

## Other Input Processes

Public lands managers and nonprofit leaders participated in separate 90-minute focus groups. Participants were selected with the help of the SCC&TB. The sessions were held on the same day at a hotel conference room in Sedona, with three ASU faculty facilitators.

### Land Managers Focus Group

Nine participants representing local, state, tribal, and federal management agencies working in Sedona and the region attended:

- **City of Sedona**
- **Yavapai County**
- **Red Rock State Park**
- **Arizona Parks and Trails**
- **Arizona Game and Fish Department**
- **Yavapai Apache Nation**
- **National Park Service, River and Trails**
- **U.S. Fish and Wildlife Service**
- **Coconino National Forest**

Each participant identified three challenges their organization faces in managing tourism and recreation resources, and discussed potential solutions. Challenges and solutions centered on the following themes:

#### Challenges

- Balancing visitor use with protection of natural and cultural resources
- Greater influence over user behavior
- Gaining public support (diverse needs and priorities)
- Lack of long-term planning

#### Solutions

- Managing visitors (distribution to low concentration areas)
- Education and interpretation (both communities and visitors)
- Collaboration among agencies and communities (for funding, data, educating public and visitors, long-term planning, consistent policies)

### Nonprofit Organizations Focus Group

Ten participants from area nonprofits took part:

- **Traffic Matters**
- **Verde Valley Cyclists Coalition**
- **Oak Creek Watershed Council**
- **Friends of the Verde River**
- **Verde Valley Nature Organization**
- **Keep Sedona Beautiful**
- **Sedona Red Rock Trail Fund**

The participants identified challenges and potential solutions. Discussion centered on the following topics:

#### Challenges

- Increased visitors (new flow, unaware tourists, tourist behavior)
- Transportation (traffic – trail and road, parking)
- Housing affordability – unregulated lodging
- Environmental quality (water, air, light, wildlife, garbage)

#### Solutions

- Education and outreach (residents, businesses, tourists)
- Resident engagement – festivals, events, workshops on sustainability issues (water use, gardening, native plants)
- Tourist education – fire, wildlife, trash, LNT ethics
- Business partnerships – dark sky, redistributing visitors, passing information to tourists related to fire
- Collaboration – communities, nonprofit, businesses, Chamber
- Involve and fund nonprofits; facilitate tourist donations to nonprofits

## Open Public Forums

Preliminary research findings were presented at two public input sessions at the Sedona Rouge. Attendees broke into groups to discuss five key tourism themes.

Interested parties unable to attend could offer their input through a dedicated website. The discussions were wide-ranging with the following themes most prominent:

### Accommodations and Visitation

- Need to manage new construction of visitor accommodations.
- Expanded environmental requirements to help moderate impacts.
- New approaches to address short-term rentals and growth in that segment.
- Move to expand environmental programs for hoteliers, ensuring they are partners in connecting sustainability with visitors.

### Sedona Chamber of Commerce & Tourism Bureau Roles

- Need to refine marketing priorities.
- Focus on dispersion of visitors beyond the most-visited sites.
- More efforts to bring visitors when city is not busy.
- Support roles in broader management initiatives, product development, and community reinvestment.

### Transportation

- High interest in implementation of Sedona in Motion and Transit Study.
- Need for new approaches to influence visitor flow management.

### Product Development/Enhancement

- Need for new concepts and experiences to keep Sedona fresh.
- Desire to expand regionalization – connect more than just products in the city.
- Establish new ways to use tourism experiences to help restore the environment.

### Environmental

- Keep air and water quality high – don't let overtourism negatively impact.
- Build on dark sky recognition – important attribute of Sedona.
- Do more to address recreational vehicle and helicopter noise.