

# Sedona

## Community Profile

### Prepared by the ARIZONA DEPARTMENT OF COMMERCE

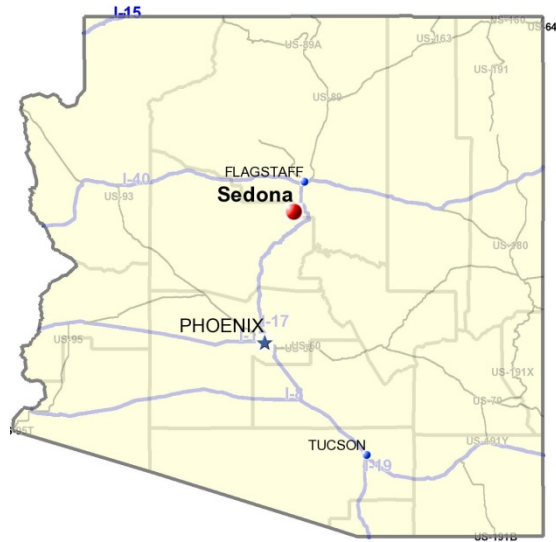
Sedona is one of Arizona's premier tourism, recreation, resort, retirement and art centers. Its location at the mouth of scenic Oak Creek Canyon and at the center of the state's legendary Red Rock Country affords breath-taking panoramas, a mild climate, plenty of sunshine and clean, fresh air. The area is the second most visited site in the state after the Grand Canyon. Established in 1902, and 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 lives in Yavapai County.

### Basic Information

Founded: 1902  
 Incorporated: 1988  
 Elevation: 4,500

Located in Coconino County, Yavapai County  
 Nearby Highways: HWYS I-17, ST 179, ST 89A

Distance to Major Cities:  
 Phoenix: 119 miles  
 Tucson: 230 miles



### Population

	<u>1990</u>	<u>2000</u>	<u>2008</u>
Sedona (Coconino)	N/A	N/A	3,140
Sedona (Yavapai)	N/A	N/A	8,233
Sedona (Total)	7,720	10,192	11,373
Coconino County	96,591	116,320	135,614
Yavapai County	107,714	167,517	227,348

Sources: Arizona Department of Commerce and US Census Bureau  
 N/A: Not available

### 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 has stimulated retirement and vacation home acquisition and construction, creating one of the most viable real estate markets in the nation.

### County Employment

	<u>2008</u>
Government	12,800
Trade, Transportation, and Utilities	12,600
Educational and Health Services	10,100
Leisure and Hospitality	8,400
Mining and Construction	8,300
Professional and Business Services	4,200
Manufacturing	3,100
Financial Activities	2,500
Other Services	2,000
Information	600

Source: Arizona Department of Commerce  
 Figures are organized under the North American Industrial Classification System (NAICS).

### Labor Force Data

	<u>1990</u>	<u>2000</u>	<u>2008</u>
Civilian Labor Force	3,555	5,534	7,018
Unemployed	82	211	378
Unemployment Rate	2.3%	3.8%	5.4%

Source: Arizona Department of Commerce  
 \* Incomplete data: one or more months not available.

### Growth Indicators

	<u>1990</u>	<u>2000</u>	<u>2008</u>
New Bldg. Permits	173	539	166
Taxable Sales (\$)	100 million	330.8 million	475.1 million
Net Assessed Value (\$)	N/R	N/R	287.1 million

Sources: Arizona State Univ., AZ Dept. of Revenue, AZ Tax Research Assoc.  
 N/R: Not report.

### 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 was named by Rand-McNally as one of the most beautiful drives in America.

# Sedona

# Community Profile

## 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 Institutions

	Public	Private
Elementary	Y	Y
High School	Y	Y

### Financial

Number of banks: 6

### Government

Fire Department: Staffed, local fire district/volunteers  
Law Enforcement: City Police Department

### Medical

Extensive regional medical facilities.

### Hotel & Lodging

Number of Rooms: 2,907  
Meeting Rooms: 26  
Capacity of Largest Facility: 600

### Industrial Properties:

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

### Utilities

Electricity	APS (Sedona)	520.282.7128
Natural Gas	Citizens Arizona Gas	520.634.5555
Sewer	Municipal (Sedona)	520.282.3113
Sewer	Septic tanks	
Telephone	Qwest (statewide)	800.244.1111
Water	Arizona Water Company (Sedona)	520.282.7092
Water	Big Park Water Company	520.284.2298
Water	Oak Creek Water Co.	520.282.3404

Cable Provider: Y      Cable Internet Service Provider: Y  
Digital Switching Station: Y      Fiber Optics: Y  
Internet Service Provider: Y

## Taxes

Property Tax Rate	1990	2000	2008
Elementary/High Schools	5.93	0.00	2.15
City/Fire District	1.22	0.00	1.65
Countywide (Yavapai)	5.14	4.18	3.06
<b>Totals</b>	<b>12.29</b>	<b>4.18</b>	<b>6.86</b>

Source: Arizona Tax Research Association

Note: Tax rate per \$100 assessed valuation

School district participates in the Valley Academy of Career & Technology Education (VACTE). (Totals may not add due to rounding. City of Sedona residents pay Sedona Fire District rate. Rate includes an additional school primary tax rate.

### Sales Tax

	2008
City/Town	3.00%
County (Coconino: 1.13%, Yavapai: 0.75%)	
State	5.60%

Sources: League of Arizona Cities & Towns, Arizona Dept. of Revenue

## Weather

	Avg. Low (°F)	Avg. High (°F)	Precip. (in.)
January	30.7	56.0	2.0
February	33.3	60.1	1.8
March	36.5	64.8	2.0
April	42.3	72.9	1.1
May	49.7	82.4	0.6
June	58.1	92.4	0.4
July	64.9	96.1	1.8
August	63.8	93.3	2.2
September	58.2	88.3	1.6
October	48.6	77.8	1.4
November	37.5	65.3	1.3
December	30.9	56.6	1.6

Source: Western Regional Climate Center

Western Regional Climate Center, wrcc@dri.edu. Period of record 1948-2004. Average Total Snowfall 3.6".

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

For further information contact:

Sedona Chamber of Commerce  
P.O. Box 478  
Sedona, AZ 86339  
Phone: 928.204.1123, Fax: 928.204.1064  
Email: [info@sedonachamber.com](mailto:info@sedonachamber.com)  
Website: [www.sedonachamber.com](http://www.sedonachamber.com)

City of Sedona  
102 Roadrunner Drive  
Sedona, AZ 86336  
Phone: 928.203.5040, Fax: 928.282.7207  
Email: [jfilaro@sedonaAZ.gov](mailto:jfilaro@sedonaAZ.gov)  
Website: [www.sedonaAZ.gov](http://www.sedonaAZ.gov)



1700 W. Washington St., Suite 600, Phoenix, AZ 85007  
Phone: 602.771.1100 - Fax: 602.771.1200  
Web: [www.azcommerce.com](http://www.azcommerce.com)

Reproduction of this publication for commercial use is prohibited by A.R.S. 39-121. Permission to reprint may be granted upon written request of the Arizona Department of Commerce.

Prepared on 3/31/2010