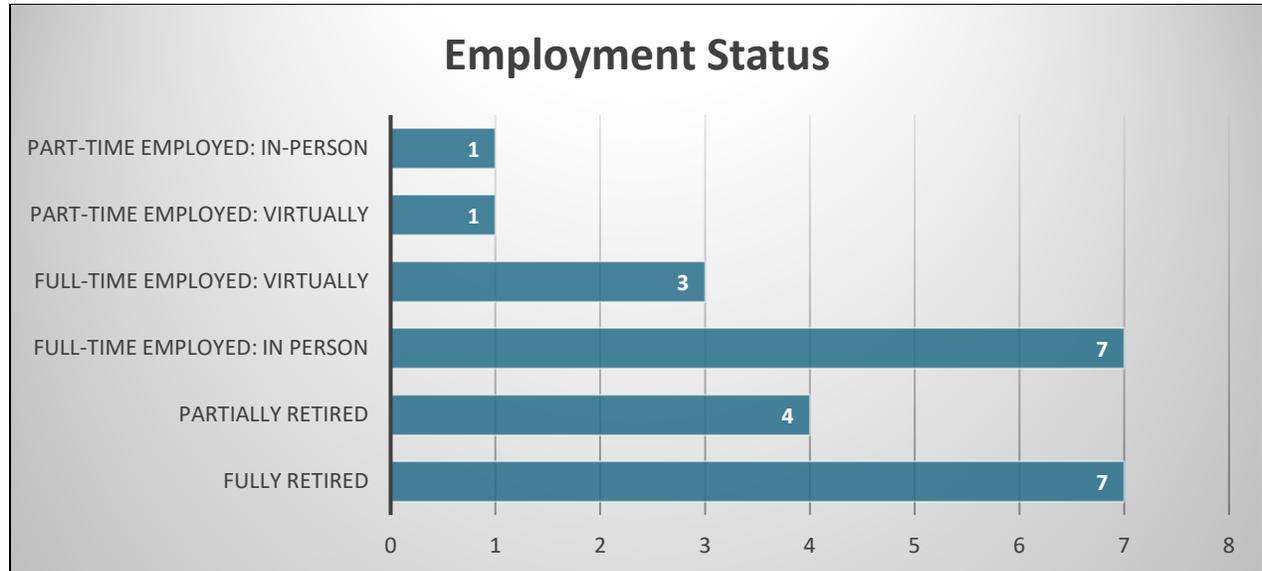


Zoom Poll: What best describes your current employment status? (23 respondents)



Panel Question: What is economic vitality and is it different from economic development?

Feedback from the community:

Growth

- issue of more of something, increasing, growing, vs. focus on better/higher quality. I think we have a finite planet and resources. Quality over quantity
- When someone brings up quality of life, I interpret that as trying to make the economic vitality needs to be more efficient. Growth is sparingly. No growth = stagnant and population decreases.
 - What is the difference between stagnant and sustainable?”
 - My 2 cents: Sustainable = healthy, stagnant = unhealthy.”
 - Some would say that economic growth is healthy, and lack of growth is being stagnant. But growth is not sustainable.”
 - I disagree that “growth is not sustainable”. Please understand that change is inevitable, and that change often means growth whether planned or accidental (that’s probably the only real choice we have!). we cannot control change. To me, growth is necessary and inevitable, and it is stagnation that is not sustainableam I wrong?”
 - we shouldn’t equate change with growth. Change does not need to cause growth: that may seem inevitable because it so frequently has caused growth. But we need to change from unsustainable products and processes to sustainable ones.”
- Economic vitality is a response to Economic growth, where the latter slows but the former must facilitate maintenance.

- Continued growth in a town like Sedona with limited space and resources will exacerbate problems of gridlock and a livable community!

Workforce

- Why not get a chip manufacturer? Or at list chip design group. There is a silicon valley, we could be the silicon vortex.
- We have no workforce here to support chip manufacturing.
- Chip manufacturer may not be the ideal recruitment, but ancillary businesses that complement those efforts could be an opportunity if we have the workforce and sufficient broadband.
- Replace ATV rental workers with hi-tech workers. No growth, just improved quality. Quality of jobs, not people.
 - That's going to be a tough one I feel especially with ppl on a fixed income here looking at the cheapest option.

Community Connections

- work to connect community areas versus competing interests. Recruit virtual workers. We need better connectivity for our community to survive.
- I am an Uptown resident as well, and it is a wonderful community! However, the Uptown business area is one that I seldom visit since its mostly tourist focused and occupied. We probably need to focus visitation on high quality visitors.

Broadband issues

- Can we request a federal fund to increase broadband here or create a government broadband system here. I know some states and cities do their own broadband and not have a private company supply it

Wordcloud results: What is the biggest challenge facing Sedona's economy?



Panel Question: How are we addressing economic vitality locally?

Chat question: What are additional **strategies** (or 2 things) that can improve Sedona's economy into the future?

- Limit access to trailheads to control peak visitation in Sedona. Also, limit new lodging in town and limit access to trailheads to control peak visitation.
- coworking space and regional healthcare assessment.
- Provide greater support for organizations trying to connect people and entrepreneurs in our economy - like the public library. Get broadband to at least 100 up and down.
- better broadband/internet/technology.
- A property tax that will capture income for the city to pay for the infrastructure necessary to support the activity.
- Limit development - We are already maxed out; Tlaquepaque traffic.
- Building the pipeline by investing in young talent and supporting the prek-post secondary education system- ideas could include work based learning opportunities for local high school students.
- Tiny home communities
- give residents a monthly stipend income like they do in Alaska? I don't know but somehow keep the money in Sedona.
- Economic gardening and workforce development.
- Human Investment (retention).
- Searching for housing solutions.
- suggestions for strategies: Data collection ---- Constant awareness of trends; know what is happening both locally and regionally in real time. Own our Brand

Panel Question: What **economic shifts** have occurred recently and how has that affected surrounding communities?

Community Feedback:

Housing

- Clearly Airbnb and Vrbo have increased tourist traffic. Q; How have places like Park City, UT and Jackson, WY addressed these challenges?
 - Communities outside of AZ can regulate STR at the local level.
- STR -> fewer perm residents -> fewer students -> insufficient school funds
- People want housing but not near them.

Regional collaboration

- If cities are changing around us, Sedona needs to collaborate and engage with these cities to understand how it affects the Sedona area—how can we be part of the solution versus part of the problem.
- He just mentioned that we are becoming a “suburb of Phoenix”. What about Flagstaff and its younger population? Seems we might be very much included in the Flagstaff region as well, especially as concerns health care and real basic services - auto purchases and repairs, shopping at larger stores, etc.
 - So this presenter just confirmed my earlier comment, that we are actually more aligned with Flagstaff type issues (university, etc.) than we are with Phoenix.

Local Businesses

- Sedona businesses are transitioning from locally owned to corporate owned. It is impacting the sense of community and revenue that is kept locally.
- The average commute time in AZ is 25.8 minutes (Bankrate.com ("Commuting to work in the US: Facts and Statistics")); if there is a local challenge in attracting service workers, businesses may need to adjust pay scales.
- I hope you have a similar session like this with Sedona merchants

Community Opportunities

- Cultural Park! Great purchase. New urbanism. Mixed use. Transportation hub. Hi-tech incubator. Brewery.
- One needs an actual neighbor to get to know, rather than a temp visitor.

Growth

- I think the conversation should start with what is the definition for growth? I think different people define growth in different ways. In my experience, there was a time that growth was not defined by more people, getting bigger and expansion, but the definition of growth for me was more about becoming robust, more enriched and creating the best environment possible, with what we had. Autographing our work and environment with excellence. And that in turn created a very successful economic situation. Growth was more of an internal process rather than an external one."

Question for the Community: What do you see as the future of the VV economy in 10, 20 and 30 yrs? And what is Sedona's role in the future?

Quality vs. Quantity

- I see it as growth in quality and not quantity. Is that still the value we want for the next 10 years?
- Progress in Sedona is to move from low paying service jobs to higher value eco-tourism positions. More tee shirts and trinkets is probably not the best for Sedona.
- Wonderful, if everyone thought of growth that way, analogous to personal growth. But no economist I've ever heard talks about it that way. As long as most people hear "growth" as bigger rather than better, we should find other words to describe the economic development—and vitality—we want for our future.

Services/Community Amenities

- When I think of growth, I think of the expansion of VVMC [NAH] and Yavapai College. How to make sure they stay here in the Verde Valley? Who is working on these sectors?"
 - Issues of ensuring there is healthy competition is a priority."
 - Some new healthcare providers are moving in...get ready for some healthy competition."
 - Healthcare Work Group meeting to discuss potential solutions from a regional standpoint."
- Fast internet (Starlink + fiber + 5G) + raising income inequality + low school rankings + consensus that quality healthcare availability is poor (resulting partially from school

rankings) + will give rise to new demographics. The childless technologists, the childless young or healthy rich- these wanting to cloister away from more populated areas taking a bigger share of the housing inventory turnover (Baby Boomer wave ending). Look for technology meet-ups here and high-tech incubators homed here for signs of that developing. As the housing shortage continues, in-fill development and gentrification will increase pressure for higher housing density (multiplexes, etc.), especially if the state forces upon cities both density targets and elimination of building height limits.

- Next 5+ years: Stronger move to solar and possibly wind as Lake Powell drains dry and electricity prices rise significantly. All electric vehicles will also drive solar

Workforce and Education

- Camp Verde has some huge advantages. In terms of labor force, its proximity to I-17 and population centers in Prescott and Flagstaff areas are advantageous. For health care, the same interstate access facilitates better proximity to practitioners. We need to recognize that finding solutions to our disadvantages at least levels the playing field.”
- Sedona is as beautiful as Boulder, Ft. Collins, Aspen or any place I've ever been. I suspect any doctor, engineer, any professional worker, would live here if it were possible!”
- Yavapai College is going after training for specific sectors and professions.
 - The role of community colleges has adapted to what is needed in the short term. We have a great contact on this side of the mountain.
- Yavapai College continues to expand their certification offerings to help meet some of the workforce needs. What are we willing to give up for the long term stability of our economy? How do we attract more doctors? We have several issues and barriers to overcome.
- STEM has been the educational focus recently, and that's fine. But it's not a lack of STEM skills that have led to the increased willingness of large segments of our population to embrace conspiracies and follow leaders who intentionally deceive. So we also need to think about how we get back to valuing critical thinking and other “soft” skills that the liberal arts teach us.

Action and Implementation

- Well, I'm one of those aging out baby boomers, and I share JT's vision for a sustainable Sedona that embraces science. I implore our elected leaders today and into the future to give priority to actionable implementation.
- Healthcare, Education, and Housing are obvious challenges but I have lived here for almost 20 years. These were challenges then and worse now. Less talk and more action would help. Sedona is a unique city with unique characteristics. We should view it as an advantage into the future versus a disadvantage. We are a “niche” city!”
 - Yes, we are unique. More ATVs and overuse of trails could change the local environment to something that will not be the draw it is today. Quality before quantity!

Housing

- The saying, “We met the enemy, and it is us.” What defines quality affordable housing? Let’s talk density! Would we rather have housing be housing or would we rather reap the rewards of taxes coming into the economy from STR?
 - A STR also generates more traffic and problems in the local community. It's not just about the additional bed and sales tax from STRs. They have effectively doubled the number of rooms in town in the past 4 years. Yes, disruptive, but not good.
- We just need housing but creates density and people don’t want it in their backyard. It is sad.
- Not in my backyard (NIMBY) is prevalent
- We have lots of timeshare buildings but people don’t want apartment buildings which would help alleviate housing challenges

What is risk averse about trying something new? What steps can we take to change the tough situations like affordable housing?” – Plenary Discussion

- Embrace change. Accessory Dwelling Units (ADU)
- Sedona made it harder to let residents create long term rentals in their existing homes by requiring a garage to be built. I was part of the Sedona ADU program years ago—it was eliminated.
- The saying, “If you’re not growing you’re dying.” That applies to cities not just businesses. After in-fill development and higher density, the city boundaries need to grow. That looks like a Forest Service transfer here (I thought unthinkable until I heard the backstory of the Cultural Park) since we’re so land locked. The Dells become key.”
- It could be pretty quick to convert the 15% of our housing stock from STR to LTR.
 - No ADU until we get STR regulation powers back! Will have to upgrade wastewater (lift stations, etc.) if we allow proper ADU’s.
- I purchased a home 20-years ago. All types of people were able to buy homes. Then, renters became sparse. There is no way that someone in the tourism industry cannot afford a home here, aka retired or out of state transplants. The people who have STRs are in need of a passive form of income.”
- how do you make housing a priority for primary and first time home owners who want to live here and. are younger?
 - we are starting to chip away at it. We have a down payment assistance loan program in place. That is one of many tools we are exploring.
- ADUs were eliminated when the STR legislation went into effect. The City could not limit the number of days (formerly 30) so our law on the books became illegal and we had to rescind it. CD Dept can tell us how many ADUs were created.”
 - We paid an additional sewage bill for the ADU. With the prices of homes in Sedona so high, it is not cost effective for people to rent long term to families.”
 - Someone from the city correct me if I’m wrong, but won’t sewage bills pay for operations only? A general rate increase will be needed for the capital infrastructure upgrades. We’ll all pay more over time.”
 - In my experience, sewage bills were based upon water use - not a flat rate. It feels more appropriate to do the former.”

- If we built more apartments, people would come. We need to cater to the younger groups not retirees (and I am retired)”