

Sedona is one of Arizona's premier tourism, recreation, resort, retirement and art centers. Its location affords breathtaking panoramas, a mild climate, plenty of sunshine and clean, fresh air at the mouth of scenic Oak Creek Canyon and the center of the state's legendary Red Rock Country. The area is among the most visited sites in the state. The city was established in 1902 and named after the early settler Sedona Schnebly. It was incorporated in 1988. Sedona spreads across the boundaries of two north-central Arizona counties, Coconino and Yavapai. The majority of the population lives in Yavapai County.

### Principal Economic Activities

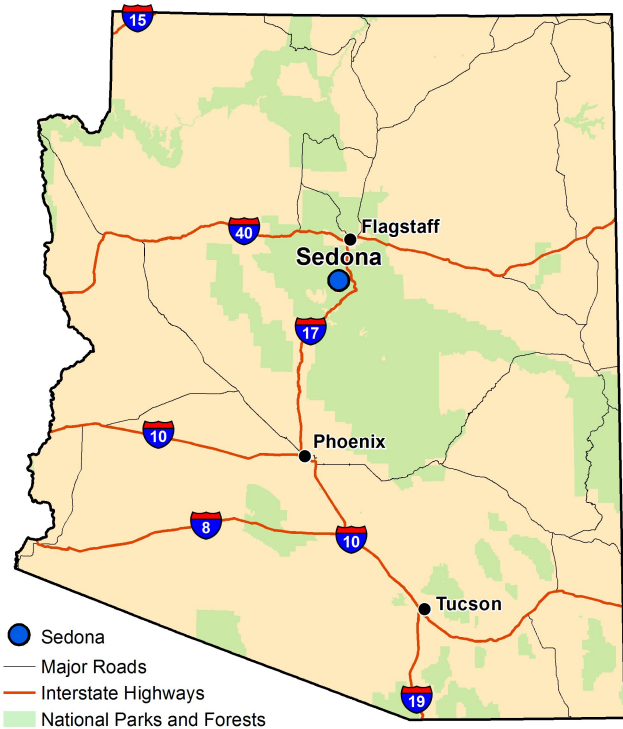
Tourism forms a key part of Sedona's economic base, and more than three million people visit the area annually. Sedona is a magnet for arts, culture, galleries and diverse culinary restaurants. Sedona's arts, culture and music festivals attract talented artists and performers from all over the world. They have made Sedona a destination for visual and performing arts. Sedona has many small- and medium-sized businesses composed of the lodging, food, entertainment, lifestyle and service sectors. Sedona's unparalleled physical setting and quality of life attract entrepreneurs and other small businesses that work regionally, nationally and internationally.

### Scenic Attractions

Sedona has something for everyone. It has world class resorts, small motels, quaint family-run bed and breakfast inns, fine restaurants, unique shops, diverse art galleries and spiritual and metaphysical offerings. Sedona's mild four-season climate and high desert terrain assure year-round hiking, biking, golfing and tennis activities. Other attractions include Oak Creek Canyon, Slide Rock State Park, Red Rock State Park, Chapel of the Holy Cross, the Sedona Arts Center, Tlaquepaque and Uptown Sedona's wide array of retail shops, restaurants and lodging facilities. The Sedona area is revered for breathtaking vistas, photogenic canyons and dramatic sandstone towers that exemplify the rugged character of the West and have been featured in many motion pictures. Sedona was voted a must-visit Arizona attraction in *USA Today's* "10 Best Readers' Choice 2017."

### Community Facilities

Sedona offers a wide range of public park amenities such as picnic ramadas, playgrounds, softball and soccer fields and courts for basketball, tennis, pickleball and volleyball. Other community facilities include a dog park, skate park, military service park, "black box" performing arts venue, splash park, community pool and a wetlands preserve to view wildlife in a natural setting. Our recently established wetlands preserve provides an incredible opportunity to view birds and other wildlife in a natural setting and is the winner of the 2013 Arizona Parks and Recreation Association's Natural Resources Award. Other amenities throughout Sedona include a community center, a library, a golf course, theaters, a historic museum, a performing arts center and state-of-the-art medical facilities.



### BASIC INFORMATION

<b>Founded:</b>	1902	<b>Incorporated:</b>	1988
<b>Elevation:</b>	4,240 ft.	<b>Location:</b>	Coconino County Yavapai County
<b>Distance to major cities:</b>			
<b>Phoenix:</b>	119 miles	<b>San Diego:</b>	462 miles
<b>Tucson:</b>	230 miles	<b>Los Angeles:</b>	480 miles
<b>Las Vegas:</b>	277 miles		

### POPULATION

	2000	2010	2017 (est.)
Sedona	10,192	10,020	10,319
Coconino County	116,320	134,679	144,057
Yavapai County	167,517	210,899	225,364
State of Arizona	5,130,632	6,401,569	6,965,897

*Office of Economic Opportunity*

### PROPERTY TAX

	2000	2010	2016
Elementary / High School	4.78	2.01	3.63
City / Fire District	1.80	1.40	2.45
Coconino County	1.71	1.76	2.31
Yavapai County	4.18	3.47	4.95
Totals (Coconino County)	8.28	5.17	8.39
Totals (Yavapai County)	10.76	6.88	11.03

*Arizona Dept. of Revenue & Arizona Tax Research Foundation*

### SALES TAX / TRANSACTION PRIVILEGE TAX

Sedona	3.50%
Coconino County	1.30%
Yavapai County	0.75%
State	5.60%

*Arizona Dept. of Revenue & Arizona Tax Research Foundation*

### LABOR FORCE

	2000	2010	2017
Civilian Labor Force	5,541	5,353	5,666
Unemployed	218	342	232
Unemployment Rate	3.9%	6.4%	4.1%

*Office of Economic Opportunity*

### WORKFORCE EDUCATION ATTAINMENT

	Count	Share
Less than high school	529	6.0%
High school or equivalent, no college	1,308	14.8%
Some college or Associate degree	2,848	32.3%
Bachelor's degree or advanced degree	4,134	46.9%

*American Community Survey*

### INDUSTRY (RANKED BY EMPLOYMENT)

	Count	Share
Education, health care & social assistance	1,012	21.5%
Arts, entertainment, food & recreation services	800	17.0%
Professional, scientific, & administrative services	719	15.2%
Retail trade	461	9.8%
Construction	433	9.2%
Other services, except public administration	342	7.3%
Finance, insurance & real estate	256	5.4%
Manufacturing	252	5.3%
Transportation, warehousing, & utilities	191	4.1%
Public administration	120	2.5%
Wholesale trade	75	1.6%
Information	29	0.6%
Agriculture, forestry, fishing, hunting, & mining	26	0.6%

*American Community Survey*

This profile was prepared by the Arizona Commerce Authority in cooperation with local sources. For further information, please contact:

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#### Sedona Chamber of Commerce

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