

AGENDA



4:30 P.M.

CITY COUNCIL MEETING

Wednesday, October 28, 2026

NOTES:

· Meeting room is wheelchair accessible. American Disabilities Act (ADA) accommodations and translation services are available upon request. Please phone 928-862-3220 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.

The decision to receive Public Comment during Work Sessions/Special City Council meetings is at the discretion of the Mayor.

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.

1. CALL TO ORDER/PLEDGE OF ALLEGIANCE/MOMENT OF SILENCE
2. ROLL CALL
3. SPECIAL BUSINESS
 - a. AB 3391 **Discussion/possible action** regarding an update from City Staff and the Sedona Tourism Advisory Board about the results of the Future of Tourism and the Sedona Experience Community Input Sessions and presentation and approval of the 2026 Sedona Tourism Plan.
 - b. **Discussion/possible action** regarding ideas for future meetings/agenda items.
4. EXECUTIVE SESSION

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

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

Posted: 10/21/2026

By: DJ

JoAnne Cook, CMC, City Clerk

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

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

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



**CITY COUNCIL
AGENDA BILL**

**AB 3391
October 28, 2026
Special Business**

Agenda Item: 3a

Proposed Action & Subject: Discussion/possible action regarding an update from City Staff and the Sedona Tourism Advisory Board about the results of the Future of Tourism and the Sedona Experience Community Input Sessions and presentation and approval of the 2026 Sedona Tourism Plan.

Department	Tourism & Economic Initiatives/Grossmann
Time to Present	45 min
Total Time for Item	75 min
Other Council Meetings	August 14, 2024, October 28, 2025
Exhibits	A. 2026 Sedona Tourism Plan One-Pager B. 2026 Sedona Tourism Plan

Finance Approval	JMC Reviewed 10/15/26	
City Attorney Approval	MKC Reviewed 10/16/2026	Expenditure Required
		\$ N/A
City Manager's Recommendation	Recommend approval ABS 10/12/26	Amount Budgeted
		Account No. N/A (Description)

SUMMARY STATEMENT

Background:

The Sedona Tourism Plan serves as the public work plan for the Sedona Tourism Office. The initial 2024 Sedona Tourism Plan was developed in partnership with the Sedona Tourism Advisory Board and approved by Sedona City Council during its August 14, 2024 meeting. Because the 2024 Sedona Tourism Plan was a two-year plan with many of its action items completed or initiated, the City has developed the 2026 Sedona Tourism Plan to build on the foundation of the initial plan by including ongoing initiatives and new initiatives that reflect the evolving role of the Sedona Tourism Office in the community.

Discussion:

Recap of the 2024 Sedona Tourism Plan

The 2024 Sedona Tourism Plan was developed by City Staff in partnership with the Coraggio Group, a strategic planning agency that has also been working with the Arizona Office of

Tourism on its statewide tourism plan. The 2024 plan was designed as a roadmap for establishing the new Destination Marketing & Management Organization (DMMO) within the City of Sedona.

The overarching goal of the City's tourism plan is to communicate a work plan for making investments in the local tourism industry that strike a balance between a high-quality of life for residents, a thriving economy, and protection of the natural and built environment. An additional goal for the 2024 plan was to establish the internal capacity and policies and procedures to operate the DMMO within the City.

In partnership with the Coraggio Group, the City of Sedona conducted primary research on visitor and resident sentiment to gather input on priorities for the 2024 plan. Focus groups and public meetings were also facilitated to gather additional input from the community. Staff also researched other successful tourism plans in similar destinations to identify leading practices for consideration in the 2024 plan.

The resulting 2024 plan was broken into the 4 pillars listed below, which were further broken into 17 initiatives and 60 actions steps:

1. Manage and Steward the Destination
2. Optimize Economic Impact
3. Enhance Community Engagement with Tourism
4. Strengthen the Organization

Development of the 2026 Sedona Tourism Plan

The 2026 Sedona Tourism Plan seeks to establish the strategic priorities and work plan for the Sedona Tourism Office for the next four years, building on the foundation developed during the 2024 plan and acknowledging the evolving role of the City's Destination Marketing & Management Organization (DMMO). Development of the plan included three phases:

1. Review tourism plans from similar destinations
2. Engage the local community
3. Update the tourism plan content

A staff review of tourism plans from the destinations listed below was conducted in Summer 2026 to identify relevant strategies and leading practices for consideration:

- Aspen Destination Management Plan (2022)
- Explore Lincoln County Crisis Communications Scenarios (2026)
- Lane County Tourism Plan (2026)
- Snowmass Tourism Destination Management Plan (2025)
- Taos Destination Stewardship Plan (2023)
- Teton County Destination Management Plan (2027)
- Visit Bend Destination Strategy (2027)

In addition to regular meetings with the Sedona Tourism Advisory Board and the Sedona Lodging Council, dedicated public engagement for the 2026 Sedona Tourism Plan began in October 2025 and included the events listed below. Together, these engagement efforts gathered input from businesses, tourism stakeholders, residents, and community organizations regarding the future of tourism and the Sedona experience.

- Tlaquepaque Business Tenant Meeting – October 2025
- Sedona Metaphysical Spiritual Association Meeting – October 2025

- Short-Term Rental Owner Coffee Chat – February 2026
- Hillside Sedona Business Tenant Meeting – April 2026
- Keep Sedona Beautiful Speaker Series – April 2026
- Future of Tourism and the Sedona Experience Community Input Sessions – April & May 2026

Notably, Sedona City Council directed City Staff to facilitate the Future of Tourism and the Sedona Experience Community Sessions during the October 28, 2025 meeting. A brief recap of these two sessions is provided below, and will also be presented by the Tourism Advisory Board and City Staff at the October 28, 2026 City Council meeting:

- Two-hour sessions were hosted at The Hub at Posse Grounds on April 21 and May 13
- 80 participants attended the two meetings
 - The April meeting had 45 participants
 - The May meeting had 35 participants
- Each meeting included group discussions related to defining the Sedona experience and brainstorming ways the City can enhance the Sedona experience
- Common themes that emerged across the two sessions included:
 - The importance of strengthening community connections
 - The value of making Sedona a better place to live, work, and visit
 - The importance of balancing tourism with resident quality of life
 - The need to protect and steward the public lands surrounding Sedona
 - The opportunity to strengthen and better integrate arts and culture, heritage, and wellness
 - The benefits of expanding transportation options and improving access
 - The importance of setting clear expectations for responsible and respectful visitor behavior



City Staff also met with the Sedona Tourism Advisory Board on May 6, 2026 to have an initial discussion about the strategy for the 2026 Sedona Tourism Plan. Resulting agreements included:

- The next plan would be a 4-year plan instead of a 2-year plan

- The next plan would continue to be a public work plan for the Sedona Tourism Office
 - As a result, the plan should comprise all activities of the Sedona Tourism Office
- The next plan would continue to have 4 pillars, but it should replace Strengthen the Organization with Enhance the Sedona Experience
 - This recognizes that the initial work to build internal capacity within the City of Sedona to operate a DMMO has been implemented
 - This also recognizes an opportunity to expand the role of the Sedona Tourism Office into activities that enhance the Sedona experience residents and visitors

In addition to the changes agreed upon during the May 6, 2026 Tourism Advisory Board meeting, other noticeable changes between the 2024 Sedona Tourism Plan and the 2026 Sedona Tourism Plan include:

- Notable new initiatives and related action steps include:
 - Advance destination management strategies that balance visitor demand, community needs, and destination capacity
 - Conduct research to understand where visitor pressure and tourism impacts exist throughout the year, develop systems for monitoring priority impacts (e.g. vehicle congestion, trail usage, community perceptions), and establish baselines
 - Partner with the U.S. Forest Service to monitor and update OpenStreetMap data to ensure that trails and roads within the Red Rock Ranger District are accurately represented on digital outdoor recreation apps (e.g. AllTrails, OnX)
 - Limit the promotion of recreational experiences within the Coconino National Forest to locations that are accessible via designated U.S. Forest Service trails or roads
 - Identify opportunities to better distribute (i.e. seven trailheads with Sedona Shuttle Connect) or concentrate visitation (i.e. walkable hiking maps for hotels) during peak times of year
 - Evaluate the effectiveness of destination management strategies and adjust approaches based on data, stakeholder feedback, and external conditions
 - Develop a Tourism Crisis Communication Plan to clarify the Sedona Tourism Office's role, responsibilities, communications protocols, and partnerships during events that affect the visitor economy and Sedona's reputation as a destination
 - Review successful tourism crisis communications plans and identify best practices relevant to Sedona
 - Define the Tourism Office's role, responsibilities, and protocols for communicating with visitors, tourism businesses, residents, media, and tourism partners before, during, and after a crisis
 - Develop a Tourism Crisis Communications Plan that identifies priority audiences, communication channels, key messages, roles and responsibilities, approval processes, and partner coordination protocols
 - Establish a communication protocol with key City departments, tourism businesses, tourism organizations, and other partners (i.e. Sedona Parks & Rec Rangers) to distribute timely information during a crisis
 - Conduct periodic reviews and exercises to test the Tourism Crisis Communications Plan and update it based on lessons learned, emerging risks, and changes in communication channels

- Explore ways to broaden the Sedona Tourism Office's role in supporting the local visitor economy
 - Publish a Sedona Film Office landing page on ScenicSedona.com and serve as a local contact for interested filmmakers to build their awareness of Sedona and educate them about local regulations (i.e. permits)
 - Explore ways to educate community event organizers to build their awareness of Sedona and connect them with the necessary resources to make their events successful
- Develop and enhance signature visitor experiences that reflect Sedona's natural, cultural, creative and wellness assets
 - Conduct research and stakeholder engagement to identify gaps, opportunities, and emerging trends in Sedona's visitor experience
 - Collaborate with tourism partners to develop, package, and enhance experiences that align with community values and destination priorities (i.e. Verde Valley wine history tour)
 - Manage and maintain a collection of experiential guides on scenic Sedona.com that inspire visitors to discover the breadth of the Sedona experience
 - Identify opportunities to improve the accessibility of visitor information, services, and experiences (e.g. translated visitor guides, niche audience guides)
- Partner with other City departments to represent the voice of tourism and bolster the success of legacy projects
 - Represent the visitor economy in City planning and project discussions when tourism-related impacts or opportunities are identified
 - Educate visitors about City programs and projects that benefit the visitor experience through appropriate tourism communications channels (e.g. SIM project implementation)
- Existing initiatives or action steps that were moved to other locations within the plan include:
 - *Prioritize marketing investment during off-peak times of the week and year* was reworded into a new initiative within *Optimize Economic Impact*
 - *Provide robust visitor services within Sedona* was moved to *Enhance the Sedona Experience*
 - *Enhance the City's tourism-related data portfolio to make more informed decisions and measure results* was reworded into a new initiative within *Enhance Community Engagement with Tourism*
- Completed initiatives no longer in the 2026 plan include:
 - Integrate the new Sedona tourism brand throughout the City's tourism activities, materials, and marketing campaigns
 - Build up an asset inventory and offer local marketing co-ops
 - Increase the City's capacity to develop, manage, and promote tourism

City Staff presented the draft 2026 Sedona Tourism Plan to the Sedona Tourism Advisory Board during the September 2, 2026 meeting. After sharing feedback on the need to include Key Measures for each Action Step and expanding on the content within the “Enhance the Sedona Experience” pillar, the TAB recommended the 2026 Sedona Tourism Plan for presentation to Sedona City Council.

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

Board/Commission Recommendation: ☐ Applicable - ☒ Not Applicable

Alternative(s): None

MOTION

I move to: approve the 2026 Sedona Tourism Plan, which will serve as the public work plan for the Sedona Tourism Office through 2030.

2026 SEDONA TOURISM PLAN

PILLARS AND INITIATIVES

Manage And Steward The Destination

Set expectations for responsible and respectful use of Sedona throughout the year

Advance destination management strategies that balance visitor demand, community needs, and destination capacity

Develop a Tourism Crisis Communication Plan

Explore ways to broaden the Sedona Tourism Office's role in supporting the local visitor economy

Optimize Economic Impact

Conduct integrated, year-round marketing that is aligned with Sedona's community values and destination management priorities

Increase visitor demand during priority periods to support a balanced, year-round tourism economy

Leverage earned media, travel trade, and meeting sales to bolster Sedona's reputation as a leading national destination

Strengthen partnerships with Sedona's tourism industry

Enhance The Sedona Experience

Develop and enhance signature visitor experiences that reflect Sedona's natural, cultural, creative, and wellness assets

Provide robust visitor services throughout Sedona

Partner with regional economic development organizations, government entities, and non-profits on strategies that create a more resilient Sedona economy

Partner with other City departments to represent the voice of tourism and bolster the success of legacy projects

Enhance Community Engagement With Tourism

Communicate the role of tourism within the Sedona community

Provide public access to tourism-related research

Engage the community in the future of tourism

2026 Sedona Tourism Plan

Pillars	Initiatives	Action Steps	Key Measures
Manage and Steward the Destination	Set expectations for responsible and respectful use of Sedona throughout the year	Continue to implement the "always-on" Appreciate Sedona campaign in partnership with the Arizona Office of Tourism and Leave No Trace, regularly reviewing priority messages for setting expectations for responsible and respectful visitation throughout the year	*Educational messaging campaigns are implemented during peak seasons that demonstrate improved performance each year *Paid search strategies are implemented throughout the year that drive engagement to expectation setting messaging on ScenicSedona.com *Appreciate Sedona messaging is reviewed quarterly and updated when appropriate
		Disseminate "Appreciate Sedona" messages at key visitor locations in partnership with Sedona frontline staff (e.g. Uptown Visitor Center, Parks and Rec Rangers)	*Conduct outreach with groups that represent frontline staff and establish a regular communication cadence with them *Develop new resources for frontline staff that assist with the distribution of priority expectation setting messages *Gather input from these frontline staff on common challenges with expectation setting and develop updated resources when appropriate
		Build awareness of the Sedona Shuttle and establish Sedona's reputation as a leading U.S. destination that can be visited without a personal vehicle	*Dedicated posts about the Sedona Shuttle are published on @ScenicSedona social media channels each month *The Sedona Shuttle is integrated into relevant FAM and media visits and during conversations with travel media *Changes to the Sedona Shuttle schedule are consistently communicated across all channels
		Explore opportunities to amplify real-time information about capacity at parking lots and travel times to key areas	*Partner with the City's Transportation team to understand when real-time information will be made available at different locations *Identify and refine Tourism Office communication channels to build awareness of real-time information with visitors
	Advance destination management strategies that balance visitor demand, community needs, and destination capacity	Conduct research to understand where visitor pressure and tourism impacts exist throughout the year, develop systems for monitoring priority impacts (e.g. vehicle congestion, trail usage, community perceptions), and establish baselines	*Meet with City departments and public land managers to validate tourism impacts and available data related to them *Establish baselines related to vehicle congestion and public land use that are measured against every 4 years *Provide reports on these measurements to the Tourism Advisory Board and City Council when appropriate
		Partner with the U.S. Forest Service to monitor and update OpenStreetMap data to ensure that trails and roads within the Red Rock Ranger District are accurately represented on digital outdoor recreation apps (e.g. AllTrails, OnX)	*Compile all existing OpenStreetMap work conducted and train new personnel to continue the work moving forward *Meet regularly with the U.S. Forest Service to review OpenStreetMap and prioritize edits that need to be made *Monitor OpenStreetMap to understand when inaccurate information is added that needs to be edited
		Limit the promotion of recreational experiences within the Coconino National Forest to locations that are accessible via designated U.S. Forest Service trails or roads	*Manage the custom AllTrails maps on ScenicSedona.com and the digital kiosks with approved visitor-ready trails *Educate travel media, travel trade, and content creators about avoiding the promotion of off-trail experiences *All promotion of Sedona conducted by the City and through earned media limits the promotion of public lands to designated trails
		Identify opportunities to better distribute (i.e. seven trailheads with Sedona Shuttle Connect) or concentrate visitation (i.e. walkable hiking maps for hotels) during peak times of year	*Promote the trailheads that are accessible via the Sedona Shuttle, especially during peak times of year *Analyze Sedona Shuttle ridership to determine shuttle visitation to the trailheads that are accessible via the Sedona Shuttle *Explore the development of nearby hiking maps for hotels that don't require driving through the Y intersection
		Evaluate the effectiveness of destination management strategies and adjust approaches based on data, stakeholder feedback, and external conditions	*Meet regularly with industry peers and attend industry events to understand emerging trends related to destination management *Regularly assess priority destination management needs (e.g. congestion, public land degradation) and adjust strategies when appropriate *Compile data on changes related to destination management and adjust City strategies when appropriate
	Develop a Tourism Crisis Communication Plan	Review successful tourism crisis communications plans and identify best practices relevant to Sedona	*Conduct outreach with industry peers to identify 5+ tourism crisis communications plans *Identify common themes across each plan and compile best practices that are relevant to Sedona into a report
		Define the Tourism Office's role, responsibilities, and protocols for communicating with visitors, tourism businesses, residents, media, and tourism partners before, during, and after a crisis	*Hire a consultant to assist with the development of a tourism crisis communications plan *Meet with City departments and external partners to understand available crisis communications channels throughout Sedona *Develop a working outline of the role of different Sedona entities during a crisis that includes their communications channels
		Develop a Tourism Crisis Communications Plan that identifies priority audiences, communication channels, key messages, roles and responsibilities, approval processes, and partner coordination protocols	*Complete and adopt the Tourism Crisis Communications Plan *Distribute the final plan with all priority City departments and external tourism partners identified in the plan *Develop crisis communications templates and resources for priority audiences and scenarios
		Establish a communication protocol with key City departments, tourism businesses, tourism organizations, and other partners (i.e. Sedona Parks & Rec Rangers) to distribute timely information during a crisis	*Identify primary and secondary contacts for all priority City departments and external tourism partners *Document agreed upon communication channels for distributing internal and external crisis communications *Validate the contact list and agreed upon communications channels annually
	Explore ways to broaden the Sedona Tourism Office's role in supporting the local visitor economy	Conduct periodic reviews and exercises to test the Tourism Crisis Communications Plan and update it based on lessons learned, emerging risks, and changes in communication channels	*Conduct at least 1 Tourism Crisis Communications Plan exercise every two years *Document lessons learned and identify recommended updates following each exercise or actual crisis *Complete priority updates to the plan based on exercise findings, emerging risks, and changes in communication channels
		Publish a Sedona Film Office landing page on ScenicSedona.com and serve as a local contact for interested filmmakers to build awareness of Sedona and educate them about local regulations (i.e. permits)	*Meet regularly with industry peers to understand best practices for managing a film office at the destination level *Develop relevant resources for the film industry and publish a film office landing page on scenicседona.com *Meet regularly with local film permit entities to understand ways to enhance the process of securing film permits
		Explore ways to educate community event organizers to build their awareness of Sedona and connect them with the necessary resources to make their events successful	*Identify and compile resources for community event organizers and publish them on a new ScenicSedona.com landing page *Establish a process for engaging with event organizers and setting expectations with them about the role of the Tourism Office *Explore the development of new resources, including possible grants, for event organizers
Optimize Economic Impact	Conduct integrated, year-round marketing that is aligned with Sedona's community values and destination management priorities	Manage an annual editorial content calendar for all social media channels, newsletters, and destination marketing campaigns	*Conduct monthly meetings with City staff to agree on monthly content themes, content priorities, and upcoming events *Update the editorial content calendar to reflect upcoming priorities across Tourism Office channels
		Publish paid and organic content on all digital marketing channels throughout the year in accordance with the editorial calendar	*Publish 2-3 Facebook organic posts and 3-4 Instagram organic posts per week in accordance with the editorial content calendar *Publish destination marketing campaign content in accordance with the editorial content calendar *Monitor the performance of published content and adjust the content strategy when appropriate
		Implement regular blog and newsletter content in accordance with the editorial calendar	*Continue to grow newsletter lists with individuals that are interested in Sedona trip planning information *Publish 9 consumer newsletters each year that highlight the launch of campaigns and monthly content themes *Monitor the performance of published content and adjust the content strategy when appropriate
		Conduct year-round destination marketing to priority audiences (e.g. high-net-worth individuals) that align with community values	*Launch the year-round high-net-worth individual strategy in Fall 2026 *Establish regular reporting on this audience and compare results against standard campaign reports *Continue to refine the audience and advertising strategy based on lessons learned from implementation
	Increase visitor demand during priority periods to support a balanced, year-round tourism economy	Implement destination marketing campaigns each summer and winter that inspire travel to Sedona and target visitors who align with Sedona's values	*Launch at least 1 summer and 1 winter destination marketing campaign each year *Monitor campaign performance and adjust audience, messaging, or media strategies based on results
		Continue to partner with local businesses to participate in destination marketing campaigns (e.g. new offerings, discounts) and amplify campaign messages on their own channels (i.e. social media toolkit)	*Conduct regular outreach with local businesses to maintain up-to-date information for the deals page on ScenicSedona.com *Publish a social media toolkit for each campaign that is shared with local businesses *Develop additional resources for the local community to participate in distribution of priority campaign messages
		Explore ways to amplify destination marketing campaigns by leveraging additional marketing strategies (e.g. earned media coverage, destination activations) during campaign flights	*Pitch priority journalists and media outlets at the start of each campaign to garner earned media in campaign markets *Coordinate press trips and publish dates around campaign schedules when appropriate *Consider additional paid media activities in campaign markets during the implementation of campaigns
	Leverage earned media, travel trade, and meeting sales to bolster Sedona's reputation as a leading national destination	Convene Sales Managers at Greater Sedona hotels for biannual Sales Manager Roundtables to share ideas and align on priority group sales strategies	*Conduct 2 Sales Manager Roundtables each year with Greater Sedona hotel sales managers *Develop a shared calendar for who is representing Sedona during what trade shows throughout the year *Develop new resources or advance new strategies based on Sales Manager feedback (i.e. HelmsBriscoe Partner Lunch)
		Partner with the Arizona Office of Tourism (AOT) and other Arizona Destination Marketing & Management Organizations (DMMOs) to conduct outreach with travel media, travel trade, and meeting planners to build awareness of Sedona as a leading destination	*Organize at least 40 FAMs, Press/Content Trips, Site Assessments for more than 150 industry professionals each year *Implement cooperative marketing strategies with priority B2B entities in partnership with national and state tourism partners *Conduct regular outreach and respond to inquiries about Sedona from B2B tourism industry professionals
	Strengthen partnerships with Sedona's tourism industry	Represent the City of Sedona at domestic and international business-to-business (B2B) sales and media trade shows (e.g. IPW, Go West Summit) and sales and media missions in partnership with Western U.S. destinations	*Represent the City of Sedona at key industry events (e.g. IPW, Go West Summit, Hosted Buyer Events) and sales/media missions *Conduct qualified appointments with travel media, travel trade, and meeting planners at each event *Assess the trade show schedule each year and adjust attendance based on destination priorities
		Regularly meet with local and regional entities across the Sedona tourism industry value chain to share resources and gather input on emerging barriers and opportunities for advancing tourism in Sedona	*Conduct outreach with priority local and regional tourism organizations and businesses and establish a regular communication cadence with them *Gather input from them on common barriers and opportunities for advancing tourism in Greater Sedona *Track opportunities where Tourism Office partnerships or resources are used to address identified needs
		Conduct creative asset production shoots at strategic times throughout the year and manage all assets in a public digital asset library	*Conduct creative asset production shoots during strategic times of the year and in ways that increase the diversity of available assets *Upload new photo and video assets to the public digital asset library (i.e. CrowdRiff) each year *Track annual downloads of creative assets by tourism partners
Enhance Community Engagement With Tourism	Communicate the role of tourism within the Sedona community	Launch a "Brought to You by Tourism" campaign that communicates the benefits of tourism to residents, businesses, and elected officials.	*Finalize a Sedona tourism industry economic impact report to validate visitor contributions to City sales and bed taxes *Launch the "Brought to You by Tourism" campaign and develop messaging tailored to residents, businesses, and elected officials *Gather feedback on campaign messaging and make adjustments when appropriate
		Explore the development of a strategy to communicate when community projects are funded primarily through bed tax revenue	*Research best practices for communicating the connection between bed tax revenue and funding for community projects *Identify opportunities to communicate when community projects are funded primarily through City bed tax *Develop recommendations for a strategy, including priority audiences, communication channels, and potential project examples
		Attend community meetings (e.g. Keep Sedona Beautiful, Realtors associations) to build awareness of the Tourism Office and communicate the value of tourism for the Sedona community	*Represent the Tourism Office at a minimum of 4 community meetings each year *Maintain updated presentation materials that can be tailored to different community audiences *Compile community feedback for use in future strategic planning efforts
		Regularly update economic impact research, visitation research, and City budget analysis that provide the foundation for the "Brought to You by Tourism" campaign	*Establish a regular schedule for updating each tourism-related dataset *Validate whether individual resources are outdated or new resources are needed *Incorporate updated research into Tourism Office communications and presentations
	Provide public access to tourism related research	Manage the City's tourism-related research portfolio by validating existing datasets and exploring opportunities to add new datasets	*Conduct an annual review of the City's tourism-related research portfolio and identify priority data gaps *Establish or update datasets to address priority data gaps identified through the annual review *Document data sources, update schedule, and ownership for priority tourism datasets
		Maintain and enhance the Tourism Transparency Hub on the City of Sedona website	*Update the Tourism Transparency Hub content with monthly data *Add new tourism research and datasets as they become available *Monitor website analytics to understand traffic to the Tourism Transparency Hub
		Publish monthly Tourism Business Newsletters that provide updates on the Tourism Office and include monthly tourism-related research reports	*Conduct outreach with the local business community to sign up for the Tourism Business Newsletter *Distribute a monthly Tourism Business Newsletter that provides an update on the Tourism Office and shares monthly research
	Engage the community in the future of tourism	Regularly attend public meetings (e.g. Tourism Advisory Board meetings, City Council meetings, Lodging Council meetings) to present tourism-related research	*Facilitate 8 Sedona Tourism Advisory Board meetings each year that include monthly tourism research *Identify strategic opportunities to present the state of the Sedona tourism industry during Sedona City Council meetings *Identify additional opportunities to present relevant tourism data during other community meetings
		Facilitate community input sessions for residents to learn more about the Tourism Office and provide input on the City's tourism strategy	*Conduct at least one community input session each year to gather input on the future of tourism in Sedona *Compile and summarize community input and identify recurring themes and actionable recommendations
		Explore strategic opportunities to collect resident sentiment through the biennial National Community Survey and other survey methods	*Ensure that questions related to resident sentiment about the local tourism industry are included in the National Community Survey *Research other resident sentiment survey methods and compile information about resident sentiment when appropriate
		Meet regularly with Sedona tourism leadership organizations (e.g. Sedona Chamber of Commerce, Sedona Lodging Council, Tlaquepaque business tenants, Hillside business tenants) to gather feedback on the future of tourism in Sedona	*Provide a Tourism Office update at all Sedona Lodging Council meetings that City staff is available to attend *Conduct annual listening sessions with Tlaquepaque and Hillside business tenants *Meet quarterly with the Sedona Chamber of Commerce to align on strategic priorities and opportunities to collaborate
		Analyze feedback and make adjustments to the 2026 Sedona Tourism Plan in response to emerging trends within the community	*Conduct an annual review of the Sedona Tourism Plan that is presented to the Sedona Tourism Advisory Board *Make formal adjustments to initiatives and action steps when appropriate
	Enhance The Sedona Experience	Develop and enhance signature visitor experiences that reflect Sedona's natural, cultural, creative, and wellness assets	*Conduct an annual review of visitor experience trends and compare findings with a situational analysis of Sedona's tourism product *Identify priority barriers and opportunities for enhancing visitor experience in Sedona *Share findings with Tourism Advisory Board and other tourism industry partners when appropriate
			*Identify and pursue opportunities with tourism partners to develop or enhance signature visitor experiences *Support the development of at least one new visitor experience each year *Promote new or enhanced experiences through appropriate Tourism Office marketing channels
			*Review and update all experiential guides on ScenicSedona.com with updated information annually *Develop new experiential guides when research or visitor trends identify a priority experience or audience *Monitor visitation and engagement with each experiential guide and modify content based on performance
			*Develop one-page overviews about Sedona that are translated for priority international markets (e.g. France, Germany, Taiwan) *Publish digital content (i.e. blogs) for niche travel audiences (e.g. LGBTQ+, accessible travel, OHV) *Distribute new visitor information to audiences in partnership with local and state tourism partners
		Provide robust visitor services throughout Sedona	*Conduct business outreach to manage accurate City of Sedona business listings throughout the year *Conduct an annual review of editorial content within the travel planner and adjust when necessary *Print and publish updated travel planners when appropriate
			*Regularly visit the digital kiosks to conduct testing, clean the machines, and receive feedback from property owners *Conduct regular reviews of kiosk software performance and update the images and content when appropriate *Review monthly analytics to understand performance, adjust kiosk functionality, and explore new kiosks as needed
			*Meet quarterly with the Uptown Visitor Center staff to understand its performance and emerging trends with visitor needs *Develop new visitor information resources for the Visitor Center staff based on emerging needs (i.e. trail closure maps during wildfires) *Monitor Uptown Visitor Center engagement to determine appropriate levels of City investment in the location
			*Conduct outreach with frontline staff in Sedona and establish a regular communication cadence with them *Gather input from them on common questions they receive and any barriers they have responding to questions *Develop and distribute visitor information resources to frontline staff in Sedona to bolster access to visitor services
		Partner with regional economic development organizations, government entities, and non-profits on strategies that create a more resilient Sedona economy	*Serve on relevant boards with regional entities (e.g. VVREO, ECoNA) and regularly attend board meeting and events to represent the voice of Sedona *Monitor regional economic trends and identify priority issues that could affect Sedona's tourism industry
			*Maintain a list of regional economic development programs and resources that are relevant to Sedona tourism businesses *Build awareness of relevant programs and resources with Sedona tourism industry partners *Monitor Sedona tourism industry partner engagement with programs and share feedback with the entities that manage the programs and resources
Enhance The Sedona Experience	Partner with regional economic development organizations, government entities, and non-profits on strategies that create a more resilient Sedona economy	Identify opportunities to connect tourism businesses and tourism assets with broader regional economic development and diversification efforts	*Identify regional initiatives that could strengthen the long-term competitiveness and resilience of Sedona's tourism industry *Participate in priority regional initiatives where Tourism Office involvement can benefit the Sedona tourism industry *Monitor outcomes and opportunities resulting from regional partnerships
		Collaborate with regional partners on initiatives that strengthen the long-term competitiveness and resilience of Sedona's tourism industry	*Regularly share relevant tourism research, trends, and lessons learned with regional economic development and community partners *Present tourism research to partner organizations when relevant to their decision-making *Track requests for tourism data and research from community and economic development partners
	Partner with other City departments to represent the voice of tourism and bolster the success of legacy projects	Share tourism research, trends, and lessons learned with economic development and community partners to support coordinated decision-making	*Serve on planning committees (e.g. RFP committees) for other City departments related to projects that intersect with the tourism industry *Attend public meetings (e.g. Community Conversations) hosted by other City departments on topics that intersect with the tourism industry *Share information about relevant City projects with local tourism partners during planning, development, or implementation when appropriate
		Represent the visitor economy in City planning and project discussions when tourism-related impacts or opportunities are identified	*Maintain an updated list of City projects that are related to visitor experience in Sedona *Develop and distribute messages about each City project to visitors through Tourism Office communications channels *Monitor visitor engagement with these messages and adjust communications as needed
		Educate visitors about City programs and projects that benefit the visitor experience through appropriate tourism communications channels (e.g. SIM project implementation)	