

SEDONA

Community Profile

Prepared by the ARIZONA DEPARTMENT OF COMMERCE

The Sedona area is one of Arizona's premier tourism, recreation, resort, retirement & art centers. Its location at the mouth of scenic Oak Creek Canyon & at the center of the state's legendary Red Rock Country affords breath-taking panoramas, a mild climate, plenty of sunshine & clean, fresh air. The area is the second most visited site in the state after the Grand Canyon.

Established in 1902 & incorporated in 1988, the community was named for Sedona Schnebly, an early settler. Sedona spreads across the boundaries of two north central Arizona counties, Coconino and Yavapai. The majority of the population live in Yavapai County. The rim country of Flagstaff is 30 miles north of the Sedona area.

FOUNDED: 1902 INCORPORATED: Yes - 1988
 COUNTY: Coconino/Yavapai County ELEVATION: 4,500 feet
 DISTANCE TO PHOENIX: 119 miles
 DISTANCE TO TUCSON: 230 miles
 HIGHWAYS: Interstate Hwy 17, St Hwy 179, St Hwy 89A

Sedona is an Arizona Main Street Community, (928) 204-2390.



POPULATION

	1990	2000	2007
Sedona	7,720	10,192	11,134
Coconino County	96,591	116,320	134,898
Yavapai County	107,714	167,517	223,934
Arizona	3,665,228	5,130,632	6,500,194

Sources: AZ. Dept. of Economic Security and U.S. Census Bureau

PRINCIPAL ECONOMIC ACTIVITIES

Tourism forms Sedona's economic base, with the National Forest Service estimating that more than 3.5 million people visit the area annually. Sedona's small town character is preserved by a preponderance of small owner-operated businesses serving visitors and the community.

Visitor interest during the past decade has stimulated retirement & vacation home acquisition & construction, creating one of the most viable real estate markets in the nation.

County	Employment	
	Coconino	Yavapai
	2007	2007
Government	19,800	12,100
Leisure & Hospitality	13,300	8,200
Trade, Transportation & Utilities	10,100	12,700
Mining & Construction	3,600	8,800
Education & Health Services	7,100	10,000
Manufacturing	3,700	3,500
Professional & Business Services	3,300	4,600
Financial Activities	1,900	2,500
Other Services	1,900	2,000
Information	400	600

Sources: Arizona Department of Economic Security
 Figures are organized under the North American Industrial Classification System (NAICS).

Major Private Employers

Hilton Sedona Resort & Spa Enchantment Resort
 L'Auberge de Sedona Resort Los Abridados Resort & Spa

Major Public Employers

City of Sedona Sedona-Oak Creek School District

LABOR FORCE DATA

	1990	2000	2007
Civilian Labor Force	3,305	5,169	6,939
Unemployment	105	73	248
Unemployment Rate	3.2%	1.4%	3.6%

Sources: Arizona Department of Economic Security

Growth Indicators

	1990	2000	2007
New Bldg. Permits	173*	539	539
Taxable Sales	100 mil	330.8 mil	472.1 mil

Net Assessed Valuation (\$)

	1990	2000	2007
Coconino	37.4 mil	70.3 mil	156.5 mil
Yavapai	50.9 mil	111 mil	243.2 mil

Sources: Arizona State University; AZ Dept. of Revenue; AZ Tax Research Foundation.

SCENIC ATTRACTIONS

Sedona has something for everyone - world class resorts and small family run motels, quaint bed and breakfasts, fine restaurants, outstanding shops and diverse art galleries. The beauty of the area makes sightseeing and hiking, golfing and tennis year around activities. Visitors can take a jeep tour into the back country or view the red rock monoliths from a horse or hot air balloon. Red Rock Crossing has been featured in many motion pictures. Other attractions include Slide Rock State Park, Chapel of the Holy Cross, the Sedona Arts Center and Tlaquepaque, a Mexican-style arts and crafts village. Highway 89A through Oak Creek Canyon is the state's first designated Scenic Highway and was named by Rand-McNally as one of the most beautiful drives in America. Sedona is a hub for visitors to Northern Arizona. Many visitor sites, including Indian ruins, the Grand Canyon, Jerome, Meteor Crater and Sunset Crater are just a day trip away. The U.S. Forest Service administers many campgrounds in the area. Several are on or near Oak Creek, which is stocked with trout from Memorial Day to Labor Day. For information on Forest Service campgrounds, contact the Sedona Ranger Station, P.O. Box 300, Sedona, AZ 86339, telephone (928) 282-4119. Information on private campgrounds and picnic areas is available at the Sedona/Oak Creek Canyon Chamber of Commerce.

TAXES

Property Tax Rate	1990	2000	2007
Coconino County Unified S.D.	\$ 5.93	\$ 4.77	\$ 4.04
City/Fire District	\$ 1.22	\$ 1.80	\$ 1.75
Coconino County	\$ 1.66	\$ 1.71	\$ 1.25
Coconino County Total	\$ 8.82	\$ 8.28	\$ 7.01
Yavapai County Unified S.D.	\$ 6.26	\$ 3.88	\$ 2.25
City/Fire District	\$ 1.47	\$ 1.80	\$ 1.75
Yavapai County	\$ 5.14	\$ 4.18	\$ 3.41
Yavapai County Total	\$12.87	\$ 9.87	\$ 7.41

Source: Arizona Tax Research Foundation.
 Note: Tax rate per \$100.00 assessed valuation.
 School districts participate in the Valley Academy of Career and Technology Education (VACTE). Totals may not add due to rounding.

Sales Tax Rate

City	3.00%
Coconino County	1.125%
Yavapai County	0.75%
State	5.60%

Source: League of Arizona Cities and Towns, Arizona Dept. of Revenue.

COMMUNITY FACILITIES

Sedona offers a wide range of community facilities and activities, including parks, a library, golf courses, motion picture theaters, art museums and live theatre.

Educational. The Sedona-Oak Creek Unified School District is comprised of a high school (grades 9 through 12) located in Sedona and two elementary schools (grades K through 8), one in Sedona and the other in the Village of Oak Creek, six miles south of Sedona. Several private elementary and high schools are also located in the area. Both Coconino and Yavapai Community Colleges offer classes, and Northern Arizona University is in Flagstaff, 30 miles north.

Medical. Sedona boasts a wide range of physicians, surgeons and dentists, with many specialties represented. Sedona's outpatient facility contains both emergency and cancer centers, lab, x-ray, and a mammography unit. There is a 99-bed hospital in Cottonwood (20 miles west of Sedona) and a 162-bed hospital in Flagstaff (30 miles north of Sedona). Six ambulances staffed by Advanced Life Cardiac Skilled Paramedics, an emergency search & rescue team, and a medical evacuation helicopter serve the area.

Financial. There are six financial institutions. Businesses are eligible for assistance in financing fixed assets through the Arizona Department of Commerce. Industrial bonds are available in Coconino or Yavapai County.

Government Agencies. The community is governed by a mayor and six council members. There is law enforcement through the city's police department and fire protection through a combination fire department with both full-time and volunteer personnel.

Airport. The Sedona Airport has a lighted, radio-equipped 5,100-foot paved runway. Charter air services are available between Sedona and Phoenix Sky Harbor International Airport.

Lodging and Meeting Facilities. There are 2,912 units in Sedona-area hotels, motels and resorts. Approximately 200 RV sites are available with many meeting facilities, the largest seating 600.

Industrial Properties. For more information contact the City of Sedona or the Sedona/Oak Creek Canyon Chamber of Commerce.

Utilities

Electricity:	APS (Sedona)	928.282.7128
Natural Gas:	Citizens Arizona Gas	928.634.5555
Sewer:Municipal (Sedona)		928.282.3113
Septic Tanks		
Telephone:	Qwest (statewide)	800 244.1111
Water: Arizona Water Company (Sedona)		928.282.7092
	Big Park Water Company	928.284.2298
	Oak Creek Water Co.	928.282.3404

Cable Providers: Yes
 Digital Switching Station: Yes
 Internet Service Provider: Yes
 Cable Internet Service: Yes
 Fiber Optics: Yes

Weather

Month	Average Temperature (°F)		Average Total Precipitation (Inches)
	Daily Minimum	Daily Maximum	
January	30.1	56.2	2.0
February	33.2	60.2	1.9
March	36.4	64.6	2.1
April	42.2	72.9	1.1
May	49.4	82.4	0.6
June	57.9	92.4	0.4
July	64.7	96.2	1.7
August	63.5	93.4	2.1
September	58.0	88.4	1.7
October	48.5	77.9	1.5
November	37.2	65.2	1.4
December	30.8	56.8	1.5
Yearly Avg	46.1	75.6	18.0

Western Regional Climate Center, www.wrcc.dri.edu. Average Snow Depth 3.5". Period of record 1948 - 2005

For further information, contact:

City of Sedona

102 Roadrunner Dr.
 Sedona, AZ 86336
 928.203.5040 /FAX: 928.282.7207
 Email: jfilardo@sedonaAZ.gov
 Website: <http://www.sedonaAZ.gov>

Sedona Chamber of Commerce

P.O. Box 478
 Sedona, AZ 86339
 928.204.1123/FAX: 928.204.1064
 Email: info@sedonachamber.com
 Website: www.sedonachamber.com

This profile was prepared by the Arizona Department of Commerce Communications Division in cooperation with local sources.



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