

Sedona Economy Overview 2017

A Report by the YC Regional Economic Development Center



Jobs by Industry

8,853

Total Jobs (2016)






















NAICS	Industry	2016 Jobs	
11	Crop and Animal Production	<10	
21	Mining, Quarrying, and Oil and Gas Extraction	15	
22	Utilities	43	
23	Construction	482	■
31	Manufacturing	255	■
42	Wholesale Trade	129	■
44	Retail Trade	1,337	■
48	Transportation and Warehousing	187	■
51	Information	147	■
52	Finance and Insurance	140	■
53	Real Estate and Rental and Leasing	438	■
54	Professional, Scientific, and Technical Services	491	■
55	Management of Companies and Enterprises	22	
56	Administrative and Support and Waste Management and Remediation Services	417	■
61	Educational Services	147	■
62	Health Care and Social Assistance	566	■
71	Arts, Entertainment, and Recreation	258	■
72	Accommodation and Food Services	2,424	■
81	Other Services (except Public Administration)	675	■
90	Government	632	■
99	Unclassified Industry	45	

Average Earnings by Industry

\$34,790














Avg. Earnings (2016)







56% of Nation Avg.

NAICS	Industry	Avg. Earnings (2016)	
11	Crop and Animal Production	\$33,387	
21	Mining, Quarrying, and Oil and Gas Extraction	\$70,234	
22	Utilities	\$55,038	
23	Construction	\$41,424	
31	Manufacturing	\$52,698	
42	Wholesale Trade	\$49,507	
44	Retail Trade	\$28,260	
48	Transportation and Warehousing	\$38,542	
51	Information	\$39,794	
52	Finance and Insurance	\$58,018	
53	Real Estate and Rental and Leasing	\$39,272	
54	Professional, Scientific, and Technical Services	\$45,575	
55	Management of Companies and Enterprises	\$65,624	
56	Administrative and Support and Waste Management and Remediation Services	\$30,121	
61	Educational Services	\$33,636	
62	Health Care and Social Assistance	\$48,790	
71	Arts, Entertainment, and Recreation	\$19,574	
72	Accommodation and Food Services	\$24,492	
81	Other Services (except Public Administration)	\$23,382	
90	Government	\$60,058	
99	Unclassified Industry	\$31,766	

Gross Regional Product (GRP)

\$364,265,887	\$199,446,693	\$65,581,424	\$629,294,004
Earnings (2016)	Property Income (2016)	Taxes on Production (2016)	Total GRP (2016)

NAICS	Industry	GRP (2016)	% of Total	
11	Crop and Animal Production	\$287,784.57	0%	
21	Mining, Quarrying, and Oil and Gas Extraction	\$32,101,372.61	5%	
22	Utilities	\$4,551,264.59	1%	
23	Construction	\$24,353,688.59	4%	
31	Manufacturing	\$22,396,243.95	4%	
42	Wholesale Trade	\$22,045,664.77	4%	
44	Retail Trade	\$63,419,476.75	10%	
48	Transportation and Warehousing	\$7,724,921.03	1%	
51	Information	\$12,808,224.34	2%	
52	Finance and Insurance	\$22,385,210.49	4%	
53	Real Estate and Rental and Leasing	\$90,162,849.64	14%	
54	Professional, Scientific, and Technical Services	\$36,646,365.98	6%	
55	Management of Companies and Enterprises	\$1,539,387.17	0%	
56	Administrative and Support and Waste Management and Remediation Services	\$15,714,157.43	2%	
61	Educational Services	\$5,139,696.25	1%	

62	Health Care and Social Assistance	\$27,955,763.21	4%	
71	Arts, Entertainment, and Recreation	\$10,788,675.53	2%	
72	Accommodation and Food Services	\$84,399,055.53	13%	
81	Other Services (except Public Administration)	\$33,175,477.11	5%	
90	Government	\$34,319,096.20	5%	
	Other Non-Industries	\$77,379,627.89	12%	

Region Exports

\$1,183,395,530

Exports (2016)

92% of Supply

NAICS	Industry	Exports (2016)	
11	Crop and Animal Production	\$503,013	
21	Mining, Quarrying, and Oil and Gas Extraction	\$52,660,382	■
22	Utilities	\$6,540,981	■
23	Construction	\$40,711,806	■
31	Manufacturing	\$62,007,803	■
42	Wholesale Trade	\$34,168,875	■
44	Retail Trade	\$114,302,017	■
48	Transportation and Warehousing	\$21,175,668	■
51	Information	\$27,607,085	■
52	Finance and Insurance	\$50,116,151	■
53	Real Estate and Rental and Leasing	\$223,542,626	■
54	Professional, Scientific, and Technical Services	\$62,356,661	■
55	Management of Companies and Enterprises	\$3,012,096	
56	Administrative and Support and Waste Management and Remediation Services	\$32,190,676	■
61	Educational Services	\$9,421,090	■
62	Health Care and Social Assistance	\$49,687,357	■
71	Arts, Entertainment, and Recreation	\$21,095,912	■
72	Accommodation and Food Services	\$173,348,734	■
81	Other Services (except Public Administration)	\$61,388,466	■
90	Government	\$137,558,131	■

Region Imports

\$1,381,459,748

Imports (2016)

93% of Demand

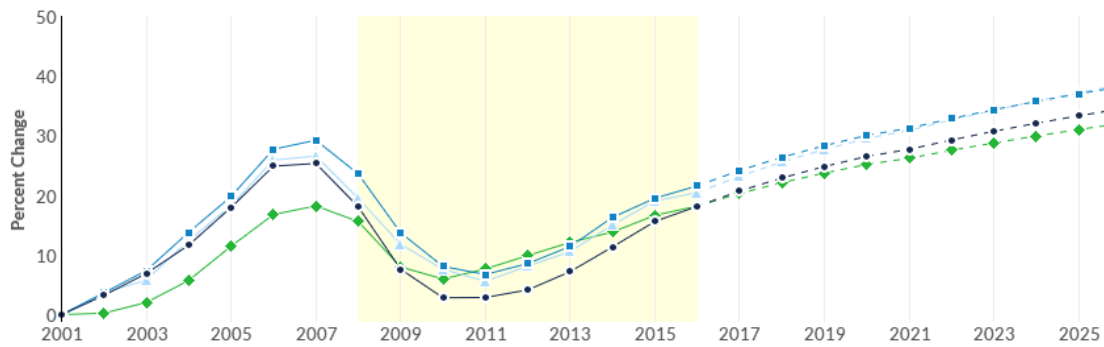
\$102,964,233

Locally Produced & Consumed (2016)

7% of Demand

NAICS	Industry	Imports (2016)	
11	Crop and Animal Production	\$9,455,639	
21	Mining, Quarrying, and Oil and Gas Extraction	\$9,918,302	
22	Utilities	\$23,362,335	
23	Construction	\$52,505,787	
31	Manufacturing	\$170,105,653	
42	Wholesale Trade	\$50,994,388	
44	Retail Trade	\$67,517,974	
48	Transportation and Warehousing	\$37,550,445	
51	Information	\$61,932,258	
52	Finance and Insurance	\$94,273,633	
53	Real Estate and Rental and Leasing	\$89,242,184	
54	Professional, Scientific, and Technical Services	\$75,730,035	
55	Management of Companies and Enterprises	\$31,679,756	
56	Administrative and Support and Waste Management and Remediation Services	\$59,489,429	
61	Educational Services	\$15,420,335	
62	Health Care and Social Assistance	\$104,388,712	
71	Arts, Entertainment, and Recreation	\$14,564,707	
72	Accommodation and Food Services	\$37,347,934	
81	Other Services (except Public Administration)	\$25,348,418	
90	Government	\$350,631,823	

Regional Trends









	Region	2008 Jobs	2016 Jobs	Change	% Change
●	Region	8,848	8,853	5	0.1%
●	Greater Verde Valley	22,763	22,394	-369	-1.6%
●	Greater Quad City Area	43,888	44,238	350	0.8%
●	Arizona	2,882,659	2,947,313	64,654	2.2%

Growing & Declining Occupations

Occupation	Change in Jobs (2008-2016)
Waiters and Waitresses	83
Cooks, Restaurant	46
Maids and Housekeeping Cleaners	32
Real Estate Sales Agents	-22
Carpenters	-30
Retail Salespersons	-50

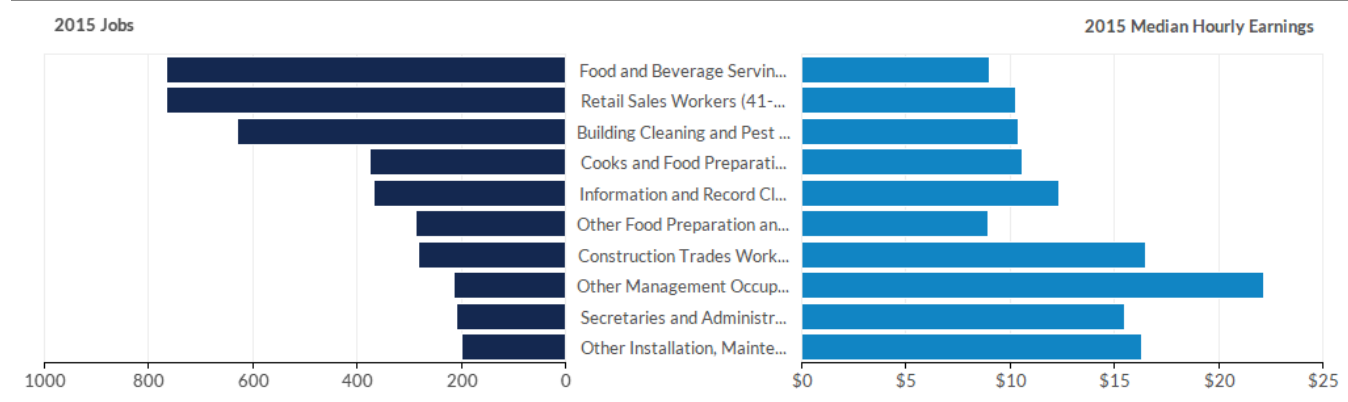
Growing & Declining Industries

Industry	Change in Jobs (2008-2016)	
Full-Service Restaurants	179	
Nursing Care Facilities (Skilled Nursing Facilities)	103	
Hotels (except Casino Hotels) and Motels	77	
Employment Placement Agencies	-52	
Tour Operators	-52	
Gift, Novelty, and Souvenir Stores	-65	

Top Regional Businesses

Business Name	Business Size
Enchantment Resort	Large (250+)
Los Abrigados Resort & Spa	Large (250+)
Hilton-Sedona Resort At Bell	Medium (50-249)
Orchards Inn	Medium (50-249)
Seven Canyons Club	Medium (50-249)

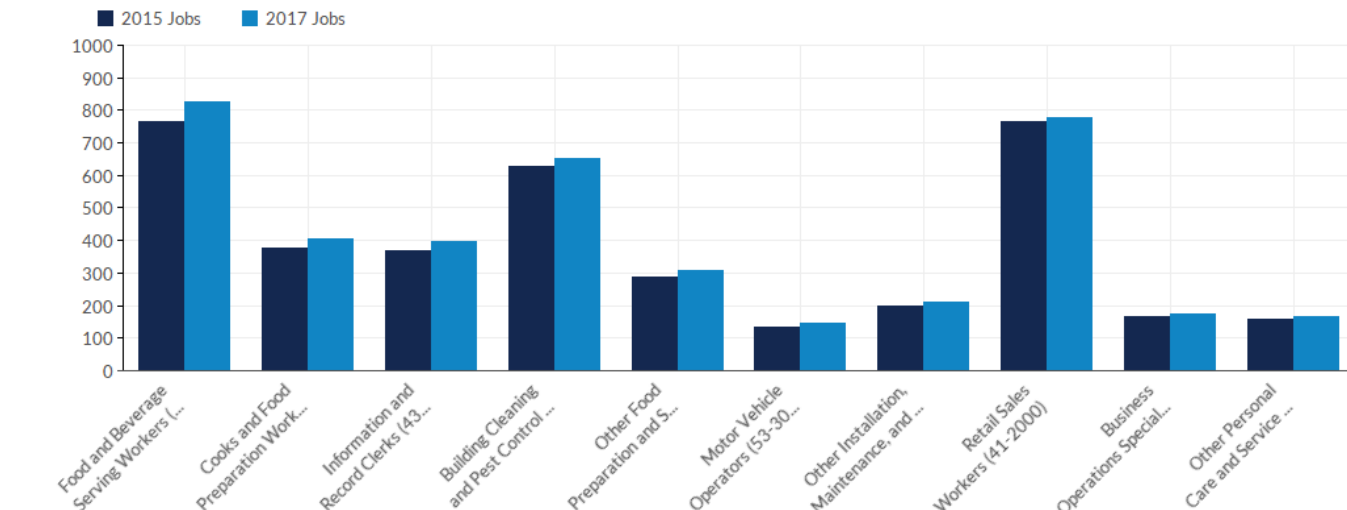
Largest Occupations 2015-2017



Occupation	2015 Jobs	2017 Jobs	Change in Jobs (2015-2017)	% Change	2015 Median Hourly Earnings
Food and Beverage Serving Workers	767	824	58	8%	\$9.04
Retail Sales Workers	765	776	11	1%	\$10.25
Building Cleaning and Pest Control Workers	629	653	24	4%	\$10.41
Cooks and Food Preparation Workers	376	405	30	8%	\$10.55
Information and Record Clerks	368	397	29	8%	\$12.33
Other Food Preparation and Serving Related Workers	288	307	19	7%	\$8.94
Construction Trades Workers	282	285	4	1%	\$16.52
Other Management Occupations	214	220	7	3%	\$22.19
Secretaries and Administrative Assistants	208	214	5	3%	\$15.49
Other Installation, Maintenance, and Repair Occupations	199	211	12	6%	\$16.30
Supervisors of Sales Workers	197	199	2	1%	\$15.13
Other Office and Administrative Support Workers	183	187	4	2%	\$14.34

Occupation	2015 Jobs	2017 Jobs	Change in Jobs (2015-2017)	% Change	2015 Median Hourly Earnings
Other Sales and Related Workers	181	182	0	0%	\$15.11
Material Recording, Scheduling, Dispatching, and Distributing Workers	171	178	7	4%	\$13.57
Financial Clerks	168	170	2	1%	\$16.30
Business Operations Specialists	165	174	9	5%	\$24.68
Other Personal Care and Service Workers	156	165	9	6%	\$10.57
Top Executives	147	153	6	4%	\$34.90
Health Diagnosing and Treating Practitioners	139	147	8	6%	\$45.64
Motor Vehicle Operators	132	147	15	12%	\$14.23

Fastest Growing Occupations 2015-2017



Occupation	2015 Jobs	2017 Jobs	Change in Jobs (2015-2017)	% Change	2015 Median Hourly Earnings
Food and Beverage Serving Workers	767	824	58	8%	\$9.04
Cooks and Food Preparation Workers	376	405	30	8%	\$10.55
Information and Record Clerks	368	397	29	8%	\$12.33
Building Cleaning and Pest Control Workers	629	653	24	4%	\$10.41
Other Food Preparation and Serving Related Workers	288	307	19	7%	\$8.94
Motor Vehicle Operators	132	147	15	12%	\$14.23
Other Installation, Maintenance, and Repair Occupations	199	211	12	6%	\$16.30
Retail Sales Workers	765	776	11	1%	\$10.25
Business Operations Specialists	165	174	9	5%	\$24.68
Other Personal Care and Service Workers	156	165	9	6%	\$10.57

Occupation	2015 Jobs	2017 Jobs	Change in Jobs (2015-2017)	% Change	2015 Median Hourly Earnings
Supervisors of Food Preparation and Serving Workers	111	119	9	8%	\$14.73
Health Diagnosing and Treating Practitioners	139	147	8	6%	\$45.64
Health Technologists and Technicians	112	119	7	6%	\$23.03
Material Recording, Scheduling, Dispatching, and Distributing Workers	171	178	7	4%	\$13.57
Other Management Occupations	214	220	7	3%	\$22.19
Nursing, Psychiatric, and Home Health Aides	90	96	6	7%	\$13.17
Top Executives	147	153	6	4%	\$34.90
Grounds Maintenance Workers	102	108	6	6%	\$12.01
Art and Design Workers	113	118	5	5%	\$14.09
Secretaries and Administrative Assistants	208	214	5	3%	\$15.49

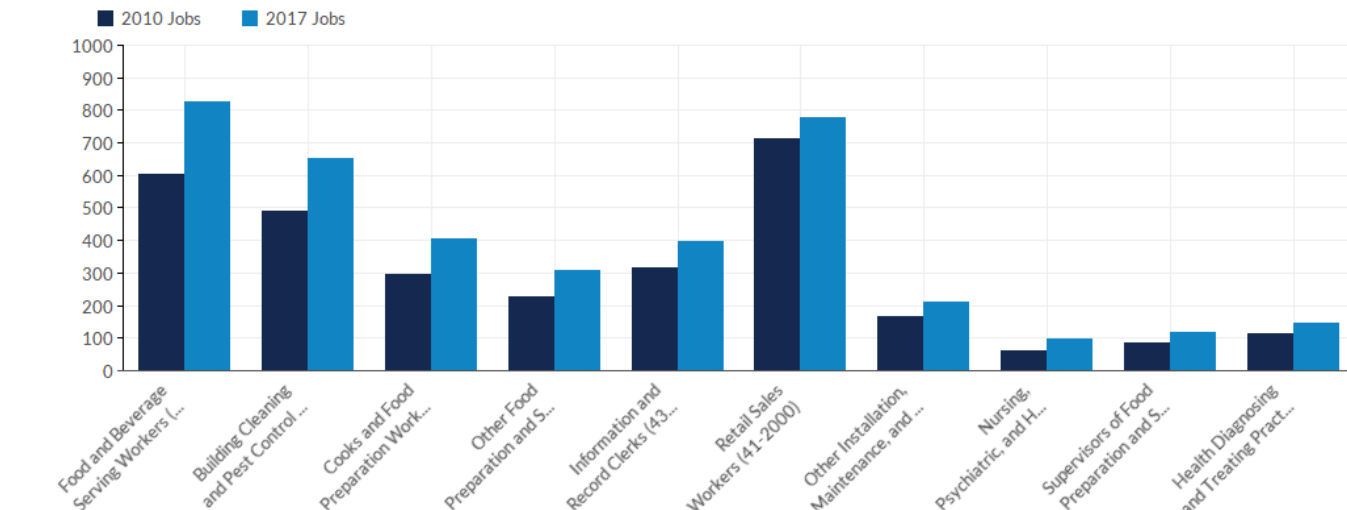
Largest Occupations 2010-2017



Occupation	2010 Jobs	2017 Jobs	Change in Jobs (2010-2017)	% Change	2015 Median Hourly Earnings
Retail Sales Workers	714	776	62	9%	\$10.25
Food and Beverage Serving Workers	602	824	222	37%	\$9.04
Building Cleaning and Pest Control Workers	489	653	164	34%	\$10.41
Information and Record Clerks	316	397	80	25%	\$12.33
Cooks and Food Preparation Workers	297	405	108	36%	\$10.55
Construction Trades Workers	258	285	27	10%	\$16.52
Other Food Preparation and Serving Related Workers	226	307	81	36%	\$8.94
Secretaries and Administrative Assistants	197	214	17	9%	\$15.49
Other Management Occupations	194	220	27	14%	\$22.19
Supervisors of Sales Workers	192	199	7	4%	\$15.13
Other Sales and Related Workers	175	182	7	4%	\$15.11
Other Office and Administrative Support Workers	174	187	13	7%	\$14.34

Occupation	2010 Jobs	2017 Jobs	Change in Jobs (2010-2017)	% Change	2015 Median Hourly Earnings
Material Recording, Scheduling, Dispatching, and Distributing Workers	172	178	6	3%	\$13.57
Other Installation, Maintenance, and Repair Occupations	166	211	45	27%	\$16.30
Financial Clerks	164	170	6	4%	\$16.30
Business Operations Specialists	162	174	12	7%	\$24.68
Other Personal Care and Service Workers	136	165	28	21%	\$10.57
Material Moving Workers	131	135	4	3%	\$11.68
Top Executives	130	153	23	18%	\$34.90
Motor Vehicle Operators	128	147	19	15%	\$14.23

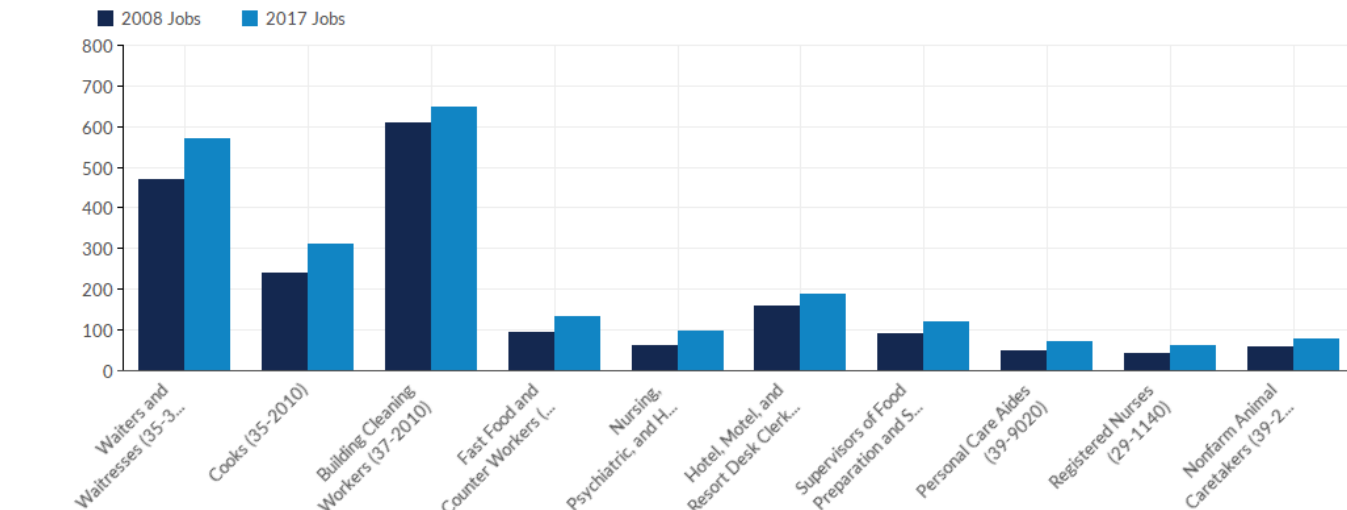
Fastest Growing Occupations 2010-2017



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Building Cleaning and Pest Control Workers	489	653	164	34%	\$10.41
Cooks and Food Preparation Workers	297	405	108	36%	\$10.55
Other Food Preparation and Serving Related Workers	226	307	81	36%	\$8.94
Information and Record Clerks	316	397	80	25%	\$12.33
Retail Sales Workers	714	776	62	9%	\$10.25
Other Installation, Maintenance, and Repair Occupations	166	211	45	27%	\$16.30
Nursing, Psychiatric, and Home Health Aides	59	96	37	63%	\$13.17
Supervisors of Food Preparation and Serving Workers	84	119	35	41%	\$14.73

Occupation	2010 Jobs	2017 Jobs	Change in Jobs (2010-2017)	% Change	2015 Median Hourly Earnings
Health Diagnosing and Treating Practitioners	113	147	34	30%	\$45.64
Other Personal Care and Service Workers	136	165	28	21%	\$10.57
Health Technologists and Technicians	91	119	28	31%	\$23.03
Construction Trades Workers	258	285	27	10%	\$16.52
Other Management Occupations	194	220	27	14%	\$22.19
Grounds Maintenance Workers	84	108	24	29%	\$12.01
Top Executives	130	153	23	18%	\$34.90
Art and Design Workers	97	118	21	22%	\$14.09
Motor Vehicle Operators	128	147	19	15%	\$14.23
Personal Appearance Workers	55	74	19	34%	\$10.38
Counselors, Social Workers, and Other Community and Social Service Specialists	53	70	17	33%	\$22.21

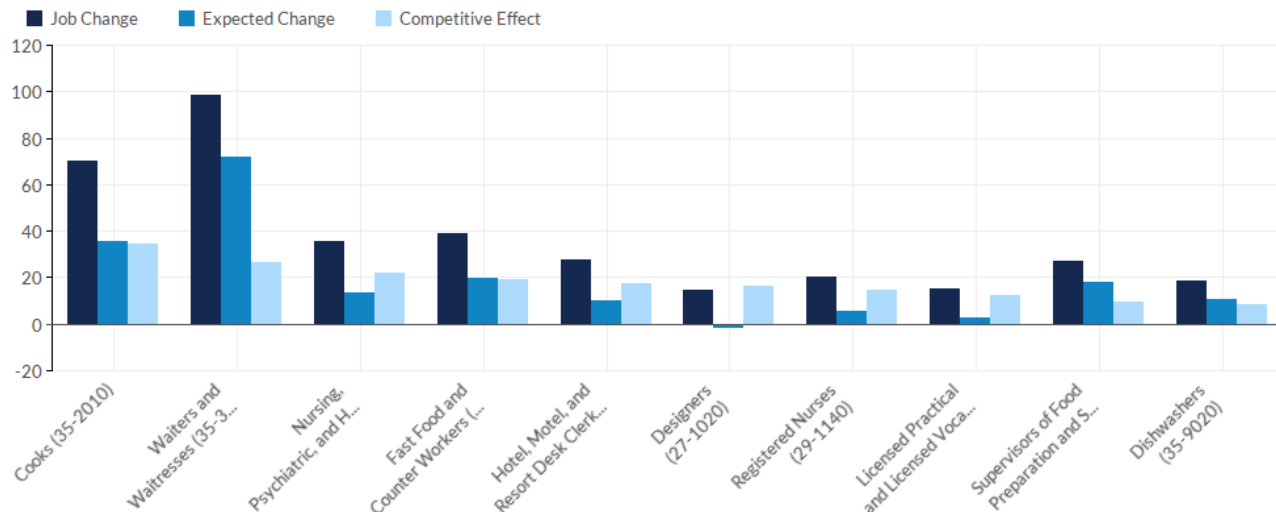
Fastest Growing Occupations 2008-2017



Occupation	2008 Jobs	2017 Jobs	Change in Jobs (2008-2017)	% Change	2015 Median Hourly Earnings
Waiters and Waitresses	470	569	98	21%	\$8.99
Cooks	240	310	70	29%	\$10.82
Building Cleaning Workers	608	649	41	7%	\$10.39
Fast Food and Counter Workers	93	132	39	42%	\$9.10
Nursing, Psychiatric, and Home Health Aides	60	96	36	59%	\$13.17
Hotel, Motel, and Resort Desk Clerks	160	187	27	17%	\$10.22
Supervisors of Food Preparation and Serving Workers	92	119	27	30%	\$14.73
Personal Care Aides	49	70	21	43%	\$9.72
Registered Nurses	41	62	20	49%	\$33.95
Nonfarm Animal Caretakers	57	77	20	35%	\$11.01
Dishwashers	107	126	19	17%	\$8.90

Occupation	2008 Jobs	2017 Jobs	Change in Jobs (2008-2017)	% Change	2015 Median Hourly Earnings
Dining Room and Cafeteria Attendants and Bartender Helpers	78	95	18	23%	\$8.91
Food Preparation Workers	80	96	16	19%	\$9.69
Bartenders	70	86	16	22%	\$8.97
Licensed Practical and Licensed Vocational Nurses	25	41	15	60%	\$22.80
Designers	63	77	15	24%	\$16.74
Hosts and Hostesses, Restaurant, Lounge, and Coffee Shop	66	80	14	22%	\$8.97
Grounds Maintenance Workers	96	108	12	13%	\$12.01
Miscellaneous Managers	54	66	12	22%	\$18.88
Barbers, Hairdressers, Hairstylists and Cosmetologists	37	47	10	27%	\$10.49
Social Workers	31	40	9	30%	\$23.66
Food Servers, Nonrestaurant	29	37	8	27%	\$9.57
Counter and Rental Clerks and Parts Salespersons	43	51	7	17%	\$11.12
Health Practitioner Support Technologists and Technicians	25	32	7	29%	\$15.05
Clergy	19	26	7	35%	\$20.11
Writers and Editors	40	46	6	16%	\$15.42
Therapists	16	23	6	38%	\$35.28
Maintenance and Repair Workers, General	140	145	6	4%	\$15.92
Software Developers and Programmers	36	42	5	15%	\$26.60
Photographers	29	34	5	18%	\$12.74

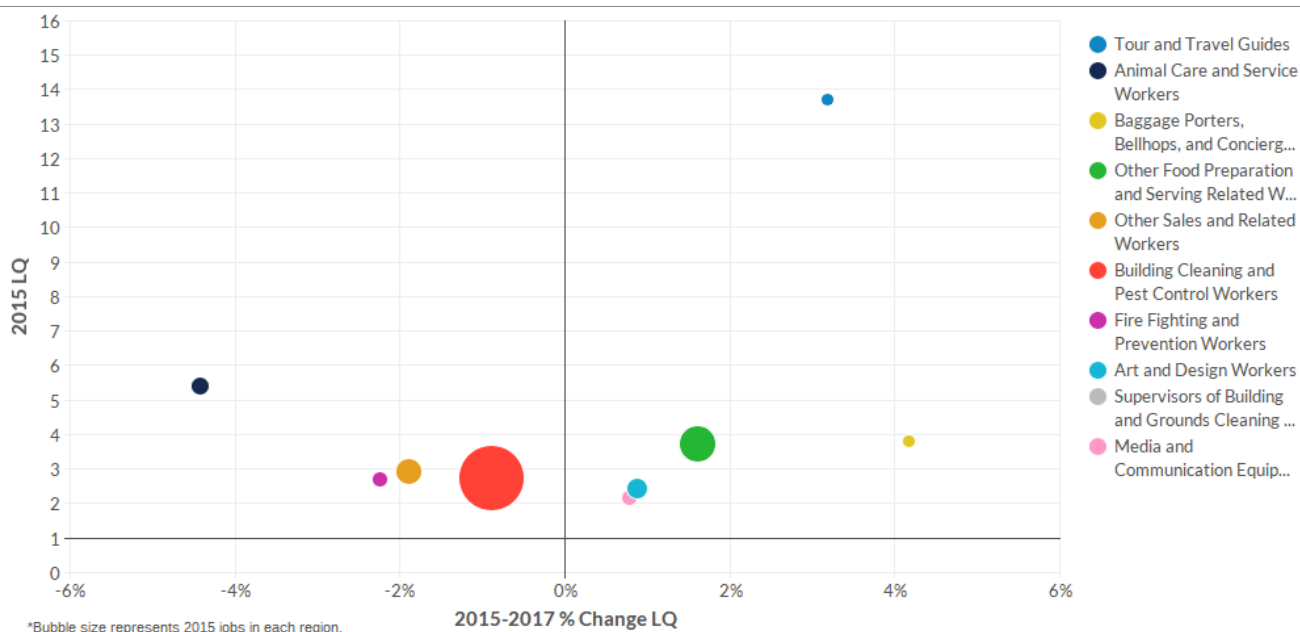
Most Competitive Occupations 2008-2017



Occupation	Job Change	Occ Mix Effect	Nat Growth Effect	Expected Change	Competitive Effect
Cooks	70	23	13	36	34
Waiters and Waitresses	98	46	26	72	27
Nursing, Psychiatric, and Home Health Aides	36	10	3	13	22
Fast Food and Counter Workers	39	15	5	20	19
Hotel, Motel, and Resort Desk Clerks	27	1	9	10	17
Designers	15	-5	3	-2	16
Registered Nurses	20	3	2	5	15
Licensed Practical and Licensed Vocational Nurses	15	2	1	3	12
Supervisors of Food Preparation and Serving Workers	27	13	5	18	9
Dishwashers	19	5	6	11	8
Counter and Rental Clerks and Parts Salespersons	7	-1	2	1	6
Nonfarm Animal Caretakers	20	11	3	14	6

Occupation	Job Change	Occ Mix Effect	Nat Growth Effect	Expected Change	Competitive Effect
Social Workers	9	2	2	4	5
Barbers, Hairdressers, Hairstylists and Cosmetologists	10	3	2	5	5
Writers and Editors	6	-1	2	1	5
Bartenders	16	7	4	11	5
Roofers	2	-5	3	-2	5
Dining Room and Cafeteria Attendants and Bartender Helpers	18	9	4	13	4
Clergy	7	1	1	2	4
Health Practitioner Support Technologists and Technicians	7	2	1	3	4
Food Servers, Nonrestaurant	8	2	2	4	4
Childcare Workers	-1	-6	2	-4	3
Therapists	6	2	1	3	3
Hosts and Hostesses, Restaurant, Lounge, and Coffee Shop	14	8	4	12	3
Automotive Technicians and Repairers	5	0	3	3	3
Food Preparation Workers	16	8	4	12	3
Medical, Dental, and Ophthalmic Laboratory Technicians	3	0	0	0	3
Miscellaneous Vehicle and Mobile Equipment Mechanics, Installers, and Repairers	3	0	0	0	2
Miscellaneous Managers	12	7	3	10	2
Ushers, Lobby Attendants, and Ticket Takers	3	0	0	0	2

Occupation Location Quotient 2017



Occupation	2015 Jobs	2017 Jobs	% Change	2015 LQ	2017 LQ	% Change LQ	2015 Median Hourly Earnings
Tour and Travel Guides	38	42	10%	13.73	14.16	3%	\$14.22
Animal Care and Service Workers	81	84	3%	5.41	5.17	-4%	\$11.17
Baggage Porters, Bellhops, and Concierges	17	19	10%	3.83	3.99	4%	\$11.35
Other Food Preparation and Serving Related Workers	288	307	7%	3.72	3.78	2%	\$8.94
Other Sales and Related Workers	181	182	0%	2.93	2.87	-2%	\$15.11

Occupation	2015 Jobs	2017 Jobs	% Change	2015 LQ	2017 LQ	% Change LQ	2015 Median Hourly Earnings
Building Cleaning and Pest Control Workers	629	653	4%	2.74	2.72	-1%	\$10.41
Fire Fighting and Prevention Workers	51	51	1%	2.72	2.66	-2%	\$20.78
Art and Design Workers	113	118	5%	2.42	2.44	1%	\$14.09
Supervisors of Building and Grounds Cleaning and Maintenance Workers	47	49	3%	2.40	2.38	-1%	\$16.14
Media and Communication Equipment Workers	43	46	7%	2.18	2.20	1%	\$13.78
Supervisors of Protective Service Workers	33	33	1%	2.17	2.13	-2%	\$36.34
Cooks and Food Preparation Workers	376	405	8%	2.07	2.12	2%	\$10.55
Entertainers and Performers, Sports and Related Workers	92	94	2%	2.03	1.97	-3%	\$15.46
Supervisors of Sales Workers	197	199	1%	1.99	1.95	-2%	\$15.13

Occupation	2015 Jobs	2017 Jobs	% Change	2015 LQ	2017 LQ	% Change LQ	2015 Median Hourly Earnings
Food and Beverage Serving Workers	767	824	8%	1.93	1.95	1%	\$9.04
Media and Communication Workers	82	83	2%	1.90	1.85	-3%	\$16.30
Supervisors of Food Preparation and Serving Workers	111	119	8%	1.89	1.91	1%	\$14.73
Air Transportation Workers	27	27	1%	1.77	1.71	-4%	\$37.11
Supervisors of Personal Care and Service Workers	22	23	2%	1.66	1.63	-2%	\$13.73
Religious Workers	41	42	3%	1.59	1.57	-1%	\$19.02

Appendix A Parameters

Code	Description
86336	Sedona, AZ (in Yavapai county)
86339	Sedona, AZ (in Coconino county)
86340	Sedona, AZ (in Yavapai county)
86341	Sedona, AZ (in Yavapai county)
86351	Sedona, AZ (in Yavapai county)

Appendix B Sources

Demographic Data

The demographic data in this report is compiled from several sources using a specialized process. Sources include annual population estimates and population projections from the US Census Bureau, birth and mortality rates from the US Health Department, and projected regional job growth. EMSI, Economic Modeling Inc.

Industry Data

(1) For QCEW Employees, EMSI primarily uses the QCEW (Quarterly Census of Employment and Wages), with supplemental estimates from County Business Patterns and Current Employment Statistics. (2) Non-QCEW employees data are based on a number of sources including QCEW, Current Employment Statistics, County Business Patterns, BEA State and Local Personal Income reports, the National Industry-Occupation Employment Matrix (NIOEM), the American Community Survey, and Railroad Retirement Board statistics. (3) Self-Employed and Extended Proprietor classes of worker data are primarily based on the American Community Survey, Nonemployer Statistics, and BEA State and Local Personal Income Reports. Projections for QCEW and Non-QCEW Employees are informed by NIOEM and long-term industry projections published by individual states. U.D. Department of Labor, Bureau of Labor Statistics, Bureau of Economic Analysis, Arizona Department of Administration. EMSI, Economic Modeling Inc.

State Data Sources

This report uses state data from the following agencies: Arizona Department of Administration, Office of Employment and Population Statistics. EMSI, Economic Modeling Inc.

Occupation Data

Wage estimates are based on Occupational Employment Statistics (QCEW and Non-QCEW Employees classes of worker) and the American Community Survey (Self-Employed and Extended Proprietors). Occupational wage estimates also affected by county-level EMSI earnings by industry. EMSI, Economic Modeling Inc. EMSI occupation employment data are based on final EMSI industry data and final EMSI staffing patterns.

Equifax Business-Level Data

Data for individual businesses is provided by Equifax (<http://www.equifax.com/commercial/>), which maintains a database of more than 20 million U.S. business entities. Note that in aggregate it will not be consistent with EMSI labor market data due to differences in definitions, methodology, coverage, and industry/geographic classification.