

Annual Report

FY24

JULY 2023 – JUNE 2024



★ BOARD OF DIRECTORS

Thank you for your leadership and commitment to Sedona!

Executive Committee

Chair - Mike Wise

Realty ONE Group Mountain Desert

Vice Chair - Stan Kantowski

Enchantment Resort & Mii amo

Secretary - Cheryl Barron

Whispering Creek B&B

Treasurer - Clifford F Loader

Northern Arizona Healthcare

Board Members

Jesse Alexander, Sedona Center

Gary Glenn, The Sedona Image Maker

KC Kinsey, Hilton Sedona Resort at Bell Rock

Lonnie Lillie, Aiden by Best Western

Leslie McLean, Pink Jeep Tours

Julie Richard, Sedona Arts Center

Mackenzie Rodgers, APS

Ed Rose, Sedona-Oak Creek Airport Authority

Danielle Sonn, Hampton Inn by Hilton

Mark Tufte, Pinnacle Bank

★ STRATEGIC PLAN – KEY ACCOMPLISHMENT

During this past fiscal year, the Sedona Chamber of Commerce and Tourism Bureau developed a 3-Year Strategic Plan to guide the organization's focus. Out of this exercise with stakeholders, board members and community leaders, our new Mission, Vision and Core Values were born.

MISSION STATEMENT

The mission of the Greater Sedona Chamber of Commerce and Tourism Bureau is to champion business interests through collaboration and the development of strategic partnerships, maximize membership value, promote our members and business community, and demonstrate organizational excellence.

VISION STATEMENT

Our vision is to be an indispensable driving force behind the economic vitality and advancement of our region's businesses.

CORE VALUES



Professionalism



Dedication



Accountability



Inclusivity



Transparency



Innovation



Effectiveness



Advocacy



Collaboration



Resilience

★ ANNUAL ACCOMPLISHMENTS

We serve more than 700 members, who are the lifeblood of our community and economy. These business owners, executives, managers and employees are also your neighbors and friends who live right here in Sedona and the Verde Valley. Their contributions to our community both personally and professionally are immeasurable.

We close FY24 grateful for the opportunity to continue to support our members, advocating for a positive business climate, and developing opportunities for connection and professional advancement.



Created 52 business events, programs and workshops with nearly 2,500 members in attendance who made valuable connections and advanced their businesses.



Celebrated and bolstered 732 total members, of which 117 joined the Sedona Chamber for the first time.



Developed and launched the Greater Sedona Business Improvement District with 14 hotels representing 940 lodging rooms. Plans to expand are underway!



Marketed tourism members through a myriad of professional marketing channels such as:

- [VisitSedona.com](https://www.VisitSedona.com) – 3.5 million pageviews and 2.1 million sessions
- Visit Sedona Social Media & Newsletter – Over 450,000 fans/followers/subscribers



Promoted local businesses through effective digital platforms:

- [SedonaChamber.com](https://www.SedonaChamber.com) – 107,000 pageviews and 63,000 sessions
- Sedona Chamber Social Media & Newsletters – 20,000 fans/followers/subscribers



Secured co-funding from the City of Sedona to operate the Official Uptown Visitor Center.

- Total walk-ins, calls and emails – 163,765
- Top five states – California, Arizona, Illinois, Wisconsin, Texas
- Volunteer hours donated = 5,877 valued at \$196,820



STAFF

Michelle Kostecki
President / CEO

Donna Retegan
Member Services
Director

Victoria Latunski
Visitor Services
Director

Gary Stewart
Finance Director

Eric Nguyen
Membership & Marketing
Sales Director

Erin Burd
Communications &
Marketing Manager

Shanandoah Sterling
Events & Partnership
Manager

SPECIAL RECOGNITION

Thank you for your support throughout the year!

Investor Level

Enchantment Resort
Mii amo
KAZM


Leader Level

Canyon Breeze
Crystal Vortex Sedona
Mercer's Kitchen
Renee Taylor Gallery
Sedona Jeep Tours
Spirit of the Heavens
Tortas de Fuego

Growth Level

AZ Safari Jeep Tours
Canyon Wren Cabins
Courtyard by Marriott
El Portal Sedona Hotel
Grand Canyon Railway
Holiday Inn Express
Sedona-Oak Creek
Airport Authority
Sedona Trolley
Verde Valley
Wine Consortium

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