

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

POPULATION			
	2000	2010	2023 (est.)
Sedona	10,192	10,020	9,784

*Office of Economic Opportunity*

SALES TAX / TRANSACTION PRIVILEGE TAX	
Sedona	3.00%
Coconino	1.30%
State	5.60%

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

LABOR FORCE			
	2000	2010	2022
Civilian Labor Force	5,541	5,353	5,173
Unemployed	218	342	211
Unemployment Rate	3.9%	6.4%	4.1%

*Office of Economic Opportunity*

WORKFORCE EDUCATION ATTAINMENT		
	Count	Share
Less than high school	507	5.6%
High school or equivalent, no college	1,783	19.7%
Some college or Associate degree	2,262	24.9%
Bachelor's degree or advanced degree	4,519	49.8%

*American Community Survey*

INDUSTRY (RANKED BY EMPLOYMENT)		
	Count	Share
Professional, scientific, & administrative services	1,001	22.1%
Education, health care & social assistance	908	20.0%
Arts, entertainment, food & recreation services	723	16.0%
Retail trade	448	9.9%
Construction	312	6.9%
Finance, insurance & real estate	290	6.4%
Other services, except public administration	290	6.4%
Transportation, warehousing, & utilities	150	3.3%
Manufacturing	130	2.9%
Public administration	124	2.7%
Wholesale trade	113	2.5%
Agriculture, forestry, fishing, hunting, & mining	23	0.5%
Information	19	0.4%

*American Community Survey*

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