

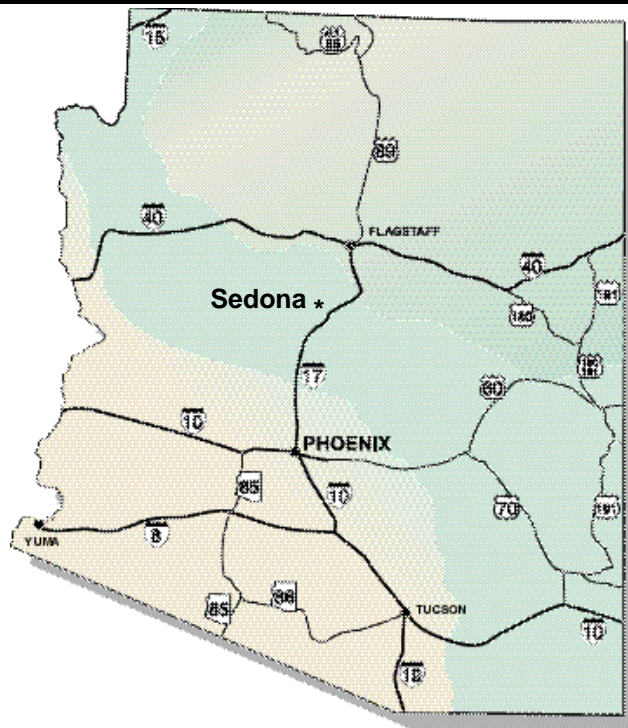
## Prepared by the ARIZONA DEPARTMENT OF COMMERCE

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. It sits at an elevation of 4,500 feet, 3,200 feet higher than Phoenix, which is 120 miles south, and 2,600 feet lower than the rim country of Flagstaff, 30 miles to the north.

FOUNDED: 1902  
 COUNTY: Coconino/Yavapai County  
 DISTANCE TO PHOENIX: 119 miles  
 HIGHWAYS: I-17, ST 179, ST 89A

INCORPORATED: Yes - 1988  
 ELEVATION: 4,500 feet  
 DISTANCE TO TUCSON: 230 miles



## POPULATION

	1990	1998	1999
Sedona	7,720	9,940	10,145
Coconino County	96,591	121,625	122,825
Yavapai County	107,714	148,500	155,900
Arizona	3,665,228	4,764,025	4,924,350

Sources: Arizona Department 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 and vacation home acquisition and construction, creating one of the most viable real estate markets in the nation.

County Employment	1990	1999
Agricultural Services, Forestry & Fishing	7,319	
Construction	59,340	113,000
FIRE	70,213	122,600
Manufacturing	140,616	167,400
Mining	1,759	900
Retail Trade	184,837	
Services	267,983	457,000
TCPU	58,199	78,800
Trade		359,200

Sources: Arizona Department of Economic Security and U.S. Census Bureau.

### Major Private Employers

1. Doubletree Sedona Resort
2. Enchantment Resort
3. L'Auberge de Sedona Resort
4. Los Abrigados Resort & Spa

### Major Public Employers

1. City of Sedona
2. Sedona-Oak Creek School District

## LABOR FORCE DATA

	1990	1998	1999
Civilian Labor Force	3,305	4,883	5,100
Unemployment	105	85	88
Unemployment Rate	3.2%	1.7%	1.8%

Sources: Arizona Department of Economic Security.

### Growth Indicators

	1990	1998	1999
New Building Permits	125	144	132
Taxable Sales (\$)	100,000,000	303,206,000	313,613,233
Net Assessed Valuation (\$)	N/A	177,579,602	178,642,000

Sources: Arizona State University; Arizona Department of Revenue, Arizona 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, phone (520) 282-4119. Information on private campgrounds and picnic areas is available at the Chamber of Commerce.

## TAXES

Property Tax Rate	1990	1998	1999
Coconino County Unified School	N/A	\$ 4.89	\$ 4.58
Sedona Fire District	\$ 1.22	\$ 1.80	\$ 1.80
Coconino County	N/A	\$ 1.50	\$ 1.73
Coconino County Total	N/A	\$ 8.19	\$ 8.11
Yavapai County Unified School	N/A	\$ 4.10	\$ 4.12
Sedona Fire District	\$ 1.22	\$ 1.80	\$ 1.80
Yavapai County	N/A	\$ 4.28	\$ 4.31
Yavapai County Total	N/A	\$ 10.18	\$ 10.23

Source: Arizona Tax Research Foundation.

Note: Property tax in Arizona is based on assessed valuation which is 10 percent of market value for residential property. Average tax rate on homes in Arizona before exemptions and rebates is 1.3% of market value.

## Sales Tax Rate

City	3.00%
Coconino County	0.80%
Yavapai County	0.50%
State	5.00%

Source: Arizona Department 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 Institutions	Public	Private
Elementary	Y	Y
High School	Y	Y

## Financial

Number of banks: 6

## Government Agencies

Fire Department: Combination Department

Law Enforcement: City Police Department

## Airports

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

## Medical

Extensive regional medical facilities.

## Hotel and Lodging Facilities

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
	Septic Tanks	
Telephone:	Qwest (statewide)	800 244.1111
Water:	Arizona Water Company (Sedona)	520.282.7092
	Big Park Water Company	520.284.2298
	Oak Creek Water Co.	520.282.3404

Cable Providers: Yes

Cabel Internet Service: Yes

Digital Switching Station: Yes

Fiber Optics: Yes

Internet Service Provider: Yes

## Weather

Month	Average Temperature (°F)		Average Total Precipitation (Inches)
	Daily Minimum	Daily Maximum	
January	29.7	55.0	1.70
February	32.2	59.1	1.54
March	35.0	63.3	1.67
April	42.1	72.1	1.17
May	49.2	81.2	0.56
June	57.2	90.7	0.49
July	65.1	95.1	1.89
August	63.7	92.3	2.42
September	58.1	88.3	1.51
October	48.5	77.9	1.16
November	36.9	65.1	1.32
December	30.5	56.4	1.73
Yearly Avg	45.7	74.7	17.15

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

For further information, contact:

City of Sedona  
102 Roadrunner Dr.  
Sedona, AZ 86336  
520.282.3113

Sedona-Oak Creek Canyon Chamber of Commerce  
P.O. Box 478  
Sedona, AZ 86339  
520.204.1123

## Arizona Department of Commerce

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