installation of a new Excel baler, significantly improving processing capacity and safety
- November 2025: Launch of a new and improved website to enhance public education and accessibility

These accomplishments demonstrate Sedona Recycles' commitment to operational resilience, safety, education, and long-term service continuity.

4) Please describe the most significant challenges facing the organization and those benefiting from the services in the next three years. You may choose to discuss a longer timeframe, if it will aid in understanding the goals and financial needs of the organization.

The most significant challenges facing Sedona Recycles are historically low commodity prices for recyclable materials and the ongoing volume of contamination, particularly plastics, received daily at the recycle center. Together, these challenges substantially limit earned revenue while simultaneously increasing operational costs.

At present, the market value for PET plastic—the most common plastic received—is \$0. Due to low oil prices, manufacturers currently favor virgin plastic derived from petroleum rather than recycled plastic, eliminating demand for recycled PET. While Sedona Recycles is fortunate to have a strong working relationship with its materials broker, who is currently continuing to accept PET without charging freight, this arrangement is not guaranteed long-term. The organization is approaching a point where it may be required to pay to move plastic materials while receiving no revenue for them, further increasing costs.

Importantly, Sedona Recycles' operational expenses remain constant regardless of commodity pricing. Labor, fuel, electricity, water, equipment maintenance, and hauling costs do not decrease when material prices fall. As a result, sustained low commodity markets place significant financial pressure on the organization and underscore the importance of consistent City funding to ensure continued public access to recycling and to divert materials from the landfill.

In addition to market conditions, contamination remains an ongoing and resource-intensive challenge. Non-accepted items regularly enter recycle bins, ranging from wish-cycled plastics—items placed in bins in the hope that they may be recyclable—to outright dumping of trash such as diapers, syringes, mattresses, and furniture. The presence of contamination has several direct impacts:

- It significantly increases labor, as staff must manually sort and remove non-recyclable items;
- It unnecessarily increases fuel costs, due to additional hauling and handling;
- It causes accelerated wear and tear on equipment, which is not designed to process non-recyclable materials;
- It raises disposal costs, with Sedona Recycles filling three 8-yard trash bins every week solely from material removed from recycle bins; and
- It increases energy use through additional processing, handling, and disposal activities.

Reducing contamination is one of Sedona Recycles' highest priorities, as it directly affects operating costs, infrastructure longevity, worker safety, and environmental outcomes. The ongoing challenge lies in finding effective ways to consistently communicate the importance of placing only accepted materials into recycle bins across a diverse and constantly changing population of residents and visitors. Addressing this challenge requires sustained education, clear communication, and stable operational support.

5) The City's Climate Action Plan sets a vision to be a community that nurtures connections between people, encourages healthy and active lifestyles, and supports a diverse and prosperous economy, with priority given to the protection of the environment through 5 programming areas (i.e. Buildings and Energy, Transportation and Land Use, Materials and Consumption, Water and Natural Systems, and Climate Resilience). How does the organization incorporate and support this vision within its operations? Note: organizations may not directly work in a specific area and/or all areas; please detail initiatives in the last three years and any planned within the next three years.

Sedona Recycles directly supports the City of Sedona's Climate Action Plan by advancing environmental protection, community engagement, and sustainable resource use through the operation of Sedona's only free public recycling facility. The organization's work most directly aligns with the Plan's **Materials and Consumption** programming area, while also supporting broader goals related to **Climate Resilience** and **Community Wellbeing**.

Materials and Consumption

Sedona Recycles plays a central role in reducing landfill waste by providing free, accessible recycle drop off points to both residents and visitors. Over the past three years, the organization has invested in critical infrastructure, including the installation of a new baler, to improve the safe and efficient processing of recyclable materials. Sedona Recycles has also expanded its education and outreach efforts to reduce contamination and improve recycling quality, ensuring that materials collected can be successfully diverted from the landfill.

Educational initiatives implemented within the last three years include the hiring of a dedicated Education & Outreach employee, the creation of more than 20 evergreen educational videos, improved on-site signage, in-person weekend education at the drop-off center, a monthly community newsletter, a redesigned website optimized for public education, and the re-launch of a monthly newspaper column. These efforts support informed consumption choices and reinforce responsible materials management throughout the community.

Climate Resilience

By maintaining reliable recycling access despite volatile commodity markets, Sedona Recycles supports the City's climate resilience goals. Recycling infrastructure that is stable and accessible helps buffer the community against market disruptions, supply chain challenges, and rising landfill costs. Investments in durable equipment, operational continuity, and education contribute to long-term system resilience and reduce environmental impacts associated with landfill use.

Community Connection and Education

Sedona Recycles' operations encourage direct engagement between community members, visitors, and staff through on-site education, public communications, and accessible recycle drop-off points. By meeting people where they are—at the recycle center, online, and through local media—the organization fosters awareness, shared responsibility, and community participation in sustainability efforts.

Looking Ahead

Over the next three years, Sedona Recycles plans to continue strengthening its role within the City's Climate Action Plan by maintaining free public recycling drop-off, refining education and outreach strategies to further reduce contamination, and ensuring that infrastructure investments are protected through proper material handling. These efforts will continue to support the City's vision of a community that prioritizes environmental protection while sustaining a diverse and resilient local economy.

6) Please describe how the funding from the City of Sedona will be used and the impact on the community.

City funding is essential to Sedona Recycles' ability to meet ongoing operational expenses, including staffing, equipment maintenance, utilities, and safety compliance. Revenue from material sales, tipping fees, and donations does not fully cover the cost of providing free-to-the-public recycling access to the community.

Sedona Recycles is requesting:

- a one-time allocation of \$50,000 to help rebuild organizational reserves following the \$340,000 investment in a new baler, a critical piece of infrastructure necessary to safely and efficiently process recyclable materials; and

- an ongoing annual funding increase of \$30,000 to address persistently low commodity prices and rising operational costs.

Commodity pricing for recyclable materials is currently at historic lows, and unlike previous market downturns, there is no clear indication that prices will rebound in the near future. The requested annual increase would help stabilize operations and ensure the continued availability of recycling accessibility for Sedona residents.

7) What would the impact be on the community if the organization was not funded?

If City funding did not exist, Sedona Recycles would **likely not be able to continue operating**. Material sales, tipping fees, and donations alone are insufficient to sustain the organization. Without City support, Sedona Recycles would be forced to drastically downsize, resulting in significant service reductions or complete closure.

CITY OF SEDONA
COMMUNITY SERVICES PROVIDER AGREEMENT
FY 2027-2029

This Community Services Provider Agreement (“Agreement”) is entered into as of _____ (“Effective Date”), by and between the City of Sedona, an Arizona municipal corporation (the “City”) and The Verde Valley Caregivers Coalition, an Arizona nonprofit corporation (the “CSP”).

RECITALS

- A. The City is a municipal corporation organized under the laws of the State of Arizona and is authorized to provide certain services and programs and to enter into contractual agreements for the purpose of obtaining services which it otherwise could provide; and
- B. The City created a Community Services Provider program to fund certain community services that provide a direct, tangible, public service or benefit and are consistent with the City’s funding priorities; and
- C. The CSP submitted a Funding Request Application for FY2027-2029 to the City to provide the community services set forth in **Exhibit A** and presented its request for funding to the Citizens’ Budget Work Group in February 2026 which provided funding recommendations to the Sedona City Council; and
- D. The City approved the CSP Funding Application in the amount authorized by the Sedona City Council included in this Agreement; and
- E. The City and the CSP desire to memorialize their agreement with this enforceable document.

AGREEMENT

NOW, THEREFORE, in consideration of the foregoing recitals, which are incorporated by reference, and the covenants and promises contained in this Agreement, the parties agree as follows:

1. Term/Termination.

- A. Term. The term of this Agreement is for three (3) years from July 1, 2026 through June 30, 2029. The City may, in its sole discretion, renew the term of this Agreement for three additional one-year periods. Renewals are not automatic.
- B. Termination. Either party may terminate this Agreement, without penalty, upon 30 days written notice to the other party. Upon such termination, the parties shall assess the services rendered to the date of termination and the City shall make any necessary payment to the CSP or the CSP shall make any necessary reimbursement to the City as may be required so that payment for the actual services rendered to the date of termination shall have been paid by the City, at a cost not to exceed the funding amount for the fiscal year in which the termination occurs.

- C. Appropriation of Funds. Every payment obligation of the City under this Agreement is conditioned upon the availability of funds appropriated or allocated for payment of such obligation. If funds are not allocated and available for the continuance of this Agreement, this Agreement may be terminated by the City at the end of the period for which funds are available. No liability shall accrue to the City in the event this provision is exercised, and City shall not be obligated or liable for any future payments or for any damages resulting from termination under this provision.
- D. Conflict of Interest. This Agreement may be cancelled pursuant to A.R.S. § 38-511.

2. Scope.

- A. Community Services. The CSP shall provide the community services included in **Exhibit A** to this Agreement. The CSP shall furnish all services, labor, facilities, and equipment to conduct the community services.
- B. Annual Report on Accomplishments. The CSP shall provide an annual written report to the City due no later than July 30th of 2027, 2028 and 2029 that includes accomplishments from the prior fiscal year and any additional information requested by the City. At the request of the City Manager, the CSP will also provide an annual in-person presentation to Council.
- C. Annual Financial Report. The CSP shall provide an annual written accounting to the City due no later than July 30th of 2027, 2028, and 2029 describing the manner and use of City funds during the prior fiscal year. In addition, the CSP shall provide a copy of the IRS 990 form and a copy of its annual financial statements to the City. The City shall have the right to audit the books of the CSP at all reasonable times for the purpose of confirming the expenditures of City funds with reasonable notice to the CSP.
- D. City Liaison on the CSP Board. The CSP shall allow one (1) City-appointed non-voting liaison to attend the CSP Board meetings to provide two-way communication between the City and the CSP.
- E. Marketing Materials. All printed materials created and distributed by the CSP with funds from the City shall contain a statement recognizing and acknowledging that funding has been provided by the City for such documents.
- F. Compliance with Laws. All community services performed by the CSP pursuant to this Agreement shall be done in compliance with all applicable Federal, state and local laws, ordinances, rules and regulations, including conformance with the requirements of the Americans with Disabilities Act. This includes prohibiting discrimination in employment, programs, services and activities and making reasonable accommodations to allow full and equal access to all such employment, programs, services, and activities.

3. Funding.

- A. FY27 Base Funding Amount. The City shall provide funding to the CSP to provide the services and/or facilities included in **Exhibit A** (description of how the funding from the City of Sedona will be used and the impact on the community). As consideration for those services and/or facilities, the City will remit to CSP **\$130,000** (the “FY27 Base Amount”).
- B. FY28 and FY29 Funding. Each fiscal year this Agreement remains in effect, the FY27 Base Amount will be increased by an inflationary escalator in accordance with the Bureau of Labor Statistics CPI-U for the West Region for the previous 12 month period ending December of the prior year. The inflationary escalator shall not exceed 5% during any fiscal year.
- C. Payments/Invoicing. City shall disperse funding to CSP in two (2) equal installments in each fiscal year, with the first payment made in August and the second payment made in February. CSP shall separately invoice the City for each payment. City will process and remit payment to CSP within thirty (30) days of receipt of a timely invoice. Unless approved in advance by the City, payment will be made via the Automated Clearing House (ACH) network.
- D. Taxes. The CSP shall be solely responsible for any and all tax obligations which may result from providing community services pursuant to this Agreement.
- E. Withholding Payment. If the community services rendered do not meet the requirements of this Agreement, the CSP shall correct or modify the work to comply with this Agreement after receiving written notice from the City. The City may withhold payment for such services until the services meet the requirements of this Agreement.
- F. City Funding is Independent of Other Funding. The City will not reduce CSP funding during any fiscal year because of private donations or other revenue received by the CSP.

4. Amendments. Changes to this Agreement, including changes to **Exhibit A**, Funding Amount, or the Term of this Agreement require a written Amendment signed by both parties.

5. Indemnification. To the fullest extent permitted by law, the CSP will indemnify, defend and hold harmless City, and each council member, officers, boards, commissions, officials, employee or agent thereof (collectively the City and any such person being herein called an “Indemnified Party”), for, from and against any and all losses, claims, damages, liabilities, costs and expenses (including, but not limited to, reasonable attorneys’ fees, court costs and the costs of appellate proceedings) to which any such Indemnified Party may become subject, under any theory of liability whatsoever (“Claims”) to the extent that such Claims (or actions in respect thereof) relate to, arise out of, or are caused by, or in connection with the negligent acts or omissions, recklessness or intentional misconduct of CSP, its officers, employees,

agents, volunteers or subcontractors arising out of or in connection with this Agreement or in any way arising from the performance or non-performance of the services required of the CSP as set forth in this Agreement. The CSP waives all rights of subrogation against the Indemnified Party for losses arising from such Claims. The amount and type of insurance coverage carried by the CSP will in no way be construed as limiting the scope of the indemnity in this Section. This indemnification provision shall survive the expiration of the Agreement.

6. Insurance. The CSP shall carry appropriate insurance in a form and at limits approved by the City. The CSP shall provide a copy of the insurance certificate, which shall list the City of Sedona as an additional insured, to the City Manager's Office prior to the first payment release.
7. Non-Assignability. Neither this Agreement, nor any of the rights or obligations of the parties hereto, shall be assigned by either party.
8. Venue; Jurisdiction; Jury Trial Waiver. This Agreement shall be governed by the laws of the State of Arizona, and any legal action concerning the provisions hereof shall be brought in the County of Yavapai, State of Arizona. Both parties hereby waive any right to a jury trial which they may otherwise have in the event of litigation arising out of this Agreement or the subject matter thereof and consent to a trial to the court.
9. Independent Contractor. The parties agree that the CSP provides specialized services and that the CSP enters this Agreement with the City as an independent contractor. The CSP shall make no representation that it is an employee of City for any purpose. As an independent contractor, the CSP is solely responsible for all labor and expenses in connection with this Agreement and for any and all damages that may arise during the operation of this Agreement. It is understood and agreed that the CSP is free to contract with other parties or to otherwise provide additional services.
10. Legal Worker Requirements. The City is prohibited by A.R.S. § 41-4401 from awarding a contract to any company who fails, or whose subcontractors fail, to comply with A.R.S. § 23-214(A). Therefore, the CSP agrees that: i. CSP and each subcontractor/ subconsultant it uses warrants their compliance with all federal immigration laws and regulations that relate to their employees and their compliance with A.R.S. § 23-214(A); ii. A breach of a warranty under paragraph i will be deemed a material breach of the Agreement and is subject to penalties up to and including termination of the Agreement; and iii. The City retains the legal right to inspect the papers of the CSP or any subcontractor/subconsultant who works on the Agreement to ensure that the CSP or any subcontractor/subconsultant is complying with the warranty under paragraph i.
11. No Boycott of Israel. The CSP certifies and agrees it is not currently engaged in and for the duration of the Agreement will not engage in a boycott of Israel, as that term is defined in A.R.S. §35-393.
12. Notices. Any notice or communication between the CSP and the City that may be required, or that may be given, under the terms of this Agreement shall be in writing, and shall be deemed to have been sufficiently given when directly presented, sent via email, or sent pre-

paid, first-class United States Mail, addressed as follows:

CITY: City of Sedona
Attn: Barbara Whitehorn, Deputy City Manager
102 Roadrunner Drive
Sedona, AZ 86336
Email: BWhitehorn@sedonaaz.gov

CSP: The Verde Valley Caregivers Coalition
Attn: Kent Ellsworth, Executive Director
299 Van Deren Rd, Ste 2
Sedona, AZ 86336
Email: kentellsworth@vvcaregivers.org

13. Public Records. CSP acknowledges that all documents provided to the City may be subject to disclosure by the Arizona public records law under A.R.S. § 39-121 *et seq.*
14. No Waiver. Delays in enforcement or the waiver of any one or more defaults or breaches of this Agreement by City shall not constitute a waiver of any of the other terms or obligations of this Agreement.
15. Entire Agreement. This Agreement, together with the attached exhibit(s), is the entire agreement between the CSP and the City, superseding all prior oral or written communications. None of the provisions of this Agreement may be amended, modified or changed except by written amendment executed by both parties. This Agreement will be construed and interpreted according to its plain meaning, and no presumption will be deemed to apply in favor of or against the party drafting the Agreement. In the event any term or provision of this Agreement is held to be illegal or in conflict with any law of the United States or Arizona or any local law, the validity of the remaining provisions shall not be affected, and this Agreement shall be construed and enforced as if it did not contain the particular term or provision.

IN WITNESS WHEREOF, the parties hereto have executed this Agreement as of the date and year set forth above.

(Signatures on Following Page)

CITY OF SEDONA, ARIZONA

Anette Spickard, City Manager

ATTEST:

JoAnne Cook, City Clerk

APPROVED AS TO LEGAL FORM:

Kurt W. Christianson, City Attorney

**THE VERDE VALLEY CAREGIVERS
COALITION**

Kent Ellsworth, Executive Director

I hereby affirm that I am authorized to enter into and sign this Agreement on behalf of the CSP.

EXHIBIT A

Community Services to be Provided with City of Sedona Funding



ORGANIZATIONAL IMPACT STATEMENT

1. Description of Mission and Goals

Mission Statement:

Verde Valley Caregivers Coalition (VVCC) commits to supporting and encouraging older adults in their quest to age in place in their community of choice by enhancing their independence, promoting higher quality of life, and reducing barriers to happiness, making Sedona and the Verde Valley an attractive and sustainable retirement destination.

Goals:

- a. VVCC will provide a spectrum of services to approximately 700 older adults living in Sedona who face multiple challenges that without solutions will negatively impact their ability to age in place. These challenges will include mobility issues, chronic health conditions, home safety, and loneliness.
- b. VVCC will provide Sedona seniors with the following over the three year term of this funding request:
 - 14,000 trips to access health care services, shop for food and household supplies, attend social gatherings, and other important destinations.
 - 15,000 other services including emergency alert units, care coordination screening and assistance with solving daily living challenges, assistance with using a computer or smartphone, support with connecting to virtual care appointments, assistance with pet care, assistance with shopping chores, assistance bill paying, home safety remediation, regular check-in phone calls, monthly social gatherings, support groups that meet two times monthly, and ongoing connection to care coordinators to assist with solving problems that may arise spontaneously from day-to-day.
- c. Performance metrics:

VVCC will collect the following data semi-annually and yearly over the three-year term of the Community Service contract:

 - Total number of unduplicated Sedona clients receiving VVCC's services.
 - Total number of trips provided to Sedona clients with breakout of destination in the Verde Valley and to destinations outside Sedona and the Verde Valley.
 - Percentage of total trips for health care appointments and all other trip purposes.



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- Percentage of trips for grocery shopping, social gatherings, and other destinations such as bank and post office.

Describe the Organization's current programs and/or activities:

- a. **Transportation** is the fundamental founding service provided by VVCC. In 1992 we started a volunteer transportation program with 50 volunteers serving 80 older adults who were no longer able to drive due to health conditions and mobility issues. VVCC's transportation service now has 80 volunteer drivers and three full-time staff drivers to provide trips to 2,000 older adults annually. Our volunteer and staff drivers will travel approximately 630,000 miles this year to make sure our clients have access to 10,000 medical appointments. VVCC's transportation service operates Monday through Friday, and we regularly have 30 or more vehicles on the road, both volunteer vehicles and our vans. VVCC puts more vehicles in service per day than Flagstaff's Mountain Line.

In 2017 VVCC was awarded by the Community Transportation Association of America as the best volunteer transportation service in the United States. This award included a new Toyota Sienna van with Braun Ability modifications for wheelchair accessibility. VVCC now operates four wheelchair accessible vans with staff drivers.

Our team of drivers consists of volunteers who drive several times a month and five stipend drivers who provide trips eight to twelve hours a day a minimum of three days per week. Our stipend drivers average 2,000 to 3,500 miles per month. VVCC provides mileage reimbursement.

VVCC's care coordinators provide mobility information and assistance to our clients by teaching eligible clients how to use other transportation services such as the Sedona Shuttle Connect and Cottonwood Area Transit.

Over the past three years, VVCC has experienced a rapidly growing need for long-distance trips to obtain medical specialty services. Now, approximately 25% of all trips are to health care specialty providers in Phoenix and Prescott. Transportation is the costliest service VVCC provides, with an annual cost of approximately \$1,100,000. Our clients make voluntary contributions to the cost. However, without this service our clients would not be able to have access to healthcare services, primarily specialty health services, provided in the Phoenix metro area, Flagstaff, or Prescott. Private pay transportation to the healthcare facilities in the Phoenix metro area costs \$600-\$800 per round trip. Even a round trip to Cottonwood from Camp Verde will cost about \$150. VVCC's transportation service is essential to residents of Sedona who chose to live their entire life span here.



Care Coordination Services have been developed and expanded over the past three years. Care coordinators provide an in-home visit for each new client enrolled. During this visit the care coordinator verifies eligibility for VVCC services and completes a thorough screening for health-related social needs and the upstream drivers of health. A care plan is developed for each client and care coordinators work to address each issue with the client. Upstream drivers of health include all aspects of the clients lived life environment including what they eat, home safety and maintenance issues, mobility, how they manage health conditions, financial security, emotional status, and social isolation. Care coordinators utilize the Apricot Care Management software to document all client and outside services encounters. Each of our care coordinators is a certified Community Health Worker. Care coordinators arrange solutions for clients by utilizing all the services provided by VVCC, our social care and transportation partners, and health services partners throughout the Verde Valley.

Guardian Angel Emergency Alert Units are provided to clients who have a high risk of falling. VVCC uses the Sky Angel Wave unit that can be worn as a necklace or on the wrist. This is cellular system that connects directly to 911 and works at home or away. It has fall detection technology, and the senior can hear and speak directly to the 911 operator. There are no monthly fees. Care coordinators assess the need for a Sky Angel unit, and our volunteers distribute and train the client using the device. VVCC has emergency alert units in approximately 300 households.

Tech and Virtual Care Assistance is provided to assist clients with using their smartphone, computer and other internet connected devices. For example, at least 40% of our clients are unable to set up their smartphones to voicemail. When we call clients to confirm the trip time, their voicemail box is either not set up or full. We dispatch a care coordinator or a volunteer to go to the client's home to help them set up this feature. Virtual medical appointments may be difficult for many of our clients. A care coordinator will go to the home with a laptop and set it up to allow the client to successfully attend the virtual appointment. We assist approximately one hundred clients per year with this service.

Pet Assistance is provided for low-income clients. Many of our clients who are living with the greatest challenges, including isolation, have a cat or dog. Their pet is the best friend and only companion day-to-day. Their pet is a big support to their



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wellbeing and VVCC helps with veterinary care, pet food, boarding while the client is hospitalized and other needs. VVCC provides this assistance to 120 clients per year. VVCC is also a participant in the Fire Safe Pets project sponsored by Sedona Fire District. The Pet Assistance team includes several volunteers led by our associate executive director. Several individual donors provide funding for this program.

Home Safety and Maintenance is a critical element of support that our clients must have to safely and securely age in place. Our care coordinators observe safety and maintenance concerns while conducting the initial in-home screening. They note these concerns and assign one of our home maintenance volunteers to organize and complete tasks. These tasks range from replacing HVAC filters, installing smoke detector batteries, fixing doors, replacing light bulbs, remedies for trip and fall hazards, repairing faucets, building wheelchair ramps, and overseeing larger repairs completed by contractors. VVCC has 7 volunteers actively providing home safety and maintenance repairs and we work closely with the Verde Valley Habitat for Humanity to jointly solve home maintenance and repair issues. VVCC's home safety and maintenance program has served 372 households in 2025. VVCC maintains a Special Needs Fund with funds provided by several individual donors to cover the cost of repairs and maintenance for low-income seniors.

Personal Care Needs of our most critically needy seniors are addressed by our care coordinators who deploy a vetted, independent personal care provider. VVCC has completed background checks for six personal care providers dispatched certified provider to complete a specific personal care service to remedy an immediate and critical need. We cover the cost of this service with funds from our Special Needs Fund. We do not provide long-term personal care. Examples of this include providing a bath and a haircut to an elderly man over 90 years old, living alone, who had not bathed in two months. We provided hair washing and trimming for an elderly woman who had not been able to wash her hair in four weeks. Our care coordinators work with each client to develop more long-term solutions to obtain the personal care they need.

Social Engagement opportunities are organized and facilitated by VVCC and our partners. VVCC organizes a social outing each month for our clients. These special events include visiting a destination of interest such as the Copper Museum in Clarkdale or the Lowell Observatory in Flagstaff and lunch at a restaurant nearby.



Thirty or more of our clients attend these fun events and they are joined by at least ten volunteers who provide transportation and assistance. This service is deeply appreciated by our clients and is the only event they can attend safely. The Sedona Chamber Music is a partner in providing social engagement opportunities by providing VVCC with 20 free tickets for each music event. Volunteers provide transportation and assistance for clients to attend these music performances.

The Call Center and Dispatch service is a central hub for clients to request services and trips. Two full-time staff operate this service, receiving trip requests, contacting volunteers to provide trips, booking trips on VVCC vans and on trip manifests for stipend volunteer drivers, confirming medical appointments with health care providers, receiving requests for the full spectrum of services provided by VVCC, and referring special needs to VVCC's care coordinators. Call Center staff utilizes the Assisted Rides software to document all requests for trips and services and book trips to volunteers and VVCC vans. Electronic records are held in the software on over 5,300 clients VVCC has served over the past five years. The Call Center handles 780 or more calls, inbound and outbound, per week.

Verde Valley Caregivers has developed and now operates the Verde Valley Rural Health Network. In 2023, VVCC received a four-year grant from the Health Resources and Services Administration, a part of HHS. The purpose of this grant is to support the development of a network of health care providers, social care organizations and first responders. VVCC has established this network, through a dedicated membership process, to collaborate to improve access to health services plus access to health-related social services through a referral hub that provides care coordination services. In 2024 network members referred 232 adults and older adults to VVCC's care coordination hub. In 2025 network members referred 437 adults in need to the network care coordination hub. Network members include Verde Valley Caregivers, Northern Arizona Healthcare, Spectrum Health Group, Yavapai County Community Health Services, Polara Healthcare, Manzanita Outreach, Verde Valley Habitat for Humanity, Sedona Community Center, Verde Valley Fire District, and Sedona Fire District. VVCC operates the Apricot Care Management software system to document all clients, care plans, and services provided or arranged for each client. The rate of incoming new referrals to the care coordination hub varies from week to week. For example, in the week of January 19, 2026, the care coordination hub received 32 referrals from network participants. Both health outcomes and wellbeing will improve for these clients due



to gaining access to health care and social care to comprehensively meet a broad range of needs.

New Services beginning in 2026 include Support Groups and medication reconciliation. Heather Smith, Care Coordinator Team Leader, has organized Support Groups for seniors beginning in January 2026. The support group is held two times per month, and participants connect with others and learn tips on better navigating difficult circumstances.

Medication reconciliation is a critical addition to the spectrum of services VVCC provides. Approximately 60% of our clients take five or more prescription drugs per day. Keeping prescriptions organized and staying on track with self-administering medications is an essential element for managing health conditions. Our CHW/Care Coordinators will provide medication reconciliation services under the guidance of a board certified pharmacist who is volunteering her time to assist this team.

Client surveys:

VVCC's care coordinators complete intake screening for each new client we enroll in VVCC. During this interview we conduct a survey of the clients' needs including assessing for health-related social needs and upstream drivers of health. After receiving services for six months, we conduct a second survey to determine individual outcomes.

Initial Survey Results: N=478

- 81% of respondents indicated that they either missed or did not make health care appointments prior to enrolling with VVCC due to problems with mobility and not able to afford the cost of private-pay transportation.
- 35% of respondents indicated that they experience feeling of depression at least 2 to 3 days per week due to their health condition and isolation due to mobility challenges.
- 67% of respondents indicated they experienced moderate to major problems they could not solve on their own prior to enrolling with VVCC.



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Post Survey Results: N=435

- 97% of respondents state that VVCC transportation and care coordination services have made it possible to access health care services that they would otherwise not be able to access.
- 85% of respondents indicated that they feel more secure and stabilized after receiving assistance from VVCC.

Notable Accomplishments in the Last Three Years:

A highly significant and notable accomplishment over the past three years is the development and launch of the Verde Valley Rural Health Network. In June 2023 VVCC was awarded a four-year grant by the Health Resources and Services Administration, a part of HHS, to create and operate a network of organizations that include health care providers, social services organizations, and first responders to create a client referral and services access hub that improves access to both health care services and health-related social care services.

Significant Challenges abound at every step to assure sufficient quality services are available to meet the need for transportation and care services. First, sufficient and consistent funding is a challenge every month. As an example of insufficient funding, ADOT MPD provides grants to rural transportation services based on funding they receive from the Federal Transit Administration. Arizona is one only two states in the nation that provides no funding at all for rural transit. ADOT can only provide VVCC with \$40,000 per year for its transportation operations that cost approximately \$1,100,000 each year. Rural transportation services in other states receive approximately 50% of their total funding from their state's Department of Transportation. Other challenges include maintaining adequate staffing and building service capacity to meet the needs of a growing number of clients.

The City's Climate Action Plan: VVCC actively promotes and nurtures connections between people who experience isolation and struggle to re-connect with their community. We provide the means, our transportation and care coordination services, for Sedona residents to maintain a healthy and active lifestyle as they age-in-place in their community of choice, Sedona.

How VVCC will use the funding from the City of Sedona: VVCC will apply at least 75% of the funding from the City of Sedona to cover a portion of the cost to operate our transportation service. Approximately 25% of the funding will be applied to the cost of



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providing information and individualized training to new clients on using VVCC's transportation and City of Sedona's Shuttle Connect service.

VVCC is requesting increased CSP funding to \$130,000 from the FY 23/24 funding of \$80,000. The reason for the increase is an increase in operating expenses. The percentage of requested funds to total budget is 7%. This is the same percentage of CSP funding as VVCC's annual budget as approved for FY 23/24. 40% of our budgeted services are utilized by Sedona residents.

Impact on Sedona if VVCC is not funded: Approximately 700 Sedona residents experiencing the greatest mobility challenges would not have access to health services provided by local care providers, providers in the Verde Valley or Flagstaff. Obtaining health services provided in Prescott or the Phoenix metro area would not be feasible. Without VVCC serving Sedona residents several hundred people would be forced to move away to obtain the health services they need more easily.

CITY OF SEDONA
COMMUNITY SERVICES PROVIDER AGREEMENT
FY 2027-2029

This Community Services Provider Agreement (“Agreement”) is entered into as of _____ (“Effective Date”), by and between the City of Sedona, an Arizona municipal corporation (the “City”) and Hope House of Sedona, an Arizona nonprofit corporation (the “CSP”).

RECITALS

- A. The City is a municipal corporation organized under the laws of the State of Arizona and is authorized to provide certain services and programs and to enter into contractual agreements for the purpose of obtaining services which it otherwise could provide; and
- B. The City created a Community Services Provider program to fund certain community services that provide a direct, tangible, public service or benefit and are consistent with the City’s funding priorities; and
- C. The CSP submitted a Funding Request Application for FY2027-2029 to the City to provide the community services set forth in **Exhibit A** and presented its request for funding to the Citizens’ Budget Work Group in February 2026 which provided funding recommendations to the Sedona City Council; and
- D. The City approved the CSP Funding Application in the amount authorized by the Sedona City Council included in this Agreement; and
- E. The City and the CSP desire to memorialize their agreement with this enforceable document.

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1. Term/Termination.

- A. Term. The term of this Agreement is for three (3) years from July 1, 2026 through June 30, 2029. The City may, in its sole discretion, renew the term of this Agreement for three additional one-year periods. Renewals are not automatic.
- B. Termination. Either party may terminate this Agreement, without penalty, upon 30 days written notice to the other party. Upon such termination, the parties shall assess the services rendered to the date of termination and the City shall make any necessary payment to the CSP or the CSP shall make any necessary reimbursement to the City as may be required so that payment for the actual services rendered to the date of termination shall have been paid by the City, at a cost not to exceed the funding amount for the fiscal year in which the termination occurs.

- C. Appropriation of Funds. Every payment obligation of the City under this Agreement is conditioned upon the availability of funds appropriated or allocated for payment of such obligation. If funds are not allocated and available for the continuance of this Agreement, this Agreement may be terminated by the City at the end of the period for which funds are available. No liability shall accrue to the City in the event this provision is exercised, and City shall not be obligated or liable for any future payments or for any damages resulting from termination under this provision.
- D. Conflict of Interest. This Agreement may be cancelled pursuant to A.R.S. § 38-511.

2. Scope.

- A. Community Services. The CSP shall provide the community services included in **Exhibit A** to this Agreement. The CSP shall furnish all services, labor, facilities, and equipment to conduct the community services.
- B. Annual Report on Accomplishments. The CSP shall provide an annual written report to the City due no later than July 30th of 2027, 2028 and 2029 that includes accomplishments from the prior fiscal year and any additional information requested by the City. At the request of the City Manager, the CSP will also provide an annual in-person presentation to Council.
- C. Annual Financial Report. The CSP shall provide an annual written accounting to the City due no later than July 30th of 2027, 2028, and 2029 describing the manner and use of City funds during the prior fiscal year. In addition, the CSP shall provide a copy of the IRS 990 form and a copy of its annual financial statements to the City. The City shall have the right to audit the books of the CSP at all reasonable times for the purpose of confirming the expenditures of City funds with reasonable notice to the CSP.
- D. City Liaison on the CSP Board. The CSP shall allow one (1) City-appointed non-voting liaison to attend the CSP Board meetings to provide two-way communication between the City and the CSP.
- E. Marketing Materials. All printed materials created and distributed by the CSP with funds from the City shall contain a statement recognizing and acknowledging that funding has been provided by the City for such documents.
- F. Compliance with Laws. All community services performed by the CSP pursuant to this Agreement shall be done in compliance with all applicable Federal, state and local laws, ordinances, rules and regulations, including conformance with the requirements of the Americans with Disabilities Act. This includes prohibiting discrimination in employment, programs, services and activities and making reasonable accommodations to allow full and equal access to all such employment, programs, services, and activities.

3. Funding.

- A. FY27 Base Funding Amount. The City shall provide funding to the CSP to provide the services and/or facilities included in **Exhibit A** (description of how the funding from the City of Sedona will be used and the impact on the community). As consideration for those services and/or facilities, the City will remit to CSP **\$135,000** (the “FY27 Base Amount”).
- B. FY28 and FY29 Funding. Each fiscal year this Agreement remains in effect, the FY27 Base Amount will be increased by an inflationary escalator in accordance with the Bureau of Labor Statistics CPI-U for the West Region for the previous 12 month period ending December of the prior year. The inflationary escalator shall not exceed 5% during any fiscal year.
- C. Payments/Invoicing. City shall disperse funding to CSP in two (2) equal installments in each fiscal year, with the first payment made in August and the second payment made in February. CSP shall separately invoice the City for each payment. City will process and remit payment to CSP within thirty (30) days of receipt of a timely invoice. Unless approved in advance by the City, payment will be made via the Automated Clearing House (ACH) network.
- D. Taxes. The CSP shall be solely responsible for any and all tax obligations which may result from providing community services pursuant to this Agreement.
- E. Withholding Payment. If the community services rendered do not meet the requirements of this Agreement, the CSP shall correct or modify the work to comply with this Agreement after receiving written notice from the City. The City may withhold payment for such services until the services meet the requirements of this Agreement.
- F. City Funding is Independent of Other Funding. The City will not reduce CSP funding during any fiscal year because of private donations or other revenue received by the CSP.

4. Amendments. Changes to this Agreement, including changes to **Exhibit A**, Funding Amount, or the Term of this Agreement require a written Amendment signed by both parties.

5. Indemnification. To the fullest extent permitted by law, the CSP will indemnify, defend and hold harmless City, and each council member, officers, boards, commissions, officials, employee or agent thereof (collectively the City and any such person being herein called an “Indemnified Party”), for, from and against any and all losses, claims, damages, liabilities, costs and expenses (including, but not limited to, reasonable attorneys’ fees, court costs and the costs of appellate proceedings) to which any such Indemnified Party may become subject, under any theory of liability whatsoever (“Claims”) to the extent that such Claims (or actions in respect thereof) relate to, arise out of, or are caused by, or in connection with the negligent acts or omissions, recklessness or intentional misconduct of CSP, its officers, employees,

agents, volunteers or subcontractors arising out of or in connection with this Agreement or in any way arising from the performance or non-performance of the services required of the CSP as set forth in this Agreement. The CSP waives all rights of subrogation against the Indemnified Party for losses arising from such Claims. The amount and type of insurance coverage carried by the CSP will in no way be construed as limiting the scope of the indemnity in this Section. This indemnification provision shall survive the expiration of the Agreement.

6. Insurance. The CSP shall carry appropriate insurance in a form and at limits approved by the City. The CSP shall provide a copy of the insurance certificate, which shall list the City of Sedona as an additional insured, to the City Manager's Office prior to the first payment release.
7. Non-Assignability. Neither this Agreement, nor any of the rights or obligations of the parties hereto, shall be assigned by either party.
8. Venue; Jurisdiction; Jury Trial Waiver. This Agreement shall be governed by the laws of the State of Arizona, and any legal action concerning the provisions hereof shall be brought in the County of Yavapai, State of Arizona. Both parties hereby waive any right to a jury trial which they may otherwise have in the event of litigation arising out of this Agreement or the subject matter thereof and consent to a trial to the court.
9. Independent Contractor. The parties agree that the CSP provides specialized services and that the CSP enters this Agreement with the City as an independent contractor. The CSP shall make no representation that it is an employee of City for any purpose. As an independent contractor, the CSP is solely responsible for all labor and expenses in connection with this Agreement and for any and all damages that may arise during the operation of this Agreement. It is understood and agreed that the CSP is free to contract with other parties or to otherwise provide additional services.
10. Legal Worker Requirements. The City is prohibited by A.R.S. § 41-4401 from awarding a contract to any company who fails, or whose subcontractors fail, to comply with A.R.S. § 23-214(A). Therefore, the CSP agrees that: i. CSP and each subcontractor/ subconsultant it uses warrants their compliance with all federal immigration laws and regulations that relate to their employees and their compliance with A.R.S. § 23-214(A); ii. A breach of a warranty under paragraph i will be deemed a material breach of the Agreement and is subject to penalties up to and including termination of the Agreement; and iii. The City retains the legal right to inspect the papers of the CSP or any subcontractor/subconsultant who works on the Agreement to ensure that the CSP or any subcontractor/subconsultant is complying with the warranty under paragraph i.
11. No Boycott of Israel. The CSP certifies and agrees it is not currently engaged in and for the duration of the Agreement will not engage in a boycott of Israel, as that term is defined in A.R.S. §35-393.
12. Notices. Any notice or communication between the CSP and the City that may be required, or that may be given, under the terms of this Agreement shall be in writing, and shall be deemed to have been sufficiently given when directly presented, sent via email, or sent pre-

paid, first-class United States Mail, addressed as follows:

CITY: City of Sedona
Attn: Barbara Whitehorn, Deputy City Manager
102 Roadrunner Drive
Sedona, AZ 86336
Email: BWhitehorn@sedonaaz.gov

CSP: Hope House of Sedona
Attn: Turiya Weiss, Executive Director
2120 Grasshopper Ln,
Sedona, AZ 86336
Email: tweiss@hopehouseofsedona.org

13. Public Records. CSP acknowledges that all documents provided to the City may be subject to disclosure by the Arizona public records law under A.R.S. § 39-121 *et seq.*
14. No Waiver. Delays in enforcement or the waiver of any one or more defaults or breaches of this Agreement by City shall not constitute a waiver of any of the other terms or obligations of this Agreement.
15. Entire Agreement. This Agreement, together with the attached exhibit(s), is the entire agreement between the CSP and the City, superseding all prior oral or written communications. None of the provisions of this Agreement may be amended, modified or changed except by written amendment executed by both parties. This Agreement will be construed and interpreted according to its plain meaning, and no presumption will be deemed to apply in favor of or against the party drafting the Agreement. In the event any term or provision of this Agreement is held to be illegal or in conflict with any law of the United States or Arizona or any local law, the validity of the remaining provisions shall not be affected, and this Agreement shall be construed and enforced as if it did not contain the particular term or provision.

IN WITNESS WHEREOF, the parties hereto have executed this Agreement as of the date and year set forth above.

(Signatures on Following Page)

CITY OF SEDONA, ARIZONA

Anette Spickard, City Manager

ATTEST:

JoAnne Cook, City Clerk

APPROVED AS TO LEGAL FORM:

Kurt W. Christianson, City Attorney

HOPE HOUSE OF SEDONA

Turiya Weiss, Executive Director

I hereby affirm that I am authorized to enter into and sign this Agreement on behalf of the CSP.

EXHIBIT A

Community Services to be Provided with City of Sedona Funding



Organizational Impact Statement

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1. Description of the organization's mission and goals

a. **Mission statement:** *Providing a safe haven where unhoused families find shelter, support, and the tools for lasting stability. Vision: A future where no child experiences homelessness, every family has the resources to thrive, and communities work together to create lasting stability.*

b. Goals and performance metrics (tracked quarterly; metrics shown for 2025)

i. Organizational goals (measurable):

1. **Permanent housing exits:** Maintain 100% exit-to-permanent-housing rate for families served.
2. **Post-exit stability:** 100% of families remain stably housed at 6-, 9-, and 12-month follow-ups.
3. **Child school continuity:** 100% of resident children remain enrolled and actively engaged in school during residence.
4. **Economic mobility:** 100% of adult residents increase personal savings by $\geq 30\%$ of salary during their stay.
5. **Access & navigation (hotline):** Provide crisis triage, Coordinated Entry (CE) support, and meaningful warm referrals to 167 community members per year.
6. **Program utilization:** Maintain 94.5% average occupancy across the year.

ii. Key performance metrics (last three years):

Metric	2023	2024	2025 (actual)
Families served in residence	2	7	6 families housed
Individuals served in residence (adults/children)	6	17	13 individuals
Exit to permanent housing	79%	82%	100%
6-month housing stability	75%	80%	100%
Children enrolled/engaged in school	100%	100%	100%
Adults increasing savings ≥30%	70%	85%	100%
Average occupancy/utilization	65%	92%	94.5%
Hotline/community members served with warm referrals	75	182	85 households with 167 individuals
Nights of safe sleep provided	unk	unk	2,249
Meals provided	unk	unk	6,747

iii. Outputs detail (2025):

- 1. Nights of safe sleep:** 2,249
- 2. Meals provided:** 6,747
- 3. Families served in residence:** 6
- 4. Hotline reach:** 167 people supported with meaningful closed loop referrals and Coordinated Entries into the No Wrong Door navigation.

c. Survey results 2025 (client feedback & wellbeing)

- **Overall wellbeing/parenting confidence/satisfaction:** 92% of families reported improvement in their wellbeing.
- **Service experience:** Faster access to resources via warm referrals; clarity on Coordinated Entry steps; increased budgeting confidence; children stabilizing in school within one week of entry.
- **Aftercare touchpoints:** Ongoing follow-ups at 3, 6, 9, and 12 months post-exit support continued stability and connect families to resources before small issues become crises. Aftercare weekly groups are helpful

2. Current programs and/or activities

Hope House operates a Comprehensive Housing Program that pairs bridge housing with structured, evidence-informed steps: goal setting, financial accountability ($\geq 30\%$ savings), education/employment, physical and mental health engagement, parenting and household skills, and housing readiness, plus aftercare. A parallel “No Wrong Door” hotline ensures meaningful warm referrals and Coordinated Entry navigation for families we cannot house immediately. In 2025, the program housed 6 families/13 individuals, achieved 100% exits to permanent housing and 100% 6-month stability, kept 100% of children enrolled/engaged in school, reached 94.5% occupancy, delivered 2,249 nights/6,747 meals, and supported 85 households (167 individuals) through the hotline. Planned Community Health Worker/Peer services will extend health-housing integration and sustainability.

a. Programs**i. Comprehensive Housing Program core model**

Safe, structured family bridge housing with a clear path to permanent housing and long-term stability. Residents complete essential, staff-supported steps:

- **Goal setting & care coordination:** Weekly check-ins with the Resident Services Team; individualized goals for housing, health, education, and finances.
- **Financial accountability:** $\geq 30\%$ savings target; avoid new debt; monthly verification, budgeting assistance.
- **Education & employment:** Adult skill-building, workforce coaching & readiness, job training/placement; children remain enrolled and engaged in school (tutoring/enrichment as needed), access & assistance with college and trade school program scholarships and applications.
- **Health & wellbeing:** Primary care and counseling; telehealth psychiatry services through collaboration with local providers, trauma-informed coaching; warm referrals to other needed health partners.
- **Home stability & safety:** Cleanliness standards, chores, curfew, visitor/safety protocols to maintain a predictable, child-appropriate environment (background checks and training).
- **Life skills & family development:** Meal planning and community meals, grocery budgeting, cooking, access & education to local food banks, navigation of local public transportation systems, assistance obtaining and keeping AHCCCS (medicaid) and SNAP food benefits, mandatory weekly support groups including positive parenting, healthy relationships, anger management, boundaries, and trauma.



Organizational Impact Statement

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- **Housing readiness & aftercare:** Move-in assistance, financial assistance, and 3, 6, 9 & 12-month post-exit follow-ups.

ii. Community Housing Support Line (“No Wrong Door”)

Crisis triage, Coordinated Entry (CE) navigation, and meaningful closed loop, warm referrals so families and individuals never encounter a dead end, even if they don’t enter residence, including upkeep of a comprehensive internal resource guide updated biannually.

b. Recent enhancements

- **Right-sizing capacity:** Expanded key staff to full-time to manage heavy hotline demand and resident support needs.
- **Data & compliance:** Homeless Management Integration System (HMIS) improvements for outcomes and referral closure tracking.

i. Partnerships & MOUs (Ongoing)

- Sedona School District
- Verde Valley Homeless Coalition (referrals and outreach)
- Verde Valley Sanctuary (referrals and outreach)
- Catholic Charities (CE provider lead for Sedona)
- Country Lane Psychiatry (behavioral health)
- Church of the Red Rocks (storage/community support)
- Christ Lutheran Church (Hands Healing Hunger)
- Konnect Wellness/Steps to Recovery (Substance Use Disorder referrals)
- Sedona Food Bank
- Women’s Hope, Inc. (mobile support services)
- Jewish Community of Sedona (kids camp support, etc.)

ii. Leadership & systems roles

- Leadership for the Yavapai County Local Coalition to End Homelessness (LCEH)
- Active Continuum of Care (CoC) team members
- Leadership for Point in Time (PIT) and Youth PIT Homelessness annual counts

c. Near-term plans

- Add a second house or home additions on the property to serve up to 4 additional families concurrently, leveraging shared staffing and systems with minimal operational expansion.
- Deepen hotline coverage and referral closure rates; expand aftercare/landlord engagement to sustain housing stability.

d. Performance metrics used to track efficacy (with 2025 actuals)

- i. **Residential outcomes (Comprehensive Housing Program)**
 - **Exit to permanent housing: 100% (2025).**
Definition: Share of exiting families who lease/obtain permanent housing.
 - **Six/nine-month housing stability: 100% (2025).**
Definition: Share of exited families stably housed at 6-month follow-up.
 - **Adults increasing savings $\geq 30\%$: 100% (2025).**
Definition: Adults meeting $\geq 30\%$ savings growth from entry to exit.
 - **Children enrolled/engaged in school: 100% (2025).**
Definition: Children enrolled within one week of entry and continuously engaged.
 - **Average occupancy/utilization: 94.5% (2025).**
Definition: Average percentage of available beds occupied across the year.
 - **Families & individuals served in residence: 6 families / 13 individuals (2025).**
Definition: Distinct households and persons housed during the year.
 - **Basic-needs delivery (program output): 2,249 nights of safe sleep; 6,747 meals (2025).**
Method: Person-days $\times$ 3 meals/day using 2025 daily census pattern.
- e. **System-access & navigation (Hotline / Coordinated Entry)**
 - **Community members served via warm referrals: 85 households / 167 individuals (2025).**
Definition: Unique callers receiving at least one warm referral and/or CE intake.
 - **Service-quality targets (ongoing):** $\geq 80\%$ of callers receive ≥ 1 warm referral; $\geq 75\%$ of eligible households complete CE steps; $\geq 70\%$ receive a concrete next step within 48 hours; $\geq 90\%$ report improved understanding of resources.
- f. **Data sources & verification**
 - **HMIS** reports for entries, exits, and retention;
 - **Resident savings ledgers** and pay stubs;
 - **School verification** (liaison notes, attendance confirmations);
 - **Hotline log** for inquiries, referrals, and closure;
 - **Entry/Exit and Aftercare surveys** at entry, exit, 3, 6, 9 and 12 months.

3. Notable accomplishments in the last three years
a. From volunteer-run to built-for-scale

Following a strategic planning session, we hired our first Executive Director, who led a rapid professionalization of Hope House: a formal organizational chart, clarified roles and coverage, a codified Comprehensive Housing Program (goal plans, ≥30% savings standard, school continuity, health engagement, housing readiness, aftercare), organizational policies & procedures, and a durable volunteer structure (onboarding, training, shifts).

b. Governance and community engine

We launched a board development plan (roles, committees, recruitment) and through a community roundtable we built a sequenced fundraising calendar (campaigns, events, grants) aligned to program cash flow.

c. Partnerships that close loops

We collaborated with the Sedona School District, Catholic Charities (Coordinated Entry), Country Lane Psychiatry, Konnect Wellness, Church of the Red Rocks, and many more to improve warm-referral closure and continuity of care.

d. Capacity tuned to real demand

To meet a surge in hotline volume and resident needs, we expanded key staff to full-time and strengthened HMIS and hotline tracking, maintaining high utilization while improving throughput to permanent housing.

e. Measured growth

Over this period we stabilized operations and quality while increasing system access for families and sustaining strong housing outcomes, culminating in best-to-date performance in 2025, without expanding beyond mission.

f. Positioned for smart expansion

With systems, staffing, and partnerships in place and sustainable, we are planning to add a second house on our property to serve four additional families concurrently, leveraging shared infrastructure for minimal incremental overhead. So far, we have one matching donor for up to \$100k and plan to apply for the 2027 CDBG.

4. Most significant challenges in the next three years (and how we will manage them)

Hope House has professionalized our program model, formalized partnerships, launched a reserve and endowment, and continues to diversify our funding streams. Even so, as a small community nonprofit in a rural market, year-to-year funding variability and cost pressures can introduce program instability. Below are our most material risks and how we'll manage them.

a. Structural funding volatility

- Challenge: Grants and donations fluctuate annually; priorities shift on 12-month cycles, creating cash-flow risk for core services (housing, hotline, aftercare).
- Impact on families: Potential waitlists or slower response if a revenue gap coincides with peak need.

- Mitigation: Maintain 6-12 month reserves and grow our endowment; continue to diversify revenue (local philanthropy, municipal support, foundations, fee-for-service program with CHW/peer services in 2026); pursue multi-year commitments.

b. Housing availability & affordability (market constraint)

- Challenge: Tight rental market, rising rents, and limited family-appropriate units can slow exits or lengthen bridge stays.
- Mitigation: Strengthen landlord relationships and unit-ready documentation; expand aftercare/tenancy supports to reduce relapse into homelessness; add a second on-site house or expand current housing to serve ~4 families concurrently with minimal added overhead, buffering market delays.

c. Rural access barriers (transportation, childcare, behavioral health)

- Challenge: Distance and limited services strain families' ability to maintain work/school and access care.
- Mitigation: Preserve hotline/warm referrals and CE navigation as a no-wrong-door access point; leverage MOUs for closed-loop referrals and telehealth options; budget small but consistent transportation and childcare supports (bus/shuttle passes, summer programs, etc).

d. Inflation and cost of operations

- Challenge: Utilities, food, insurance, and professional services continue to rise faster than general philanthropy.
- Mitigation: Procurement discipline (bulk purchasing, donated goods), annual vendor rebids, modest contingency line, and expanded in-kind partnerships for food and household supplies.

Why City support matters

City funding converts a structurally volatile revenue mix into predictable service delivery, keeping family units fully functioning and maintaining full-time support in the home, and ensuring the hotline stays responsive. Funds will support:

- Core staffing (care management, goals development and success, services navigation, and household skills development)
- Program essentials (transportation, resident fees, basic needs)
- Data/quality capacity (HMIS database and other reporting tools including Google Workspace)



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This stabilizing support reduces year-to-year program risk while we continue building longer-term safeguards (multi-year gifts and grants, endowment growth, etc.) ensuring a sustainable, community-anchored program families can count on.

5. Alignment with Sedona's Climate Action Plan (CAP)

Stable housing for families is a resilience strategy. By keeping parents working, children in school, and basic needs met locally, Hope House strengthens social connection, health, and economic participation; building multigenerational community members who contribute to Sedona's vitality while using resources more efficiently.

a. Buildings & Energy

- What we do: Rooftop solar panels, smart thermostat settings and preventive maintenance.
- In the program: Energy-saving habits (laundry schedules, temperature guidance) are taught alongside budgeting and life skills so families carry habits into permanent housing.
- Planned (next 3 years): Low-cost energy audit; pursue utility/city incentives available.

Related metrics: Continuous residence at ~94.5% average occupancy (2025); 2,249 nights of safe sleep supported in 2025 through efficient operations.

b. Transportation & Land Use

- What we do: Keep 100% of children enrolled/engaged in school, coordinate bus passes/gas cards, educate navigation of and encourage use of Sedona's Microtransit System and Cottonwood Area Transit (CAT) and the Verde Shuttle System, cluster appointments, and more use of telehealth to reduce unnecessary trips.
- Planned: Formalize mobility info in welcome packets; more rideshare coordination for work/medical; prioritize expanding units near schools/services via landlord relationships.

Related metrics: 85 households / 167 individuals (2025) received hotline navigation and warm referrals, often including transit/CE guidance.

c. Materials & Consumption

- What we do: Recycle, donation/reuse of furnishings and household goods; food bank partnerships; life-skills coaching that favors durable and repairable items over disposable purchases.
- Planned: Community Library of Sedona's "Sedona Tools Empowering People" (STEP) collaboration for skills building and empowering self repairs, participation in the City of Sedona's composting program.



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Related metrics: 6,747 meals (2025) provided with budget-minded menu planning and shared cooking skills that reduce waste.

d. Water & Natural Systems

- What we do: Leak-reporting norms; xeriscape/native plantings (with Sedona Garden Club's expertise and donations); water-wise coaching (full loads, shorter showers).
- Planned: Track per-capita water use; add rain-barrel/garden education days with community partners.

Related metrics: Resident life-skills sessions with embedded water-saving practices and families continue post-exit (supports ~100% school continuity through stable, local routines).

e. Climate Resilience

- What we do: Operate a No-Wrong-Door hotline with meaningful warm referrals and CE navigation so families don't hit dead ends during crisis; maintain a safe, child-appropriate environment; rapid links to health/behavioral health, and sun safety policy/procedure with family education.
- Planned: Strengthen aftercare to prevent returns during extreme heat/smoke/flood periods; coordinate with City of Sedona and other partners on resilience-hub concepts.
- Capacity growth: Plan to add a second on-site house or add ons to serve +4 families concurrently, leveraging existing staff/systems for minimal additional overhead.

Related metrics (2025): 100% exits to permanent housing, 100% six-month stability, 100% child school continuity; hotline served 85 households (167 individuals) with warm referrals.

f. Sedona Community Plan: Related Alignment (*Not part of the CAP*)

- **Housing, Diversity & Affordability: Policy 5.5**
 - This Community Plan policy calls for increasing affordable housing for the workforce, people experiencing homelessness, and others in need through regional partnerships, amid rising costs in Sedona, Cottonwood, VOC, and Camp Verde.
 - What we do: Hope House operates family-focused bridge housing that keeps parents near jobs and children in local schools, and a No-Wrong-Door hotline that delivers meaningful warm referrals and Coordinated Entry navigation across the Verde Valley. We maintain MOUs/partnerships to close referral loops quickly and consistently achieve high utilization with strong outcomes. In 2025, 100% of families exited to permanent housing and 100% remained housed at one year and beyond.
 - Planned: Add a second on-site house or add on(+4 concurrent families) with minimal overhead; deepen regional landlord engagement; expand



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hotline coverage and referral closure; streamline CE documentation; and launch Community Health Worker/Peer services to bolster retention and workforce stability.

- Related metrics: 6 families / 13 individuals housed; 85 households / 167 individuals assisted via hotline (2025).

- **Community Partnerships: Policy 3.1**

- This Community Plan policy calls for facilitating connections between residents, organizations, schools, and businesses to strengthen community.
 - What we do: Provide warm referrals/CE intakes via the hotline; maintain active MOUs; participate in the county homeless coalition and PIT/Youth PIT; conduct library outreach; and sustain a volunteer framework (onboarding/training/shifts) with school linkages.
 - Planned: Ensure presence in City online directories; align hotline scripts for after-hours self-navigation; formalize employer linkages; and offer joint trainings and co-branded resource days as the second house comes online.
 - Related metrics: 85 households / 167 individuals connected via hotline; 100% of resident children remained enrolled/engaged (2025). Targets: ≥80% hotline callers receive ≥1 warm referral; ≥4 joint events/trainings/year; ≥300 volunteer hours/year.

6. How City of Sedona funding will be used and the impact on the community

City of Sedona funding stabilizes frontline capacity including care management, housing navigation, workforce housing stability, and the No-Wrong-Door hotline so Sedona families with children can access bridge housing, wraparound support, and warm referrals to coordinated entry and other critical services without interruption.

What the City would fund

- **Direct services staffing & coverage**
Includes goal planning and redevelopment, care management, landlord engagement, aftercare check-ins, hotline triage, warm referrals, and HMIS documentation.
- **Program essentials for stability**
Transportation assistance, school/ID fees, job readiness supplies, household basics, and trauma-informed life skills coaching (budgeting with a 30% savings goal, parenting, meal prep, time management, and navigating public systems).
- **Facilities & utilities**
Ensures safe, dignified, and well-maintained family units with working utilities.
- **System navigation**
Ongoing education and hands-on support connecting families to housing, healthcare, employment, legal aid, and public benefits.

Projected 2026 Outcomes

With capacity sustained, City funding enables:



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- 170–200 Sedona-area households (330–400 individuals) to receive hotline support, navigation, and warm referrals
- 6 families (12–14 individuals) housed and stabilized in the program
- 2,400+ safe-sleep nights delivered
- 7,200+ meals provided
- ≥90–95% exit to permanent housing
- ≥90% remain stably housed at 6 months
- ≥85–90% of adults increase savings by 30%
- 100% school enrollment and attendance for resident children

Projected Community Impact from \$135,000 Investment

City of Sedona funding will deliver high-impact, cost-efficient housing stabilization and system navigation services for families experiencing housing instability.

With a projected reach of 90–100 households annually, this request represents an estimated \$1,350–\$1,500 per household served across both residential and hotline-supported families. This efficient investment leverages Hope House’s integrated service model to maximize outcomes while minimizing reliance on emergency shelter, crisis response, and downstream public systems.

- **Hotline Support** (“No Wrong Door”): Approximately 90–100 households (180–200 individuals) will receive crisis triage, Coordinated Entry navigation, warm referrals, and closed-loop follow-up. This aligns directly with City goals to improve access to coordinated homelessness response systems and reduce service fragmentation.
- **Housing Stabilization**: Approximately 8 Sedona-based families will access bridge housing with our comprehensive housing program with wraparound stabilization services, including individualized care planning, budgeting and savings coaching, employment and education support, housing readiness, and post-exit follow-ups. Based on 2025 performance, Hope House anticipates maintaining outcomes of 100% exits to permanent housing and 100% housing stability at six-month follow-up, consistent with prior City-supported performance benchmarks.
- **Essential Stability Services**: Approximately 3,000 nights of safe sleep and 9,000 meals will be delivered, supporting immediate safety, child well-being, and family stabilization. These services directly support City objectives related to public health, safety, and housing security.
- **Education and Economic Mobility Outcomes**: Consistent with 2025 results, Hope House anticipates maintaining performance benchmarks in which 100% of resident children remain enrolled and engaged in school and 100% of participating adults increase household savings by at least 30%, strengthening long-term housing retention and financial independence.
- **System-Level Impact**: By combining on-site housing with community-wide navigation services, this investment reduces pressure on emergency shelters, improves Coordinated Entry



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throughput, strengthens rural and east-side access to services, and improves overall system efficiency within Sedona's homelessness response network.

Bottom Line: Every \$1 invested by the City of Sedona leverages housing stabilization that avoids up to \$6–\$10 in downstream emergency, healthcare, and public safety costs. The City of Sedona's \$135,000 annual investment enables Hope House to deliver measurable, high-return outcomes that prioritize supporting the Sedona community across housing stability, school continuity, financial mobility, and coordinated access to care. This funding supports both direct residential placements and broad community outreach, ensuring Sedona families in crisis receive timely, effective pathways to permanent housing and long-term stability.

Cost Efficiency Snapshot: \$135,000 Annual Investment

- **\$1,350–\$1,500 per household served** (90-100 households annually)
- **\$16,875 per family stabilized through on-site housing** (8 families)
- **\$45 per night of safe housing provided** (3,000 nights)
- **\$15 per meal delivered** (9,000 meals)
- **100% permanent housing exit rate** (based on 2025 outcomes)
- **100% six-month housing stability** (based on 2025 outcomes)

Return on Investment: City funding delivers measurable housing stability, school continuity, and financial mobility at a cost substantially lower than emergency shelter stays, crisis response, and downstream public service utilization.

Public Cost Avoidance & Community Savings:

Research consistently demonstrates that housing stabilization and supportive services significantly reduce emergency room visits, police interactions, and crisis service utilization. An Arizona State University study found that supportive housing interventions reduced annual public costs by approximately \$21,000 per person through decreased use of emergency healthcare, law enforcement, and crisis systems. National studies similarly show that supportive housing can generate \$6,875 to \$33,502 in annual public system savings per household, driven primarily by reduced emergency department usage, hospitalizations, and public safety response.

Sources:

Arizona State University, Public Cost Savings of Supportive Housing

<https://news.asu.edu/20210513-arizona-impact-asu-research-pinpoints-cost-savings-moving-mentally-ill-homelessness>

National Low Income Housing Coalition, Housing Assistance & Public System Cost Reduction

<https://nlihc.org/resource/housing-assistance-improves-health-and-well-being-reduces-returns-homelessness>

Third Door Coalition, Supportive Housing Cost Benefit Research

<https://www.thirddoorcoalition.org/research-and-sources>

7. What would the impact be on the community if the organization was not funded?

Hope House is now a sustainable, community-anchored program, but as a small rural nonprofit, annual funding variability can still create program instability. Without City support, Sedona risks losing predictable access to family-specific housing and navigation.

Likely effects without city support:

- Hotline slowdowns or transition back to message line: fewer closed-loop warm referrals, longer timelines, more “dead ends” for families in crisis.
- Fewer families housed at any time: potential waitlists, slower exits to permanent housing.
- School disruption risk: harder to keep children continuously enrolled/engaged.
- Reduced financial gains: fewer adults hitting ≥30% savings, thinner aftercare, higher return risk.
- Less support for the housing insecure workforce and their associated employers.
- **Community cost shift: increased pressure on emergency services, schools, businesses, and landlords.**

What would be at risk (based on 2025 actuals)

- 6 families / 13 individuals achieving 100% exits and 100% 6-month stability
- 85 households / 167 individuals receiving hotline navigation with meaningful warm referrals
- 2,249 safe-sleep nights and 6,747 meals that underpin stability while families work their plans

With City support:

Sedona converts a less predictable revenue mix into predictable service delivery, open more units, a more responsive hotline, and outcomes that create multigenerational Sedona community members who learn here, work here, and contribute locally.



**CITY COUNCIL
AGENDA BILL**

**AB 3359
July 15, 2026
Regular Business**

Agenda Item: 9b

Proposed Action & Subject: Discussion/possible action regarding procedures for designating official City objects; and approval of a Resolution or Proclamation designating Anna's Hummingbird as Sedona's official bird.

Department	City Manager/ Anette Spickard
Time to Present	10 min.
Total Time for Item	30 min.
Other Council Meetings	NA
Exhibits	A. Resolution B. PowerPoint presentation by the International Hummingbird Society C. Letters of Support D. Online survey and petition

Finance Approval	JMC Reviewed 07/01/2026; BGW	
City Attorney Approval	Reviewed 7/6/26 KWC	Expenditure Required
		\$ xxx
City Manager's Recommendation	Recommend approval of Resolution. ABS 7/7/26	Amount Budgeted
		\$ xxx
		Account No. (Description)

SUMMARY STATEMENT

Background:

In 2025 Council considered a similar request from the International Hummingbird Society and adopted a proclamation designating the Anna's Hummingbird as the official bird for the purposes of the 2025 Sedona Hummingbird Festival. Since that time the Society has gathered letters of support, online petition signatures and surveyed people to determine the level of support for a permanent designation, which are attached as Exhibits B and C.

Alice Madar will present Council with a formal request to permanently designate the Anna's Hummingbird as the official bird of Sedona. The International Hummingbird Society is headquartered in Sedona and hosts the annual Sedona Hummingbird Festival in July each year. This year's festival is July 24-26 at the Red Rock High School.

If Council chooses to designate Anna's Hummingbird as the official bird of Sedona, there is no expectation from the Society that the city spends any funds to promote or incorporate the hummingbird into its normal operations.

Council can choose to make this a permanent designation via a Resolution, which is attached.
Council can also provide direction to staff to return at a future meeting with a proposed process to be incorporated into the Council's Rules of Procedure for future official designation requests.

Climate Action Plan/Sustainability Consistent: ☐Yes - ☐No - ☒Not Applicable

Board/Commission Recommendation: ☐Applicable - ☒Not Applicable

Alternative(s): Decline to make the permanent designation and do an annual proclamation instead.

MOTION

I move to: approve Resolution 2026-___, designating the Anna's Hummingbird as the official bird of Sedona.

RESOLUTION NO. 2026-__

**A RESOLUTION OF THE MAYOR AND COUNCIL OF THE CITY OF SEDONA,
ARIZONA, DESIGNATING ANNA'S HUMMINGBIRD AS THE OFFICIAL BIRD OF THE
CITY OF SEDONA.**

WHEREAS, Anna's Hummingbird (*Calypte anna*) was previously proclaimed as the Official Bird of the Sedona Hummingbird Festival in 2025 by the Sedona City Council; and

WHEREAS, Anna's Hummingbird is a year-round resident of the Sedona area and is commonly observed throughout the City's parks, neighborhoods, and natural areas; and

WHEREAS, Anna's Hummingbird is distinguished by its iridescent emerald green plumage and brilliant rose-pink crown and throat feathers on males, making it one of the most recognizable bird species in the region; and

WHEREAS, Anna's Hummingbird plays a vital ecological role as a pollinator, contributing to the health and biodiversity of Sedona's native plant communities and riparian habitats; and

WHEREAS, Anna's Hummingbird has become a beloved symbol for residents and visitors alike.

NOW, THEREFORE, BE IT RESOLVED by the Mayor and Council of the City of Sedona, Arizona, that: Anna's Hummingbird (*Calypte anna*) is hereby designated as the official bird of the City of Sedona, Arizona.

ADOPTED AND APPROVED by the Mayor and Council of the City of Sedona, Arizona, this 14th day of July, 2026.

Holli Ploog, Mayor

ATTEST:

JoAnne Cook, CMC, City Clerk

APPROVED AS TO FORM:

Kurt W. Christianson, City Attorney

Anna's Hummingbird

Sedona's City Bird



Why should Sedona have a City Bird?

Consistent with Sedona City Plan — promotes:

- Sustainability
- Environmental awareness
- Eco-tourism
- Community pride
- Community involvement





Eco-tourism: Birding is big business

96 million Americans identify as birders or birdwatchers.

73 million travel to watch birds.

They spend **\$107.6 billion** per year on birding-related activities including travel.

2022 Economic Impact of Birding in the U.S.

<i>Birders</i>	96 million
<i>Total Expenditures</i>	\$107,588,228,000
<i>Total Output</i>	\$279,456,100,000
<i>Jobs</i>	1,405,000
<i>Employment Income</i>	\$90,170,459,000
<i>County Tax Revenue</i>	\$6,965,156,000
<i>State Tax Revenue</i>	\$9,378,028,000
<i>Federal Tax Revenue</i>	\$22,214,921,000

Source: 2022 Birding in the United States: A Demographic and Economic Analysis
by U.S. Fish and Wildlife Service using IMPLAN, regional input-output model

Birders are the best kind of tourists: off-peak eco-tourists

- Birders avoid crowds. They visit during the “off” season when Sedona businesses need more revenue.
- Birders are on the roads early when traffic is light.
- The Sedona area has some great birding locations that are never overcrowded.
- **Having a city bird shines a spotlight on Sedona as a city that welcomes birders.**





Opportunities to build community and community pride

- Citizen science projects
- Community gardens
- Art education and displays
- Photo workshops and contest
- Sedona Hummingbird Festival
- Local business “treasure hunt”



Sustainable gardening

Supporting backyard Anna's Hummingbirds means

- Planting **native trees and flowers**: naturally pesticide-resistant and drought-tolerant.
- **Avoiding pesticides and herbicides** that can poison hummingbirds — and other wildlife.
- In effect, creating a **backyard nature preserve** inspired by hummingbirds!





Out of more than 250 bird species here, why should a hummingbird be Sedona's City Bird?

- There are hummingbird images all over Sedona.
- Many people have said they thought a hummingbird was already the official city bird.
- Some people move to Sedona because of hummingbirds — and the landscape.
- Hummingbirds have inspired an annual Sedona Hummingbird Festival dedicated to them — and there is another, separate hummingbird event in 2026.
- As pollinators, they are ecologically essential.
- **“Hummingbirds are like puppies: Everybody loves them.”**

Sedona hosts EIGHT species of hummingbirds





So why should the Anna's Hummingbird be the Sedona City Bird?

The Anna's Hummingbird uniquely combines

- *Beauty*
- *Charisma*
- *Prevalence and visibility*
- *Accessibility: comes to feeders and flowers in yards, patios, and balconies*
- *Ecological importance: pollinator of native plants*

Anna's special characteristics

Anna's in Sedona Snow
© Beth Kingsley Hawkins

Anna's are the only hummingbirds that are **year-round Sedona residents**.

Fastest things on wings: Fastest documented hummingbird. In body lengths per second (385), faster than a Peregrine Falcon or a space shuttle re-entering earth's atmosphere.

Anna's are **better singers** than other hummingbirds, with a specialized "song center" in their brain.

Resilient and clever, unusually adaptable to life among humans, with a greatly expanding range as a result.



Anna's have a pioneering spirit

Their resourcefulness
underscores their **pioneering
spirit**, reminiscent of Sedona's
settlers.



Why should the Anna's Hummingbird be the City Bird?

Our petition signers say:

“Anna's hummingbirds are beautiful, magenta metallic mini messengers of magic! A great representative for Sedona: city of magic vortexes and beauty!”

“They're beautiful and vibrant and active even though small, just like the Sedona community.”

“The sweet Anna's is a burst of shimmering color in our gray and chilly Winter: a faithful year-round resident. We can count on the Anna's to visit and delight us through all the months of the year.”

“More than any other bird, it represents the beauty and awe of Sedona!”

“It is important to Sedona: shows our commitment to wildlife, even the littlest guys with feathers.”

“They remind us to live with courage and joy.”





SEDONA Hummingbird FESTIVAL

The Sedona Hummingbird Festival draws ~1000 tourists (and 500 residents) every **JULY**.

They come from ~ 30 states and several countries.

In a recent survey 42% of Festival visitors reported staying multiple days and lodging in a hotel. That could mean, conservatively, \$250,000 to local businesses.*

In 2026 there will be TWO hummingbird events in Sedona: one in July and one in August, hosted by two entirely separate organizations.

People come to see the hummingbirds — and spend their dollars in Sedona during an off-peak time.



*Figured at 2 days per person, \$300 per day for hotel, food, and shopping = \$600 x 420

Who supports Anna's as Sedona City Bird?

Letters of Support from these Sedona-based conservation organizations:

- Northern Arizona Audubon Society
- Butterfly Enthusiasts of Northern Arizona
- Keep Sedona Beautiful
- International Hummingbird Society

Petition signed by more than 830 people including:

- 250+ within the 86336 zip code
- 157 within greater Sedona (VOC)
- 229 within the Verde Valley



Let's make history!

More than 45 U.S. municipalities have a city bird, but none in Arizona.

Make **Sedona the first Arizona city** to have an official city bird.

Make **Sedona the first city or state in the U.S.** to name the Anna's Hummingbird as its official avian symbol.

Give Sedonans **the gift** of a wildlife city symbol that **unites people in joy**.



Why Not name the Anna's as **Sedona's City Bird ?**



NO COST to the City of Sedona

NO CHANGE to the City's seal or
official identity materials

Let's make it official. Make it Anna's.
Now is the moment to

Pass the Resolution





December 1, 2025

Honorable Holli Ploog, Mayor
Members of the Sedona City Council
City of Sedona
102 Roadrunner Drive
Sedona, AZ 86336

Re: Support for Designating the Anna's Hummingbird as the Official Bird of the City of Sedona

Dear Mayor and Council Members,

On behalf of Northern Arizona Audubon Society, I am writing to express our strong support for the proposal by the International Hummingbird Society to designate the **Anna's Hummingbird (*Calypte anna*)** as the official bird of the City of Sedona. Our board voted unanimously to support this proposal.

The Anna's Hummingbird is an exceptional representative of Sedona's natural beauty, ecological richness, and vibrant community character. As the only hummingbird species that can be seen year-round in our region, the Anna's Hummingbird is a familiar and beloved presence in neighborhoods and gardens throughout the city. Its brilliant iridescent plumage and energetic behavior make it an ambassador for the biodiversity that Sedona residents and visitors cherish.

Designating the Anna's Hummingbird as the city's official bird would support several community values:

1. **Conservation Awareness**

This designation would highlight the importance of native habitat preservation, pollinator-friendly landscaping, and sustainable urban planning—priorities that align with Sedona's long-standing commitment to environmental stewardship.

2. **Community Identity**

The Anna's Hummingbird is both iconic and uniquely suited to Sedona's landscape. Its resilience, adaptability, and beauty mirror the spirit of the Sedona community.

3. **Education and Outreach**

An official bird provides a focal point for public education initiatives, including school programs, bird-friendly gardening workshops, and citizen science projects.

4. **Eco-Tourism and Local Engagement**

Birding is a significant driver of eco-tourism in Arizona. Promoting the Anna's Hummingbird as a symbol of Sedona can enhance visitor engagement while encouraging support for local businesses that benefit from nature-based tourism.

The Northern Arizona Audubon Society engages people in appreciating and protecting birds and the places they need. We would be pleased to partner with the City of Sedona on future educational and conservation efforts centered around this designation.

Thank you for considering this proposal. We wholeheartedly encourage the City Council to affirm the Anna's Hummingbird as Sedona's official bird and to celebrate the vital role this species plays in our local ecosystem.

Sincerely,

A handwritten signature in black ink, appearing to read "Nancy L.C. Steele". The signature is fluid and cursive, with the first name "Nancy" being more prominent and the last name "Steele" written in a more compact, stylized manner.

Nancy L.C. Steele, D.Env.
President

CC: Anette Spickard, Sedona City Manager
Alice Madar, Executive Director, International Hummingbird Society



Butterfly Enthusiasts of Northern Arizona

A Chapter of North American Butterfly Association

January 5, 2026

Honorable Holli Ploog, Mayor
Members of the Sedona City Council
City of Sedona
102 Roadrunner Drive
Sedona, AZ 86336

Re: Support for Designating the Anna's Hummingbird as the Official Bird of the City of Sedona

Dear Mayor Ploog and members of the Sedona City Council,

I am writing this letter to you in response to **Butterfly Enthusiasts of Northern Arizona's** board unanimously voting to support the proposal to designate the **Anna's Hummingbird (*Calypte anna*)** as the official bird of the City of Sedona.

As a wildlife conservation and education organization dedicated to pollinators, we recognize hummingbirds as vital partners in the same ecological systems that sustain butterflies. The Anna's Hummingbird plays an important role in pollination while serving as a visible, year-round symbol of Sedona's healthy habitats and environmental values. Its year-round presence throughout Sedona connects residents and visitors alike to the beauty of the natural world.

Designating the Anna's Hummingbird as Sedona's official bird would powerfully reinforce the City's commitment to:

- **Conservation and native habitat protection**
- **Environmental education and community engagement**
- **Sustainable eco-tourism rooted in Sedona's unique biodiversity**

Resilient, beautiful, and uniquely adapted to our region, the Anna's Hummingbird reflects the spirit of Sedona itself. Recognizing this species as the official City of Sedona bird would celebrate not only a beloved bird, but the broader importance of protecting pollinators and the ecosystems they need to thrive.

Butterfly Enthusiasts of Northern Arizona respectfully urges the City Council to designate the Anna's Hummingbird as the official City of Sedona bird.

Sincerely,

Becky Hardy
President

Butterfly Enthusiasts of Northern Arizona
www.butterflyenthusiastsofnaz.org
info@butterflyenthusiastsofnaz.org



March 15, 2026

Honorable Holli Ploog, Mayor
Members of the Sedona City Council
City of Sedona
102 Roadrunner Drive
Sedona, AZ 86336

Officers

Carla Williams,
President

Craig Swanson,
Executive V.P.

Abbie Denton,
Treasurer

Lynn Zonakis,
Secretary

Trustees

Rob Adams

DeAnna Bindley

John Black

Peggy Chaikin

Kevin Cook

Hollace Davids

Mark Lawler

Norris Peterson

Bob Rothrock

Richard Sidy

Staff

Jan Wind
Wendy Heald

Re: Support for Designating the Anna's Hummingbird as the Official Bird of the City of Sedona

Dear Mayor and Council Members,

On behalf of our Board of Trustees, Keep Sedona Beautiful wholeheartedly supports the International Hummingbird Society's proposal to designate the Anna's Hummingbird (*Calypte anna*) as the official bird of the City of Sedona.

As a nonprofit organization that champions the preservation of Sedona's natural beauty through community-driven efforts, we celebrate the many benefits that this tiny creature bestows upon Sedona. One of KSB's long-term bylines is "Preserving the Wonder". Indeed, this tiny hummingbird helps to preserve the wonder of Sedona; it pollinates Native Plants, resides here year-round, and often breeds two to three times per year. Surely this wondrous force of nature deserves as much support as we Sedona citizens can muster.

KSB's Mission is to *protect and sustain the scenic beauty and natural environment of Sedona and the Verde Valley*. We believe the designation of the Anna's Hummingbird as the City of Sedona's City Bird will help raise awareness of the fragility of our high desert ecosystem and the necessity to preserve all aspects of the scenic beauty and natural environment of the Sedona area.

Sincerely,

Carla Williams, President

Keep Sedona Beautiful

Serving Sedona and the Verde Valley for over 50 Years

CJW/wph

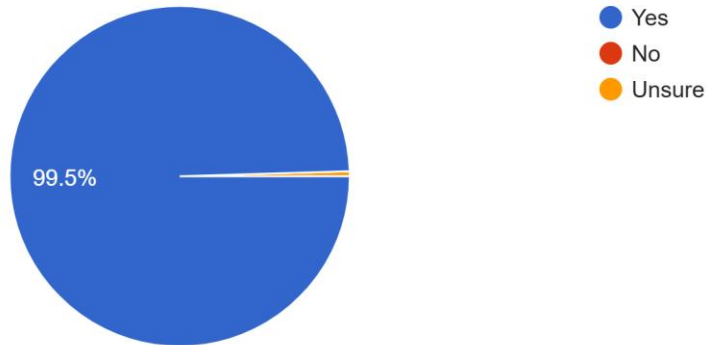
cc Anette Spickard, Sedona City Manager

✓ Alice Madar, Executive Director, International Hummingbird Society

Anna's Hummingbird Online Petition responses:

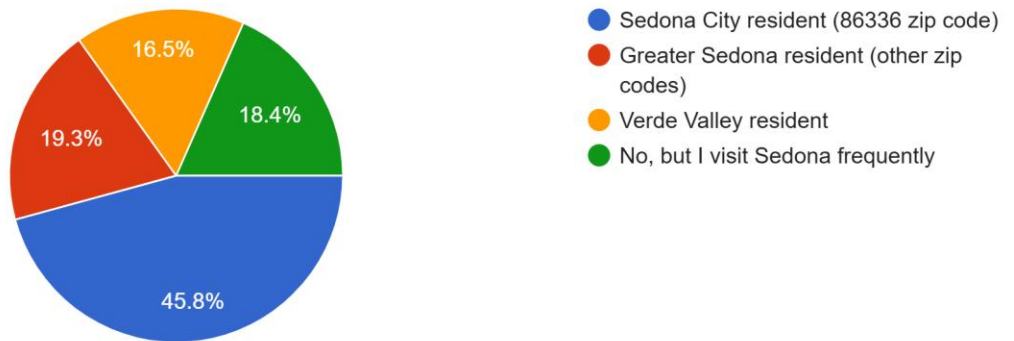
Do you support designating the Anna's Hummingbird as the official city Bird of Sedona?

212 responses



Are you a resident of Sedona or the Verde Valley?

212 responses



97 respondents in the online survey were in the 86336 zip code

Petition to Designate the Anna’s Hummingbird as the Official City Bird of Sedona (Sedona Residents)



We, the undersigned residents of Sedona, respectfully urge the City of Sedona to designate the **Anna’s Hummingbird (Calypte anna)** as the **Official City Bird of Sedona**. The Anna’s Hummingbird is a familiar and cherished year-round resident of Sedona. Its vibrant colors, resilience, and energy reflect the beauty and spirit of our community. As **essential pollinators**, Anna’s Hummingbirds play a critical role in sustaining native plants and healthy ecosystems. Recognizing the Anna’s Hummingbird incurs **NO COST** to the city or its residents and would affirm Sedona’s commitment to:

- **Celebrating Sedona’s unique natural heritage**
- **Conservation and native habitat protection**
- **Community stewardship and community pride**
- **Supporting sustainable, responsible eco-tourism**

Designating an official city bird provides a meaningful symbol that connects residents, students, and visitors to the importance of protecting wildlife and the ecosystems that sustain us all. For these reasons, we respectfully request that the Sedona City Council officially recognize the **Anna’s Hummingbird** as the **City Bird of Sedona**.

Name (print)	Signature	Street Address	Zip	Date	Email (optional)
1					
2					
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20					

Signed Anna's Hummingbird for City Bird Petition Numbers

	86336	VOC	Verde Valley	Greater AZ	Out of State	Outside US	Total
Totals	259	160	231	141	54	2	847
Online	97	41	35	39			212
Paper petitions	11	7	34	4			
Paper petitions	3	1	12	1	7		
Paper petitions			3	13	3	Canada	
Paper petitions			1	11	7	Australia	
Paper petitions		1	6	7	6		
Paper petitions	1		18	1			
Paper petitions	1		2				
Paper petitions	2		10				
Paper petitions		2	13				
Paper petitions	2		18				
Paper petitions		1	10	4	5		
Paper petitions	13	3	2	1			
Paper petitions	8			2	4		
Paper petitions	8	3	1	1			
Paper petitions	2						
Paper petitions	9	3	2	2	2		
Paper petitions	24	15	10	36	13		
Paper petitions		18					
Paper petitions					4		
Paper petitions		7	9				
Paper petitions		3	17				
Paper petitions	2	1	7	8	2		
Paper petitions	3	1	1				
Paper petitions	38	1	6				
Paper petitions	2	16			1		
Paper petitions	2	14	1	2			
Paper petitions	4	13	1				
Paper petitions	27	8	2	1			
Paper petitions		1	10	8			



**CITY COUNCIL
AGENDA BILL**

**AB 3328
July 14, 2026
Regular Business**

Agenda Item: 9c

Proposed Action & Subject: Discussion/possible action regarding approval of the Grant Review Committee recommendations for the fiscal year 2027 Small Grant Program in the amount of \$350,000 and the Arts and Culture Grant Program in the amount of \$200,000.

Department	City Manager's Office - Mandie McCloud/Anette Spickard
Time to Present	15 min.
Total Time for Item	45 min.
Other Council Meetings	N/A
Exhibits	A. Recommendations for Small Grants. B. Recommendations for the Arts and Culture Organization Grant Program. (Copies of the complete grant applications are available in the City Clerk's office for review and are not included due to size).

Finance Approval	JMC Reviewed 7/6/2026; BGW	
City Attorney Approval	Reviewed 7/6/26 KWC	Expenditure Required
		\$ 550,000
		Amount Budgeted
		\$ 550,000
City Manager's Recommendation	Recommend approval 06/30/26 ABS	Account No. 10-5245-01-6720 (\$350K) (Description) Community Service Contracts 10-5245-01-6725 (\$200K) ACOG Program

SUMMARY STATEMENT

Background:

The City of Sedona administers two grant programs, the Small Grants and the Arts and Culture Organizations Grant, that provide financial support to nonprofit organizations serving the community.

The Small Grants Program was established to encourage and fund programs, activities, and events developed by 501(c) organizations that provide a public service or benefit and align with

the City's funding priorities. Eligible programs, activities, and events may receive funding if they contribute to the well-being and prosperity of the City and its residents and provide a community benefit. For FY2027, \$350,000 has been budgeted for the Small Grants Program, with 40% designated for arts-related projects, 40% for social service programs, and 20% for projects that do not fall within either category.

The Arts and Culture Organizations Grant Program was established to provide financial support to eligible organizations that advance community identity, foster creativity, and enhance Sedona's cultural vitality through arts and cultural programming, festivals, marketing initiatives, and other creative activities. These organizations play an important role in serving residents and enriching the community's artistic and cultural environment. For FY2027, \$200,000 has been budgeted for the Arts and Culture Organizations Grant Program.

The purpose of this agenda item is to approve the distribution of FY2027 grant awards under both grant programs.

FY2027 Grant programs Timeline:

- February 23, 2026, Grant applications available
- March 19, 2026, Optional Applicant Workshop
- April 30, 2026, Grant applications due by 12:00 pm (noon)
- June 1-3rd, 2026, Evaluation Committee met with applicants, reviewed and scored applications and formulated funding recommendations to City Council
- July 14, 2026, City Council approves funding awards

The City received a total of 34 grant applications for FY2027, including 32 Small Grant requests totaling \$436,572 and 2 Arts and Culture Organization Grant requests totaling \$200,000, for a combined total of \$636,572.

A citizen work group came together to review and make recommendations regarding funding of the FY2027 grant applications.

The citizen participants are as follows:

- Stephanie Giesbrecht – Chair and Program Facilitator
- James Carpenter, Vice-Chair
- Dean Gain, Resident
- Christine Siddoway, Resident
- Patty Reski, Resident
- Rosemary Zimmerman, Resident

Executive Assistant to the City Manager, Mandie McCloud, served as City staff liaison to the group.

Committee Chair and Program Facilitator Stephanie Giesbrecht collaborated with the work group to further vet each grant application for completeness and program compliance. The Committee interviewed applicant representatives from each of the 32 Small Grant organizations and 2 applicants for the Arts and Culture Grant on June 1-2, 2026, and formulated their funding recommendations on June 3, 2026.

Following extensive reviews by staff and the Committee, funding is recommended for all 33 Small Grant applicants and both Arts and Culture Grant applicants. The difference between the amount of funding requested versus the amount of funding budgeted made partial funding for several organizations a necessity.

Exhibit A was prepared by Committee Chair and Program Facilitator Stephanie Giesbrecht and Vice Chair James Carpenter. This exhibit provides a synopsis of each grant application, the Committee's funding recommendations, and applicable summaries of the discussion and deliberation by the Committee. Funding recommendations are as follows:

FY2027 City of Sedona Grant Review Committee Recommendations		
Small Grant Organizations	Requested Amount	Awarded Amount
Arts Academy of Sedona	\$20,000.00	\$16,000.00
Cancer Support Community of Arizona	\$15,000.00	\$12,000.00
Chamber Music Sedona	\$20,000.00	\$16,000.00
Church of the Red Rocks	\$2,300.00	\$2,300.00
Emerson Theater Collaborative	\$20,000.00	\$16,000.00
Gardens for Humanity	\$4,000.00	\$3,200.00
International Hummingbird Society	\$12,000.00	\$11,000.00
Keep Sedona Beautiful	\$8,500.00	\$8,500.00
Low Income Student Aid Inc. (L.I.S.A.)	\$25,000.00	\$25,000.00
Piano on the Rocks International Festival	\$13,000.00	\$10,400.00
Rotary Club of Sedona Charitable Fund	\$30,000.00	\$26,120.00

Sedona Area Veterans & Community Outreach (SAVCO)	\$3,500.00	\$3,500.00
Sedona Arts Festival	\$30,000.00	\$24,000.00
Sedona Bridge Club	\$6,000.00	\$4,800.00
Sedona Charter School	\$9,000.00	\$7,200.00
Sedona Community Food Bank	\$15,000.00	\$15,000.00
Sedona Dance Project	\$3,000.00	\$3,000.00
Sedona School Mountain Bike Club	\$10,000.00	\$8,000.00
Sedona Symphony	\$20,000.00	\$16,000.00
Sedona Toys for Tots	\$5,000.00	\$5,000.00
Sedona Visual Artists' Coalition	\$16,000.00	\$12,800.00
Society of St. Vincent De Paul	\$20,000.00	\$20,000.00
StreetHeat Ministries	\$11,622.00	\$5,800.00
The Carpetbag Brigade	\$10,000.00	\$8,000.00
Therapeutic Harp Foundation	\$20,000.00	\$6,500.00
Verde Search and Rescue Posse INC.	\$10,000.00	\$10,000.00
Verde Valley Cyclists Coalition	\$1,600.00	\$1,600.00

Verde Valley Imagination Library	\$10,000.00	\$6,980.00
Volunteer Sedona & The Verde Valley	\$25,050.00	\$12,500.00
Wheel Fun	\$15,000.00	\$12,000.00
Wild Steps	\$20,000.00	\$16,000.00
Wisdom Age Metaverse	\$6,000.00	\$4,800.00
Total:	\$436,572.00	\$350,000.00

FY2027 City of Sedona Grant Review Committee Recommendations		
Arts and Culture Grant Organizations	Requested Amount	Awarded Amount
Sedona Arts Center	\$100,000.00	\$100,000.00
Sedona International Film Festival	\$100,000.00	\$100,000.00
Total:	\$200,000.00	\$200,000.00

Climate Action Plan/Sustainability Consistent: ☐ Yes - ☐ No - ☒ Not Applicable

Board/Commission Recommendation: ☐ Applicable - ☒ Not Applicable

Alternative(s):

Council can choose not to award the grants and direct the committee to solicit new applications or can amend the award for any individual applicant.

MOTION

I move to: approve the Grant Review Committee's Fiscal Year 2027 funding recommendations for the Small Grants Program, as itemized in Exhibit A, for a total of \$350,000.

I move to: approve the Grant Review Committee's Fiscal Year 2027 funding recommendations for the Arts and Culture Organizations Grant Program, as itemized in Exhibit B, for a total of \$200,000.

Small Grant Program: CATEGORY ARTS ORGANIZATIONS	Requested	Recommended	Description	Rationale
Chamber Music Sedona	\$20,000.00	\$16,000.00	Funding from the City this year will partially fund a free "Concert for Youth" to Sedona students, music teacher stipends for music lessons and Sedona Community Youth Orchestra for up to 50 students.	Sedona schools have come to depend on CMS to provide music exposure and instruction to students. Due to underfunded schools Sedona has only one music teacher for all 12 grades.
Sedona Symphony	\$20,000.00	\$16,000.00	Funding is in support of SS's annual Pops Concert which is among the organization's most widely attended signature symphonic events.	Based on historic data, anticipated Pops Concert attendance will be 600+, 95% being Sedona residents.
Sedona Arts Festival	\$30,000.00	\$24,000.00	Funding to support the Annual Sedona Arts Festival and reduced or free admission to attendees, which will allow more Sedona residents to participate, in celebration of the Festival's 35th Anniversary.	The festival supports many local artists providing exposure and sales to a wider audience. The Sedona Arts Festival is the only juried showcase in Sedona.
Piano on the Rocks	\$13,000.00	\$10,400.00	Funds will support a 3 day festival of internationally renowned musicians, vocalists and composers in a family friendly community event.	This unique festival is presented without ticket cost to the community. It is entirely funded by grants and donations. The program is in its 12th successful season with an almost exponentially-increasing audience count.
Sedona Visual Artist Coalition	\$16,000.00	\$12,800.00	Funding to support marketing both locally and in the greater Phoenix area. SVA open studio tours are solely to support local artists. This tour has matured to being one of the top 10 open studio tours in the nation for small cities that are art destinations.	The SVA open studio tours include artists throughout the Verde Valley. Funds from this grant award are proportionate to the number of Sedona artists on the tours.

	Arts Academy of Sedona	\$20,000.00	\$16,000.00	Funding to support the Arts Academy production of Lady Patriot in recognition of the United States 250th anniversary.	Arts Academy of Sedona and its sister organization Emerson Theater Collaborative provide consistently high quality, socially relevant, live productions largely performed by Sedona residents.
	Wild Steps	\$20,000.00	\$16,000.00	More than 20 events feature local musicians playing music and hosting dances for everyone, including elderly and disabled individuals. The series revives Arizona's historical fiddle traditions and ends with an all-day music festival at the Mary D. Fisher Theatre.	Building on a successful prior grant, this well-received program is expanding its community reach.
	Emerson Theater Collective	\$20,000.00	\$16,000.00	Funding supports Emerson Theaters production of Barefoot in the Park. They provide high quality theater for local residents.	Emerson Theater, now in its 10th year of production is one of few live theater offerings in Sedona.
	Carpetbag Brigade	\$10,000.00	\$8,000.00	The request is for a single performance of "Unbossed and Unbowed" for International Women's Day, highlighting Shirley Chisholm's legacy in Sedona AZ.	The organization has repeatedly performed well in Prescott and internationally.
	Wisdom Age Metaverse	\$6,000.00	\$4,800.00	Funding supports a 48 hour comedy lab, culminating in a live comedy production.	Wisdom Age Metaverse hosted a unique, well-produced and well-attended Fashion Lab with last year's funding.
		\$175,000.00	\$140,000.00		
	CATEGORY SOCIAL SERVICE ORGANIZATIONS				

	Sedona Community Food Bank	\$15,000.00	\$15,000.00	Funds needed to meet increased demand and costs. Most notably, the organization has seen a sharp increase in the number of Sedona families it serves daily. Additionally, they have expanded outreach to supply school snacks and bags of food for kids on the weekend.	No additional Committee comment.
	LISA	\$25,000.00	\$25,000.00	This organization's mission of meeting students' basic human needs is now open to all Sedona schools. The organization may be contacted by school staff, concerned citizens, parents who realized a low-income-family-child needs clothing, a pair of shoes, educational intervention programs, medical or dental care to function at school. The list grows as needs are identified.	Since 2018, this organization has helped literally hundreds of students thousands of times in the Verde Valley with basic needs. The organization added students at W Sedona School in January, 2024 and subsequently added RR High and Sedona Charter School to its service roster. The organization keeps impeccable records of its impacts.
	Verde Search and Rescue	\$10,000.00	\$10,000.00	Funding will support annual trainings, certifications, and equipment maintenance needs.	VSAR is the only search and rescue team in Sedona/Verde Valley. As the competency and technical scope of this all-volunteer operation expands, YCSO, Sedona Police and SFD, all of which are challenged by increased demand on services, continuously rely more heavily on VSAR's ability to conduct search and rescue operations. VSAR provides excellent data as to its life-saving deployment in and immediately surrounding Sedona. VSAR is also the only area resource available for removal of deceased individuals in the back country.

St. Vincent De Paul	\$20,000.00	\$20,000.00	Funding to provide individual/family rent and utility payment assistance in non-repetitive emergency situations.	St Vincent de Paul demonstrates admirable capacity with regard to vetting its award recipients, holding award recipients accountable, tracking expenditures and outcomes.
Keep Sedona Beautiful	\$8,500.00	\$8,500.00	Funding will support environmental education adventures for Sedona students grades 5-10.	Previously Red Rock State Park provided a successful model similar to KSB's proposal.
Cancer Support Community of Arizona	\$15,000.00	\$12,000.00	The organization provides important psycho-social support to cancer patients and their families, as well as wigs for cancer patients who have lost their hair due to treatments.	Cancer Support Community continues to demonstrate a growing need for their services in Sedona. It serves patients, caregivers and families, and offers a weekly in-person support group in Sedona.
Gardens for humanity	\$4,000.00	\$3,200.00	Established after school art and gardening program.	This program is currently part of the Wildcat Extended Day schedule. Also, Gardens for Humanity has now gained the support of two teachers who will include his programing into their regular school day.
Wheel Fun	\$15,000.00	\$12,000.00	k-8 mountain bike sport-based youth development program. FUN's turnkey program provides 48 underserved children at W Sedona and Sedona Middle School with this well-run and competently-managed program.	Wheel Fun is adding a day-camp for 25 students in addition to the semester based program serving 48 students.
Verde Valley Imagination library	\$10,000.00	\$6,980.00	This worthy program mails age-appropriate books to children age birth to 5 at no cost, under the umbrella of the Dolly Parton Foundation.	Our funding will support the direct expenses for the Sedona portion of the program.
Sedona School Mtn Bike Club	\$10,000.00	\$8,000.00	Funding supports the repair and maintenance of the equipment needed to participate in this development program.	This program supports youth development, team dynamics, and leadership skills.

	Sedona Charter School	\$9,000.00	\$7,200.00	Funding supports the creation of a outdoor interactive problem solving learning lab.	This will be the only outdoor learning environment devoted to STEM principles.
	StreetHeat	\$11,622.00	\$5,800.00	StreeHeat is the only remaining school backpack program provider in Sedona.	The funding amount for this year's program was partially offset by remaining inventory of backpacks and supplies.
	Therapeutic Harp Foundation	\$20,000.00	\$6,500.00	Therapeutic Harp Foundation provides direct patient care through therapeutic harp services for virtual and bedside playing for end of life and memory support.	The committee recommends funding to cover costs for an initial 100 patients, allowing them to establish themselves and to assess impacts to Sedona in their first year.
		\$173,122.00	\$140,180.00		
	CATEGORY SOCIAL SERVICE ORGANIZATIONS				
	SAVCO	\$3,500.00	\$3,500.00	Funding for Memorial Day Celebration honoring our veterans.	SAVCO provides the only Memorial Day ceremony in Sedona with a significant increase in attendance.
	Hummingbird Society	\$12,000.00	\$11,000.00	Funding would assist this long-standing organization in its always successful annual festival showcasing Sedona's unique and internationally renown hummingbird environment.	No additional Committee comment.
	Verde Valley Cyclists Coalition	\$1,600.00	\$1,600.00	Verde Valley Cyclists Coalition is requesting funding for CPR and First Aid training and certification for 20 of their 60 volunteer bike patrollers.	VVCC works under the supervision of the Red Rock Ranger District providing support and outreach on the trails to assist in the safety and education of residents and tourists with over 2,000 interactions annually.
	Sedona Toys for Tots	\$5,000.00	\$5,000.00	Sedona Toys for Tots provides new unwrapped toys, bikes and books to economically disadvantaged families at Christmas.	No additional Committee comment.

	Volunteer Sedona	\$25,050.00	\$12,500.00	Volunteer Sedona connects and coordinates volunteers with their 30 plus current Sedona non-profit organizations programs.	The committee recommends providing initial support to development of this new Sedona initiative. The committee looks forward to reviewing Volunteer Sedona's reports on impact.
	Church of the Red Rocks	\$2,300.00	\$2,300.00	Funding supports the Church of the Red Rocks conversion of 65 years of documents and records to a digital, searchable platform that is available to the general public.	The Church works in coordination with the Sedona Heritage Museum but this is not a duplication of their efforts. Church of the Red Rocks has maintained original records unavailable anywhere else.
	Sedona Bridge Club	\$6,000.00	\$4,800.00	Funding supports Sedona Bridge Clubs drive for increased recruitment and new member classes.	The committee recognizes the Bridge Clubs continued success in recruiting and introducing new players to this engaging and mentally stimulating activity.
	Sedona Dance Project	\$3,000.00	\$3,000.00	Sedona Dance Project will provide a family friendly, all-inclusive, live dance performance at Posse Grounds Park open to all community members regardless of experience.	Funding supports the Sedona Dance Project to provide an opportunity for dance groups that may not have the access to a performance venue.
	Rotary Club of Sedona Charitable Foundation	\$30,000.00	\$26,120.00	Funding supports the Wildcat extended day qualified staff, not including the director.	The extended day Wildcat school program is imperative in supporting the after school needs of our families and workforce.
		\$88,450.00	\$69,820.00		

	Arts and Culture Grant Organizations:	Requested	Recommended	Description	Rationale
	Sedona Arts Center	\$100,000	\$100,000	SAC is the only organization in the City of Sedona providing this genre of robust arts programming with workshops and classes.	The organization demonstrated that with our funding they were able to continue providing the same level of services despite the growing costs at the level the community has come to expect.
	Sedona Film Festival	\$100,000	\$100,000	Sedona International Film Festival and Workshop is the only organization in our region providing art-as-film and related programming, and does so with much generosity and heart-felt celebration of Sedona and its residents.	The organization is utilizing this funding to introduce special programing with many free community events.
		\$200,000	\$200,000.00		



CITY COUNCIL AGENDA BILL

AB 3362
July 14, 2026
Regular Business

Agenda Item: 9e

Proposed Action & Subject: Discussion/possible action regarding approval of a tourism industry performance monitoring framework and associated thresholds for use by the City Manager to have the procurement authority to authorize up to \$150,000 in General Fund contingency funds earmarked for tourism per fiscal year to increase the paid advertising spend for destination marketing campaigns conducted by the Tourism Program.

Department	Tourism and Economic Initiatives - Andrew Grossman
Time to Present	15 min.
Total Time for Item	45 min.
Other Council Meetings	July 28, 2025; October 14, 2025; April 22, 2026; April 23, 2026
Exhibits	N/A

Finance Approval	JMC Reviewed 7/6/2026; BGW	
City Attorney Approval	Reviewed 7/6/26 KWC	Expenditure Required
		\$ 150,000 (up to)
City Manager's Recommendation	Recommend approval, including a criteria related to disaster or emergency ABS 7/7/26	Amount Budgeted
		\$ 150,000
		Account No. 10-5227-72-6511 (Description) Paid Advertising

SUMMARY STATEMENT

Background:

Since becoming the official Destination Marketing & Management Organization (DMMO) in July 2023, the City of Sedona Tourism Program has been conducting destination marketing campaigns to drive demand for visitation during each winter and summer, which have been historically slower times of year for the local tourism industry. As of the current Summer 2026 campaign, the Tourism Program has conducted 3 winter campaigns and 3 summer campaigns that have each generated a positive return on investment for the Sedona tourism industry.

Beginning in March 2025, hotel performance data from the Sedona+ Smith Travel Research study area began showing declines in year-over-year overnight demand (room night booked) that contributed to an 8.3% reduction in overnight demand year-over-year through July 2025. This data-driven observation was also supported through direct discussions with the Sedona tourism industry and the responses that were submitted to a new *Sedona Tourism Business Performance & Outlook Survey* that the City of Sedona launched in summer 2025 to gather

anonymous responses about tourism business performance. Additional data related to vehicle traffic counts and hotel booking pace was also compiled, and these metrics also showed year-over-year declines. This correlated with eventual bed tax data from this timeframe: from March 2025 to July 2025, we saw a 2 percent decline in bed tax compared to the same time period a year prior. (There was also substantial multi-month delinquent payments made in July that if that were removed, would have shown an approximately 4 percent decline in bed tax.)

In response to the decline in visitation and related Sedona tourism industry performance, City staff scheduled a special City Council meeting on July 28, 2025 to present the results of the research that was conducted and request that an additional \$50,000 from the General Fund contingency be made available to increase the paid advertising spend allocated to the summer 2025 destination marketing campaign. City Council approved the use of these funds and they were added to the summer 2025 destination marketing campaign spend through August 31, 2025.

Leading up to the launch of the winter 2025/2026 destination marketing campaign City staff continued to monitor year-over-year destination performance. Between March 2025 and October 2025, the Sedona+ study area of Smith Travel Research observed an 8% reduction in year-over-year overnight demand – with September 2025 observing a 10.1% decrease and October observing a 9.3% decrease. The additional performance metrics that City staff monitors and the continued discussions with the local tourism industry also validated this decline in tourism industry performance. This correlated with eventual bed tax data from this timeframe: from March 2025 to October 2025, we saw a 4 percent decline in bed tax compared to the same time period a year prior.

During the October 14, 2025 City Council meeting, City staff presented the strategy and budget for the winter 2025/2026 campaign. In response to the continued decline in Sedona tourism industry performance leading up to the campaign launch, City staff also presented a request that an additional \$93,720 from the General Fund contingency be made available to increase the paid advertising spend allocated to the winter 2025/2026 campaign. City Council approved the use of these funds and the funds were included in the launch of the campaign on October 17, 2025 through February 15, 2026.

Although City Council was supportive of utilizing the additional \$143,720 to increase the paid advertising spend for the Tourism Program's destination marketing campaigns in FY26, direction was provided to City staff during the October 14, 2025 and April 22, 2026 meetings related to the following items:

1. City staff to explore ways to earmark General Fund contingency funds for these types of tourism requests in future budgeting cycles
2. City staff to present a proposal for a tourism industry monitoring framework and associated performance thresholds for City Council approval that, if approved, provides the City Manager the authority to authorize up to \$150,000 in General Fund contingency funds earmarked for tourism per fiscal year to increase paid advertising spend for destination marketing campaigns conducted by the Tourism Program

In response to #1, City staff submitted a Decision Package as part of the FY27 budgeting process to earmark \$150,000 in General Fund contingency funds for tourism. This Decision Package was moved forward by City Council during the April 23, 2026 meeting and was included in the approved FY27 budget in June 2026.

The purpose of this agenda item is to address #2.

Discussion:

Under City Council direction, City staff researched an appropriate mixture of tourism industry performance metrics to establish a tourism industry performance monitoring framework and associated performance thresholds for the City Manager to authorize General Fund contingency funds earmarked for tourism to increase paid advertising spend for destination marketing campaigns conducted by the Tourism Program.

The proposed mixture of tourism industry performance metrics include:

1. Overnight hotel demand within the Sedona+ Smith Travel Research study area
2. Overnight short-term rental demand with the KeyData City of Sedona residential zone study area
3. Hotel booking pace data for the 86336 zip code study area provided by TravelClick
4. Visa Destination Insights data for the 86336 zip code study area within the Tourism Program destination marketing campaign markets
5. Anonymous responses to the City of Sedona's anonymous *Tourism Business Performance & Outlook Survey*
6. Focus group discussion with tourism industry leaders to validate tourism industry performance
7. Vehicle volume data for 89A North, 89A South, and 179 North provided by the Arizona Department of Transportation (ADOT)

One challenge with these metrics is that the data for each metric is not available for review by City staff at the same time, with the more statistically relevant metrics (i.e. overnight hotel demand) typically being the ones that are available later than less statistically relevant metrics (i.e. hotel booking pace).

Another challenge is determining how to conduct year-over-year comparisons for this monitoring framework if the previous year's performance experienced significant declines. For example, when looking at 2026 tourism industry performance City staff proposes comparing the mixture of metrics against 2024 tourism industry performance instead of 2025 tourism industry performance due to the significant decline in overnight hotel demand that was referenced in the background section above. This approach helps prevent the thresholds from being unintentionally lowered due to declines in industry performance.

However, should the prior year's performance have been strong, then City staff will conduct a typical year-over-year comparison (i.e. compare to the previous year) for these thresholds that acknowledge positive industry performance to avoid the thresholds from being unintentionally raised.

City staff recommend utilizing a traffic light system to analyze and report on the tourism industry performance monitoring framework to make more informed decisions:

Green Light: *Flat or positive performance with no additional paid advertising funds deployed (i.e. Business as Usual)*

- Overnight demand and booking pace is flat or increasing within weekly hotel and short-term rental performance data
- A majority of neutral or positive responses are being submitted to the *Tourism Business Performance & Outlook Survey*

Yellow Light: *Performance is declining and City staff begin a deeper investigation into industry performance*

- Overnight demand and booking pace is marginally declining within weekly hotel and short-term rental performance data
 - For example, 2-3 weeks of continued declines in weekly overnight demand
- A majority of neutral or negative responses are being submitted to the *Tourism Business Performance & Outlook Survey*
- ADOT vehicle data shows flat or declining vehicle volumes

Red Light: *A definitive trend of declining industry performance has been identified, and City staff begin working with the City Manager to explore utilization of contingency funds*

- Overnight demand is down 3% or more for 4+ weeks
- A majority of negative responses are being submitted to the *Tourism Business Performance & Outlook Survey*
- Focus group discussions with tourism industry leaders validate the trend of declining industry performance
- Visa Destination Insights data shows a decline in spending within the Tourism Program's destination marketing campaign markets
- ADOT vehicle data shows flat or declining vehicle volumes

After implementing the traffic light system above, if deemed appropriate, City staff will present their findings to the City Manager along with a recommendation to utilize contingency funds to increase paid advertising for the Tourism Program's destination marketing campaigns. The City Manager will then decide on the amount of contingency funds to authorize that is based on the extent of the decline of industry performance that was identified within the traffic light system (i.e. a sliding scale).

Council's approval of this item will provide the City Manager with the procurement authority to increase the paid advertising spend for destination marketing campaigns conducted by the Tourism Program.

Climate Action Plan/Sustainability Consistent: ☐Yes - ☐No - ☒Not Applicable

Board/Commission Recommendation: ☐Applicable - ☒Not Applicable

Alternative(s): NA

MOTION

I move to: approve the tourism industry monitoring framework and associated performance thresholds that allow the City Manager the procurement authority to authorize up to \$150,000 in General Fund contingency funds earmarked for tourism per fiscal year to increase the paid advertising spend for destination marketing campaigns conducted by the Tourism Program.



**CITY COUNCIL
AGENDA BILL**

**AB 3356
July 14, 2026
Regular Business**

Agenda Item: 9f

Proposed Action & Subject: Discussion/possible action regarding the strategy for the 2027 and 2028 legislative sessions.

Department City Manager's Office - Lauren Browne

Time to Present 10 min.

Total Time for Item 25 min.

Other Council Meetings N/A

Exhibits N/A

Finance Approval	Reviewed 7/6/26 BGW		
City Attorney Approval	Reviewed 7/6/26 KWC	Expenditure Required	
City Manager's Recommendation	Approve staff moving forward with pursuing a 2028 ballot referral to regulate short term rentals that reflects community sentiment. 7/7/26 ABS	\$	0
		Amount Budgeted	
		\$	0
Account No. (Description)		N/A	

SUMMARY STATEMENT

Background: Each year, with the help from the City's lobbyists, the City tracks the happenings of the Arizona State Legislature's legislative session with the goal of supporting the legislative agenda that City Council decides upon. One legislative issue in particular that City Council has supported is the ability for cities and towns to meaningfully regulate short-term rentals (STRs).

Discussion

As part of a two-year strategy that includes supporting or opposing bills that align with the legislative agenda that is to-be determined by the Council, staff would like direction on if Council would like to pursue a 2028 ballot referral to give local municipalities the ability to hold a local election that would allow the municipality to determine how best to regulate STRs that reflects community sentiment. It would be introduced in the 2027 legislative session as a House Concurrent Resolution (HCR) or Senate Concurrent Resolution (SCR) that refers a question to the next General Election ballot asking voters if they would give municipalities the ability to regulate short term rentals. Upon an affirmative vote of the people, municipalities could propose to their voters a question to further regulate STRs, such as capping new STR licenses,

prospectively putting distance restrictions in place or other measures that reflect local concerns.

The legislation language would address that this would be for populations under a certain threshold - number to be determined - and would also say that existing STRs would be grandfathered in.

The League of Arizona Cities and Towns is currently considering a League Resolution on this topic. Staff and Council will know the result of that effort at the League Annual Conference in August.

Climate Action Plan/Sustainability Consistent: ☐Yes - ☐No - ☒Not Applicable

Board/Commission Recommendation: ☐Applicable - ☒Not Applicable

Alternative(s): N/A

MOTION

I move to: approve staff move forward with pursuing a 2028 ballot referral to give local municipalities the ability to hold a local election that would allow the municipality to determine how best to regulate short term rentals that reflects community sentiment.



CITY COUNCIL AGENDA BILL

AB 3066
June 23, 2026
Regular Business

Agenda Item: 9g

Proposed Action & Subject: Discussion/possible action regarding future meeting/agenda items.

Department City Manager - Anette Spickard

Time to Present 2 min.

Total Time for Item 5 min.

Other Council Meetings Included in City Council regular meeting agenda packets as of May 14, 2024

Exhibits A. Future Agenda Items

Finance Approval	Reviewed 06/30/2026 BGW Reviewed 07/01/2026	Expenditure Required \$ N/A Amount Budgeted \$ N/A Account No. N/A (Description)
City Attorney Approval	Reviewed 06/30/2026 KWC	
City Manager's Recommendation	Reviewed 06/30/2026	

SUMMARY STATEMENT

Background: Council requested a document showing future agenda items be added to the Council packet going forward. Attached as Exh. A is the Future Agenda Items document for review and discussion, and possible direction purposes.

Climate Action Plan/Sustainability Consistent: ☐ Yes - ☐ No - ☒ Not Applicable

Board/Commission Recommendation: ☐ Applicable - ☒ Not Applicable

Alternative(s): None

MOTION

I move to: For presentation and direction only.

Date	Day	Time	Type	Topic	Agenda Section	Requestor	Estimated Total Time
7/28/2026	Tuesday	4:30		CITY COUNCIL RECESS NO MEETING			
7/29/2026	Wednesday	4:30		CITY COUNCIL RECESS NO MEETING			
8/4/2026	Tuesday	12:30					
				AB 3367 Discussion/possible action regarding a Resolution approving the canvass of the City's Primary Election held on July 21, 2026.	Special	Cook/Garner	30 min
8/11/2026	Tuesday	3:30					
				TBD	Executive Session	Christianson	
8/11/2026	Tuesday	4:30					
				Approval of Child Support Awareness Month Proclamation, August, 2026.	Consent Items	Council	NA
				Child Support Awareness Month Proclamation, August 2026.	Proclamations	Council	5 min.
				AB 3366 Discussion/Possible action regarding the addition of professional services to the contract, related to the ongoing ERP implementation, to reconfigure the budget system with the newly developed chart of accounts and to ensure data flows through from the new Tyler ERP system to the Euna/Questica budget system.	Regular	Coubrough/West	30 min
				AB 3349 Discussion/possible action for approval of a city Ordinance regarding amending city code with the proposed building code updates as part of SCC Article 15 (2024 I-Codes and the 2023 National Electrical Code).	Regular	Mertes	45 min
				AB 3367 Update regarding the Wastewater Rate Study	Regular	Holland	45 min
8/12/2026	Wednesday	1:30					

				Discussion and consultation regarding personnel matters, specifically to discuss the recruitment for employment, and/or appointment of a person to fill the City Attorney position and for legal advice with the City Attorney. This matter is brought in executive session pursuant to A.R.S. 38-431.03(A)(1&3).	Executive Session	Christianson	2 hours
8/12/2026	Wednesday	3:30					
				AB 2378 Discussion/possible action/direction regarding a general update on the Sedona In Motion (SIM) transportation program.	Special Business	Holland	3 hours
8/25/2026	Tuesday	3:30					
				TBD	Executive Session	Christianson	
8/25/2026	Tuesday	4:30					
				AB 3355 Discussion/possible action on the recommendations for the remaining Uptown Parking Strategy items: Parking Optimization, Employee Parking Strategy, and Residential Permit Parking Program.	Regular	Gonzalez	60 min
				AB 3346 Public hearing/discussion/possible action regarding approval of an Ordinance updating the City of Sedona's Consolidated Fee Schedule for Uptown parking fees and discussion/possible action regarding approval of an Ordinance amending Sedona City Code Chapter 10.20 Parking.	Regular	Gonzalez	60 min
8/26/2026	Wednesday	4:30					

8/27/2026	Thursday	3:00		Discussion and consultation regarding personnel matters, specifically to discuss the recruitment for employment, and/or appointment of a person to fill the City Attorney position and for legal advice with the City Attorney. This matter is brought in executive session pursuant to A.R.S. 38-431.03(A)(1&3).	Executive Session	Christianson	2 hours
9/8/2026	Tuesday	3:00					
				TBD	Executive Session	Coady	
9/8/2026	Tuesday	4:30					
9/9/2026	Wednesday	4:30					
9/22/2026	Tuesday	3:00					
				TBD	Executive Session	Coady	
9/22/2026	Tuesday	4:30					
9/23/2026	Wednesday	4:30					
10/13/2026	Tuesday	3:00					
				TBD	Executive Session	Coady	
10/13/2026	Tuesday	4:30					

10/14/2026	Wednesday	4:30					
10/27/2026	Tuesday	3:00					
				TBD	Executive Session	Coady	
10/27/2026	Tuesday	4:30					
				AB 3339 Presentation by USFS Red Rock Ranger District, Red Rock Trail Fund, Verde Valley Cyclists Coalition and Friends of the Forest regarding Sedona area trail system projects and partnerships	Regular	Spickard	90 min
10/28/2026	Wednesday	4:30					
11/10/2026	Tuesday	3:00					
				TBD	Executive Session	Coady	
11/10/2026	Tuesday	4:30					
11/12/2026	Thursday	4:30	HOL Wed				
11/24/2026	Tuesday	3:00					
				TBD	Executive Session	Coady	
11/24/2026	Tuesday	4:30					

11/25/2026	Wednesday	4:30		No Work Session HOL			
12/8/2026	Tuesday	3:00					
				TBD	Executive Session	Coady	
12/8/2026	Tuesday	4:30					
12/9/2026	Wednesday	4:30					