

AGENDA



4:30 P.M.

CITY COUNCIL MEETING

Tuesday, October 13, 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 "Public Comment Card" and place it in the comment tray.

*When recognized, use the podium/microphone and state your name and city of residence

*Limit comments to 3 MINUTES.

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

1. CALL TO ORDER, PLEDGE OF ALLEGIANCE, ROLL CALL
2. ROLL CALL/MOMENT OF ART
3. CONSENT ITEMS - APPROVE
 - a. Minutes - September 22, 2026 City Council Special Meeting - Executive Session.
 - b. Minutes - September 22, 2026 City Council Regular Meeting.
 - c. Minutes - September 23, 2026 City Council Special Meeting - Executive Session.
 - d. Approval of Fire Prevention Awareness Month Proclamation, October, 2026.
 - e. Approval of National Code Compliance Month Proclamation, October, 2026.
 - f. Approval of Domestic Violence Awareness Month Proclamation, October, 2026.
 - g. AB 3399 Approval of a recommendation regarding a new application for a Series 10 Beer and Wine Store for Circle K Store #2701535, located at 2570 AZ 89A, Sedona, AZ, 86336 (Job# 410674).
 - h. AB 3400 Approval of a recommendation regarding a new application for a Series 9 Liquor Store Liquor License for Circle K Store #2709547, located at 2820 AZ 89A, Sedona, AZ, 86336 (Job# 410682).
 - i. AB 3407 Approval of 1) acceptance of the FY 2024 Emergency Management Performance Grant (EMPG) in the amount of \$99,877.86 (with a 50% City match), and 2) Approve the Subrecipient Agreement between the Sedona Police Department and the Arizona Department of Emergency and Military Affairs (DEMA) as administrator of the grant funds.
 - j. AB 3370 Approval of an Agreement between the City of Sedona and Arizona Water Company related to water-system improvements in Uptown Sedona.
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
 - a. Fire Prevention Awareness Month Proclamation, October, 2026.
 - b. National Code Compliance Month Proclamation, October, 2026.
 - c. Domestic Violence Awareness Month Proclamation, October, 2026.
 - d. Leadership Academy participants certificate presentation.
9. REGULAR BUSINESS
 - a. Discussion/possible action regarding items pulled off "3. Consent Items".
 - b. AB 3379 Discussion/possible action for approval of the purchase of a Mulithog CV 350 street sweeper from Norwood Equipment, Inc. in an amount not-to-exceed \$245,405.59.
 - c. AB 3396 Discussion/possible direction for maintenance of the sports fields at Sedona Red Rock High School.

AGENDA



4:30 P.M.

CITY COUNCIL MEETING

Tuesday, October 13, 2026

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.

- d. AB 3348 Discussion/quarterly update regarding the Sedona Police Department Strategic Plan 2026-2029, with possible action to approve the addition of a full-time Public Information Officer to the Communications Division mid-fiscal year.
- e. AB 3380 Presentation/discussion/possible action related to the Balanced Housing Strategy.
- f. AB 3404 Discussion/possible action regarding a contract with Interim Public Management (IPM) for interim City Manager services in an amount not to exceed \$170,000, and to approve payment of temporary housing in an amount not to exceed \$30,000 for a six-month term.
- 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: 10/07/2026

By: DJ

JoAnne Cook, CMC, City Clerk

**Action Minutes
Special City Council Meeting
Sedona City Hall, Council Chambers
102 Roadrunner Drive, Sedona, Arizona
Tuesday, September 22, 2026, 11:00 a.m.**

1. Call to Order

Mayor Ploog called the meeting to order at 11:00 a.m.

2. Roll Call

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

Staff Present: Deputy City Manager Barbara Whitehorn, Human Resources Manager Russ Martin, and City Clerk JoAnne Cook.

Motion: Councilor Kinsella moved to go into Executive Session at 11:01 p.m. Seconded Councilor Dunn. Motion carried with seven (7) in favor (Ploog, Fultz, Dunn, Furman, Hosseini, Kinsella, and Pfaff) and zero (0) opposed.

3. Executive Session

JoAnne Cook gave the admonition.

- a. **Discussion and consultation regarding personnel matters, specifically to interview candidates for employment, and/or appointment of a person to fill the Interim City Manager 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).**

1. **Krischke, James**
2. **Phelps, Kevin**

City Council began the interview of James Krischke at 11:11 a.m., and ended at 11:58 a.m.
City Council began the interview of Kevin Phelps at 12:06 p.m., and ended at 1:14 p.m.

- b. **Discussion and consultation regarding personnel matters, specifically the recruitment for City Manager, 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).**

City Council began the interviews at 2:06 p.m., and ended at 3:04 p.m.

- c. **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).**
- d. **Return to open session. Discussion/possible action regarding executive session items.**

Reconvened in open session at 4:10 p.m.

Motion: Councilor Kinsella moved to direct staff to move forward with the direction given in executive session. Seconded by Councilor Pfaff. Motion carried with seven (7) in favor (Ploog, Fultz, Dunn, Furman, Hosseini, Kinsella, and Pfaff) and zero (0) opposed.

4. Adjournment

Mayor Ploog adjourned the meeting at 4:14 p.m. with no objection.

I certify that the above are the true and correct actions of the Special City Council Meeting held on September 22, 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, September 22, 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. She dedicated the moment of silence to the passing of John Kyle.

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

Staff Present: City Manager Anette Spickard, Deputy City Manager Andy Dickey, Deputy, City Manager Barbara Whitehorn, Deputy City Manager Lauren Browne, Interim City Attorney Monique Coady, Police Chief Stephanie Foley, Police Commander Jason Young, Sustainability Manager Bryce Beck, Communications & Public Affairs Manager Julie Graham, Purchasing Manager Ian Cobrough, Procurement Specialist Donna Trezza, Tourism Manager Andrew Grossmann, Assistant Director of Community Development Steve Mertes, Director of Community Development Tony Allender, Public Works Director Roxanne Holland, Director of Financial Services Jordan Corneliusen, Public Relations Analyst Kegan Hall, and City Clerk JoAnne Cook.

2. Roll Call

The roll call was conducted by JoAnne Cook.

3. Consent Items

- a. **Minutes - September 8, 2026 City Council Special Meeting - Executive Session.**
- b. **Minutes - September 8, 2026 City Council Regular Meeting.**
- c. **Minutes - September 9, 2026 City Council Special Meeting.**
- d. **Minutes - September 9, 2026 City Council Special Meeting - Executive Session.**
- e. **AB 3378 Approval of Amendment #2 to the Home Energy Retrofit Project Agreement with CozyHome LLC for two years at \$90,000 for each renewal year, for a total amount not to exceed \$180,000.**
- f. **AB 3363 Approval of a five-year contract for Sales Tax Audit Services with Albert Holler & Associates, via linking agreement through the City of Yuma, in the amount of \$60,000 per year, for a total contract cost not-to-exceed \$300,000.**
- g. **AB 3387 Approval of a three-year contract for Citywide Pavement Marking Services with Traffic Safety, Inc. in an amount not-to-exceed \$240,000.00.**
- h. **AB 3392 Approval of a recommendation regarding a Liquor License Agent**

Change/Acquisition of Control application for the Series 9 Liquor Store License for Walgreens, store #4065, located at 1995 HWY 89A, Sedona, AZ (Job/Application #408077).

- i. AB 3394 Approval of a letter from City Council to Congressman Crane in support of the designation of the Upper Verde River as a Wild and Scenic River.**
- j. AB 3370 Approval of an Agreement between the City of Sedona and Arizona Water Company related to water-system improvements in Uptown Sedona.**

Item 3j. AB 3370 was pulled from Consent Items by staff.

Motion: Councilor Kinsella moved to approve consent items 3a-3i. Seconded by Vice Mayor Fultz. Vote: 7-0 Motion passed with seven (7) in favor (Ploog, Fultz, Dunn, Furman, Hosseini, Kinsella, Pfaff) and zero (0) opposed.

4. Appointments - None.

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

Mayor Ploog advised that on Saturday, October 17th the Northern Arizona Council of Governments, Sedona Community Center, and the City of Sedona are hosting the Red Rock Senior Symposium from 10am-2pm at the Sedona Community Center. The event is free and lunch will be provided. Contact the Community Center to register in advance.

Vice Mayor Fultz advised the Uptown Parking Work Group met last week and have updated recommendations for City Council. A presentation is being created by a resident and business owner of the Work Group and they will present it to Council when the item is brought back to City Council for consideration.

Anette Spickard said that a total of 74 America 250 banners with “thank you notes” written on them from the community were sent to all of the agencies who helped with the pocket fire. An additional banner was given to the Sedona Historic Museum. Also, she encouraged all to attend the Sedona Police Department’s Annual Community Outreach at the Hub at Posse Grounds Park on October 3rd from 3:00-5:00 p.m.

6. Executive Session Report

Monique Coady advised that Council motioned for staff to move forward with the direction given in executive session.

7. Public Forum

Opened to the public at 4:37 p.m.

Tim Perry, Sedona, spoke regarding transparency and the removal of automatic public access to the public records request history in the records requests portal.

Jessica Williamson, Sedona, congratulated Council and the City for the success of the Community Conversations meetings.

Jon Thompson, Sedona, spoke regarding 2nd Installment of the Moment of Moo and the impact of methane gas. Email Jon at sedonajon@me.com with questions and comments.

Jim Murphy, Sedona, spoke in favor of the Community Conversation meetings. He requested a park sign for the Cultural Park to support the successful initiative during the primary election and information on the Sedona International Film Festival. Anette Spickard advised that a sign for the property is in process.

Brought back to City Council at 4:42 p.m.

8. Proclamations, Recognitions & Awards - None.

9. Regular Business

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

Item 3j. AB 3370 was pulled from Consent Items by staff.

Andy Dickey explained the agreement is still working with AZ Water Company on the final agreement. and will be on the agenda for the October 13, 2026 meeting.

Motion: Councilor Kinsella moved to table item 3j until the October 13, 2026 meeting. Seconded by Councilor Dunn. Vote: 7-0. Motion passed with seven (7) in favor (Ploog, Fultz, Dunn, Furman, Hosseini, Kinsella, Pfaff) and zero (0) opposed.

b. AB 3349 Discussion/possible action for approval of an Ordinance amending SCC Article 15 (2024 I-codes and the 2023 National Electrical Code).

Presentation by Steve Mertes and Tony Allender.

Questions and comments from City Council.

Opened to the public at 5:27 p.m.

Tim Perry, Sedona, spoke in opposition to the ordinance amendment to the building codes and said approval would increase the price to build homes in Sedona.

Robert Koster, Sedona, commended Steve Mertes and other Community Development staff for their assistance, and spoke in support of the ordinance amendment.

Jim Murphy, Sedona, stated the DIF fees are excessively high, he spoke in support of the ordinance amendment to the building codes, he commended staff for making building a home in Sedona easy.

Brought back to City Council at 5:35 p.m.

Comments and questions from City Council.

Motion: Councilor Kinsella moved to approve Ordinance 2026-06 amending Sedona City Code Title 15 (Buildings and Construction), adopting 2024 I-codes and the 2023 National Electrical Code except for the International Energy Conservation Code which will remain as the 2018 International Energy Code. Seconded by Councilor Furman. Councilor Kinsella withdrew her motion. Councilor Furman approved.

Comments from City Council.

Motion: Councilor Kinsella moved to approve Ordinance 2026-06 amending Sedona City Code Title 15 (Buildings and Construction), adopting 2024 I-codes and the 2023 National Electrical Code, International Energy Conservation Code, retaining

the 2018 version and retaining the Chapter 11 of the 2018 residential code. Seconded by Councilor Furman. Vote: 7-0 Motion passed with seven (7) in favor (Ploog, Fultz, Dunn, Furman, Hosseini, Kinsella, Pfaff) and zero (0) opposed.

- c. **AB 3382 Discussion/possible direction regarding a tourism update including the results of the summer 2026 marketing campaign, the winter 2026/2027 campaign strategy, the year-round high-net worth individual marketing strategy, and approval of a contract amendment for DVA in an amount not-to-exceed \$736,000 for marketing services.**

Presentation by Andrew Grossmann and Lauren Browne.

Questions and comments from City Council.

Opened the public comment at 6:23 p.m.

Tim Perry, Sedona, spoke in opposition to the item.

David Key, Greater Sedona Chamber, spoke in favor of the 2026 Marketing Campaign and the partnership between the City and the Chamber.

Al Comello, Sedona, spoke in favor of the item and commended the direction that the city is going regarding tourism and the focus on Sedona's economy.

Brought back to City Council at 6:32 p.m.

Comments and questions from City Council.

Motion: Vice Mayor Fultz moved to approve the winter 2026/2027 campaign plan, the year-round high-net worth individual marketing strategy, and contract amendment #6 for Day Vengley & Associates dba DVA to increase compensation in an amount not-to-exceed \$736,000 for marketing services, subject to approval by the City Attorney. Seconded by Councilor Dunn. Vote: 7-0 Motion passed with seven (7) in favor (Ploog, Fultz, Dunn, Furman, Hosseini, Kinsella, and Pfaff) and zero (0) opposed.

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

Mayor Ploog requested an executive session to review applications for Planning and Zoning Commission on October 13, 2026. Unanimously, Council supported her request.

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 6:44 p.m. without objection.

I certify that the above are the true and correct actions of the Regular City Council Meeting held on September 22, 2026.

JoAnne Cook, CMC, City Clerk

Date

**Action Minutes
Special City Council Meeting
Sedona City Hall, Vultee Conference Room
106 Roadrunner Drive, Sedona, Arizona
Wednesday, September 23, 2026, 1:00 p.m.**

1. Call to Order

Mayor Ploog called the meeting to order at 1:00 p.m.

2. Roll Call

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

Staff Present: Deputy City Manager Barbara Whitehorn, Human Resources Manager Russ Martin, and Deputy City Clerk Marcy Garner.

Motion: Councilor Kinsella moved to go into Executive Session at 1:01 p.m. Seconded Councilor Fultz. Motion carried with seven (7) in favor (Ploog, Fultz, Dunn, Furman, Hosseini, Kinsella, and Pfaff) and zero (0) opposed.

3. Executive Session

Marcy Garner 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).**
- b. **Return to open session. Discussion/possible action regarding executive session items.**

Reconvened in open session at 4:40 p.m.

Motion: Councilor Kinsella moved for staff to proceed as directed in executive session. Seconded by Councilor Furman. Motion carried with seven (7) in favor (Ploog, Fultz, Dunn, Furman, Kinsella, Pfaff and Hosseini) and zero (0) opposed.

4. Adjournment

Mayor Ploog adjourned the meeting at 4:40 p.m. with no objection.

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

Marcy Garner, CMC, City Clerk

Date



City of Sedona Proclamation Request Form

Full Name of Contact Person	Susan Bard
Contact Phone Number	
Contact Mailing Address	
Contact Email Address	Susan.norman.hall@gmail.com
Group, Organization, Activity or Event Being Recognized (Please make sure you provide complete and current information about the group or event)	
Website Address (if applicable)	
Name of the sponsor(s) of the Proclamation (3 Council members or the City Manager)	Mayor Ploog and Councilors Melissa Dunn and Kathy Kinsella
What is the proclaimed day, days, week or month? (e.g. 10/11/12, October 11-17, 2012, October 2012)	October 2026
Would you like to attend a Council meeting for formal presentation of the Proclamation or would you like to pick it up?	☒ Presentation at Meeting ☐ Pick up Proclamation
If you would like the Proclamation presented at a Council meeting, please provide the full name and contact information (phone number and email address) of the party who will accept it on behalf of the group.	Helen McNeal, Sedona Fire District Governing Board Chair.

Provide information about the organization/event including a mission statement, founding date, location and achievements.

Fire Prevention Month is a nationally recognized awareness month (October) first established (as a week) by the National Fire Protection Association in 1922. The proclamation speaks to fire prevention, public awareness, and honors all fire fighters, local and national and worldwide.

Sedona has previously recognized fire prevention week (before it was expanded to a month).

Please explain why this Proclamation and any events accompanying it are important to the Community and are consistent with the City's vision statement and Community Plan goals. What is the clear reason for the Proclamation and why are you requesting this honor? What activities/events are planned around this Proclamation and how do you plan to promote this to the community?

The proclamation promotes community awareness, encourages prevention, and honors firefighters, especially in the wake of the recent Pocket Fire which threatened our community and destroyed over 27,000 acres of forest.

The proclamation asks that residents and visitors take steps toward education and prevention.

A copy of the will be given to the Sedona Fire District.

Please include a draft of the proposed Proclamation with this request, preferably a Word file in electronic format.

Office of the Mayor



**Proclamation
Fire Prevention Awareness Month, October 2026**

WHEREAS, the safety and well-being of our residents and visitors depend on proactive measures to prevent fires in homes, workplace, and public spaces; and

WHEREAS, October is officially recognized as Fire Prevention Month (Expanded from Fire Prevention Week, which was established by the National Fire Protection Association (NFPA) in 1922 to commemorate the Great Chicago Fire of 1871) and serves as a vital reminder that small action-such as testing smoke alarms, creating escape and evacuation plans, practicing safe cooking habits, and taking care in public spaces-can save lives; and

WHEREAS, the Pocket Fire, a national incident that threatened Sedona's surrounding area and burned over 27,000 brought firefighting teams from all over the nation to defend our community and beloved forest lands; and

WHEREAS, we gratefully honor the dedication and courage of all firefighters, first responders, and safety educators who work tirelessly to protect our health and safety.

NOW THEREFORE, I Holli Ploog, Mayor of the City of Sedona, on behalf of the Sedona City Council, do hereby proclaim October 2026 as Fire Prevention Month in Sedona, and urge all residents and visitors to join in activities that promote fire safety awareness and preparedness. Issued this 13th day of October 2026.

Holli Ploog, Mayor

ATTEST:

JoAnne Cook, CMC, City Clerk



City of Sedona Proclamation Request Form

Full Name of Contact Person	Brian Armstrong
Contact Phone Number	928-203-5175
Contact Mailing Address	102 Roadrunner Dr, Sedona, AZ 86336
Contact Email Address	BArmstrong@SedonaAZ.gov
Group, Organization, Activity or Event Being Recognized (Please make sure you provide complete and current information about the group or event)	City of Sedona Code Enforcement Officers
Website Address (if applicable)	
Name of the sponsor(s) of the Proclamation (3 Council members or the City Manager)	All of city council.
What is the proclaimed day, days, week or month? (e.g. 10/11/12, October 11-17, 2012, October 2012)	Month of October 2026
Would you like to attend a Council meeting for formal presentation of the Proclamation or would you like to pick it up?	☒ Presentation at Meeting ☐ Pick up Proclamation
If you would like the Proclamation presented at a Council meeting, please provide the full name and contact information (phone number and email address) of the party who will accept it on behalf of the group.	Brian Armstrong Sr. Code Enforcement Officer barmstrong@sedonaaz.gov 928-203-5175 Tony Allender, AICP Director of Community Development tallender@sedonaaz.gov (928) 203-5108

Provide information about the organization/event including a mission statement, founding date, location and achievements.

Code Enforcement Mission Statement:

Preserve the quality of life for residents, businesses and visitors through enforcement of City codes and ordinances.

Please explain why this Proclamation and any events accompanying it are important to the Community and are consistent with the City's vision statement and Community Plan goals. What is the clear reason for the Proclamation and why are you requesting this honor? What activities/events are planned around this Proclamation and how do you plan to promote this to the community?

The Code Enforcement program is responsible for the enforcement of City codes regulating land use matters; public nuisances; public health, safety, and welfare issues; building standards; and other City ordinances and ensuring compliance in a timely manner within the limits of the law. Code enforcement activities are important for accomplishing community goals such as protecting property values, the natural environment, and providing a good quality of life for residents.

The American Association of Code Enforcement (AACE) has supported proclaiming October as National Code Compliance Month for several years across the US. Stan Durkalec, and now Kurt Foster, work diligently to serve the community in a role that is typically under appreciated by the community and they regularly deal with customers and citizens that are unhappy at having to comply with code enforcement actions and consistently do an excellent job of conducting themselves professionally in the face of criticism. I think it would be a good gesture to recognize Stan and Kurt for the work they do and let them know the Council and citizens of the community appreciate their work.

Please include a draft of the proposed Proclamation with this request, preferably a Word file in electronic format.

Office of the Mayor



**Proclamation
NATIONAL CODE COMPLIANCE MONTH
October 2026**

WHEREAS, Code Enforcement Officers provide for safety and welfare of the citizens throughout the United States through the enforcement of local codes or ordinances facing various issues of building, zoning, housing, animal control, environmental, health and life safety; and

WHEREAS, Code Enforcement Officers often have a challenging and demanding role and often do not receive recognition for the job that they do in improving living and working conditions for residents and businesses of local communities; and

WHEREAS, Code Enforcement Officers are dedicated, and highly qualified professionals who share the goals of preventing neighborhood deterioration, enhancing and ensuring safety, and preserving property values through knowledge and application of housing, zoning, and nuisance codes and ordinances; and

WHEREAS, Code Enforcement Officers often have a highly visible role in the communities providing quality customer service and excellence to the residents and businesses of the communities in which they serve; and

WHEREAS, the American Association of Code Enforcement wants to recognize and honor Code Enforcement Officers and Professionals all across the United States and bring awareness to the Importance of Code Enforcement to the communities of the United States; and

NOW, THEREFORE, I, HOLLI PLOOG, MAYOR OF THE CITY OF SEDONA, ARIZONA, ON BEHALF OF THE SEDONA CITY COUNCIL, do hereby proclaim October 2026 to be NATIONAL CODE COMPLIANCE MONTH in Sedona, Arizona, and ask out citizens to express their appreciation for the dedication and service of the individuals who serve as our Code Enforcement Officers. Issued this 13th day of October, 2026.

Holli Ploog, Mayor

ATTEST:

JoAnne Cook, CMC, City Clerk



City of Sedona Proclamation Request Form

Full Name of Contact Person	Brian Bergner
Contact Phone Number	928-821-9409
Contact Mailing Address	P.O. Box 595, Sedona, AZ 86339
Contact Email Address	brian@verdevalleysanctuary.org
Group, Organization, Activity or Event Being Recognized (Please make sure you provide complete and current information about the group or event)	Domestic Violence Awareness Month
Website Address (if applicable)	VerdeValleySanctuary.org
Name of the sponsor(s) of the Proclamation (3 Council members or the City Manager)	City Council
What is the proclaimed day, days, week or month? (e.g. 10/11/12, October 11-17, 2012, October 2012)	October 2026
Would you like to attend a Council meeting for formal presentation of the Proclamation or would you like to pick it up?	☒ Presentation at Meeting ☐ Pick up Proclamation
If you would like the Proclamation presented at a Council meeting, please provide the full name and contact information (phone number and email address) of the party who will accept it on behalf of the group.	Jessye Johnson, CEO, Verde Valley Sanctuary (480-242-5328) OR Brian Bergner, Chief Philanthropy Officer, Verde Valley Sanctuary (928-821-0409, brian@verdevalleysanctuary.org)

Provide information about the organization/event including a mission statement, founding date, location and achievements.

Verde Valley Sanctuary's mission is to provide safety, services, and comfort to survivors of domestic and sexual violence. VVS began more than three decades ago as a grassroots organization of women who were concerned about domestic violence in our community. The original group of volunteers began taking crisis calls in their homes and transporting survivors of abuse to the nearest shelters 50-plus miles away in Flagstaff, Prescott, and Phoenix. Thanks to generous donations from the community, VVS opened the first domestic violence shelter in the Verde Valley region in 1993 with a leased modular home that slept six.

Since then, VVS has strategically expanded and now offers comprehensive services for survivors of domestic and sexual violence in both residential and community-based formats. VVS' emergency shelter is located at an undisclosed location in Cottonwood, with transitional housing as well. We also own and operate both Twice Nice Thriftique's in Sedona and Camp Verde as they provide essential funding for the mission, not to mention clothing, shoes, and other various items that survivors need free of charge.

Verde Valley Sanctuary was recently nominated as Best Nonprofit in Sedona by the Best of the Best contest, which had more than 70,000 total votes by the community.

Please explain why this Proclamation and any events accompanying it are important to the Community and are consistent with the City's vision statement and Community Plan goals. What is the clear reason for the Proclamation and why are you requesting this honor? What activities/events are planned around this Proclamation and how do you plan to promote this to the community?

Domestic Violence effects thousands of people here in the Verde Valley and across Arizona, causes significant harm to the physical and mental health of survivors and their families, and undermines their economic stability and overall well-being.

In fiscal year 2025-26, Verde Valley Sanctuary provided services to more than 1,500 survivors of domestic violence and sexual assault, including nearly 7,600 bed nights and answering almost 1,300 crisis hotline calls. Since 2020, VVS has housed 150 clients in emergency shelter on average per year and doubled the number of survivors served in transitional housing since 2025.

The month of October is Domestic Violence Awareness Month, so with this proclamation by the City of Sedona, we are hoping to continue raising awareness about Domestic Violence in the community we live in and the surrounding area. Promotional opportunities include social media posts about the proclamation, including a press release that will be submitted to the media at the end of the month, which will include all townships who do a proclamation, including the City of Cottonwood, the Town of Camp Verde, the Town of Clarkdale, the Town of Jerome, and the Yavapai County Board of Supervisors.

Please include a draft of the proposed Proclamation with this request, preferably a Word file in electronic format.

Office of the Mayor



**Proclamation
DOMESTIC VIOLENCE AWARENESS MONTH
October 2026**

WHEREAS, domestic violence is a pattern of coercive control and abusive behaviors used to gain and maintain power and control over an intimate partner that can include isolation from family and friends, financial, emotional, and physical abuse, and sexual assault. Domestic Violence knows no boundaries and impacts everyone regardless of race, religion, age, gender, sexual orientation, socioeconomic status, and geographic location, and;

WHEREAS, 41% of women and 26% of men report having experienced contact sexual violence, physical violence, or stalking by an intimate partner in their lifetime, and;

WHEREAS, domestic violence is a public health issue that affects all of us, and to address it, we must apply our collective attention and resources to interventions to address the consequences of domestic violence and the myriad of other issues, including mental and behavioral health, homelessness, and substance use disorders, and;

WHEREAS, Domestic Violence Awareness Month is a national campaign dedicated to raising awareness about domestic violence. Every October, organizations and individuals unite across the nation for a national effort to uplift the needs, voices, and experiences of survivors, and the City of Sedona Council is proud to join this effort, and;

WHEREAS, partnerships with community organizations, healthcare providers, and law enforcement help provide support for survivors, including trauma-informed advocates and support for those seeking help, and;

WHEREAS survivors don't have to go it alone when they are ready. There are resources to help, including the Verde Valley Sanctuary at (928-634-2511), the National Domestic Violence Hotline at (800-799-SAFE), the Arizona Coalition to End Sexual and Domestic Violence Helpline at (602-279-2980), and Arizona 2-1-1 at (211).

NOW, THEREFORE, I, HOLLI PLOOG, MAYOR OF THE CITY OF SEDONA, ARIZONA, ON BEHALF OF THE SEDONA CITY COUNCIL, do hereby proclaim October 2026 to be DOMESTIC VIOLENCE AWARENESS MONTH in Sedona, Arizona. This month, we reaffirm our steadfast and unwavering commitment to helping survivors of domestic violence where they are and work tirelessly to provide the systems and supports they need to heal, hold spaces for them to rebuild their lives and share their stories, and center our efforts to ensure no one is left behind, and that domestic violence, in all of its forms, is not tolerated in our community. Issued this 13th day of October, 2026.

Holli Ploog, Mayor

ATTEST:

JoAnne Cook, CMC, City Clerk



**CITY COUNCIL
AGENDA BILL**

**AB 3399
October 13, 2026
Consent Items**

Agenda Item: 3g

Proposed Action & Subject: Approval of a recommendation regarding a new application for a Series 10 Beer and Wine Store for Circle K Store #2701535, located at 2570 W HIGHWAY 89A, Sedona, AZ, 86336 (Job# 410674).

Department	City Clerk/ JoAnne Cook and Marcy Garner
Time to Present	N/A
Total Time for Item	N/A
Other Council Meetings	N/A
Exhibits	The liquor license application is available for view in the City Clerk's Department.

Finance Approval	JMC Reviewed 9/30/26	
City Attorney Approval	MKC 10/05/2026	Expenditure Required
		\$ 0
City Manager's Recommendation	Recommend approval ABS 10/5/26	Amount Budgeted
		\$ 0
		Account No. (Description)

Background: State liquor laws require Sedona's City Council to forward a recommendation for approval or denial of applications for liquor licenses.

The City has received a new application for a Series 10 Beer and Wine Store liquor license for Circle K Store #2701535, located at 2570 W HIGHWAY 89A, Sedona, AZ, 86336 (Job# 410674). The liquor license application is available for review and inspection in the City Clerk's office or by email.

A Series 10 Liquor License (Beer and Wine) is a non-transferable, off-sale retail privileges liquor license that allows a retail store to sell beer and wine (no other spirituous liquors), only in the original unbroken package, to be taken away from the premises of the retailer and consumed off the premises. A retailer with off-sale privileges may deliver spirituous liquor off of the licensed premises in connection with a retail sale. Payment must be made no later than the time of delivery.

This Circle K location currently holds an active Series 9, Liquor Store license, license number 09130027. Circle K Stores Inc. Special Licensing Sr. Manager, Liquor Agent and Assistant Secretary Danielle Burgess advised an application has been submitted for a Series 9, Liquor Store license to transfer this license to Store #2709547, located at 2820 W STATE ROUTE

89A, (Please see agenda bill AB 3400 for additional information). This Series 10 license application was submitted to allow this store location to continue selling beer and wine after the Series 9 is transferred to the Store #2709547, 2820 W STATE ROUTE 89A location, if approved.

Community Development, Finance, the Sedona Police Department (SPD), and Sedona Fire District (SFD) have conducted a review of the application and did not note any objections regarding its approval.

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

Board/Commission Recommendation: ☐Applicable - ☒Not Applicable

Alternative(s): Recommend denial of a new Series 10 Beer and Wine Store, Liquor License for Circle K Store #2701535, I located at 2570 W HIGHWAY 89A, Sedona, AZ, 86336 (Job# 410674). Reasons for a recommendation of denial would need to be specified.

MOTION

I move to: recommend approval of a new Series 10 Beer and Wine Store, Liquor License for Circle K Store #2701535, located at 2570 W HIGHWAY 89A, Sedona, AZ, 86336 (Job# 410674).



CITY COUNCIL AGENDA BILL

AB 3400
October 13, 2026
Consent Items

Agenda Item: 3h

Proposed Action & Subject: Approval of a recommendation regarding a new application for a Series 9 Liquor Store Liquor License for Circle K Store #2709547, located at 2820 W STATE ROUTE 89A, Sedona, AZ, 86336 (Job#410682).

Department	City Clerk/ JoAnne Cook and Marcy Garner
Time to Present	N/A
Total Time for Item	N/A
Other Council Meetings	N/A
Exhibits	The Liquor license application is available for view in the City Clerk's Department.

Finance Approval	JMC Reviewed 9/30/26	
City Attorney Approval	MKC 10/05/2026	Expenditure Required
		\$ 0
City Manager's Recommendation	Recommend approval 10/5/26 ABS	Amount Budgeted
		\$ 0
		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 liquor licenses.

The City received an application for a Series 9 Liquor Store License for Circle K Store #2709547, located at 2820 W STATE ROUTE 89A, Sedona, AZ, 86336 (Job#410682). The application is available for review and inspection in the City Clerk's office or by email.

A series 9 liquor store license is a "quota" license available only through the Arizona Liquor License Lottery or for purchase on the open market. Once issued, the liquor store (series 9) license allows a retail store to sell all spirituous liquors, only in the original unbroken package, to be taken away from the premises of the retailer and consumed off the premises (off-sale). A retail licensee with off-sale privileges may deliver spirituous liquor off of the licensed premises in connection with a retail sale. Payment must be made no later than the time of delivery.

This upcoming Circle K location currently holds an inactive Series 10 Beer and Wine Store liquor license, license number 010130031079. Circle K Stores Inc. Special Licensing Sr. Manager, Liquor Agent and Assistant Secretary Danielle Burgess advised this application was submitted to transfer the Series 9 Liquor Store license to from Circle K Store #2701535, located

at 2570 W HIGHWAY 89A, Sedona, AZ, 86336 to the upcoming Circle K Store #2709547, located at 2820 W STATE ROUTE 89A, (Please see agenda bill AB 3399 for additional information).

Community Development advised that the upcoming Circle K, located at 2820 AZ 89A, Sedona, AZ currently has a building permit and is under construction.

Community Development, Finance, the Sedona Police Department (SPD), and Sedona Fire District (SFD) have conducted a review of the application and did not note any objections regarding its approval.

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

Board/Commission Recommendation: ☐Applicable - ☒Not Applicable

Alternative(s): Recommend denial of a new Series 9 Liquor License for Circle K Store #2709547, located at 2820 W STATE ROUTE 89A, Sedona, AZ, 86336 (Job#410682). Reasons for a recommendation of denial would need to be specified.

MOTION

I move to: recommend approval of a new Series 9 Liquor License for Circle K Store #2709547, located at 2820 W STATE ROUTE 89A, Sedona, AZ, 86336 (Job#410682).



**CITY COUNCIL
AGENDA BILL**

**AB 3407
October 13, 2026
Consent Items**

Agenda Item: 3i

Proposed Action & Subject: 1) Approve acceptance of the FY 2024 Emergency Management Performance Grant (EMPG) in the amount of \$99,877.86 (with a 50% City match), and 2) Approve the Subrecipient Agreement between the Sedona Police Department and the Arizona Department of Emergency and Military Affairs (DEMA) as administrator of the grant funds.

Department Police Department

Time to Present N/A

Total Time for Item N/A

Other Council Meetings

Exhibits A. SPD-DEMA 2024 EMPG Subrecipient Agreement
B. SPD-DEMA 2024 EMPG Final Grant Award Letter

Finance Approval	JMC Reviewed 9/30/26	
City Attorney Approval	MKC 10/05/2026	Expenditure Required
		\$ N/A
City Manager's Recommendation	Recommend approval ABS 10/5/26	Amount Budgeted
		\$ N/A
		Account No. (Description)

SUMMARY STATEMENT

Background: The Sedona Police Department was awarded monies from the State of Arizona Department of Emergency and Military Affairs (DEMA) for their FY24 Emergency Management Performance Grant (EMPG) for the purposes of purchasing equipment related to emergency management communications hardware and software, and allowable related costs. This is a pass-through grant with DEMA as the administrator of funds for county, city, tribal, and state emergency management agencies. The FY24 EMPG Grant is a reimbursement award with a 50% cost match, awarding monies for expenses that have already occurred and have been expended during the period of July 1st, 2024, through September 30th, 2026.

The total award for Sedona PD is \$99,877.86, with the 50% cost match expended for approved equipment, supplies, and services up to \$49,938.93. Stated another way, the Sedona Police Department is eligible to receive reimbursement for communications equipment in the amount of \$49,938.93.

As the primary agency responsible for Emergency Management needs for the City of Sedona, the police department will utilize the EMPG reimbursement award to recover budgeted

operating expenses used to purchase portable and in-car radios, and applicable radio-related costs.

This grant was not expected and therefore not budgeted; however, because it is a reimbursement for funds expended in a previous fiscal year, there is no additional expenditure required.

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

Board/Commission Recommendation: ☐Applicable - ☒Not Applicable

Alternative(s): Council can elect not to approve grant.

MOTION

I move to: approve acceptance and expenditure of the FY 2024 Emergency Management Performance Grant (EMPG) in the amount of \$99,877.86 (with a 50% City match) and approve the Subrecipient Agreement between the Sedona Police Department and the Arizona Department of Emergency and Military Affairs (DEMA).

SUBRECIPIENT AGREEMENT BETWEEN

City of Sedona 2024

M5VJZN2SMSN5

AND

**The Arizona Department of Emergency and Military Affairs
FOR**

The Emergency Management Performance Grant - EMF-2024-EP-05013

WHEREAS, A.R.S. § 26-305 – 306 charges the Arizona Department of Emergency and Military Affairs (DEMA) with the responsibility of administering funds.

THEREFORE, it is agreed that DEMA shall provide funding to City of Sedona (“Subrecipient”) under Assistance Listings # 97.042 under the terms of this Subrecipient Agreement.

1. **PURPOSE OF AGREEMENT** - The purpose of this Agreement is to specify the rights and responsibilities of DEMA in administering the distribution of Emergency Management Performance Grant (EMPG) funds to Subrecipient, and to specify the rights and responsibilities of Subrecipient as the recipient of these funds.
2. **TERM OF AGREEMENT, TERMINATION AND AMENDMENTS** - This Agreement shall become effective on. **Jul 1, 2024**, and shall terminate on **Sept 30, 2026**. The rights and responsibilities of DEMA and Subrecipient as described herein will survive termination of this agreement.
3. **DESCRIPTION OF SERVICES, SUPPLIES AND EQUIPMENT** - Subrecipient shall use the funds provided under this Agreement solely for the purposes for which these funds have been provided, as documented by the Subrecipient’s grant application as approved by DEMA, a copy of which is available in the EM Grants Manager system.
 - a. The FY 2024 EMPG covers eligible costs from Jul 1, 2024 - Sept 30, 2026 (the “Agreement Period”). The funds awarded in the grant agreement shall only be used to cover allowable costs that are incurred during the Agreement Period. Allowable costs are defined in the FY 2024 EMPG Notice of Funding Opportunity (EMPG NOFO), the AZDEMA EMPG Local Programmatic Guidance, and by this Agreement.
 - b. All EMPG funded personnel must complete training requirements for the National Incident Management System (NIMS) as stated in the EMPG NOFO, and Subrecipient must provide DEMA with written proof of completion for each individual as soon as that individual’s training is completed. All EMPG funded personnel must also participate in no less than three emergency management focused exercises run by either Subrecipient or DEMA during the Agreement Period.
 - c. Finance & Administration - Subrecipient shall provide DEMA with complete documentation of all expenditures of funds provided under this Agreement as soon as such documentation becomes available to Subrecipient. Subrecipient shall provide all necessary financial and managerial resources to meet the terms and conditions of receiving funds under this Agreement. DEMA does not manage or take responsibility for the Subrecipient’s projects, and monitors projects (with regard to program eligibility and other requirements) only to protect the State's interests.

- i. The FY 2024 EMPG program has a 50% cost match (cash or in-kind) requirement, pursuant to sections 611(j) and 613(a) of the Robert T. Stafford Disaster Relief and Emergency Assistance Act, (Pub. L. No. 93-288), as amended, (42 U.S.C. § 5121 et seq.). Federal funds cannot exceed 50% of eligible costs. Unless otherwise authorized by law, federal funds cannot be matched with other federal funds. All funds received by Subrecipient through DEMA under this Agreement are agreed to be federal matching funds; Subrecipient shall be solely responsible for providing the other 50% (cash or in-kind) in order to obtain these federal matching funds.
- ii. The Federal Emergency Management Agency (FEMA) administers cost matching requirements in accordance with 2 C.F.R. § 200.306, and Subrecipient contributions must meet the standards of 2 C.F.R. § 200.306 and all other applicable federal law.

4. **MANNER OF FINANCING** - DEMA shall:

- a. Provide the Subrecipient with 50% of the costs expended for approved services, supplies and equipment identified in the approved application, up to \$ **\$99,877.86.** Subrecipient will use the funds provided by DEMA and the matching contribution made by the Subrecipient to acquire the services, supplies and equipment identified in part III of this Agreement.
- b. Payment made by DEMA to Subrecipient shall be on a reimbursement basis only and is conditioned upon receipt of proof of payment or other form of contribution, consisting of applicable, accurate and complete documentation, as determined by DEMA in its sole discretion. A list of acceptable documentation is in the Arizona Local Programmatic Guidance.

5. **FISCAL RESPONSIBILITY** - For any funds received under this Agreement for which expenditure is disallowed by an audit exemption or otherwise by DEMA, the State, or Federal government, Subrecipient shall reimburse said funds to DEMA immediately.

6. **FINANCIAL AUDIT/PROGRAMMATIC MONITORING** - Subrecipient shall comply with A.R.S. § 35-214 and § 35-215.

- a. Pursuant to 2 C.F.R. § 200.501, if Subrecipient expends \$1,000,000 or more from all federal funding sources during the fiscal year, Subrecipient shall submit an organization-wide financial and compliance audit report per Subpart F of 2 C.F.R. Part 200. Failure to comply with any requirements imposed as a result of an audit will suspend the release of federal funds by DEMA to Subrecipient until Subrecipient has met all such requirements.
- b. Subrecipient will be monitored periodically by DEMA, both programmatically and financially, to ensure that the project goals, objectives, performance requirements, timelines, milestone completion, budgets, and other related program criteria are being met. Monitoring will be accomplished through a combination of office-based reviews and onsite monitoring visits. Monitoring may involve aspects of the work involved under this Agreement including but not limited to the review and analysis of financial, programmatic, equipment, performance, and administrative issues relative to each program, and may identify areas where technical assistance and other support may be needed. Subrecipient shall participate in and cooperate with all such monitoring by DEMA, and shall provide access to all personnel, documents, and other records as may be requested from time to time by DEMA. Subrecipient also shall comply with all requests of DEMA that DEMA deems necessary to ensure the Subrecipient's compliance with their obligations under this Agreement, including but not limited to circumstances in which DEMA is required or requested to provide information or records to FEMA or to any state or federal auditor; in such event, Subrecipient shall

cooperate with DEMA and shall provide DEMA with all information and records necessary for DEMA to comply with any such request or requirement.

7. **APPLICABLE FEDERAL REGULATIONS** - Subrecipient must comply with all applicable Arizona and Federal law, whether or not specifically cited or referenced in this Agreement, and including but not limited to, as applicable, (1) 2 C.F.R. § 200.0 through § 200.346 (general provisions and requirements); (2) § 200.400 through § 200.476 (cost principles); (3) § 200.500 through § 200.521 (audit requirements); (4) the Appendices to 2 C.F.R. Part 200; and (5) 2 C.F.R. § 3002.10.
8. **OTHER APPLICABLE REQUIRED STANDARDS** - In addition to complying with all applicable Federal and Arizona statutes and regulations, Subrecipient shall:
 - a. Comply with the EMPG NOFO;
 - b. Utilize equipment that appears on the U.S. Department of Homeland Security Authorized Equipment List.¹
 - c. Prepare, retain, and be prepared to produce for examination by DEMA and/or FEMA, all records of all activities relating to this Agreement, to the extent necessary to comply with the requirements set forth in Subpart F-Audit Requirements, 2 CFR Chapter II, Audits of States, Local Governments, and Non-Profit Organizations
 - d. Comply with National Incident Management System (NIMS) Implementation initiatives as outlined in the EMPG NOFO;
 - e. Comply with all applicable Federal, State, and Local environmental and historic preservation (EHP) requirements and shall provide any information requested by FEMA to ensure compliance with applicable laws including but not limited to: the National Environmental Policy Act (NEPA; 42 U.S.C. § 4321 through § 4347); the National Historic Preservation Act (NHPA; 54 U.S.C. § 300101 through § 304112, and § 305501 through § 307108); the Endangered Species Act (ESA; 7 U.S.C. § 136; and 16 U.S.C. § 1531 through § 1544), and Executive Orders on Floodplains (11988). Wetlands (11990) and Environmental Justice for Low Income & Minority Populations (12898) Subrecipient shall not undertake any project having the potential to impact EHP resources without express prior written approval obtained through DEMA.
 - i. Subrecipient must comply with all conditions placed on the project as the result of the EHP review. Subrecipient must complete the EHP Assessment Questionnaire form and provide the supporting documentation to include diagrams and photos. The EMPG Program Coordinator will review the documents and forward to the FEMA-Environmental Office. Any subsequent change to the project scope of work will require re-evaluation for compliance with these EHP requirements. If ground-disturbing activities occur during project implementation, Subrecipient must ensure monitoring of ground disturbance and if any potential archeological resources are discovered, Subrecipient must immediately cease construction in that area and notify DEMA and the appropriate State Historic Preservation Office. Procurement and construction activities shall not be initiated prior to the full EHP review being completed by FEMA Office of Environmental and Historic Preservation.
9. **CONSULTANTS/TRAINERS/TRAINING PROVIDERS** - Billings for consultants/trainers/training providers must include at a minimum: a description of services; dates of

¹ <https://www.fema.gov/authorized-equipment-list>, <https://www.whitehouse.gov/omb/information-for-agencies/circulars/#numerical>,
<https://www.fema.gov/executive-order-11988-floodplain-management>.

services; number of hours for services performed; rate charged for services; and the total cost of services performed. Consultant/trainer/training-provider costs must be within the prevailing rates and must be obtained in compliance with the procurement rules applicable under Arizona law to the Subrecipient and 2 C.F.R. § 200.317 through § 200.327.

10. **CONTRACTORS/SUBCONTRACTORS** - Subrecipient may enter into written subcontract(s) for performance of certain of its functions under this Agreement in accordance with terms established under Arizona and Federal law. Subrecipient agrees and understands that no subcontract that Subrecipient enters into with respect to performance under this Agreement shall in any way relieve Subrecipient of any responsibilities for performance of its duties. Subrecipient shall give DEMA immediate notice in writing by certified mail of any action or suit filed and prompt notice of any claim made against Subrecipient by any subcontractor or vendor with respect to any work on any project funded in whole or in part under this Agreement.
11. **PERSONNEL AND TRAVEL COSTS** - All grant funds expended for personnel, travel, lodging, and per diem must be consistent with the Subrecipient's policies and procedures and the State of Arizona Accounting Manual (SAAM).; must be applied uniformly to both federally financed and other activities of the Subrecipient; and will be reimbursed at the most restrictive allowability and rates. At no time will Subrecipient's reimbursement(s) exceed the State rate established by the Arizona Department of Administration in the SAAM.
12. **PROCUREMENT** - Subrecipient shall comply with all its own procurement rules/policies, all Federal procurement rules/policies (including but not limited to those outlined in this section VII of this Agreement), and all Arizona State procurement code provisions and rules. The intent is that all procurement contracts be awarded competitively, and the Subrecipient shall not enter into any noncompetitive (sole or single source) procurement unless express prior written approval is granted by DEMA.
13. **TRAINING AND EXERCISE** - Subrecipient agrees that any grant funds used for training and exercise must comply with the EMPG NOFO. All training must be approved through the DEMA/Arizona Department of Homeland Security training request process prior to execution of training contract(s). All exercises must utilize the FEMA Homeland Security Exercise and Evaluation Program (HSEEP) Toolkit for exercise design, development and scheduling. Subrecipient further agrees to:
 - a. Submit the HSEEP Toolkit Exercise Summary to DEMA with all Exercise Reimbursement Requests within 90 days of completion of the exercise in question;
 - b. Post all exercises, documentation and After-Action Reports/Improvement Plans (AAR/IP) via the HSEEP Toolkit within 90 days of completion of the exercise in question; and
 - c. Within 90 days of completion of an exercise, or as prescribed by the most recent HSEEP guidance, the Subrecipient shall email the AAR/IP into the HSEEP Inbox (HSEEP@fema.dhs.gov), upload a copy of the AAR/IP to EM Grants Manager and the DEMA Exercise Officer at exercises@azdema.gov.
14. **NONSUPPLANTING AGREEMENT** - Subrecipient shall not use funds obtained under this Agreement to supplant State or Local funds or other resources that would otherwise have been made available for any program/project funded in whole or in part under this Agreement. Further, if a position created by this grant is filled from within, the vacancy created by this action must be filled within 30 days. If the vacancy is not filled within 30 days, Subrecipient must stop charging this grant

for the new position. Upon filling the vacancy, Subrecipient may resume charging for the grant position.

15. **COMPLIANCE WITH STATE AND FEDERAL LAWS REGARDING IMMIGRATION-**

Subrecipient warrants its compliance with:

- a. All State and Federal immigration laws and regulations relating to its employees and to employees of any contractor or subcontractor retained through Subrecipient to provide goods or services related to this Agreement, including but not limited to A.R.S. § 23-214 and § 41-4401.
- b. A breach of a warranty by Subrecipient regarding compliance with State or Federal immigration laws or any other relevant regulations shall be deemed a material breach of this Agreement and Subrecipient may result in action by DEMA up to and including termination of this Agreement.
- c. DEMA reserves the right to inspect the papers of any Subrecipient employee who works on the Agreement, and those of any employee of any contractor or subcontractor retained through Subrecipient to provide goods or services related to this Agreement, to ensure that Subrecipient is complying with the warranty under paragraph (a) above.

16. **PROPERTY CONTROL** - Effective control and accountability must be maintained by Subrecipient for all equipment and supplies acquired by Subrecipient under this Agreement. Subrecipient must adequately safeguard all such property and must assure that it is used for authorized purposes as described in the EMPG NOFO, the grant application as approved, and any applicable federal regulations. Subrecipient shall exercise caution in the use, maintenance, protection and preservation of such property.

- a. Equipment acquired by Subrecipient with funds obtained in whole or in part under this Agreement shall be used by Subrecipient in the program or project for which it was acquired as long as needed, whether the program or project continues to be supported by funds obtained in whole or in part under this Agreement. Theft, destruction, or loss of such property shall be reported to DEMA immediately.
- b. Nonexpendable Property is property which has a continuing use, is not consumed in use, is of a durable nature with an expected service life of one or more years, has an acquisition cost of \$300 or more, and does not become a fixture or lose its identity as a component of other equipment or plant.
- c. A Capital Asset is any personal or real property, or fixture that has an acquisition cost of \$10,000 (Ten Thousand Dollars) or more per unit and a useful life of more than one year. If the Capital Asset current value is equal to or greater than \$10,000 at the end of life or required project activities is discontinued, Subrecipient must request and receive authorization from DEMA prior to disposition. Disposition: Equipment with a current fair market value of \$10,000 or less (per unit) may be retained, sold, or otherwise disposed of with no further responsibility to the Federal agency or pass-through entity.
- d. A Property Control Form shall be maintained for the entire scope of the program or project for which property was acquired through the end of its useful life and/or disposition. All Nonexpendable Property and Capital Assets must be included on the Property Control Form. Subrecipient shall provide DEMA a copy of the Property Control Form at the end of period of performance or no more than 90 calendar days after the end of the Agreement. The Property Control Form shall be updated and a copy provided to DEMA no more than 45 calendar days after equipment disposition. Subrecipient agrees to be subject to equipment monitoring and auditing by state or federal authorized representatives to verify information.

- e. A physical inventory of the Nonexpendable Property and Capital Assets must be taken and the results reconciled with the Property Control Form at least once every two years.

17. **DEBARMENT CERTIFICATION** - Subrecipient agrees to comply with the Federal Debarment and Suspension regulations as outlined in the “Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion – Lower Tier Covered Transactions”².

18. **FUNDS MANAGEMENT** - Subrecipient must maintain funds received under this Agreement in a separate account and cannot mix these funds with funds from other sources. Subrecipient must manage funds according to applicable Federal regulations for administrative requirements, costs principles, and audits (2 CFR § 200.302). Subrecipient must maintain adequate business systems to comply with Federal requirements.

19. **REPORTING REQUIREMENTS** - Regular reports by Subrecipient shall include:

- a. Programmatic Reports - Subrecipient shall provide quarterly programmatic reports to DEMA within 30 working days of the last day of the quarter in which services are provided. So that the report contains such information as deemed necessary by DEMA, Subrecipient shall use the EM Grants Manager system reporting tool.
- b.
 - i. If a project has been fully completed and implemented, and there will be no further updates, then the quarterly programmatic report for the quarter in which the project was completed will be sufficient as the final report. The report must be marked as “final.” Quarterly programmatic reports shall be submitted to DEMA through the EM Grants Manager system until the entire scope of the Grant is completed.
 - ii. Upon request of DEMA, Subrecipient must provide DEMA any information necessary to meet any state or federal reporting requirements.
 - iii. Quarterly Programmatic reports are due:

Quarter	Period	Due
1	July 1 – September 30	October 30
2	October 1 – December 31	January 30
3	January 1- March 31	April 30
4	April 1 – June 30	July 30

- c. Financial Reimbursements - Subrecipient shall provide DEMA with quarterly requests for reimbursement. Requests for reimbursements shall be submitted with the Reimbursement Form provided in the EM Grants Manager system.
 - i. Subrecipient shall submit to DEMA a final request for reimbursement for expenses received and invoiced prior to the end of the termination of this Agreement no more than 90 calendar days after the completion of all work funded in whole or in part by the Agreement. Requests for reimbursement received by DEMA later than the 90 days will not be paid. The final reimbursement request as submitted shall be marked “final” by Subrecipient.
 - ii. DEMA requires that all requests for reimbursement be submitted via the EM Grants Manager system.

² https://www.dhs.gov/sites/default/files/2023-12/2023_1130_dhs_standard_terms_and_conditions_fy24.pdf

- iii. DEMA reserves the right to request and/or require any supporting documentation and/or information DEMA believes necessary in order to process requests for reimbursements. Subrecipient shall promptly provide DEMA with all such documents and/or information.
- iv. Quarterly Financial Expenditure reports are due:

Quarter	Period	Due
1	July 1 – Sept 30	October 30
2	Oct 1 – Dec 31	January 30
3	Jan 1 – Mar 31	April 30
4	Apr 1 – June 30	Sept 30

- v. All reports shall be submitted by Subrecipient through the EM Grants Manager system as described in Part 46, NOTICES, of this agreement.
 - d. The Subrecipient has until December 31 of the following state fiscal year to submit all requisite reimbursement documentation (inclusive of Single Audit Compliance Certification from the Federal Audit Clearinghouse). If Subrecipient fails to meet this condition, DEMA reserves the right to reallocate any remaining funds awarded to the Subrecipient per this Agreement.
20. **ASSIGNMENT AND DELEGATION** - Subrecipient may not assign any rights hereunder without the express, prior written agreement of both parties.
21. **AMENDMENTS** - Any change in this Agreement including but not limited to the Description of Services and budget described herein, whether by modification or supplementation, must be accomplished by a formal Agreement amendment signed and approved by and between the duly authorized representatives of Subrecipient and DEMA.
- a. Any such amendment shall specify:
 - i. An effective date;
 - ii. Increases or decreases in the amount of Subrecipient’s compensation if applicable;
 - iii. Be titled as an “Amendment;”
 - iv. Subrecipient expressly and explicitly understands and agrees that no other method of communication, including any other document, correspondence, act, or oral communication by or from any person, shall be used or construed as an amendment or modification or supplementation to this Agreement.
22. **AGREEMENT RENEWAL** - This Agreement shall not bind nor purport to bind DEMA for any contractual commitment in excess of the original Agreement period, which may not be changed except by a writing signed by all parties hereto in conformity with Paragraph 21, AMENDMENTS.
23. **RIGHT TO ASSURANCE** - If DEMA in good faith has reason to believe that Subrecipient does not intend to or is unable to perform or continue performing under this Agreement, DEMA may demand

in writing that Subrecipient give a written assurance of intent and ability to perform. If Subrecipient fails to provide written assurance within the number of days specified in the demand, DEMA at its option may terminate this Agreement.

24. **CANCELLATION FOR CONFLICT OF INTEREST** - DEMA may, by written notice to Subrecipient, immediately cancel this Agreement without penalty or further obligation pursuant to A.R.S. § 38-511 if any person significantly involved in initiating, negotiating, securing, drafting or creating the Agreement on behalf of the State or its subdivisions (unit of Local Government) is an employee or agent of any other party in any capacity or a consultant to any other party to the Agreement with respect to the subject matter of the Agreement. Such cancellation shall be effective when the parties to the Agreement receive written notice from DEMA, unless the notice specifies a later time.
25. **THIRD PARTY ANTITRUST VIOLATIONS** - Subrecipient hereby assigns to the State of Arizona any claim for overcharges resulting from antitrust violations to the extent that such violations concern materials or services supplied by third parties to Subrecipient toward fulfillment of this Agreement.
26. **AVAILABILITY OF FUNDS** - Every payment obligation of DEMA under this Agreement is conditioned upon the availability of funds appropriated or allocated for the payment of such obligations under A.R.S. § 35-154. If the funds are not allocated and available for the continuance of this Agreement, DEMA may terminate this Agreement at the end of the period for which funds are available. No liability shall accrue to DEMA in the event this provision is exercised, and DEMA shall not be obligated or liable for any future payments or for any damages as a result of termination under this part 18, including purchases and/or contracts entered into by Subrecipient in the execution of this Agreement.
27. **FORCE MAJEURE** - If either party hereto is delayed or prevented from the performance of any act required in this Agreement by reason of acts of God, strikes, lockouts, labor disputes, civil disorder, or other causes without fault and beyond the control of the party obligated, performance of such act will be excused for the period of the delay.
28. **PARTIAL INVALIDITY** - Any term or provision of this Agreement that is hereafter declared contrary to any current or future law, order, regulation, or rule, or which is otherwise invalid, shall be deemed stricken from this Agreement without impairing the validity of the remainder of this Agreement.
29. **ARBITRATION** - In the event of any dispute arising under this Agreement, written notice of the dispute must be provided to the other party within 30 calendar days of the events giving the rise to the dispute. Any claim made by or against the State or any of its political subdivisions (including but not limited to DEMA) relating to this Agreement shall be resolved through the administrative claims process. In the event A.R.S. § 12-1518 applies, the parties shall proceed with arbitration as provided in that statute. The parties agree that proper venue for any litigation shall be in Maricopa County, Arizona.
30. **GOVERNING LAW AND CONTRACT INTERPRETATION**
 - a. This Agreement shall be governed and interpreted in accordance with the laws of the State of Arizona.

- b. This Agreement is intended by the parties as a final and complete expression of their agreement. No course of prior dealings between the parties and no usage of the trade shall supplement or explain any terms in this document.
 - c. Either party's failure to insist on strict performance of any term or condition of the Agreement shall not be deemed a waiver of that term or condition even if the party accepting or acquiescing in the nonconforming performance knows of the nature of the performance and fails to object.
31. **ENTIRE AGREEMENT** - This Agreement constitutes the entire Agreement between the parties hereto pertaining to the subject matter hereof and may not be changed or added to except by a writing signed by all parties hereto in conformity with Part 30 of this Agreement. All prior and contemporaneous agreements, representations, and understandings of the parties, oral, written, pertaining to the subject matter hereof, are hereby superseded or merged herein.
32. **RESTRICTIONS ON LOBBYING** - Subrecipient shall not use funds made available to it under this Agreement to pay for, influence, or seek to influence any officer or employee of a State or Federal government.
33. **LICENSING** - Subrecipient, unless otherwise exempted by law, shall obtain and maintain all licenses, permits, and authority necessary to perform those acts it is obligated to perform under this Agreement.
34. **NON-DISCRIMINATION** - Subrecipient shall comply with all State and Federal equal opportunity and non-discrimination requirements and conditions of employment, including the Americans with Disabilities Act (42 U.S.C. § 12101 et seq.), A.R.S. title 41, Chapter 9, Article 4 (A.R.S. § 41-1461 et seq.), and Arizona Executive Order 2023-01.
35. **SECTARIAN REQUESTS** - Funds disbursed pursuant to this Agreement may not be expended for any sectarian purpose or activity, including sectarian worship or instruction in violation of the United States or Arizona Constitutions.
36. **ADVERTISING AND PROMOTION OF AGREEMENT** - Subrecipient shall not advertise or publish information for commercial benefit concerning this Agreement without the prior written approval of DEMA.
37. **CLOSED-CAPTIONING OF PUBLIC SERVICE ANNOUNCEMENTS** - Any television public service announcement that is produced or funded in whole or in part by Subrecipient shall include closed captioning of the verbal content of such announcement.
38. **INDEMNIFICATION** - To the extent permitted by law, each party (as indemnitor) agrees to indemnify, defend and hold harmless the other party (as indemnitee) from and against any and all claims, losses, liability, costs, or expenses (including reasonable attorney's fees) (hereinafter collectively referred to as claims) arising out of bodily injury of any person (including death) or property damage, but only to the extent that such claims which result in vicarious/derivative liability to the indemnitee, and are caused by the act, omission, negligence, misconduct, or other fault of the indemnitor, its officers, officials, agents, employees, or volunteers.
39. **TERMINATION** –

- a. All parties reserve the right to terminate the Agreement in whole or in part due to the failure of Subrecipient or DEMA to comply with any term or condition of the Agreement, to acquire and maintain all required insurance policies, bonds, licenses and permits or to make satisfactory progress in performing the Agreement. The party wishing to terminate this Agreement shall provide the other party with a written 30-day advance notice of the termination and the reasons for it.
 - b. If Subrecipient chooses to terminate this Agreement before the grant deliverables have been met then DEMA reserves the right to collect from Subrecipient all funds distributed by DEMA under this Agreement to Subrecipient.
 - c. DEMA may, upon termination of this Agreement, procure, on terms and in the manner that it deems appropriate, materials or services to replace those under this Agreement. Subrecipient shall be liable to DEMA for any excess costs incurred by DEMA in procuring materials or services in substitution for those due from Subrecipient.
40. **CONTINUATION OF PERFORMANCE THROUGH TERMINATION** - Subrecipient shall continue to perform, in accordance with the requirements of the Agreement, up to the date of termination, as directed in the termination notice.
41. **COUNTERPARTS** - This Agreement may be executed in any number of counterparts, copies, or duplicate originals. Each such counterpart, copy, or duplicate original shall be deemed an original, and collectively they shall constitute one Agreement.
42. **AUTHORITY TO EXECUTE THIS AGREEMENT** - Each individual executing this Agreement on behalf of Subrecipient represents and warrants that he or she is duly authorized to execute this Agreement.
43. **SPECIAL CONDITIONS** - Subrecipient acknowledges that U.S. Department of Homeland Security-Federal Emergency Management Agency and DEMA reserve a royalty-free, non-exclusive, and irrevocable license to reproduce, publish, or otherwise use, and authorize others to use, for Federal government purposes:
- a. the copyright in any work developed under an award to DEMA or this sub-award to Subrecipient; and
 - b. Any rights of copyright which the Subrecipient purchases ownership with Federal support. Subrecipient shall consult with DEMA regarding the allocation of any patent rights that arise from, or are purchased with, this funding.
44. **RECORD RETENTION** - The Subrecipient agrees to comply with the record-keeping requirements and other requirements of A.R.S. § 35-214 and § 35-215. All records shall be subject to inspection and audit by the State of Arizona at reasonable times.
45. **ADDITIONAL TERMS AND CONDITIONS** - The Subrecipient agrees to comply with all applicable and lawful Terms and Conditions contained in the 2025 DHS Standard Terms and Conditions.

46. **NOTICES** - Any and all notices, requests, demands, or communications by either party to this Agreement, pursuant to or in connection with this Agreement shall be in writing, be delivered in person, or shall be sent to the respective parties at the following addresses **and through EM Grants Manager**:

Arizona Department of Emergency and Military Affairs
5636 E. McDowell Road
Phoenix, AZ 85008

City of Sedona

102 Roadrunner Drive

Sedona, AZ 86336

Subrecipient shall address all programmatic questions, and reimbursement notices relative to this Agreement to the appropriate DEMA staff through the EM Grants Manager system:

Programmatic Grant Coordinator, Diane Fernandez
diane.fernandez@azdema.gov
(602) 464-6268

IN WITNESS WHEREOF

The parties hereto agree to execute this Agreement.

FOR AND BEHALF OF

City of Sedona

Authorized Signature

,

Name & Title

Date

FOR AND BEHALF OF

Arizona Dept of Emergency & Military Affairs,
Division of Emergency Management

Gabriel Lavine, Director

Date



STATE OF ARIZONA
DEPARTMENT OF EMERGENCY AND MILITARY AFFAIRS

5636 East McDowell Road
Phoenix, Arizona 85008-3495
(602) 267-2700 DSN: 853-2700



September 14, 2026

Anette Spickard
City Manager
City of Sedona
102 Roadrunner Drive
Sedona, Arizona 86336

SUBJECT: RE: FFY 2024 Emergency Management Performance Grant (EMPG)
Award Number: EMF-2024-EP-05013
Assistance Listings Number: 97.042
UEI: M5VJZN2SMSN5
Special Project: P25 Radios
Final/Total Federal & Non-Federal Award Amount: \$99,877.86

Dear Anette Spickard,

The Arizona Department of Emergency & Military Affairs, Division of Emergency Management is pleased to provide you with this **Final Grant Award letter** for the above referenced grant. The amount of Federal funds awarded to City of Sedona is \$49,938.93

As a condition of the award, you are required to contribute a cost match in the amount of \$49,938.93 of non-federal funds, or 50 percent of the total approved project costs of \$99,877.86 EMPG funds may be obligated and expended within the period of performance from July 1, 2024 to Sept 30, 2026, and in accordance with the EMPG grant guidelines.

All expenditures made with grant funding must adhere to all federal regulations and requirements as outlined in the Agreement, EMPG Notice of Funding Opportunity, and DEMA EMPG Local Programmatic Guidance. Also, each grant award will be monitored for both programmatic and fiscal compliance through desk monitoring and scheduled site monitoring visits.

Single Audit Reporting: <https://www.ecfr.gov/current/title-2/subtitle-A/chapter-II/part-200/subpart-F>

Recipients that expend \$1,000,000 or more from all federal funding sources during the fiscal year are required to submit an organization-wide financial and compliance audit report per Subpart F of 2 C.F.R. Part 200. Failure to comply with the audit requirements will suspend the release of federal funds until complete.

Reference C.F.R. 200.512 Single Audit report ending June 30, 2025: AY2025.

The AY 2025 Audit Report is verified as received at the Federal Audit Clearinghouse (FAC) on April 1, 2026.

Date: September 14, 2026

Date: September 14, 2026

Page 2 of 2

Federal Funding Accountability and Transparency Act <https://www.fsrs.gov/>

2 CFR 170.320: <https://www.ecfr.gov/current/title-2/subtitle-A/chapter-I/part-170/subpartC/section-170.320>

If applicable, the Contractor/Grantee shall submit to AZDEMA through the AZ.EMGrants.com system the Grant Reporting Certification Form. Completing the Grant Reporting Certification Form is required for compliance with [2 CFR Chapter 1, Part 170 REPORTING SUB-AWARD AND EXECUTIVE COMPENSATION INFORMATION](#). Failure to timely submit the Grant Reporting Certification Form could result in the loss of funds. This requirement applies to all subcontractors/sub-awardees utilized by the Contractor/Grantee for amounts exceeding \$30,000.00 during the term of the award.

Activity Reports and Reimbursement Requests are due within 30 days of the end of each calendar quarter, and must be submitted through the AZ.EMGrants.com system. You will receive email notifications from the AZ.EMGrants.com system when the reports are available for submission.

Please refer questions to Diane Fernandez at 602-464-6268 or diane.fernandez@azdema.gov. We look forward to working with you and your staff in the coming year.

Sincerely,

A handwritten signature in black ink, appearing to read 'Gabriel Lavine', written in a cursive style.

Gabriel Lavine

Director, Division of Emergency Management



**CITY COUNCIL
AGENDA BILL**

**AB 3370
October 13, 2026
Consent Items**

Agenda Item: 3j

Proposed Action & Subject: Approval of an Agreement between the City of Sedona and Arizona Water Company related to water-system improvements in Uptown Sedona.

Department CMO/Public Works J. Andy Dickey/Roxanne Holland

Time to Present N/A

Total Time for Item N/A

Other Council Meetings August 25, 2026

Exhibits Final agreement will be emailed prior to the meeting.

Finance Approval	JMC Reviewed 9/29/2026	
City Attorney Approval	MKC 10/05/2026	Expenditure Required
		\$ 3,950,000
City Manager's Recommendation	Recommend approval ABS 10/5/26	Amount Budgeted
		\$ 0.00
		Account No. To be funded through (Description) capital projects delayed or deferred in FY27.

SUMMARY STATEMENT

This item follows City Council's August 25, 2026 discussion regarding fire-protection and water-system improvements associated with the Uptown Parking Garage. Staff is requesting approval of an Agreement between the City of Sedona and Arizona Water Company (AWC) establishing the parties' respective responsibilities for phased water-system improvements in Uptown Sedona.

Background: On August 25, 2026, City Council discussed water-system improvements associated with the Uptown Parking Garage and the proposed framework for coordinating those improvements with AWC. Following that discussion, staff continued working with AWC to finalize an agreement documenting the parties' respective responsibilities.

The proposed Agreement establishes a two-phase approach for completing the identified water-system improvements. Phase 1 consists generally of approximately 800 linear feet of 16-inch ductile iron water main along Forest Road and associated improvements. Following completion and acceptance of Phase 1, AWC will provide temporary, terminable water service to the Uptown Parking Garage while Phase 2 is completed.

Phase 2 consists generally of approximately 1,700 linear feet of 16-inch ductile iron water main along Van Deren Road and Schnebly Road and related facilities. Following completion and acceptance of Phase 2, AWC will provide permanent water service to the Uptown Parking

Garage. The Phase 2 improvements will also provide broader long-term reliability, redundancy, and resilience benefits to AWC's Uptown distribution system.

Under the Agreement, AWC will provide approximately 2,500 linear feet of 16-inch ductile iron pipe for construction of the Phase 1 and Phase 2 improvements. The City will be responsible for design, permitting, construction, appurtenances, and other materials necessary to complete the improvements.

The Agreement also establishes the methodology for allocating costs between the parties. The cost allocation recognizes the project-specific infrastructure needs associated with the parking garage while also accounting for the broader system benefits provided by construction of the 16-inch water main. Phase 1 uses a combination of 8-inch and 10-inch water main improvements as the cost-allocation baseline, while Phase 2 uses an 8-inch water main baseline. AWC's contribution includes the 16-inch ductile iron pipe and its agreed share of the incremental construction cost associated with the upsized facilities, as provided in the Agreement.

Upon completion and acceptance, the completed water facilities will be conveyed to AWC, which will thereafter assume responsibility for their operation, maintenance, repair, and replacement.

Budget and Funding: The current estimated cost of the water-system improvements covered by the Agreement is approximately \$3.95 million. There is currently no budget specifically allocated to the water-system improvements covered by this Agreement. Phase 1 construction is estimated at \$1,199,370, the same amount presented to City Council on August 25, 2026, and included in the previously approved J. Banicki Construction, Inc. linking agreement. Phase 2 has a preliminary construction estimate of approximately \$2.5 million, plus a planning allowance of approximately \$250,000 for design and permitting. As discussed with Council on August 25, approximately \$500,000 in remaining Series 2024 bond proceeds are available for the project, and the City has collected approximately \$2.69 million in AWC franchise-fee revenues over the past 15 years. Those franchise-fee revenues are represented within the General Fund unassigned fund balance and are anticipated to be considered as part of the FY28 budget process. Funding capacity needed in FY27 will be accommodated through available funding in other Public Works projects, consistent with Council direction provided on August 26, 2026. During the August 26 SIM update, staff identified several projects that could be deferred or rescheduled to provide sufficient FY27 expenditure capacity. AWC will provide approximately 2,500 linear feet of 16-inch ductile iron pipe and reimburse the City for its agreed share of actual final construction costs as provided in the Agreement.

Staff recommends approval of the Agreement between the City of Sedona and Arizona Water Company.

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

The proposed Agreement supports sustainable public infrastructure by improving the long-term reliability, redundancy, and resilience of the Uptown water distribution system.

Board/Commission Recommendation: ☐Applicable - ☒Not Applicable

Alternative(s): Council may elect not to approve the proposed Agreement or may provide direction regarding modifications to the Agreement.

MOTION

I move to: approve the Agreement between the City of Sedona and Arizona Water Company related to water-system improvements in Uptown Sedona, subject to final approval by the City Attorney's Office.



CITY COUNCIL AGENDA BILL

AB 3379
October 13, 2026
Regular Business

Agenda Item: 9b

Proposed Action & Subject: Discussion/possible action for approval of the purchase of a Mulithog CV 350 street sweeper from Norwood Equipment, Inc. in an amount not-to-exceed \$245,405.59.

Department Public Works, Roxanne Holland

Time to Present NA

Total Time for Item NA

Other Council Meetings AB 3290 - June 23, 2026

Exhibits A Quotation A – Norwood Equipment, Inc. Quote – CV Diesel
B – Norwood Equipment, Inc. Quote – EV

Finance Approval	JMC 9/29/2026	
City Attorney Approval	MKC 10/05/2026	Expenditure Required
		\$ 247,527.59 (CV) or
		\$ 331,404.41 (EV)
City Manager's Recommendation	Recommend approval ABS 10/5/26	Amount Budgeted
		\$ 250,000.00
		Account No. 10-5320-79-6848
		(Description) Machinery & Equipment

SUMMARY STATEMENT

Background:

During the fiscal year 2026-2027 budget process, City Council approved a decision package to purchase a mini street sweeper. The mini street sweeper will be used to maintain city infrastructure such as the Uptown Parking Garage, public parking lots, and Shared Use Paths (SUP's), including the pedestrian underpass at Oak Creek.

Development of the decision package included evaluation of diesel engine sweeper and an electric motor (EV) sweeper. Both options would provide functionality needed for sweeping, vacuuming, and washing of the parking garage floors as the primary use and sweeping of shared use paths as a secondary use. Ultimately, staff concluded that a diesel engine was the most feasible cost-effective option at this time for the following reasons:

- EV version is approximately \$84,000 more than the diesel version and exceeds the approved budget amount for the purchase
- Local availability for maintenance of diesel engines vs. specialized maintenance on the EV motor requiring transport of the sweeper to Phoenix

Staff is requesting approval to purchase the Multihog CV 350 street sweeper through Norwood Equipment, Inc. in a not-to-exceed amount of \$247,527.59.

Sedona City Code Section 3.05.050.C authorizes the City to purchase goods and services through cooperative purchasing contracts, such as those established by Sourcewell, when the Procurement Officer determines that doing so is of value to the City.

Multihog was awarded Sourcewell cooperative purchasing contract No. 111522-MUL through a competitive solicitation process, covering a range of equipment including street/bike lane sweepers. Norwood Equipment Inc. is an authorized local dealer for Multihog equipment and is prepared to supply and deliver the street sweeper to the City under the terms and pricing established by the Sourcewell contract.

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

Emissions

The electric version of the Multihog mini street sweeper was evaluated as part of the equipment review process due to its potential to reduce greenhouse gas emissions associated with operations. A liquid propane gas option was also considered. However, based on current equipment costs, infrastructure requirements, operational limitations, and the proposed application of the mini street sweeper, the diesel option was determined to be the most feasible and cost-effective option at this time.

Staff will continue monitoring advancements in heavy-duty electric equipment technology as future fleet replacement decisions are evaluated. It is anticipated that electric options may become more operationally and financially viable over the expected useful life of the proposed equipment.

Board/Commission Recommendation: ☐ Applicable - ☒ Not Applicable

Alternative(s): If not approved, the city would rely on contracted services to maintain the uptown parking garage, surface parking lots, and SUP's. This would result in annual costs exceeding \$25,000, delayed response to storm cleanup at these facilities, and additional in-house efforts to power wash the facilities to reduce the need for contracted services.

MOTION

I move to: approve the purchase of one (1) Multihog CV 350 street sweeper from Norwood Equipment Inc., pursuant to Sourcewell Contract No. 111522-MUL, in an amount not to exceed \$247,527.59.

Or approve the purchase of one (1) Multihog ECV Electric Sweeper from Norwood Equipment Inc., pursuant to Sourcewell Contract No. 111522-MUL, in an amount not to exceed \$331,404.41.



512 E Mohave Street
Phoenix, AZ 85005
Phone 602-254-0644

City of Sedona
102 Roadrunner Drive
Sedona, Arizona 86336

ATTN: Ryan Hayes
PHONE: [928-203-5063](tel:928-203-5063)

DATE:
8/28/2026

QUANTITY	Part#	Description	Cost
1	697-2119	MULTIHOG CV 350 SWEEPER STAGE V	178,681.70
	697-2071	4 X 4 CENTRAL LOCK DIFFERENTIAL	2,379.92
	697-2086	CRUISE CONTROL	836.19
	697-2080	IN CAB, ELECTRONIC GROUND PRESSURE CONTROL FOR FRONT MOUNTED ATTACH.	2,251.27
	697-2106	ADDITION OF REVERSING FANS TO HEAVY DUTY COOLING SYSTEM FOR ENGINE	1,137.23
	697-2070	CV350 HIGH PRESURE WASHER PUMP LANCE 10M REEL HOPPER	5,081.44
	697-2073	LED FRONT WORK LIGHTS	494.00
	697-2074	LED REAR HOPPER WORK LIGHTS	643.23
	697-2075	3 CAMERA KIT -REVERSING CAMERA WITH CAMERA ON REAR OF HOPPER	2,302.73
		SECOND CAMERA TO THE FRONT OF THE SUCTION HOOD AND THIRD CAMERA	0.00
		TO THE REAR OF THE SUCTION HOOD	0.00
	697-2077	LED FLASHERS FRONT	385.94
	697-2079	LED FLASHRS ON REAR OF HOPPER	553.18
	697-2088	VACUUM GAUGE MOUNTED IN CABIN	578.90
	697-2082	CLEAN WATER LOW LEVEL INDICATOR	643.23
	697-2081	HYDRANT FILLER (CONNECTION ONLY)	321.06
	697-2065	WANDER HOSE (15 FT)	1,929.67
	697-2297	WANDER HOSE ACCESS DOORS	716.94
	697-2151	STANDARD BRUSH ARM ASSEMBLY (PAIR)	4,309.59
	697-2153	FRONT ATTACHMENT HARNESSWITH DEUTSCH CONNECTOR	321.60
	697-2098	CV350 A FRAME FRONT ADAPTER	1,736.69
	697-2279	REAR POWER SUPPLY	398.81
	697-2356	CV COOPER DISCOVERER MAXX 245/75/R16 WHEELS	5,055.56
		MACHINE WIDTH 1300MM (51') MAXIMUM HEIGHT 2038MM (80.2")	0.00
		MAXIMUM AXLE LOAD 2500 KG INTERMEDIATE MUDGUARDS AND SUPPORT PLATES	0.00
	697--2128	900 MM POLY/STEEL MIX BRUSH	102.74
		PRESSURE WASHER	0.00
	697-1247	REAR AXLE OVERLOAD SENSOR	421.92
		TOTAL LIST PRICE	211,283.54
		SOURCEWELL 5% DISCOUNT OFF LIST	10,564.18
		SUBTOTAL:	200,719.36
		SOURCEWELL MULTIHOG #111522-MUL	
		CITY OF SEDONA SOURCEWELL ACCOUNT # 38523	
		SOURCEWELL MULTIHOG #111522-MUL	

ACCEPTED BY:

DATE:

QUOTATION VALID FOR 30 DAYS UNLESS OTHERWISE LISTED

THANK YOU FOR YOUR BUSINESS!

Sub-Total	\$200,719.36
Govt. Tariff	\$18,498.45
Sales Tax	\$18,309.78
Delivery	\$10,000.00
Total	\$247,527.59



512 E Mohave Street
Phoenix, AZ 85005
Phone 602-254-0644

City Of Sedona
102 Roadrunner Drive
Sedona, Arizona 86326
ATTN: Larry Farhat
PHONE: 928-203-5058

DATE:
9/9/2026

QUANTITY	Part#	Description	Total \$
1	697-4576	MULTIHOG ECV- Electric Sweeper	149,086.92
1	697-4577	Standard White Panels (including hopper)	0.00
1	697-2123	Standard High Back Air Suspension driver seat with 3-point seatbelt and head rest	0.00
1	697-2136	Heated Rear View Mirrors	489.77
1	697-4607	LED RH Traffic Headlights	1,832.27
1	697-2100	Heated Windscreen	3,139.54
1	697-2086	Cruise Control	816.28
1	697-2080	In-cab, electronic ground pressure control for front mounted sweeping brushes	2,197.66
1	697-2399	High pressure washer pump and lance with retractable hose reel. Hose length 10m - Maximum pressure 170bar. Max flow - 22	8,700.32
1	697-2073	LED Front Work Lights	482.23
1	697-2108	LED Rear Cabin Work Lights	482.23
1	697-2074	LED Rear Hopper Work Lights	627.91
1	697-2101	Reversing Camera mounted on rear of hopper lid	1,569.77
1	697-2076	Additional Camera, Rear of Suction Hood	565.11
1	697-2285	Hopper Drain Tube through rear of chassis	1,836.73
1	697-2077	LED Flasher Front	376.74
1	697-2079	LED Flashers Mounted on the Rear of the Suction Hopper	540.00
1	697-2082	Clean Water Low Level Indicator	627.91
1	697-2328	Manual Central Greasing System	1,803.38
1	697-2065	Wander Hose (5 meters)	1,883.72
1	697-2269	Wander Hose Access Doors	699.87
1	697-2396	Standard Brush Arm Assembly (Pair)	12,567.13
1	697-2153	Front Attachment Harness with Deutsch Connector	313.95
1	697-2356	Cooper Discoverer ST MAXX 245/75/16 tyres - Requires intermediate mudguards - Machine width 51" Max Height 79.8"	4,935.19
1	697-2114	Intermediate mudguards and support plates (set)	1,710.85
2	697-2128	900mm Poly/Steel mix Brush	200.61
1	697- 4631	75 KWH 5 Bank	116,004.30
1	697-4640	13.2 KW on Board	8,120.30
1	697-2297	Rear Power Supply	389.31
		TOTAL LIST PRICE	322,000.00
		SOURCEWELL 5% DISCOUNT OFF LIST	16,100.00
		SUBTOTAL:	305,900.00
		SOURCEWELL MULTIHOOG #111522-MUL	
		CITY OF Flagstaff SOURCEWELL ACCOUNT #	
		SOURCEWELL MULTIHOOG #111522-MUL	

ACCEPTED BY:

DATE:

QUOTATION VALID FOR 30 DAYS UNLESS OTHERWISE LISTED

THANK YOU FOR YOUR BUSINESS!

Sub-Total	\$305,900.00
Govt. Tariff 15%	included
Sales Tax	\$25,504.41
Delivery	included
Total	\$331,404.41



**CITY COUNCIL
AGENDA BILL**

**AB 3396
October 13, 2026
Regular Business**

Agenda Item: 9c

Proposed Action & Subject: Discussion/possible direction for maintenance of the sports fields at Sedona Red Rock High School.

Department	Public Works, Roxanne Holland
Time to Present	15 min
Total Time for Item	60 min
Other Council Meetings	AB 3289 – May 26, 2026
Exhibits A Quotation	A – In house one-time and annual maintenance costs B – Contracted one-time costs – baseball field C – Contracted one-time costs – football/soccer turf D – Contracted annual maintenance – baseball field E – Contracted annual maintenance – football/soccer turf

Finance Approval	JMC Reviewed 9/30/26	
City Attorney Approval	MKC 10/05/2026	Expenditure Required
		\$ 263,270 (one-time)
		\$ 79,620 (on-going annual)
City Manager's Recommendation	Recommend approval of staff's recommendation ABS 10/5/26	Amount Budgeted
		\$ 197,057
		Account No. Various Accounts. (Description)

SUMMARY STATEMENT

Background:

During the fiscal year 2026-2027 budget process, City Council approved a decision package to perform remediation and on-going maintenance of the Sedona Red Rock High School football/soccer turf and baseball field. At the May 26, 2026, Council meeting, staff presented options for either in-house maintenance, requiring one added full-time employee and equipment, or contracting the scope of work to a landscaping company. Options also included performing regular maintenance of all the sports fields or limiting the scope of work to one field only. Council directed staff to obtain revised estimates specific to the baseball field and football/soccer turf only in order to equally compare the options.

Estimates for one-time remediation costs and annual maintenance costs have been refined as directed and are summarized below:

	In-house		Contracted	
	One-time Costs	Annual Maintenance (FY27)	One-time Costs	Annual Maintenance
Baseball Field	\$180,495	\$269,691	\$263,270	\$49,620
Football/Soccer Turf	-	-	\$4,001	\$30,000

The initial remediation of the football turf is complete, as of October 2, 2026. Given the low cost for the initial sweeping and repairs to the turf, the work was authorized ahead of this agenda item to provide improved safety and player experience during the current football season. The annual maintenance will include the same scope of work on a regular basis up to 12 times per year.

Staff are recommending that both the one-time remediation and the annual maintenance be contracted out. Maintenance staff do not have the equipment or expertise to perform maintenance on the football/soccer field and the estimated annual costs to maintain the baseball field are substantially more than contracting the work, because of the need for additional staffing and supplies.

Contracting the work will ensure that timely and consistent maintenance can be regularly achieved. City staff will oversee the work and manage the contract with the landscaping company, of which the cost to do so would be negligible.

Per City of Sedona purchasing policy, staff will bid the contracted work to allow for competitive award of a contract, if Council directs staff to move forward.

Budget:

The decision package for this work was approved with a budget of \$197,057. There is additional funding available in the Public Works operating budget to cover the shortfall in budget.

Exhibit A shows a breakdown of anticipated costs, should maintenance be done in-house. The FY27 costs are higher than anticipated costs in future years because of the efforts related to the initial remediation of the baseball field and the purchase of equipment. Ongoing annual in-house maintenance will be less than FY27 but are still expected to be more costly than contracting the work. Exhibits B, C, D and E include quotes for contracted work.

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

Board/Commission Recommendation: ☐ Applicable - ☒ Not Applicable

Alternative(s):

MOTION

I move to: direct staff to obtain bids for contracting out one-time remediation of the Sedona Red Rock High School baseball field and annual maintenance of the baseball field and football/soccer turf.

Parks Maintenance	PROGRAM	BUDGET (REAL TIME)
	<u>ONE FIELD- Baseball</u>	
10-5320-26-6214	Uniform Expenses	650
10-5320-26-6215	Gas & Oil	7,500
10-5320-26-6224	Chemicals	5,300
10-5320-26-6231	Grounds Maint Supplies	102,850
10-5320-26-6234	Equipment Repair Supplies	1,300
10-5320-26-6241	Auto Repairs/Maint Service Expense	750
10-5320-26-6243	Spec Supplies/Safety Equip/Emergency	1,250
10-5320-26-6248	Machinery & Equip - N/C	1,300
10-5320-26-6249	Radio & Phone Equip - N/C	88
10-5320-26-6263	Maint & Improvement Supplies	12,175
10-5320-26-6437	Ground Maint Services	67,020
10-5320-26-6250	Instrument & Tools - N/C	2,000
10-5320-26-6006	1-Full Time Staff	67,508
Total Annual Expense		269,691
10-5320-26-6848	OTC - Machinery & Equip - Capital	75,000
10-5320-26-6840	OTC-2500 Truck	72,095
10-5320-26-6006	OTC field remediation- project- labor	33,400
Total One-time Cost		180,495
Total FY-27 Expenses		450,186

Great Western Sport Fields
 6401 E Main St
 Farmington, NM 87402-1203 US
 2106680480
 trevor@gwrlandscapes.com
 gwsportfields.com

**ADDRESS**

Raymond Smart (Sedona City)
 2070 Contractors Drive Sedona
 AZ

Estimate 1306**DATE 05/01/2026**

DATE		DESCRIPTION	QTY	RATE	AMOUNT
	FRAISE MOWING & TURF STRIPPING	Sedona High School Baseball, Fraise and Turf Strip	118,000	0.40	47,200.00
	Topdress Field	Aerify, seed and Topdress Baseball field with 3/8" compost	118,000	0.39	46,020.00
	Install new infield mix	Labor installing and Laser-grading new infield mix. Include mix to incorporate in Warning track. Complete with DuraEdge soil testing	1.70	20,000.00	34,000.00
	Pitchers Mound	Building up pitchers mound	1	7,500.00	7,500.00
	Batters Boxes	Building the batters boxes. Laying of clay and other materials.	1	6,500.00	6,500.00
	Bases	Set of bases with anchors	1	800.00	800.00
	Set bases	Locate and place proper base installations.	1	1,400.00	1,400.00
	Field Labor	Labor: Fence protector	1	3,250.00	3,250.00
	Level warning trak	Warning Track add specific clay amendments	1	20,000.00	20,000.00
	TinyMobilePaint	Paint	1	1,850.00	1,850.00
	Irrigation	Install New Valves system for field.	12	800.00	9,600.00
	WeatherTrak Timer	36 Station WeatherTrak	1	4,250.00	4,250.00
	Irrigation	I-40s and I-20s	70	120.00	8,400.00
	Irrigation	Manifold and Lateral work	1	25,000.00	25,000.00
	Remove outfield sod	Material disposals	4	3,000.00	12,000.00
	Seed	Seed	1	15,500.00	15,500.00
	Level warning trak		1	15,000.00	15,000.00
	Yard clean up	Initial clean up	1	5,000.00	5,000.00

SUBTOTAL	263,270.00
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TAX	0.00
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TOTAL	\$263,270.00
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Accepted By

Accepted Date



THE ULTIMATE
SURFACE EXPERIENCE

City of Sedona
102 Roadrunner Dr.
Sedona, AZ 86336

August 13, 2026

Re: MAINTENANCE PROPOSAL FOR Sedona Red Rock High School

1-FieldTurf offers to provide maintenance services for the following FieldTurf field(s):

Field Name: Sedona Red Rock HS
Size: 77,953 SqFt
Product: FTRV1
Date of Installation: 2015

The scope of services under this proposal shall consist of the following on each visit offered herein:

ADVANCED CARE MAINTENANCE- SMG SportChamp maintenance sessions including: (a) a general sweeping to remove foreign objects such as dirt, leaves, bird droppings, gum and other debris that may collect on the field surface; and (b) a deep groom, sweep and rejuvenation to de-compact infill in an effort to maintain appropriate G-Max levels. This is a three-step process: decompaction, brushing and infill cleaning with a vacuum rotary brush and fine groom with a power surface brush.

Overall analysis and inspection of the field and its applicable systems, including infill depth and consistency, infill migration, field edging attachments, sewn and glued seams, line verification and field inserts (inlays).

Up to eight (8) minor repairs (including sewing/adhesive failures, inlay separation, and general workmanship) to the FieldTurf surface, in the discretion of the FieldCare crew at time of visit. If necessary, additional repairs can be performed on a separate visit and at an additional cost, if applicable. Additionally, any additional warranty repairs discovered during the maintenance visit may need to be performed on a separate visit, to be scheduled on a mutually agreeable date, as the time set aside for the proposed services may not provide enough time to complete all required repairs discovered during the performance of the services.

This offer does not include the repair of *any damage to the field as a result of acts of vandalism and/or neglect*. The price includes normal wear and tear; any major repairs or necessary maintenance as a result of damage due to abnormal wear and tear, abuse, vandalism, or neglect are subject to additional cost.

Program 1- One (1) Year Agreement: One (1) site visit to the above-mentioned field:

Includes:

- One (1) Advanced Care Visit
- Pre and Post Field Inspection with written Field Maintenance Summary
- Minor Seam and Inlay Repairs, not to exceed eight (8) repairs up to fifteen (15) linear SqFt
- Field Magnet Sweep
- Light Infill added to High Traffic Areas

Program 2- One (1) Annual GMAX Test with Written Report for the above-mentioned field:

To be selected in combination with program 1

2-The price offered is the following:

PROGRAM 1:	TOTAL COST PROGRAM 1:	\$3,286.00
PROGRAM 2:	TOTAL COST PROGRAM 2:	\$715.00

The price is subject to an increase without notice in the event that there is an increase in raw materials, freight, or direct expenses in maintaining the grass surface. The Price is valid for a period of sixty (60) days.

3- Notwithstanding any other document or agreement entered into by FieldTurf in connection with the supply and installation only of its product pursuant to the present proposal, the following shall apply:

- a) This bid proposal and its acceptance is subject to strikes, accidents, delays beyond our control and force majeure;
- b) Payment shall be due within thirty (30) days of completion of each scheduled maintenance visit;
- c) Unless otherwise agreed upon and noted herein, the maintenance visit shall be performed as scheduled by the parties on an agreed-upon date;
- d) FieldTurf requires suitable access to all fields proposed herein. The suitable access area must be at least five (5) feet wide and comprised of a hard, stable or paved surface. To the extent suitable access is not provided, additional costs may apply and service delays may occur. Additionally, FieldTurf will not be responsible for damage to any access or surrounding area due to unsuitable conditions.
- e) Accounts overdue beyond 30 days of billing will be charged at an interest rate of 1.5% per month (19.56% per annum);
- f) This proposal is based on a single mobilization. If the site is not ready and additional mobilizations are necessary additional charges will apply;
- g) The proposed price does not include any applicable sales or use taxes; and
- h) In the event that FieldTurf is ultimately obliged to take collection procedures for payment, acceptor of this bid shall be liable for FieldTurf's collection costs including attorney fees and costs.

FieldTurf USA, Inc.

Per: Kayli Stiver
Kayli Stiver, Field Service After Sales Associate

E: Kayli.stiver@fieldturf.com

READ, AGREED, AND ACCEPTED BY ADDRESSEE

*Program Selection (Required): _____

Print Name: _____

Signature: _____

Date: _____

PO #: _____

For FieldTurf to schedule and execute above services, a signed agreement and/or PO from the customer must be sent to FieldTurf directly.

RETURN SIGNED AGREEMENT AND/OR PO TO:

FieldTurf USA, Inc.
Phone: (254) 230-7186
Email: kayli.stiver@fieldturf.com

PO/Agreement can be mailed, emailed and/or faxed

All payments should be mailed to:

FieldTurf Tarkett
175 N Industrial BLVD N.E
Calhoun, Georgia 30701

**** Please include an updated copy of your W9 form with the signed proposal and/or Purchase Order ****

Great Western Sport Fields
6401 E Main St
Farmington, NM 87402-1203 US
2106680480
trevor@gwrlandscapes.com
gwsportfields.com



ADDRESS
Ryan Hayes (Sedona City)
2070 Contractors Drive Sedona
AZ

Estimate 1380

DATE 09/17/2026

DATE	DESCRIPTION	QTY	RATE	AMOUNT
	Ballfield Maintenance			
	Weekly maintenance Sedona High School baseball field for 10 months from March 1st thru December 30th. Services include the following: Weekly mowing, edging, clean up; weekly infield skin maintenance (nail drag, keep laser level and prep); Weekly Warning Track maintenance and edging; Weed control in lawn as needed; weekly line painting.	10	3,875.00	38,750.00
	Irrigation			
	Manage water usage and manage and repair the irrigation system.	10	385.00	3,850.00
	Fertilizer			
	Apply Fertilizer 4 times: March, June, August, October	4	1,755.00	7,020.00
SUBTOTAL				49,620.00
TAX				0.00
TOTAL				\$49,620.00

Accepted By

Accepted Date

Great Western Sport Fields
6401 E Main St
Farmington, NM 87402-1203 US
2106680480
trevor@gwrlandscapes.com
gwsportfields.com



ADDRESS
Raymond Smart (Sedona City)
2070 Contractors Drive Sedona
AZ

Estimate 1381

DATE 09/17/2026

DATE	DESCRIPTION	QTY	RATE	AMOUNT
	Broom and Trash sweep (Football/Soccer Fields) Weekly artificial field maintenance: Use the Force machine to Broom, rake, Collect and dispose of trash, and redistribute infill to maintain a level playing field.	12	1,600.00	19,200.00
	Sanitizing the artificial turf playing fields Optional: Once a month sanitize the artificial turf playing fields. Spray sanitizer March-November	9	1,200.00	10,800.00
SUBTOTAL				30,000.00
TAX				0.00
TOTAL			\$30,000.00	

Accepted By

Accepted Date



**CITY COUNCIL
AGENDA BILL**

**AB 3348
October 13, 2026
Regular Business**

Agenda Item: 9d

Proposed Action & Subject: Discussion/quarterly update regarding the Sedona Police Department Strategic Plan 2026-2029, with possible action to approve the addition of a full-time Public Information Officer to the Communications Division mid-fiscal year.

Department	Police Department & Communications Department
Time to Present	15 minutes
Total Time for Item	45 minutes
Other Council Meetings	June 9, 2026
Exhibits	None

Finance Approval	JMC Reviewed 10/1/26	
City Attorney Approval	MKC 10/05/2026	
City Manager's Recommendation	Recommend approval of full-time Public Information Officer position in Communications Division per PD strategic plan implementation	
		Expenditure Required
		\$ 60,000 estimate
		Amount Budgeted
		\$ n/a
		Available \$ 1,649,955
		Account No. 10-5246-01-6761
		General Fund Contingency will be used only to the extent that salary savings does not cover the costs.

SUMMARY STATEMENT

Background: Since presenting the Police Department Strategic Plan to City Council on June 9, 2026, SPD has continued moving forward with several initiatives identified in the plan.

PD Leadership reviewed and realigned the Strategic Plan implementation schedule to establish more realistic and attainable timelines for individual initiatives. Each initiative identified for Years 1–2 has now been assigned to a member of the PD's leadership team who will serve as the lead and be responsible for moving the initiative forward. While individual implementation timelines have been adjusted, the overall Strategic Plan remains on a three-year completion schedule.

SPD is currently working on the following Year 1 initiatives:

1. Develop and implement a formal communication protocol (who communicates what, when, and how).

2. Engage the community through consistent strategic communication through the utilization of a consulting firm or a police department-specific public information officer.
3. Develop a protocol for communicating post-meeting summaries to the agency. Develop a feedback loop for employees.
4. Enhance the Sedona Police Brand through modernization of branding materials and communication streams.
5. Develop a formal supervisor training program.
6. Develop an internal operational planning calendar.
7. Schedule quarterly planning reviews with the police management team (report progress to the organization).
8. Develop budget planning timelines aligned with city processes.
9. Develop a public data-driven traffic enforcement philosophy and track safety outcomes.
10. Streamline and standardize the hiring and onboarding processes.
11. Develop retention strategies (employee recognition, career development, and improved work-life balance).
12. Improve the existing police radio system to address communication issues.
13. Implement consistent scheduling and time-off procedures.
14. Improve outreach and candidate communication.
15. Implement an SOP for key functions (events, scheduling, onboarding, termination, etc.).

A primary area of focus has been improving both internal and external communications. Specific to Initiative #3, SPD implemented a new process to improve how information is shared following supervisor meetings. The process is intended to provide employees with more consistent and timely updates while strengthening communication throughout the department.

Another significant initiative underway, specific to #5, is the development of a Sergeant Field Training Officer (FTO) Program. The program includes a comprehensive checklist of responsibilities and training components, with specific tasks assigned to leadership members based on their areas of expertise and experience. Although originally identified as a Year 2 initiative, SPD determined that development of its supervisors was a higher organizational priority and accelerated the timeline. The program is anticipated to be finalized and implemented by the end of 2026. All current sergeants, as well as future sergeants joining or promoting within the department, will be required to complete the program.

The Strategic Plan also recommended that SPD “strengthen community engagement through consistent, strategic communication, including consideration of a consultant or PD-specific Public Information Officer.” SPD currently relies on the City’s Communications and Public Affairs Manager and staff for urgent community messaging. While this partnership remains valuable, the Police Department has substantial communications needs and operates 24 hours a day, 365 days a year, creating situations in which timely communication is needed outside the City Communications team’s normal working hours.

In response to this recommendation, SPD and the City’s Communications team analyzed the scope and volume of routine and crisis communications needs for the SPD and developed a full-time Public Information Officer position dedicated primarily to Police Department communications. The position would serve as the primary communications liaison between the Police Department, City Communications, media, and the community, while remaining under the supervision of the Communications and Public Affairs Manager.

Responsibilities of the SPD PIO would include developing strategic communication plans, developing and managing SPD external social media and internal communications, coordinating messaging for public safety initiatives, events, departmental programs, responding to media inquiries, and supporting communication during critical incidents.

Numerous law enforcement agencies throughout Arizona have PIOs or dedicated media and community relations personnel who are assigned to or work directly with their police departments. Locally, the Cottonwood Police Department utilizes a Sergeant assigned to the PIO function. These resources allow law enforcement agencies to provide timely and accurate information, maintain media relationships, support proactive community engagement, and respond to communication needs associated with significant incidents occurring outside traditional business hours.

Although implementation of this Strategic Plan recommendation was originally anticipated during either Year 1 or Year 2, the need for dedicated communication support has since been identified as a priority. Postponing the position until FY28 would delay progress on an identified strategic priority at a time when the position has been developed and is ready for recruitment. Recruiting for and filling the position during the current fiscal year would address an existing operational need while advancing several Strategic Plan objectives related to internal and external communication, community engagement, transparency, and public trust.

The proposed position has a hiring range of \$30.92 to \$37.87 per hour, depending on qualifications. Because the position would be filled during the current fiscal year, only a partial-year personnel cost would be incurred in FY27, with the full annual cost incorporated into subsequent budget cycles. Based on the midpoint of the hiring range and fully loaded employee benefits, the anticipated FY27 fiscal impact is expected to be no more than \$60,000. Pending final approval by City Council, the first review of applicants is anticipated to occur in mid-October.

The need for dedicated communication support is also reflected in the volume and variety of public information activity managed by the Police Department. Since June 2025, SPD has received approximately 90 media-related public records requests, in addition to the broader volume of SPD public records requests. From June through December 2025, SPD processed 245 public records requests, followed by 403 requests since January 2026.

SPD also uses multiple platforms to communicate directly with the community. Through the City's Communications team, approximately 50 Police Department-specific Facebook posts were published in 2025, with an additional 24 posts published to date in 2026. Social media analytics further demonstrate significant public interest in Police Department-related content. Seven of the City's 10 most-viewed social media posts are SPD-related, averaging approximately 75,000 views and 1,000 interactions. Additionally, four of the City's 10 most-viewed video post interactions/engagements are SPD-related, averaging approximately 10,000 views and 100 interactions.

These analytics demonstrate that SPD-related content shared through the City of Sedona's Facebook and Instagram accounts consistently generates significant public interest. They also highlight an opportunity to provide the community with more frequent, consistent, and proactive public safety information. SPD also uses Nixle to distribute timely public safety information and

community notifications as operational needs arise, issuing 36 notifications in 2023, 12 in 2024, six in 2025, and four to date in 2026.

These figures represent only a portion of the department's overall communication needs and responsibilities and do not capture routine media inquiries, critical-incident communications, internal messaging, community outreach, public safety campaigns, or communication needs that arise outside normal business hours. A dedicated PIO would provide the capacity to manage these responsibilities more consistently and proactively, while allowing existing Police Department leadership and City Communications staff to remain focused on their other core responsibilities. Most importantly, the position would provide SPD with a dedicated resource to communicate with the community before, during, and after significant events while expanding routine public safety information and community engagement throughout the year. By promoting a positive relationship and raising awareness of the SPD's vital role in the community, the PIO would provide another important outcome that would benefit both the city and the community.

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

Board/Commission Recommendation: ☐ Applicable - ☒ Not Applicable

Alternative(s): N/A

MOTION

I move to: approve the mid-fiscal year addition of one full-time Public Information Officer position dedicated for Police Department communications within the Communications Division, under the supervision of the Communications and Public Affairs Manager.



**CITY COUNCIL
AGENDA BILL**

**AB 3380
October 13, 2026
Regular Business**

Agenda Item: 9e

Proposed Action & Subject: Presentation/discussion/possible action related to the Balanced Housing Strategy.

Department	Community Development/Tony Allender, Director
Time to Present	30 min
Total Time for Item	1.5 hours
Other Council Meetings	September 8, 2026
Exhibits	A. Balanced Housing Strategy, Understanding & Analysis (<i>unchanged</i>) B. Balanced Housing Strategy, Recommendations & Analysis (<i>updated</i>) C. Comments and Responses (<i>updated with responses</i>)

Finance Approval	JMC Reviewed 9/29/26	
City Attorney Approval	MKC 10/05/2026	Expenditure Required
		\$ N/A
City Manager's Recommendation	Recommend adoption ABS 10/5/26	Amount Budgeted
		\$ N/A
		Account No. (Description)

SUMMARY STATEMENT

Background: Staff, in collaboration with the consulting firm Logan Simpson, have completed the full Balanced Housing Strategy including the Phase 1, Understanding & Analysis report completed in April 2026 (and amended through August as needed to respond to comments during the public engagement process) and the Phase 2, Recommendations and Actions report completed in July and amended following community feedback.

At the outset, the Balanced Housing Strategy was designed to understand the community's needs before determining the amount and types of housing necessary. Need was offset by the desire to respect community character and capacity. Equally important, the Balanced Housing Strategy was designed for action.

In addition to extensive data analysis, the Balanced Housing Strategy is the result of examination of best practices and a variety of public engagement activities including a series of stakeholder interviews, three open houses, public presentations of initial findings (including before a joint meeting of the City Council and Sedona-Oak Creek Unified School District Board

of Directors), a 1.5 day Housing Think Tank, and an opportunity for digital reaction and input on the Phase 2 document (as well as boards from the third open house). Throughout the process the team made effort to ensure that a variety of opinions were heard. Adjustments have been made throughout the process to consider and accommodate ideas and concerns where appropriate.

Recommendations developed as Phase 2 of the Balanced Housing Strategy are designed to meet the Targets and Gaps established in the Phase 1 document. The include six Focus Areas including administrative practices, code amendments, new construction/redevelopment, preservation of existing units, funding, and quality of life enhancements. Each focus area includes a set of Strategies with its own actions and tasks. The Phase 2 document ends with an implementation program designed to assist with moving activities forward.

The Balanced Housing Strategy was completed in a coordinated effort between city staff and Logan Simpson, the consulting firm selected for this project.

At the September 8, 2026 City Council meeting staff received direction to:

- 1) Simplify the strategies/tasks/actions and eliminate those that are we recommend not pursuing
- 2) Provide criteria/means of prioritization so that Council can provide direction on order of actions/effort
- 3) Establish a series of annual benchmarks to measure progress
- 4) Amend the Implementation Program to fully consider workload/level of effort
- 5) Provide a table of responses to comments.

The included exhibits reflect these amendments that are being brought back before Council (Note that Exhibit A: Balanced Housing Strategy Understanding & Analysis unchanged from the previous Council meeting). Criteria and benchmarks will be included in the presentation to Council.

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

Employee commutes have been identified as a source of greenhouse gas emissions to be addressed in the city's Climate Action Plan. Understanding housing needs of employees in Sedona is an important part of developing strategies to reduce greenhouse gas emissions.

Board/Commission Recommendation: ☐Applicable - ☒Not Applicable

Alternative(s): City Council may direct staff to amend the document and return for reconsideration.

MOTION

I move to: Adopt the Balanced Housing Strategy as discussed.



City of Sedona

Balanced Housing Strategy Understanding & Analysis Report

JUNE 2026

ACKNOWLEDGMENTS

Mayor & City Council

Holli Ploog – Mayor
Brian Fultz – Vice Mayor
Melissa Dunn – Councilor
Pete Furman – Councilor
Kathy Kinsella – Councilor
Derek J. Pfaff – Councilor
Charlotte Hosseini – Councilor

City Staff

Anette Spickard – City Manager
Tony Allender – Community Development Director
Laura Stewart – Housing Coordinator

Consultants

Roger Eastman, AICP – Logan Simpson Design
Robin Adams, AICP – Logan Simpson Design
Laney Corey – Logan Simpson Design

A particular “thank you” to community members that participated in the process including developers, builders, lenders, realtors, non-profit leaders, business owners, education and health care leaders, Chamber of Commerce representatives, Lodging Council representatives, concerned and interested residents and many more.

It is your time, energy, input and ideas that brought “balance” to the opinions and concepts that will frame the Balanced Housing Strategy.

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INTRODUCTION

What is a “Balanced Housing” Strategy?

Balanced Housing, ironically, doesn’t begin with housing – **it begins with understanding community and balancing that against need**. What type of community does Sedona want to be in 10 or 20 years? What mix of households needs to live here to foster that sense of community? Who is missing or disappearing that is a critical complement to existing residents and to the long term sustainability of Sedona as a community? What types of housing are needed to have the holistic community that Sedona both remembers and appreciates?

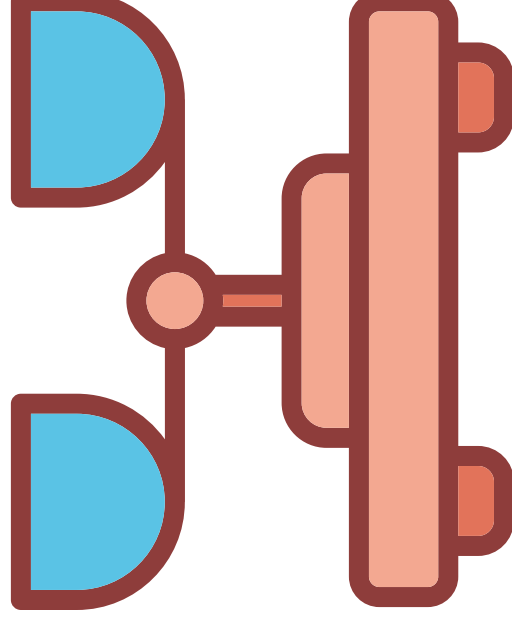
The Balanced Housing Strategy is intended to:

- Recognize the substantial housing need faced by the community
- Understand the composition of the community and changes that are happening over time.
- Discover the gaps that exist or are expected to emerge if the community continues on its current course.
- Recognize which gaps or changes impact desired community character and can be addressed.
- Establish a set of achievable targets that can reasonably address imbalances and help to meet needs.
- Design an implementation program to meet those targets over a period of time.

The Balancing Act of Balanced Housing

Meeting Community Housing Needs & Pressures

- Cost Burdened & Vulnerable Households
- Expanding & Existing Employment
- Critical Roles
- General Growth (limited)
- Commuters
- Replacement for Short Term Rentals & Other Affordable Housing



Preserving Character & Capacity

- Limited land
- Infrastructure
- Scale
- Scenic Preservation
- Environmental Constraints

Creating a “Complete Community”

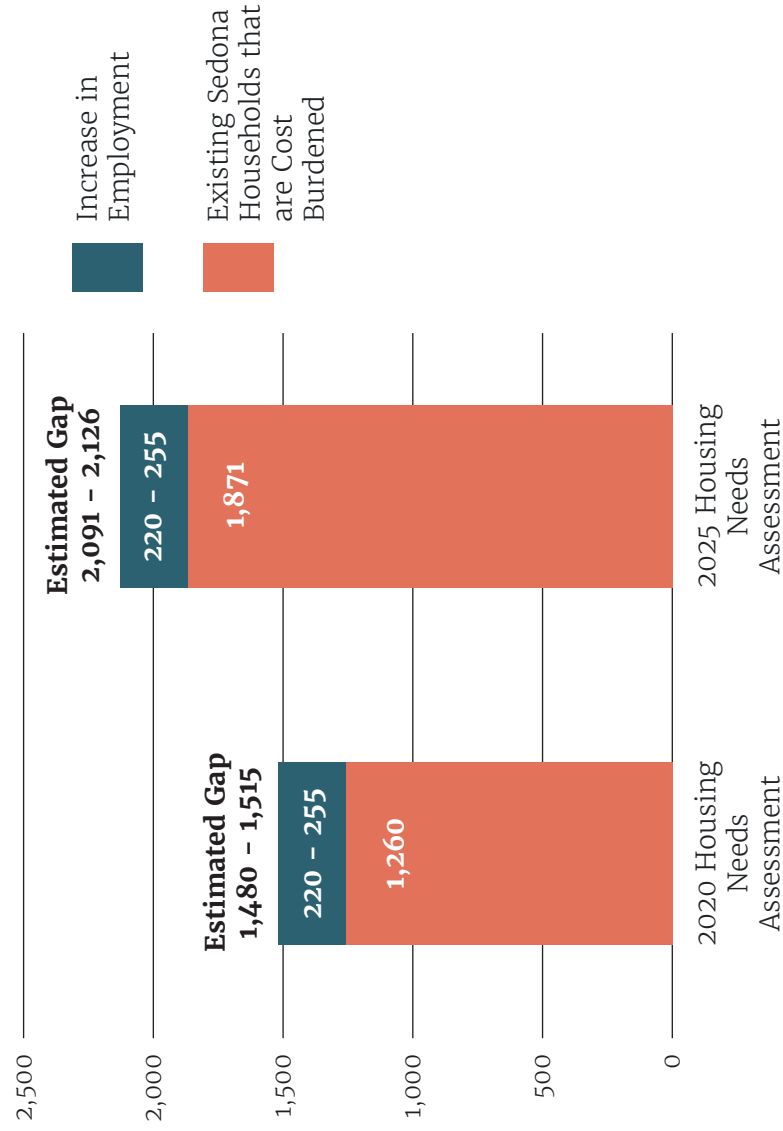
- Age
- Household Type
- Income
- Occupation
- Economic Diversification

Documented Housing Need

Housing is a long running issue for the City of Sedona. Understanding need is a critical step in understanding pressures facing many households that live in Sedona, employees that choose to commute into the community, and others that would like to call Sedona “home.”

- The 1998 Community Plan noted that by 1990 figures “earnings of retail and service workers in Coconino and Yavapai Counties were much too low” ...”to afford housing in Sedona.” The plan noted that housing prices were increasing faster than salaries and stated that “to offset these costs, and without additional subsidies, densities of 30 to 40 units per acre” may be needed.
- In 2020, the City of Sedona completed a Housing Needs Assessment that indicated a need for approximately 1,500 units to address cost-burdened households and incoming employees.
- By 2025, the substantial increase in home prices caused by COVID and the sharp increase in short term rentals, that number for the same populations increased to 2,100 units.
- Both studies note the substantial commuter population but do not include commuters in their analysis of need.
- Neither study accounts for increased pressure created by additional conversion to short term rentals.

Housing Demand Estimates



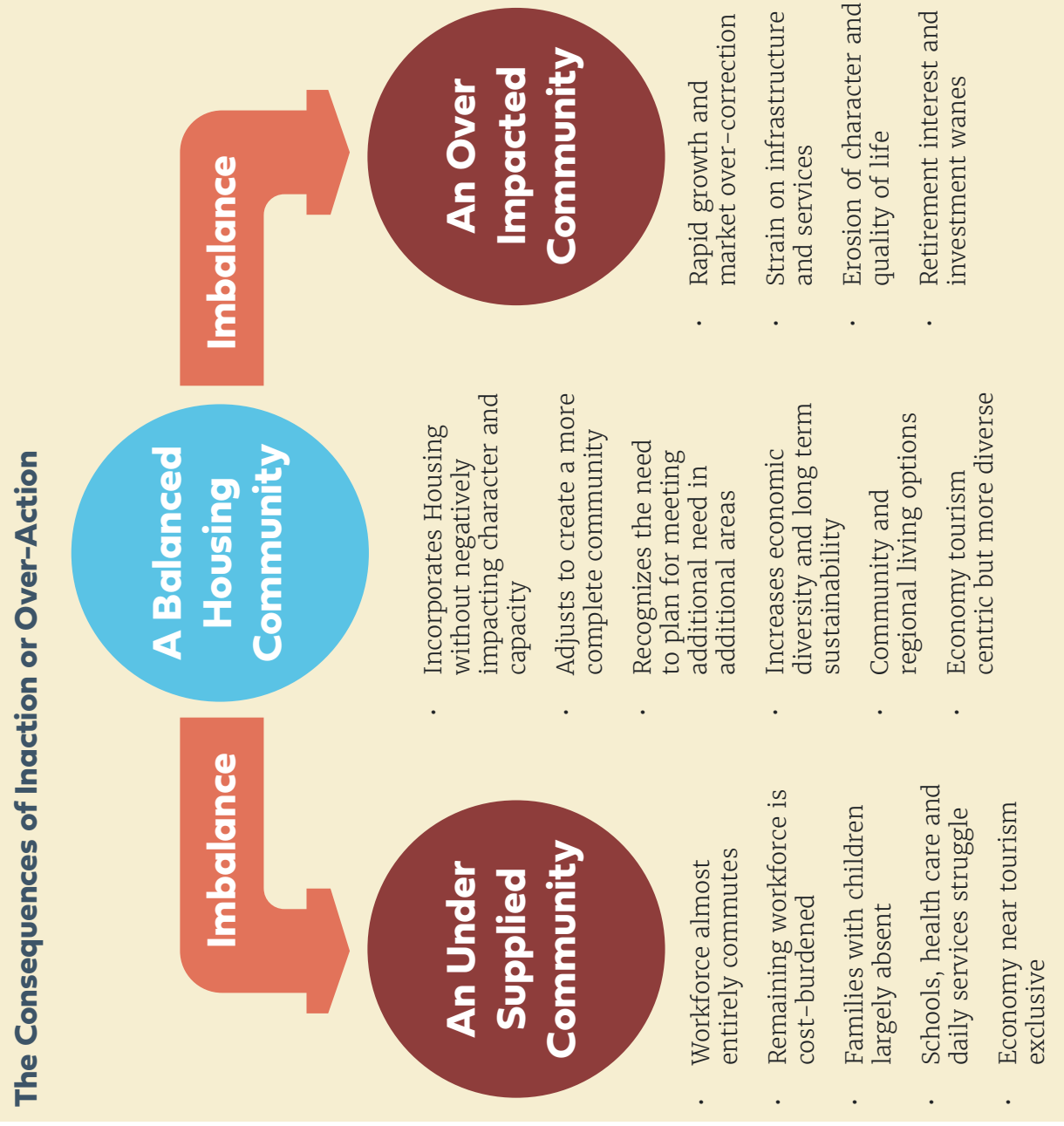
Sources: City of Sedona, 2020 Housing Needs Assessment & Five Year Housing Action Plan and City of Sedona 2025 Housing Needs Assessment Update

Recognizing Imbalance

The struggle to maintain balance is not unique to Sedona and many of the traits that the community faces are similar to those previously or currently faced by other small tourism driven communities. The City of Sedona has been moving toward imbalance as an “Under Supplied Community” – enough so that in 2024 City Council declared a housing crisis.

On the other hand, the total estimated housing need for Sedona is roughly equal to 33% of the community’s total housing stock. In an area that appreciates small town character and seeks to preserve its natural surroundings there is very high risk that the addition of 2,100 housing units over a ten year period would result in an “Over Impacted Community.”

A Balanced Housing approach recognizes that while need exists – and will likely continue to do so – it must be measured against the character, capacity and overall needs and functionality of the community.



Critical Assumptions of this Strategy

- Sedona is a small, tourism based community that has been highly desired as a retirement and seasonal-living destination for decades.
- Sedona does not have the space to house all of the people that would *prefer* to live here without degrading community character and exceeding capacity.
- Sedona is part of the larger Verde Valley area, including a variety of communities that offer a unique character of their own and their own mix of housing options (and their own approach to housing).
- Not everyone *wants* to live in Sedona. Some may prefer the master planned history of Clarkdale, the space and (relative) affordability of Camp Verde or even the college community life of Flagstaff.
- As a major tourism destination Sedona relies on a substantial workforce in hospitality and services. Employment and business opportunities outside of hospitality and services are limited.
- Strategies aimed at assisting cost-burdened households to remain in place are as important as creating quality alternatives that require moving.
- Housing is a critical element for balance but it does not stand alone. It requires consideration of other important factors including amenities, employment and business opportunities, and strong education and health systems, among others.



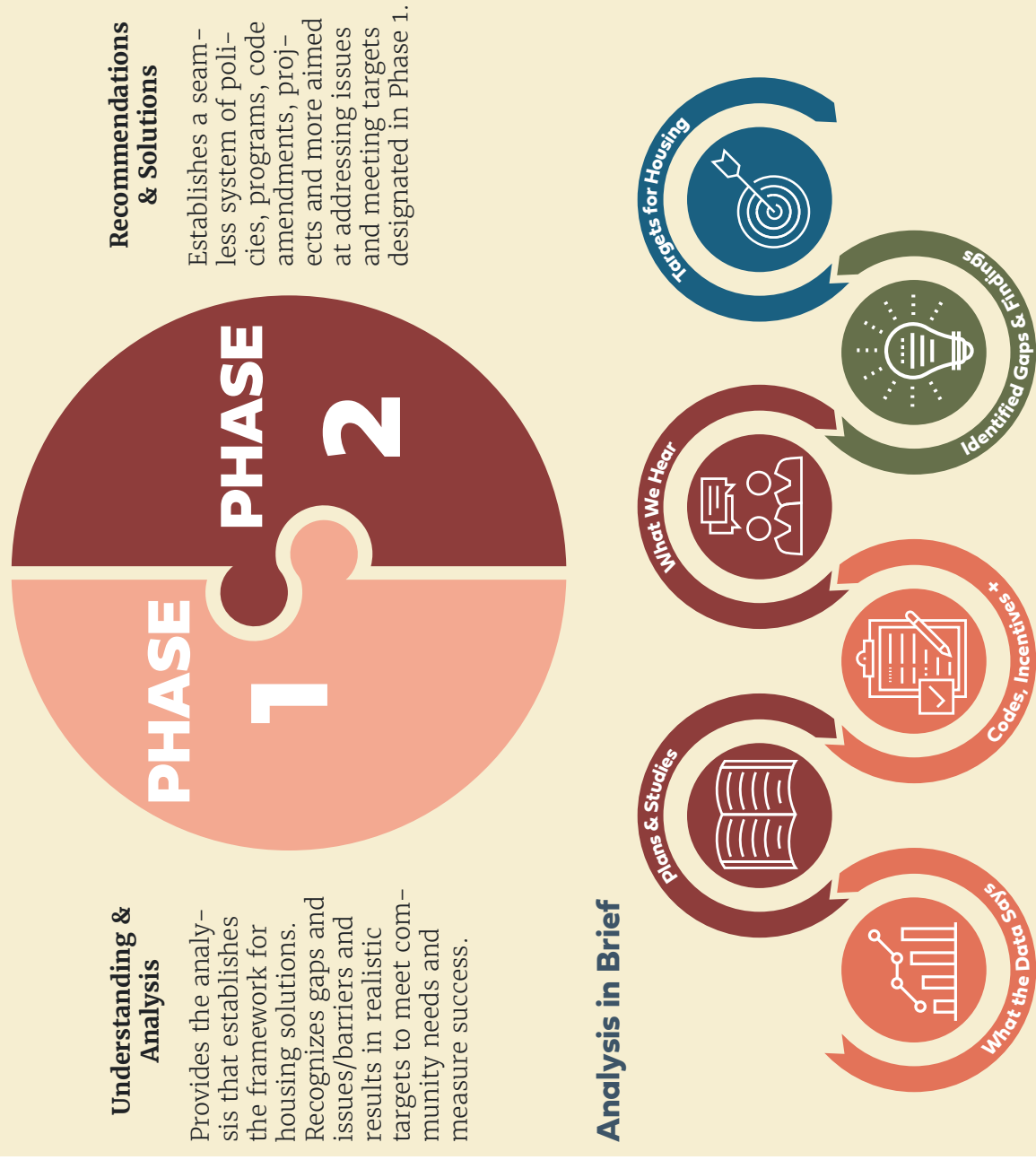
Understanding and Analysis Report Methodology

The ultimate goal of the Understanding and Analysis phase of the Balanced Housing Strategy is to understand the type of community Sedona wants to be in the future, identify the gaps that must be filled to achieve that community, and establish household and housing targets aimed at addressing those gaps.

Building that understanding requires a four-fold analysis including:

- **What the Data Says.** A deep dive into the statistics of community and the local housing market from population and housing data to the cost of development in the area.
- **Plans & Studies.** An examination of various studies that impact both community composition and various elements of housing.
- **Codes, Incentives +.** An analysis of the various codes (particularly the building code and land development code), incentives and various programs in place to assist with housing affordability.
- **What We Hear.** Discussions with individuals and organizations that have an impact or stance on housing in Sedona, as well as efforts to engage the general public.

The Two Sections of the Balanced Housing Strategy





SEDONA'S STORY IN NUMBERS

KEY HIGHLIGHTS

- Sedona's population over the past 25 years has seen marginal growth and decline. However, while the population has not changed dramatically the composition of the community has seen a number of significant changes.
- Sedona is growing older at a rapid pace that is a reflection of both the age it takes to collect sufficient wealth to move to Sedona and the growing absence of children and working age individuals. The median age in Sedona today is 64.1 years, compared to 50.5 in 2000.
- Comparison with other Verde Valley communities show that families and households seeking affordability are being pushed increasingly to the perimeter of the Verde Valley.
- While population has barely changed the number of households has grown by over 6% while the number of persons per household has shrunk to 1.9.
- The continued decline in children in Sedona is reflected in student enrollment. Since 2001 the student population of Sedona-Oak Creek USD has decreased 49%.
- The percentage of households that earn more than \$200,000 in Sedona is substantially higher than the state but it comes at the cost of a gap in households earning between \$50,000 and \$200,000. Sedona enjoys a very high Wealth Index in comparison to other area communities.
- Many Sedona residents rely heavily on revenue streams outside of wages or a salary. In fact, only 50% of residents receive a salary as income.
- Daytime population compared to traditional population show Sedona to be a significant employment center with roughly 80 percent of employees coming from elsewhere.
- Daytime population is substantially higher in Sedona as workers commute in from other areas.
- Over three quarters of Sedona residents are employed in either Retail Trade or Services. More than half of *employees* in the city are involved in Retail Trade, Accommodation and Food Services.
- Growth in housing has far outpaced both population and households due in large part to the rise of short term rentals and construction of second homes as proven by the 23.8% of homes in Sedona classified as "vacant".
- For the first time, the percentage of homes used as short term rentals is greater than long term rentals.
- Housing in Sedona is unaffordable to most people, including a number of its residents. The median home value is substantially higher than nearly all communities in the Verde Valley and the city has a Housing Affordability Index of 40.
- Less than half of Sedona homeowners have a mortgage. Of those that do, the average household pays over 64% of their income toward housing.
- Sedona has particularly noticeable gaps in families with children and working age households with an income between \$50,000 and \$200,000. It also faces gaps in addressing the needs of hospitality and services workers categorized as "cost-burdened" as well as economically or functionally vulnerable Sedona seniors.

GENERAL POPULATION

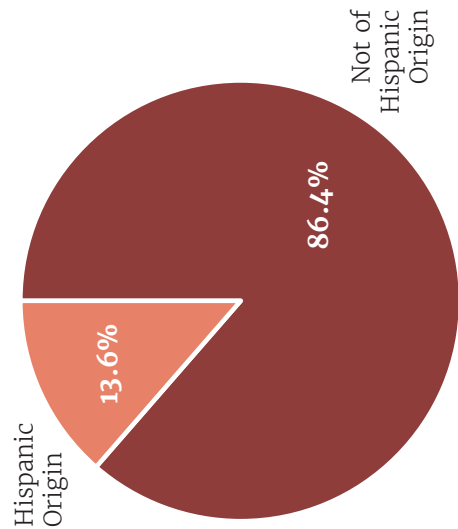
- After dipping slightly, the population of Sedona appears to have rebounded as a result of COVID market changes.
- Sedona is expected to see marginal population increases in the short term before commencing a gradual decline. The level of decrease could be impacted by development of limited remaining available space and as redevelopment occurs.
- Daytime population is substantially higher in Sedona as workers commute in from other areas.
- The community has the highest regional ratio of daytime population to total population. Communities with a ratio of 1.0 or higher are considered employment generators.
- Sedona is the only Verde Valley community where workers (10,131) exceed total regular population (10,048).
- Sedona is among the least dense communities in the Verde Valley. Subtracting recently annexed property including The Dells would place Sedona in the “middle of the pack”.
- Sedona is not a highly diverse city, but it does have a notable Hispanic population.

Sedona Over Time

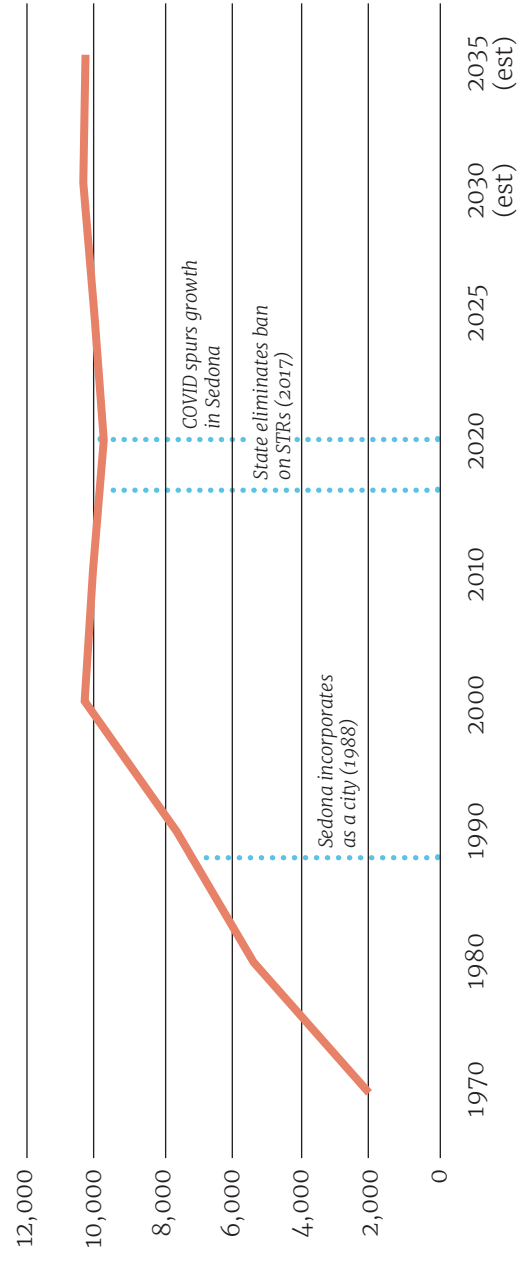
	Population	Percent Change
1970	2,022	
1980	5,368	165.5%
1990	7,645	42.4%
2000	10,192	33.3%
2010	10,036	-1.5%
2020	9,684	-3.5%
2025	10,048	3.8%
2030 (est)	10,210	1.6%
2035 (est)	10,089	-1.2%

Sources: U.S. Bureau of the Census, ESRI

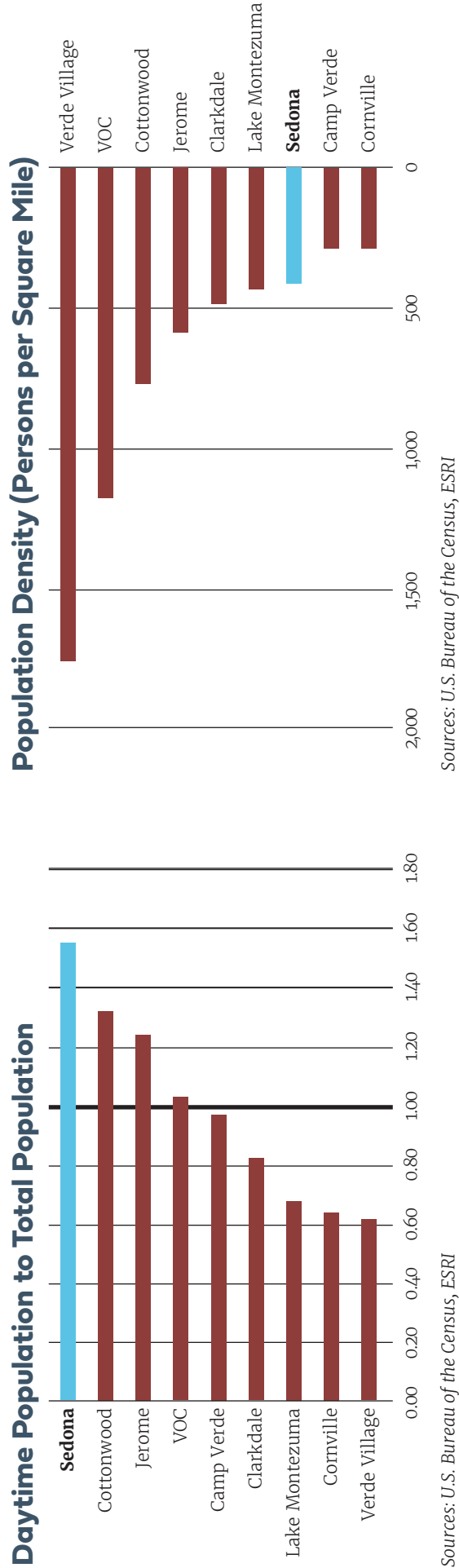
Population by Hispanic Origin



Sources: U.S. Bureau of the Census, ESRI



Sources: U.S. Bureau of the Census, ESRI



Population in Perspective

	Sedona	Camp Verde	Clarkdale	Cornville	Cottonwood	Jerome	Lake Montezuma	Verde Village	Village of Oak Creek	Yavapai County	State of Arizona
2025 Total Population	10,048	12,491	4,990	3,811	12,861	528	5,199	12,124	6,213	252,178	7,598,046
Daytime Population	15,571	12,143	4,112	2,443	17,003	655	3,526	7,493	6,400	248,314	7,510,266
Workers	10,131	4,462	1,192	714	9,588	449	484	1,019	2,565	96,888	3,505,369
Residents	5,440	7,681	2,920	1,729	7,415	206	3,042	6,474	3,835	151,426	4,004,897
Ratio to Total Population	1.55	0.97	0.82	0.64	1.32	1.24	0.68	0.62	1.03	0.98	0.99
Land Area (sq mi)	24.3	43.1	10.3	13.2	16.7	0.9	12.0	6.9	5.3	8,122.9	113,655.4
Density (sq mi)	413.50	289.81	484.47	288.71	770.12	586.67	433.25	1,757.10	1,172.26	31.05	66.85

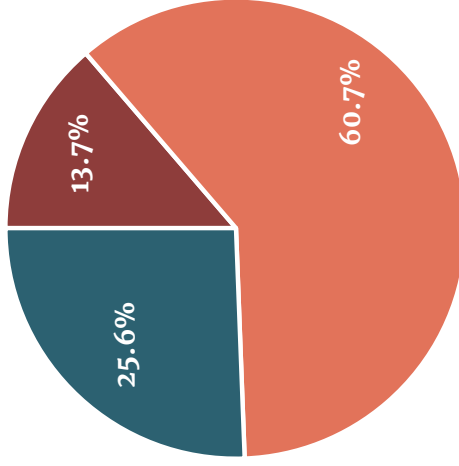
Sources: U.S. Bureau of the Census, ESRI

AGE AND AGING

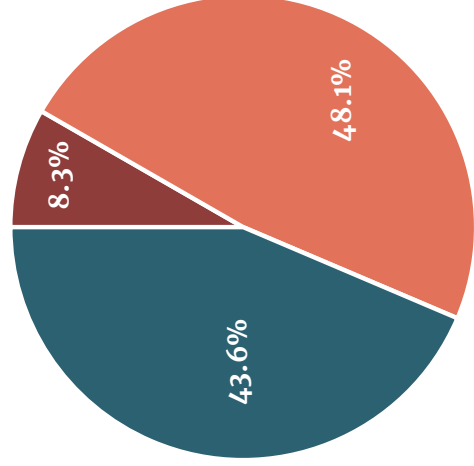
- Sedona is aging at a notable pace – substantially exceeding the State of Arizona and the other communities in the Verde Valley.
- With the exception of Camp Verde, all communities in the Verde Valley are aging at a rate that outpaces the state.
- The median age in Sedona is among the highest in the Verde Valley – second to the Village of Oak Creek (VOC) and followed closely by Jerome.
- As Sedona ages both Youth and Working Age populations are shrinking. In 2000, the Youth made up 13.7% of Sedona residents. In 2025, that number has fallen to 7.7%.
- In comparison to the State of Arizona and Yavapai County, Sedona has a visible deficit of younger residents, particularly younger working age residents. On the other hand, Sedona enjoys a notable higher than average concentration of population of early retirement age residents.
- Camp Verde, Cottonwood, Lake Montezuma, and Verde Village have the lowest median age and the highest percentages of Youth and Working Age populations. They were also the communities with the lowest change in median age between 2010 and 2025.

Sedona Age Over Time

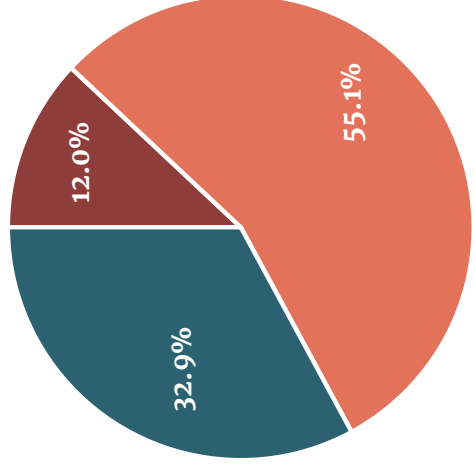
2000: Median Age 50.5 Years



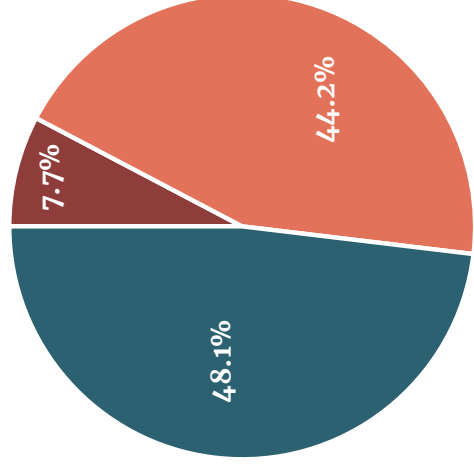
2020: Median Age 62.6 Years



2010: Median Age 56 Years



2025: Median Age 64.1 Years



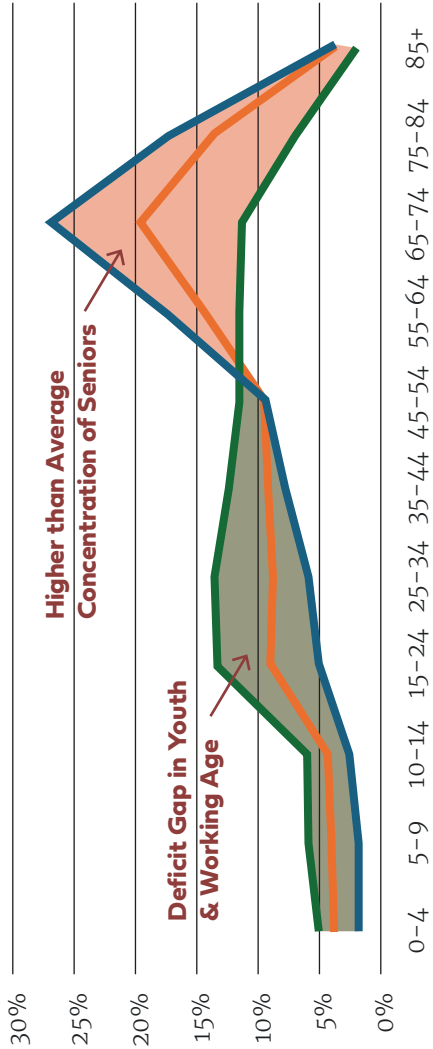
Youth: Below 18

Working Age: 18 to 64

Retirement Age: 65 & Up

Sources: U.S. Bureau of the Census, ESRI

Age Gaps



Sources: U.S. Bureau of the Census, ESRI

Age in Perspective

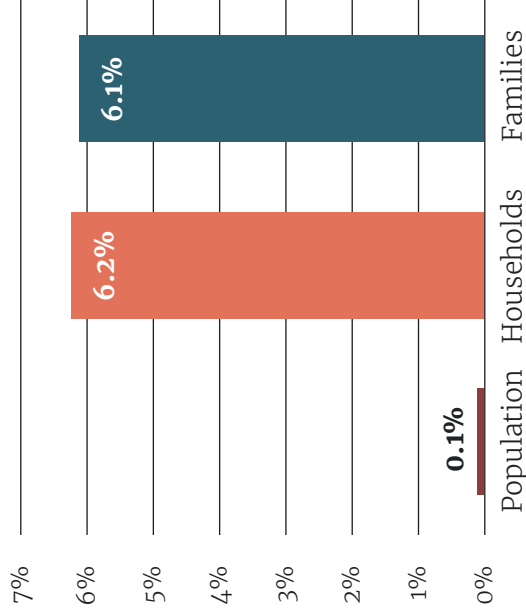
	Sedona	Camp Verde	Clarkdale	Cornville	Cottonwood	Jerome	Lake Montezuma	Verde Village	Village of Oak Creek	Yavapai County	State of Arizona
Median Age											
2010	50.5	43.9	49.9	50.0	46.4	54.8	44.8	42.4	59.3	49.2	35.9
2020	62.6	47.5	55.5	56.3	52.3	58.6	49.2	45.8	65.7	55.5	38.9
2025	64.1	47.6	55.7	57.8	50.9	62.3	49.5	47.9	66.8	55.9	39.7
Change in Years	13.6	3.7	5.8	7.8	4.5	7.5	4.7	5.5	7.5	6.7	3.8
Age by Category											
Youth Below 18 Years	7.7%	19.2%	15.8%	13.4%	17.1%	11.2%	18.8%	19.2%	6.5%	14.9%	20.9%
Working Age 18 to 64 Years	44.2%	52.2%	46.6%	49.6%	50.2%	43.9%	52.3%	51.7%	39.0%	48.3%	58.6%
Retirement Age 65 Years & Up	48.1%	28.6%	37.6%	37.0%	32.7%	44.9%	28.9%	29.1%	54.5%	36.8%	20.5%

Sources: U.S. Bureau of the Census, ESRI

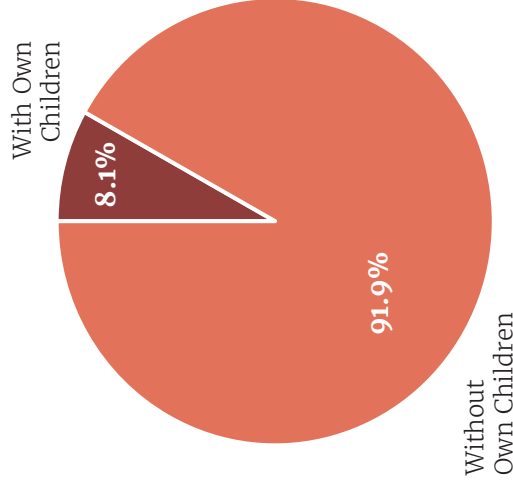
HOUSEHOLDS

- Sedona Households (and Families) are growing at a rate that is much faster than overall population. As a result, the average number of persons per household is falling.
- Sedona (1.9) is one of only three communities in the Verde Valley with an average household size below 2.0. In perspective, the average household size is Arizona is 2.54.
- Over one third of Sedona households consist of 1 person households. An additional 48.6% are two person households. Nearly all other communities in the Verde Valley have a higher percentage of households with three persons or more, particularly Camp Verde, Verde Village and Clarkdale.
- Only 8.1% of households in Sedona include a householder and their children. While many other Verde Valley communities were higher no community met the state average.
- Approximately 19.3% of Sedona households consist of a single person over 65 years living alone. While high, Cottonwood, Jerome and the Village of Oak Creek were higher.

Growth Rates, 2010 to 2025



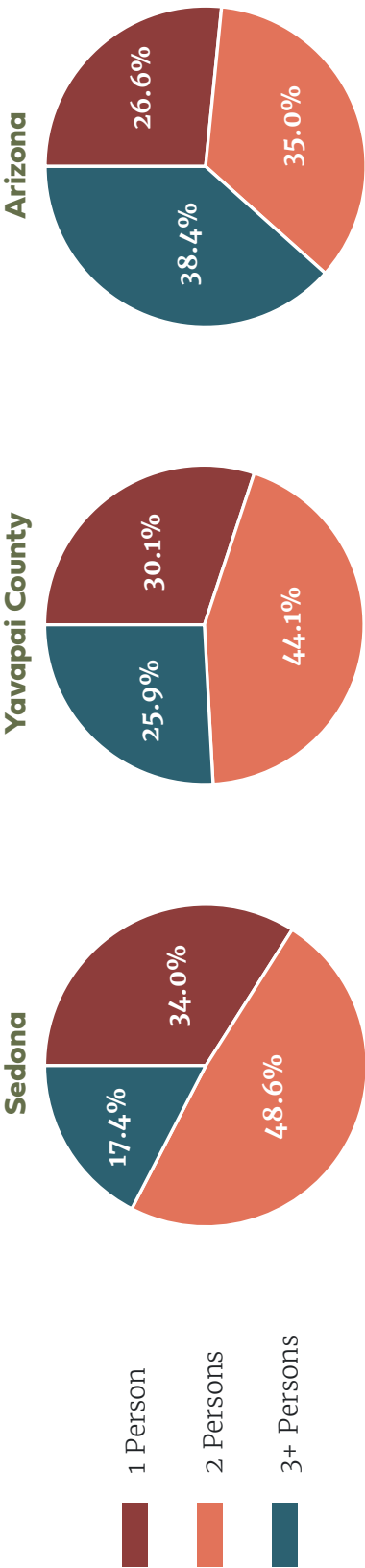
Households with Own Children



	Population		Household		Families	
	Number	Growth Rate	Number	Growth Rate	Number	Growth Rate
2010	10,036		4,976		2,727	
2020	9,684	-3.5%	4,997	0.4%		
2025	10,048	3.8%	5,286	5.8%	2,894	6.1%
Overall Growth Rate		0.1%		6.2%		6.1%

Sources: U.S. Bureau of the Census, ESRI

Household Size



Households in Perspective

	Sedona	Camp Verde	Clarkdale	Cornville	Cottonwood	Jerome	Lake Montezuma	Verde Village	Village of Oak Creek	Yavapai County	State of Arizona
Total Households	4,997	4,683	1,979	1,509	5,722	255	2,157	4,709	3,253	104,425	2,705,878
Average Size	1.90	2.45	2.22	2.27	2.10	1.85	2.33	2.49	1.80	2.19	2.54
Household Makeup											
With Own Children Below 18	8.1%	20.0%	16.4%	12.9%	15.8%	9.0%	18.4%	21.6%	6.8%	15.4%	25.6%
Without Own Children Below 18	91.9%	80.0%	83.6%	87.1%	84.2%	91.0%	81.6%	78.4%	93.2%	84.6%	74.4%
Living Alone	34.1%	27.4%	28.7%	29.0%	40.5%	41.6%	30.8%	25.9%	35.6%	30.1%	26.6%
Living Alone, Over 65	19.3%	15.2%	16.3%	16.3%	24.8%	23.9%	10.4%	14.8%	22.5%	17.8%	11.4%
Household Size											
1 Person	34.0%	27.4%	28.7%	29.0%	40.5%	41.6%	30.8%	25.9%	35.6%	30.1%	26.6%
2 Persons	48.6%	38.3%	41.9%	44.1%	36.1%	36.5%	40.2%	40.6%	51.6%	44.1%	35.0%
3+ Persons	17.4%	34.3%	29.3%	27.0%	23.3%	21.9%	29.0%	33.4%	12.9%	25.9%	38.4%
5+ Persons	3.8%	11.6%	8.5%	7.0%	7.1%	7.4%	9.0%	10.0%	2.1%	7.1%	12.1%

Sources: U.S. Bureau of the Census, ESRI

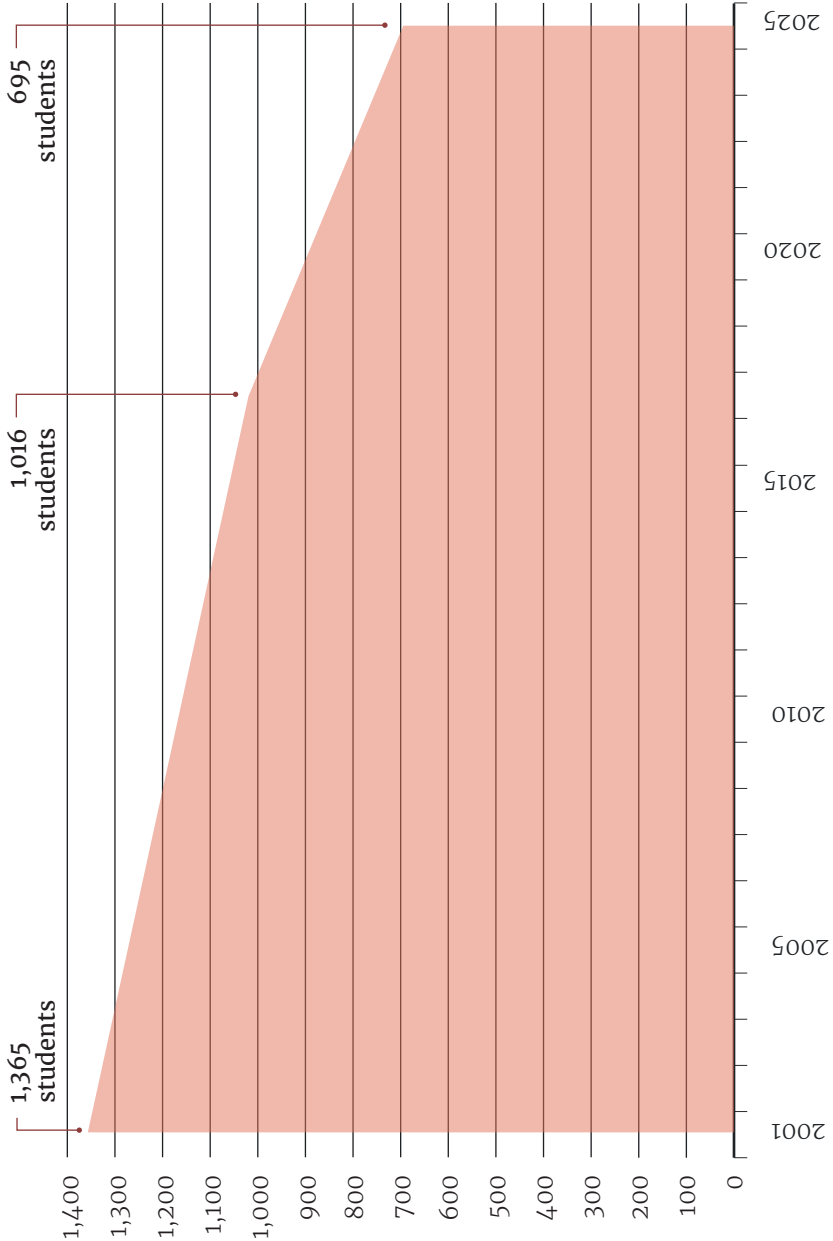
EDUCATION & ENROLLMENT

- Population and household changes have had a substantial impact on local school enrollment. Between 2001 and 2025 the Sedona-Oak Creek USD student population has declined by almost 50%.
- With limited numbers available, it appears that enrollment decline accelerated before or as a result of changes resulting from COVID.
- Almost 52% of Sedona residents aged 25 and older have a Bachelor’s degree or higher followed closely by residents of the Village of Oak Creek.
- Educational attainment in Sedona has historically been high but has increased as the population ages and becomes wealthier.

Rate of Loss of Sedona-Oak Creek USD Student Population

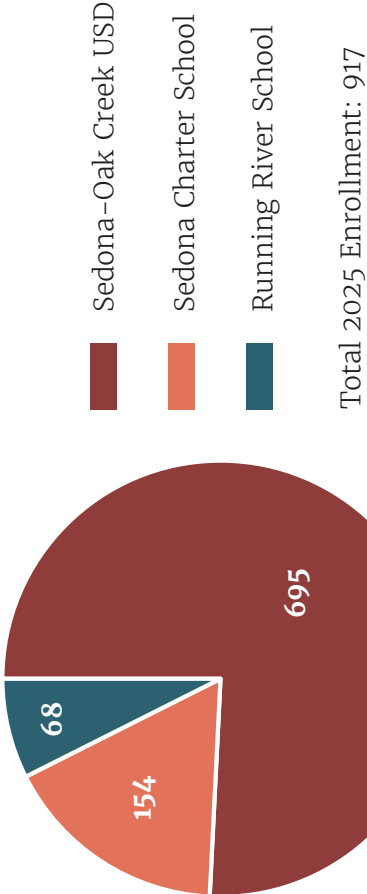


Sedona-Oak Creek USD Enrollment Based on Available Data Points

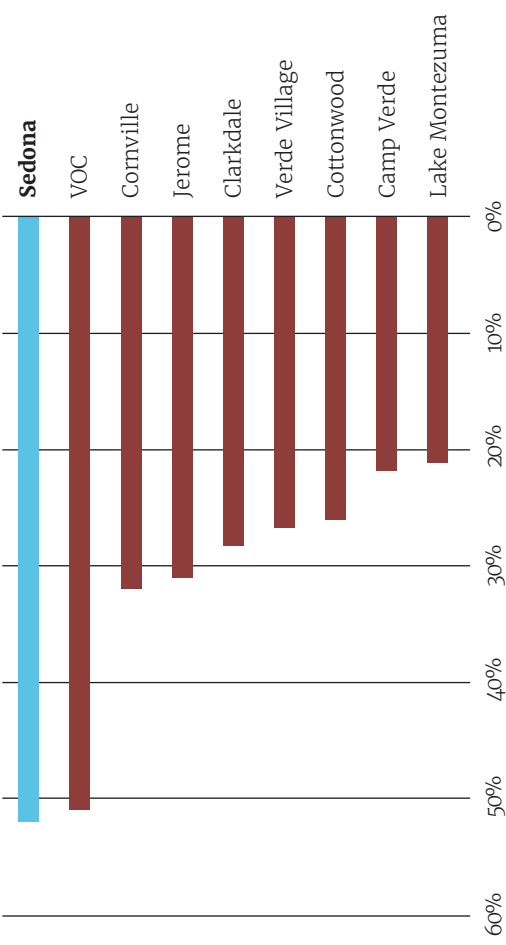


Sources: Sedona-Oak Creek USD, Arizona Auditor General

Total K-12 School Enrollment in Sedona



Residents with a Bachelor's or Graduate Degree



Sources: U.S. Bureau of the Census, ESRI

Educational Attainment in Perspective

	Sedona	Camp Verde	Clarkdale	Cornville	Cottonwood	Jerome	Lake Montezuma	Verde Village	Village of Oak Creek	Yavapai County	State of Arizona
Total Persons Age 25+	8,924	9,242	3,931	2,964	9,743	454	3,904	8,923	5,659	198,850	5,284,794
No Diploma	4.9%	13.5%	3.3%	5.9%	8.0%	0.7%	5.0%	6.9%	4.2%	6.7%	9.6%
High School Graduate or Equivalent	15.3%	28.5%	19.0%	32.1%	30.6%	19.0%	34.0%	27.9%	10.8%	25.3%	24.0%
Some Degree or an Associates Degree	28.1%	36.3%	49.5%	30.0%	35.3%	49.4%	39.8%	38.4%	34.0%	36.8%	32.0%
Bachelor's Degree	26.1%	10.8%	16.9%	17.5%	19.2%	16.7%	11.6%	13.9%	29.8%	18.2%	21.1%
Graduate or Professional Degree	25.7%	10.9%	11.2%	14.5%	6.9%	14.3%	9.6%	12.8%	21.2%	13.0%	13.3%

Sources: U.S. Bureau of the Census, ESRI

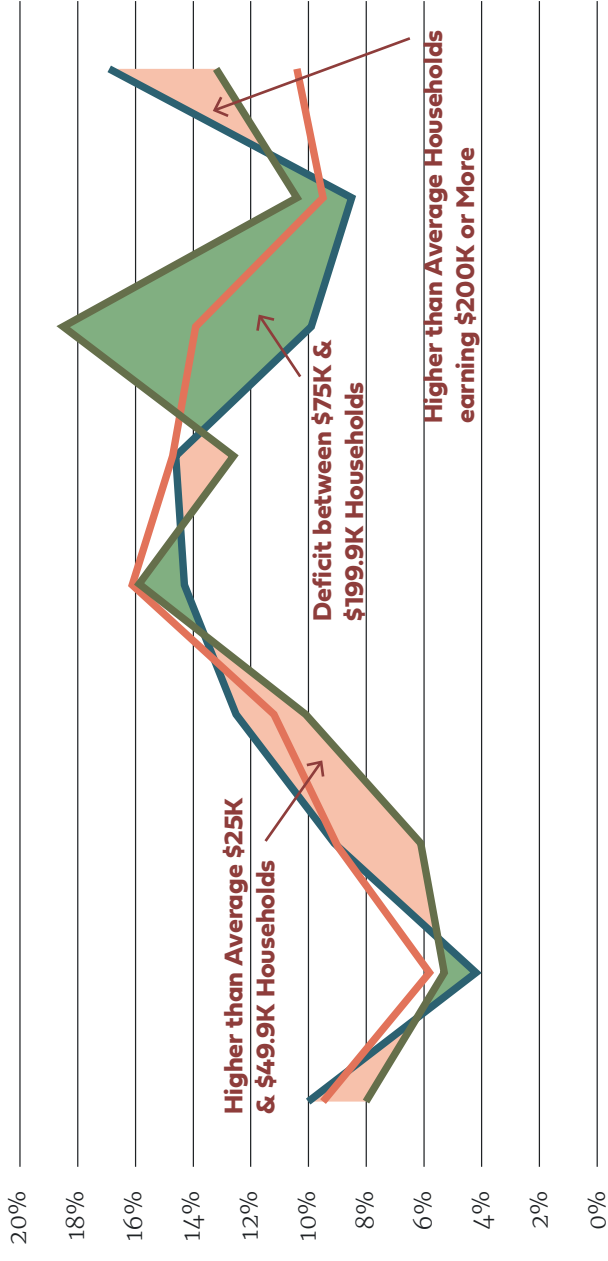
INCOME & WEALTH

- Sedona and the Village of Oak Creek stand apart as the communities with the highest income and the greatest amount of wealth in the Verde Valley. Wealth in Sedona is particularly high.
- Both Average Household Income and Median Household Income are impacted by the low average household size. Both are near (or below) the state average. However, Per Capita Income is substantially higher than the state or most other Verde Valley communities.
- In comparison to the State, Sedona has a deficit of households earning between \$75,000 and \$199,999 (work-force to upper middle income households).
- Sedona has a higher than average concentration of households earning between \$25,000 and \$49,999 in comparison to the state but not in comparison to other Verde Valley communities. This can be attributed to retirees as well as service workers. The city also has a high concentration of households earning greater than \$200,000.
- Sedona residents rely on a variety of revenue streams for income. Only half of households receive wages or a salary. Many enjoy income from interest, dividends, net rental, social security, or retirement funds. Roughly one-quarter enjoy revenues from self-employment.

Sources of Household Income in Sedona, 2023

Wages or Salary	Self Employment	Interest, Dividends or Net Rental	Social Security
50%	27%	40%	49%
(Arizona: 75%)	(Arizona: 11%)	(Arizona: 11%)	(Arizona: 34%)

Household Income by Category



Sources: U.S. Bureau of the Census, ESRI

Retirement
Income

33%

(Arizona: 27%)

Public Assistance or
Food Stamps

6%

(Arizona: 13%)

Average vs Median Household Income

Average Household Income is the total income in an area divided by the number of households. It can sometimes skew high if a few households have extremely high incomes.

Median Household Income is the middle point where half of households earn more and half earn less. It best represents the “typical” household.

About the Wealth Index

The Esri Wealth Index is a composite measure showing an area’s financial well-being by combining various indicators like household income, net worth, and material possessions. A score of 100 is comparable to the national average. Scores above 100 mean above-average wealth and below 100 indicates lower-than-average wealth.

Household Income in Perspective

	Sedona	Camp Verde	Clarkdale	Cornville	Cottonwood	Jerome	Lake Montezuma	Verde Village	Village of Oak Creek	Yavapai County	State of Arizona
Household Income Base	5,286	4,959	2,389	1,596	6,031	285	2,233	4,833	3,372	113,129	2,927,218
<\$15,000	10.0%	9.7%	15.4%	11.2%	17.6%	15.8%	10.3%	10.8%	9.5%	9.5%	8.0%
\$15,000 – \$24,999	4.2%	6.0%	11.6%	0.3%	7.3%	6.7%	8.9%	4.5%	3.4%	5.8%	5.3%
\$25,000 – \$34,999	9.1%	8.5%	14.3%	7.6%	14.3%	8.1%	6.9%	10.4%	9.4%	9.1%	6.1%
\$35,000 – \$49,999	12.5%	11.8%	8.7%	6.8%	11.4%	15.4%	12.0%	10.0%	9.2%	11.2%	10.1%
\$50,000 – \$74,999	14.3%	13.6%	9.4%	20.2%	16.3%	11.6%	16.7%	14.9%	15.6%	16.1%	15.9%
\$75,000 – \$99,999	14.6%	13.6%	9.1%	20.8%	10.8%	25.6%	17.7%	15.2%	11.9%	14.7%	12.6%
\$100,000 – \$149,999	9.9%	14.6%	16.9%	10.7%	11.4%	9.5%	11.6%	17.9%	12.3%	13.9%	18.5%
\$150,000 – \$199,999	8.5%	7.4%	7.3%	12.4%	4.7%	7.4%	3.2%	10.3%	11.4%	9.5%	10.4%
\$200,000+	16.9%	14.7%	7.3%	10.0%	6.3%	0.0%	12.8%	5.9%	17.3%	10.4%	13.2%
Average Household Income	\$120,123	\$109,136	\$79,640	\$100,190	\$70,310	\$70,129	\$94,155	\$89,136	\$122,196	\$100,146	\$115,326
Median Household Income	\$74,697	\$62,994	\$44,371	\$78,383	\$49,014	\$58,702	\$67,128	\$73,905	\$80,145	\$72,052	\$82,768
Per Capita Income	\$63,201	\$37,589	\$32,462	\$44,153	\$33,134	\$37,854	\$40,440	\$35,557	\$66,419	\$44,982	\$44,528
Wealth Index	155	102	70	120	63	47	103	88	176	105	115

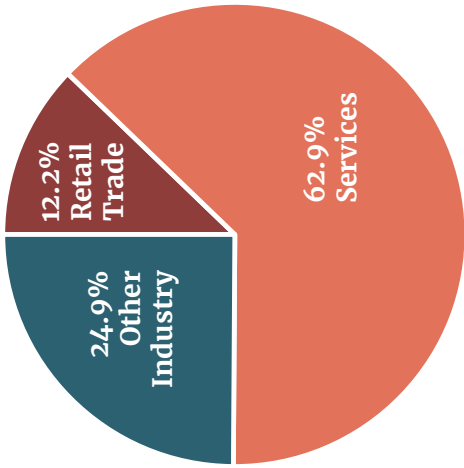
Sources: U.S. Bureau of the Census, ESRI

INDUSTRY & OCCUPATION

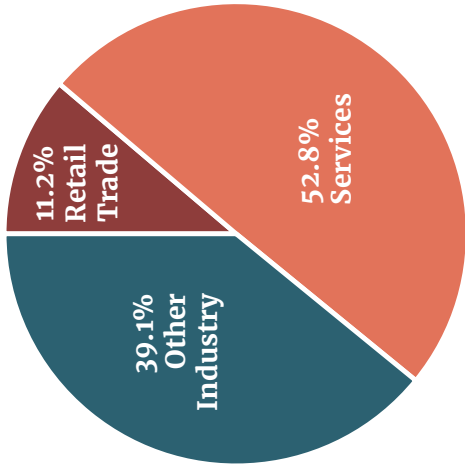
- Over three quarters of all employed residents of Sedona age 16 or older work in either the Services Industry or in the Retail Trade Industry. The percentage of persons employed in the Services Industry is substantially higher than the state average. A more limited percentage of people work in the Finance, Insurance & Real Estate (FIRE) and Construction Industries.
- While the employed residents of Sedona may be deeply involved in the Services and Retail Trade industries, they are not necessarily performing low skill, low wage jobs. Roughly 68% are employed in White Collar jobs (only Clarkdale and Jerome are comparable). In fact, more than half of all employed residents of Sedona involved in Professional or Management, Business & Financial occupations.
- The percentage of employed residents engaged in Service occupations is higher in all of the Verde Valley communities with the exception of Clarkdale and Cornville.
- The percentage of employed residents of Sedona engaged in Blue Collar occupations is substantially lower than both Yavapai County and the State of Arizona.

Employed Population Age 16 & Over by Industry by Area

City of Sedona



Arizona



Employed Population Age 16 & Over by Industry

	Sedona
Total Households	4,660
Agriculture & Mining	0.3%
Construction	5.5%
Manufacturing	1.9%
Wholesale Trade	1.7%
Retail Trade	12.2%
Transportation & Utilities	3.6%
Information	0.9%
Finance, Insurance & Real Estate	6.8%
Services	62.9%
Public Administration	4.0%

Sources: U.S. Bureau of the Census, ESRI

About Industry & Occupation

The term “Industry” refers to the type of business or enterprise in which a specific resident of Sedona works.

The term “Occupation” defines the type of job or work performed by a resident of Sedona.

Both are measures of employed residents of Sedona 16 years or older regardless of location of employment.

Employed Population Age 16 & Over by Occupation in Perspective

	Sedona	Camp Verde	Clarkdale	Cornville	Cottonwood	Jerome	Lake Montezuma	Verde Village	Village of Oak Creek	Yavapai County	State of Arizona
Total Households	4,660	4,680	2,096	1,929	5,543	319	2,180	5,766	2,403	101,916	3,571,954
White Collar	68.0%	44.7%	65.4%	62.9%	50.2%	71.8%	45.4%	57.4%	55.2%	57.7%	63.2%
Management, Business & Financial	24.4%	13.0%	13.9%	25.4%	16.5%	22.9%	8.6%	15.5%	19.0%	15.0%	18.3%
Professional	27.4%	12.4%	28.9%	23.3%	15.0%	30.7%	23.5%	23.9%	18.4%	22.7%	24.6%
Sales	7.8%	9.1%	11.8%	3.6%	7.7%	16.9%	4.6%	9.4%	10.3%	9.5%	8.9%
Administrative Support	8.5%	10.3%	10.7%	10.7%	11.1%	1.3%	8.6%	8.6%	7.5%	10.5%	11.4%
Services	20.9%	33.8%	17.2%	16.1%	29.4%	23.8%	21.4%	21.9%	25.3%	20.5%	17.0%
Blue Collar	11.1%	21.5%	17.5%	20.9%	20.4%	4.4%	33.3%	20.6%	19.4%	21.8%	19.8%
Farming, Forestry & Fishing	0.0%	0.0%	0.0%	0.6%	0.1%	0.0%	0.5%	0.2%	1.1%	0.3%	0.4%
Construction/Extraction	5.0%	10.2%	3.0%	9.4%	5.4%	2.2%	15.7%	8.5%	9.1%	7.2%	5.1%
Installation, Maintenance & Repair	0.6%	0.9%	0.0%	0.7%	5.9%	0.0%	9.0%	2.9%	1.2%	3.5%	3.2%
Production	2.6%	3.5%	5.8%	5.4%	1.4%	2.2%	1.2%	3.4%	1.2%	3.8%	3.8%
Transportation & Material Moving	2.9%	6.9%	8.6%	4.9%	7.6%	0.0%	6.8%	5.6%	6.9%	6.9%	7.3%

Sources: U.S. Bureau of the Census, ESRI

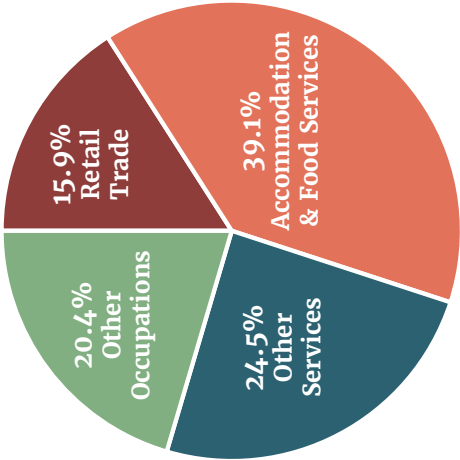
WORKERS & COMMUTING

- More than half of all Sedona employees are involved in the Accommodation & Food Services or Retail Trade industries that are commonly associated with tourism. Only slightly more than 20% of employees are involved in industries other than Services and Retail Trade.
- Over one third of all employees in Sedona have only a high school diploma or less.
- Roughly 8 out of 10 employees in Sedona commute in from other communities and areas.
- Between 2004 and 2022 the percentage of employees commuting increased from 66.5% to 80.2%
- Nearly 40% of employees travel between 10 and 24 miles to reach their place of employment in Sedona.
- Nearly 20% of Sedona employees live in the community. An additional 40% lived in various other Verde Valley communities (with the possibility of others located outside of incorporated and unincorporated communities in the Verde Valley).
- In 2022, a substantial number of employees – perhaps as high as 24% – commuted in from as far as 50 miles away or greater.

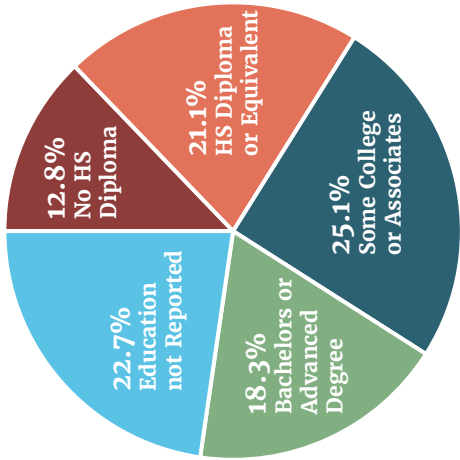
Employment in Sedona by Industry

	Percent
Total Employees, 2022	4,660
Agriculture & Mining	0.0%
Construction	3.6%
Manufacturing	1.7%
Wholesale Trade	1.2%
Retail Trade	15.9%
Transportation & Utilities	3.6%
Information	1.5%
Finance, Insurance & Real Estate	4.6%
Services	63.6%
Professional, Scientific, and Technical Services	3.5%
Management of Companies and Enterprises	0.4%
Administration & Support, Waste Management and Remediation	5.9%
Educational Services	3.0%
Health Care and Social Assistance	5.1%
Arts, Entertainment, and Recreation	2.2%
Accommodation and Food Services	39.1%
Other Services (excluding Public Administration)	4.4%
Public Administration	4.3%

Employment by Largest Industries

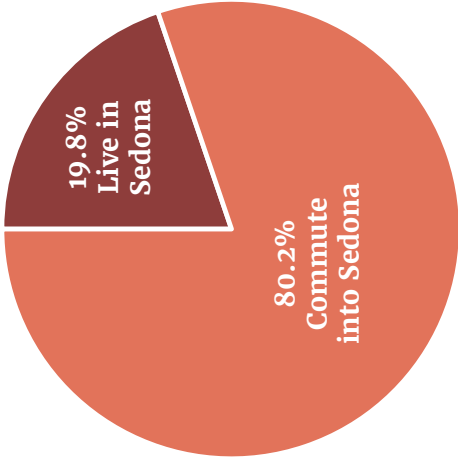


Employees by Educational Attainment

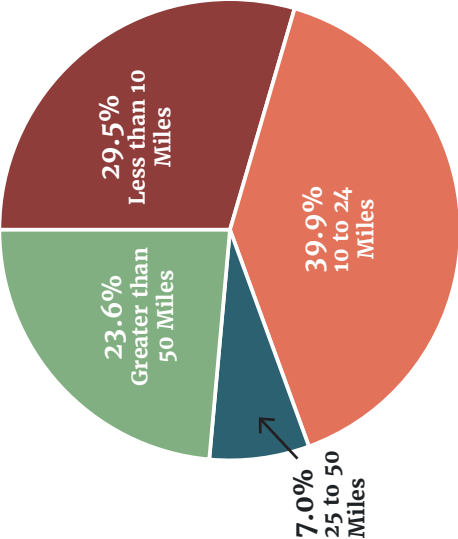


Sources: U.S. Bureau of the Census, On the Map

Employees by Commute, 2022



Employee Commute by Distance



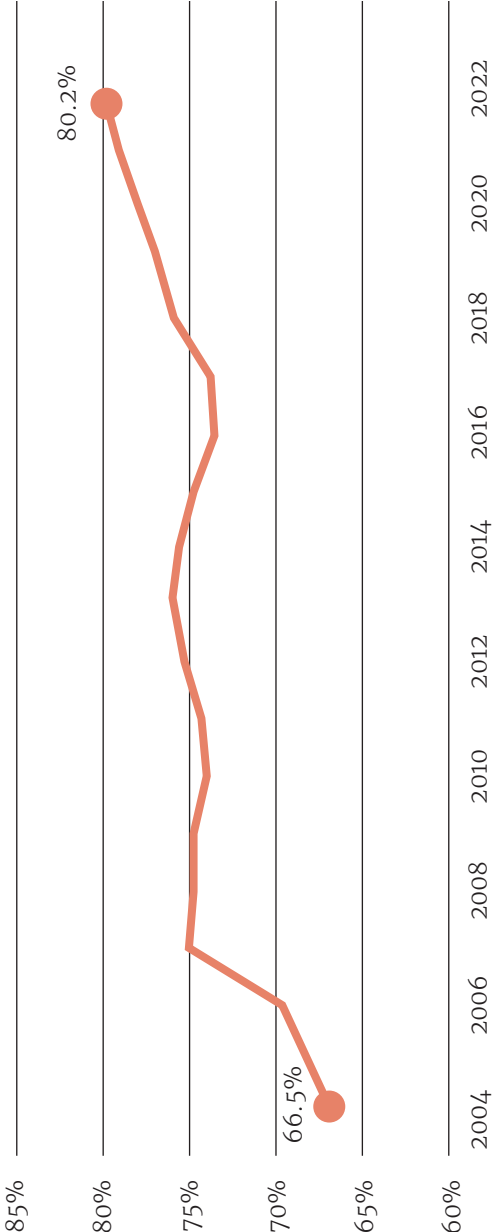
About Available Commute Data

Most data associated with this study is based on estimates for 2025. Unfortunately, the most recent available data on commuting available through the US Bureau of the Census was conducted in 2022. Commute patterns during that time were disrupted and altered by lingering impacts of COVID. It is possible that data, such as the percentage of people traveling to Sedona from extensive distances such as Phoenix and beyond are somewhat different today as living patterns have stabilized.

Commute by Location

Place of Residence	Share
Sedona	19.8%
Cottonwood	11.6%
Verde Village	9.8%
Village of Oak Creek	6.2%
Phoenix	5.7%
Flagstaff	4.8%
Camp Verde	4.5%
Cornville	3.3%
Clarkdale	2.6%
Lake Montezuma	2.5%
Mesa	1.5%
Glendale	1.5%
Prescott Valley	1.4%
Prescott	1.1%
All Other Locations	23.6%

Percent Commuters over Time, 2022



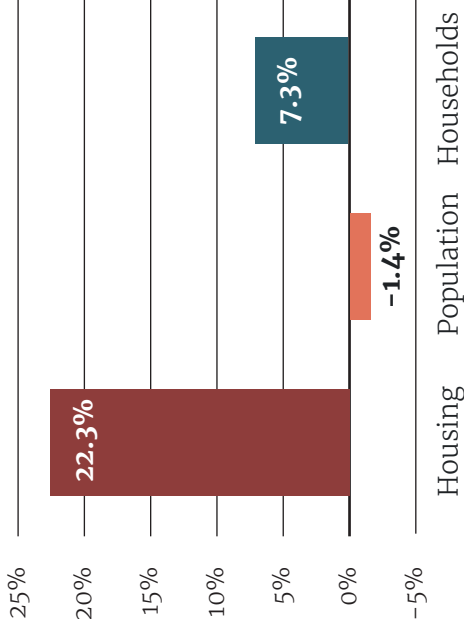
GENERAL HOUSING SUPPLY

- Housing, like population and households, grew dramatically between 1970 and 2000 spurred by retirees and families moving into the area or construction of a limited number of second homes.
- Between 2000 and 2025, housing growth substantially outpaced population and household growth – the first indication of growth in second homes and housing for short term rentals.
- While Sedona slid to fourth most populous city in the Verde Valley it continues to rank first in the number of housing units.
- Sedona ranks near the bottom among Verde Valley communities in housing growth rate. In most communities the housing growth rate closely mirrors population growth.
- The gap between housing and population or household growth is most significant in Sedona, followed by Village of Oak Creek, Clarkdale and Cornville.
- Today, nearly four in ten residential parcels in Sedona has a mailing address outside of the city – indicating a high level of housing in Sedona used as either a second home, an investment property for short term rental – or both.

Housing Growth Over Time in Sedona vs Population and Households

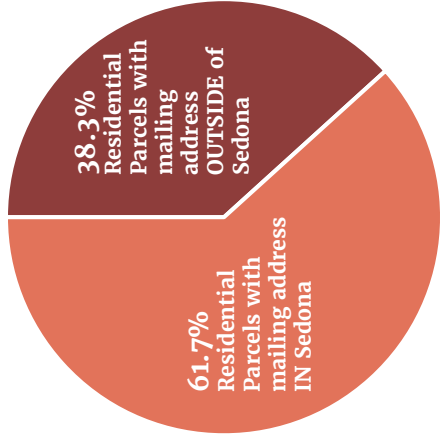
	Housing Units		Population		Households	
	Number	Growth Rate	Number	Growth Rate	Number	Growth Rate
1970	1,168		2,022		855	
1980	2,706	131.7%	5,368	165.5%	1,864	118.0%
1990	4,351	60.8%	7,645	42.4%	2,917	56.5%
2000	5,677	30.5%	10,192	33.3%	4,928	68.9%
2010	6,371	12.2%	10,036	-1.5%	4,976	1.0%
2020	6,671	4.7%	9,684	-3.5%	4,997	0.4%
2025	6,941	4.0%	10,048	3.8%	5,286	5.8%
Growth Rate: 1970 to 2000		386.0%	404.1%		476.4%	
Growth Rate: 2000 to 2025		22.3%	-1.4%		7.3%	

Growth Rates, 2000 to 2025



Sources: U.S. Bureau of the Census, ESRI

Residential Parcels by Ownership



Sources: City of Sedona

Ranking Sedona to Eight Other Verde Valley Communities by Housing and Housing Growth

2025 Housing Units	2025 Population	2025 Households	2000 To 2025 Housing Growth Rate	Largest Gap in Population Growth	Largest Gap in Housing and Household Growth
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Housing Growth in Comparison by Area

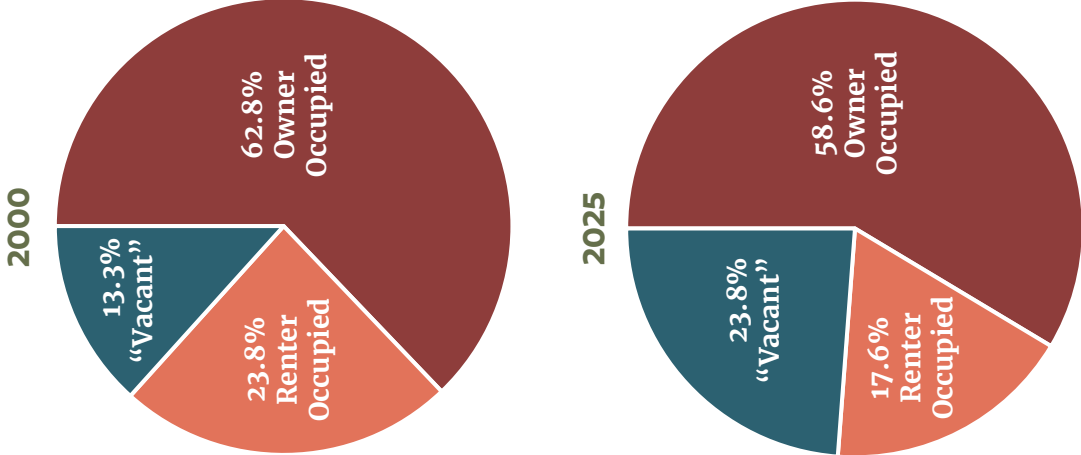
	Sedona	Camp Verde	Clarkdale	Cornville	Cottonwood	Jerome	Lake Montezuma	Verde Village	Village of Oak Creek	Yavapai County	State of Arizona
2000 Housing Units	5,677	3,969	1,508	1,492	4,531	230	1,667	4,268	3,184	81,724	2,189,180
2025 Housing Units	6,941	5,337	2,453	1,838	6,508	335	2,475	5,094	4,453	129,939	3,306,578
2000 to 2025 Growth Rate	22.3%	34.5%	62.7%	23.2%	43.6%	45.7%	48.5%	19.4%	39.9%	59.0%	51.0%
Gap in Housing & Population Growth (by percentage point)	23.7%	2.3%	16.8%	14.6%	3.5%	-14.8%	-7.0%	5.1%	21.4%	8.5%	3.0%
Gap in Housing & Household Growth (by percentage point)	15.0%	-0.3%	5.9%	1.5%	-7.8%	-10.9%	-3.3%	0.6%	8.1%	-2.2%	-2.9%

Sources: U.S. Bureau of the Census, ESRI

HOUSING TENURE

- Between 2000 and 2025 the percent of housing units classified as “Vacant” in Sedona grew, largely at the cost of Renter Occupied Units.
- Today, almost 24% of the housing units in Sedona are classified as “Vacant”. It is extremely likely that the very large majority of those units are comprised of second homes and short term rentals (a minimum of 18% is comprised of short term rentals).
- Most Verde Valley communities have a higher percentage of housing stock dedicated to renters than Sedona. In 2000, Sedona ranked 4th. In 2025, the community slid to 6th.
- Only the Village of Oak Creek has a greater percentage of housing units classified as “Vacant” than Sedona. Remaining Verde Valley communities are substantially lower.
- Sedona is not the only community seeing a rise in the number of units classified as “Vacant”. The Village of Oak Creek, Cornville and Clarkdale also saw increases.

Housing Tenure in Sedona Over Time



Defining “Vacant” Anyone in Sedona can agree that 23.8% of the total housing stock is not actually vacant.

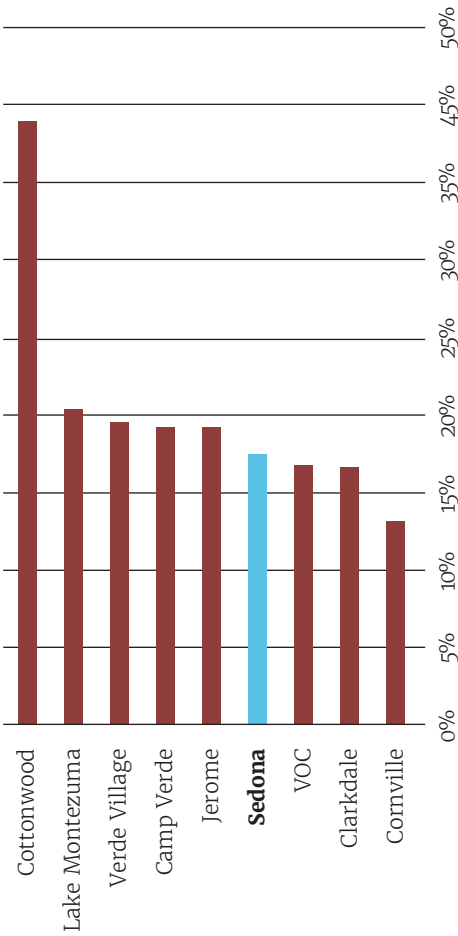
A home is defined by the Bureau of the Census as vacant “if no one is living in it at the time of the interview, unless its occupants are temporarily absent. In addition, a vacant unit may be one which is entirely occupied by persons who have a usual residence elsewhere.”

In the American Community Survey, vacant units are subdivided into categories of vacant units for rent; for sale only; rent-ed or sold but not occupied; for seasonal, recreational or occasional use; for migrant workers, or other.

Most important to Sedona are vacant units “for seasonal, recreational, or occasional use”. Second homes and particularly short term rentals fall into this category.

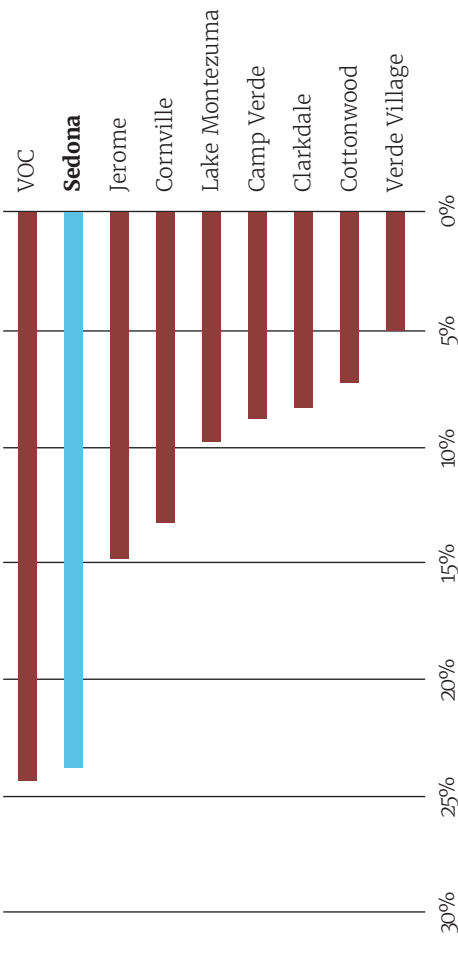
A breakdown of data beyond total vacant units was not included due to very high margins of error beyond the broader categories of Owner, Renter and Vacant.

Percent of Housing Classified as Renter Occupied



Sources: U.S. Bureau of the Census, ESRI

Percent of Housing Classified as “Vacant”



Sources: U.S. Bureau of the Census, ESRI

Housing Tenure in Perspective

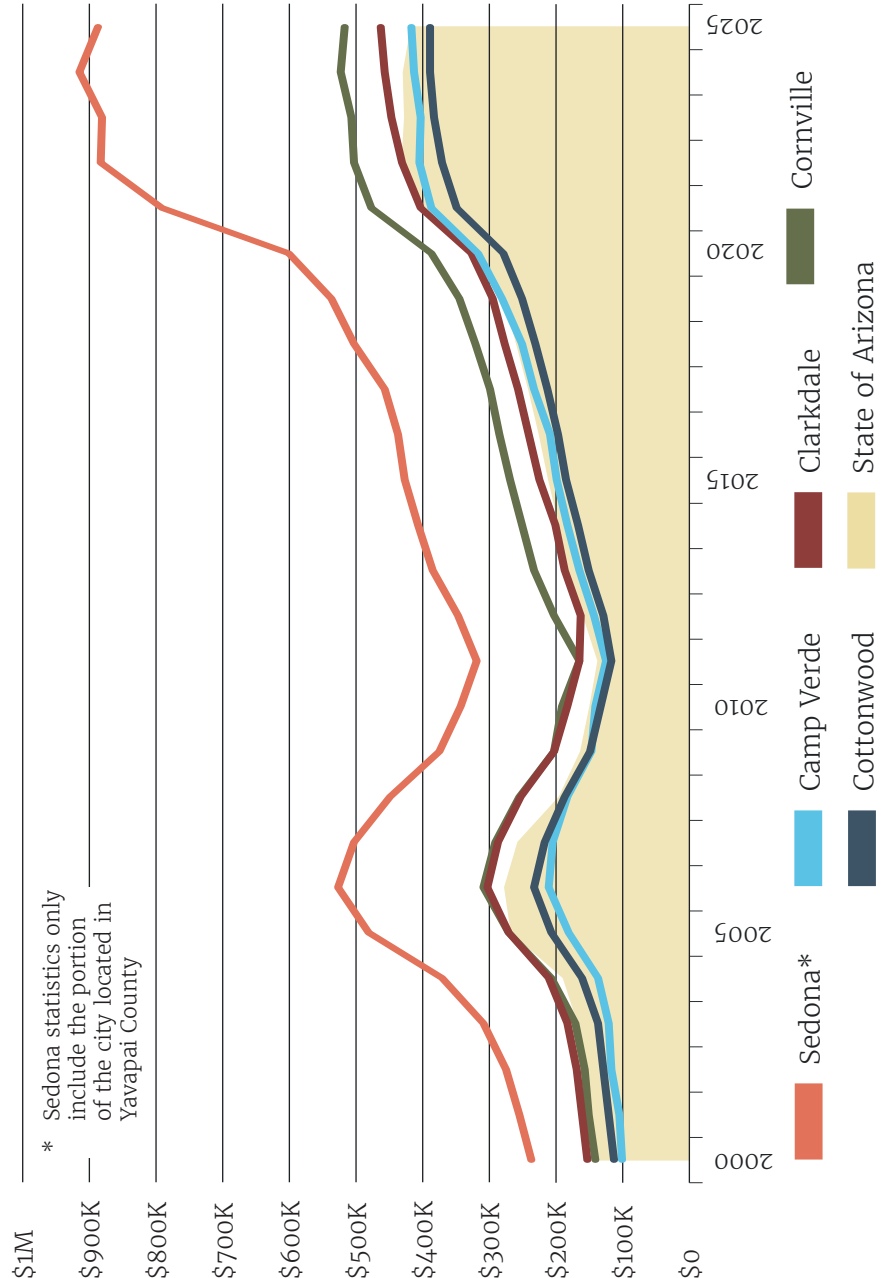
	Sedona	Camp Verde	Clarkdale	Cornville	Cottonwood	Jerome	Lake Montezuma	Verde Village	Village of Oak Creek	Yavapai County	State of Arizona
2000 Housing Units	5,677	3,969	1,508	1,492	4,531	230	1,667	4,268	3,184	81,724	2,189,180
Owner Occupied	62.8%	72.5%	74.9%	68.6%	49.0%	49.1%	66.3%	77.5%	57.1%	63.0%	59.1%
Renter Occupied	23.8%	18.5%	17.6%	22.1%	41.0%	33.5%	22.0%	17.3%	24.8%	22.8%	27.8%
“Vacant”	13.3%	9.0%	7.4%	9.2%	10.0%	17.4%	11.7%	5.2%	18.1%	14.1%	13.1%
2025 Housing Units	6,941	5,337	2,453	1,838	6,508	335	2,475	5,094	4,453	129,939	3,306,578
Owner Occupied	58.6%	71.8%	74.8%	73.6%	53.7%	66.0%	69.7%	75.2%	58.8%	67.2%	60.7%
Renter Occupied	17.6%	19.4%	16.8%	13.3%	39.0%	19.1%	20.5%	19.7%	16.9%	19.8%	27.8%
“Vacant”	23.8%	8.8%	8.4%	13.2%	7.3%	14.9%	9.8%	5.1%	24.3%	12.9%	11.5%

Sources: U.S. Bureau of the Census, ESRI

VALUE & AFFORDABILITY

- Sedona has historically been more expensive than other Verde Valley communities and, over time, has become more so – particularly beginning with COVID.
- By Housing Affordability Index, Sedona is very unaffordable, particularly for persons making the median household income. However, none of the Verde Valley communities or the state as a whole are considered affordable for their population.
- The average Sedona household with a home and a mortgage pay 64.5% of their monthly income to the mortgage, (although this includes some seniors with sufficient wealth to afford housing outside of annual income).
- Over half of owners and 46% of renters in Sedona dedicate more than 30% of their income toward housing costs and are therefore considered “cost burdened”. Nearly one of every four Sedona homeowners pay more than 50% to housing costs.
- Less than half of Sedona owner households have a mortgage – a substantially lower number than usual and a reflection of local wealth and age.
- Average Gross Rent in Sedona is actually roughly on par with the State of Arizona.

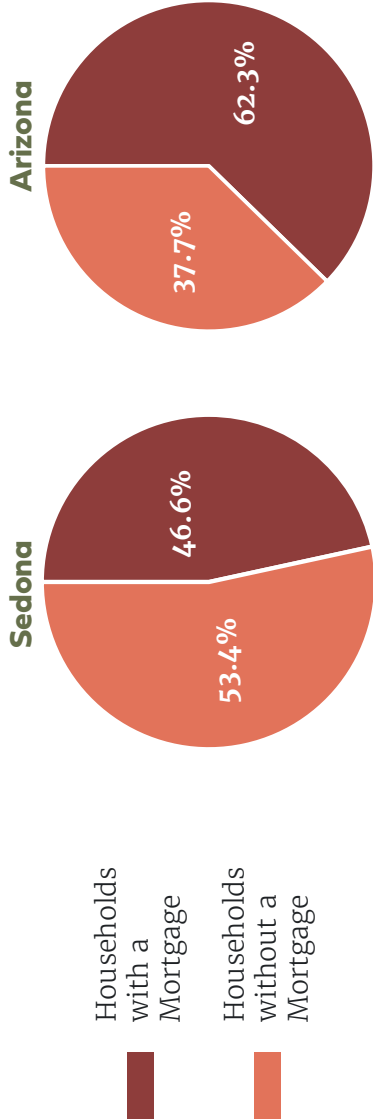
Average Sales Price for Certain Areas Over Time*



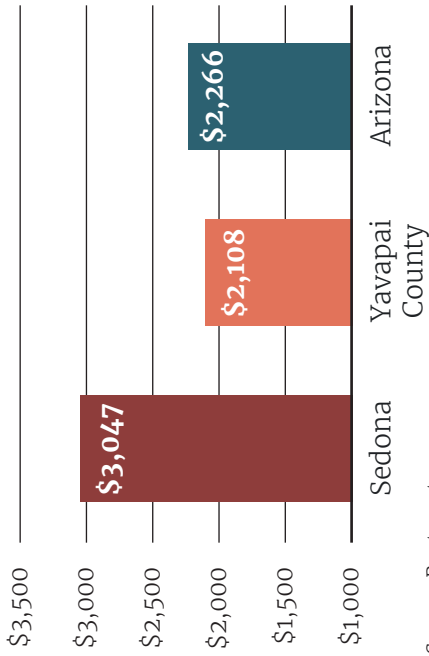
Sources: Yavapai County Assessor's Office

Housing Affordability Index (HAI). HAI measures the ability of a household earning the median income in an area to afford a median valued home. A score of 100 means the median value home is exactly affordable for a household earning the median household income. A score lower than 100 means less affordability (defined as sufficient income for a 30 year conventional mortgage with 20% down).

Owned Housing Units with a Mortgage



Average Gross Rent for a 2BR Home



Source: Rentometer

Housing Value and Affordability in Perspective

	Sedona	Camp Verde	Clarkdale	Cornville	Cottonwood	Jerome	Lake Montezuma	Verde Village	Village of Oak Creek	Yavapai County	State of Arizona
Average Home Value	\$844,267	\$399,075	\$463,397	\$599,170	\$492,113	\$551,414	\$371,916	\$420,737	\$775,571	\$551,883	\$495,727
Median Home Value	\$769,824	\$355,951	\$429,394	\$520,423	\$395,671	\$573,148	\$356,226	\$374,721	\$707,195	\$477,949	\$429,848
Housing Affordability Index (HAI)	40	70	41	61	50	41	75	79	46	76	61
Percent of Income Dedicated to a Mortgage	64.5%	35.4%	60.6%	41.6%	50.5%	61.1%	33.2%	31.7%	55.2%	32.5%	41.5%
Cost Burden											
Owners with a Mortgage											
Over 30% of Income	51%	30%	48%	26%	28%	75%	31%	35%	42%	34%	25%
Over 50% of Income	25%	5%	37%	11%	12%	47%	30%	15%	29%	17%	10%
Renters											
Over 30% of Income	46%	40%	53%	33%	36%	57%	34%	33%	43%	39%	45%
Over 50% of Income	16%	22%	34%	23%	18%	33%	27%	19%	24%	20%	22%

Sources: U.S. Bureau of the Census, ESRI

THE COST OF COMMUTING

- When travel and opportunity costs are considered, commuting becomes much less “affordable” and in some cases can actually become more expensive.
- As earnings increase the value of commuting decreases.
- Addition of travel and opportunity cost is also important in understanding critical decision making processes of commuters. Most particularly, this is helpful in understanding why and when a commuter decides it is more affordable to quit a job in Sedona and take a job (sometimes earning less money) closer to home.
- Village of Oak Creek is generally less affordable as a commute option – even without measuring at peak traffic times/season.
- Cottonwood becomes the most affordable commuting option for most income levels once travel and opportunity costs are considered.

Opportunity Cost. Opportunity cost – for purposes of this study – represents the missed opportunity to create added financial stability as a result of time spent commuting.

Typical costs considered include:

- Foregone earnings: money that could have been earned with a second job, overtime, extra shifts, or a less formal “side hustle”
- Income growth opportunities: ability to take on last minute work shifts, attend classes, or study/train for certifications, licenses or other avenues for career advancement
- Added life expenses: additional direct costs as a result of commuting that could include babysitting/child care, senior care, or lost wages by a second householder
- Other typical opportunity costs were excluded from this report, such as quality of life, health, and community engagement

Opportunity cost is measured by a percentage of the hourly rate an individual would typically earn – traditionally between 75 and 100 percent. Given that the opportunity cost is associated with shelter as a necessity and that quality of life costs are excluded opportunity cost is considered to be equal to 100% of an individual’s hourly rate.

Example of Commuting Costs for a Household Earning \$75,000 Per Year

	Sedona	Camp Verde	Clarkdale	Cornville	Cottonwood	Jerome	Lake Montezuma	Verde Village	Village of Oak Creek
Monthly Housing Cost	\$5,119	\$2,367	\$2,855	\$3,461	\$2,631	\$3,811	\$2,369	\$2,492	\$4,703
Median Home Value	\$769,824	\$355,951	\$429,394	\$520,423	\$395,671	\$573,148	\$356,226	\$374,721	\$707,195
Travel Cost	\$0	\$1,305	\$1,001	\$870	\$827	\$1,175	\$1,001	\$914	\$305
Distance	0	30	23	20	19	27	23	21	7
IRS Travel Rate	\$0.725	\$0.725	\$0.725	\$0.725	\$0.725	\$0.725	\$0.725	\$0.725	\$0.725
Opportunity Cost	\$0	\$1,623	\$1,442	\$1,262	\$1,082	\$1,659	\$1,442	\$1,298	\$577
Travel Time	0	45	40	35	30	46	40	36	16
Hourly Rate	\$36.06	\$36.06	\$36.06	\$36.06	\$36.06	\$36.06	\$36.06	\$36.06	\$36.06
Total Added Cost (Monthly)	\$0	\$2,928	\$2,443	\$2,132	\$1,908	\$2,833	\$2,443	\$2,212	\$881
Total Monthly Cost (Housing + Commuting Cost)	\$5,119	\$5,295	\$5,298	\$5,593	\$4,539	\$6,645	\$4,812	\$4,703	\$5,584
Perceived Difference (Housing Cost Only)	\$0	\$2,752	\$2,264	\$1,659	\$2,488	\$1,308	\$2,750	\$2,627	\$416
Actual Difference (Housing + Commuting Cost)	\$0	\$(175)	\$(179)	\$(474)	\$580	\$(1,525)	\$308	\$416	\$(465)
Actual Monthly Budget Gap	\$3,057	\$3,232	\$3,236	\$3,530	\$2,477	\$4,582	\$2,749	\$2,641	\$3,522

Sources: ESRI, City of Sedona

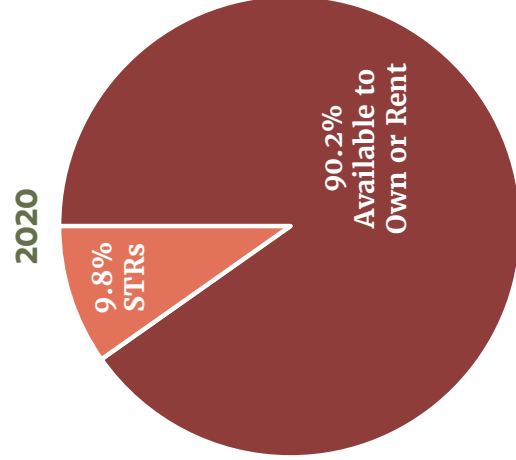
IMPORTANT NOTES:

- A Household earning \$75,000 per year is expected to reasonably pay \$2,063 per month toward housing expenses
- Median Home Value is used only as a constant for measurement. The analysis recognizes that more affordable housing of some degree is available in each community
- “Actual Monthly Gap” is a reflection of the gap between Total Monthly Cost of housing (based on the median home value) in each community compared to the reasonable amount the household can afford to pay
- Distances are measured from centerpoint to centerpoint of communities
- Travel time can vary considerably based upon peak/non-peak and seasonal traffic patterns

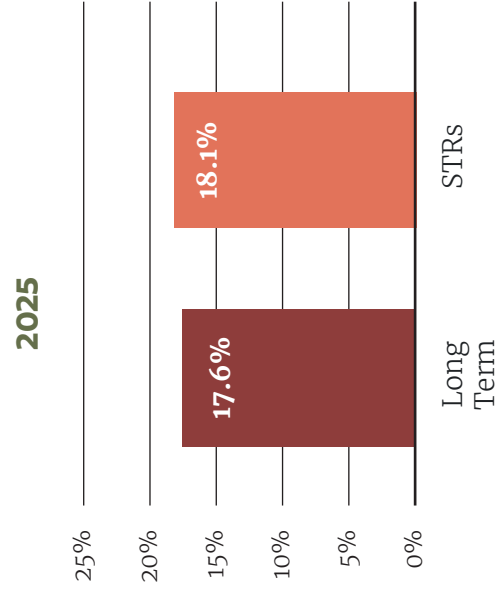
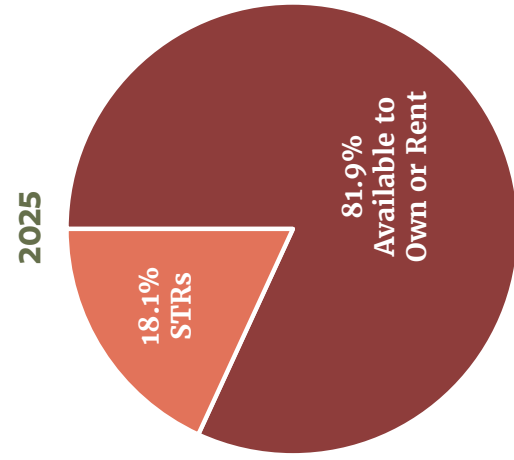
SHORT TERM RENTALS

- The percentage of Sedona’s housing stock consumed by short term rentals (STRs) nearly doubled between 2020 and 2025.
- The spike in STR growth during and after COVID is in direct correlation to the significant increase in home value as homes came to be viewed as a tourism investment opportunity.
- Lack of options for housing growth means that the increase in STRs comes as the cost of available housing for residents, particularly renters. In 2025 the percentage of housing devoted to STRs is greater than the amount available to renters.
- The STR market is evolving. The number of apartments, private units in homes, condos, townhomes, and private rooms used for short term rental are declining. On the other hand, the number of guest houses and single family homes is increasing. The increase in single family homes used as STRs is increasing at a notable rate.

STRs as Percent of Housing Stock



Short Term vs Long Term Stock

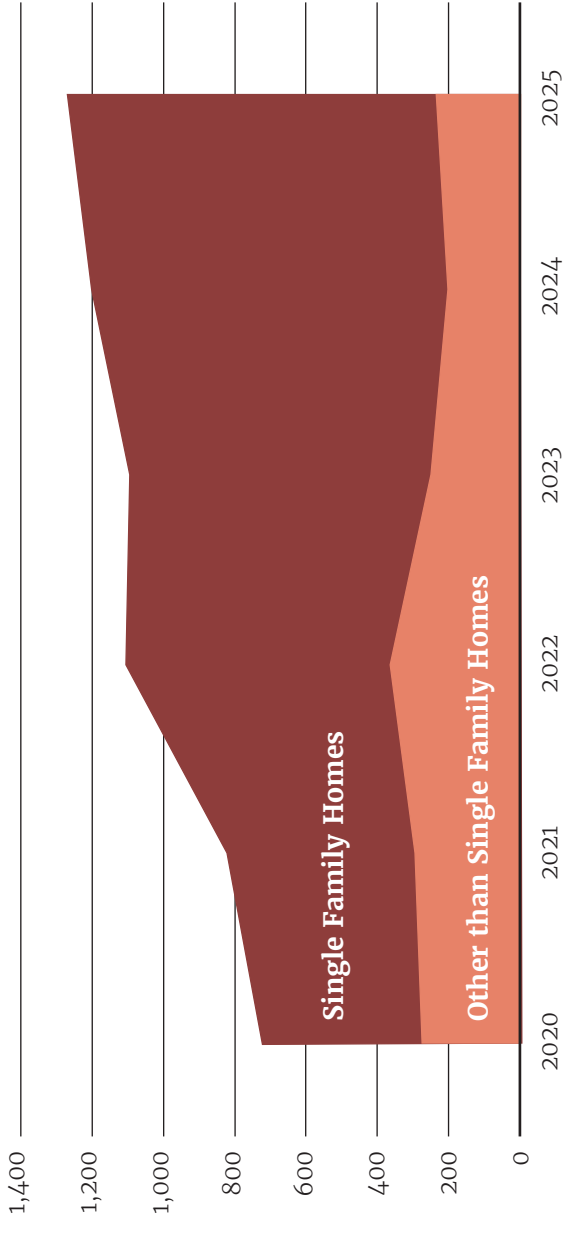


Sources: City of Sedona

Sources: U.S. Bureau of the Census, ESRI, City of Sedona



Short Term Rental Units Over Time



Changes in Short Term Rental Units in Sedona Over Time

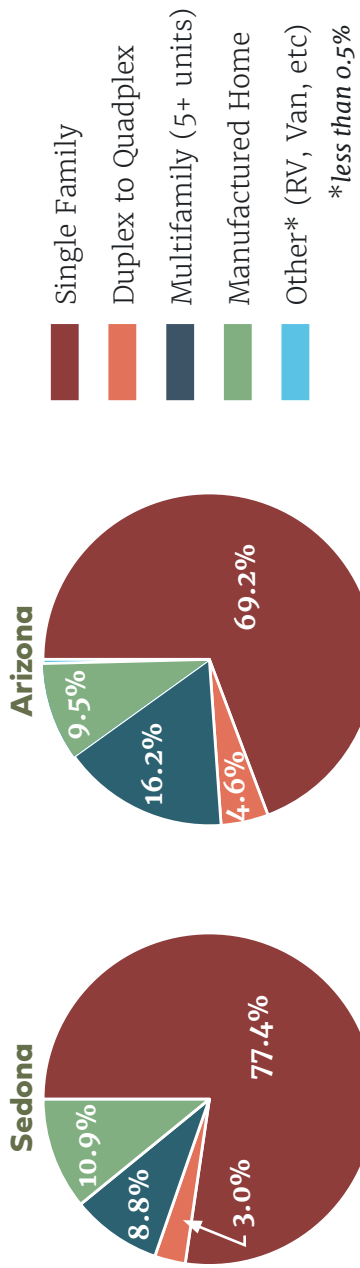
	Apartments/ Private Unit in Homes	Condos & Townhouses	Private Rooms	Guest Houses & Casitas	Single Family Homes	Total	Growth Rate
2020	86	58	72	57	454	727	
2021	91	57	82	65	527	822	13.1%
2022	98	64	119	80	742	1,103	34.2%
2023	74	39	65	71	850	1,099	-0.4%
2024	95	42	16	55	993	1,201	9.3%
2025	67	51	25	86	1,041	1,270	5.7%
Change in Type	-22.1%	-12.1%	-65.3%	50.9%	129.3%	74.7%	

Sources: City of Sedona

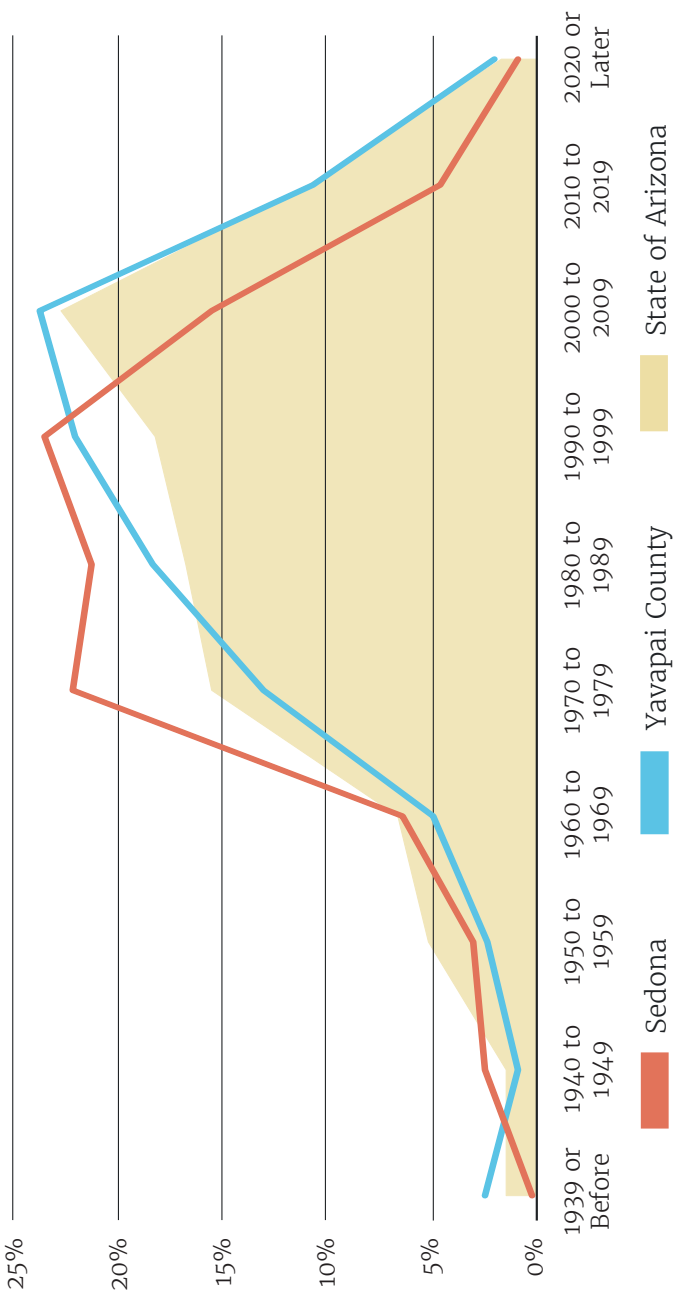
HOUSING TRAITS

- Sedona is very prominently comprised of single family homes (both attached and detached) – a higher percentage than any of the Verde Valley communities, Yavapai County, or the state.
- The community has a limited number of duplexes, triplexes and quadplexes, even in comparison to other Verde Valley communities. The percentage of multifamily units is third highest in the Verde Valley, but lags significantly behind the state as a whole.
- More than 1 in 10 homes in Sedona is a manufactured or mobile home (determined by the year built).
- Sedona has one of the oldest housing stocks in the Verde Valley – with the exception of Jerome. In alignment with the population boom, 2 of 3 homes in Sedona were constructed between 1970 and 1999. In fact, the majority of homes throughout the Verde Valley were constructed in the same period of time.
- Only 21% of Sedona homes have been constructed since 2000.

Housing Units by Major Categories of Units in Structure



Housing Units by Year Structure Built



Sources: U.S. Bureau of the Census, ESRI

Housing Units by Units in Structure in Perspective

	Sedona	Camp Verde	Clarkdale	Cornville	Cottonwood	Jerome	Lake Montezuma	Verde Village	Village of Oak Creek	Yavapai County	State of Arizona
Total Structures	6,822	5,018	2,591	1,612	6,964	340	2,742	5,209	4,537	124,032	3,142,443
Single Family	77.4%	59.2%	75.5%	73.2%	45.6%	76.5%	65.4%	70.3%	74.0%	70.5%	69.2%
Single Family Detached	71.3%	57.3%	73.3%	70.2%	41.2%	69.4%	65.4%	69.6%	67.4%	67.1%	64.1%
Single Family Attached	6.1%	1.9%	2.2%	3.0%	4.4%	7.1%	0.0%	0.7%	6.6%	3.4%	5.1%
Duplex to Quadplex	3.0%	3.0%	1.7%	0.0%	16.6%	20.3%	4.9%	5.9%	5.8%	5.3%	4.6%
Duplex	1.3%	0.4%	0.3%	0.0%	5.7%	14.7%	1.4%	3.2%	5.6%	2.4%	1.3%
Triplex/Quadplex	1.7%	2.6%	1.4%	0.0%	10.9%	5.6%	3.5%	2.7%	0.2%	2.9%	3.3%
Multifamily (5+ Units)	8.8%	6.1%	8.5%	3.5%	21.5%	1.5%	0.2%	0.5%	17.3%	6.7%	16.2%
5 to 9 units	5.1%	2.4%	5.6%	3.1%	10.4%	1.5%	0.0%	0.5%	7.5%	2.6%	3.6%
10 to 19 units	2.7%	0.0%	1.3%	0.4%	0.0%	0.0%	0.2%	0.0%	2.8%	0.8%	3.9%
20 to 49 units	0.3%	1.5%	0.0%	0.0%	7.1%	0.0%	0.0%	0.0%	2.7%	1.4%	2.5%
50 or more units	0.7%	2.2%	1.6%	0.0%	4.0%	0.0%	0.0%	0.0%	4.3%	1.9%	6.2%
Manufactured Home	10.9%	31.1%	14.3%	19.1%	16.3%	1.8%	21.3%	22.6%	2.0%	16.5%	9.5%
Other (RV, Van, etc)	0.0%	0.5%	0.0%	4.3%	0.1%	0.0%	8.2%	0.7%	0.9%	1.0%	0.4%

Housing Units by Year Structure Built in Perspective

	Sedona	Camp Verde	Clarkdale	Cornville	Cottonwood	Jerome	Lake Montezuma	Verde Village	Village of Oak Creek	Yavapai County	State of Arizona
Built since 2010	5.4%	4.9%	8.3%	0.5%	11.1%	0.0%	3.7%	3.4%	5.8%	12.7%	12.5%
Built since 2000	20.9%	31.3%	21.5%	17.2%	29.7%	7.1%	26.3%	15.1%	26.7%	36.4%	35.2%
Built prior to 2000	78.8%	68.6%	78.5%	82.8%	70.4%	92.9%	73.7%	85.0%	73.3%	63.8%	64.9%
Built prior to 1980	34.1%	25.6%	22.4%	32.6%	31.0%	84.9%	32.5%	17.7%	17.1%	23.5%	30.0%
Median Year Structure Built	1987	1991	1988	1989	1991	1938	1991	1988	1992	1994	1992

Sources: U.S. Bureau of the Census, ESRI

WHAT DOES "ATTAINABLE" LOOK LIKE?

- For both renters and owners, the benchmark to attainability is to spend no more than 30 percent of gross income toward housing costs.
- A Yavapai County household of four would have to earn 2.4 times the median income to afford the median purchase price of a home in Sedona. The same household in Coconino County would have to earn 2.0 times the median income.
- The majority of people in critical occupations ranging from those important to the tourism economy to educators, health care professionals, police and firefighters cannot afford housing in Sedona.

2025 AMI Income Ranges by County

Amount of Annual Household Income
Needed to Afford the Median Purchase
Price of a Sedona Home in 2025

\$214,500

Area Median Income (AMI). Area Median Income is defined by HUD as the median household income for a specific area. It is adjusted to a specific area (in the case of Sedona it is provided for Yavapai County and Coconino County. It is also adjusted based on the number of persons in a household. AMI is used to set income limits for various housing programs.

Percent of AMI	1 Person Household	2 Person Household	3 Person Household	4 Person Household	5 Person Household	6 Person Household	Category
Yavapai County							
50	\$31,700	\$36,250	\$40,750	\$45,300	\$48,950	\$52,550	Low Income
80	\$50,720	\$58,000	\$65,200	\$72,480	\$78,320	\$84,080	Workforce
100	\$63,400	\$72,500	\$81,500	\$90,600	\$97,900	\$105,100	Workforce
120	\$76,080	\$87,000	\$97,800	\$108,720	\$117,480	\$126,120	Workforce
150	\$95,100	\$108,750	\$122,250	\$135,900	\$146,850	\$157,650	Workforce
200	\$126,800	\$145,000	\$163,000	\$181,200	\$195,800	\$210,200	Market Rate
Coconino County							
50	\$38,200	\$43,650	\$49,100	\$54,550	\$58,900	\$63,250	Low Income
80	\$61,120	\$69,840	\$78,560	\$87,280	\$94,240	\$101,200	Workforce
100	\$76,400	\$87,300	\$98,200	\$109,100	\$117,800	\$126,500	Workforce
120	\$91,680	\$104,760	\$117,840	\$130,920	\$141,360	\$151,800	Workforce
150	\$114,600	\$130,950	\$147,300	\$163,650	\$176,700	\$189,750	Workforce
200	\$152,800	\$174,600	\$196,400	\$218,200	\$235,600	\$253,000	Market Rate

Sources: U.S. Bureau of the Census, ESRI

Examples of Attainability by Occupation

	Childcare Worker	Hotel Line Cook	SOCUSD Teacher	Sedona PD Officer	Sedona FD Firefighter & Medic	Registered Nurse	Nurse Practitioner	Family Medicine Practitioner
Salary	\$34,000	\$47,300	\$53,000	\$80,000	\$85,000	\$101,000	\$126,000	\$188,000
To Purchase								
Gross Monthly Income	\$2,833	\$3,942	\$4,417	\$6,667	\$7,083	\$8,417	\$10,500	\$15,667
Maximum Monthly Housing Budget	\$850	\$1,183	\$1,325	\$2,000	\$2,125	\$2,525	\$3,150	\$4,700
Amount for Insurance + HOA (est)	\$300	\$400	\$400	\$500	\$500	\$550	\$600	\$650
Remainder available for mortgage payment	\$550	\$783	\$925	\$1,500	\$1,625	\$1,975	\$2,550	\$4,050
Loan Size 30yr @ 7% interest	\$82,707	\$117,669	\$139,098	\$225,564	\$244,361	\$296,992	\$383,459	\$609,023
Downpayment (20%)	\$20,677	\$29,417	\$34,774	\$56,391	\$61,090	\$74,248	\$95,865	\$152,256
Total Home Price	\$103,383	\$147,086	\$173,872	\$281,955	\$305,451	\$371,241	\$479,323	\$761,278
To Rent								
Maximum Monthly Housing Budget	\$850	\$1,183	\$1,325	\$2,000	\$2,125	\$2,525	\$3,150	\$4,700
Utilities (est)	\$348	\$348	\$348	\$348	\$348	\$348	\$348	\$348
Maximum Monthly Base Rent	\$502	\$834	\$975	\$1,649	\$1,773	\$2,172	\$2,796	\$4,347

Sources: City of Sedona, Greater Sedona Chamber of Commerce, Sedona–Oak Creek USD, Sedona Fire District, State of Arizona

DEVELOPMENT COST

Housing is becoming increasingly expensive throughout the country. However, Sedona is considered a particularly expensive place to build housing.

Many of the same reasons that the community is considered desirable also make it naturally expensive. Sedona is a small community nestled among the red rocks with limited available land or ability to expand. Most remaining sites are small resulting in limited ability to spread development cost to a number of homebuyers or renters. Sites that are available are most often challenged by steep slopes and drainage channels. Both labor and materials must be imported into the area from larger communities.

A series of developers provided information regarding the cost to produce new housing in Sedona. That information was informative in understanding both anticipated types and magnitude of cost. Generalized information is summarized as part of this report.

Typical Development Costs

The cost of development is much more than the purchase of land and materials. Development costs often include:

Land Costs

- Land Acquisition
- Closing Costs
- Due Diligence Costs

Soft Costs

- Platting, Site Planning, Permits and Other Regulatory Costs
- Architectural, Engineering and Other Professional Services
- Legal and Financial Services
- Insurance
- Project Management

Carrying Costs

- Property Taxes
- Financing Costs
- Site Maintenance and Management

Hard Costs

- Infrastructure
- Building and Site Materials
- Labor & Equipment
- Additional Site Hardening Costs

Reasons for the Expense

Available Land is Scarce

The amount of available land has been steadily shrinking and much of the remaining land is scattered.

Available Land is Small

The size of remaining parcels is small. As a result, developers are unable to spread costs over a number of units as they could in other areas.

Unbuildable or Protected Land

Much of the land that remains available requires contending with steep slopes, floodplain and location in the Wildland-Urban Interface Area – all of which further reduces the area of a site that is buildable and/or increases construction costs to overcome difficult building conditions.

Density and Scale are Limited

Local character has largely been based around protecting natural areas and, to the extent possible, the view and access to those areas. As a result, most structures, with some exceptions, have been limited to two stories. More, areas where housing other than single family detached structures can be constructed is extremely limited.

Infrastructure Costs can be High

Extension of infrastructure can be particularly high in Sedona. This is due, in large part, to topography, sensitive areas, and the cost of working in land comprised of solid rock.

Materials and Labor Costs are High

Sedona is relatively remote from major cities and therefore the cost of supplying either materials or labor must take on the additional costs of travel and the natural increase that comes with limited supply. Add to that the cost of additional or different materials required as part of building on a site with steep slopes and other constraints.

Soft Costs can be High

Construction in areas with steep slopes, floodplain and other sensitive areas requires additional study and engineering. Added study may be necessary to protect the area, but additional architectural and engineering costs may be to overcome site constraints.

Design Standards can Add Cost

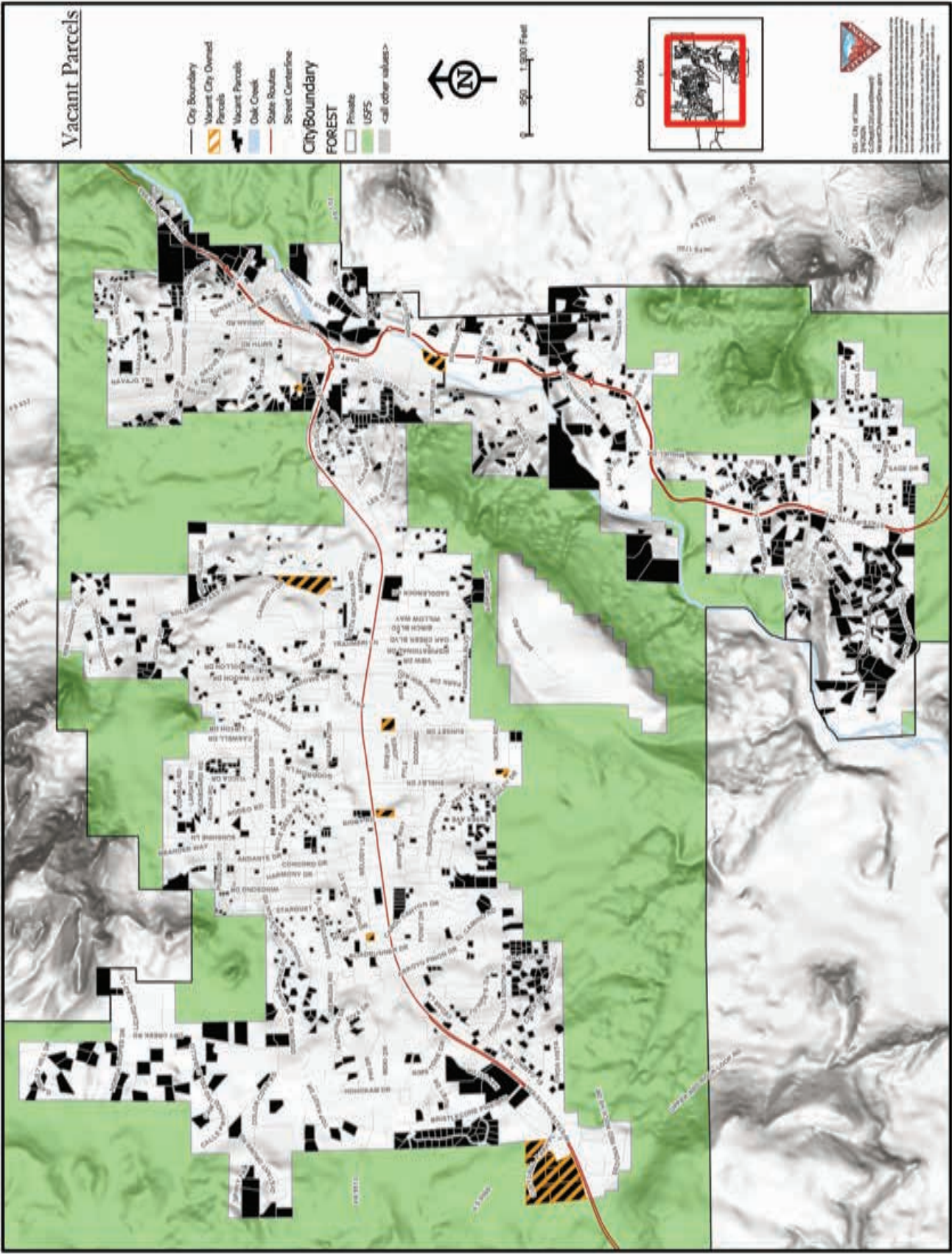
Protecting community character can also come at a cost. Put simply, it is cheaper to build a home of any scale with no massing articulation and materials requirements. Lighting is cheaper if it doesn't have to be designed to meet Dark Sky requirements. Design standards, many of which have been in place almost since the city's incorporation, have made a major impact on the character of Sedona. However, those same standards also impact affordability.

Time Really is Money

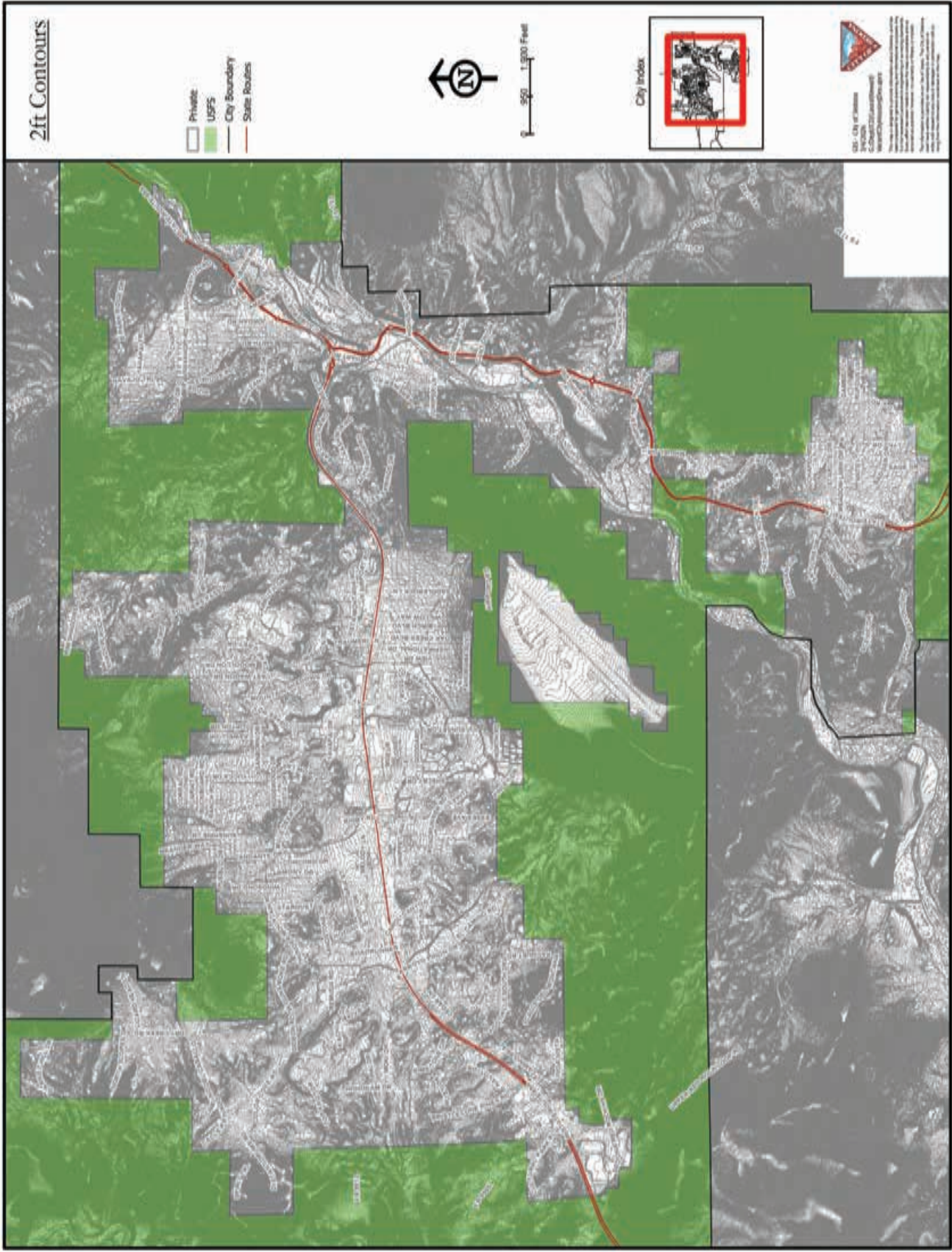
Some have noted that the time needed to implement a project in Sedona is long. If so, that can impact project carrying costs.



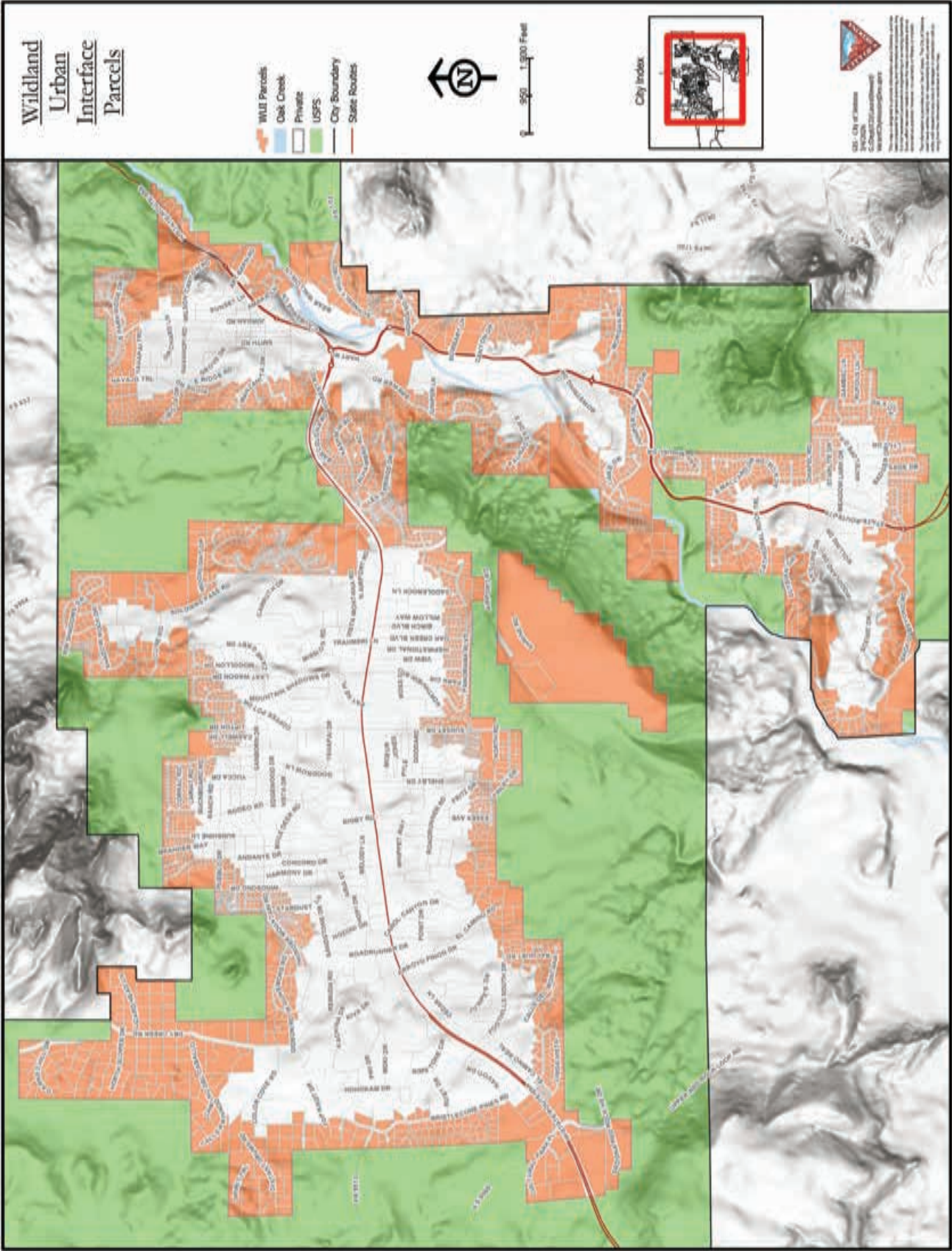
Development Constraints: Vacant Land



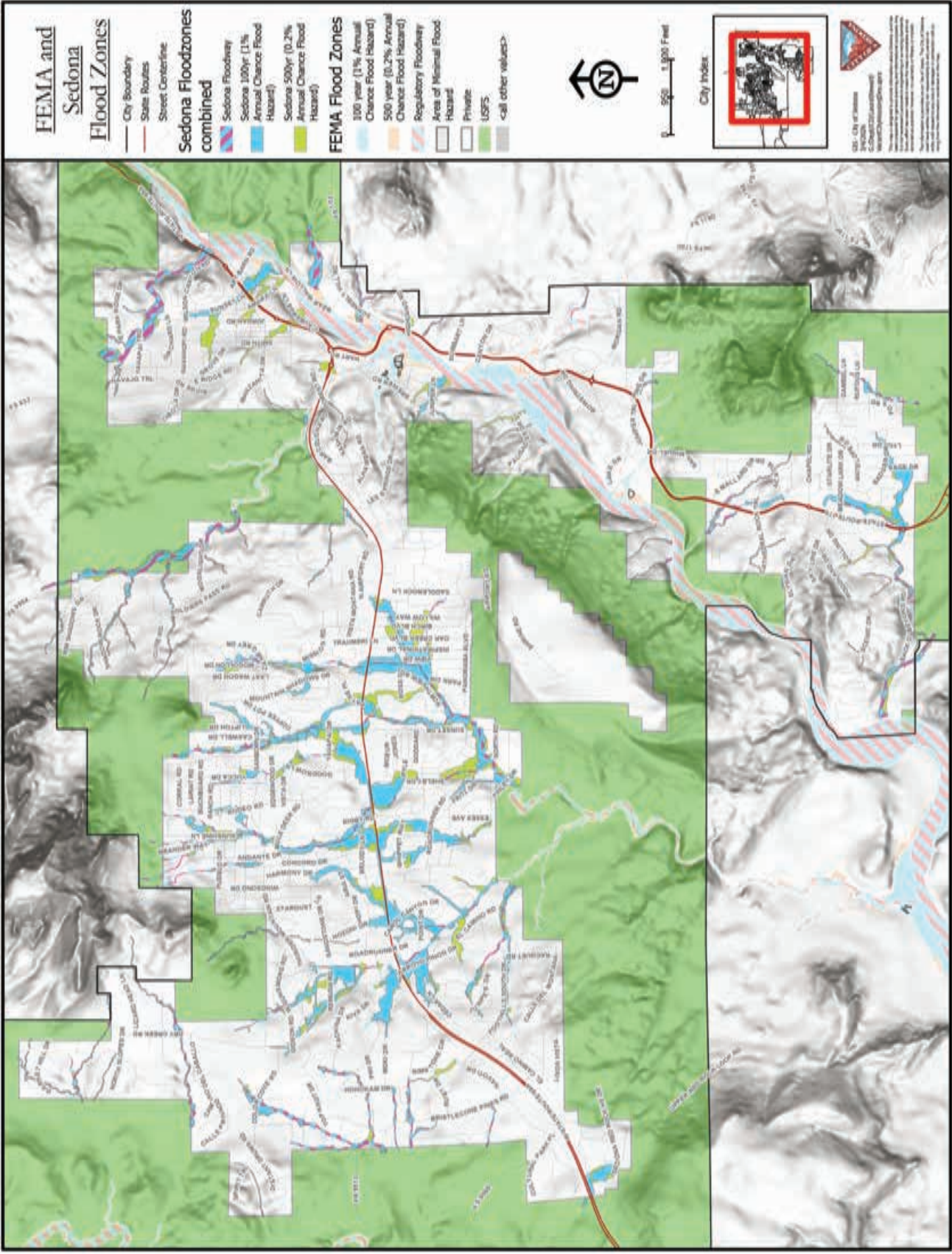
Development Constraints: Steep Slopes



Development Constraints: Wildfire Risk



Development Constraints: Flood Risk



EXISTING PROGRAMS, PLANS, CODES & MORE

CURRENT & UPCOMING PROGRAMS

Since 2021 the City of Sedona has enacted a series of programs designed to assist in homeownership, long term rental and emergency shelter for the homeless. In total, five programs are currently available, although the success of each has been mixed.

The pre-approved house plan library represents a new initiation scheduled to be open on July 1, 2026.

Voluntary STR Deed Restriction	Rent Local
Overview The Deed Restriction program was established in 2023 to ease the ability of a homeowner to place a voluntary deed restriction property to limit its use as a Short-Term Rental (STR) for 49 years. City staff coordinate with the property owner to review consequences of applying a deed restriction, determine the applicable restriction, cover all costs required to notarize and record the restriction. Staff will also formally file the deed restriction with the county.	Overview The Rent Local program provides an incentive to short term rental property owners to convert housing into long term, affordable rental units. Incentives vary by home size up to \$10,000 per year for a 3 bedroom unit. The incentive is paid annually in two installments with a maximum payment of \$25,000 per homeowner. A property owner may annually reapply until the maximum payment is reached.
Cost of Program Limited to the cost to notarize and record a deed restriction.	Cost of Program \$141,000 of \$240,000 expended to date.
Impact Owners have placed restrictions on 14 properties to date.	Impact 14 properties have used the program to transition units from short term rental to long term, affordable rental.
Proposed End Date None	Proposed End Date The program will remain open until funds are exhausted
Source of Funds General revenue	Source of Funds General revenue

**Sedona Workforce
Homeownership Assistance
(SWHAP) Program**

Overview

In 2021, the City of Sedona partnered with Housing Solutions of Northern Arizona to provide down payment assistance programs to individuals employed within city limits. Eligible households must have an income that does not exceed 150% of AMI for Coconino County. The eligible individual must work at their job in Sedona a minimum of 30 hours per week. Households can receive up to \$40,000 toward down payment and closing costs that must be repaid upon sale of the home or upon other circumstances described in the program. The program allows for purchase of a home within the general Verde Valley.

Cost of Program

\$105,000 (\$51,328 repaid back to the program following sale of one candidate's home).

Impact

Three households have utilized the programs.

Proposed End Date

None

Source of Funds

General revenue

**Sedona Employer Assisted
Housing (S-EAH) Program**

Overview

The Sedona Employer Assisted Housing Program focuses exclusively on housing employees of the City of Sedona. Otherwise the program functions similarly to the Sedona Workforce Homeownership Assistance Program. Rather than an AMI requirement, the S-EAH program places restrictions on the median price of the home, reasonable percentage of monthly income toward housing, a reasonable debt-to-income ratio, and a demonstrated need for assistance. Eligible households may receive up to \$40,000 to be used for down payment and closing cost assistance and must be repaid upon sale of the home (or before if the individual leaves city employment in less than 5 years).

Cost of Program

\$83,864 (\$42,022 repaid back to the program following sale of one candidate's home).

Impact

Three households have utilized the program.

Proposed End Date

None

Source of Funds

General revenue

Sedona Home Repair Program

Overview

The City of Sedona offers the Sedona Home Repair Program in partnership with Verde Valley Habitat for Humanity and managed by the North Arizona Council of Governments. The program offers funding for home repairs to critical elements such as roofs, foundations, electrical, plumbing, heating and air conditioning, and home accessibility. Funding is available to Sedona residents with an income below 80% of AMI. The program is intended to improve housing conditions for local residents and to help ensure that residents are able to stay in their current homes. Funding is estimated to be sufficient to assist twelve households with repairs.

Cost of Program

\$402,110 available through the program.

Impact

4 properties approved and 1 complete.

Proposed End Date

September 2026 (estimated)

Source of Funds

Community Development Block Grant (CDBG)

Cold Weather Emergency Shelter Program

Overview

In 2025, the city funded a program managed by Catholic Charities to provide overnight shelter at participating local hotels for homeless individuals when it is determined to be unsafe outside due to inclement weather. Individuals may request shelter through Catholic Charities or may be offered shelter by Sedona law enforcement officers. Homeless individuals are screened for eligibility prior to acceptance to the program.

Cost of Program

\$15,000 allocated to the program.

Impact

17 individuals housed over 36 nights.

Proposed End Date

April 2028 or until funds are fully used

Source of Funds

General revenue

Pre-Approved House Plan Library (Upcoming)

Overview

The City of Sedona, in potential coordination with other communities throughout the Verde Valley, is establishing a library for pre-approved house plans. The library is scheduled to be open prior to July 1, 2026 and will allow for submission of plans for various sizes of accessory dwelling units (ADUs), single family homes (attached or detached), duplexes, and triplexes. The program is proposed to allow for open submission by architects and designers. It will also include a series of design competitions to bring recognition to the program and spur creative design in each category. Property owners, builders, and others will have access to plans after paying a substantially reduced fee to the designer.

Cost of Program

\$190,000 to be used to host four design competitions.

Impact

The library will open July 1, 2026.

Proposed End Date

None

Source of Funds

General revenue

RELEVANT PLANS AND STUDIES

The City of Sedona has completed a number of plans and studies since 2020 that can impact housing, including studies directly associated with housing, such as the 2020 Housing Needs Assessment, as well as those that can play a role in both the short and long term cost of housing, such as the 2021 Climate Action Plan.

The Balanced Housing Strategy builds upon both the analysis of conditions in each document as well as applicable solutions.

2020 Housing Needs Assessment & Five Year Housing Action Plan

Overview

The two volume document – one focused on existing conditions and a second on actions – was intended to identify housing needs faced by the City of Sedona and methods for addressing those needs.

The assessment determined need based on measuring the housing gap defined as “the difference between the demand for housing units available at different income levels and the supply of those units.” The study notes that a housing gap most typically “occurs at the lower end of the income range”.

The analysis considered traits of the existing population and employment, area growth, and employment projections compared to housing traits and trends. Findings of the assessment were based upon data analysis coupled with findings from a Sedona employee housing survey and stakeholder interviews.

Key Findings

- In 2020, the study estimated an existing shortage of approximately 1,260 units in Sedona.
- Housing for employment growth over five years was projected to be 220–255 units.
- Total five year **need was estimated to be 1,480 to 1,515 units.**
- The housing gap for all of the Verde Valley was estimated to be 2,285 units.
- In Sedona the housing gap was not – ed to extend up to households earning \$100,000.

Key Recommendations

- Establish a housing staff and affordable housing program aimed at recruiting developers into Sedona.
- Establishing a series of tools and programs ranging from a Community Land Trust to a downpayment assistance program.
- Dedication of funds to affordable housing.
- Use of incentives and grants from LIHTC to fee waivers and density incentives.

2021 City of Sedona Climate Action Plan

Overview

The Climate Action Plan was developed to recognize the challenges that will continue to impact Sedona as a result of climate change and to propose a series of recommendations to improve long term sustainability for the community and its residents.

Key Findings

- Sedona residents have growing concerns related to heat and wildfire risks as well as the potential for increased flooding.
- While residents were supportive of sustainability efforts, they also indicated concern about the impact of improvements on cost of living.

Key Recommendations

- Promote efforts to reduce energy and water use through incentives.
- Incentivize multifamily and commercial building energy upgrades.
- Prioritize and incentivize mixed use development with a focus on walkability.

2024 City of Sedona Community Plan

Overview

The 2024 Community Plan is the adopted long range plan for the City of Sedona developed in accordance with state requirements. The Community Plan established a Vision Statement for the community that is bolstered by a set of Guiding Principles, as well as a series of Policies and Actions focused on major topics, including housing.

Housing Goal

“Sedona has diverse housing options that are safe, secure and affordable.”

Housing Policies

- Expand Sedona’s mix of housing types to meet the needs of a diverse and vibrant community.
- Encourage redevelopment of the commercial corridors to include a mix of uses, including multi-family housing.
- Encourage collaboration among employers to provide workforce housing.
- Increase housing diversity with strategies that promote the development of affordable and market rate housing in Sedona.

- Increase the Verde Valley’s supply of affordable housing for the area’s workforce, homeless, and others in need through regional partnerships.
- Address rental housing conditions when the health, welfare and safety of Sedona residents are at risk.

Recommended Actions

- Improvements to procedures, policies and programs
- Amendments to the Land Development Code
- Updates to the Development Incentives and Guidelines for Affordable Housing
- Participation in regional programs
- Identification of housing incentives
- Development of programs and partnerships that assist tenants and property owners

2025 Housing Needs Assessment Update

Overview

The 2025 study provided an update to the 2020 Housing Needs Assessment & Five Year Action Plan. The update focused on updating findings and actions as part of the incomplete Western Gateway Master Plan.

Key Findings

- Between 2020 and 2025, the housing price “increased dramatically” in Sedona.
- The number of new housing units constructed within the five year period substantially outpaced population growth.
- The housing affordability gap in Sedona grew to 1,871 units, in addition to any additional units needed for population and employment growth.

Key Recommendations

- Encouraging small lot and attached ownership options
- Pursuit of higher density rental products from townhomes to apartments
- Promote Accessory Dwelling Units (ADUs)
- Support senior living options to allow local seniors to “age in place” in Sedona
- Support subsidized housing for low income and workforce households

2025 Homeless Services & Needs Assessment (draft)

Overview

The draft Homeless Services & Needs Assessment was completed in 2025 for purposes of assessing current traits of the Verde Valley’s homeless population and to recommend potential solutions. The study recognized homelessness as a regional problem that would require regional collaboration. The plan remains in draft form and is considered a guide.

Key Findings

- The study estimated the unhoused population to be 600 individuals throughout the Verde Valley.
- Approximately 360 people were considered “transitional” homeless that are temporarily transient due to high local housing costs or other circumstances.
- A number of individuals cited “the widening gap between rising rents and stagnant incomes as a primary cause of housing instability.”
- The unhoused population is more likely to remain in place than is commonly perceived

Key Recommendations

- A series of regional approach to homelessness that range from housing and services to outreach

CITY OF SEDONA LAND DEVELOPMENT CODE

The Land Development Code (LDC), in short, **describes what can be built and where it can be located**. More specifically, it regulates the types of uses (by zoning district) and applies standards related to size, height, density, setbacks, lot coverage and more. The focus of the development code is on land use, community character, environmental protection, and how a development would fit into the community. The LDC is intended to build upon the vision established by the Community Plan and various Community Focus Areas (special area plans that add greater specificity to the vision for a specific area).

The Land Development Code is regularly updated to address issues or to respond to changes in state law. The last major update to the LDC was adopted in 2018.

The next major update to the LDC is scheduled to begin in 2026 and will consider recommendations of the Balanced Housing Strategy, as well as recommendations from other documents, including the updated Community Plan.

Key Details of the LDC

Ways in Which the LDC Impacts Housing

- **Type.** The LDC clarifies the types of housing that are permitted (to varying degree)
- **Location.** Through zoning districts it defines where specific types of housing can be located.
- **Amount and Scale.** Each zoning district establishes specific densities to determine the number of units per acre, but also provides requirements on setback, height, lot coverage and more that determine the scale of units,
- **Character.** Depending upon size, a house is required to meet a series of design requirements to blend with the surrounding community and natural environment.
- **Constraints.** The LDC addresses constraints such as steep slopes, fire risk, flood areas, dark sky, and environmentally sensitive lands.
- **Site Criteria.** Outside of the home, the LDC also addresses landscaping, parking, access, and storm drainage.
- **Accessories.** The LDC determines traits and types of allowable accessory structures, including accessory dwelling units.
- **Cost.** Standards can have a direct impact on attainability both from added direct expense to the ability to add additional units.

Measuring Height

To build in a way that blends into the natural topography, the City of Sedona measures height in two ways.

- **Horizontal Plane.** Measured at horizontal line parallel to the high point on a site. Single family homes cannot exceed 22 feet and multifamily structures cannot exceed 25 feet.
 - **Parallel Plane.** Measured vertically from any point along a line parallel to the natural grade of the property. No structure can exceed 22 feet.
- Height will be measured differently by roof type.

Accessory Dwelling Unit (ADU)

In addition to standards for primary uses, the LDC provides standards to sites on which an ADU is permitted.

- Limited to one per lot/parcel and allowed to accompany any primary dwelling unit.
- Shared utility service and access with the primary unit
- Required to meet the same setback, height and other criteria as the primary dwelling.
- Must comply with Sedona Building Code.

Lot & Building Standards where Residential Units of Some Type are Allowed

	Minimum Width (sq ft)	Minimum Area (sq ft)	Density (du/acre)	Building Coverage (%)	Lot Coverage (%)	Front Setback (ft)	Side Setback (ft)	Rear Setback (ft)
RS-70 Large Lot Single Family Residential	200	70,000	0.5	15	30	50	25	50
RS-35 Large Lot Single Family Residential	145	35,000	1	15	40	40	20	40
RS-18 Single Family Residential	100	18,000	2	35	60	25	10	25
RS-10 Single Family Residential	80	10,000	4	40	60	20	7	20
RS-6 Single Family Residential	60	6,000	6	40	65	20	5	20
RMH Single Family and Manufactured Home	80	10,000	4	40	65	20	10	25
RM-1 Medium Density Multifamily	80	10,000	8	40	65	20	10	25
RM-2 Medium - High Density Multifamily	100	10,000	12	40	65	20	10	25
RM-3 High - Density Multifamily	100	8,000	20	40	70	10	8	20
M1 Mixed Use Neighborhood	60	8,000	Note 1	60	80	5	10	20
M2 Mixed Use Office	60	10,000	Note 1	60	80	10	10	20
M3 Mixed Use Activity Center	25	5,000	Note 1	75	90	0	3	10
CO Commercial	60	10,000	Note 1	60	80	10	0	0
IN Light Industrial	50	10,000	Note 1	60	80	15	0	0
L Lodging	60	43,560	Note 1	60	80	15	0	0
CF Community Facility	60	5,000	Note 2	60	90	20	15	20
OC Oak Creek Heritage Area	0	35,000	Note 3	23	30	40	20	20

Note 1: Residential densities subject to density limits in Community Plan or approved CFA plan

Note 2: Acceptable Accessory Use to a school or government office uses

Note 3: In accordance with an approved CFA plan

Source: City of Sedona Land Development Code

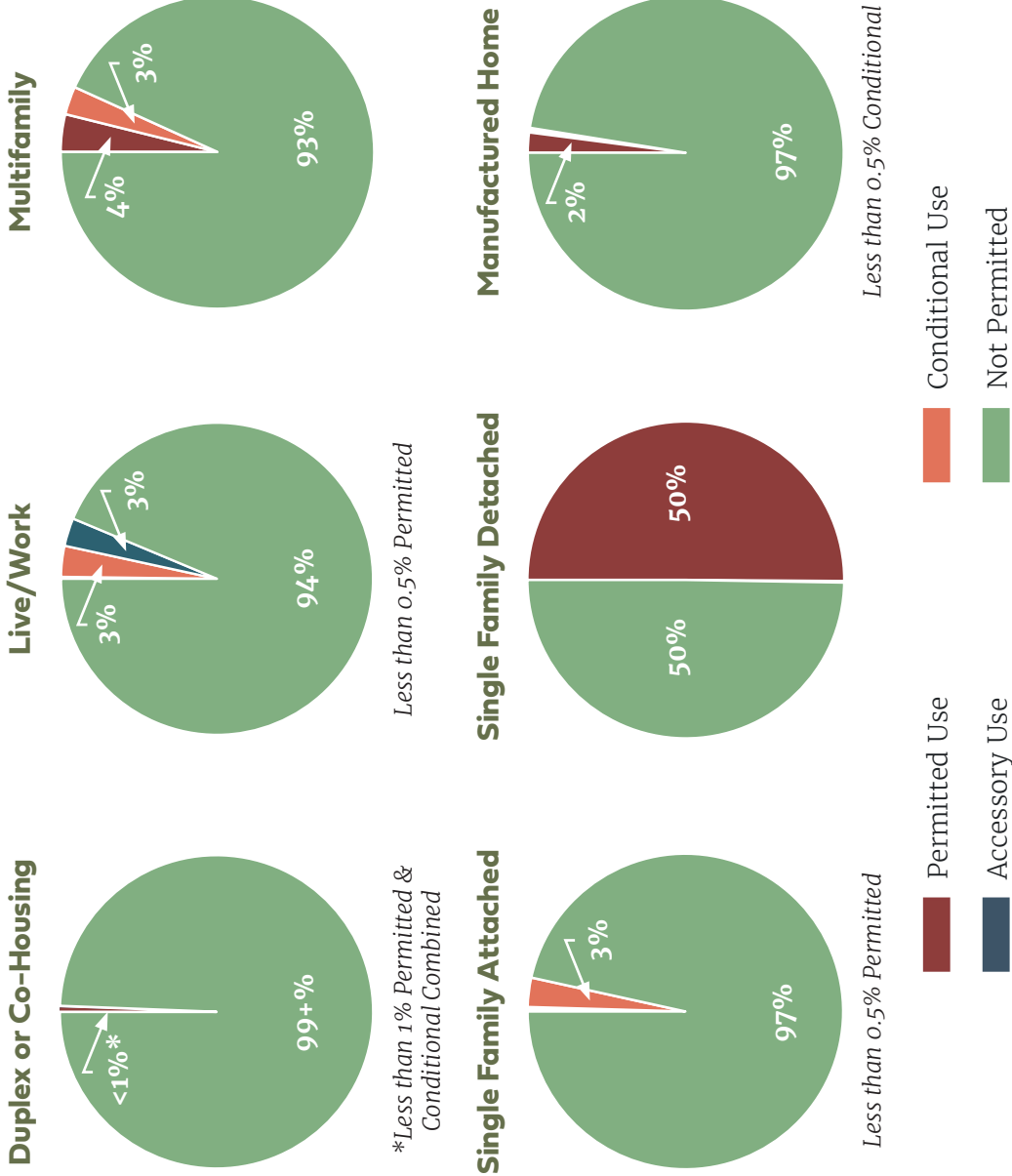
Zoning Districts where Residential Units are Permitted by Residential Type

	Co-housing	Duplex	Live/Work	Multifamily	Single Family Attached	Single Family Detached	Manufactured Home
RS-70 Large Lot Single Family Residential						P	
RS-35 Large Lot Single Family Residential						P	
RS-18 Single Family Residential						P	
RS-10 Single Family Residential						P	
RS-6 Single Family Residential						P	P
RMH Single Family and Manufactured Home						P	P
RM-1 Medium Density Multifamily	P	P		P	P	P	C
RM-2 Medium-High Density Multifamily	P	P		P	P	P	C
RM-3 High-Density Multifamily	C	C		P	C	C	C
M1 Mixed Use Neighborhood	P	P	P	P	P	C	
M2 Mixed Use Office		P	C	P	P		
M3 Mixed Use Activity Center			P	P			
CO Commercial			C	P	C		
IN Light Industrial			C	P			
L Lodging			C	P	C		
CF Community Facility			A	A			
OC Oak Creek Heritage Area			P	P	P		

P= Permitted, **C**= Conditional, **A**= Accessory, Otherwise Residential Units are Not Permitted

Source: City of Sedona Land Development Code

Percent of Property in Sedona where Each Residential Type is Permitted



Note: Triplex and Quadplex units are classified as multifamily

Source: City of Sedona

Other Relevant Design Standards

Massing

The LDC includes massing standards designed so that structures better blend into the surrounding natural environment. For residential structures, the number of masses required range from one to three depending upon type and size.

Articulation

Articulation is required of any multifamily structure from triplexes to high density apartments and is designed to provide visual relief to structures. Articulation is measured by vertically and horizontally and may include a variety of techniques.

Materials & Color

- Building materials are defined to further blend structures into the natural environment with particular limitation on very light or reflective surfaces.
- The LDC also limits color with the intent of blending into the natural landscape and does so by hue, light reflective value (LRV) and chroma. The result is a general restriction on light to white colors.

Alternative Height Standards

A residential structure can increase height by a total of five feet by reducing the size of large, unrelieved walls and also by reducing the light reflective value of color used on the building exterior.

DEVELOPMENT INCENTIVES & GUIDELINES FOR AFFORDABLE HOUSING

The City of Sedona established the Development Incentives & Guidelines for Affordable Housing (DIGAH) in 2007 in recognition of the increasing shortage of affordable housing in the community and as a means of addressing the issue by relaxing development requirements.

In broad terms, the program requires that a development project provide:

- A specified number of affordable housing units sufficient to provide a community benefit that justifies the incentive at,
- A designated level of affordability tied to a specific percentage of area median income and,
- A designated period of time in which the units will remain affordable.

Key Details of the DIGAH

Voluntary Application

Any applicable development project can apply to support affordable housing. The benefit to the developer is a relaxed standard that can better maximize use of a site, waiver of fees and an accelerated review process.

Methods of Providing Affordable Housing

- The City's preference is that affordable housing be developed **on-site** with the primary development.
- Affordable housing may be located **off-site** if the site is acceptable. If a "regional approach" to affordable housing were to be established, then guidelines allow for off-site units to be located in other Verde Valley communities.
- A developer may opt to make a **payment in lieu** of constructing affordable housing units.
- A developer may also **dedicate an acceptable parcel of land** to the city or a non-profit housing agency designated by the city.

Potential Incentives

- Waiver or deferral of impact fees (to the extent allowed by law), as well as development review, building permit and inspection fees for affordable units and the possibility of waivers associated with the remainder of a development.

- Expedited Review and Permits including assignment of a staff member to move the project through review in an accelerated manner.
- Flexibility in design standards including increase in lot coverage, increase in height, reduction in lot area, reduction in lot dimensions, and encroachment into setbacks.

Affordability Focus

- The majority of ownership requirements focus on populations earning 115% of the AMI or less (of the county in which the project is located). Larger developments are required to also include units for households earning 80% of AMI and smaller projects can extend the income level to 150% of AMI.
- The majority of rental requirements focus on populations earning 80% of AMI of the county in which the project is located.

Agreements

- All applications require approval by City Council accompanied by a development agreement. Council may modify or expand upon incentives and negotiate terms as they deem appropriate.
- Developers constructing rental affordable housing units are also expected to complete a Land Use Restriction Agreement to include affordability controls.

CITY OF SEDONA
BUILDING CODE

The Building Code focuses strictly on structures and **is established to ensure that buildings are safe and structurally sound**. The code addresses a range of elements related to construction from structural integrity to plumbing and electrical installation.

The City of Sedona, like most communities, uses the International Residential Code with limited modifications largely to accommodate for local conditions. **The city is currently operating under the 2018 IRC with the intention of adopting the 2024 IRC (with limited modifications) in 2026.**

Critical Changes: 2018 vs 2024 IRC

- New code requirements and allowances for container homes.
- New code requirements and allowances for sleeping lofts.
- Live/Work townhomes can be reviewed under the IRC if fully sprinkled
- Reduces wind load requirements (from 115 mph Vult to 105 mph Vult)
- Allows two-family structures to be separated horizontally
- Incorporates standards for elevators in a private residence
- New code requirements and allowances for Energy Storage Systems (ESS)
- Allows foundation anchor bolts to be “mucked” into wet concrete
- Allows for crushed stone footings for concrete retaining walls and stem walls.
- More clear and concise requirements for decks, rated separation walls in duplexes, bedroom window requirements during alteration/replacement, and more
- Addresses new products and systems such as ESS, BiPV shingles, stationary fuel power systems, crushed stone footings and more
- Added QR codes to explain changes

Proposed Local Modifications

- Allowance for incorporation of specified rebar in footings to avoid the cost of a full soils report for a home
- Deletion of Chapter 11 addressing energy efficiency from the IRC as a building cost measure
- Designation of all of Sedona as within Climate Zone 4B (eliminating change between counties)
- Clarification of circumstances and criteria for use of aluminum wiring as a conductor material
- Exceptions are proposed for the location of receptacles in kitchen islands and peninsulas to provide more options for contractors
- Retain the requirement for emergency egress (such as a window) in any bedroom located in a basement. While applicable to all residential units, this item is particularly important to protect safety in bedrooms in short term rental units
- Removal of allowance of a motorized cover as the *principal* pool barrier on a property. This proposal is in response to the number of pool tragedies in the state and reports of open pool covers at short term rental properties.



GAPS & TARGETS

RECOGNIZING THE GAPS

Sedona has long been a tourist and retirement destination; however, over time the community has quietly transformed to a place that is both unaffordable and unavailable for specific groups that have long played a role in building the character of the community. The absence of those groups plays a noticeable role in the social and economic resilience of the community. Without them, Sedona is increasing and very nearly exclusively becoming a community for retirees and tourists.

Targeting specific households would address a number of gaps and restore a level of balance and sustainability to the community. While presented separately to note specific traits, some households could represent as many as three of the four target groups.

Working Age & Children

Working age families with children are the backbone of long-term community stability and statistics show that they have been steadily and quietly leaving Sedona for other Verde Valley communities or leaving the Verde Valley entirely. Statistically, the increased loss of both working age adults and children has contributed to the dramatic rise in median age in the community as well as the shrinking household size. The loss of families with children has been a blow to school enrollment as well as daily services businesses. Economically, the result is the leakage of lost revenue for the city to the benefit of surrounding communities. Equally important, however is the risk created as the community continues to age and “hollow out” with very limited local, generational growth. This is realized by institutional changes that are already taking place in Sedona as the school district is forced to reduce services and the hospital transfers services to other communities with a more well balanced demographic.

Working Age Households Earning \$50,000 to \$200,000

Sedona has an abundant number of stories of people that could add value to the community and the labor pool but they simply cannot afford to live in the community. In many cases these are potentially critical employees – teachers, nurses, even doctors. More, employees considered “first responders” in emergency situations such as police and firefighters live outside of Sedona. In fact only three members of the Sedona Police Department and the Sedona Fire District live in Sedona. It is typical, particularly in a tourist community, for a large part of the workforce to live outside of the city; however, in Sedona the figure is not only high, but it creates both economic and physical risk.

Statistics show that Sedona’s “missing middle” is expansive – from households earning \$50,000 to those earning up to \$200,000. A modest effort to increase opportunities for this group would allow for a return to opportunities for upward mobility within Sedona rather than dependence exclusively on people moving to Sedona after building wealth outside of the community.

Working Age Hospitality & Service Workers

The tourism and hospitality industries represent the engine that drives the Sedona economy and allows residents of this community to enjoy a life with very limited property tax. The combination of services and retail sectors include more than half of all Sedona employees and they are among the lowest wage earners. They are also the working age group most at risk of severe housing cost burden. Equally important, due to rising costs across the Verde Valley, they are also the most likely sector to commute long distances or seek alternative arrangements to affordably work in Sedona.

Establishing housing for all tourism and hospitality workers is a nearly impossible task and is not recommended. By increasing the availability of housing for a portion of employees the community reduces staff turnover, commuter traffic and economic leakage into other areas while substantially increasing quality of life, reliability and service improvement.

Housing Vulnerable Sedona Seniors

Many seniors have been able to age in place in Sedona and would like to remain in the community. As they grow older, however, some face economic vulnerability that makes their housing difficult to sustain, while others face physical or functional vulnerability that makes their current home difficult to safely occupy or maintain. The Department of Housing and Urban Development's 2018–2022 Comprehensive Affordability Strategy (CHAS) data estimates approximately 315 elderly Sedona households with incomes at or below 50% of Area Median Family Income that spend more than half of their income on housing, including about 210 households at or below 30% of Area Median Family Income. These figures do not account for accumulated wealth or home equity – an important consideration in a community with comparatively high household wealth.

However, economic measures only capture part of the need. U.S. Bureau of the Census American Community Survey disability data estimates at least 275 Sedona residents age 65 or older with serious difficulty walking or climbing stairs, in addition to seniors with self-care or independent-living limitations.

These limitations can make stairs, bathrooms, routine household activities, and home maintenance increasingly difficult. Some residents may be able to remain safely in their homes through rehabilitation, accessibility improvements, or needed repairs, while others may need smaller, accessible, easier-to-maintain, or more supportive housing.

In combination, Sedona's senior housing gap encompasses both potential economic as well as functional housing vulnerability, with some residents experiencing both.

The appropriate solution will vary with each household's circumstances and financial resources—from targeted assistance for seniors who require housing rehabilitation to housing options, including mixed income opportunities that allow financially capable seniors to meet changing physical and supportive needs with their own resources.

INITIAL 10 YEAR TARGETS

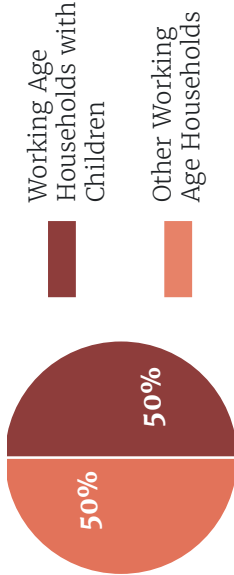
To return Sedona to a healthier, more dynamic and sustainable balance as a community, this report proposes a series of targets as well as alternative scenarios for reaching those targets. Each is designed to address the gaps identified by this report.

- Stabilize and increase total student enrollment in Sedona schools by **50%**
- Increase the percentage of population that is below age 65 to **60%**
- Increase the percentage of critical employees living in Sedona by **15%**
- Reduce economic vulnerability among Sedona Senior households by **25%**
- Reduce functional vulnerability among Sedona Senior households by **35%**
- Reduce the percentage of hospital-ity and service households that are cost-burdened by **25%**
- Reduce the number of employees that commute into Sedona for work from 80% to **70%**
- At least half of units for working age households to be **ownership**

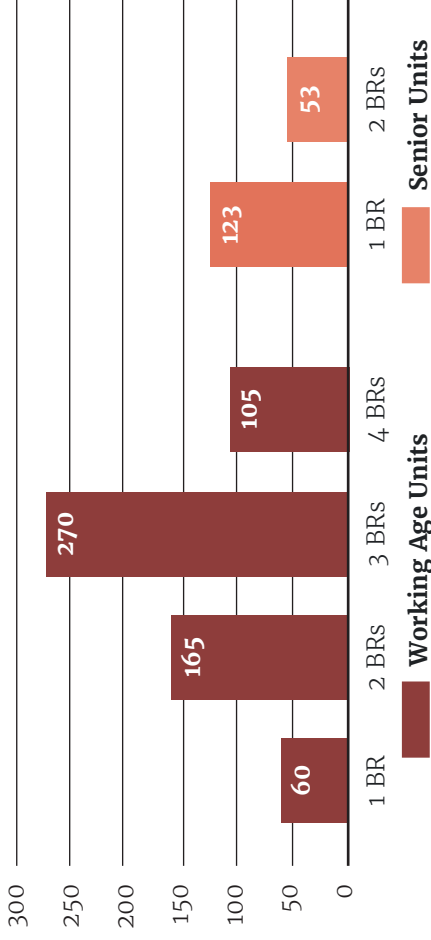
PROPOSED UNITS & YIELD



Focus of Working Age Households



Units by Number of Bedrooms



Scenario Results

440 Added Children

744 Added Working Age Adults

175+ Housing Vulnerable Sedona Senior Households that can "Age in Place" in Sedona

221 Existing Units Approved for Construction, Many of Which May Count as Working Age Household Units

CURRENT PROJECTS

A series of six projects are currently in various stages of development that will positively impact housing efforts. “Market Rate” in these instances would not meet the current definition of workforce housing – even with the increase to 150% of the average median household income; however, they would be available to those households earning up to \$200,000.

- The focus of development in design or under construction has largely been a rental product largely consisting of 1 to 2 bedroom units
- More than half of units in design or under construction provide a market rate product
- Government has played some role in all of the projects focused on households earning 150% of average median household income ranging from support for use of low income house tax credits to changes in zoning or height
- The majority of units under development are located in West Sedona

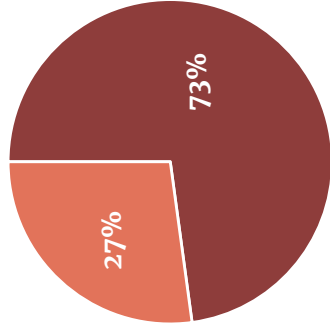
Housing Projects in Sedona Currently In Design or Construction

	Address	No. of Units	Lot Size (Acres)	Density	Status (Q2 2026)
Alkemista	2144 W State Route 89A	15	0.87	17.2	Construction
Navajo Lofts	10 Navajo Drive	60	4.49	13.4	Construction
Village at Saddlerock Crossing	82 Saddlerock Circle	46	1.2*	38.3	In Design
Villas on Shelby	2250 Shelby Drive	30	1.03	29.1	Complete
Goodrow Housing	60 Goodrow Lane	51	2.88	17.7	In Design
Jordan Townhomes	Jordan Rd	19	2.06	9.2	Construction
Total		221	12.53	17.6	

* NOTE: Village of Saddlerock Crossing includes a total of 6.3 acres but only 1.2 acres is estimated necessary for housing.

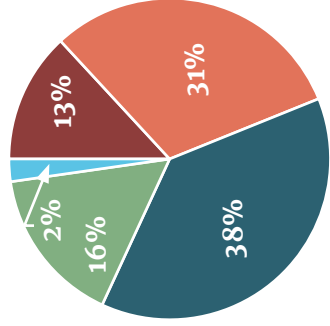
Source: City of Sedona

Units to Rent/Own



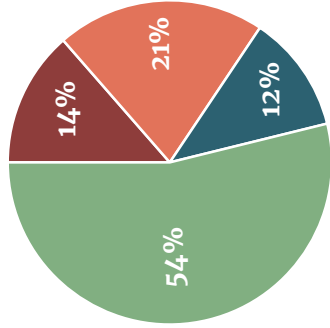
To Rent
To Own

Units by Bedrooms

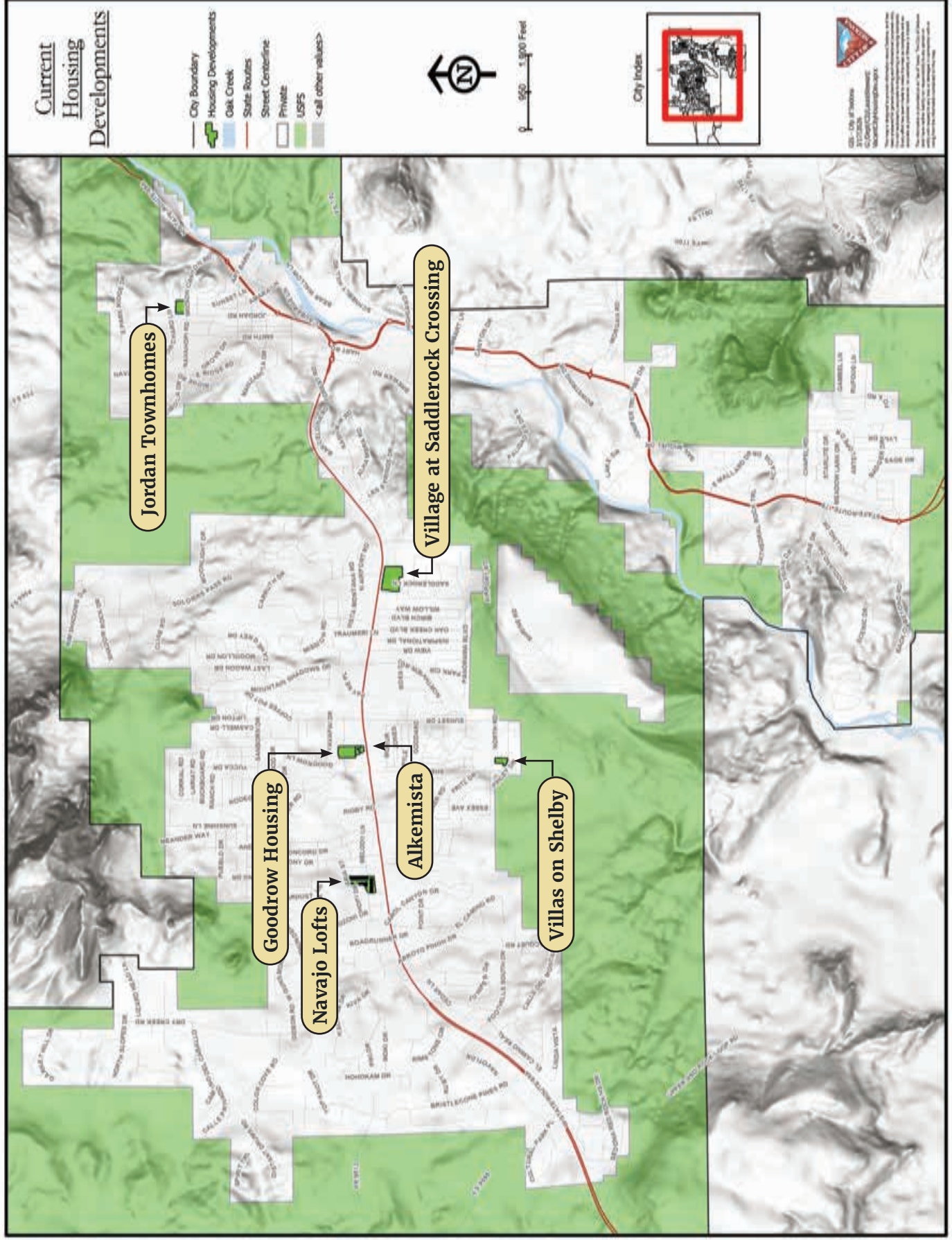


Studio
1 BR
2 BR
3 BR
4 BR

Units by Income Limit



60% AMI or less
120% AMI or less
150% AMI or less
“Market Rate”



REACHING THE GOAL

The study recognizes that a variety of methods are available to add units to the current housing stock (or recover some that already exist) and to do so in a way that is appropriate to maintaining community character. Each of these methods will be discussed in greater detail as part of strategies and solutions. Options include:

- New Accessory Dwelling Units (ADUs) that can be constructed alongside existing residences
- Infill development of some of the existing vacant residential properties throughout Sedona
- Redevelopment of select commercial properties to include the addition of second-story residential units
- Recovery of previously unavailable existing residential units, such as a limited number previously used as Short Term Rentals
- Retention of existing residential units that are within a range of affordability
- New construction on city owned property as well as parcels owned by others

Residential Infill

- Consists of Accessory Dwelling Units (ADUs) and development of vacant residential properties throughout Sedona and viable for attainable housing
- Expectation is that 14 or more ADUs will be constructed annually and that half will be used for STRs
- Anticipate that roughly 75 parcels are available and that approximately 40% would be developed to meet housing targets

Commercial Redevelopment

- A number of older, single-story commercial sites are nearing (or at) the stage where redevelopment is warranted. The concept is that redevelopment could include a residential second story.
- Anticipates that a minimum of 4.5 acres of commercial retail will redevelop over the course of 10 years and include second story residential – almost exclusively as long term rental space.

Recovery & Retention

- Recovery represents units recaptured for purposes of providing attainable housing such as the current Rent Local program aimed at moving STRs back to long term rental units
- Retention includes opportunities to provide attainable housing through programs like the existing Homebuyer Down Payment Assistance Programs. Retention is critical to keep existing homes in the system but does not add units
- Currently 3-4 new homes per year take advantage of the Rent Local program with the potential for more with a modified program

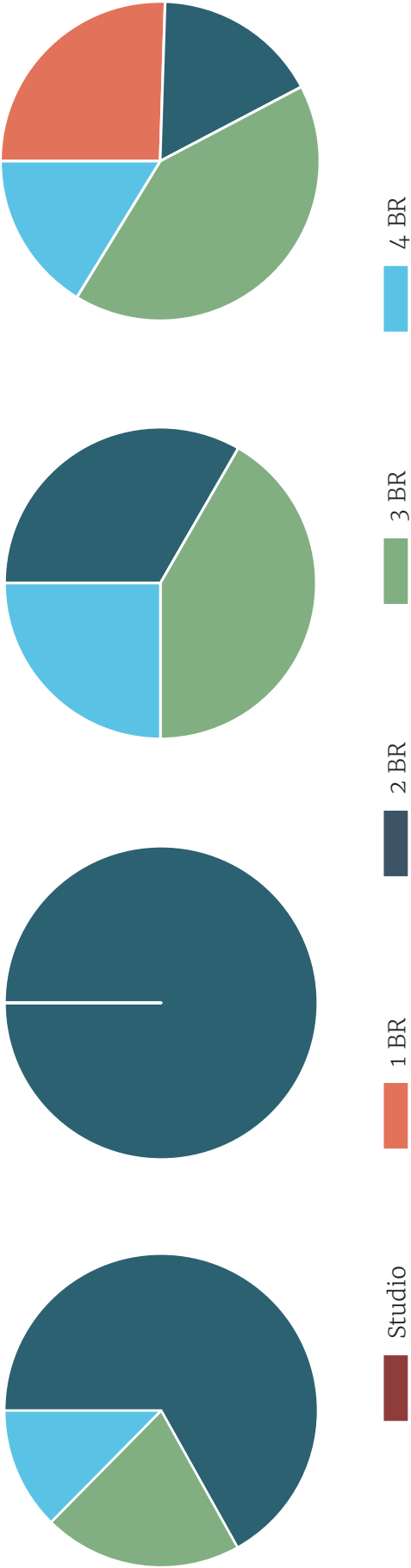
New Construction

- Includes development of city-owned properties where possible and practical as well as other potential vacant or otherwise available private or institutional properties
- Densities are determined by the amount of property available with the intent of remaining at/below two stories to the extent possible (generally 8 to 18 units per acre)
- Focus on a range of rental and ownership opportunities with emphasis on missing middle (townhomes, duplexes, triplexes, cottage homes, etc.)
- All housing dedicated to Sedona Seniors is expected to be new construction

TARGET ESTIMATES BY CATEGORY (beyond the currently approved 221 units)

Neighborhood Infill	Commercial Redevelopment	Recovery & Retention	New Construction
55-75 Units	0-10 Units	60-70 Units	260-300 Units
Working Age Households No Senior-Specific Units Proposed	Working Age Households No Senior-Specific Units Proposed	Working Age Households No Senior-Specific Units Proposed	Working Age Households
			175 Units
			Sedona Seniors

Estimated Mix of Uses per Category by Number of Bedrooms



COMMUNITY FEEDBACK

A variety of individuals were engaged at key stages of development of the Understanding and Analysis document in order to gain knowledge and critical feedback. At each stage effort was made to ensure a wide range of opinions on housing and the vision for future Sedona were heard and considered. Input included:

- Strategic stakeholder interviews at the outset of the process with groups that had common interest or expertise
- An initial open house that introduced the majority of findings from the data
- A series of presentations, including as part of a joint meeting between Sedona City Council and the Sedona-Oak Creek Unified School District Board
- A 1.5 day housing “Think Tank” that served as the transition from the Understanding and Analysis phase to development of the strategies, actions and implementation program of the Balanced Housing Strategy.

Comments received throughout the process were critical to understand circumstances surrounding housing from the perspective of the community, scrutinize the data and findings, and create a foundation for recommendations in the Balanced Housing Strategy. Input was consolidated into community strengths, weaknesses, opportunities, challenges, as well as overall direction.

Community Strengths

Strong sense of place and community identity

Sedona’s natural beauty, trails, views, recreation, walkability, and small-town character are consistently identified as foundational community assets. Residents expressed a strong desire to preserve Sedona’s unique character while allowing thoughtful adaptation to changing housing needs.

Strong community networks and partnerships

Sedona benefits from a robust nonprofit and volunteer ecosystem that supports residents through housing assistance, senior services, community programs, and social services. Community organizations, faith-based groups, caregivers, and nonprofits represent significant implementation partners for future housing strategies.

Existing housing programs and leadership

The City has established a foundation of housing initiatives, including the Housing Trust Fund, two Downpayment Assistance programs, Rent Local, ADU initiatives, and pre-approved housing plans.

Community Weaknesses

Housing affordability and workforce retention

The most consistent concern was the increasing difficulty for workers, families, seniors, and moderate-income households to afford housing in Sedona. Community members highlighted impacts on teachers, healthcare workers, hospitality employees, construction workers, and other essential workers who increasingly commute, leave the community, or struggle with housing instability.

Limited housing diversity

Participants identified a need for a broader range of housing choices, including smaller homes, ownership opportunities, rental options, senior housing, and “missing middle” housing types such as duplexes, triplexes, townhomes, and cottage courts.

Loss of long-term rental housing supply

Short-term rentals were frequently identified as contributing to reduced housing availability and increased housing costs for local residents and workers.

Strategic Opportunities

Expand options appropriate to Sedona's character

Community members expressed support for smaller-scale, well-designed housing options, including ADUs, missing middle housing, cottage courts, townhomes, and mixed-use development where appropriate.

Focus on infill, redevelopment, and strategic sites

Opportunities include redevelopment of underutilized areas, housing above commercial, adaptive reuse, and use of city-owned land. Participants emphasized building thoughtfully within existing developed areas before expanding outward.

Strengthen partnerships and innovative housing models

Solutions include partnerships with nonprofits, employers, land trusts, developers, and regional agencies. Employer-assisted housing and deed-restrictions were frequently discussed to maintain affordability and support workforce stability.

Preserve existing housing and support aging in place

Residents emphasized preserving existing or “naturally occurring” affordable housing, supporting home repairs, and creating more opportunities for seniors to remain in Sedona as they age.

Key Challenges and Considerations

Balancing housing needs with community character

Community members recognize the need for additional housing choices while emphasizing that future development should respect Sedona's scale, architecture, views, natural resources, and neighborhood context.

Land, infrastructure, and environmental constraints

Sedona faces significant physical constraints, including limited buildable land, water availability, infrastructure capacity, fire risk, evacuation concerns, and surrounding public lands.

Community alignment and public understanding

The discussions reflected differing perspectives regarding growth, density, the City's role in housing, and appropriate levels of public investment. Continued engagement, transparency, and education will be important to building shared understanding.

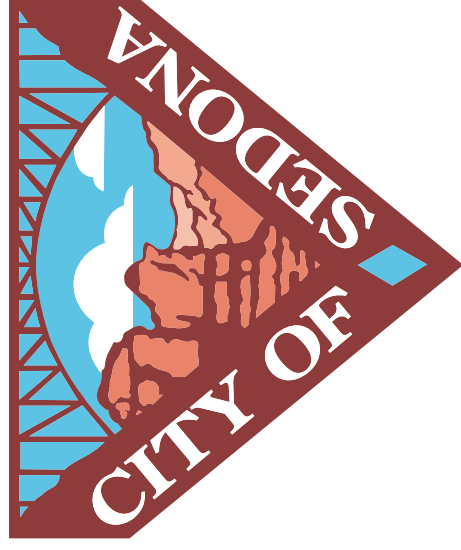
Overall Community Direction

The overarching message heard from the community is that Sedona's housing challenge is not solely a question of adding units, it is about creating a balanced housing system that supports workers, families, seniors, and future generations while protecting the qualities that make Sedona unique.

The community broadly supports:

- More diverse housing choices
- Thoughtfully designed, small-scale development
- Preservation of existing housing
- Partnerships and innovative solutions
- Housing strategies tied to workforce, aging, and community sustainability

The primary policy discussion moving forward will be determining where, how, and at what scale housing solutions can be implemented while maintaining and protecting Sedona's character and quality of life.



Developed by the City of Sedona in collaboration with Logan Simpson





City of Sedona

Balanced Housing Strategy Recommendations & Actions

DRAFT September 2026

ACKNOWLEDGMENTS

Sedona Community Members

Mayor and City Council

Holli Ploog – Mayor
Brian Fultz – Vice Mayor
Melissa Dunn – Councilor
Pete Furman – Councilor
Kathy Kinsella – Councilor
Derek J. Pfaff – Councilor
Charlotte Hosseini – Councilor

City Departments

Tony Allender, AICP – Director of Community Development, Project Manager
Laura Stewart – Housing Coordinator

City Boards

Planning and Zoning Commission

Developers and Builders

John Griffin – General contractor, retired
Jack Sheehan – Wesley Properties
Keith Holben – MK Company

Lenders

Mark Tufte – Pinnacle Bank
Dennis Fontes – Lighthouse Capital Group

Non-Profit Organizations

John Neville – Keep Sedona Beautiful
Marjorie Harris – Sedona Community Center
Turiya Weiss – Hope House
Cathleen Healy-Baiza – Sedona Food Bank
Rev. Dr. Guillermo Marquez Sterling – Church of the Red Rocks
Mary Chicoine – Verde Valley Community Development Organization
Devonna McLaughlin – Housing Solutions of Northern Arizona

Businesses and Schools

Steve Eiss – Northern Arizona Healthcare
Allison Gregg – Northern Arizona Healthcare
John Bradshaw – RA Adventures
Cheryl Barron – Whispering Creek B&B
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L O G A N S I M P S O N

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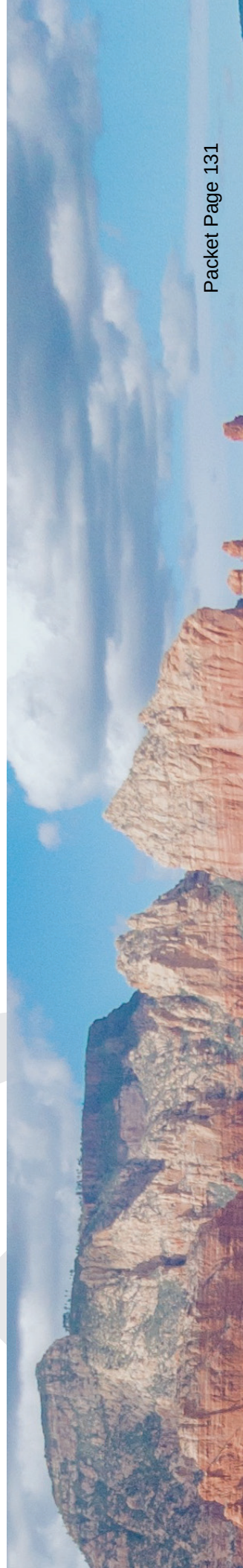
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OT

INTRODUCTION





WHY A BALANCED HOUSING STRATEGY

Simply put, the Balanced Housing Strategy is necessary for the long term economic, social and cultural health of Sedona. Phase 1 of the Balanced Housing Strategy details changes taking place in the community and Sedona's increasing reliance on other communities to house the region's working age households.

But why is that relevant when Sedona has long been an expensive place to live and is thriving by most economic measures? Besides, commuting is something that happens in most cities that are employment centers so isn't this all normal?

The concern is not that people commute – for decades or more a large number of working age households have commuted (by choice or by need). It is the impact of their growing absence in the community. The increasing loss of working age households means more traffic, less economic resilience, loss of intergenerational growth, increasing weakness in a number of local institutions, and less involvement in Sedona's civic life and activities. Meanwhile, as surrounding communities focus on economic diversity and improved quality of life they are providing more reasons for workers to choose to work closer to home – and fully invest in the community that has invested in them.

The consequences of these changes are already being felt. Businesses note increasing difficulty to find and keep employees – from the hospitality sector to critical services such as law enforcement, education and health care. Daily service businesses – those focusing more on locals – have an increasingly difficult time remaining open (the residents that most commonly spend locally on daily retail and services are increasingly living elsewhere). Instances of reduced hours or staff shortages are no longer uncommon.

The Balanced Housing Strategy is designed to help offset those trends and address needs within our aging community while respecting the context and character of Sedona.

The City's Role in Housing

Should the city even be involved in housing? Isn't that the role of the private sector and shouldn't local government just get out of the way?

Valid questions. In truth, government at all levels plays a role in the housing market. The level of homeownership in the United States is the direct result of establishment of federal mortgage insurance, the 30-year mortgage and the secondary mortgage market – all the result of government involvement.

Concerned about the addition of large scale apartments in the community? Restricting the amount and scale of apartments is government involvement in what is typically the most profitable form of private residential development.

Seeking to protect the scale and character of the community? Government involvement.

Involvement in the market isn't really the question – it is more a question of the level and type of government involvement in the housing market.

The Balanced Housing Strategy recognizes that addressing critical gaps in the community is important to the long term economic, social and cultural health of Sedona. The private sector on its own is not meeting those important community needs (particularly given restrictions placed on location, scale and type of residential development that are in place to protect community character, the surrounding environment and viewsheds).

Moving the private sector to action requires a different and more expansive approach to government involvement. It is not the intention of the City of Sedona to become a developer. Rather, **meeting the targets established by the Balanced Housing Strategy means that the city be an active but highly disciplined partner with the private development community.**

The Balanced Housing Strategy recommendations reflect a variety of methods of moving the private sector to act in a way that meets targets while continuing to protect both community character and capacity.

Protecting the community is the central theme of the Balanced Housing Strategy – preserving Sedona as a place where a larger portion of the people who work in the community can also live in it, where older residents have options to remain connected to the place they call home, where younger households can plant roots and thrive, and where the housing stock better reflects the full range of people needed for a healthy, functioning City.

Balanced housing is about maintaining community stability, creating a key part of the foundation for economic diversification, maintaining a strong and intergenerational social fabric, and ensuring Sedona is a thriving and complete community.

This strategy document outlines a clear roadmap to achieving balanced housing in Sedona that meets the Community Plan's goal for Sedona to have diverse housing options that are safe, secure, and affordable. The stakes are high. If Sedona can create a balanced housing market, it will be able to sustain the lifeblood of the community – the workforce, families, and seniors who directly contribute to the city's economy, culture, and quality of life.

The Consequences of Inaction or Over-Action

Sedona has been discussing the need to address housing since the early 1990s and the need has only grown since that time. The concept of “balance” however, is to recognize the consequences of both inaction and over correction.

Sedona residents have indicated a strong desire to maintain the community’s small town character. Additionally, too much development would not only impact community character, it would also potentially impact traffic and infrastructure capacity.

A Balanced Housing Community

Imbalance

- Workforce almost entirely commutes
- Remaining workforce is cost-burdened
- Families with children largely absent
- Schools, health care and daily services struggle

An Under Supplied Community

- Incorporates Housing without negatively impacting character and capacity
- Adjusts to create a more complete community
- Recognizes the need to plan for meeting additional need in additional areas
- Increases economic diversity and long term sustainability
- Community and regional living options
- Economy tourism centric but more

Imbalance

An Over Impacted Community

- Rapid growth and market over-correction
- Strain on infrastructure and services
- Erosion of character and quality of life
- Retirement interest and investment wanes

Plan Process and Public Engagement

The Balanced Housing Strategy was developed through a phased process that combined technical analysis, public engagement, and strategy refinement. The process began with a detailed review of demographic, economic, housing, and market conditions to establish a clear understanding of Sedona's gaps, constraints, and emerging risks. The work created the factual foundation for subsequent conversations about the kinds of housing solutions needed, who they should serve, and the tools most appropriate in Sedona's context.

Public engagement was designed to build understanding first and then confirm direction. The engagement process began with a series of focused stakeholder meetings designed to supplement the broader public process with detailed feedback from key sectors. Outreach was structured around group-specific conversations with developers and builders, real estate and lending professionals, nonprofit and faith-based organizations, businesses, schools, workforce representatives, community preservation stakeholders, and other public and private partners experienced with housing and construction in Sedona.

A public open house was held on April 6th at The Hub to introduce Phase 1 initial findings. This open house enabled those who attended to understand the updated data and facts, and to give participants an opportunity to react to the data.

The Sedona Housing Think Tank was held at The Hub on May 18th and 19th. This two-day event brought together local officials, residents, housing stakeholders, and community partners, in a structured and collaborative workshop focused on practical housing

solutions. Day 1 reviewed existing data, best practices, and missing middle housing concepts before moving into facilitated discussions about community strengths, weaknesses, opportunities, and implementation tools. Day 2 focused on recurring themes, missing elements, and priorities for the next phase of work.

Two subsequent open houses were held in June and July to present the draft Sedona Balanced Housing Strategy. Participants confirmed which strategies were most important to them and gave feedback that led to updated action-oriented strategies that were clearer and more meaningful when read on their own without the supporting action statements.

The results of the community engagement approach showed strong consistency across conversations. Participants repeatedly called for a clearer shared vision for balanced housing; more housing options for workers, families, and seniors; better alignment between housing strategies and code requirements; and an implementation approach that would be accountable over time. They also stressed that housing solutions must be practical, well-designed, and responsive to Sedona's context – meaning a variety of solutions that include building new housing, preserving the existing housing stock, facilitating strategic infill, leveraging underutilized land on commercial corridors for larger-scale housing, creating renter and owner opportunities, and providing opportunities for current residents to age in place if they choose. These themes directly informed the strategies and implementation actions that follow in this document.



Relationship with other documents

This Balance Housing Strategy should be considered part of a larger body of work rather than a stand-alone document.

The Sedona Community Plan serves as a foundation for all recommendations in the Balanced Housing Strategy, but with added depth of understanding and detail and a focus toward action.

Phase 1 of the Balanced Housing Strategy, the Understanding & Analysis document provides the factual basis for understanding Sedona's demographic trends, housing conditions, affordability gaps, workforce dynamics, and target populations. It explains quantitatively why balanced housing is needed and identifies the specific gaps this strategy addresses.

The Best Practices report shows how other communities have approached similar issues through land use changes, development

incentives, housing programs, partnerships, and design-sensitive implementation tools. These examples also clarify which approaches are feasible within Arizona's legal framework, including state housing laws and local authority.

The Think Tank summary records the community values, concerns, and priorities that shaped this strategy and helped test which approaches are most viable locally. The data explains the problem, the best practices identify possible tools, and the Think Tank summary shows how the community responded to those choices.

Phase 2 of the Balanced Housing Strategy, Recommendations and Actions, utilizes all of the prior work to establish a focused policy and implementation direction for the City.

The Two Sections of the Balanced Housing Strategy

Understanding & Analysis

Provides the analysis that establishes the framework for housing solutions. Recognizes gaps and issues/barriers and results in realistic targets to meet community needs and measure success.

PHASE 1

PHASE 2

Recommendations & Actions

Establishes a seamless system of policies, programs, code amendments, projects and more aimed at addressing issues and meeting targets designated in Phase 1.



How to Use This Document

This document functions as both a policy guide and an actionable implementation tool. It identifies the City's housing priorities, outlines the strategies best suited to address Sedona's needs, and organizes those strategies in a way that can guide decision-making over time. It is not meant to remain as a static strategic plan. Instead, it is designed to spur action, coordination, sequencing, and accountability as conditions and the market evolve.

For that reason, this Balanced Housing Strategy should be treated as a living document. Public input during the Think Tank specifically called for a Strategy that moves from analysis to action, includes accountability, and enables adjustments over time. This document should, therefore, be used with benchmarking and annual progress reviews so the City can measure what is working, respond to changing market conditions, and refine its approach as needed.

This strategy bridges policy and implementation. Some recommendations are legislative or regulatory, such as targeted amendments to the Land Development Code to include procedural improvements or revised standards for housing types. Others are programmatic or operational, such as funding tools, partnerships, preservation efforts, pre-approved plans, or City-led coordination with nonprofit, employer, and regional partners. The Strategies document will help to clarify that balanced housing will not be achieved through a single action; it will require a coordinated set of policy, investment, and partnership decisions over time.

This document should also be understood in relation to Arizona housing law and the City's policy framework. Several strategy directions discussed throughout this process align with current state-level housing issues and enabling authority, including accessory dwelling units (ADUs), missing middle housing options, streamlined review and permitting, adaptive reuse, and other efforts to expand housing opportunity while reducing unnecessary barriers. In Sedona, those tools must still be applied in a way that responds to local constraints such as topography, wildfire risk, infrastructure capacity, water considerations, and neighborhood compatibility. The purpose of this strategy is not simply to add housing units; it also is intended to align available policy tools with Sedona's values and long-term community goals.

Critical Assumptions of this Strategy

- Sedona is a small, tourism based community that has been highly desired as a retirement and seasonal-living destination for decades.
- Sedona does not have the space to house all of the people that would prefer to live here without degrading community character and exceeding capacity.
- Sedona is part of the larger Verde Valley area, including a variety of communities that offer a unique character of their own and their own mix of housing options (and their own approach to housing).
- Not everyone wants to live in Sedona. Some may prefer the master planned history of Clarkdale, the space and (relative) affordability of Camp Verde or even the college community life of Flagstaff.
- As a major tourism destination Sedona relies on a substantial workforce in hospitality and services. Employment and business opportunities outside of hospitality and services are limited.
- Strategies aimed at assisting "housing vulnerable" households to remain in place are as important as creating quality alternatives that require moving.
- Housing is a critical element for balance but it does not stand alone. It requires consideration of other important factors including amenities, employment and business opportunities, and strong education and health systems, among others.

Getting From Targets & Gaps to Implementation

HOW? Ask "How Does it Get Implemented?" and the next level down answers



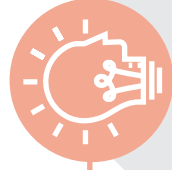
TARGETS & GAPS

The Gaps that need to be filled and the specific and measurable Targets to achieve the desired outcome



FOCUS AREA

The broad topic categories to address in order to achieve Targets & Gaps



STRATEGY

A more specific approach to achieving Targets & Gaps that is related to one of the six Focus Areas



ACTION

A well defined initiative, program or activity aimed at bringing a specific Strategy to fruition



TASK

A concrete step to take in order to achieve a designated Action. Achieving an Action often requires multiple tasks

WHY? Ask "Why Do This?" and the next level up answers

Eliminates

Implementation Gaps

Removing the question "what's next?" eliminates one of the biggest hurdles to getting things done

Provides a Clear

"Line of Sight"

Allows all parties to see "how" and "why" implementation will happen

Creates Measurable

Outcomes & Actions

Presents a clear picture for all involved parties of what success looks like

02 DATA ANALYSIS AND RECOMMENDED TREATMENT



OVERVIEW

The data analysis in Phase 1, Understanding & Analysis, provides the factual basis for the Balanced Housing Strategy by identifying the demographic, economic, and housing trends that are shaping Sedona's current conditions.

Among other findings, the data shows a set of interconnected patterns:

- a rapidly aging population;
- a shrinking share of younger and working-age residents;
- a high level of inbound commuting;
- limited availability of year-round housing; and
- affordability conditions that exclude many of the households needed to sustain the community over time.

Following is a high level summary of the data analysis available in Phase 1 of the Balanced Housing Strategy.

Socioeconomic Profile

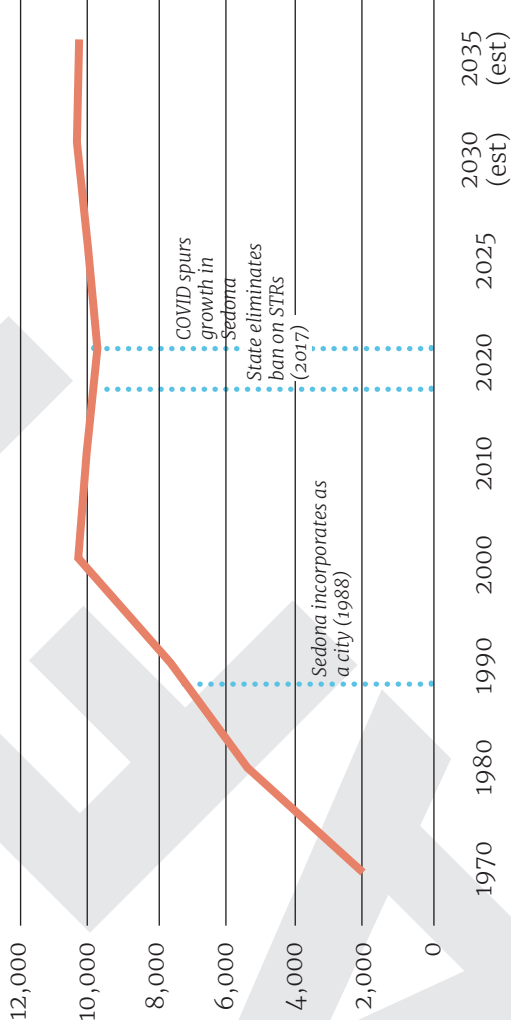
Sedona’s 2025 population is estimated to remain relatively stable at over 10,000 residents over the next 10 years. Despite limited overall population growth, Sedona’s daytime population reaches 15,571, and is the only Verde Valley community where workers exceed total population. **The City’s future housing needs are less about accommodating large population growth and more about rebalancing who can remain, enter, and age within the community.**

The City’s median age has increased substantially over the past two decades, while the share of children and younger households has declined. Household sizes are also small, with most households consisting of one or two people, and only a small share include children. Declining school enrollment further reflects the loss of family households and highlights the challenge of maintaining a balanced, multi-generational community.

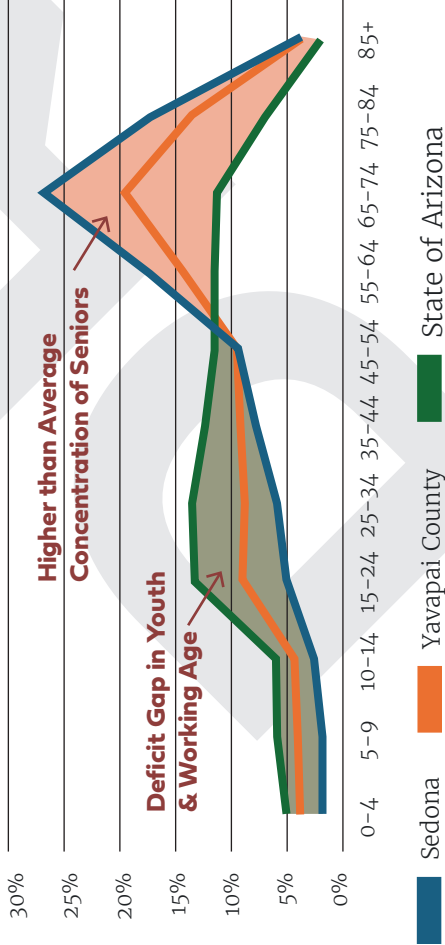
Sedona’s economy relies heavily on a workforce that increasingly lives outside the City. Employment is concentrated in tourism – related sectors such as accommodation, food services, and retail, while local income patterns indicate that wealth is present but not evenly tied to local wage-based earnings with only half of households receiving their income through salary or wages. About 80.2 percent of employees in Sedona commute into the City for work, and nearly one-quarter commute from 50 miles away or more.

Together, these trends underscore the importance of expanding housing opportunities that support working households, sustain the local economy, and help preserve Sedona as a place where people of different ages, incomes, and occupations can live.

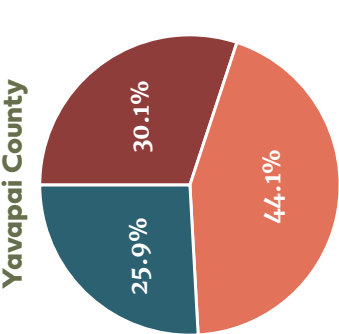
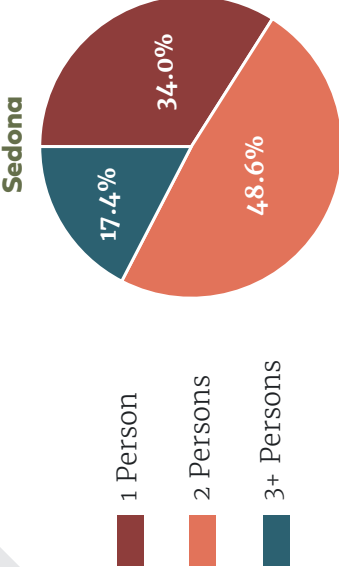
Population



Age Gaps



Household Size



Housing Supply and Affordability

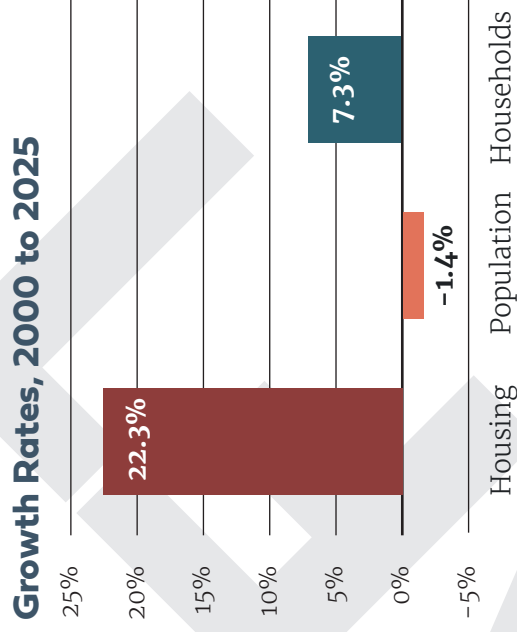
Sedona had 6,941 housing units in 2025, the highest number in the Verde Valley, but the City ranks near the bottom in housing growth rate since 2000. Between 2000 and 2025, housing units increased by 22.3 percent while population declined slightly and household growth remained comparatively modest. The data report identifies this gap as one of the clearest signals that a significant share of housing growth has been directed toward second homes, investment properties, and short-term rentals rather than housing for full-time residents.

Housing tenure patterns show the same trend. In 2025, 58.6 percent of units were owner-occupied, 17.6 percent were renter-occupied, and 23.8 percent were classified as vacant. This “vacant” category is very likely dominated by second homes and short-term rentals. The share of Sedona’s housing stock used as short-term rentals (STRs) rose from 9.8 percent in 2020 to 18.1 percent in 2025. By 2025, the percentage of housing devoted to short-term rentals exceeded that of long-term rentals.

Sedona’s average home value is \$844,267 and median home value is \$769,824, while the City’s Housing Affordability Index is just 40, indicating that a household earning the median income cannot reasonably afford the median-priced home. The average household with a mortgage pays 64.5 percent of monthly income toward housing, more than double the HUD-recommended standard.

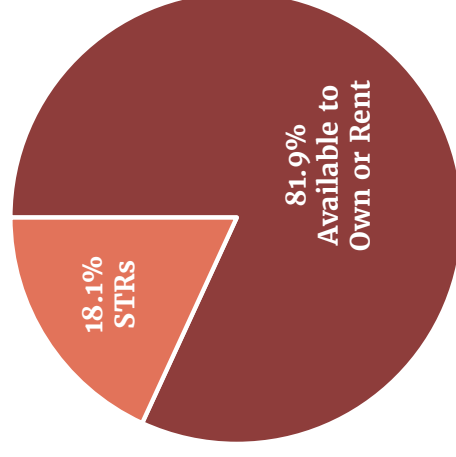
Average gross rent for a two-bedroom home in Sedona is estimated at \$3,047, compared with \$2,108 for Yavapai County and \$2,266 statewide. The report further estimates that a Yavapai County household of four would need to earn 2.4 times the median income to afford the median purchase price of a home in Sedona. By occupation, even many critical workers, including teachers, police officers, firefighters, and nurses, cannot realistically purchase housing in Sedona, and many lower-wage workers cannot afford market rents without severe cost burden.

More than 77 percent of housing in Sedona is comprised of single family homes – a higher percentage than other Verde Valley communities, Yavapai County, or the state. This lack of housing diversity further contributes to limited supply that local residents can afford.



Sources: U.S. Bureau of the Census, ESRI

STRs as Percent of Housing Stock 2025



Sources: City of Sedona



Identified Gaps and Targets

The data analysis identifies four priority household groups essential to restoring a healthier demographic and economic balance in Sedona. These groups were identified because their absence has broader effects on local services, schools, workforce stability, and community resilience.



Working Age & Children

The report identifies working-age families with children as critical to long-term community stability. Their decline is reflected in the shrinking youth population, rising median age, falling household size, and long-term school enrollment losses. The absence of these households also contributes a loss of local investment as spending, enrollment, and day-to-day community participation shift to surrounding communities where households can still find housing.



Working Age Hospitality & Service Workers

Sedona's economy depends heavily on accommodation, food service, retail, and other service-sector workers, yet these are among the workers least able to afford local housing. Because they are highly cost-burdened and often commute long distances, this group is closely tied to workforce turnover, service instability, and traffic impacts. The report does not recommend that Sedona attempt to house every tourism and hospitality worker locally; instead, it recommends increasing housing availability for a meaningful share of this workforce to reduce strain on employers and improve local stability.



Working Age Households Earning \$50,000 to \$200,000

Sedona is missing housing that works for households employed in essential and professional roles, such as teachers, nurses, first responders, and other skilled workers. The data show that Sedona has a deficit of households in the \$75,000 to \$199,999 income bands compared with the state, even though these are precisely the households that help sustain long-term economic and civic life. Expanding opportunities for this group is important for workforce retention while restoring greater upward mobility and reducing dependence on households that arrive only after accumulating wealth elsewhere.



Housing Vulnerable Sedona Seniors

Sedona also has a significant need among older adults who wish to remain in the community but face increasing difficulty doing. Approximately 315 senior households with incomes at or below 50% of the Area Median Family Income spend more than half of their income on housing. Data also estimates at least 275 Sedona seniors with serious difficulty walking or climbing stairs, in addition to seniors with self-care or independent-living limitations. Providing housing rehabilitation, attainable senior housing, assisted living, and aging-supportive options can help older residents remain in the community in which they have invested time and memories.

10-Year Targets

To return Sedona to a healthier, more dynamic and sustainable balance as a community, this report proposes a series of targets as well as alternative scenarios for reaching those targets. Each is designed to address the gaps identified by this report.

- Stabilize and increase total student enrollment in Sedona schools by **50%**
- Increase the percentage of population that is below age 65 to **60%**
- Increase the percentage of critical employees living in Sedona by **15%**
- Reduce economic vulnerability among Sedona Senior households by **25%**
- Reduce functional vulnerability among Sedona Senior households by **35%**
- Reduce the percentage of hospitality and service households that are cost-burdened by **25%**
- Reduce the number of employees that commute into Sedona for work from 80% to **70%**
- At least half of units for working age households to be **ownership**

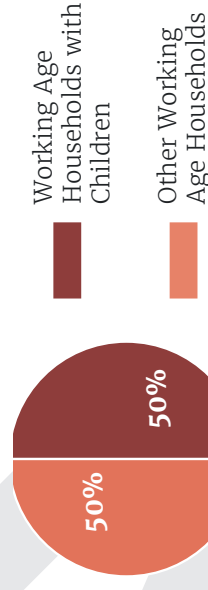
Proposed Units and Yield

Achieving these 10-year targets would bring Sedona significantly closer to maintaining community stability, reducing avoidable displacement and commuting burdens, and protecting Sedona as a living community rather than becoming defined by retirement and visitor accommodation.

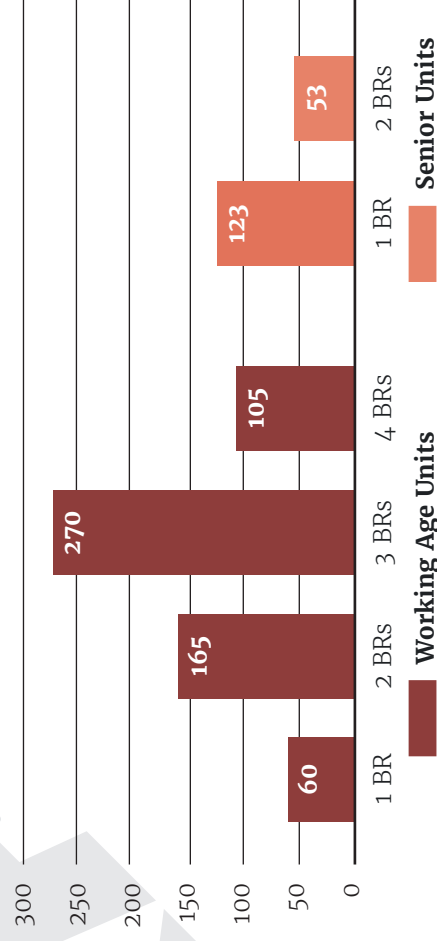
By deploying balanced housing strategies that serve an even split of working age households with and without children, as well as providing options for Sedona's aging population, Sedona could accommodate approximately 440 children and 744 working age adults over the next ten years. There are currently 221 units approved or under construction that could serve to meet these targets, as well as an estimated 88 units formerly occupied by seniors that could be redeployed into the long-term rental or homeownership market.

$$\begin{array}{rcl} 600 & + & 175 \\ \text{Units} & & \text{Units} \\ \text{Working Age} & & \text{Housing Vulnerable} \\ \text{Households} & & \text{Sedona Senior} \\ & & \text{Households} \end{array} = \begin{array}{r} 775 \\ \text{Units} \\ \text{Total Number of} \\ \text{Proposed Units} \end{array}$$

Focus of Working Age Households



Units by Number of Bedrooms



OS ADDRESSING THE C



GAPS

BALANCED HOUSING STRATEGY RECOMMENDATIONS

The strategies and actions recommended in this chapter are intended to guide City policymakers toward the specific combination of tools most likely to close Sedona's housing gaps and keep the community balanced over time. Rather than pursuing a blanket increase in the number of housing units, the Plan targets interventions that help meet the 10-year targets.

Six main areas of recommendations are identified in this chapter. These are:

- Improve Administrative Tools and the Customer Experience
- Update Development Standards and Requirements
- Preserve Existing Housing for Long-Term Residents
- Facilitate New Development and Redevelopment
- Refine and Pursue Funding Options
- Support Housing Stability through Quality-of-Life Improvements

Each of these areas contains specific actions the City can take to advance the Balanced Housing Strategy. Refer to the Implementation Matrix on page 49 for a detailed breakdown of how each action will be carried out, who is responsible, the resources needed, and timeline.



How the Strategy will Meet Targets

Filling the gaps established in the Phase 1, Understanding and Analysis report depends on the degree and durability of the City’s involvement. Best practices suggest a variety of approaches toward creating or maintaining housing that is affordable and attractive to groups such as the various types of working age households largely missing in Sedona. Those that involve city ownership of land or use of a community land trust prove most effective at achieving permanent affordable housing while others such as the city’s current downpayment assistance program and rent local program provide a relatively short and limited impact.

Each method of obtaining housing affordable to targeted audiences offers both benefits and drawbacks. Making housing permanently affordable, such as through a community land trust, can be expensive in terms of the number of units created. On the other hand, homes are permanently affordable. Conversely, a development agreement may cost the city less money; however, it can also reduce the length of time that a unit will remain affordable or until that unit can be converted to a short term rental.

Method	Meeting Targets & Filling Gaps	Limiting STR Conversion
City Ownership/Acquisition of Land/Long Term Ground Lease	Very Strong	Very Strong
Community Land Trust/Shared Equity Ownership	Very Strong	Very Strong
Recorded Covenant/Deed Restriction	Strong	Strong
Development/HOA Covenants, Conditions & Restrictions	N/A	Strong but Amendable
Development Agreement with Terms	Time Limited, Medium to Long	Time Limited, Medium to Long
Gap Financing, Preservation Agreement, Rehab Assistance	Time Limited, Short to Long	Time Limited, Short to Long
Master Lease/Employer Assisted Housing	Time Limited, Short to Medium	Time Limited, Short to Medium
Downpayment Assistance, Rehab Loans with Commitments	Time Limited, Short	Time Limited, Short
Rental Assistance/Rent Local Program	Time Limited, Very Short	Time Limited, Very Short

Focus Areas for the Balanced Housing Strategy

Sedona's Balanced Housing Strategy is organized around six interconnected focus areas that together provide a comprehensive framework for addressing housing gaps in Sedona and meeting the Targets established in Phase 1, Understanding and Analysis.



Improve Administrative Tools and the Customer Experience

Aligns City investments with community priorities while streamlining processes, improving applicant support, and strengthening performance tracking.



Update Development Standards & Requirements

Calls for updating Sedona's LDC to support housing while preserving community character, safety, and consistency with the Community Plan.



Preserve Existing Housing for Long-Term Residents

This section focuses on preserving Sedona's existing year-round housing and reducing the loss of homes needed by local workers, families, and seniors.



Facilitate New Development & Redevelopment

This section supports new housing through ADUs, public and partner land, mixed-use redevelopment, and area-specific planning.



Refine & Pursue Funding Options

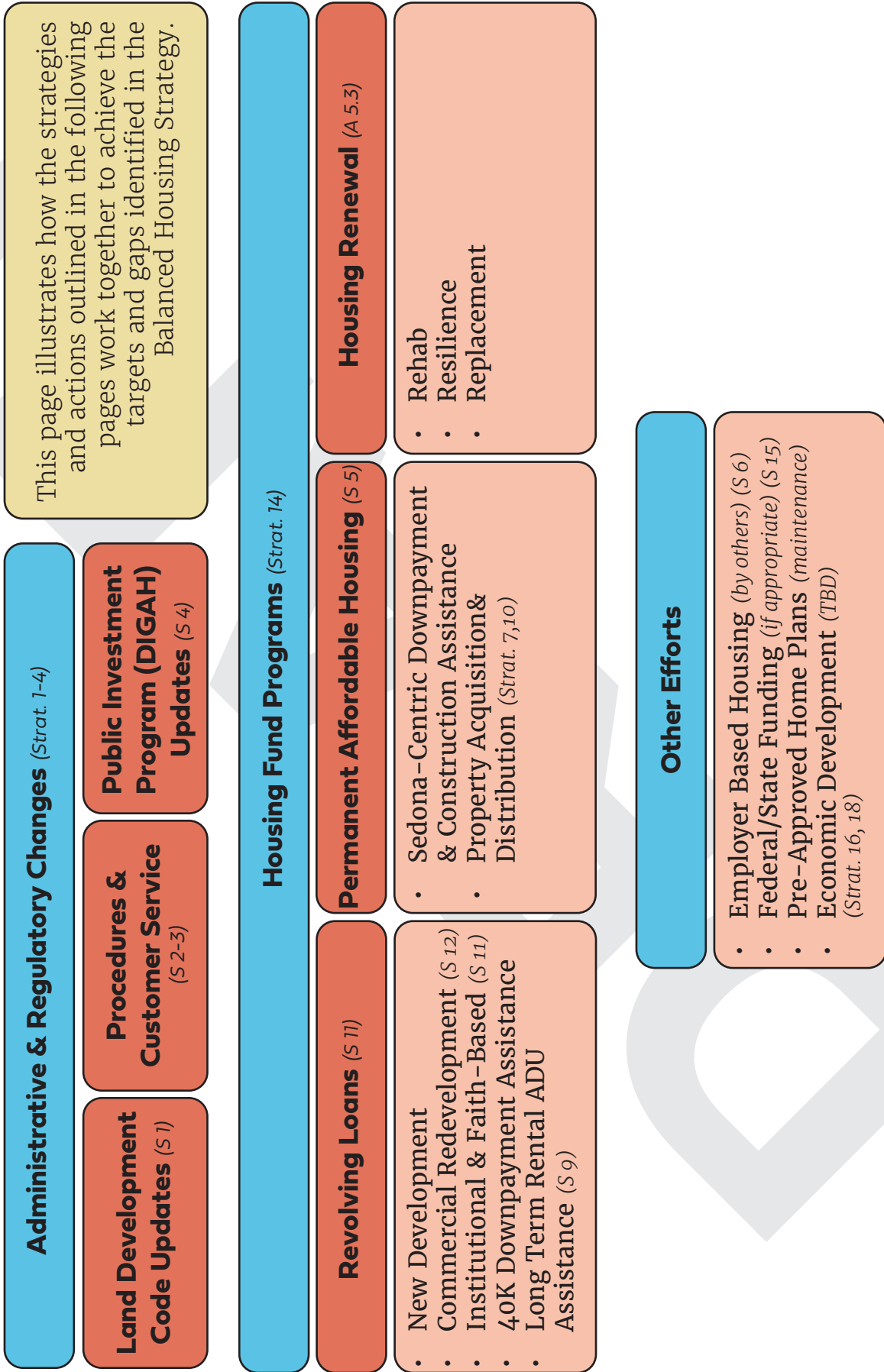
This section focuses on securing local, state, and federal funding to support the creation and preservation of housing.



Support Housing Stability through Quality of Life Improvements

This section focuses on partnerships and quality-of-life improvements that help workers, families, and seniors remain in Sedona over time.

Balanced Housing Approach at a Glance



DRAFT



IMPROVE ADMINISTRATIVE TOOLS AND THE CUSTOMER EXPERIENCE

STRATEGY 1. Replace the current Development Incentives and Guidelines for Affordable Housing (DIGAH) with an updated approach to City investment in projects, programs, and other implementation efforts.

Action 1.1 Adopt a Community Priority and Investment Policy.

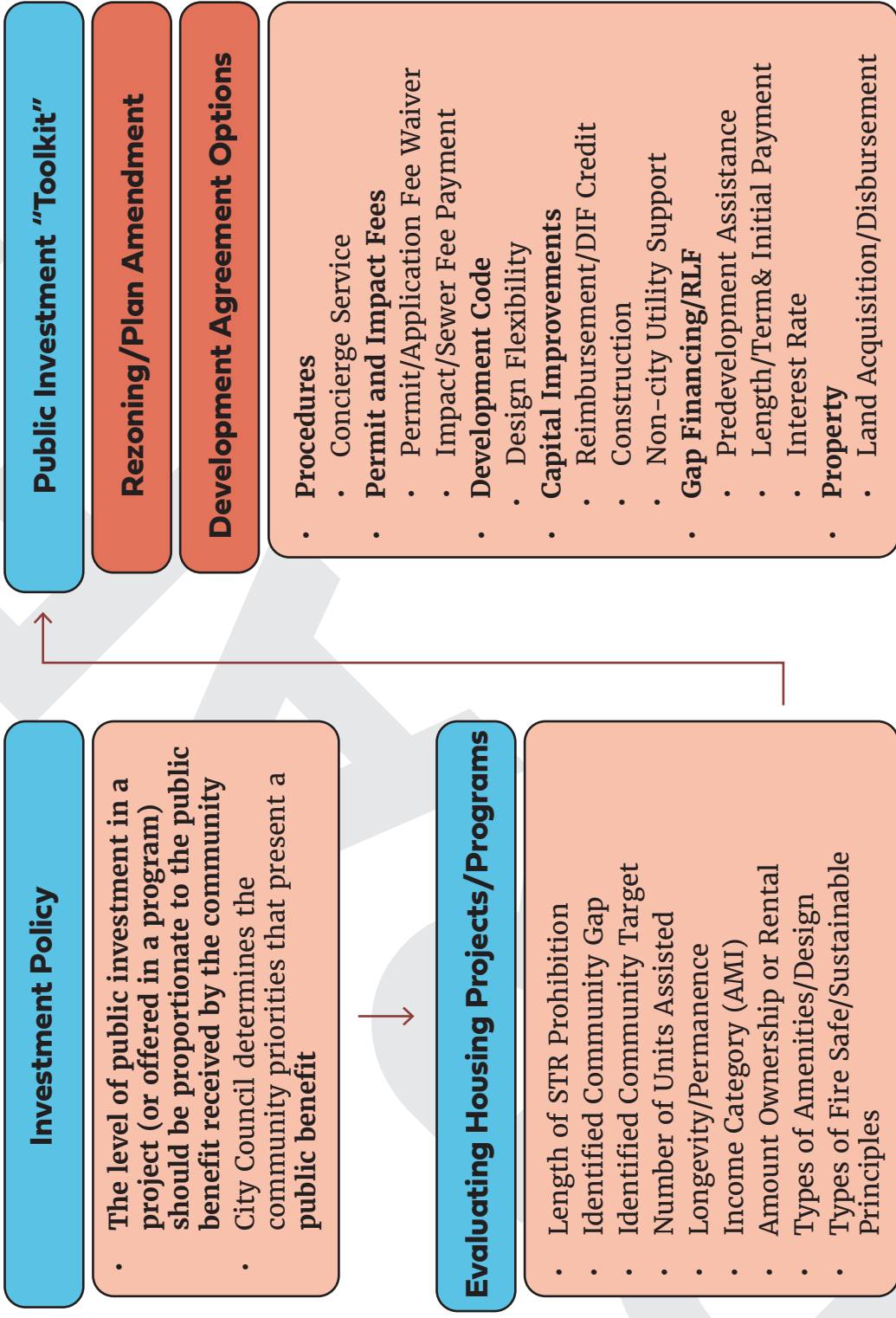
- Establish a set of Community Priorities – long-term community needs the City has determined require ongoing public attention and investment.
- Each community priority should be evaluated based upon the documented need, why the priority is important to the community, the expectation that the need will persist over the long term without intervention, and whether community investment could reasonably influence the outcome.
- Verifiable need should be derived from supporting documents such as the Community Plan, the Balanced Housing Strategy, and the Climate Action Plan.

- Develop an accompanying Investment Policy that defines the circumstances in which the City will invest.
- The Investment portion of the policy establishes the framework for evaluating projects, programs, and other initiatives.
- Examples of Community Priorities could include:
 - Housing to meet established gaps in the community
 - Redevelopment and Reinvestment
 - Wildfire Resilience and Public Safety
 - Sustainability and Resource Stewardship
 - Economic Vitality
 - Community Character

Action 1.2 Establish an Evaluation Guide.

- Develop an evaluation tool to compare a project or program to community priorities to determine the level of impact and a reasonably proportional level of community investment.
- Methods of assessment could include the number of priorities addressed, community beneficiaries, scope/magnitude of benefits, length of time of benefits, or other.

How A New Public Investment Program Could Work for a Housing-Related Project



Action 1.3 Develop the Sedona Public Investment Program document.

- Design the public-facing document that includes all of the necessary information to describe how the city can be an active partner on projects and programs from community priorities and the types of assistance available to development of a community benefits agreement and methods of measuring success.
- Contents of the Community Partnership Program should include:
 - Purpose and an introduction to the partnership process
 - Description of the “Partnership Toolkit” that includes the various types of administrative, regulatory, financial, and property assistance available, from the tools used in the DIGAH (such as flexibility in setbacks, heights, etc.) to others that could be used such as land ownership and waived permit costs to low interest loans.
 - The evaluation guide and process
 - Agreements and commitments
 - Monitoring and success

- Assess and potentially institute a concierge service for expediting permits as a part of the Toolkit

- Assessment of this and other methods of expediting permits should include an understanding of the time/cost savings to the applicant in comparison to the impact on other applicants to ensure that the service does not negatively impact other permits.
- Example traits include a dedicated project coordinator, coordinated interdepartmental review, early issue identification, solution oriented problem solving, and executive level coordination where appropriate.

STRATEGY 2. Improve current administrative procedures and practices to improve overall customer service.

Action 2.1 Critique and Improve Development Processes.

- Critique and amend procedures and practices, particularly in preparation for the citywide implementation of new software platforms.
- Review procedures by asking questions such as:
 - Which reviews can occur concurrently?
 - Which requirements are duplicates?
 - Which steps add little value?
 - Which submittal requirements don’t actually affect decisions?
 - Which forms and checklists can be simplified?
 - What can be eliminated as a review, requirement, step, form/permit, or other?

Action 2.2 Develop education materials to assist with applications and understanding of codes.

- Seek out and document issues that have proven consistently difficult such as specific code requirements, questions that are frequently raised or other items that would benefit from additional information/education efforts (assuming they remain the best requirement or method once the Land Development Code is amended).
- Utilize a series of techniques such as guides, videos, checklists, or step-by-step instructions to tackle these issues.
- Manage efforts to determine if materials have been impactful.
- Provide enhanced and ongoing training to staff to improve both customer service and an understanding of the intent of code and applications.

STRATEGY 3. Devise methods to measure customer satisfaction and feedback.

Action 3.1 Establish a means or tool for successfully measuring customer satisfaction and feedback.

- Develop a measure similar to a Net Promoter Score (traditionally a quick survey question such as “How would you rate your customer service experience today?”) to gauge the customer experience in a simple, efficient manner.
- Discover and implement the most efficient means of collecting feedback.
- Rather than measure “happiness,” consider measuring courtesy, professionalism, technical competence, responsiveness and consistent application of guidelines.

Action 3.2 Create a performance dashboard that highlights major department performance measures.

- Define a limited number of performance measures most important to applicants and the general public that address issues of timely service/responsiveness, customer experience/ service, community outcomes/impact and strategic implementation.
- Regularly update the dashboard as appropriate (such as quarterly).

Action 3.3 Institute a Service Excellence Program.

- Develop a program designed to promote and enhance a culture in the Community Development Department focused on delivering high-quality customer service.
- Utilize feedback to discover and utilize training to resolve issues/gaps in customer service as well as reinforce and enhance high-quality customer service.



UPDATE DEVELOPMENT STANDARDS AND REQUIREMENTS

STRATEGY 4. Pursue targeted updates to City regulatory documents, including the Land Development Code (LDC) and Building Code.

Action 4.1 Update Table 3.1 (Table of Allowed Uses) to allow additional housing types.

- Expand the range of housing types in appropriate zoning districts, including duplexes, triplexes, cottage courts, bungalow courts, rowhouses, mixed-use housing, and other missing middle forms suited to Sedona. This would include specifying that duplexes, triplexes, and ADUs are allowed by right in all residential zones subject to updated design standards.
- Redefine multi-family residential uses as four units or more (currently defined as three or more).
- Allow day care facilities for adults and children by right in residential and mixed-use zoning districts with administrative approval.
- Expand administrative approvals for residential uses that meet the intent of the zoning district and do not require a discretionary public hearing.

Action 4.2 Add missing middle, small-scale, and mixed-use housing standards to the LDC.

- Include building form standards for duplexes, triplexes, cottage courts or bungalow courts, and townhouses.
- Allow conversion of existing single-family homes into up to three dwelling units when the exterior form remains neighborhood-compatible and the project meets adopted standards.
- Allow homes under 500 square feet as primary structures within cottage court or bungalow court formats when built on permanent foundations and compliant with adopted Building and Fire Code standards.
- Expand mixed-use housing standards to allow residential units above or behind commercial uses and pair those standards with fee reductions, shared parking, and administrative review where appropriate.
- Add a regulatory path for manufactured housing in appropriate locations, including updated standards for placement, appearance, infrastructure, and neighborhood compatibility.

Missing Middle Housing Defined

Missing middle housing is defined as “a range of house-scale buildings with multiple units—compatible in scale and form with detached single-family homes—located in a walkable neighborhood” (Source: www.missingmiddlehousing.com).

Missing middle housing is intended to provide a wide range of housing options within established residential neighborhoods as well as within new infill projects **while still maintaining the character, form, and scale of the community.**

Sedona enjoys a small town character that is reflected in its height and scale. As a result, many – but not all – missing middle styles can appropriately fit into the community’s character, including duplexes, cottage courts, triplexes, townhomes, and even live/work units where appropriate.

Example mix of Cottage Court and Townhomes



Cottage Court Example. Source: missingmiddlehousing.com

The Full Missing Middle Housing Spectrum

Note: The image depicts the full range of missing middle housing available to the average community. It is unlikely that the higher scale and density styles would be appropriate to Sedona.



Missing Middle Housing Spectrum. Source: missingmiddlehousing.com



Action 4.3 Reduce parking requirements where possible and appropriate.

- Update parking regulations based on best practices to reduce the amount of required parking.
- Allow on-street parking where possible and appropriate.
- Expand shared parking between uses.

Action 4.4 Update the LDC's dimensional standards.

- Update the setback standards in the LDC to include flexible setbacks for primary and accessory structures and to enable more projections into setback areas.
- Update other dimensional standards such as lot coverage, site coverage, building height, lot size, etc. across all zoning districts where residential uses are allowed.
- Create an opportunity for lots below the current minimum of 6,000 square feet, perhaps as small as 2,800 square feet to accommodate small scale homes.
- Review the standards for building height, massing, and alternate standards provisions to see if more flexibility can be incorporated, if they are determined to be an impediment to cost-effective new residential development.

Action 4.5 Add flexibility for ADU construction and lot splits in appropriate circumstances.

- Update the LDC to support the construction of ADUs in all residential and mixed-use zones by reducing setback requirements and adding standards for maintaining privacy, limiting height, reducing parking requirements, etc.
- Allow ADUs wherever single-family units are allowed.
- Update the LDC to facilitate more than one ADU on residential lots over an established minimum threshold, including different types of ADUs, (i.e., attached, detached, or integral) subject to new minimum standards, including a restriction on their use as STRs.
- Expand the types of ADUs allowed in the LDC, i.e., attached, detached, or integrated ADUs.
- Allow for lot splits where feasible for purposes of allowing an ownership alternative to ADU construction.

Action 4.6 Consider form-based regulations if appropriate in specific areas of the City.

- Evaluate the possibility of reducing the overall number of zoning districts in the LDC.
- Identify infill areas that can benefit from using form-based regulations to encourage development on underutilized parcels while providing community assurance of the quality of the developments to allay community concerns and boost housing supply.

Action 4.7 Update other City and agency regulations.

- Advocate for, and coordinate with, the Sedona Fire District to update the Fire Code to allow more flexible requirements for certain small residential buildings such as detached ADUs and tiny homes while maintaining minimum standards for public safety.
- Review and update the Building Code and other adopted City Codes (e.g., the 2020 Municipal Sustainability Plan) to remove unintentional barriers to affordable housing.

Form Based Code Defined

An effective zoning strategy to encourage housing production is for the City to adopt form-based zoning regulations. Form-based codes can help guide the development of healthy neighborhoods and developments by focusing on quality design standards for streets, the physical features of the built environment, and public spaces, rather than the strict application of separation of building types or uses typical of traditional zoning.

“Form-based codes (FBC) are a land development regulation that fosters predictable built results and a walkable public realm by using physical form—rather than separation of uses—as the primary basis and focus for the code and standards. Communities can apply form-based codes in different contexts and scales. Form-based codes are legally binding regulations, not optional guides, and offer municipalities an alternative to conventional zoning for shaping development. FBC primarily differs from Traditional Zoning in how uses and the form of the built environment are considered; traditional zoning is defined by the separation of uses, which has led to auto-dependent development patterns, whereas FBC focuses on the form and shape of the built environment and focuses on creating mixed-use, people-oriented development patterns.”
(Source: Smart Growth America).



PRESERVE EXISTING HOUSING FOR LONG-TERM RESIDENTS

Strategy 5. Amend existing City housing programs to better meet gaps and targets.

Action 5.1 Consolidate current down payment assistance programs that offer Verde Valley homeownership.

- Maintain the consolidated program as an option for individuals that are employed in Sedona (including those employed by the City) to locate in a community of their choice throughout the Verde Valley.
- Amend differing requirements to ensure that the program is able to fully meet the intent of both programs.
- Maintain repayment as “equity share”. In this manner, the housing fund is replenished at minimum with the loaned amount but likely more.

Action 5.2 Establish a new down payment assistance program designed to promote permanent affordable housing within Sedona city limits.

- Determine a range and cap amount of funding that will be appropriate to allow individuals in one of the four identified gaps to purchase a home within the city limits of Sedona (a portion of which could include payment of development impact fees).
- Require the home to be placed in a land trust or in a similar mechanism in return for the larger amount of down payment assistance.
- Update income limits, match requirements, and other terms so the program serves workforce and middle-income households priced out of the market.
- Annually require a recurring annual program review schedule so staff adjusts assistance levels, AMI thresholds, and match requirements using current local sales and wage data.
- Coordinate with local lenders and realtors to integrate the program into standard lending and real estate practice by preparing lender guidance, realtor guidance, counseling materials, and a standard application workflow that identifies eligible participants early in the home search process.

Action 5.3 Create the Sedona Housing Renewal Initiative.

- Establish the Sedona Housing Renewal Initiative with three program components: Home REPAIR, Home RESILIENCE, and Home REPLACEMENT.
- Create the Home REPAIR program, which should address health, safety, deferred maintenance, accessibility, and other rehabilitation needs for owner-occupied homes and, where appropriate, rental properties if requested by the owner and tied to long-term occupancy commitments.
- Broaden eligibility to serve a wider range of incomes.
- Create the Home RESILIENCE program, which incorporates efforts such as the Home Energy Retrofit Project, Fire Safe Sedona, and related programs to improve long-term habitability and potentially reduce utility costs.
- Raise the maximum assistance available through the Home Energy Retrofit Project so participants can complete more substantial retrofit projects.
- Expand eligibility for energy retrofit assistance to landlords who keep units in long term rental use for a defined affordability or occupancy period.
- Create the Home REPLACEMENT program, which creates a pathway to replace dated manufactured housing and mobile homes where rehabilitation is no longer viable.
- Maintain partnerships with Northern Arizona Council of Governments (NACOG), Habitat for Humanity, and other organizations to administer programs.
- Implement a single intake and referral process so households can be matched to the appropriate repair, retrofit, and replacement program through one point of entry.
- Use a mix of City funds, grants, donated labor and materials, and nonprofit and faith-based partnerships to enhance the initiative.
- Establish an option in which the City and partners provide limited repairs or resilience improvements for households that cannot complete work on their own, including those with code violations and no realistic way to make corrections.

Action 5.4 Eliminate the Rent Local and Deed Restriction Programs.

- Current programs have seen very limited success and do not necessarily further long term affordable housing without substantial modification.
- Allow remaining recipients to complete their terms but otherwise reallocate funds to other programs.

Strategy 6. Assist employers and developers to expand housing opportunities for Sedona’s workforce.

Action 6.1 Support employers or business organizations interested in providing employee housing.

- Coordinate with the Chamber of Commerce to offer research and best practices to the organization, its members, and other businesses outside of the chamber that may be interested in offering or expanding employee housing.

Strategy 7. Utilize existing housing stock for Sedona’s workforce, families, and seniors.

Action 7.1 Strategically assist in acquisition of potential small apartment buildings, duplexes, single-family homes, and scattered-site units.

- Partner with mission-driven nonprofit organizations, community land trusts, housing providers, and/or developers that seek to acquire and preserve homes or housing units (including facilities that can be converted to housing units).
- Assist incremental developers seeking to acquire existing homes for purposes of conversion to duplexes or triplexes or conversion of facilities into housing units if conversion generally maintains the footprint/appearance of the home/unit and for purposes of meeting gaps and targets.

Strategy 8. Build awareness of Sedona’s housing resources.

Action 8.1 Expand current housing program outreach.

- Communicate regularly with entities, organizations, realtors lenders, and other groups to build awareness and opportunities to utilize the various housing programs available to potential developers, renters or buyers.
- Keep housing resources visible for residents and commuters through flyers, social media, the City’s housing resources webpage, and other methods that offer the desired outreach.

Incremental Development Defined

The Incremental Development Alliance defines incremental development as “growing places thoughtfully – one duplex, storefront, or main street rehab at a time.”

For purposes of the Balanced Housing Strategy, incremental development allows for small-scale housing improvements that would not be practical for a large scale developer but gradually offer a tremendous community benefit – often one additional unit at a time. It is often undertaken by area residents or professionals. Examples include addition of an Accessory Dwelling Unit, conversion of an existing home into a duplex (or triplex) without expanding or substantially changing the look of a single family home, or purchasing an infill lot for construction of a new duplex or triplex that fits into the character of the surrounding neighborhood.

Incremental development is not exclusive to residential development and is often used in communities to spur commercial redevelopment or small scale mixed use development.



FACILITATE NEW DEVELOPMENT & REDEVELOPMENT

Strategy 9. Spur accessory dwelling units (ADUs) and other small-scale, neighborhood compatible housing options as long term rental or ownership options.

Action 9.1 Support ADU construction under appropriate circumstances as a long term rental option.

- Provide low-interest loans, deferred-payment loans, or payment of DIF (development impact fees) for homeowners who build ADUs and commit to long-term occupancy by local workers, seniors, or multi-generational households.
- Provide pre-approved plans for ADU designs, including allowing manufactured and modular ADUs.
- Host workshops, online materials, and one-on-one assistance to walk homeowners through permitting, zoning, building requirements, financing options, and long-term management considerations.

Action 9.2 Support other small-scale, neighborhood compatible housing options as either long term rental or homeownership opportunities in existing neighborhoods or on small, vacant sites.

- Provide low-interest loans, deferred-payment loans, or payment of DIF (development impact fees) for investors who construct missing middle units such as duplexes, triplexes, cottage courts or townhomes
- Provide pre-approved plans for single family cottage, duplex and triplex designs for use in development.

Strategy 10. Use public land and strategic land acquisition to facilitate new housing.

Action 10.1 Partner to construct housing on 2411 W. State Route 89a & 220 Sunset Drive properties.

- Issue a single RFP covering both properties to streamline the development process, reduce administrative duplication, and attract a stronger pool of qualified development partners.
- Create new design concepts for both sites that prioritize the housing types most needed today, including larger 2-4-bedroom units suitable for families.
- Encourage mixed-income approaches where financially feasible to support a range of household incomes.
- Ensure that issues such as site access are fully addressed prior to issuance of an RFP.
- Consider development options, including possibilities such as design and use of pre-approved house plans or sale for construction by individuals.

Action 10.2 Utilize other City-owned land for new housing where appropriate.

- Evaluate City-owned sites for potential residential development.
- Implement long-term ground leases and or partnerships to allow housing on public land, coordinate with a land trust to ensure long term affordability or other option that provides permanent or extended long-term affordability.

Action 10.3 Pursue and strategically acquire property for infill housing or other housing development.

- Selectively acquire high-priority properties for potential acquisition or partnership with property owners/private developers willing to coordinate to develop housing that meets identified gaps and targets.

Strategy 11. Create opportunities for residential development by private, institutional or nonprofit partners.

Action 11.1 Support private sector, institutional or nonprofit partners in construction of residential development that meets gaps and targets.

- Establish a low interest loan program that can be used for gap financing of residential projects that meet gaps and targets.
- Provide technical assistance on zoning, entitlements, financing, partnerships, and site constraints to organizations interested in housing development.
- Structure long-term ground lease models that allow institutional partners to retain ownership while enabling housing development.
- Connect partners with community land trusts and mission-driven housing providers that can preserve long-term affordability where appropriate.

Strategy 12. Spur commercial redevelopment with a residential component.

Action 12.1 Enable mixed-use development along commercial corridors.

- Establish a low interest loan program that can be used for gap financing of commercial redevelopment that incorporates a residential component (often located above or behind a commercial activity).
- Amend the LDC and/or zoning map as needed to ensure that commercial redevelopment with a residential component is permitted by right in designated areas.
- Ensure that the Public Improvement Program that replaces the DIGAH includes code flexibility among options in the toolkit that can potentially help spur redevelopment.
- Prioritize infrastructure improvements, streetscape enhancements, and multimodal investments within targeted commercial corridors to improve both the feasibility of housing in commercial areas and the quality of life for future residents living in those new units.

Strategy 13. Complete special area plans and long-range planning efforts to help meet current and future housing demand.

Action 13.1 Complete Community Focus Area studies for West Sedona, The Dells, and for the area from Uptown to Hillside to help meet current and future gaps.

- In each study, evaluate the land use framework, circulation, infrastructure, open space, and housing mix needed to move each area toward implementation.
- Identify opportunities for infill, adaptive reuse, and redevelopment that respect each area's existing character, scale, and community identity.
- Engage property owners, residents, and business owners in each community focus area early in the process to ground recommendations in on-the-ground conditions and local priorities.
- Coordinate findings with corridor and development standard updates so that recommended housing types and densities are supported by existing zoning and infrastructure investment.
- Incorporate specific action steps into each Community Focus Area study to ensure that the study can but fully and actively implemented.



REFINE AND PURSUE FUNDING OPTIONS

Strategy 14. Actively use the existing City Housing Fund to achieve housing targets.

Action 14.1 Use City Housing Fund resources to advance top-priority actions, subject to legal review and clear funding guidelines.

- Utilize the new Public Investment Program to assist in implementation of the highest priorities outlined in this Balanced Housing Strategy document with existing funding available in the City Housing Fund.
- Conduct a legal review to ensure compliance with the Arizona Constitution's Gift Clause and other applicable requirements, ensuring that public resources are used for a clear public purpose tied to housing outcomes.

Action 14.2 Create a funding stream such as a revolving loan fund to make gap financing available to eligible projects.

- Coordinate with one or more partners that specialize in housing finance tools such as a revolving loan fund to provide low interest loans to projects that require gap financing. Terms of loans (including payment schedule, term and interest rate) could be based on the level of public benefit provided by the project.
- Utilize one or more low interest loan funding mechanisms for projects such as new residential construction, commercial redevelopment, ADU construction and small scale development
- Structure loan terms to allow partial or full forgiveness in exchange for longer affordability periods, local occupancy requirements, or other restrictions that preserve housing opportunities over time.

Strategy 15. Pursue highly targeted use of nonprofit, state, and federal housing funding programs only when appropriate.

Action 15.1 Pursue funding opportunities available through the Arizona State Housing Trust Fund and Arizona Department of Housing when appropriate.

- Monitor state and federal programs and funding cycles, including for CDBG, HOME, and the PRO Housing program, to strategically pursue funds that can support strategies outlined in this document to meet 10-year housing targets.
- Coordinate with neighboring jurisdictions, regional housing organizations, and nonprofit partners to delegate fund administration if needed.
- Partner with organizations such as Verde Valley Habitat for Humanity to determine whether SHOP resources could help expand ownership opportunities for working households that may otherwise be stuck in the rental market.
- Pursue funding sources that support housing for residents with disabilities, such as the federal Section 811 program and Arizona supportive housing programs.

Action 15.2 Use City resources to leverage other public, nonprofit, and private project/program financing.

- Prioritize City investments in projects that leverage significant outside funding, maximizing the amount of housing produced per local dollar invested.
- Coordinate funding applications with nonprofit housing providers, regional partners, and private developers to strengthen grant competitiveness and reduce duplication of effort.
- Coordinate housing investments with infrastructure, transportation, and utility improvements to increase project feasibility and improve competitiveness for infrastructure grant funding.

More Information on State and Federal Funds

The Arizona State Housing Trust Fund (ASHTF) and Arizona Department of Housing (ADOH) administer a variety of programs that support affordable housing development, rehabilitation, homelessness prevention, manufactured housing safety standards, site acquisition, homeownership assistance programs, and special needs housing.

As a non-entitlement community, Sedona is eligible to apply for HOME Investment Partnerships Program (HOME) and Community Development Block Grant (CDBG) funding through ADOH to supplement local housing investments. Both CDBG and HOME funds may only be used to support housing needs for low-income households earning less than 80 percent of AMI. While this represents only a subset of the population with housing needs in Sedona, these funds can support households with the greatest housing challenges.

In addition to HOME and CDBG, the Self-Help Homeownership Program (SHOP) provides grants to nonprofit organizations that facilitate sweat-equity homeownership opportunities. “Sweat equity” refers to the time and physical labor that future homeowners and volunteers contribute to building their future homes. Resources such as the federal Section 811 program and Arizona supportive housing programs can also facilitate private development, rental assistance, and supportive services.

Given the national scale of the housing crisis, housing programs continue to evolve at both the state and federal levels, creating ongoing opportunities for Sedona to leverage new funding sources and partnerships as they become available.



SUPPORT HOUSING STABILITY THROUGH QUALITY-OF-LIFE IMPROVEMENTS

Strategy 16. Support childcare providers and employers to improve access to affordable childcare for local workers and families.

Action 16.1 Integrate childcare access into workforce retention efforts.

- Document childcare gaps by working with employers, schools, and providers to identify cost burdens, hours-of-care needs, staffing shortages, and service gaps.
- Encourage employer-provided childcare options such as subsidies, provider partnerships, flexible spending support, and reserved childcare slots.
- Encourage shared-service models that reduce childcare operating costs through shared administration, shared space, and coordinated staffing or training.
- Coordinate with economic development and tourism partners to develop a complementary economic strategy that supports family-friendly jobs, local business growth, and amenities that make the Verde Valley attractive to households with children.

Strategy 17. Strengthen coordination with Verde Valley communities, nonprofit organizations, state agencies, and service providers.

Action 17.1 Formalize regional housing coordination.

- Coordinate with regional transit providers and neighboring jurisdictions to improve connections between housing locations and Sedona employment centers.
- Work with regional and state partners, including nonprofit and local government entities already active in the Verde Valley, to deliver programs and pursue funding.
- Prepare collaborative grant applications with partners that bring implementation capacity, regional coordination, and service expertise.
- Establish a housing implementation task force/working group that meets quarterly and reports progress to City Council.
- Incorporate bus stop improvements, including seating and shelter where feasible, into regional mobility coordination for workers who rely on transit.

Strategy 18. Prepare an Economic Development Strategy to increase the number and diversity of job opportunities for Sedona residents.

Action 18.1 Link housing stability to local job opportunities and business conditions.

- Prepare an Economic Development Strategy that focuses on growing businesses and job opportunities that support working households and families in Sedona as an update to the 2020 Economic Diversification program.
- Identify and promote sectors and businesses that provide stable, livable-wage employment aligned with Sedona's community character and long-term goals.
- Examine and establish methods of supporting natural and historic business sectors appropriate to Sedona including a range of arts, "urban" agriculture, entrepreneurship and others as appropriate.
- Coordinate economic development efforts with housing strategies so new and existing jobs are paired with attainable housing options and reduced commuting burdens.

OK+ IMPLEMENTATION



TURNING STRATEGY INTO ACTION

This chapter outlines the framework for implementing, monitoring, and adapting the recommendations of the Balanced Housing Strategy over time. The implementation framework is organized around four key components: adaptive management, plan administration and updates, performance monitoring, and accountability through partnerships.

Together, these components create a process for tracking progress toward housing targets, evaluating the effectiveness of programs and policies, identifying barriers and emerging opportunities, and ensuring that resources are directed toward actions with the greatest impact. The implementation table that follows translates the Balanced Housing Strategy into a series of actionable steps, identifying responsibilities, timeframes, performance measures, and key partnerships needed to advance Sedona's housing goals over the next ten years.

Adaptive Management Plan

Successful implementation of the Balanced Housing Strategy will require ongoing monitoring, coordination, and periodic updates as market conditions, funding availability, and community priorities evolve. An Adaptive Management Plan framework differs from a standard implementation plan in that it is not limited to assigning actions, timelines, and responsibilities; rather, it establishes a collaborative process for regularly evaluating progress, identifying what is and is not working, and adjusting priorities, programs and partnerships in response. This is particularly important for housing policy, where changing market dynamics, regulatory conditions, and funding can quickly affect the feasibility and effectiveness of an implementation action.

In practice, the implementation plan and adaptive management plan work together. Because successful housing strategy implementation depends on coordination across multiple entities, the adaptive management framework should be collaborative while still grounded in clear, Council-approved policy direction. The City should prepare an annual implementation report and, as capacity allows, convene focused meetings with partners and stakeholders to review progress and discuss barriers while collaboratively identifying new opportunities and adjusting priorities and resources as needed. Any proposed adjustments should be evaluated against the Strategy's adopted goals and targets so that changes strengthen, rather than dilute, the overall direction. These partnerships create a continuous cycle of implementation, monitoring, collaboration, and refinement that will help ensure the Balanced Housing Strategy will be flexible and responsive to available resources and opportunities.

Plan Administration and Updates

The City will establish a structured process for administering and updating the Balanced Housing Strategy for continued relevance and effectiveness. This will include conducting a comprehensive annual review of program performance, including funding utilization, project outcomes, and progress towards housing production and preservation targets. Assistance levels, incentives, and subsidy structures will be evaluated and adjusted annually to reflect changes in construction costs, land values, housing market conditions, and overall effectiveness in satisfying housing targets. The City will also coordinate regularly with, and solicit feedback from, housing partners,

including, but not limited to, developers, employers, nonprofit organizations, and regional agencies to identify funding gaps, regulatory barriers and implementation challenges. These efforts can be coordinated with the Sedona's annual budgeting and capital improvement planning processes to maintain alignment between policy priorities and staffing and funding allocations.

The Balanced Housing Strategy is intended to function as a living document and, therefore, the City should use the current annual review process as the primary mechanism for consideration of amendments to this Strategy. As a part of the annual review, staff should evaluate implementation progress, changing market conditions, emerging funding opportunities, feedback from partners, and any regulatory changes that may affect this Strategy's recommendations or effectiveness. This review should also be used to identify and confirm priority projects and actions for the coming year(s) based on current needs, readiness, upcoming grants, or available funding, partner capacity, and the potential to advance Sedona's housing goals. In this way, the annual review will serve as both a reporting tool and decision-making framework for sequencing implementation efforts and directing staff, housing partners, and financial resources toward the most timely and impactful actions.

Amendments to the Balanced Housing Strategy may be classified as either administrative amendments or major amendments. Administrative amendments would be approved by the Community Development Director and include the amendments that do not materially alter policy direction or the core implementation framework of this Strategy. These changes would be documented and reported annually. Examples of administrative amendments may include updates to data, graphics, timelines, responsible parties, funding amounts, implementation sequencing, recording of completed actions, and technical or typographical corrections.

Major amendments are those that would substantially affect this Strategy's policy direction or intended outcomes and would require additional public visibility and City Council approval. Examples of major amendments may include revisions to housing targets, substantial changes to priority actions, introduction of major new program areas, significant shifts in implementation focus, or a comprehensive update to this Strategy document. In addition to annual review, the City should conduct a broader evaluation of the Balanced Housing Strategy at the midpoint of the plan's 10-year

horizon (year five) to align with state housing reporting requirements adopted through Senate Bill 1162 (as codified in A.R.S. §9-462.10 and §9-469), and to determine whether more substantial revisions are needed to respond to changing conditions and community priorities. At the conclusion of the 10 year period, the City should prepare a new Balanced Housing Strategy that reflects current needs, updated data, and community priorities at that time.

Performance Monitoring and Indicators

Using the Adaptive Management framework, the City will track measurable indicators to evaluate the effectiveness of housing programs and policies over time. These indicators will be monitored annually, and where feasible, compared against baseline conditions established at the time of the Strategy's adoption and the Phase 1 targets for working-age households earning \$50,000 to \$200,000, working-age hospitality and service workers, housing vulnerable Sedona seniors, and working-age households with children.

Housing production indicators will include the number of new units permitted and completed each year, broken down by housing type, tenure, and where possible, affordability level. These metrics can be tracked primarily by City building permit records, issued certificates of occupancy, planning entitlements, and with supplementary benchmarking from the U.S. Census Bureau.

Housing preservation indicators should measure the number of existing year-round homes and workforce units retained through rehabilitation, affordability covenants, or measures to ensure permanent affordability. This data can be tracked through the City's housing program records, compliance monitoring files, rehabilitation program data, and periodic inventories of regulated and naturally occurring affordable housing maintained by the City or partner organizations. The City should also monitor potential housing loss, including units removed through redevelopment or short-term rentals where the data is available using sources such as demolition permits, redevelopment applications, short-term rental records.

Because Sedona is space-constrained and the Balanced Housing Strategy sets a 10-year target of 775 units, it is important to distinguish between retaining existing housing and expanding the supply of housing available to local households. Retaining existing affordable or workforce units helps prevent backward movement and

supports community stability, but it does not increase the number of homes available to locals. Actions that convert existing units from visitor or investment use to long-term housing for local workers and families, such as recapturing short-term rentals through incentive programs, should be treated as "buy-down" toward the 775-unit target because they add homes to the pool of housing available to Sedona's workforce, families, and seniors without requiring new construction.

Program utilization indicators should assess whether local housing programs and incentives are functioning as intended. The City should track, at a manageable level of detail, the number of applications submitted and completed for each major housing program (e.g., down payment assistance, home repair, energy retrofit), total dollars committed and spent, and approximate numbers of households served in each target group. To understand whether programs are helping Sedona retain and attract working-age households and families with children, the City should monitor straightforward measures such as total K-12 student enrollment, the share of Sedona's population below age 65, and basic indicators of workforce stability (for example, employer-reported difficulties filling key positions). These metrics can be maintained through internal program administration files, grant agreements, school district data, and simple employer surveys or conversations, rather than relying heavily on complex samples where margins of error may be too large for Sedona's size. These metrics can be maintained through internal program administration files, grant agreements, school district data, and annual reports from nonprofit partners.

Affordability indicators should help Sedona understand affordability pressure trends over time. The City should monitor ownership rates as well as trends of the share of households paying more than 30 percent as well as more than 50 percent of income towards housing by age, occupation, housing tenure, and household size. These indicators can be assessed comparing sector wages with prevailing rents and home prices from employment and local market data. This data should be tracked annually in compliance with the housing needs methodology in Senate Bill 1162 (now codified as A.R.S. §9-4562.10 and §9.469), and includes monitoring vacancy rates, commuting, headship rates, overcrowding, construction activity, and workforce conditions.

Development process indicators should measure whether the review processes are affecting housing delivery and are consistent with state law, if review time frames should be updated. The City should track entitlement and permit processing review times, approval rates, appeals, and the number of approved units that remain unbuilt after a defined period; these indicators can be drawn from internal permitting tracking or development review logs.

Partnership and employer engagement indicators should measure the extent to which major employers, nonprofit organizations, and regional institutions are contributing to local housing progress. Monitoring indicators may include the number of active partnerships, participation in employer-assisted housing programs, attendance and agency representation at quarterly stakeholder meetings, or referrals or placements supported by nonprofit partners. This data can be collected through reporting by stakeholders and community partners.



Housing Production

Number of units by tenure, housing type, affordability level, and geographic distribution



Housing Preservation

Number of units retained, housing loss trends



Program Utilization

Number of applications submitted and approved, total dollars committed and spent



Affordability

Ownership rates, cost burden, vacancy rates, commuting patterns, overcrowding



Development Process

Review times, approval rates, approved but unbuilt units



Partnerships

Number of partnerships, attendance at housing meetings

Annual Reporting

Collectively, these indicators should be reviewed and compiled into an annual report that allows the City and its partners to evaluate trends, identify implementation gaps, and determine when amendments or adjustments are needed. Because this housing strategy is a living document and is intended to evolve through implementation over time, a concise set of indicators is necessary for tracking progress, maintaining accountability, and keeping attention on Sedona's four Phase 1 target groups. To support transparency and public understanding, the City will maintain a Balanced Housing Strategy dashboard with a limited number of easily tracked metrics published on the City's website and updated annually.

- Total number of homes added to the local pool each year (new construction + STR recaptures counted toward the 775 unit target).
- Cumulative progress toward the 775 unit 10 year target (e.g., "X of 775 units").
- Number of households served annually in each major program (down payment assistance, home repair, energy retrofit).
- K-12 student enrollment within Sedona schools and surrounding schools that live in Sedona (as a proxy for families with children).
- Share of Sedona's population below age 65 (to track working age households).
- Number of active housing partnerships (employers, nonprofits, regional entities) participating in implementation each year.
- Number of units preserved through rehabilitation, permanent affordability, or other method (separate from new units counted toward the 775 target).
- Simple affordability pressure indicator, such as a locally tracked median rent and median sales price compared to typical wages for key workforce sectors.

Accountability and Partnership Participation

Effective implementation of the Balanced Housing Strategy will depend on ongoing coordination and shared accountability across public, private, and nonprofit partners. The City will clearly define roles and responsibilities for all stakeholders involved in housing initiatives so expectations are understood and efforts are efficient and aligned. Ongoing collaboration with regional entities and neighboring jurisdictions will further support alignment of housing initiatives and allow the City to leverage shared resources and expertise. To maintain transparency and build public trust, the City will provide regular updates on housing progress through annual reporting on key metrics and outcomes. These regular updates will include an accountability dashboard published on the City's website and presented annually to key partners to highlight progress, challenges, and upcoming priorities.

IMPLEMENTATION TABLE



Action/Policy

A concise description of the specific action, program, policy change, or initiative to be taken.

Responsibility

- **Lead/Owner** is the department, position, or body responsible for initiating, coordinating, and seeing the completion of the action through. The Lead/Owner may either act directly or through a designee, but is ultimately responsible for progress and reporting.
- **Supporting Partners** are the internal and external partners that will support implementation. These partners may include other City departments, nonprofit organizations, regional agencies, community groups, employers, developers, advocacy groups, or others. These entities are not responsible for delivery but are important contributors to successful implementation.



Timeframe

The anticipated window for initiating and substantially advancing the action, using the following standard categories for phasing and prioritization.

- Immediate (During Year 1) ●
- Short-Term (Years 1-3) ●●
- Mid-Term (Years 3-5) ●●●
- Long-Term (Years 5-10) ●●●●
- Ongoing ●→



Cost

A high-level indication of the relative resource intensity of the action.

- **\$** - Minimal cost; can be completed in-house with existing staff and operating budget.
- **\$\$** - Low to moderate cost; may require some additional staff time, minor operating funds, or small one-time expenditures, but are generally manageable within existing resources and existing departmental budgets.
- **\$\$\$** - Moderate to high cost; likely requires a defined budget allocation, grant funds, or reprogramming of existing resources, and may involve some outside support or technical assistance.
- **\$\$\$\$** - High cost; a major investment that requires significant new funding or a dedicated budget line item, and will typically involve consultant support, major capital or program investments, or multi-year financial commitments.



Performance Measures

Specific indicators that will be used to track whether the action is being implemented and achieving its intended outcomes. These should be as measurable as possible and align with the broader monitoring framework in the Adaptive Management Framework.



Barriers/Dependencies

Known or anticipated constraints that could affect implementation. This field helps staff and decision makers understand risk and sequencing needs when setting annual priorities.

Action/Policy	Responsibility	Timeframe	Cost	Performance Measures	Barriers/Dependencies
Improve Administrative Tools and the Customer Experience					
1.1: Adopt a Community Priority and Investment Policy.	Lead/Owner: ComDev Director Supporting Partners: City Council; City Departments	Immediate 6 Months	\$	Policy proposed and adopted by Council.	Council alignment; reconciling priorities across departments; staff capacity.
1.2: Establish an Evaluation Guide.	Lead/Owner: ComDev Director Supporting Partners: City Council; City Departments	Immediate 8 Months	\$	Evaluation Guide prepared and adopted as part of the Public Investment Program.	Gift Clause review; consistency with LDC updates and other guiding documents.
1.3: Develop the Sedona Public Investment Program (PIP) document.	Lead/Owner: ComDev Director Supporting Partner: City Council; City Departments	Short Term 12–14 Months	\$	PIP created and adopted by City Council, ; number of Community Benefit Agreements executed; units delivered through the program.	Funding limits; contractor capacity; administrative capacity
2.1: Critique and Improve Development Processes.	Lead/Owner: Asst. ComDev Director Supporting Partners: Community Development Department staff	Immediate 10–12 Months	\$	Assessment complete with an implementation program; Improved customer experience and other KPIs	Staff “buy-in” and active participation; active participation/input from users

Action/Policy	Responsibility	Timeframe	Cost	Performance Measures	Barriers/Dependencies
2.2: Develop education materials to assist with applications and understanding of codes.	Lead/Owner: Asst. ComDev Director Supporting Partners: Community Development Department; Communications	Short-Term Phased 14-24 Months ●●	\$\$	Materials completed; Improved Customer Experience and other KPIs	Staff “buy-in” and active participation; staff capacity; use of education materials by community
3.1: Establish a means or tool for successfully measuring customer satisfaction and feedback.	Lead/Owner: Communications team Supporting Partners: Community Development Department; Communications team	Immediate 10-12 Months ●	\$\$	Tool researched and implemented; feedback measured as both a baseline and at regular intervals	Research of effective methods of feedback; cost; customer awareness and participation
3.2: Create a performance dashboard that highlights major department performance measures.	Lead/Owner: Communications team/ ComDev Analyst Supporting Partners: Community Development Department; Communications team	Immediate 10-12 Months ●●	\$	Dashboard implemented; Customer Experience feedback	Establishing appropriate/limited, “public-facing” list of measures for dashboard
3.3: Institute a Service Excellence Program.	Lead/Owner: Community Development Director Supporting Partners: Community Development Department	Short-Term 18 Months ●●	\$\$	Program researched and implemented; staff feedback; Customer Experience feedback	Staff “buy-in” and active participation/use of training

Action/Policy	Responsibility	Timeframe	Cost	Performance Measures	Barriers/Dependencies
Update Development Standards and Requirements					
4.1: Update Table 3.1 (Table of Allowed Uses) to allow additional housing types.	Lead/Owner: ComDev Director/Planning Manager Supporting Partner: Consultant team	Short Term 14-16 Months ●●	\$\$	LDC updates adopted; number of additional housing types allowed by-right or administratively.	Public concerns about impacts of amendments
4.2: Add missing middle, small-scale, and mixed-use housing standards to the LDC.	Lead/Owner: ComDev Director/Planning Manager Supporting Partner: Consultant team	Short Term 14-16 Months ●●	\$\$	LDC updates adopted; number of additional housing types allowed by-right or administratively.	Public concerns about impacts of amendments
4.3: Update parking regulations where possible and appropriate	Lead/Owner: ComDev Director/Planning Manager Supporting Partner: Consultant team	Short Term 14-16 Months ●●	\$\$	LDC updates adopted; number of additional housing types allowed by-right or administratively.	Public concerns about impacts of amendments
4.4: Update the LDC's dimensional standards	Lead/Owner: ComDev Director/Planning Manager Supporting Partner: Consultant team	Short Term 14-16 Months ●●	\$\$	LDC updates adopted; number of additional housing types allowed by-right or administratively.	Public concerns about impacts of amendments
4.5: Add flexibility for ADU construction and lot splits in appropriate circumstances.	Lead/Owner: ComDev Director/Planning Manager Supporting Partner: Consultant team	Short Term 14-16 Months ●●	\$\$	LDC updates adopted; number of additional housing types allowed by-right or administratively.	Public concerns about impacts of amendments

Action/Policy	Responsibility	Timeframe	Cost	Performance Measures	Barriers/Dependencies
4.6: Consider form-based regulations if appropriate in specific areas of the city.	Lead/Owner: ComDev Director/Planning Manager Supporting Partner: Consultant team	Short Term 14-16 Months ●●	\$ \$	LDC updates adopted; number of additional housing types allowed by-right or administratively.	Public concerns about impacts of amendments
4.7: Update other City and agency regulations.	Lead/Owner: Building Safety Department Supporting Partners: Sedona Fire District; Community Development Manager	Mid-Term ●●●	\$ \$	Code amendments adopted; number of detached ADU/tiny home proposals supported	Life-safety concerns; Fire District coordination; wildfire risk review
Preserve Existing Housing for Long-term Residents					
5.1: Consolidate current down payment assistance programs that offer Verde Valley homeownership	Lead/Owner: ComDev Analyst Supporting Partner: Housing Solutions of Northern Arizona	Short-Term 12-24 Months ●●	\$ \$	Number of households assisted; share of recipients purchasing in Sedona or elsewhere in the Verde Valley	Market pricing; lender/realtor participation; funding availability
5.2: Establish a new down payment assistance program designed to promote permanent affordable housing within Sedona city limits.	Lead/Owners: ComDev Analyst/Housing Implementation Specialist Supporting Partners: City Council; Administrative partner/land trust	Short/Mid-Term 18-30 Months ●●●	\$ \$ \$ \$	Agreements and funding in place and program implemented. Number of permanently affordable homes	Housing fund availability; partner agreement; lender/realtor participation

Action/Policy	Responsibility	Timeframe	Cost	Performance Measures	Barriers/Dependencies
5.3: Create the Sedona Housing Renewal Initiative.	Lead/Owner: ComDev Analyst Supporting Partners: City Departments; NACOG; Habitat for Humanity; Housing Solutions of Northern Arizona	Mid-Term ●●●	\$\$\$	Initiative launched with single intake process; number of homes repaired/retrofitted/replaced.	Funding limits/ Housing Fund availability; establishing administrative and implementation partners; contractor capacity.
5.4: Eliminate the Rent Local and Deed Restriction Programs.	Lead/Owner: ComDev Analyst Supporting Partners: Community Development Director; City Attorney	Immediate 6 Months ●	\$	Programs eliminated.	Program closure with remaining participants.
6.1: Assist employers and developers to expand housing opportunities for Sedona's workforce	Lead/Owner: Chamber or individual employers Supporting Partners: Housing Implementation Specialist/ComDev Analyst	Mid-Term ●●●	\$	Research and support provided to Lead/Owner as needed.	Data gaps; employer or Chamber interest to be Lead/Owner
7.1: Strategically assist in acquisition of small apartment buildings, duplexes, single-family homes, and scattered-site units.	Lead/ Owner: Housing Implementation Specialist/ComDev Analyst Supporting Partners: City Council; nonprofit or developer partner	Short-Term ●●	\$\$\$	Funding source established; units acquired/preserved; affordability terms secured.	Housing fund availability; nonprofit partner interest; small scale developer interest

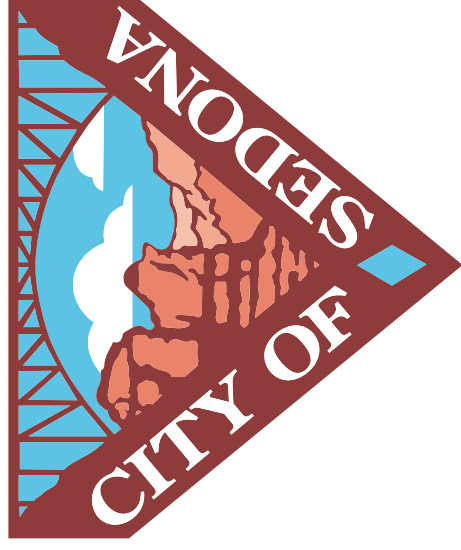
Action/Policy	Responsibility	Timeframe	Cost	Performance Measures	Barriers/Dependencies
8.1: Expand awareness of Sedona's housing resources.	Lead/ Owner: Housing Implementation Specialist/ComDev Analyst Supporting Partners: Communications team	Mid-Term ●●●	\$	Materials created and website updated.	Partner interest and use of information/programs
Facilitate New Development and Redevelopment					
9.1: Support ADU construction under appropriate circumstances as a long term rental option.	Lead/Owner: Housing Implementation Specialist Supporting Partner: Administrative partner	Short-Term ●●	\$\$\$	Number of ADUs supported/constructed as long term rentals.	Funding availability; construction costs; homeowner interest.
9.1: Support small-scale, neighborhood compatible housing options as either long term rental or homeownership opportunities in existing neighborhoods or on small, vacant sites.	Lead/Owner: Housing Implementation Specialist Supporting Partner: Administrative partner	Short-Term ●●	\$\$	Number of small-scale units supported/constructed as long term rentals and as ownership units.	Funding availability; construction costs; homeowner interest.
10.1: Partner to construct housing on 2411 W. State Route 89a and 220 Sunset Drive properties.	Lead/Owner: ComDev Director/ComDev Analyst Supporting Partner: City Council; development/nonprofit partners	Immediate for RFP 3 Months Short/Mid Term for Completion	\$\$\$	Entitlements/financing secured for each site; construction started/completed; number and affordability level of units delivered on each parcel.	Site infrastructure/topography constraints; financing structure; partner selection; community input.

Action/Policy	Responsibility	Timeframe	Cost	Performance Measures	Barriers/Dependencies
10.2: Utilize other City-owned land for new housing where appropriate.	Lead/Owner: Housing Implementation Specialist/ComDev Analyst Supporting Partner: City Council; development/nonprofit partners	Mid-Term ● ● ●	\$\$	Entitlements/financing secured for each site; construction started/completed; number and affordability level of units delivered on each parcel.	Site infrastructure/topography constraints; zoning amendments; partner selection.
10.3: Pursue and strategically acquire property for infill housing or other housing development.	Lead/Owner: Housing Implementation Specialist/ComDev Analyst Supporting Partner: City Council; development/nonprofit partners	Mid-Term ● ● ●	\$\$\$	Parcels acquired; units preserved or created; affordability term secured.	Fund availability; competition from investors; negotiation timing.
11.1: Support private sector, institutional or nonprofit partners in construction of residential development that meets gaps and targets.	Lead/Owner: Housing Implementation Specialist Supporting Partner: Administrative/lending partner; private/nonprofit/institutional developer	Short-Term for funding Mid-Term for development ● ● ●	\$\$\$	Development agreements reached; terms; lending provided (if warranted); units created.	Fund availability; partner interest and coordination.
12.1: Enable mixed-use development along commercial corridors.	Lead/Owner: Community Development Director Supporting Partner: Administrative/lending partner; owner/developer	Mid-Term ● ● ●	\$\$\$	Development agreements reached; terms; lending provided (if warranted); units created.	Fund availability; partner interest and coordination.

Action/Policy	Responsibility	Timeframe	Cost	Performance Measures	Barriers/Dependencies
13.1: Complete Community Focus Area studies for West Sedona, The Dells, and for the area from Uptown to Hillside to help meet current and future gaps.	Lead/Owner: Community Development Director Supporting Partner: ComDev Department; general public	Short-Term for Uptown/Arts Long Term for others ●●●	\$ \$	CFA study adopted; infrastructure/other improvements framework established; housing mix defined; implementation-ready phases identified.	Infrastructure costs; partner alignment; sequencing with annexation and entitlements.
Pursue innovative financing and funding strategies					
14.1: Use City Housing Fund resources to advance top-priority actions, subject to legal review, and clear funding guidelines.	Lead/Owner: Housing Implementation Specialist Supporting Partners: ComDev Director; City Council	Immediate 10-12 Months ●	\$ \$ \$ \$	Funding guidelines adopted; dollars deployed to top-priority actions; compliance confirmed through legal review.	Gift Clause compliance; competing funding priorities; staff/legal capacity.
14.2: Create a funding stream such as a revolving loan fund to make gap financing available to eligible projects.	Lead/Owner: Housing Implementation Specialist Supporting Partners: ComDev Director; City Council; administrative partner/lender	Short-Term ●●	\$ \$ \$ \$	Funding streams established; projects funded; units created	Housing fund availability; administrative/lender agreement
15.1: Pursue funding opportunities available throughout the Arizona State Housing State Housing Trust Fund and Arizona Department of Housing when appropriate.	Lead/Owner: ComDev Director/ComDev Analyst Supporting Partners: City Council; nonprofit or development partners	Ongoing ●➔	\$	Applications submitted; awards received; amount leveraged into local projects; units preserved created.	Eligibility limits; match requirements; application deadlines; staff and partner capacity; federal/state cycles; project readiness.

Action/Policy	Responsibility	Timeframe	Cost	Performance Measures	Barriers/Dependencies
15.2: Use City resources to leverage other public, nonprofit, and private project/program financing.	Lead/Owner: ComDev Director/ComDev Analyst Supporting Partners: City Council; nonprofit or development partners	Ongoing ●→	\$	Amount of outside funding leveraged per local dollar; housing units produced/preserved through leveraged funds.	Partner capacity; grant competitiveness; timing/coordination of funding cycles and infrastructure projects.
Support Housing Stability Through Quality-of-Life Improvements					
16.1: Integrate childcare access into workforce retention efforts.	Lead/Owner: Economic Development Lead Supporting Partners: ComDev Department; childcare providers	Long-Term ●●●●	\$	Employer-supported childcare pilots launched; shared-service models piloted.	Provider shortages; staffing; cost of childcare operations.
17.1: Formalize regional housing coordination.	Lead/Owner: ComDev Director/ComDev Analyst Supporting Partner: Verde Valley partners	Ongoing ●→	\$	Pre-approved housing library updated and maintained; new regional programs established	Multi-jurisdiction alignment; staffing; differing priorities
18.1: Link housing stability to local job opportunities and business conditions.	Lead/Owner: Economic Development Supporting Partners: ComDev Director; City Council; general public/business community	Long-Term ●●●●	\$	Strategy adopted; priority sectors/businesses identified; job growth tracked alongside housing and commuting indicators.	Alignment with community character goals; business recruitment capacity; coordination across departments.

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Developed by the City of Sedona in collaboration with Logan Simpson



L O G A N S I M P S O N

COMMENTS ON BALANCED HOUSING STRATEGY		
#	User name	Comment
		Staff Response
1	Susan Gormey	The statement makes no sense that the housing market does not work for people who live here. A housing market is for people who are thinking of buying and living here. Please don't generalize when you don't know the facts.
2	Sean	Commuting needs to take a back seat to the need for workers to be invested in the community, and for a greater socioeconomic range of residents to attract cultural and economic (most importantly healthcare) elements.
3	Sean	Keep going here. Why should residents care if workers live elsewhere? I've seen dozens and dozens of messages on social media like: "I never got to live where I worked!"; or "let them commute, gas prices aren't onerous". Need to respond to these statements head on. There is no point in continuing the discussion if a majority of residents don't see the value in having *at least some* workers living here having a vested interest in the community. Make the point that the percentage of multi-family housing here is way below the national average and that there isn't anything characteristic about Sedona that merits keeping the percentage as low as it is.
4	Susan Gormey	False. Commuting workers do not contribute to the local economy. The commute here then go home(per people I know from other areas). Lunch is too expensive here, fuel is too expensive as well as general shopping.
5	Rich Gay	Many, many locations in our country and globally have workers who commute into a town or city. This is normal, and not a crisis needing our city government to engage, subsidize, or otherwise be involved.
6	Susan Gormey	I would highly suggest that this project/document be renamed. Looks like a very socialist type of project from its name. "Balanced Housing". Please don't turn Sedona into a giant commune, or take property away from owners for the sake of building slums.
7	Tim Pery	What garbage. Stop talking about the landscape. It's not magic. Also, this passage is sheer whitewashing of the real situation. Sedona was a productive arts and agriculture community for decades where people did real work. Those elements are Sedona's identity and we have to get back to them. Retirement, investment, or tourism work are terrible reasons for anyone to come to Sedona.
8	Tim Pery	A community means people who live together, work together, and share values. Neither people who live in Sedona and do not contribute as workers or volunteers or people who live outside Sedona and commute in to work can be functionally defined as members of the Sedona community, and this point needs to be made extremely clear.
		Pages 5 & 6 have been rewritten to reflect this and other comments.
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		Point taken. The name is not proposed to be changed; however, text has been amended throughout the document, including recommendations to make the intent more clear and to make clear that the very large majority of recommendations are aimed toward ways to motivate the market.
		Noted
		Pages 5 & 6 have been rewritten to reflect this and other comments.

9	Tim Perry	The dishonesty here is real. Go on, say what actually needs to be said. To get Sedona's demographics back to a median age of 37, like the rest of the country, is going to require about 3,000 seniors to pack up and leave. That's going to put about 1,500 homes back on the market, solving the housing problem, to say nothing of new construction. Under no circumstances would it be sane to consider that Sedona will permanently have a disproportionate number of old, nonworking individuals occupying space that could be occupied by young, productive families. That is the very definition of an unhealthy and distorted community.	Noted
10	Sean	Need to describe how stability is threatened. Put some meat on that bone. What does unstable mean, and what are the impacts?	Pages 5 & 6 have been rewritten to reflect this and other comments.
11	Susan Gorney	Sedona is not going to die because there are less school children(to support the mediocre schools) or young people. Fairly well off retirees or older people still working contribute an amazing amount of relative revenue(let's discount the hordes of tourists) through local shopping, restaurants(we eat breakfast out 5 times a week and dinner at least twice) as well as all the very high sales tax we contribute via online sales or in person. As our lives come to a close (Tony A. has a thumbs up here)others move in to our homes and the process continues. Add to that the constant swarms of tourists spending thousands on trinkets, dinner and hotels/stls.	Noted
12	Sean	economic leakage - Add a parenthesis defining this. Not a standard term. I take this to mean shopping elsewhere. There really isn't any issue with leakage unless you mean to maximize tax revenue (1/3 coming from sales/TPT by residents). Residents don't care about maximizing the city coffers- we get enough from tourists, pensions are fully funded, and we have massive reserves.	Pages 5 & 6 have been rewritten to reflect this and other comments. Language has been rewritten to remove discussion of leakage but to simply clarify the intent.
13	Sean	Good place to put stat about percentage of multi-family	This has been included.
14	Tim Perry	And still no mention of the fact that half the drop in school enrollment is not families fleeing Sedona, but families fleeing the horrible Sedona school system for private school and homeschooling.	Noted
15	Tim Perry	By "intentional housing," which is just new age liberal jargon anyway, you mean housing that fits the intentions of the small group of elites running this town, which is to transform it into an even more unequal and discriminatory place.	Noted
16	Sean	Too vague: "retaining families", "creating opportunities", "protecting the community" Why is pushing younger families out bad? Many I've talked to feel it's a foregone conclusion that families are lost, and that efforts required would not justify the cost (\$, standard of living). There is a definite feeling that this area is subject to supply and demand and the demand by those that were successful enough in life just is what it is and there's no sense in fighting that. I don't agree but that's the mentality that has to be spoken to here- need to present the deleterious effects of homogeneity in a more stark fashion or you're going to lose a pretty big contingent of residents because you haven't established well enough the need for attainable housing.	Pages 5 & 6 have been rewritten to reflect this and other comments.
17	Tim Perry	"Diverse housing options" is code for diluting single-family homes and property ownership with apartments. The trouble with this proposal, apart from its many inherent flaws, is that it in no way reflects public desire. Nearly 90 percent of Americans want to own a freestanding home, not live in a rental unit. City staff's obsession with filling Sedona with what they call "diverse housing types," meaning things other than creative standalone homes, is in complete opposition to what the vast majority of residents and citizens want. It's blatantly anti-democratic and another instance of staff's eager practice of Leninist central planning.	Noted. Targets state that more than half of homes be owner occupied. Recommendations have been amended to further clarify this.

18	Tim Perry	Accuracy requires that the document disclose that most of the participants were allies of city council and staff and inappropriately included council members, so the process was foredoomed to produce nothing but a pile of bull that amplified decisions council and staff had already made behind closed doors.	Noted. Public participation spanned a wide range of participants, from those in support of housing initiatives to those who are not.
19	Rich Gay	The April open house should be considered unsuccessful. Very few people came, and those of us who did attend found it to be unhelpful.	Noted. The third open house was added to provide additional opportunity for input.
20	Tim Perry	At no time was there ever a stakeholder group made up of under-30 Sedona residents. Nor was there ever a group for those in the arts community. Nor was there ever a group of construction workers. Instead, the groups were simply composed of the same old wealthy elitists who have every interest in building a more unequal Sedona in which more workers depend on them and more individuals are deprived of their rights.	Noted
21	Susan Gorney	Thank you! I'd like to age in place.	Noted - (and we would too!)
22	Tim Perry	Amazing what nonsensical jargon you guys generated! You managed to strip out all the demands for more home ownership, for smaller and less wasteful homes, and massive code reform in favor of these vague, meaningless objectives that you'll never even pretend to implement.	Noted. Targets state that more than half of homes be owner occupied. Recommendations have been amended to further clarify this.
23	Rich Gay	Some present also suggested no housing strategy is needed. Presenting the feedback without also noting that there is significant opposition in the community to the proposed strategy is problematic, to say the least. Some opposition is to parts, some is the entirety. The foundational premise that there is a critical need is also challenged by many residents, but completely unaddressed in this document. The premise that commuting to work in Sedona is a problem to be solved is also widely disputed in the community, and not addressed in this document.	Noted. The acknowledgement of opposition is noted in the "Community Feedback" section of the, Phase 1, Understanding and Analysis Report (pages 62 - 63)
24	Rich Gay	The Sedona Community Plan is a city council/city staff document, and not approved by residents.	Noted
25	Rich Gay	The community plan has not been voted on or in any way approved by residents, but presented here as a fait accompli.	Noted. Sedona completed the Community Plan in accordance with state law (as a point of trivia Arizona is the only state that requires a vote for their long range plan if certain conditions apply).
26	Tim Perry	The Sedona Community Plan is the result of a rigged process that produced a document that embodies city staff's priorities, not the public. "Variation in housing types" is code for forcing workers into monolithic apartment builders and permanent dependency.	Noted
27	Tim Perry	Community values did not shape this strategy. City staff merely revamped documents they had already prepared and then conducted ineffective meetings for show attended largely by the gang of known city bootlickers to appear to put a stamp of approval on what staff had already decided. In particular, the values of the people who actually work in the community were ignored, since almost none of them were able to attend the meetings purposefully scheduled during the work week.	Noted
28	Tim Perry	Excuses. For those of us who do, you've created, through government interference in the market via codes and regulations, a situation in which it is artificially impossible for most of those who want to live in Sedona to do so. It has nothing to do with external demographics. It's the city's fault.	Noted
29	Tim Perry	Sedona needs to stop being a retirement and tourism community and pivot back to being an arts and agriculture community in which the vast majority of the population is productive and independent, and housing strategy assumptions must facilitate that, prioritizing home ownership, freestanding single-family homes, and access to sufficient land for each resident to produce some or all of their own calories.	Noted

30	Tim Perry	More city interference in the private market, in other words. More trying to use coercive government as a substitute for individuals' and families' ethical responsibilities. Reminds me of the time Linda Martinez, the city's primary housing shill, stood up at a meeting and lamented how one of her relatives was struggling to find housing--without mentioning that she, in her retired comfort with resources available to her, had refused to share any of those resources, hence leading to the struggle. The shamelessness of advocating for the government to do something you're unwilling to do yourself is despicable--and that really is one of the key threads behind this so-called housing strategy: It's an excuse to try to substitute government for individual initiative and moral responsibility.	Noted
31	Tim Perry	False. Once the 3,000 retirees who are doing nothing but waiting to die while they waste our community's space and resources leave, and once the building and land codes are repealed to allow new construction of possibly thousands of homes on hundreds of acres of available land, there will be plenty of room for all the workers who want to live in Sedona.	Noted
32	Tim Perry	This is sheer fatalism. There's no reason for opportunities in Sedona to be limited to tourism--except that council and staff are using oppressive codes and regulation in an attempt to drive businesses other than tourism out of Sedona, especially arts-related businesses, in their push to turn this into a pure retirement community.	Noted
33	Susan Gorney	These are good and valid assumptions. The document needs to stay on track and honor these.	Noted
34	Susan Gorney	Which will be naturally replaced and the City will continue just fine.	Noted
35	Rich Gay	Many residents do not consider inbound commuting to be a problem needing a solution.	Noted. Initial statements (in the introduction) have been amended to address this and additional statistics on commuter friends have been added to the Phase 1, Understanding and Analysis document to reinforce why this is important. Note too that the target reduction in commuters is limited, but it can have a large impact on community composition. Even with the proposed targets the large majority of employees will still be commuters.
35	Sean	Second this. Can count the number of times on social media someone has said "let them commute! I did for decades and never lived where I worked!"	Noted
36	Tim Perry	Not that it's any of the city's business, but getting back to being a small, rural community means eliminating this commuting thing entirely. You live where you work, you work where you live, your allegiances are in the same place. That's what makes for community spirit. Someone who works in Sedona and sleeps in Cottonwood likely doesn't feel real allegiance towards and isn't a part of either community. Commuting any distance is also a modernist invention dating from the late 19th century for the most part and should be rejected as a wasteful and unnecessary addition to the human experience tied up with industrialization and the strange elitist schemes of Robert Moses.	Noted
37	Sean	Need to state what are the benefits of a balanced multi-generational community- for those who fear what seeking balance requires.	Noted and included.

38	Rich Gay	"workers exceed total population" — what data supports this assertion?	"Population in Perspective" table on p. 9 of the Phase 1, Understanding and Analysis report.
38	Sean	Citing a reference would be good here and the other place above where you mention this stat.	See previous comment.
39	Susan Gorney	How can the population remain stable if you keep building large apartment complexes to stuff in workers? Yes, if the rate of STR keeps going up the population will decline but a huge influx of low wage, pay check to paycheck workers will not properly sustain the city.	Noted. Please note both the targets and recommendations. Incomes of working age households needed in Sedona go up to 200% of the median income - but that is often still not enough to afford to buy a home in Sedona. Recommendations are designed to promote lower scale products from ADUs to townhomes, duplexes and triplexes.
39	Sean	Target the national average percentage of bedrooms of multi-family.	Noted. This and national averages of land uses are very common requests but not ever recommended. In this case, "every city is unique" really does apply. Interestingly, in analysis of availability of homes for rent or own, it is the number of affordable ownership opportunities that shows a higher shortage. Both, however, remain essential.
40	Rich Gay	"surplus of seniors" — this is patently offensive. Worse though is that these are comparisons to Yavapai County and the State of Arizona. Why should Sedona be compared to these? What is the logic?	Noted and revised.
41	Sean	Need to sell people on why this matters. Cite some sociological studies that says when the x gets down to y percent then z happens.	Noted. This is described in greater detail in the Phase 1, Understanding & Analysis report.
42	Sean	The implicit statement by many that post on social media is- Why is social heterogeneity required	Noted. We've attempted to describe this in greater detail in the Phase 1, Understanding & Analysis report.
43	Tim Perry	Housing dominated by single-family homes isn't a lack of housing diversity or a problem, it's the natural, democratic, diverse choice. It's a crock of progressive, neoliberal lies that owning your own home is somehow a less "diverse" form of housing. In reality, it's apartments that are soulless and formulaic, while single-family homes offer immense diversity in design, land--and most of all, the ability to reshape your property to be even more innovative and outstanding, something impossible in apartments. Apartments are not diverse; they're prisons. Also, our housing stock is dominated by single-family homes because that's what Americans want. 88 percent want to own their own home. Only 8 percent want to live in an apartment. Based on that demographic fact, apartments should play no role in Sedona's housing strategy.	Noted

44	Sean	These are frightening conditions- to spend that much on housing. But the retort is always: Let them live elsewhere. The case you're making implicitly is that bad things result from workers not being invested in the community and having only retired wealthy residents living off investments with paid-off houses. Unless we can connect the dots to a bad way of living here without these housing burdened people, you'll be continually be fighting those who haven't been sold on the value proposition of socioeconomic diversity.	Noted. We have made some minor adjustments to the Phase 1, Understanding & Analysis document to further clarify both what we face and why it matters.
44	Rich Gay	Sean it's a bogus metric. Seniors have a strategy regarding mortgage, investment, and tax. Including this meaningless metric here is incredibly dumb.	Noted and included, but we also have to recognize that our senior community is comprised of a number of different households that arrived here under equally different circumstances. We've made adjustments to better describe this in our description of "housing vulnerable" seniors (instead of the previously discussed "cost-burdened seniors").
45	Rich Gay	This is not a reliable metric. I will use myself to illustrate why. My wife and I are retired. My wife receives a pension from the State of California, I have no pension. We have made a financial decision to not pay off our mortgage, although we could, as a financial strategy — we can earn money investing the funds and paying the mortgage interest, as well as receive the mortgage interest tax deduction. Yet, by this City's metric, we are included in the cost burdened category of spending more than 30 percent of our income on housing. And we are not burdened, we have investments which secure our retirement. But here is are in a retirement community populated by relatively affluent individuals and couples — many of whom have the same financial strategy that I describe regarding mortgage, taxes, and investment. This metric is meaningless in Sedona, and should not be included in this document or any planning. I've spoken about this to Tony previously and I'm surprised to find this metric and assertion still present.	Noted - further research was done and the strategy has been revised to include this to the best of our ability.
46	Tim Perry	Still the attempt to demonize STRs. Change this. It's not STRs, it's SECOND HOMES. Almost all STRs are second homes; almost none are investment/corporate properties. The people like Brian Fultz who think they can buy a home here and let it sit empty apart from occasional renters for 16 years while they wait to retire are the problem. The second homeowners are the problem here. Second homeowners cause STRs.	Noted
47	Sean	Cynical view. So what if even half of houses are for lodging? The impacts on the community have thus far not been enumerated, and those that have don't seem to move the needle in people's minds into the need for action. The impact is too nebulous. There just aren't stories out that that paint a picture of doom or really of even slight inconvenience.	Noted. This is an interesting question and is further complicated by the fact that "sense of community" is often best described circumstantially. Sedona is not in danger of economic collapse, but it is regularly departing from aspects of community that have been described as important. Many of the statistics are intended to quantify why that is happening and why those trends matter.

48	Sean	Most people did their upward mobility and feel they deserve to be here because they could outbid others for housing. Then they want to shut the door behind themselves. What is the detriment of not supporting upward mobility? I just never hear about what exactly this demographic is sustaining? If people stop being willing to commute the labor rate keeps going up to a level that entices workers to commute. That translates to higher costs for goods and services that can likely be procured in nearby towns or online. So what is lost exactly? That needs to be more clearly elucidated.	Noted. We've attempted to describe this in greater detail in the Phase 1, Understanding & Analysis report.
49	Sean	Are we at risk of something catastrophic happening if we don't provide an attainable housing product for these folks? Are they going to revolt and not take jobs here anymore? We can never get all that work here and want to live here a product they can afford. What percentage of these groups does this plan hope to provide for, and how do you defend that percentage as moving the needle towards staving off bad outcomes (and what are those feared outcomes again?)	Noted. We've attempted to describe this in greater detail in the Phase 1, Understanding & Analysis report.
50	Sean	Why is it essential to maintain balances in these categories? I feel strongly they matter, but the why they matter keeps not being presented (over the years) so you're just not bringing enough along with you.	Noted and revised accordingly.
51	Sean	Reason they are critical?	Noted. This is described in greater detail in the Phase 1, Understanding & Analysis report.

		the number of raises/raises and inappropriate priority signals crammed into this paragraph is hard to break down, but I'll give it a shot. Earning \$50K to \$200K? That's a luxury bracket. Where is the very specific, #1 priority of ensuring that a Sedona worker making minimum wage--\$31,512--can support a spouse and child on the basis of home ownership? That is the goal around which any housing plan must be built: restoration of the single-income, single-family home model. Setting the floor of the only specific salary range in here at \$50K says the city council and staff aren't even interested in the normal workers who make much less than that. This is an anti-work, anti-blue collar, anti-minimalism strategy, not a housing strategy for young workers. The only people in Sedona who are going to fall into this price bracket, other than the retirees, are going to be people employed doing a non-work job for some organization or institution--such as the city of Sedona itself, conveniently--or remote work supplies. That's who council and staff have designed this strategy and this priority point in part to appeal to. They want to replace people who can do real jobs with people who sit in air-conditioned condos all day doing nothing on computers. And that brings us to this notion of essential workers. Who are the real essential workers? They're the ones who do the jobs without which human beings organized into communities could not exist. The essential workers are hunters, farmers, artisans, and craftsmen. "Skilled workers," meaning professional service workers in bureaucracy--speak, are completely inessential workers who do no actual work and are extraneous to the normative functioning of a society. This plan continues to push the lie that "teachers, nurses, first responders," are the most essential workers to attract to Sedona. By making this claim, the psychopaths--individuals who seek dominance through aggression, hierarchy, and lack of empathy--who drew up this plan are declaring their intention to attempt to attract still more psychopaths to Sedona to continue to erode our freedom and our quality of life. Teachers, so-called--to abuse kids in the state indoctrination system and train them to be wage slaves while suppressing their cognition? Nurses and doctors--to torture people in those prisons called hospitals and provide them with false medical information while sadistically exploiting them for their pleasure and financial benefit? First responders--meaning cops to beat up residents on the street and keep extracting the taxes and firefighters to impose groundless fire regulations that keep us from building housing? These specializations of violence and abuse are supposed to be essential to a functioning community? Only in the minds of those who want to make Sedona into a place where they can violently impose their will. This is great. A clear reason stated: workforce retention. Now finish connecting the dots. How would the average resident be affected if the business community shrinks to a level supported by workers that can afford to live here + those willing to commute here?	
52	Tim Perry	Noted	
53	Sean	Noted and included.	
54	Susan Gorney	Noted and amended to better reflect the intent of the Strategy	

55	Tim Perry	The solution to cost-burdened seniors has nothing to do with the city. It has to do with rebuilding an ethical society in which the extended family is the norm, younger generations personally care for the elderly in the same household, and no person would ever be so evil to think of pushing their relatives off into an "assisted living" prison or leaving them to struggle on their own. Aside from questions of family demographics and proper moral behavior, there is, again, no reason to try to maintain a population of nonproductive seniors in Sedona at an abnormally high level. If they don't move and make room, there simply won't be room for young people to come here. When resources are finite and currently consumed by one dominant use, that use must change in order to make other uses possible. Since the city loves blowing so many of our tax dollars on advertising, perhaps the city should start advertising to attract young people to Sedona and to discourage old people from coming here.	Noted	
56	Rich Gay	See my comment on the previous slide — this is a meaningless metric, due to investment and tax strategy.	Noted and revised to better represent the community and issue.	
57	Sean	Need to speak to the sentiment that doesn't care about displacement and don't see how the burdens would ever rise to a level they would start caring about.	Noted	
58	Tim Perry	Number one, the demographics of Sedona are none of the city's business. This isn't the Soviet Union where we get central planning--yet. Incidentally, did you know which country was the first in history to impose a national building code? The USSR. Number two, the goal for those of us in the community should be to get this number to 80 percent, not 60 percent, if we want a healthy and sustaining community.	Noted	
59	Tim Perry	This statement is a slap in the face to every working Sedonian and reminds us once again that council and staff's priorities are not ours. 88 percent of Americans want to own a home, not rent; only 8 percent want to live in an apartment. This goal of a mere half ownership sends us a clear signal that council and staff want to keep as much of the working population vulnerable and dependent as possible--and ideally, if housed in units that the city owns and for which it makes the rules, controlled according to the city's political ideology. Home ownership is the goal and the standard in the rural West. Rental is not. Remove and replace.	Noted	

60	Tim Perry	The 600-unit number is derived, as we have been told, based on this goal of increasing Sedona school enrollment by 50 percent. That goal is entirely inappropriate and morally bankrupt. The Sedona public school system, like all public school systems, is a state indoctrination system designed to suppress children's creativity and cognition while impressing upon them the holy trinity of modern American civil religion: worship of the government, obedience to authority, and acceptance of a life of wage slavery in humble servitude to a "professional" elite. SOCSD is nothing but a child abuse system and it is entirely inappropriate to propose that its continued existence should be encouraged. If the city genuinely wants to attract young working families back to Sedona, it needs to do two things: Repeal its elitist building and land codes to give them a chance to own their own homes, and work to see that SOCSD collapses as soon as possible to be replaced by a wide variety of small private schools, which will prove genuinely attractive to families. Families will relocate to Sedona from all over the country if the private school situation and support for homeschooling is favorable, and such a school shift would also diversify Sedona's economy where it matters: among small businesses. They're not going to come to Sedona for one of the worst-ranked school districts in the state which continues to fail, can't even field the most basic sports teams, and doesn't even have an arts and theatre program even as it sits selfishly on one of the best performing arts campuses in the state. The sooner SOCSD fails, the better. Get this nonsense off the housing plan and redesign it around private school support.	Noted
61	Susan Gorney	Is this really a bad thing? Being known for tourism and retirement can be a plus especially if the retirees are have stable retirement incomes and contribute to the city. Many do.	This can be a good thing, yes, although not when a community becomes out of balance.
62	Susan Gorney	How can the city designate living units for working households? Very discriminatory. See Shelby Villas as an example.	Noted
63	Tim Perry	Why would anyone who works in Sedona not be living in Sedona? Why would someone be living in Sedona and working elsewhere? That's not how community works. It's none of the city's business to control that, but it's also a poor reflection on how staff think about the community in which they choose not to live.	Noted
64	Tim Perry	These "critical employees" are not only not critical, they make life worse and much more costly for everyone else. Also, where's the requirement that all city employees be required to live in the city, which is the only thing the city has any say in? How about a requirement that the city hire no one who hasn't already lived here for five or ten years?	Noted
65	Rich Gay	This is an assertion without evidence.	Noted. This is described in greater detail in the Phase 1, Understanding & Analysis report.
66	Tim Perry	All of these approved units are apartments or townhomes, not freestanding single-family units where the owner controls the land, reminding us again that city staff's priority is to cram us normal people into characterless, sterile boxes and overcharge us for them.	Noted, which is why the recommendations in the Balanced Housing Strategy include single family homes
67	Tim Perry	The idea that the number of young people will increase and the median age will go down while you busily build more units to attract seniors can only be described as hallucinatory. Describe this accurately in the document as what it is: a bribe to attempt to reassure seniors that their cultural and political dominance of Sedona will not be diminished by those noisy, annoying young people.	Noted

68	Donna Joy Varney	Reduce the bed tax and sales tax back to 3.0% STOP marketing Lodging which includes STRs. Let the businesses do their own marketing. Target marketing is much more successful and will slow down the day trippers and STRs. The free marketing is a big part of the problem.	Noted
69	Tim Perry	Buzzword. This word does not belong in city documents since no one actually practices it.	This strategy has been revised based on public comments.
70	Rich Gay	The Community Plan is not a relevant document to verify need, as the residents have not approved it.	Noted. See previous note on the Community Plan
71	Rich Gay	The Climate Action Plan is not approved by the community, clearly lacks broad support, and is not relevant to housing.	Noted
72	Tim Perry	The Climate Action Plan must be abolished. The majority of residents oppose it and the hypocrites on staff aren't doing anything to actually implement it other than pretending that green power is magic. If you want genuine sustainability overall, Sedona must become a foraging or farming community again, because only those economic models are sustainable. If you simply want energy efficient homes, require the use of thermal massing, passive solar, anaerobic digesters, and evaporative cooling. None of the above has anything to do with the CAP.	Noted
73	Tim Perry	Tourists are not a part of the community and are therefore not a community beneficiary.	Noted
74	Tim Perry	The city shouldn't ever be a "partner" on projects. That way lies disaster. And pretending that the person telling you "no" is your partner sharing the same goal is an obvious lie.	Noted
75	Tim Perry	Incorrect usage of impact. If there's no physical blow or contact, there's no cause to use this word.	Noted
76	Tim Perry	We have been given no details of this "community partnership program" thus far. What this presumably means is that the city will once again pick some of its allies and fellow travelers within the community to form a "work group" to rubber-stamp whatever staff comes up with. You want real community partnership? Bring back the citizen commissions and make staff take direction from members of the public on housing issues. Set up a housing commission empowered to reform the codes and policies without any reference to what staff want or think is possible or practical.	The Sedona Community Partnership program has been renamed to better reflect intent, outlined and further defined on page 23.
77	Tim Perry	Take this phrase out every time it appears in the document. It is absurd to visualize the city enforcing community character at the point of a gun, which is what it's proposing to do, and community character does not override property rights.	Noted
78	Tim Perry	Repeal/abolish the DIGAH entirely and replace it with nothing. There was once a famous exchange between Voltaire and Casanova over dinner. Casanova, who was schizophrenic, was defending the temporal power of the Catholic Church after just having escaped from a prison of the Inquisition. He challenged Voltaire, "Suppose you abolish the church--with what will you replace it?" Voltaire replied, "Oh, I like that. When I deliver humanity from a ravenous beast which is attempting to devour it, can I be asked what I will put in its place?"	Noted

79	Tim Perry	You want to improve customer service? First off, FIRE CARL MEYER, who is the most hated official at the city. For those who have never bothered to observe her, she takes genuine joy in obstructing projects--she can barely hide her smile when she delivers bad news or things fail--and she's miserable when council or P&Z approves anything. We often have to ask if government officials are being either malicious or ignorant; in her case, it's always both. She has no aesthetic sense or concept of what makes a good building or plan, and to the best of my knowledge, she has no experience in doing single-family construction herself, which should disqualify her from holding any position related to housing. Beyond getting rid of the incompetent official, start introducing programs through which people can build by right, with no need for permits or inspections. Cut the number of inspections down from dozens. Cut the amount of the fees down from tens of thousands. And above all, let people actually build in a timely fashion. Ultimately, community development, so-called, is never going to be a department that will have a good reputation with a public or be perceived as providing good service--for the simple reason that it exists to obstruct residents in doing what they want to do for no good reason, so they will automatically hate it unless they're civil religionists for whom government is god and can do no wrong.	Noted
80	Tim Perry	Collaborate with staff? No, get staff out of the picture entirely and let the people who do the work make a simple set of rules. Staff don't know anything about this topic. I asked a couple years ago who in the community development department actually had experience as a construction laborer, and the answer was two out of twelve people. Those who haven't ever put a roof over their own heads in their lives have no business making rules for people who can.	Noted
81	Tim Perry	That this immensely bureaucratic system exists at all is the problem, not how apparently friendly it is. Putting a kinder, gentler face on it won't help solve real people's real problems. Putting lipstick on a pig won't put ham in people's mouths. Being nice about saying "no" is meaningless. The city needs to get out of the way of private individuals trying to build and stop saying "no" at all.	Noted
82	Rich Gay	An action should be added to provide staff training on how to better engage with and interact with residents.	This has been moved to an Administrative function and these comments will be taken into consideration
83	Rich Gay	An action should be added to implement a Net Promoter Score system as I described in an earlier comment — this allows measurement and accountability for the quality of service provided by staff.	This is TBD as staff enters the review process
84	Tim Perry	Which requirements can be eliminated?	Noted
85	Rich Gay	Delete. This is a grotesquely inappropriate proposal. Applicant education? The applicant is not the problem; city staff are the problem. If the applicant can't meet staff's standards, the standards will be lowered to conform to the average applicant's ability. See, as an example, HB2096 proposed by Barbara Parker two legislative sessions ago, which set out language that should be a model for every jurisdiction in Arizona: "The site plan and sketch must be prepared only to the level of detail and quality that would reasonably be expected of a nonprofessional with a high school education." If any law or code is too complicated for the average person to understand and apply, it must be repealed.	This will be considered and has been added into the document
86	Rich Gay	Net Promoter Score (NPS) and keep it simple. Implement a comprehensive review system internally at all levels of management, and Council monthly review of metrics. Accountability requires correcting deficiencies.	This is TBD as staff enters the review process

87	Tim Perry	We already have monthly reports on all different types of permits granted in complete detail. We don't need some RAM-heavy app or separate website for that. What we do need is for the information to be provided immediately and accurately--and for the time to completion on each project to be tracked, along with the amount of time the project was delayed due to interference by city staff, with interference defined as permit process, inspections, and so forth.	Noted
88	Tim Perry	How about measuring how quickly city staff got out of the way?	Noted
89	Tim Perry	Remove every mention of safety from this and every other document. The idea that building and land codes today have anything to do with safety is historically and pragmatically false. In 1926, one hundred years ago, 80 percent of US cities did not have any kind of a building code. No rural area had a building code. Building codes did not come to Coconino and Yavapai counties until 1983. For fifty thousand years, humans built homes without the need for a building code to keep them safe from themselves. In Sedona's case, up to 40 percent of the community's housing was built without reference to any building code--and it's still standing there doing just fine. Reality refutes the idea that the government has to save us from ourselves. The idea that we need building codes for "safety" only benefits three groups, and it benefits them in a mutually supportive fashion: bureaucrats, insurers, and contractors. Bureaucrats want to gain additional power over ordinary people's lives and tell them "no" because they gain sadistic enjoyment from doing so. Creating thousands of pages of petty, trivial building regulations is an excellent way to achieve that goal. Insurers want to reduce their risk, which they figure they can accomplish by getting the government to impose supposed risk-reduction measures at gunpoint. Contractors want to make inflated profits doing what used to be everyone's job as part of the takeover of life by "professionals." The bureaucrat-contractor relationship is particularly important, given the symbiosis that exists between the two groups. Professional builders don't want simple codes or code repeal; their ability to legally exploit the public would disappear. Bureaucrats don't want people doing things at all, but since that can't be prevented, it's better to have less done than more. They work with contractors to develop codes too complicated for the average person to reply, something convoluted enough that it takes a specialist to complete legally. They both make money off normal people and exploit them while claiming that the codes are about "safety." But if you go look at the absurdities in the building and land codes, it's clear they're not about safety. There's no safety reason to allow a habitable structure to be built out of 2x4s, for example. Finally, the idea that the government, which extracts money from us and tries to force us to do its bidding at the point of a gun, threatening our safety, is somehow interested in preserving our safety through building codes is ridiculous nonsense.	Noted
90	Tim Perry	Be honest. Evolution of the LDC has been driven by NIMBYs for NIMBYs in order to squeeze the people who built Sedona out of Sedona. It does not reflect the values and standards of the working portion of the community, who are the people who count. It reflects the values of corporate thieves who made killings in NYC and LA and Chicago and then decamped here with their ill-gotten gains. Abolishing the current LDC in its entirety is the best way to signal that bureaucrats and robber barons will not be allowed to run a rural community.	Noted. This introduction section has been removed to keep the focus on the recommendations.

91	Tim Perry	Rather than expanding the usage table, just collapse the massively complicated zoning setup itself. Why should there be any other zoning categories than residential, commercial, and community? The zoning categories and associated usage regulations serve no real purpose. They only exist so bureaucrats and elites can play games to their own advantage at the expense of normal people who just want to use their land. Pursuing that line of inquiry further, why should the city be allowed to make any distinction at all among what uses the property owner is graciously allowed to have on what is, after all, his property rather than the city's? Residents have every right to run a business from their residential property, as the courts have recognized. Also, the entire zoning map must go. It is outrageous and revolting for city staff to declare a master plan for how they want the community to evolve with zero regard for the property owners' wishes. This section is the biggest farce in the whole so-called plan, because it doesn't mention a single specific element of code that needs to be repealed or changed, when in fact Sedona's building and land codes, which were designed on purpose to inhibit construction, are the only reason we have a housing shortage. To make up for city staff's total unwillingness to confess that the regulations are the problem, here's a partial list of some of the many things wrong with the LDC, which should have been included in this plan, but that would have given staff too concrete a set of objectives: 1.2E: about sensitively fitting things into the landscape, is a great general idea for planning, and probably something most people here would agree on, but this conflicts with the remainder of the code in a number of ways, such as the very use of the IBC to begin with and any other standards that propose modular or frame construction. 1.3C: Code needs to have a cutoff limit, as the county does at 400 square feet, below which permitting is not required and codes are inapplicable. Or, as an intro, allow buildings that meet a greatly simplified set of construction criteria and are below a certain square footage to be constructed without permits or inspections. By-right construction has to become a concept again as it was less than fifty years ago. 1.3E: The zoning map has to go. It's quite frankly un-American as well as inefficient; for the inefficiency aspects of centrally-managed resource use, see Elinor Ostrom, Governing the Commons. The city is not going to determine how Sedona develops spatially in the future; Sedona will be allowed to develop naturally. For instance, Brian Fultz may have this obsession with trying to get high-end retail into Uptown, and Kali Gajewski may be fantasizing about a giant walking mall in Uptown, but the reality is that retail is dying in Uptown and future development, or more properly redevelopment, up there is going to involve reconversion of a lot of the properties that were once residential back to residential or mixed use from their current commercial zoning. (Which, incidentally, would help solve what if any traffic problem there is--as would putting the second northbound lane back, hint hint.) If staff and council don't recognize that fact, we're going to run into a lot of situations where reality and city expectations diverge and cause legal and political issues. 2.1A: The number of zoning districts needs to be vastly reduced. Residential, commercial, community space, and mixed use should be sufficient--as well as an agricultural district again. Reintroducing agricultural zoning could be combined with an experimental lessening of building restrictions in a three-way trade with sustainability. ~~2.1B: Delete~~	The LDC will be evaluated and proposed changes will be brought to Council for adoption. Noted. These notes will be added to the code critique information.
93	Tim Perry	Why would this have ever been disallowed? I smell a lawsuit waiting.	Noted
94	Tim Perry	You know, Tony, this is really an extraordinarily dishonest way to evade and subvert this critical point that I've been hammering you on for months.	Noted

95	Tim Perry	Adopt an 800 or 1000 square foot limit as the basis for the primary component in a revised building code through which structures smaller than that size which meet a limited set of additional criteria may be constructed by right by their owners without any permits, codes, or inspections. See, again HB2096 for inspiration. Such a revised code could be tested on the Sunset, 2411, or Madole-Rigby properties.	Noted
96	Tim Perry	NO! Not an option! Repeal LDC 2.6B ENTIRELY AND ALLOW LOTS OF ANY SIZE! This is a property rights state and not allowing people who want to do so to build a 200 square foot cottage on a 900 square foot lot both interferes with the property rights of both potential buyers and sellers and prevents housing from developing organically as the topography allows. Hopefully people start filing SB1487 complaints against the city for refusing to allow them to split off and sell chunks of their property.	Noted. Language has been amended to propose an easier process for lot splits on lot sizes smaller than the current configuration. Minimum lot has will be determined during the code update
97	Tim Perry	"Missing middle" is both meaningless jargon and signals city staff's intent to pursue the development of luxury housing for those who, like themselves, earn six figures in a year. Duplexes and triplexes are not desired in Sedona, period.	Noted
98	Tim Perry	How about something like trying to persuade the owners of these massive parking lots who selfishly let the lots sit empty all the time to use them more effectively? Heck, maybe even pay them for public access--now that might be an appropriate use of the public dollar, since the public gets something out of it.	Noted
99	Susan Gorney	Where would you put such a development? Sedona is not an urban sprawl type city. We are constrained by topography and National Lands. Please do not delete open space but rather increase it for the use of residents.	This has been acknowledged in the document. The image is simply an example, not a plan for Sedona.
100	Tim Perry	Allow? How about putting back the on-street parking for workers that you stole to create millionaires' sidewalks to signal how greenly virtuous you are?	Noted
101	Tim Perry	Where possible and appropriate? Are you trying to be funny? The automobile didn't exist in its earliest form until 1769. Behaviorally-modern humans have a 50,000-year or longer history. Having parking for cars is by no stretch of the imagination an essential component of human life or planning. Also, again! -- property rights. There should be no requirement whatsoever for any parking of any kind. Plus, requiring parking just makes city staff look like even bigger hypocrites when they talk about how they're trying to get cars off the road.	Noted. Many communities have substantially reduced parking requirements and some have removed them (at least from designated areas) entirely. This will be discussed as part of the code updates
102	Tim Perry	Buildings with multiple units are not compatible with single-family homes. This has nothing to do with physical design standards and aesthetics, but rather with the fact that they represent incompatible philosophies. Apartments represent elite control and the dependency of the people who actually do the work, while single-family homes represent independence, self-reliance, sustainability, efficiency, and freedom. Preserving and expanding the role of the single-family home is about preserving and getting back to the centrality of the family farm. No apartments. This is the rural West.	Noted
103	Tim Perry	Cottage courts will develop naturally with no city involvement once LDC 2.6B, DREAM chapter 1, the setback requirements, and the rest of the codes applicable to small structures are removed. It will then become possible, for instance, for four friends to buy a quarter-acre lot, split it four ways, and each build their own small cottage, giving them home ownership and control over their own lives and futures at less than \$100K, meaning a mortgage payment of less than \$700/month. That, of course, in turn means that they'll have to work less and can be more involved in community-benefiting activities and the arts. Once again, all the city has to do to create the opportunity is to get out of the way of the people who are capable of doing things.	Noted

104	Susan Gorney	This is not indicative of Sedona's style and people who have lived here and know its history understand that.	This has been acknowledged in the document. The image is simply an example, not a plan for Sedona.
105	Tim Perry	No modular or prefabricated housing should be encouraged. It's wasteful, inefficient, aesthetically grotesque, and tied to systems of industrialization and globalization. It's also totally unnecessary when we can build houses for next to nothing using materials harvested at low cost from the forest. If people want to do it, they have that right, but by no means should the city be encouraging it. And if the city got out of the way and let us build normal houses inexpensively, there'd be practically no interest in modular anyway.	Noted. While not everyone's preference, modular and prefab homes can be a desirable option for some, particularly if designed appropriately.
106	Tim Perry	Setback requirements must be completely eliminated. It's none of the city's business where a property owner wants to build, and the setback rules are one of the biggest tools that staff use to keep owners from building. Along with LDC 2.6B and DREAM Chapter 1, they're part of the trifecta of biggest obstacles to housing construction in Sedona.	Noted. Setbacks will be assessed as part of the code update.
107	Tim Perry	Not flexible setback standards. NO SETBACK STANDARDS.	Noted
108	Tim Perry	Stop trying to steal from people in violation of ARS 9-834(D).	Noted
109	Tim Perry	Encourage? Just allow it by right. Again, back to the concept of an owner-builder, self-enforced simple code of a few pages that applies to all small buildings. Get out of the way.	Noted
110	Tim Perry	Stated like this, form-based sounds like a reasonable idea, but we can't possibly trust city staff to implement it well. It would apparently be compatible with getting ride of the zoning codes and categories, but the transition would have to be complete and done once, without creating a mishmash of grandfathered zoning rules overlapping with the form-based rules.	Noted
111	Tim Perry	There are no minimum standards for public safety. It is not the responsibility of either the city or SFD to prevent fires. It is the job of SFD to put fires out when they occur. Period. Any city collusion with SFD to maintain any kind of "fire safety" standard is a purposeful roadblock to fixing housing.	Noted
112	Tim Perry	Okay, why don't you start with removing the intentional barriers first? The I-codes, LDC, and DREAM are nothing but barriers to affordable housing, and they're there for a reason--because Sedona's bureaucrats and the elitists who keep them in power don't want Sedona to have affordable housing like it did in the old days when they weren't here. Where in this plan is there a commitment to the degree by which the number of city code regulations will be reduced in order to facilitate affordable housing? A quantifiable commitment? Is the city going to commit to repealing 20 percent of code regulations to simplify the building process? 35 percent? Of course not. Staff won't commit to any number--because that would make it crystal clear, beyond any shadow of doubt, that we're going to come out of this process with way more regulations and complexity.	Noted
113	Rich Gay	Eliminate water sprinkler requirements for residential housing. Eliminate unnecessary and costly requirements such as electric car chargers.	All LDC requirements will be evaluated as part of the LDC update.

114	Tim Perry	Well-intentioned? You people are crazy. SFD's regulations aren't well-intentioned, they were intentionally developed in tandem with city code to prevent anyone but millionaires compliant with the bureaucrats' whims from building housing. SFD has no scientific evidence to back the standards they pull out of their rear ends, openly alleging that the standards are based only on their professional expertise, which is a logical fallacy. Far from cooperating with them, the city needs to do a complete 180 and immediately bring governmental, public, and legal pressure on SFD to get out of the business of creating any fire regulations. SFD can go back to putting out embers and stop trying to play bureaucrats, and a responsible city shouldn't be abetting them. All sprinkler, artificial material, and WUI requirements in particular must go.	Noted
115	Tim Perry	"Safety" is a word that must be completely expunged from any city plan, both because it opens the door to cowardice and because it opens the door to city staff inventing new functions for themselves excused by "safety."	Noted. The Balanced Housing Strategy does not contemplate adding staff outside of those within the current budget.
116	Tim Perry	Code for hiring more staff! NO MORE STAFF! Forget concierge permitting. Start creating categories of construction that are permitted by right with no permits or inspections required as a precursor to evolving back towards a self-certified code oriented towards the needs of owner-builders. "Concierge permits" are elitism for those who can afford to pay.	Noted
117	Tim Perry	Cancel all existing city housing programs. They have been a farcical failure with single-digit usage after years of waiting around. City staff openly admit that the down payment assistance program has not actually helped anyone purchase a home in Sedona, but only in the surrounding Verde Valley. It is also no business of the city to be attempting to use public funds to determine who can and can't buy a house in Sedona. Completely inappropriate.	Staff recommends discontinuing the Rent Local and Deed Restriction programs as part of this strategy.
118	Tim Perry	Cancel the down payment assistance programs. They're useless until you get the rest of the obstructions out of the way and allow the construction of sub-\$100K homes.	The Down Payment Assistance programs will remain, but be revised.
119	Tim Perry	None of the city's business. This is just a way for the city to get staff into residents' homes and for the city to push ideological upgrades that they want.	Noted
120	Tim Perry	At no point in the housing strategy meetings has it been explained what this is. Presumably more meaningless bureaucracy that will provide an excuse to hire another staffer or two at \$80K-\$100K a year while people who do actual work struggle to find housing. Scrap the nonsense.	Noted
121	Tim Perry	Cancel the retrofit program, which is literally putting a band-aid on an amputation for all the effect it has. Instead, write a small home code that results in naturally energy-efficient buildings which will in time replace current structures.	Noted
122	Tim Perry	Again, are you serious? Are you serious about this when the city has systematically been trying to get rid of every mobile home in Sedona because the elitist councilors are so offended by how low-class they are? Of course you're not serious and if you're allowed to get your way, there won't be a single mobile home left in town in a decade or two.	Noted
123	Tim Perry	Meaningless drivel.	Noted
124	Rich Gay	This seems unnecessary for this balanced housing document. This shouldn't be a wishlist for other things.	This has been considered. This section is intended to assist existing homeowners, particularly those seeking to age in place

125	Tim Perry	Abolish the farcical Rent Local program. You know you're not offering enough to make it convincing and have no chance of doing so.	Staff recommends discontinuing the Rent Local and Deed Restriction programs as part of this strategy.
126	Tim Perry	Whence the hallucination that making the program even more unattractive will increase participation, I wonder?	Staff recommends discontinuing the Rent Local and Deed Restriction programs as part of this strategy.
127	Tim Perry	The deed restriction program, in addition to being another unwarranted form of big government interference in the private market, is simply illegal. ARS 9-834(D) states that "a municipality shall not request or initiate discussions with a person about waiving that person's rights." A city-initiated discussion of a deed restriction to waive a property owner's rights in favor of the city and in fact, as Kurt Christianson admitted, to transfer part of that owner's rights in a property to the city, is a clear violation of the statute. Either abandon the whole deed restriction program, or do what Aspen did, since Sedona's officials seem to love the idea of being Aspen, and pay fair market value for the restrictions. I seem to recall that's costing the city of Aspen about \$70K per property. Sedona city staff and council seem to have this fantasy that hundreds of Sedona property owners would just love to give the city a 10 to 15 percent chunk of their property value for zero in return. Farcical.	Staff recommends discontinuing the Rent Local and Deed Restriction programs as part of this strategy.
128	Tim Perry	Stop marketing anything to citizens. Citizens make the calls and council and staff will obey. Trying to sell the public on the virtue of an idea is completely inappropriate and a reversal of how the democratic process works. Go look at your own org chart.	Noted
129	Donna Joy Varney	The city shouldn't be involved. Us old timers' business owners invested in Sedona housing and rented to our employees. housing units we purchased. The business owners worked together, had contact with others business owners that owned property for rent. We got calls on a regular basis asking if we had anything for rent. We rented the units at rates the workers could afford. The city couldn't even manage the hotels employees housing units. Now they are flipped into sellable rooms. One hotel owner took 2 duplexes that was employee housing units and made them STRs. then you gave him money to build an employee housing unit on the back of one of these units.	This Strategy has been amended to say "Assist employers and developers to expand housing opportunities for Sedona's workforce." This will not be a function of the city.
130	Tim Perry	Remove. Unwarranted interference in the private market. Also pandering to special interests--ie large corporate operators, which are the last kind of businesses we want in Sedona anyway.	This Strategy has been moved to fall under the responsibility of the business community.
131	Rich Gay	I don't see a justification here for why Sedona city government should be doing anything regarding employer housing assistance.	This Strategy has been amended to say "Assist employers and developers to expand housing opportunities for Sedona's workforce. This will not be a function of the city.

132	Tim Perry	Delete. It is not the city's business to spend public funds on becoming a landlord and trying to control the behavior and preferences of the people who live there, which is staff and council's intention. Next week, the Saddlerock renewal will be coming up, and let us not forget that when those apartments were approved, council was very keen on regulating what potential future tenants years down the road would be allowed to have on their balconies. This didn't just include things like barbecues, which council and staff presumably thought low-class and wanted to ban in their attempt to impose bourgeois aesthetics, but also things like flags--and we know what that was really about. Council didn't want future tenants flying political sentiments opposed to their own, which was why they put the ban in far in advance. This is the city's real intent with these plans to become a landlord and intervene in the market. It's not just to deprive property owners of the chance to make extra income through STR use, it's mostly about trying to impose and filter council's values. Drop the whole idea.	The City has no interest in becoming a landlord or owning housing - that is not part of this strategy. Discussion of property ownership is considered only as an option to ensure long term affordability.
133	Tim Perry	This nonsense about apartments must stop. 88 percent of Americans want to own their own home as opposed to 8 percent who want to live in an apartment. Apartments are designed to keep workers in wage slavery by charging them rents to the limit of their capacity without the opportunity to acquire equity and thus to increase inequality and discrimination. Delete all references to encouraging any kind of apartment construction or continued development. If property owners want to build apartments, they have that right, but there will be no pretense that doing so is a good thing for Sedona or for any free society.	Noted. The recommendation is in reference to existing units.
134	Tim Perry	Under no circumstances should the city partner with any land trust that does not vest control over rulemaking within the development in the residents of the development. Otherwise, the land trust is just a reeducation camp intended to train its occupants into a certain kind of lifestyle preferred by the people who set up the rules for the trust. Very sinister and sadistic, actually.	Noted
135	Tim Perry	NO MORE CITY PROPERTY PURCHASES.	Noted
136	Tim Perry	Delete. None of the city's business. This is a community function, something the chamber or the library should be doing.	This action has been removed
137	Tim Perry	Again a violation of ARS 9-834(D) is proposed. What's more, although city staff will not admit this publicly and don't want to talk about it, most HOA attempts to regulate STRs were invalidated by the Court of Appeals in Bonham v. Village of Oakcreek Association, where the court found that STR restrictions in an HOA's rules were not allowed unless those restrictions had been reasonable and foreseeable in the HOA's original covenants. Since most HOA STR restrictions long postdate their original covenants, having been added in a panic in the last decade or so, all of those restrictions are now invalid. Attempts by the city to encourage HOAs to maintain their restrictions in the face of the law will just get the city sued yet again.	This action has been removed
138	Tim Perry	Drop the whole effort to harass and suppress short-term rentals. This is not within the city's power to control, and if it were within the city's power to control, it would be theft. "Tracking trends" will do zero to help the housing situation. If you want to have fewer STRs, let us build the kind of normal housing that will make Sedona unattractive as a luxury STR destination.	This action has been removed
139	Tim Perry	Or just grandfather them in, or accept the state's standards as Sedona's standards. Time and again we hear the lie that Sedona will allow any manufactured home that meets state code. That's not true. There's plenty of people in Sedona who can testify otherwise. As an easy start, strip Sedona's excessive regulation back to state minimums.	This action has been removed
140	Tim Perry	Delete. Again, none of the city's business. A combination of a make-work program for staff and an attempt to relocate likely voters for the incumbent council to Sedona.	This strategy has been revised to say "Build awareness of Sedona's housing resources"

141	Tim Perry	Do you really think you're going to find many businesses willing to display your propaganda that glosses over the damage you're doing to them and their workers? Businesses in this town--which are not, by and large, members of the Chamber--hate the city administration. Stop listening to your sycophants if you hope to come up with any kind of a workable plan.	Noted
142	Tim Perry	You don't need a program. Simply allow construction of units of 400 square feet or less by right, no permit required, if they meet a simple set of guidelines. If you want a sample regulation, see HB2096. A program would be a farce intended to whitewash the fact that no real progress would be made under said program.	Noted
143	Tim Perry	"2-4 bedroom units" implicitly means apartments, not houses and not ownership. Stop pushing apartments.	Single Family homes, duplexes, townhomes, triplexes and more alternatives are often 2-3 bedrooms.
144	Tim Perry	Absolutely not. End all city programs to acquire land and either sell the city's land to individuals to build housing or donate it to land trusts. In fact, the city has a number of large parcels of land that it's currently wasting that could be used for housing--such as the 10+ acres north of Posse Grounds that are being used for a disc golf course, as if that were more important than housing. Sell or donate the land back to those who should be in charge of it.	Noted
145	Tim Perry	Subdivide these parcels and sell them to individuals or donate them to land trusts for the purpose of building small single-family, one-and-a-half story cottages. Sunset Lofts was originally supposed to have 46 units on 2.25 acres. That could be turned into 22 4,000-square-foot lots that could be used to build small homes not exceeding 800 square feet, leaving 80 percent of the property as open space and not going over 18 feet in height. The 2411 property could be developed in a different style, along the lines of both an old-fashioned urban community and Sedona's first non-car community. The property should be sufficient in size to accommodate up to forty or so small lots, of a size around 40 feet by 30 feet, laid out in a U-shaped configuration around a central path of decomposed granite, which would be sufficient to allow for small stone-built, one-and-a-half story houses with front, rear, or side gardens while preserving the existing topography of the property. Design criteria for this site could reflect similar aesthetics to that of the Vcars' Close development in Wells, Somerset, a successful example of 14th-century urban planning. Both sites would offer excellent opportunities to allow owner-builders to test out a massively simplified building code that would permit by-right owner-builder construction as a practical reality, or a land trust model that would give the occupants actual control over their future homes, or both.	All ideas are under consideration.
146	Tim Perry	A meaningless make-work project.	Noted. Recommendation amended and simplified but evaluation of property is necessary
147	Tim Perry	Do not attempt to preserve city land ownership. Quite the reverse: sell the land to the public.	Noted
148	Rich Gay	Many residents strongly oppose the city's continued efforts to acquire and develop property. Suggest eliminating this action.	Noted. Many of the recommendations within the BHS have been amended to focus on alternatives that do not involve city purchase of property - but it remains as a tool to use if appropriate

149	Tim Perry	Where are the admissions of exactly how much land the city owns that might be used for housing? 32 acres at 20 Carruth Drive. 18.2 acres in Uptown that they call open space and claim is unbuildable, but you could get some creative owner-builders putting some fun little houses on that if they had the chance. Another 10 acres at 555 Soldier Pass Road. Another 8.7 acres at 2070 Buena Vista Drive that's being ignored as open space. Another 6.9 acres adjoining the Carruth Drive parcels. Another 5.8 acres in the Jordan Park Glen subdivision in Uptown. That's more than 80 acres in town the city of Sedona, which is supposedly so concerned about housing, is allowing to sit empty. List these parcels in the plan and state that they will be subdivided and placed on the market to private individuals who are currently residing or working in Sedona for the purpose of future owner-builder construction.	Noted. Action 11.2 (now 10.2) addresses this
150	Tim Perry	Absolutely not. No city buying of land. You want infill, slash the codes back so people can build infill effectively and creatively. Go do a count on how many lots are supposedly unbuildable because there's a wash running through them, for example. It's perfectly possible to build on those lots if you fling a stone arch across the wash and build on that, or go with a tower house design on a level corner--but city staff would never approve any such proposal at an affordable cost. Not without several millions dollars' worth of engineering work. That's an artificially-created and unnecessary obstacle to land use. The rules, not the ownership, are what make infill housing unattainable.	Noted
151	Tim Perry	Translation: Just say that city staff and Linda Martinez are bound and determined to turn St. John Vianney into a for-profit apartment complex with zero regard for either the Christian faith or the Sedona community. And that council is hungry for a deal with NAH. Because that's all this sentence means. Accuracy in public documents is important.	Noted. The city recognizes that some institutional organizations have vacant property that could provide housing if desired. The recommendation has also been expanded to clarify that similar opportunities applies to private sector development.
152	Tim Perry	It is outrageous and dishonest that this supposed goal of facilitating new development says nothing about increasing home ownership and attempting to ensure that as much of new development as possible is single-family and freestanding homes. Instead, this whole plan is oriented towards institutional development of apartments in large blocks that either the city can control--state capitalism and forced collectivization, in other words--or a landlord developer in close collaboration with the city can control. In either scenario, the outcome is greater financial exploitation of the working people and the further reduction of their freedom to live their lives as they choose. It is also dishonest and further evidence of how meaningless this plan is that nowhere in this final strategy document is any emphasis placed on the necessary replacement of the developer model of new construction with an owner-builder model of new construction. Owner-builder, by-right construction of freestanding homes is the only way to supply Sedona's housing needs quickly and in a fashion compatible with the philosophies of free enterprise, sustainability, minimalism, and aesthetic excellence. It is also, and most importantly, the way to guarantee that families can build sweat equity in Sedona and enjoy the freedom of a rural lifestyle in the rural West, rather than having their living choices controlled by either a landlord or city government.	The Strategy recommends a minimum of half of the recommended units be homeownership opportunities. It does not preclude the percentage to be higher and several of the recommendations have been amended to more clearly promote homeownership.

153	Tim Perry	No partnering with big developers and outside corporations. Just let normal people do their work without interference.	This BHS specifically includes an addition promoting incremental/small scale development, but it does not preclude coordination with larger scale builders or developers
154	Tim Perry	In other words, use the housing strategy as an excuse to build yet more bike paths the size of airport runways--special roads for yet another category of vehicle. NO!	Noted
155	Tim Perry	As explained at the final open house, this "redevelopment" is apparently envisioned as involving the demolition of existing buildings and the reconstruction of particular corridors as two-story buildings. Such a proposal is complete waste and completely unnecessary. As retail naturally shifts away from Uptown to West Sedona, plenty of existing buildings suitable for conversion or reconversion to housing will become available in Uptown without having to destroy the town's historic charm and ad-hoc character. All those little stone buildings along Jordan with shops now? Those used to be houses and could be houses again. Is the brilliant city staff aware that the Star Motel is for sale? That would be a very easy conversion to ten apartments if, God forbid, anyone wanted to pursue more apartments. "Redevelopment" should mean just that, not wasteful demolition; this plan makes no clear distinction between the two.	Noted
156	Susan Gorney	The more people you try to stuff into Sedona the more strained our infrastructure becomes as well as its resources. I have noticed how crowded markets have become and emptier shelves. When people rent STRs (a fairly new concept) they also shop for provisions and cook rather than rely on restaurants. We don't need to feel more pinched. Let's add to that local traffic, higher density in our parks/recreation areas, utility usage etc.	Staff have heard concerns regarding the number of new units and households and has increasingly added recommendations that utilize the existing housing stock (such as through the down payment assistance program) and through recommendations that promote aging in place
157	Tim Perry	The city has no business engaging with any land trust that is just a scam for the gang of elitists running the land trust to control the lives of the workers who occupy it. Any well-designed land trust will place responsibility for management of the community and rule creation in the hands of the people who live there, not in the hands of outsiders. Any support by the city for a trust in which the occupants are effectively at the mercy of an outside board is both an inappropriate form of public involvement in housing and an attempt to extend tyranny in general.	Noted
158	Tim Perry	The appropriate future use for the Dells is as agricultural property leased to the residents of Sedona, not as a housing development.	This would be appropriate feedback for when the planning process begins for the Dells
159	Tim Perry	Drop all proposals for CFA plans and abolish all existing CFAs. CFA plans are nothing but more regulation that makes it difficult to build. Any proposal to develop additional CFA plans gives the lie to any pretense that the city is serious about reforming code to speed construction. Pure bureaucracy. As for the Dells, the future of the Dells, wisely chosen, would be for the city to lease the land in parcels to residents for agricultural use, not for commercial development. 220 acres of land have the potential to produce food for 2,200 Sedona residents, providing economic diversification, sustainability, resiliency, financial independence, and reconnection to Sedona's history and agricultural heritage. In tandem with the conversion of a hundred or so acres of landscaping within Sedona to edible plants, Sedona would then be roughly self-sufficient in plant calories.	Noted. The updated CFA process is not designed to add more standards or regulations and is designed to be more action-focused.

160	Tim Perry	Drop all efforts to restrict STR use. Attempting to deprive people of the ability to make money with their properties is theft and precisely the sort of thing the legislature enacted SB1487 to prevent. If the codes were designed to facilitate the construction of genuine workforce housing--small-scale, owner-built--over the construction of McMansions, the STR problem would be considerably less significant in any case. If you don't want people using their homes as STRs, hit the streets and protest and shame them--but for the government to steal from them, especially for so paltry a reason as that a few whiny former executives want the retirement of which they always dreamed, is completely unacceptable as a proposed solution to the problem. 90-plus percent of Sedona residents don't care about STRs.	This action has been removed
161	Tim Perry	Stop trying to insinuate city policy into private legal documents. Disgusting.	This Strategy has been removed
162	Rich Gay	This is Orwellian. Suggest the city not try to coerce HOAs into consistency with city policies.	This Strategy has been removed
163	Tim Perry	How about working at the state level to get HOAs and their attacks on property rights abolished? It might stand a better chance than some of the city's legislative priorities.	This Strategy has been removed
164	Rich Gay	Suggest sunseting this fund to discourage continued city efforts to play developer.	Noted.
165	Tim Perry	Either abolish the city housing fund or loan it to private individuals and land trusts via a local building & loan association to enable them to acquire their own self-built homes. Case study: The Madole-Rigby House property, with 10 acres attached, is currently on the market. Apparently the owners are seeking something in the neighborhood of \$5 million or more for the property. Last I heard, city officials were claiming there was \$19 million in the housing fund. Great. The city can loan \$5M to the B&L, which then puts up the funds for 100 buyers to each acquire a 4,000-square-foot lot on the property, or thereabouts, for \$50,000 each. The city can then loan another \$2.5M to the B&L to allow it to make construction loans of \$25,000 apiece, sufficient to build a one-and-a-half story, 600-square-foot home--if you're doing it yourself--to those buyers. Their mortgages would be around \$75,000 with all said and done. They'd be paying 2 percent or 3 percent at the B&L and their payments would be under \$700 a month--to OWN, NOT RENT, and build sweat equity and families in Sedona. And the city would actually make money on the deal, since it would be loaning to the B&L at interest, albeit low interest, and it would get its principal back to be recycled in other housing proposals. Taxpayers would earn interest, instead of the city dumping six and seven-figure sums of our tax dollars into corporate welfare projects for developments that never pan out. Use the money for the public benefit, directly, or give it back to the public. As for those who will attempt to deploy a paranoid and selfish fear that owner-builder properties will become STRs in order to derail this argument, it would be quite easy for the city to attach to such properties, as a condition of approval for their construction, the requirement that they must be occupied by the owner and builder as the primary residence for a minimum of, oh, say ten years, thereby encouraging the growth of long-term community spirit in Sedona and cutting out potential for STR growth without doing anything to impair individuals' property rights.	Noted. The Balanced Housing Strategy does incorporate low interest loans as one means of meeting gaps and targets, including opportunities for incremental and small scale development.

166	Tim Perry	Consideration of city funding options and further city intrusion in the private market would not have to be a consideration at all without the lie that the city pushes that it's impossible to build a home for less than \$300K in Sedona. Owner-builder homes would easily have a cost under \$100K, including land, with a materials cost in the neighborhood of \$25,000. The supposed high cost of building housing is a scam purposefully fostered by collusion between contractors and building officials so that the contractors can rake in the enormous profits associated with being the only specialists who can meet code and the officials can expand their staffs, budgets, and regulations--such as by creating new financing programs for housing. Everybody wins--except the consumer. Get building officials and contractors out of the process of building housing, and costs will fall so far there will be no need for the city to finance anything.	This has been removed
167	Tim Perry	No additions to the city housing fund. Either abolish it or leave it as it stands as a loan fund.	This has been removed
168	Tim Perry	Here come the tax increases! With ambiguous reassurances, of course. No more tax increases. Cut the taxes you already have.	This has been removed
169	Tim Perry	No corporate welfare! No special interests! No contracts with outside developers or entities! It is absolutely outrageous that this plan contains a proposal to offer low-interest loans to corporate bloodsuckers but no proposal for direct low-interest housing loans to the current residents and workforce of Sedona. If this remains in the document, it tells us everything we need to know about where city staff's priorities are. And especially no encouragement to build more senior developments in Sedona. Half of Sedona's population is over age 65, compared to 19 percent of the US population; that means Sedona has a surplus of about 3,000 seniors who need to replace themselves with working-age and school-age residents in order to get the city back to a normal population distribution. That alone will put a huge number of housing options for families on the market.	Noted
170	Tim Perry	It's important to note that STR revenues consist solely of permitting fees, since the city has never yet collected an STR fine.	STR fines are paid to the court, not the city
171	Tim Perry	One notes with cynical amusement that the language about allowing loan forgiveness is much stronger in this section dealing with big corporations than it was a few pages back when dealing with the down payment program. From the way it's worded, you're going to, no ambiguity, "structure" loans to developers so they can be forgiven, but you're only going to "consider" the possibility of forgiving loans to normal people. Just admit already how thoroughly you're trying to screw us with this housing strategy and how badly you want to reduce us to dependent tools for the benefit of your corporate welfare programs. The city should not have investments in housing projects other than making loans to individuals.	Noted. Loan forgiveness is considered in the Balanced Housing Strategy but would have to be considered in tandem with the Gift Clause to ensure it can be applied
172	Tim Perry		Noted
173	Tim Perry	Pursue ZERO interaction with the state and federal governments on housing or any other topic that could lead to increased state or federal regulation of what goes on in Sedona. Especially do not take federal funding, which always comes with strings attached.	Noted and revised to add "only when appropriate"
174	Tim Perry	Nothing about this plan is oriented towards encouraging home ownership by owner-builders. It's all about bringing in outside developers to throw up "units" that will keep workers dependent.	Noted
175	Tim Perry	No, it won't; it will require getting all of these organizations and institutions out of the way and letting individuals build, as they used to in the old days.	Noted

176	Tim Perry	Delete. None of the city's business. This is cover for further city incursion into education in an attempt to curate public opinion for tomorrow. If the city wants to strengthen education in the region in order to attract families, it can stop giving handouts to SOCSO in order to accelerate the collapse of the district and the emergence of dozens of small private schools that will in fact attract families.	This Strategy has been moved to fall under the responsibility of the business community, as a potential economic development opportunity.
177	Susan Gorney	This is a whole new avenue. Sedona is not known for having daycare facilities. More construction.	Noted
178	Rich Gay	Subsidies? If you are determined to do this, perhaps a voter referendum to get approval.	This Strategy has been moved to fall under the responsibility of the business community, as a potential economic development opportunity. Language has been clarified that these tools would be "employer-provided".
179	Tim Perry	Delete. This is meaningless bureaucratic drivel. At best it implies you'll have a Zoom meeting once every three months and then talk profoundly about strengthening ties in your annual reports. This does nothing to put roofs over the heads of people who are sleeping in their cars tonight.	Noted
180	Tim Perry	Delete and replace this with a requirement to do a blanket repeal of regulations that interfere with economic development, a repeal of sales and bed taxes to revitalize the economy, and a commitment to stop killing arts events and festivals in this town in order to pander to the NIMBYs. The city doesn't need a study. The city needs to get out of the way of entrepreneurs and workers.	Noted
181	Tim Perry	None of the city's business. This is a family problem.	This strategy has been removed
182	Tim Perry	And when the results of this process come out, you can bet that Sedona's traditional economic activities, agriculture and the arts, will be nowhere on the list. Nor will education be on the list, which could be a tremendous economic growth opportunity for Sedona once we get rid of SOCSO.	This strategy has been moved to fall under Economic Development. Arts, urban agriculture and entrepreneurship have been highlighted as possibilities
183	Tim Perry	Delete. In case anyone missed that meeting where Pete Furman admitted it, seniors caused Sedona's housing problem. Keeping seniors in Sedona is a priority farcically at odds with the claims of wanting to bring young people and families back to town. The seniors are taking up the space the families would otherwise need--and more importantly, the seniors don't want the families here.	This strategy has been removed
184	Tim Perry	This entire page is nothing but bureaucratic baloney. Delete the whole performative masturbatory thing.	Noted
185	Tim Perry	This entire page is nothing but bureaucratic baloney. Delete the whole performative masturbatory thing.	Noted
186	Tim Perry	This entire page is nothing but bureaucratic baloney. Delete the whole performative masturbatory thing.	Noted
187	Rich Gay	This will be an invalid metric, as many families have their children enrolled at Mingus or private schools, and many more homeschool their children. (and this is primarily due to the poor education outcomes measured with Sedona Oak Creek school district schools. Using Sedona Oak Creek data is therefore incomplete and invalid.	"Sedona schools" includes all Sedona schools, including Running River School and the Sedona Charter School. Language has been changed to also capture the number of children that attend Verde Valley schools but reside in Sedona
188	Tim Perry	This entire page is nothing but bureaucratic baloney. Delete the whole performative masturbatory thing.	Noted

189	lori parker	The city should not be in the business of housing. 775 units is way too many for this small town without addressing traffic. Let it stay a small town! That is why many of us moved here. Aging population: Seniors will need to move at some point due to no local high-end healthcare - too difficult to drive to the Valley. That is just the way it is. Sedona is small and shouldn't be trying to be a large city. Yes, seniors may use a higher portion of income to pay for a mortgage. Some of this is intentional for tax reasons. Too many assumptions here. Also, prices do go up. You are trying to make this a socialist town. People are supposed to be responsible for themselves and not rely on government. Giving low-cost housing only puts off the inevitable issues - reliance on government. Someone has to pay for this! Don't change setbacks. Keep the small-town atmosphere. Childcare is not the responsibility of the city. This is a too-far-reaching strategy. Over 200 units are already in process or completed. Stop now. I had a 90-minute commute in LA. It was a choice. If people don't take responsibility for themselves, this country will become nothing. We came here to retire in a small town. Why are you forcing an unnecessary change? People can commute if they can't afford to live here!	Noted
190	Linda Martinez	Excellent Balanced Housing Plan!! Move it forward.	Noted
191	Tim Perry	Three to five years? There's the dishonesty again! Get this thing repealed before the year is out. Repealed and not replaced. Easy fix. Again we have a measure of how unserious council and staff are about actually helping housing.	Noted
192	Tim Perry	This timeline is almost complete nonsense since almost nothing in it actually needs to be done to help the housing situation.	Noted
193	Tim Perry	Three to five years to do something a couple of coders could do in a couple of weeks? Government perception of time is truly magical, just like government perception of financing.	Noted. This has been modified to Short Term to coordinate with updates to the LDC
194	Tim Perry	Firing Cari Meyer won't take years, it can be done tomorrow.	Cari Meyer will remain on staff
195	Linda Martinez	Also, what is the potential of economic gain and volunteerism regarding workers who live in Sedona?	This has been considered.
196	Linda Martinez	Ensure that some housing is available to immigrant families.	Noted
197	Linda Martinez	Increase the housing revenue stream. Since the goal is to increase workers who live in Sedona from 20% to 30% in 10 years, we should invest in regional housing in addition to our own.	This has been considered. In part this is the reason to keep the current downpayment assistance programs
198	Linda Martinez	Integrate community building programs, structures and resources such as rec center, 1,000-2,000 community (free) venue, multi use park (festivals, farmer's market) and green space.	This has been considered.
199	Linda Martinez	seek data on water and sewer usage as well as factors contributing to traffic between locals and short term rentals.	This will be considered with any new development.
200	Linda Martinez	Have pre-approved designs for ADUs and even duplexes/triplexes.	This program is already underway
201	Tim Perry	Stop trying to break the law.	Noted
202	Linda Martinez	Have a minimum design standard for redevelopment along 89A and Hwy 179 to avoid the hodge podge look that we have now.	This will be considered

203	Lita Boyd	Public Comment on the Draft Sedona Balanced Housing Strategy To: City of Sedona Community Development & City Council Regarding: Feedback on the Draft Balanced Housing Strategy & Open House Materials I am writing to express my strong opposition to the general direction and specific measures proposed in the draft Balanced Housing Strategy. The current document relies heavily on vague administrative buzzwords and open-ended concepts—such as "Community Priority and Investment Policies," "Housing Support Programs," and "Concierge Permit Services"—while failing to address the fundamental realities of housing, economic development, and demographic needs in Sedona. Below are key areas where this strategy misses the mark and requires immediate correction: 1. Lower Development Costs and Cut Fees Instead of Adding Restrictions If the City wants to encourage affordable home construction, the first priority should be removing financial and regulatory barriers. Reducing municipal fees, streamlining building costs, and cutting red tape will allow local builders and property owners to construct homes that buyers can actually afford. Furthermore, deed restrictions on residential properties penalize property owners and sellers while stifling long-term market value. City resources should focus on incentives and cost reductions, not artificial market limits. 2. Prioritize Economic Development and Public-Private Partnerships The City should not be in the business of real estate ownership or direct housing development. Taxpayer dollars and the City Housing Fund should not be used to expand municipal bureaucracy. Instead, our focus must return to robust Economic Development and fostering strategic public-private ventures. We need a cohesive, long-term vision—not a series of piecemeal, trial-and-error projects to "see what sticks." 3. Meaningful Engagement: Bring Real Stakeholders to the Table Turnout at public housing events has been severely lacking because the process fails to accommodate working residents and local families. To truly understand housing needs, the City must improve its communication strategy and schedule workshops. General comments, a lot of items, difficult to implement. In some cases do not believe the city should be involved in many of them, and question how it would be accomplished without an ever-expanding burden of city government and cost.	Noted
204	Robert Koster		Much of the strategy has been simplified and revised to focus on actionable tasks and to better clarify those tasks.

205	Suzanne	This proposed "balanced housing strategy" is a sham and most likely will slow down overall construction and will raise raises market costs by forcing private developers to include government-regulated, below-market units instead of letting the free market build freely. These types of rigid plans hurt housing availability. So-called affordable housing is anything but affordable. Instead, it is mainly a scam that benefits developers far more than it helps low-income people. Reduces Overall Supply: Inclusionary rules act as a tax on new building, causing developers to build fewer total homes. Drives Up Market Prices: Slowing down new construction pushes market-rate home and rent prices higher for everyone else. Complex Bureaucracy: These programs require heavy government oversight, extra staff, and costly red tape. This is boilerplate that could be for any US city. It is apparent that Tony Allender is trying to justify his overpaid position and has no insight or understanding of this community.	Noted	
206	Susan Gorney	I just hope that before this is all implemented there can be more input from the residents(not just the few that show up to meetings) and we will be able to vote on final implementation and not just have unelected as well as elected loose cannons going forward. This is a big step and would change the entire face of the city and is not to be taken lightly. Additionally, this is a very long document and I have my doubts that very many people will take the time to go through it.	Even once approved there will be continued dialogue with the public. All potential developments will go through the development review process before approval where the public will be allowed to weigh in.	

COMMENTS ON BOARDS FROM OPEN HOUSE #3			Staff Response
#	User name	Comment	Staff Response
1	Joy	Starts off with two things that are not defined. DIGAH??? Development Process Improvement program? What are these things and why do we need them?	DIGAH is defined in the documents, it was an oversight not to include in the Open House boards
2	Open House	Strategy 3: Build CSAs into performance appraisals	Noted
3	Open House	Strategy 2: 5-day work week for Development group	Noted
4	Devonna McLaughlin	Consider expedited city plan review/approval for residential projects that contain affordable or workforce housing. Specific definitions of affordable and workforce will need to be determined. As well as the % of units that meet these criteria. Expedited review may be a way to encourage market-rate projects to include a % of workforce housing.	This will be considered
5	Open House	All 3 strategies sound useful	Noted
6	Open House	Best thing that will improve the customer experience & permit process is to fire Cari Meyer, most hated city employee. Also start adopting by right permitless building.	Noted, neither will be implemented
7	Sean	This document presupposes you've been tracking housing issues all along since ? Add a preamble that justifies all the overarching need to plan solutions. Should talk about risks to the community if housing not addressed, and the benefits if addressed. Talk about community benefits of having some percentage of workers living in the community (80%+ AMI)- talk to the benefits of having these folks having a vested interest in the community, of the need for families to get schools up which begets doctors, etc.	Considered and will be included
8	Tim Perry	You want to improve customer service? First off, FIRE CARI MEYER, who is the most hated official at the city. For those who have never bothered to observe her, she takes genuine joy in obstructing projects--she can barely hide her smile when she delivers bad news or things fail--and she's miserable when council or P&Z approves anything. We often have to ask if government officials are being either malicious or ignorant; in her case, it's always both. She has no aesthetic sense or concept of what makes a good building or plan, and to the best of my knowledge, she has no experience in doing single-family construction herself, which should disqualify her from holding any position related to housing. Beyond getting rid of the incompetent official, start introducing programs through which people can build by right, with no need for permits or inspections. Cut the number of inspections down from dozens. Cut the amount of the fees down from tens of thousands. And above all, let people actually build in a timely fashion. Ultimately, community development, so-called, is never going to be a department that will have a good reputation with a public or be perceived as providing good service--for the simple reason that it exists to obstruct residents in doing what they want to do for no good reason, so they will automatically hate it unless they're civil religionists for whom government is god and can do no wrong.	Noted.
9	Tim Perry	All of this is whitewashing. We don't need a kinder, more "active listening" face on city staff. We need city staff to get out of the way. For them to be sweeter and kinder--more Dolores Umbridge--about being in the way is of absolutely no use to people trying to get housing built.	Noted.
10	Mark TenBroek	Absolutely agree that staff (not just Community Development) need to have feedback on how residents feel interactions went. These comments should not just include positive or negative interactions, but an opportunity to give the details of why, and suggestions to staff on how interactions can be improved. I know this could be uncomfortable for staff at times, but would help evaluate resident concerns and define improvement strategies for staff.	Considered and will be included

11	Kelly Patton	I do not think Sedona should be in the "home building business". Government involvement in a high priced area such as Sedona only makes that housing more expensive. Renters cannot be excluded if they don't work, don't live full-time in Sedona. ALL major tourist areas around the world suffer from high rents and high housing purchase prices. Workers must come to grips that they will have to commute or move elsewhere just as most of have done in our past. Sedona could change some of their zoning to include zero-lot-lines for garage construction. Perhaps even include housing in zero-lot-lines with housing above garages. Many residential lots in Sedona are large enough to support an 800 sq ft ADU. Shed heights should also be changed from the current low heights.	Sedona will not be in the "home building business" - that is the job of the development community. LDC changes are part of this process and all ideas will be considered
12	Mark TenBroek	The City can surely monitor housing activity, but I would prefer that this construction of new single and multi-family housing and inventory, but facilitating new housing should be planned and performed by developers. City bureaucracy will inevitably slow the process.	The City has no intention of getting into the home building or homeownership business. All new housing will be done by developers.
13	Tim Perry	Repeal/abolish the DIGAH entirely and replace it with nothing. There was once a famous exchange between Voltaire and Casanova over dinner. Casanova, who was schizophrenic, was defending the temporal power of the Catholic Church after just having escaped from a prison of the Inquisition. He challenged Voltaire, "Suppose you abolish the church--with what will you replace it?" Voltaire replied, "Oh, I like that. When I deliver humanity from a ravenous beast which is attempting to devour it, can I be asked what I will put in its place?"	Noted
14	Mark TenBroek	My personal experience with Community Development with a new house permit (2018) and solar permit (2021) was very positive. Staff were very helpful, and inspections were also timely and helpful, once the inspector determined I knew what I was doing.	Thank you
15	Tim Perry	Jargon and bureaucracy. Delete.	Noted
16	Robert Koster	A lot of nice words for nothing. What is it you really want to achieve. Speak plain and simple English.	Noted
17	Rich Gay	Every interaction the city has with a resident should provide a simple way for the resident to rate the interaction. A modern, very common way to do this is with a "Net Promoter Score" — and there are simple, inexpensive (and free) systems to do this. But the city staff and council must monitor the scores, and every level of staff management must review scores regularly (weekly or monthly is a best practice). Organizations adopting a system of measuring service interaction, and rigorously holding all levels accountable for continuous improvement, find dramatic results and much happier customers. For transparency, a NPS (Net Promoter Score) should expose current and past NPS scores in real time to the public, and the council should spend 5 or 10 minutes with the city manager EVERY council meeting reviewing score trends, and departments falling behind.	Considered and will be included
18	Jim Murphy	How does a project like the parking garage get through plan check and receive approval from city engineers, yet fails to pass final due to engineering issues. If this can be pointed to the builder, McCarthy, this should be a charge-back to them and not a change order costing the City more money. Only you know who is at fault, but it certainly isn't the residents who are ultimately paying even more for something we didn't want in the first place. Where is the accountability? I'll be if this was a private project, it would have been red-flagged a long time ago, but since it is a City project.....	Noted
19	Joy	"holistic approach?" What does that mean? What are the overall goals?	Verbiage changed

20	Jim Murphy	Villas on Shelby should be proof that the City should move away from playing developer and continue to use incentives to attract builders to satisfy the housing needs of our city. The vast majority of cities in AZ and the Southwest us programs like DIGAH to attract developers to build homes. Stick to governing and leave home building to those with that experience. In 9 years of construction, this is the first city I have seen that involves itself in residential construction.	The City was not the developer for Villas on Shelby - HS Development Partners was. Many cities across the country play some role in housing based on their unique needs. The city's preference is partnership with the private sector.
21	Tim Perry	Delete. This is a grotesquely inappropriate proposal. Applicant education? The applicant is not the problem; city staff are the problem. If the applicant can't meet staff's standards, the standards will be lowered to conform to the average applicant's ability. See, as an example, HB2096 proposed by Barbara Parker two legislative sessions ago, which set out language that should be a model for every jurisdiction in Arizona: "The site plan and sketch must be prepared only to the level of detail and quality that would reasonably be expected of a nonprofessional with a high school education. " If any law or code is too complicated for the average person to understand and apply, it must be repealed.	Education components have been removed
22	Rich Gay	A Net Promoter Score typically is a single question — "was your experience great?" and that is all. Easy to understand, and can be answered with a single click. Typically a link is texted to the customer (Resident in this case), click the link, give a thumbs up or a thumbs down, and done. The link is coded so the staffer gets the credit for the score. Simple, easy, and incredibly effective.	Thank you, this will be considered in development of the tool.
23	Tim Perry	That this immensely bureaucratic system exists at all is the problem, not how apparently friendly it is. Putting a kinder, gentler face on it won't help solve real people's real problems. Putting lipstick on a pig won't put ham in people's mouths. Being nice about saying "no" is meaningless. The city needs to get out of the way of private individuals trying to build and stop saying "no" at all.	Noted
24	Robert Koster	Question city's role in housing. Creates definite conflicts of interest based on being owner of properties and pushing growth objectives. The city really needs to ask itself what it is trying to achieve long term, and what will the city look like in 5, 10, 20 years. Many in this city want to preserve what is Sedona and not make it a jumble of high-density housing with parking meters striving to be a "Me Too" city that loses what's left of its charge and people will no longer want to visit it.	Considered and will be included. High-density housing is not a part of the Balanced Housing Strategy.
25	Pam Foster	The only daycare center for under 3 year olds has closed. It is called Precious Stones and it has been operated by the Lutheran Church for 25 years. They have sited lack of funds and under enrollment. The residents of this city complain about the lack of families in Sedona and that the schools have low enrollment, but they need to realize that the school community begins at daycare. Granted the daycare has most likely fallen down on grant writing and other fundraising, their cash needs are not that great. The money could probably be raised in an afternoon if they asked the community for help. The city highly funds the library, Humane Society etc. , but I personally feel this is an important service that is not serving this community. Thank you for your consideration! Pam Foster	Considered and included.
26	Tim Perry	We already have monthly reports on all different types of permits granted in complete detail. We don't need some RAM-heavy app or separate website for that. What we do need is for the information to be provided immediately and accurately--and for the time to completion on each project to be tracked, along with the amount of time the project was delayed due to interference by city staff, with interference defined as permit process, inspections, and so forth.	Noted

27	Suzanne	This proposed "balanced housing strategy" is a sham and most likely will slow down overall construction and will raise raises market costs by forcing private developers to include government-regulated, below-market units instead of letting the free market build freely. These types of rigid plans hurt housing availability. So-called affordable housing is anything but affordable. Instead, it is mainly a scam that benefits developers far more than it helps low-income people. Reduces Overall Supply: Inclusionary rules act as a tax on new building, causing developers to build fewer total homes. Drives Up Market Prices: Slowing down new construction pushes market-rate home and rent prices higher for everyone else. Complex Bureaucracy: These programs require heavy government oversight, extra staff, and costly red tape. This is boilerplate that could be for any US city. It is apparent that Tony Allender is trying to justify his overpaid position and has no insight or understanding of this community.	Noted	
28	Robert Koster	Need to have real accountability and for projects the SLI's should have financial markers. Not like for uptown garage where still hear the city is in budget after 13+ change Orders and heading over \$26m with no end in sight from a \$17-18m starting point. Who was fired? Somebody should be... that is accountability.	Noted	
29	Donna Joy Vamey	We are NOT Surplus. Many of us SURPLUS were the economic for Sedona. Labeling us as surplus is how the city thinks of residents. You got too cozy with the lodging industry and the Chamber of Commerce. After pouring millions into millions of dollars into the chamber and the lodging industry giving them special treatment the city distorted the way you see the people. It's the City against the residents. The city allowed the lodging industry to remove the mandated employee housing, changed the policy, and made everything about taxes. We do not need this. The city makes everything complex, and you create this crisis. Stop meddling you make it worse not better. Let the businesses market themselves. That is the natural normal way business is done.	Noted, this language has been revised based on public comments.	
30	Carla Portillo	We need to do research on cost of living from actual people in Sedona and compare to Cornville. Also bring up the fact that Cornville already has an approved plan to build 2000 homes across from Amante. Schools failing reputation not going away anytime soon. 3 homes in Cornville unable to rent for low prices. At 750 homes over the next ten years equals to 1500 cars at all times. STR new policies will also free up homes because people are not going to want to absorb the cost. For example my Airbnb that used to rent for \$500 per night, owner used to pay 3% as a host and guest paid the other 12% for a total 15%. New policy is host has to pay the 15%, the options are owner can absorb the cost or increase their prices. For example for two nights owner now has to pay \$170 in fees, so he has to increase his prices by that much. This is becoming too expensive for people and not worth it when you take into account everything else. STR can no longer charge cleaning fees or anything extra. The price you get is what you pay. When a client sees the full price, they choose not to use STR. We can not develop at the expense of our quality of life. Enough is enough, leave Sedona alone	This has been done in the Phase 1 Understanding and Analysis document. Making use of existing housing is part of this strategy.	

31	Brenda Gay Thank you for the opportunity to comment on this plan. It is important for the overall health of the city that residents, city staff and city council collaborate on such a critical issue. For reasons we all know about (mainly the homeless car park fiasco, the citizen petition and the lawsuit), many--probably the majority of--residents no longer fully trust the city staff or city council. Therefore, it's inevitable for residents to have strong reactions to any proposal put forward. I recognize and appreciate that efforts have been made by the housing staff to incorporate citizen concerns from the housing think tanks into this new proposal, but I think this is just a start. Since this issue raises strong reactions and distrust from many residents, I recommend the city proceed with an abundance of transparency. Not everyone will be satisfied of course, but at least everyone will be heard. Recommendations: 1) Delay the presentation to the city council. This will enable citizens who are out of town for the summer a chance to familiarize themselves with the project and express concerns or support. This will also give time for staff to respond to and present findings of resident comments. This delay may also allow new Councilors and Mayor to engage. 2) Organize resident comments into an appendix in each document. 3) Respond to each comment (or a group of comments, if redundant) into the appendix in each document 4) Either accept the comment and make the change; or reject the comment and explain why 5) Hold a public workshop and share the comments and the responses 6) Then, and only then, present the complete plan to the City Council for approval	Public Engagement has been ongoing since April 2026. The plan was brought to Council on 9/8 and will be brought back to Council on 10/13. Even following approval it is important to continue dialogue on housing. Adjustments can be made where warranted.
32	Tim Perry	Noted

33 carol scribner	I have read through the comments and feel inspired by my fellow residents who were honest in sharing their thoughts. I am on the road and on an Ipad making the use of your complex reviewing system very difficult for me. I am summarizing my thoughts in one comment here! FIRST... 1. The election had an impact you got our message!!!! You cut back!!!! Not enough but a recognition. Thank you!!!! 2. As with others I've lived here over 35 years and this plan is the pinnacle of the outrageous growth of our city's budget and ventures into areas of business that are not the business of our 9,000 citizens. We are NOT home builders!!!!!! For any reason. WE DON'T NEED TO BUY LAND either ... we are not REALTORS... DEVELOPERS....an NGO. 2.If we need ridiculously expensive consultants then we're in over our heads.!!! 3.WE are under water now we need to stop all hiring.... including developing whole new departments like the folks running this current program. They and this program should be cut. 3.THINK 9,000 people (sorry for this ballpark number). We are being governed as if we're Scottsdale!!!!!! We are not!!!!	Noted
34 Jolene Pierson	Where possible, have plan reviews led by the same staff member so that there is consistency for the applicant and familiarity with the plan and its objectives for the staff person. Having everyone involved familiar with restrictions, objectives, procedures, codes, etc. at the very beginning of the design process could go a long way toward expediting the application process and completion of the project.	This is current practice.
35 A RHendey	As of the 2020 Census Sedona had a population of 9,684 and continuing to fall. The median age was 62.6 years. 8.3% of residents were under the age of 18 and 43.7% of residents were 65 years of age or older. Whereas the city government is almost as large as the population and growing. This housing paper is a total waste of time and an unneeded expense. Until we get the city government under control and make a significant reduction in personnel and costs there is no way the city can move forward. We came within a whisker of retaking our town in the last election, but hopefully this has been taken on board, and it is now understood that things have to change. Change does not mean a dense and complicated document on housing that will be ignored at the end of the day.	Noted.

36	Tim Perry	We have been given no details of this "community partnership program" thus far. What this presumably means is that the city will once again pick some of its allies and fellow travelers within the community to form a "work group" to rubber-stamp whatever staff comes up with. You want real community partnership? Bring back the citizen commissions and make staff take direction from members of the public on housing issues. Set up a housing commission empowered to reform the codes and policies without any reference to what staff want or think is possible or practical.	The Sedona Community Partnership program has been outlined and further defined and renamed the Public Investment Program to better define its intent.
37	Open House	Strategy 5: Set up a "Front Desk Day" where simple tasks can be done quickly	Noted
38	Robert Koster	Ok with making things easier, as long as the Toolkit does not void good common sense and esthetics in the community,	Our intention is to maintain community character and aesthetics but look forward to community dialogue through the LDC update process
39	Rich Gay	This strategy 4 (pursue updates to the LDC) offers perhaps the highest value, easiest opportunity, and should be pursued vigorously. Simplify, streamline, and best of all, eliminate — the most simple rule or process is the one which doesn't exist.	Understood and actively pursuing
40	Devonna McLaughlin	Adopt specific development policies that make adaptive reuse strategies easier to implement. For example, allowing workforce residential use by right in commercial zoning or allowing existing parking to meet residential usage when converting to residential.	Understood and actively pursuing
41	Mark TenBroek	Not sure if this is intended to reduce lot sizes or house size or the need for garages for higher footprint construction. I believe that setback standards are important for fire safety and should be retained.	Noted, this will be part of the LDC updates
42	Mark TenBroek	The current permit submittal and approval process works well for people to do in person. Remote permit applications are more difficult without a mechanism for interacting directly with staff. I have also heard that permit applications reviewed by outside contractors contain many more comments to address. I would prefer internal staff reviews.	Understood
43	Open House	Please clarify how a project will qualify for "concierge permit service"	Included in document
44	Robert Koster	That's fine, but what are you looking to achieve with these? Suspect of city objectives. ADU's can agree with based on some defined standards, such as no short term and being wary of impact on neighbors and neighborhoods.	Noted
45	Rich Gay	Staff in all departments should be required to work a full 5 day work week. This "convenience" for staff is a big inconvenience for residents and businesses.	Noted
46	Donna Joy Vamey	Return to the 5-day work week. Between the 4-day week and holidays everything is slow-Sedona. Even a public request can take weeks to receive information requested. Have each and every city department do efficiency and effectiveness scorecards in real time and make them public.	Noted
47	Mark TenBroek	Encouraging ADU construction is a double edged sword. While this could provide more housing, it also will likely be used as a way to increase the STRs in Sedona. STRs do not foster the type of community that most residents desire.	To benefit from programs proposed in the Balanced Housing Strategy an owner would have to commit to long term rental per an agreement
48	Donna Joy Vamey	Stop inviting NGO's that you pay money to. You invite them to participate in a residence survey and programs. I've noticed one NGO CEO commenting here this is not ethical. You will also allow private housing group to meet at city hall with full access to staff and council. This noncity housing group that met at City Hall for over years, then you let them craft the community plan. The city misleads the public; you tricked the residents into believing that this was a city sanctioned or group. Stop the workgroups, go back to commissions, make everything transparent and stop calling us nimbies, surplus or like you put in the community plan nimby cows. Residents deserve better.	The Housing Advisory Council does not meet at City hall and you are correct, it is a non-City run group.

49	Mark TenBroek	I personally like the components of the LDC as it provides consistency in the housing stock and uses the appropriate safety standards to construction projects. I do like reducing parking requirements as a way to encourage other forms of transportation. One exception is that employers should have strict requirements to provide for employee parking at their cost to be equitable with other businesses that already do.	Noted
50	Tim Perry	Forget concierge permitting. Start creating categories of construction that are permitted by right with no permits or inspections required as a precursor to evolving back towards a self-certified code oriented towards the needs of owner-builders.	Noted
51	Jim Murphy	ADUs offer a solid solution to our current housing needs for long-term workforce housing needs. They should only be permitted with deed restrictions that restrict their use as STRs, which is permitted by law. ADUs offer a perfect solution for low-income workers who want to live in town. Also a good option for limited-income residents to earn rental income.	This is part of the Balanced Housing Strategy.
51	Kelly Patton	Yes, to ADU's but not to deed restrictions. The market will take care of itself.	To take advantage of any programs in the Balanced Housing Strategy an individual developing an ADU would have to agree to terms as a long term rental. Those not requesting to participate in programs are free to construct an ADU and use it as allowed by code.
52	Kelly Patton	ADU construction should be simplified - perhaps the city could offer multiple floorplans with materials and construction costs based on the local market. I do believe some of the elderly population would move into their ADU and rent their larger home as either a long-term or short term rental. If people are right next door to a STR that might change their mind to offering the property as a long-term rental. Perhaps, property tax offsets could be offered as incentives to build ADUs.	Noted, and considered in the strategy.
53	Open House	Concierge permit service to fast-track building units we want sounds wise	Noted
54	Jim Murphy	All this will do is delay those who have been waiting for their permit in lieu of someone who pays an expediting fee. Do better, Sedona. Stop looking for lipstick to put on the pig and just do the job we are paying you to do. Plan checks shouldn't take as long as they do, so be more efficient instead of looking for ideas like this in your meetings.	Noted

		This section is the biggest force in the whole so-called plan, because it doesn't mention a single specific element of code that needs to be repealed or changed, when in fact Sedona's building and land codes, which were designed on purpose to inhibit construction, are the only reason we have a housing shortage. To make up for city staff's total unwillingness to confess that the regulations are the problem, here's a partial list of some of the many things wrong with the LDC, which should have been included in this plan, but that would have given staff too concrete a set of objectives: 1.2E, about sensitively fitting things into the landscape, is a great general idea for planning, and probably something most people here would agree on, but this conflicts with the remainder of the code in a number of ways, such as the very use of the IBC to begin with and any other standards that propose modular or frame construction. 1.3C: Code needs to have a cutoff limit, as the county does at 400 square feet, below which permitting is not required and codes are inapplicable. Or, as an intro, allow buildings that meet a greatly simplified set of construction criteria and are below a certain square footage to be constructed without permits or inspections. By-right construction has to become a concept again as it was less than fifty years ago. 1.3E: The zoning map has to go. It's quite frankly un-American as well as inefficient; for the inefficiency aspects of centrally-managed resource use, see Elinor Ostrom, Governing the Commons. The city is not going to determine how Sedona develops spatially in the future; Sedona will be allowed to develop naturally. For instance, Brian Fultz may have this obsession with trying to get high-end retail into Uptown, and Kali Gajewski may be fantasizing about a giant walking mall in Uptown, but the reality is that retail is dying in Uptown and future development, or more properly redevelopment, up there is going to involve reconversion of a lot of the properties that were once residential back to residential or mixed use from their current commercial zoning. (Which, incidentally, would help solve what if any traffic problem there is--as would putting the second northbound lane back, hint hint.) If staff and council don't recognize that fact, we're going to run into a lot of situations where reality and city expectations diverge and cause legal and political issues. 2.1A: The number of zoning districts needs to be vastly reduced. Residential, commercial, community space, and mixed use should be sufficient--as well as an agricultural district again. Reintroducing agricultural zoning could be combined with an experimental lessening of building restrictions in a three-way trade with sustainability. ~~2.1B: Delete~~	
55	Tim Perry		Noted
56	Open House	Slash the codes to 3 pages & start allowing owner-builder by right permit less construction. Think pre-incorporation.	Noted
57	Open House	Strategy 7: Look at prefabricated housing modules	This is being considered.
58	Open House	Cancel all current housing programs which have been totally ineffective & legally questionable. The deed restriction program violates state law.	Rent Local and Deed Restriction programs are proposed to be eliminated
59	Mark TenBroek	Many employers complain that they have a hard time retaining workers, yet they do not want to provide housing or parking for their workers at their cost citing the low profit margins. Recent tax revenue shows the highest sales ever in Sedona this past year, dramatically exceeding inflation, yet employers want to have low wages for their workers. Sedona should not be in the business of subsidizing housing using public funds.	Understood, this has been clarified to be a responsibility of the business community
60	Ronald Martinez	All initiatives in 6 are excellent and should be prioritized	Noted
61	Donna Joy Varney	No more partnerships with private organizations. Let the businesses do their own housing. It is the businesses job to find housing for their employees. The city needs to stop creating a crisis and go back to the basic functions like code enforcement. The city won't enforce the housing unit's mandated in the hotel industry. This is complete nonsense!	Noted
62	Sean	For sure update the LDC to allow tiny homes. Develop The Dells with a tiny home community with long term rentals and for-purchase lots (some with a house on them, some without),k	Understood - updates to the LDC are being pursued

63	Rich Gay	Some of the loudest voices the past several years for "workforce housing" are local businesses, and this strategy needs to include something about the need for businesses to pay what's commonly called a "living wage" to their employees. The city's residents should not have to subsidize housing. One of the loud voices even received city council approval for funding for a workforce housing unit (in the form of fee waivers), and that unit is now occupied by his sister, and used as his voter registration address (he actually resides outside city limits). Asking residents to subsidize housing is insulting with this historical behavior by past councils.	Understood, this has been clarified to be a responsibility of the business community
64	Tim Perry	At no point in the housing strategy meetings has it been explained what this is. Presumably more meaningless bureaucracy that will provide an excuse to hire another staffer or two at \$80K-\$100K a year while people who do actual work struggle to find housing. Scrap the nonsense.	Noted, and further explained in the document
65	Mark TenBroek	Employers need to recognize the benefit of providing lower cost housing for employees. City code should recognize a requirement to include housing for any new development in the community.	Understood, the employer workforce initiative has been removed from the City's role
66	Open House	Maybe tiny homes	This is under consideration.
67	Robert Koster	Do not think the city should have a role in partnering in housing, believe it can become ripe in graft and questionable practices. There are things the city should do, and things they should not do.	Noted
68	Tim Perry	We are a small city, and should have small city politics and framework. The deed restriction program, in addition to being another unwarranted form of big government interference in the private market, is simply illegal. ARS 9-834(D) states that "a municipality shall not request or initiate discussions with a person about waiving that person's rights." A city-initiated discussion of a deed restriction to waive a property owner's rights in favor of the city and in fact, as Kurt Christianson admitted, to transfer part of that owner's rights in a property to the city, is a clear violation of the statute. Either abandon the whole deed restriction program, or do what Aspen did, since Sedona's officials seem to love the idea of being Aspen, and pay fair market value for the restrictions. I seem to recall that's costing the city of Aspen about \$70K per property. Sedona city staff and council seem to have this fantasy that hundreds of Sedona property owners would just love to give the city a 10 to 15 percent chunk of their property value for zero in return. Farcical.	The Deed Restriction Program is proposed to be eliminated
69	Tim Perry	Remove. Unwarranted interference in the private market.	Noted
70	Tim Perry	Cancel all existing city housing programs. They have been a farcical failure with single-digit usage after years of waiting around. City staff openly admit that the down payment assistance program has not actually helped anyone purchase a home in Sedona, but only in the surrounding Verde Valley. It is also no business of the city to be attempting to use public funds to determine who can and can't buy a house in Sedona. Completely inappropriate.	Noted
71	Robert Koster	What exacting is the Rent Local Program, and how will it be monitored/managed? Always suspect of more big government, need to streamline what we already have and not build more. We are a small city and would like to keep some of that charm. Not everything needs to be built in Sedona.	This is a current program that is proposed to be eliminated. Part of the plan is to utilize housing that already exists.
72	Jim Murphy	The City is obsessed with "workforce housing". Obsessed. Yes, it should be an area of focus, but you are more than ALL IN. Business should be made to participate in this. Driving from Cottonwood, Cornville or Clarkdale where rent is half of what it is in Sedona doesn't present the deterrent that this Council has portrayed. A 20 minute commute to work is more than acceptable. But if businesses what their people closer, participate in this workforce housing program.	The statement that rent is half of what it is in Sedona in surrounding communities is inaccurate. Understood, the employer workforce initiative has been removed from the City's role

73	Mark TenBroek	Not sure why the City is involved in this process. Let the market decide where and what type of housing is built, consistent with the current zoning requirements.	Noted
74	Open House	What is a coordinated housing program?	
75	Joy	Sedona has never needed a marketing or outreach program for housing. People looking for housing do the outreaching. Those with housing available don't need to do much outreaching to get a place rented. How can you say there is a "housing shortage problem" and at the same time say we need a "housing marketing program" at the same time? Sounds like make work.	This has been removed
76	Sean	Not sure what this is beyond just and education campaign to get people into Arizona's Coordinated Entry system.	This has been removed
77	Mark TenBroek	I agree that maintaining licenses and locations of STRs is a valuable City function. I do believe that there needs to be more focus on resident complaints with STRs (and residences) to understand which are validated concerns based on code enforcement reviews. The licensing should have more teeth in managing licenses to prevent negative impacts on nearby neighbors.	Noted
78	Mark TenBroek	I do not agree with using public funds for this type of initiative. Let the market decide.	Noted
79	Open House	Acquire small apts or small motels for low-income housing. Strategy 9 sounds good.	This is a consideration of the strategy
80	Mark TenBroek	Not sure why this is needed. Why not other types as well? This item is not needed, period!	Noted
81	Donna Joy Vamey	This entire program is just to hire more staff. Fire them all and stop it. Unnecessary. The overhead cost of the city can never do anything affordable.	Noted
82	Tim Perry	Delete. None of the city's business. This is a community function, something the chamber or the library should be doing.	Noted
83	Rich Gay	This doesn't need to be a program. A program requires staffing, time, etc. Simply have the information available on the city's web site. Easy and inexpensive.	Noted
83	Kelly Patton	I agree - we do not need another program staffed by ANOTHER highly overpaid city employee. I was able to find housing in much larger cities than Sedona all my life. People need to take some responsibility - do we need to hold their hands at every step? Not being snide, just realistic. Sedona has been expensive for the past few decades and it will be into the next several decades.	Noted
84	Robert Koster	Don't think this is a practice the city should be doing. This is where the mandate for external independent financial oversight and audits would need to become necessary when you open these types of doors.	Noted
85	Open House	Under no circumstances should the city be acquiring private property and drop the STR control fantasy.	Noted
86	Jim Murphy	That will solve your perceived housing issue - build a marketing department. Nothing speaks "big government" like this entire exercise.	This has been removed
87	Donna Joy Vamey	Stay out of this. Not a city function.	Noted
88	Tim Perry	Drop the whole effort to harass and suppress short-term rentals. This is not within the city's power to control, and if it were within the city's power to control, it would be theft. "Tracking trends" will do zero to help the housing situation. If you want to have fewer STRs, let us build the kind of normal housing that will make Sedona unattractive as a luxury STR destination.	This is not part of the strategy
88	Kelly Patton	I would not say that any of the STRs in my neighborhood - the Chapel Hills area - are luxury homes. They are regular contractor grade homes...not everyone is coming here as "luxury home STR renters". Pretty much the houses that have pools or hot tubs are the ones the STR people flock to. I don't know what you consider "normal housing" in Sedona. Even my 50 year old house was built as a second home or retirement home with only 2 bedrooms. Our entire neighborhood was not built for "families".	Noted
89	Donna Joy Vamey	Delete big government. stop meddling in the private lives of residents.	Noted
90	Tim Perry	Delete. Again, none of the city's business. A combination of a make-work program for staff and an attempt to relocate likely voters for the incumbent council to Sedona.	Noted

91	Rich Gay	What is the need here for inspection and certification of already built homes? Terrible idea, and will add more cost and process for residents. This should be removed. Public Comment on the Draft Sedona Balanced Housing Strategy To: City of Sedona Community Development & City Council Regarding: Feedback on the Draft Balanced Housing Strategy & Open House Materials I am writing to express my strong opposition to the general direction and specific measures proposed in the draft Balanced Housing Strategy. The current document relies heavily on vague administrative buzzwords and open-ended concepts—such as "Community Priority and Investment Policies," "Housing Support Programs," and "Concierge Permit Services"—while failing to address the fundamental realities of housing, economic development, and demographic needs in Sedona. Below are key areas where this strategy misses the mark and requires immediate correction:	This has been removed
92	Lita Boyd	1. Lower Development Costs and Cut Fees Instead of Adding Restrictions If the City wants to encourage affordable home construction, the first priority should be removing financial and regulatory barriers. Reducing municipal fees, streamlining building costs, and cutting red tape will allow local builders and property owners to construct homes that buyers can actually afford. Furthermore, deed restrictions on residential properties penalize property owners and sellers while stifling long-term market value. City resources should focus on incentives and cost reductions, not artificial market limits. 2. Prioritize Economic Development and Public-Private Partnerships The City should not be in the business of real estate ownership or direct housing development. Taxpayer dollars and the City Housing Fund should not be used to expand municipal bureaucracy. Instead, our focus must return to robust Economic Development and fostering strategic public-private ventures. We need a cohesive, long-term vision—not a series of piecemeal, trial-and-error projects to "see what sticks." 3. Meaningful Engagement: Bring Real Stakeholders to the Table Turnout at public housing events has been severely lacking because the process fails to accommodate working residents and local families. To truly understand housing needs, the City must improve its communication strategy and schedule workshops. Or just grandfather them in, or accept the state's standards as Sedona's standards. Time and again we hear the lie that Sedona will allow any manufactured home that meets state code. That's not true. There's plenty of people in Sedona who can testify otherwise. As an easy start, strip Sedona's excessive regulation back to state minimums.	Noted
93	Tim Perry	Delete. It is not the city's business to spend public funds on becoming a landlord and trying to control the behavior and preferences of the people who live there, which is staff and council's intention. Next week, the Saddlerock renewal will be coming up, and let us not forget that when those apartments were approved, council was very keen on regulating what potential future tenants years down the road would be allowed to have on their balconies. This didn't just include things like barbecues, which council and staff presumably thought low-class and wanted to ban in their attempt to impose bourgeois aesthetics, but also things like flags--and we know what that was really about. Council didn't want future tenants flying political sentiments opposed to their own, which was why they put the ban in far in advance. This is the city's real intent with these plans to become a landlord and intervene in the market. It's not just to deprive property owners of the chance to make extra income through STR use, it's mostly about trying to impose and filter council's values. Drop the whole idea.	Currently manufactured homes that meet state code are allowed in RMH Zones. This will be evaluated as part of the LDC evaluation and changes.
94	Tim Perry		The City has no intention of becoming a landlord. The only purpose of city ownership of land is to ensure that housing is affordable for an extended period of time - preferably permanently. That said, here too the city is looking at other models that do not involve city ownership of residential property.

95	Mark TenBroek	Why? No need for this. What is this supposed to accomplish? Delete.	This has been removed
96	Robert Koster	Do not believe this is a function the city should be doing.	Noted
97	Tim Perry	This nonsense about apartments must stop. 88 percent of Americans want to own their own home as opposed to 8 percent who want to live in an apartment. Apartments are designed to keep workers in wage slavery by charging them rents to the limit of their capacity without the opportunity to acquire equity and thus to increase inequality and discrimination. Delete all references to encouraging any kind of apartment construction. If property owners want to build apartments, they have that right, but there will be no pretense that doing so is a good thing for Sedona or for any free society.	Noted
98	Robert Koster	Question why this is a city function? Think overreaching role and current vision for Sedona is cloudy, or probably not in line with many of its current residents.	This has been removed
99	Robert Koster	How would this be done? Is this a city function?	This has been removed
100	Tim Perry	It is outrageous and dishonest that this supposed goal of facilitating new development says nothing about increasing home ownership and attempting to ensure that as much of new development as possible is single-family and freestanding homes. Instead, this whole plan is oriented towards institutional development of apartments in large blocks that either the city can control--state capitalism and forced collectivization, in other words--or a landlord developer in close collaboration with the city can control. In either scenario, the outcome is greater financial exploitation of the working people and the further reduction of their freedom to live their lives as they choose. It is also dishonest and further evidence of how meaningless this plan is that nowhere in this final strategy document is any emphasis placed on the necessary replacement of the developer model of new construction with an owner-builder model of new construction. Owner-builder, by-right construction of freestanding homes is the only way to supply Sedona's housing needs quickly and in a fashion compatible with the philosophies of free enterprise, sustainability, minimalism, and aesthetic excellence. It is also, and most importantly, the way to guarantee that families can build sweat equity in Sedona and enjoy the freedom of a rural lifestyle in the rural West, rather than having their living choices controlled by either a landlord or city government.	Homeownership is a focus of this strategy
101	Mark TenBroek	I support the City obtaining property to protect the Oak Creek riparian areas and prevent development in these areas. In selected cases I think the City could provide pocket parks in residential areas. Purchasing properties for housing is not high on my priority list.	Noted
102	Sean	This is a double edged sword. If you can't regulate them to keep them long term rentals only, then a goodly portion will likely become short term rentals. Especially with the economy where it is (costs in general) and the fact that the average daily room rate is so high, ADUs will be very popular with visitor. Table this strategy until the state allows sensible regulation of STRs and redirect energy from this to state lobbying efforts (get other cities to agree to start an initiative on the Nov state ballot - pool funds for signature gathering)	There would be safeguards in place to ensure that any developments utilizing City funds would not become STR. This would not prevent those who chose not to use City funds from STR.
103	Sean	Have an express goal to settle the safety/access issue at 2411 *before* going out to RFP!	Noted, and this will be addressed.
104	Open House	NO CITY LAND ACQUISITION	Noted
105	Mark TenBroek	Not needed.	Noted

106 Robert Koster	Definitely have problems with city owning and dictating use and density. Also question the new revised housing needs that the city has. If you continue to extrapolate this kind of thinking Sedona will be a high density of city of 50,000 in 20-30 years, and its' charm lost to developers. Growth is coming up the 17, and whether the number for Sedona be 10,000, 50,000 more or less, growth will occur unless kept in reasonable check. Once it occurs, there is no turning back and a treasure that we have here is lost. This story has been played out over and over again in communities across the country... Sedona residents need to ask and put a price on what it is worth before it is gone. Focus should be on traffic management, alternative economic engines for the community, transportation, external community hubs (Some of which will not be in Sedona proper), and how to maintain what makes our area special.	Noted, this strategy is focused on Housing but all aspects of housing impact will be considered.
107 Tim Perry	Absolutely not. End all city programs to acquire land and either sell the city's land to individuals to build housing or donate it to land trusts. In fact, the city has a number of large parcels of land that it's currently wasting that could be used for housing--such as the 10+ acres north of Posse Grounds that are being used for a disc golf course, as if that were more important than housing. Sell or donate the land back to those who should be in charge of it.	Noted
108 Mark TenBroek	I would not support. Let the market decide.	Noted
109 Robert Koster	City should definitely not be in the building business and land acquisition, if you are then you are going beyond what believe is a reasonable charter of the city. If the city does so, then have to question motives of city council.	The city already owns land, but has no intention of acting as a builder or developer.
110 Rich Gay	Stop buying land, sell land currently owned, and get out of the development business.	There is no intention of the City becoming a developer.
111 Tim Perry	You don't need a program. Simply allow construction of units of 400 square feet or less by right, no permit required, if they meet a simple set of guidelines. If you want a sample regulation, see HB2096. A program would be a farce intended to whitewash the fact that no real progress would be made under said program.	This is under consideration.
112 Tim Perry	Subdivide these parcels and sell them to individuals or donate them to land trusts for the purpose of building small single-family, one-and-a-half story cottages. Sunset Lofts was originally supposed to have 46 units on 2.25 acres. That could be turned into 22 4,000-square-foot lots that could be used to build small homes not exceeding 800 square feet, leaving 80 percent of the property as open space and not going over 18 feet in height. The 2411 property could be developed in a different style, along the lines of both an old-fashioned urban community and Sedona's first non-car community. The property should be sufficient in size to accommodate up to forty or so small lots, of a size around 40 feet by 30 feet, laid out in a U-shaped configuration around a central path of decomposed granite, which would be sufficient to allow for small stone-built, one-and-a-half story houses with front, rear, or side gardens while preserving the existing topography of the property. Design criteria for this site could reflect similar aesthetics to that of the Vicars' Close development in Wells, Somerset, a successful example of 14th-century urban planning. Both sites would offer excellent opportunities to allow owner-builders to test out a massively simplified building code that would permit by-right owner-builder construction as a practical reality, or a land trust model that would give the occupants actual control over their future homes, or both.	Noted
113 Rich Gay	Another program? Is a program necessary? Simplify the code, permitting, and reduce/eliminate fees, and the ADUs will be built.	The intention is to spur building of ADUs for long-term rentals. The number of "programs" in the Balanced Housing Strategy has been reduced.
114 Donna Joy Vamey	Not needed	Noted

115 Robert Koster	Very concerned. Who profits? Question cities motives.	Noted
116 Richard P	I strongly oppose plans to use city funds to create more "affordable" or otherwise housing. I fail to understand why we would want thousands of more people (in 700+ new units) to live in our city which is already stressed in terms of traffic? Everyone knows the arguments - but I just can't imagine why we would fund 25 or so additional projects like that on Shelby road which essentially created 30 units - at an average cost of \$800k per unit - that are being rented to low income people. These units rent for about \$1000 a month below market rates. The lucky winners (out of 300+ applicants) don't even have to actually work in Sedona (they can be retired or work remotely). So I don't think it is "workforce" housing. What exactly do these people bring to our city (and a few thousand more like them) that makes us want to subsidize their rent while creating more traffic, and buildings?	Noted. Related to Villas on Shelby, 25 residents are employed in Sedona only 5 are retired.
117 Tim Perry	Translation: Just say that city staff and Linda Martinez are bound and determined to turn St. John Vianney into a for-profit apartment complex with zero regard for either the Christian faith or the Sedona community. And that council is hungry for a deal with NAH. Because that's all this sentence means. Accuracy in public documents is important.	Noted
118 Robert Koster	ADU program can be successful but definitely need a number of parameters so as not to open pandoras box. An example is once you change height standards for one property, then everyone else will want to join the new precedent on the march to have ever more dense and taller properties, something we cannot have happen in Sedona.	Noted
119 Tim Perry	Absolutely not. No city buying of land. You want infill, slash the codes back so people can build infill effectively and creatively. Go do a count on how many lots are supposedly unbuildable because there's a wash running through them, for example. It's perfectly possible to build on those lots if you fling a stone arch across the wash and build on that, or go with a tower house design on a level corner--but city staff would never approve any such proposal at an affordable cost. Not without several millions dollars' worth of engineering work. That's an artificially-created and unnecessary obstacle to land use. The rules, not the ownership, are what make infill housing unattainable.	Noted
120 Open House	Strategy 12: Good idea - lots of under-utilized church parking lots.	Noted
121 Tim Perry	Where are the admissions of exactly how much land the city owns that might be used for housing? 32 acres at 20 Carruth Drive. 18.2 acres in Uptown that they call open space and claim is unbuildable, but you could get some creative owner-builders putting some fun little houses on that if they had the chance. Another 10 acres at 555 Soldier Pass Road. Another 8.7 acres at 2070 Buena Vista Drive that's being ignored as open space. Another 6.9 acres adjoining the Carruth Drive parcels. Another 5.8 acres in the Jordan Park Glen subdivision in Uptown. That's more than 80 acres in town the city of Sedona, which is supposedly so concerned about housing, is allowing to sit empty. List these parcels in the plan and state that they will be subdivided and placed on the market to private individuals who are currently residing or working in Sedona for the purpose of future owner-builder construction.	Noted
122 Robert Koster	Have problems with this statement. Are you suggesting Emit Domain actions?	No, that is not the intention or plan
123 Open House	I support ADUs for long-term use and for use by family members.	Noted
124 Open House	Strategy 11: Explain why Sedona should/is buying property.	Noted
125 Open House	Obviously one of the easier approaches - to use land we already own & develop housing on it.	Noted
126 Open House	Strategy 13: You may need to have 3 story to make this viable. Maybe in the Dells.	The Balanced Housing Strategy does not encourage 3 story development.
127 Open House	Strategy 14: Start Dells planning NOW	Noted
128 Robert Koster	This is a big city playbook, question what is the city's vision when use this concept? As residents we all should be very afraid...	Noted

129	Mark TenBroek	CFA's are not useful and have been used to create additional lodging in riparian areas of Uptown. Need to prevent these special interest developments.	Noted
130	Open House	Drop all CFA plans. Commercial redevelopment means conversion of buildings, not new construction.	Noted
131	Donna Joy Vamey	Stop pushing an agenda to remove our historical areas and our small town charm. You want to make us look like Scottsdale.	Noted
132	Donna Joy Vamey	Stop trying to create jobs and government overreach. You make too many costly mistakes already. Learn to do a better job.	Noted
133	Open House	Community focus area problem: by the time any action is taken, focus area plans are outdated.	Noted
133	Sean	The city has proven CFA documents are toothless.	Noted
134	Mark TenBroek	Uptown retail business will likely be reduced in the future. Younger people buy fewer things and seek out experiences instead. This will likely mean more open spaces in Uptown and the potential for some additional housing in those empty units.	Noted
135	Robert Koster	What is the cities thoughts on this? Am concerned of the short- and long-term vision. Growth for the sake of growth is not always a good vision or alternative.	Noted
136	Mark TenBroek	Is "education" mean propaganda? HOAs provide a function to those who live in them and should let them chart their own course.	This has been removed
137	Robert Koster	Another repeat made comment earlier on this one. Same concerns.	Noted
138	Tim Perry	Drop all proposals for CFA plans. CFA plans are nothing but more regulation that makes it difficult to build. Any proposal to develop additional CFA plans gives the lie to any pretense that the city is serious about reforming code to speed construction. Pure bureaucracy. As for the Dells, the future of the Dells, wisely chosen, would be for the city to lease the land in parcels to residents for agricultural use, not for commercial development. 220 acres of land have the potential to produce food for 2,200 Sedona residents, providing economic diversification, sustainability, resiliency, financial independence, and reconnection to Sedona's history and agricultural heritage. In tandem with the conversion of a hundred or so acres of landscaping within Sedona to edible plants, Sedona would then be roughly self-sufficient in plant calories.	Noted
139	Tim Perry	As explained at the final open house, this "redevelopment" is apparently envisioned as involving the demolition of existing buildings and the reconstruction of particular corridors as two-story buildings. Such a proposal is complete waste and completely unnecessary. As retail naturally shifts away from Uptown to West Sedona, plenty of existing buildings suitable for conversion or reconversion to housing will become available in Uptown without having to destroy the town's historic charm and ad hoc character. All those little stone buildings along Jordan with shops now? Those used to be houses and could be houses again. Is the brilliant city staff aware that the Star Motel is for sale? That would be a very easy conversion to ten apartments if, God forbid, anyone wanted to pursue more apartments. "Redevelopment" should mean just that, not wasteful demolition; this plan makes no clear distinction between the two.	Noted
140	Tim Perry	How about working at the state level to get HOAs and their attacks on property rights abolished? It might stand a better chance than some of the city's legislative priorities.	Noted

141 Tim Perry	Drop all efforts to restrict STR use. Attempting to deprive people of the ability to make money with their properties is theft and precisely the sort of thing the legislature enacted SB1487 to prevent. If the codes were designed to facilitate the construction of genuine workforce housing--small-scale, owner-built--over the construction of McMansions, the STR problem would be considerably less significant in any case. If you don't want people using their homes as STRs, hit the streets and protest and shame them--but for the government to steal from them, especially for so paltry a reason as that a few whiny former executives want the retirement of which they always dreamed, is completely unacceptable as a proposed solution to the problem. 90-plus percent of Sedona residents don't care about STRs.	Noted	
142 Rich Gay	Leave HOAs alone, and stop interfering with residents desire. Remove this strategy, residents do not want this.	This has been removed	
143 Robert Koster	What are the thoughts here? Very open as it is written.	This has been removed	
144 Open House	Seems like lots of empty commercial units - any small hotels the city could repurpose into apartments?	Potentially	
145 Robert Koster	Same concern that mentioned earlier to this statement. This is just a repeat, good use of AI?	Noted	
146 Open House	Strategy 17: Develop a "Business Attraction Plan" to figure out what jobs will come	Noted	
147 Mark TenBroek	I would drop this fund. Not needed.	Noted	
148 Robert Koster	Concerned what this fund is, how it will be used, and question whether city should have a role in doing so. Many want to live in Sedona, that doesn't mean all can. A parallel would be everyone wants to live in Newport Beach but can't and opt for a more affordable location like Lake Forest or say Tustin. There are practical realities in life.	The fund already exists. Noted.	
149 Tim Perry	Consideration of city funding options and further city intrusion in the private market would not have to be a consideration at all without the lie that the city pushes that it's impossible to build a home for less than \$300K in Sedona. Owner-builder homes would easily have a cost under \$100K, including land, with a materials cost in the neighborhood of \$25,000. The supposed high cost of building housing is a scam purposefully fostered by collusion between contractors and building officials so that the contractors can rake in the enormous profits associated with being the only specialists who can meet code and the officials can expand their staffs, budgets, and regulations--such as by creating new financing programs for housing. Everybody wins--except the consumer. Get building officials and contractors out of the process of building housing, and costs will fall so far there will be no need for the city to finance anything.	Noted	
150 Tim Perry	No corporate welfare! No special interests! No contracts with outside developers or entities! It is absolutely outrageous that this plan contains a proposal to offer low-interest loans to corporate bloodsuckers but no proposal for direct low-interest housing loans to the current residents and workforce of Sedona. If this remains in the document, it tells us everything we need to know about where city staff's priorities are. And especially no encouragement to build more senior developments in Sedona. Half of Sedona's population is over age 65, compared to 19 percent of the US population; that means Sedona has a surplus of about 3,000 seniors who need to replace themselves with working-age and school-age residents in order to get the city back to a normal population distribution. That alone will put a huge number of housing options for families on the market.	Noted	
150 Kelly Patton	Tim, someday you too will be old. WE are not the problem. We pay taxes, eat out, support the cultural events, buy gas, buy groceries, paint our houses, put gutters up, replace windows and doors, use landscapers...probably things a lot of younger homeowners can't afford to do. Where would you really like to see we Seniors? Who says there is a surplus of 3000 seniors? You? Please state your source.	Noted	
151 Mark TenBroek	Let the market decide. No need for this.	Noted	

152	Tim Perry	No additions to the city housing fund. Either abolish it or leave it as it stands as a loan fund.	Noted
153	Donna Joy Vamey	The city shouldn't move forward with this program. Once again, they created a crisis.	Noted
154	Rich Gay	Remove this strategy, and sunset the fund. The city should not be in the development business.	Noted
155	Open House	Loan the housing fund to owner-builders so they can become homeowners & the city doesn't waste funds.	Noted
156	Rich Gay	Sunset this housing fund, and get out of the development business.	Noted. The city is not and does not plan to be in the development business.
157	Tim Perry	Either abolish the city housing fund or loan it to private individuals and land trusts via a local building & loan association to enable them to acquire their own self-built homes. Case study: The Madole-Rigby House property, with 10 acres attached, is currently on the market. Apparently the owners are seeking something in the neighborhood of \$5 million or more for the property. Last I heard, city officials were claiming there was \$19 million in the housing fund. Great. The city can loan \$5M to the B&L, which then puts up the funds for 100 buyers to each acquire a 4,000-square-foot lot on the property, or thereabouts, for \$50,000 each. The city can then loan another \$2.5M to the B&L to allow it to make construction loans of \$25,000 apiece, sufficient to build a one-and-a-half story, 600-square-foot home—if you're doing it yourself—to those buyers. Their mortgages would be around \$75,000 with all said and done. They'd be paying 2 percent or 3 percent at the B&L and their payments would be under \$700 a month—to OWN, NOT RENT, and build sweat equity and families in Sedona. And the city would actually make money on the deal, since it would be loaning to the B&L at interest, albeit low interest, and it would get its principal back to be recycled in other housing proposals. Taxpayers would earn interest, instead of the city dumping six and seven-figure sums of our tax dollars into corporate welfare projects for developments that never pan out. Use the money for the public benefit, directly, or give it back to the public. As for those who will attempt to deploy a paranoid and selfish fear that owner-builder properties will become STRs in order to derail this argument, it would be quite easy for the city to attach to such properties, as a condition of approval for their construction, the requirement that they must be occupied by the owner and builder as the primary residence for a minimum of, oh, say ten years, thereby encouraging the growth of long-term community spirit in Sedona and cutting out potential for STR growth without doing anything to impair individuals' property rights.	Noted
158	Donna Joy Vamey	The City Housing fund was established when the Marriott hotel didn't want to put in employee housing units on site. Unbeknownst to residents, sometime down the road the City Council changed the city's policy by allowing hotels to pay to play without providing hotel employee housing. No benchmark analysis was ever performed. The only winners are the hotel owners. Years later, from the first Marriott agreement the city hasn't produced any employee housing for hospitality. The city as usual, has changed from hospitality employee housing units to other housing units.	Noted
159	Robert Koster	You are scaring me when we give the city this capability... Really question city's objectives. Sounds like a very liberal, say socialist agenda that is being played out in other parts of the county, and not very successful may I add.	Noted
160	Mark TenBroek	Get rid of this strategy. Serves no purpose.	The Housing Fund is proposed to remain
161	Tim Perry	Absolutely no involvement with outside funding sources with strings attached. Especially federal programs.	This is exactly why the Strategy plans to use the City's Housing Fund
162	Open House	All good	Noted
163	Robert Koster	Something taken from "Residents First" Playbook, and potentially a good one depending how implemented.	Noted

164	Donna Joy Vamey	You failed to listen to the municipality expert Larry Harmer; you put all your eggs into the tourism basket. Hospitality is the lowest paid wages yet. You put millions and millions of dollars into the Chamber of Commerce, not the city. The city destroyed many other industries, like manufacturing, the traffic limits and prohibits people from getting their products in and out of Sedona. The city has no business getting in this. Clean up your own act first. Put in performance metrics real time real performance metric, not these hairbrained ideas that you come up with.	Noted
165	Mark TenBroek	I would support affordable childcare for employees, but this should be a responsibility of the employers or the Federal Government, not Sedona.	Noted. This has been moved to a function of Economic Development.
166	Mark TenBroek	I hate the "education" component. Seems seniors (and others) can figure this out on their own as has always been the case.	This has been removed
167	Donna Joy Vamey	Seniors can figure it out themselves. The city should not be involved. Stop wasting public money.	This has been removed
168	Donna Joy Vamey	Too costly of an overhead. Government overreach. We don't need you to develop any material, cause you're not helping. You're hurting the community.	Noted
169	Open House	The only economic diversity plan you need is to slash fees & regulation & stop stifling the arts.	Noted
170	Tim Perry	Delete. In case anyone missed that meeting where Pete Furman admitted it, seniors caused Sedona's housing problem. Keeping seniors in Sedona is a priority farcically at odds with the claims of wanting to bring young people and families back to town. The seniors are taking up the space the families would otherwise need--and more importantly, the seniors don't want the families here.	Noted
170	Kelly Patton	A lot of what you write is valid but a lot is just BS. I am a Senior... otherwise know as a "useless eater" to you. I loved having 3 kids live down the street. They used to spend hours at our house. But they were the ONLY children in the Chapel Hills area. Their mothers shared a house and worked at high end restaurants. You may know some Seniors who don't want families in their neighborhoods but I know more people who don't want loud cars, or noisy crotch rockets...	Noted
171	Tim Perry	Delete. This is meaningless bureaucratic drivel. At best it implies you'll have a Zoom meeting once every three months and then talk profoundly about strengthening ties in your annual reports. This does nothing to put roofs over the heads of people who are sleeping in their cars tonight.	Noted
172	Tim Perry	Delete and replace this with a requirement to do a blanket repeal of regulations that interfere with economic development, a repeal of sales and bed taxes to revitalize the economy, and a commitment to stop killing arts events and festivals in this town in order to pander to the NIMBYs. The city doesn't need a study. The city needs to get out of the way of entrepreneurs and workers.	Noted
173	Open House	Strategy 21: Build a "Business Attraction Strategy"	This is being removed from the Balanced Housing Strategy and is a function of Economic Development
174	Tim Perry	Delete. None of the city's business. This is cover for further city incursion into education in an attempt to curate public opinion for tomorrow. If the city wants to strengthen education in the region in order to attract families, it can stop giving handouts to SOCSO in order to accelerate the collapse of the district and the emergence of dozens of small private schools that will in fact attract families.	Noted
175	Robert Koster	A prudent statement.	Noted
176	Robert Koster	About time, and something from the "Residents First" playbook.	Noted
177	Open House	Strategy 20: What are other communities doing better?	This can be found in the Best Practices Report
178	Rich Gay	The city does not need to do this. Residents don't need this from the city.	This has been removed
179	Rich Gay	This would be best done by establishing a citizen commission, reporting to the council. But better would be to not try to be in the development business.	The City is not currently and does not plan to be in the development business

180	Rich Gay	"Partner" — this should not include subsidies. Employers can choose to do this now, the city doesn't need to be involved.	This has been removed and placed as a function of the business community
181	Robert Koster	Now this is a good objective! Could not necessarily agree with many of the others.	Noted



**CITY COUNCIL
AGENDA BILL**

**AB 3404
October 13, 2026
Consent Items**

Agenda Item: 9f

Proposed Action & Subject: Approval of a contract with Interim Public Management (IPM) for interim City Manager services in an amount not to exceed \$170,000, and to approve payment of temporary housing in an amount not to exceed \$30,000 for a six-month term.

Department	Human Resources, Russ Martin
Time to Present	N/A
Total Time for Item	N/A
Other Council Meetings	September 22, 2026, Executive Session
Exhibits	A. Primary Contract B. Contract for Interim City Manager Services C. Lodging agreement

Finance Approval	JMC 10/06/2026	
City Attorney Approval	MKC 10/05/2026	Expenditure Required
		\$ 200,000 (not-to-exceed)
		Amount Budgeted
		\$ n/a
		Available \$ \$1,649,955
		Account No. 10-5246-01-6761
		General Fund
		Contingency
City Manager's Recommendation	N/A	

SUMMARY STATEMENT

Background: In the interest of ensuring a smooth transition of leadership and providing interim support for the Council and staff, the Mayor and City Council directed staff to prepare a scope of work and contract with Interim Public Management (IPM) for an Interim City Manager.

The search, recruitment, negotiations and hiring process for a new City Manager will take approximately six months. The search, interviews and negotiations may take three to four months, with an additional 60-90 days to allow the selected candidate to give notice and relocate to Sedona if necessary.

The Mayor and City Council developed a profile that was provided to IPM to share with potential candidates. IPM identified two candidates with excellent experience who were available for a six-month term starting in mid-October.

The two candidates were interviewed by the Mayor and Council on September 22, 2026. Kevin Phelps was selected as the best fit for the needs of Sedona.

Because contracting for an Interim City Manager was not anticipated during the development of the FY27 budget, staff recommends the use of General Fund Contingency.

Summary of contract and lodging agreement:

- Interim services for six months from October 14, 2026, to April 14, 2027.
- \$6,283 weekly IPM management fee; \$163,358 for 26 weeks (six months).
- The contract may be terminated with seven (7) days prior written notice by either party.
- The City will pay for the Interim City Manager's lodging during the term of the contract. Housing is anticipated to cost \$4,850/month. The City will reimburse the Interim City Manager the agreed-upon amount directly.
- The housing agreement is for six months, with a 30-day notice for early termination. All deposits and insurance will be the responsibility of the Interim City Manager.

If a contract extension is necessary, an amendment will be brought back to City Council for consideration.

Staff recommends that the City pay professional dues and subscriptions of the Interim City Manager necessary for continuation and full participation in national, regional, state, and local civic clubs, associations, and organizations necessary and desirable for the Interim City Manager and for the good of the City, up to a maximum aggregate cost of \$1,500 during the term of the engagement. This includes but is not limited to the International City/County Management Association (ICMA) and the Arizona City Management Association (ACMA).

The Interim City Manager may attend conferences, events and meetings for the benefit of the City. Conferences, events and meetings provide opportunities for the interim City Manager to aid the City in the search for a full-time City Manager. As is customary, the City will pay for registration at these conferences and events as it would for a full-time City Manager. The City will reimburse the Interim City Manager for any travel expenses related to conferences according to the Sedona Travel Policy and will reimburse mileage at the current IRS mileage rate for Interim City Manager's professional and official travel to meetings and to pursue necessary official functions for City. These costs, including the \$1,500 for dues and subscriptions, are budgeted within the City Manager's Office operating budget. No additional allocation of contingency is necessary.

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

Board/Commission Recommendation: ☐Applicable - ☒Not Applicable

Alternative(s): Council may choose not to hire an interim City Manager or may direct staff to continue a search in-house or with another firm.

MOTION

I move to: approve the scope of work with Interim Public Management (IPM) for an amount not-to-exceed \$170,000 for interim City Management services for a six-month term and to approve the direct reimbursement of housing costs in an estimated amount of \$4,850 per month, not-to-exceed \$30,000.

PROFESSIONAL SERVICES AGREEMENT

THIS PROFESSIONAL SERVICES AGREEMENT (the "Agreement") is entered into between the City of Sedona, an Arizona municipal corporation ("Client") acting through its City Manager (the "Manager"), and Interim Public Management, LLC, an Arizona limited liability company ("IPM").

RECITALS

WHEREAS, the Code and Ordinances of Client, Client policies and/or Client's Council empower the Manager to enter into contracts on behalf of Client for professional services; and

WHEREAS, Client is in need of professional management-level services, at this time and possibly in the future; and

WHEREAS, Client desires to enter into this Agreement for IPM to provide professional services to Client upon the terms and conditions set forth herein and to agree to terms and conditions that will govern other such related services as may be requested by the Manager from time to time (the "Services"); and

WHEREAS, IPM desires to provide the Services upon the terms and conditions set forth herein;

AGREEMENT

NOW, THEREFORE, in consideration of the foregoing recitals, which are incorporated herein by reference, the mutual covenants set forth herein, and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the parties hereto agree as follows:

1. Details of Services. For each engagement hereunder, a description of the Services to be provided, the expected start date, fees and expenses, and other details regarding the Services shall be set forth in Schedule A to this Agreement signed by the Manager and IPM. The Client hereby represents that the City Council has fully authorized and empowered the City Manager to enter into services agreements, including Schedules to this Agreement, in excess of the City Manager's purchasing authority, as long as expenditures for Services described in the Schedules do not exceed Council-adopted budgeted amounts for that position, without further City Council approval. The individuals to be provided by IPM to perform the Services shall be referred to herein each as "Consultant" and collectively the "Consultants."

2. Selection of Consultants. IPM and Client will agree from time to time to certain Consultant(s) to provide Services to Client, and each such engagement will become effective upon the Effective Date of the applicable Schedule to this Agreement. IPM and Client agree each such Consultant has been selected to perform the Services after mutual consultation and is a suitable

individual with sufficient education and prior experience to provide the designated Services to Client. IPM may replace a Consultant if such Consultant becomes unavailable to IPM for any reason. In each such event, IPM will endeavor to provide a reasonably sufficient replacement Consultant within two (2) weeks, and this Agreement and the applicable Schedule shall then apply with respect to that replacement Consultant. IPM may use secondary vendors to fulfill any or all of its obligations hereunder without securing Client's consent.

3. Term. This Agreement shall commence upon its execution by both parties hereto (the "Effective Date") and shall continue until terminated by either party, with or without cause, by providing the other party 30 days' prior written notice of termination. Each Schedule shall set forth the terms under which it may be terminated. Any termination of this Agreement shall not automatically terminate any then-effective Schedule(s), each of which must be terminated pursuant to its specific terms and conditions.

4. Fees, Invoicing and Payment.

4.1. In consideration of the Services to be rendered by IPM, Client shall pay to IPM all fees and expenses arising pursuant to the terms of each active Schedule.

4.2. In addition, if at any time during the term of this Agreement or the applicable Schedule or within one (1) year thereafter Client hires, contracts with or engages in any way, directly or indirectly, any Consultant that has been provided by IPM to provide Services to Client under this Agreement or any Schedule hereto to perform any services for or for the benefit of Client (other than through IPM), Client hereby agrees to pay IPM an Engagement Fee equal to 20.8% of the annualized salary, fees or other compensation to be paid to or for the benefit of such Consultant, payable to IPM at the time of such engagement of the Consultant's services.

4.3. Client agrees to timely review and approve reports of time worked by IPM employees, if submitted to Client. If Client is unavailable to approve, IPM may approve such reports on Client's behalf. Reports of time worked approved as set forth herein will be conclusive as to the Services provided by each IPM Consultant assigned to Client.

4.4. IPM will invoice Client semi-monthly for all amounts arising hereunder, which invoices are payable by Client on net 15-day payment terms. Late payments will be subject to a service charge of one and one-half percent (1.5%) per month, or the maximum charge permitted by law, whichever is less. In addition to charging interest, IPM reserves the right to suspend performance of the Services while any amount due hereunder is past due and remains unpaid.

5. Independent Contractor Status; Obligations and Duties of Parties. With respect to the services provided by IPM hereunder, IPM shall be an independent contractor, and no Consultant shall be construed in any way to be an employee of Client.

5.1. As the employer, IPM will maintain all necessary personnel and payroll records for its employees; calculate their wages and withhold taxes; remit such taxes to the appropriate governmental entity; pay net wages and benefits, if any, to its employees; and provide workers' compensation insurance coverage as required by law.

5.2. IPM shall be responsible for providing proper compensation to the Consultants and all other IPM representatives per IPM's agreed terms therewith, and no employee or contractor of IPM shall be entitled to or have any right to demand salary, wages, benefits, employment or income taxes, reimbursements, workers compensation coverage, retirement, insurance or any other benefit, compensation or remuneration directly from Client, whether or not Client affords any such payment or benefit to its employees. Notwithstanding the foregoing, if applicable Client shall be responsible to pay any alternative pension contributions as required by state law that arise as a result of the Services provided hereunder; Client agrees that it shall otherwise pay no wages, salary or other forms of direct or indirect compensation, including employee benefits, to any Consultant.

5.3. IPM shall have the sole authority to assign and/or remove the Consultants. Notwithstanding the foregoing, Client may request in writing that IPM remove or reassign a Consultant, and IPM shall not unreasonably withhold its approval of any such request.

5.4. Client shall provide IPM's employees with a suitable workplace, if and as applicable, that complies with all applicable safety and health requirements; and adequate instructions, assistance, supervision and time to perform the Services. Where an IPM employee is given access to any of Client's computer equipment or systems, Client is responsible for maintaining a current backup copy of any data associated with those systems and appropriate written internal control procedures relating thereto. Client agrees to give IPM immediate written notice of any concern or complaint regarding a Contractor's performance or conduct. Client agrees that it shall report all on-the-job illnesses, accidents and injuries of any Contractor to IPM immediately upon Client's receipt of notice or knowledge of same.

6. Compliance with Law. IPM agrees to comply, and to ensure that the Consultants and all other IPM representatives comply, with the provisions of Federal law, State statutes, Client's Code and any and all other applicable laws. Client agrees to comply with its obligations under all applicable laws, regulations and orders, including but not limited to laws relating to workplace safety and employment discrimination. Client represents that its actions under this Agreement do not violate its obligations under any agreement it has with any labor union.

7. Indemnification.

7.1. IPM agrees to indemnify, defend and hold harmless Client, to the extent of the insurance limits set forth in Section 10, from and against all claims, liabilities, damages, attorneys' fees, costs and expenses ("Losses") arising out of Consultant(s) or IPM's breach of its obligations under this Agreement or any direct claim for workers' compensation benefits for job-related bodily injury or death asserted against Client by any IPM employees or Consultant(s) or,

in the event of death, by their personal representatives. IPM's obligation to indemnify, defend and hold harmless will not apply to: indirect, special or consequential Losses; the extent Losses are due to Client's failure to fulfill its duties under this Agreement or any applicable law; the extent any Losses, except for the payment of workers' compensation benefits, are the result of any negligent act or omission or intentional misconduct of Client, its employees or agents; or the extent Client is required to indemnify IPM against such Damages as set forth in this Agreement.

7.2. Client agrees to indemnify, defend and hold harmless IPM and its officers, directors, employees and agents, to the extent of the insurance limits set forth in Section 10, from and against all Losses imposed upon or incurred by IPM, other than for job-related bodily injury or death of IPM's employees on assignment to Client, arising out of Client's breach of its obligations under this Agreement or Client's failure to comply with its obligations under applicable laws, regulations or orders. Client's obligation to indemnify, defend and hold harmless will not apply to: indirect, special or consequential Losses, or the extent any Losses are the result of any negligent act or omission or intentional misconduct of Client, its employees or agents.

7.3. IPM and all IPM Consultants and representatives shall be entitled to the defense and indemnification provisions of Client's Code and any other indemnification protections available by statute.

7.4. The party that is seeking indemnity from the other party pursuant to this Section 7 shall give the indemnifying party prompt notice of any such claim, allow the indemnifying party to control the defense and settlement thereof, and cooperate with the indemnifying party relating thereto. If the indemnifying party does not assume control of the defense, the indemnified party may do so at the expense of the indemnifying party. Failure or delay of notice of any claim hereunder shall not relieve an indemnifying party of its obligations with respect to such claim except to the extent such indemnifying party can demonstrate that its interests have been materially prejudiced by such failure or delay.

7.5. The provisions of this Section 7 shall survive the termination of this Agreement and the expiration or termination of any Schedule hereto.

8. Bonding. Client shall provide all required bonding, if any, relating to the performance of Services as set forth herein.

9. Performance Warranty. IPM warrants that the Services rendered by the Consultants will conform to the requirements of this Agreement and to the prevailing professional standards for comparable services in the Phoenix metropolitan area. In the event of breach of the foregoing warranty, IPM will re-perform the deficient Services and correct the breach at no additional cost. Except for the warranties described herein, IPM disclaims all other warranties concerning the Services, express or implied, including without limitation any warranty of merchantability or fitness for a particular purpose and any warranty that might

otherwise arise pursuant to applicable law. Client's remedies and IPM's liability under this Agreement are limited to the remedies and liabilities set forth in Section 10.

10. Insurance.

10.1. IPM agrees to procure and maintain in force during the term of this Agreement, at its own cost, the following coverages or sufficient evidence of qualified self-insured status of same:

10.1.1. Commercial General or Business Liability Insurance with minimum combined single limits of one million dollars (\$1,000,000) each occurrence and two million dollars (\$2,000,000) general aggregate.

10.1.2. Professional Liability coverage with minimum limits of one million dollars (\$1,000,000) each claim and one million dollars (\$1,000,000) general aggregate.

10.2. All coverages shall be continuously maintained to cover all liability, claims, demands and other obligations assumed by IPM pursuant this Agreement. In the case of any claims-made policy, the necessary retroactive dates and extended reporting periods shall be procured to maintain such continuous coverage. Client reserves the right to continue payment of the premium for which reimbursement will be deducted from amounts due or subsequently due IPM.

10.3. A Certificate of Insurance shall be completed by IPM's insurance agent(s) as evidence that policies providing the required coverages, conditions and minimum limits are in full force and effect. The Certificate shall identify this Agreement and shall provide that the coverages afforded under the policies shall not be canceled, terminated or limits reduced until at least 30 days prior written notice has been given to Client. The Certificate of Insurance will name Client as an additional insured, except for workers compensation and professional liability insurance. The Certificate of Insurance shall be sent or emailed to the Manager.

11. Applicable Law; Venue. This Agreement shall be governed by the laws of the State of Arizona and suit pertaining to this Agreement may be brought only in courts in the County in the State of Arizona in which Client is located.

12. Miscellaneous.

12.1. Amendments. Except as may be otherwise stated herein, this Agreement or any Schedule hereto may be modified only by a written amendment signed by persons duly authorized to enter into contracts on behalf of Client and IPM.

12.2. Severability. The provisions of this Agreement are severable to the extent that any provision or application held to be invalid by a court of competent jurisdiction shall not

affect any other provision or application of the Agreement which may remain in effect without the invalid provision or application.

12.3. Binding Effect. This Agreement shall inure to the benefit of and be binding upon the parties hereto and their respective successors, representatives and assigns.

12.4. Entire Agreement; Interpretation; Parol Evidence. This Agreement and the Schedules hereto collectively represent the entire agreement of the parties with respect to its subject matter, and all previous agreements, whether oral or written, entered into prior to this Agreement are hereby revoked and superseded thereby. No representations, warranties, inducements or oral agreements have been made by any of the parties except as expressly set forth herein, or in any other contemporaneous written agreement executed for the purposes of carrying out the provisions of this Agreement. This Agreement shall be construed and interpreted according to its plain meaning, and no presumption shall be deemed to apply in favor of, or against the party drafting the Agreement. The parties acknowledge and agree that each has had the opportunity to seek and utilize legal counsel in the drafting of, review of, and entry into this Agreement.

12.5. Waiver. The failure by one party hereto to require performance by the other party shall not be deemed to constitute a waiver of any such breach, nor of any subsequent breach by the other party of any provision of this Agreement, and shall not affect the validity of this Agreement, nor prejudice either party's rights in connection with any subsequent action. This Agreement or any provision hereof may be waived by a party hereto only via a writing signed by such party.

12.6. Force Majeure. IPM will not be responsible for failure or delay in assigning its employees to Client if the failure or delay is due to labor disputes and strikes, fire, riot, war, acts of nature or of God, or any other causes beyond the control of IPM.

12.7. Dispute Resolution. The parties agree in good faith to attempt to resolve amicably, without litigation, any dispute arising out of or relating to this Agreement or any Schedule hereto. In the event that any dispute cannot be resolved through direct discussions, the parties agree to endeavor to settle the dispute by mediation. Either party may make a written demand for mediation, upon which demand the matter shall be submitted to a mediation firm mutually selected by the parties. The mediator shall hear the matter and provide an informal opinion and advice within twenty (20) days following written demand for mediation. Said informal opinion and advice shall not be binding on the parties, but shall be intended to help resolve the dispute. The mediator's fee shall be shared equally by the parties. Each party shall pay its own attorneys' fees and costs. If the dispute has not been resolved, the matter may then be submitted by either party to the judicial system.

12.8. Attorneys' Fees and Costs. Should any legal action, including mediation or other alternative dispute resolution methods, be necessary to enforce any term of provision of this Agreement or to collect any portion of the amount payable hereunder, then all reasonably

incurred expenses of such legal action or collection, including witness fees, costs of the proceedings and attorneys' fees, shall be awarded to the substantially prevailing party.

12.9. Notices and Requests. Any notice or other communication required or permitted to be given under this Agreement shall be in writing and shall be deemed to have been duly given if (a) delivered to the party at the address set forth below, (b) deposited in the U.S. Mail, registered or certified, return receipt requested, to the address set forth below, (c) delivered via email to the addresses set forth below or (d) given to a recognized and reputable overnight delivery service, to the address set forth below:

If to Client: Karen Osburn, City Manager
City of Sedona 102 Roadrunner Dr.
Sedona AZ 86336
Email: kosburn@sedonaaz.gov

If to IPM: Tim Pickering, CEO
Interim Public Management, LLC
16868 North Stoneridge Court
Fountain Hills, Arizona 85268
Email: tim@interimpubliemangement.com

or at such other address, and to the attention of such other person or officer, as any party may designate in writing by notice duly given pursuant to this subsection. Notices shall be deemed received the earlier of (a) when delivered to the party, (b) three business days after being placed in the U.S. Mail, properly addressed, with sufficient postage, or (c) the following business day after being given to a recognized overnight delivery service, with the person giving the notice paying all required charges and instructing the delivery service to deliver on the following business day. If a copy of a notice is also given to a party's counsel or other recipient, the provisions above governing the date on which a notice is deemed to have been received by a party shall mean and refer to the date on which the party, and not its counsel or other recipient to which a copy of the notice may be sent, is deemed to have received the notice.

12.10. Confidentiality of Records. IPM shall establish and maintain commercially reasonable procedures and controls for the purpose of ensuring information contained in its records or obtained from Client or from others in carrying out its obligations under this Agreement shall not be used or disclosed by it, its agents, officers, or employees, except as required to perform IPM's duties under this Agreement or for the management of IPM's business. Persons requesting such information should be referred to Client.

12.11. Americans With Disabilities Act. This agreement is subject to all applicable provisions of the Americans with Disabilities Act (Public Law 101-336, 42 U.S.C. 12101-12213) and all applicable federal regulations under the Act, including 28 CFF Parts 35 and 36. (Non-Discrimination: IPM shall comply with Executive Order 2009-09, which mandates that all persons, regardless of race, color, religion, sex, age, national origin or political affiliation shall

have equal access to employment opportunities, and all other applicable state and federal employment laws, rules and regulations, including the Americans With Disabilities Act. IPM shall take affirmative action to ensure that applicants for employment and employees are not discriminated against due to race, creed, color, religion, sex, age, national origin or political affiliation or disability.)

12.12. Compliance With Federal and State Laws. IPM understands and acknowledges the applicability to it of the Americans with Disabilities Act, the Immigration Reform and Control Act of 1986 and the Drug Free Workplace Act of 1989.

12.12.1. Under the provisions of A.R.S. § 41-4401, IPM hereby warrants to Client that IPM and each of its subcontractors will comply with, and are contractually obligated to comply with, all Federal Immigration laws and regulations that relate to their employees and A.R.S. § 23-214(A) (hereinafter "Contractor Immigration Warranty").

12.12.2. Client retains the legal right to inspect the papers of any contractor or subcontractor employee who works on this Agreement to ensure that the contractor or subcontractor is complying with the Contractor Immigration Warranty. IPM agrees to assist Client in regard to any such inspections.

12.12.3. Client may, at its sole discretion, conduct random verification of the employment records of IPM and any subcontractors to ensure compliance with Contractor's Immigration Warranty. IPM agrees to assist Client in regard to any random verifications performed.

12.12.4. Neither IPM nor any subcontractor shall be deemed to have materially breached the Contractor Immigration Warranty if IPM or any subcontractor establishes that it has complied with the employment verification provisions prescribed by sections 274A and 274B of the Federal Immigration and Nationality Act and the E-Verify requirements prescribed by A.R.S. § 23-214, Subsection A.

12.12.5. The provisions of this article must be included in any contract that IPM enters into with any and all of its subcontractors who provide services under this Agreement or any subcontract. "Services" are defined as furnishing labor, time or effort in the State of Arizona by a contractor or subcontractor. Services include construction or maintenance of any structure, building or transportation facility or improvement to real property.

12.13. No Boycott of Israel. The Parties agree that they are not currently engaged in, and agree that for the duration of the Agreement they will not engage in, a boycott of Israel, as that term is defined in A.R.S. §35-393.

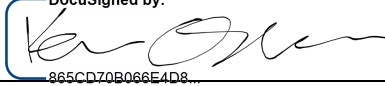
12.14. No Kick-back Certification. No person has been employed or retained to solicit or secure this Agreement upon an agreement or understanding for a commission,

percentage, brokerage or contingent fee; and that member of Client's Council or any employee of Client has no interest, financially or otherwise, in IPM's firm.

12.15. Conflict of Interest. From the date of this Agreement through the termination of its service to Client, IPM and its Consultant(s) shall not accept, negotiate or enter into any contract or agreements for services with any other party that may create a substantial interest, or the appearance of a substantial interest in conflict with the timely performance of the work or ultimate outcome of this Agreement and/or adversely impact the quality of the work under this Agreement without the express approval of the Manager. Whether such approval is granted shall be in the sole discretion of the Manager. The parties hereto acknowledge that this Agreement is subject to cancellation pursuant to the provisions of ARS § 38-511.

IN WITNESS WHEREOF the parties have executed this Agreement, effective on the Effective Date described above.

Client: City of Sedona, Arizona

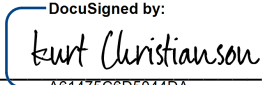
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 3/19/2021
 By: Karen Osburn, City Manager Date

ATTEST:

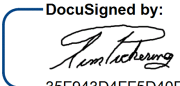
DocuSigned by:

 79AB72E7F95A416...
 Susan Irvine, City Clerk

APPROVED AS TO FORM:

DocuSigned by:

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 Kurt Christianson, City Attorney

Agreed to and accepted by Interim Public Management, LLC:

DocuSigned by:

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 By: 3/19/2021
 Tim Pickering, CEO Date

SCHEDULE A TO PROFESSIONAL SERVICES AGREEMENT

Effective Date of Schedule: March 22, 2021

Client: City of Sedona Arizona

Services: Interim Planning Consultant

Expected Commencement Date for Engagement: Monday, March 22, 2021

Expected Services Performance Schedule: Generally four 4-10s per week, typically Monday through Thursday, mainly on-site.

Initial Consultant: Maria Suniga-Cadavid.

Fees: Client shall pay to IPM the Fees set forth below, in consideration of the Services rendered by IPM hereunder:

Services Fees:	The Client shall pay IPM the following fee for each week during which the Consultant or other IPM representatives provide Services per the Expected Services Performance Schedule to the Client: \$3,895 per week, per Consultant or other IPM resource.
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The Services Fees set forth above shall increase by five percent on July 1, 2021 and annually thereafter. Services Fees may be prorated by IPM as appropriate. If Client expressly approves or requests that a Consultant work overtime hours, and if IPM is required to pay such Consultant overtime rates for such work, Client hereby agrees that its rates for such Consultant with respect to such overtime hours shall be 1.5 times the Services Fees rates set forth above.

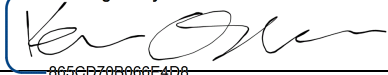
Expenses. Client shall reimburse IPM for the following expenses:

- Actual cost for business-related mileage at IRS standard rates and lodging which shall not exceed \$3,000 per month.

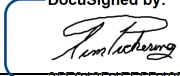
Term/Termination: This Schedule shall commence upon its stated Commencement Date and shall continue until June 24, 2021 and shall continue month to month after said date. After, June 24, 2021 this Schedule may be terminated either (a) by either party without cause by providing the other party 15 days' prior written notice of termination; or (b) by either party with cause by providing the other party at least seven (7) days' prior written notice of termination for cause. Should the Client terminate the agreement without cause before June 24, 2021, Client shall pay to IPM as a termination fee and not as a penalty fifty percent (50%) of the Services Fee set forth above for each week remaining between the date of Client's early termination and June 24, 2021.

IN WITNESS WHEREOF the parties have executed this Schedule, effective on the Effective Date described above.

Client: City of Sedona

DocuSigned by:

3/19/2021
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By: Karen Osburn, City Manager Date

Agreed to and accepted by Interim Public Management, LLC:

DocuSigned by:

3/19/2021
35F943D4FF5D40F...
By: Tim Pickering, CEO Date

**SCHEDULE B
TO
PROFESSIONAL SERVICES AGREEMENT DATED MARCH 19, 2021
BETWEEN THE PARTIES**

Effective Date of Schedule: October 13, 2026

Client: City of Sedona, Arizona

Services: Interim City Manager

Expected Commencement Date for Engagement: Wednesday, October 14, 2026

Expected Services Performance: Four, 10-hour days per week, typically Monday through Thursday.

Fees: Client shall pay to IPM the Fees set forth below, in consideration of the Services rendered by IPM hereunder:

Services Fees:	The Client shall pay IPM the following fee for each week during which the assigned Consultants provide Services to the City: \$6,283 per week as listed in the Expected Services Performance section.
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The Services Fees set forth above shall increase by five percent on July 1, 2027, and annually thereafter. Services Fees may be prorated by IPM as appropriate. If Client expressly approves or requests that the assigned Consultant work overtime hours, and if IPM is required to pay such Consultant overtime rates for such work, Client hereby agrees that its rates for such Consultant with respect to such overtime hours shall be 1.5 times the Services Fees rates set forth above.

Expenses: Client shall reimburse IPM for the following expenses: Cost for work-related mileage during job performance at IRS standard rates. The City will pay for all Consultant lodging during the term of this Agreement and will work directly with the Consultant on the specific arrangements.

Term: This Schedule shall commence upon its stated Commencement Date and shall continue until April 14, 2027. By written amendment signed by City and IPM, this Schedule may continue month to month after said date. This Schedule may be terminated either (a) by either party without cause by providing the other party seven calendar (7) days' prior written notice of termination; or (b) by either party with cause by providing the other party at least three (3) calendar days' prior written notice of termination for cause, provided that if the party giving such notice agrees that such cause has been cured prior to the end of the third day then such notice of termination shall have no force or effect. Should the Client terminate the agreement before April 14, 2027, without cause, Client shall pay to IPM as a termination fee and not as a penalty fifty percent (50%) of the Services Fee set forth above for a period up to four weeks or for each week remaining between the date of Client's early termination and April 14, 2027, whichever is less. Should the Client terminate the Agreement with cause, Client shall pay to

IPM the Service Fees for any time worked by Consultant prior to the effective date of the termination.

IN WITNESS WHEREOF the parties have executed this Schedule, effective on the Effective Date described above.

Client: City of Sedona

By: Anette Spickard, City Manager Date

ATTEST:

JoAnne Cook, City Clerk

APPROVED AS TO LEGAL FORM:

Monique Coady, Interim City Attorney

Agreed to and accepted by Interim Public Management, LLC:

By: _____
Nicole Lance, CEO Date



CITY OF SEDONA LODGING REIMBURSEMENT AGREEMENT

This Lodging Reimbursement Agreement ("Agreement") is entered into by and between the City of Sedona ("City") and Kevin Phelps, Interim City Manager ("ICM"), effective as of October 14, 2026. City and ICM:

1. Purpose of Agreement. City has procured the services of the ICM through a separate professional services agreement. The purpose of this Agreement is for the City to reimburse the ICM pursuant to the terms provided herein.

2. Term of Agreement. This Agreement commences on October 14, 2026 for a six-month term ending on April 14, 2027. This Agreement may be extended by written amendment signed by the City and the ICM. Should early termination of the separate professional services agreement occur, this agreement shall automatically terminate on the same date as the separate professional services agreement termination date.

3. Lodging Reimbursement. City will reimburse the ICM for lodging at actual cost, not to exceed \$4850 per month. This amount shall include all fees, excluding any refundable deposits.

4. Release of Liability. In consideration of the City's lodging reimbursement, ICM releases, relieves, discharges, and holds harmless the City, and its respective officers and employees, from any and all damages, injuries, liability, or claim of liability (whether for personal injury, property damage, or otherwise) arising out of or in connection with this Agreement.

5. General.

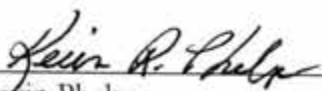
A. This Agreement will be construed according to the laws of the State of Arizona. In the event of a dispute or claim concerning this Agreement, the parties stipulate to venue in a court of competent jurisdiction located in Yavapai County, Arizona.

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.

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

Anette Spickard
City Manager

Date: _____



Kevin Phelps
Interim City Manager

Date: 10-5-2026



**CITY COUNCIL
AGENDA BILL**

**AB 3066
October 13, 2026
Regular Business**

Agenda Item: 9g
Proposed Action & Subject: Discussion/possible action regarding future meeting/agenda items.

Department	City Manager
Time to Present	2 Minutes
Total Time for Item	5 Minutes
Other Council Meetings	Included in City Council regular meeting agenda packets as of May 14, 2024
Exhibits	A. Future Agenda Items

Finance Approval	Reviewed 9/28/2026 JMC	
City Attorney Approval	Reviewed 9/28/2026 MKC	Expenditure Required
		\$ N/A
City Manager's Recommendation	Reviewed 9/28/2026	Amount Budgeted
		\$ N/A
		Account No. N/A (Description)

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
10/27/2026	Tuesday	3:00					
				TBD	Executive Session	Coady	
10/27/2026	Tuesday	4:30					
				AB 3408 Approval of Appointment of Steve Henry as Associate Magistrate for the Sedona Magistrate Court.	Consent	Speer	N/A
				AB 3406 Approval of a recommendation regarding a new Series 12 Restaurant, Liquor License for La Casa Del Mezcal, located at 269 N SR 89A, (also known as 273 N SR 89A) Sedona, AZ (Job/Application #414251).	Consent	Cook/Garner	N/A
				AB 3411 Approval of a Resolution for an AZ State Parks OHV Grant Application sponsored by the Sedona Police Department.	Consent	Whnuck/Foley	NA
				AB 3412 Approval for authorization to submit a Section 5301(e) application through the Northern Arizona Council of Governments (NACOG) to expand the scope of the upcoming Transit Master Plan refresh.	Consent	Gonzalez	NA
				Recognition of Arizona State Representative Quang Nguyen, Legislative District 1.	Recognition	Browne	5 min
				AB 3398 Presentation/discussion/possible direction regarding performance audits.	Regular	Whitehorn	1 hour
				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	2:30					
				AB 3391 Discussion/possible direction regarding an update from City staff and the Sedona Tourism 10-28-2026 Advisory Board about the results of the Future of Tourism and the Sedona Experience Community Input Sessions and presentation of the Draft 2026 Sedona Tourism Plan.	Special	Grossmann	75 min

					AB 3410 Discussion/possible action regarding Sedona In Motion Update.	Special	Holland	2 hours
11/10/2026	Tuesday	3:00						
					TBD	Executive Session	Coady	
11/10/2026	Tuesday	3:30						
					Public Forum/Recognition of Outgoing Councilors	Public Forum	City Manager	20 min
					AB 3117 Discussion/possible action regarding the appointment of a Vice Mayor	Appointments	City Council	15 min
					AB 3397 Discussion/possible action regarding the appointment of Council Liaisons.	Appointments	City Council	15 min
11/10/2026	Tuesday	4:30						
					Approval of Sedona Kindness Day Proclamation, November 13, 2026.	Consent	Council	NA
					Approval of Sedona Kindness Day Proclamation, November 13, 2026.	Proclamation	Council	5 min
					AB 3402 Discussion/possible action regarding Parking Work Group recommendations for Employee parking.	Regular	Gonzalez	1 hour
					AB 3401 3401 Discussion/possible action regarding MV Transportation contract extension for Trailhead and Connect Shuttles.	Regular	Gonzalez	30 min.
					AB 3390 Discussion/presentation by Financial Services Director Jordan Corneliusen on the Financial Update for Quarter 1 of fiscal year 2027.	Regular	Corneliusen	60 min
11/12/2026	Thursday	4:00		HOL Wed				
					Community Conversation Topic Arts and Culture, scheduled 4 to 6 p.m. *Location Pending*	Special	Council	2 hours
11/24/2026	Tuesday	3:00						
					TBD	Executive Session	Coady	
11/24/2026	Tuesday	4:30						
						Consent		

12/16/2026	Wednesday	8:00							
					City Council Work Session - Council Priorities Day 2	Special			
12/17/2026	Thursday	8:00							
					City Council Work Session - Council Priorities Day 3	Special			