Yearly Review AUGUST 2024





Mike Wise

CHAIRMAN, BOARD OF DIRECTORS

SCC&TB

Poco Diablo Resort

VENUE SPONSOR

Sedona Mountain High Flowers

FLORAL SPONSORS

J. Reece Photography

PHOTOGRAPHY SPONSOR

2024 BOARD OF DIRECTORS

Mike Wise Chairman Realty ONE Group Mountain Desert



Stan Kantowski
Vice Chair
Enchantment
Resort &
Mii amo



Cheryl Barron Secretary Whispering Creek B&B



Clifford Loader
Treasurer
Northern
Arizona
Healthcare



Jesse Alexander Sedona Center



Gary Glenn Sedona Center



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



SEDONA CHAMBER FULL-TIME STAFF



Michelle Kostecki
President/CEO



Donna Retegan
Member Services Director



Victoria Latunski Visitor Services Director



Gary Stewart
Finance Director



Eric Nguyen Sales Director



Shanandoah Sterling
Events & Partnership Manager



Erin Burd
Communications & Marketing Manager

VISITOR CENTER VOLUNTEERS AND STAFF



Mackenzie Rodgers NORTHERN ARIZONA DIVISION DIRECTOR APS

Michelle Kostecki

PRESIDENT / CEO
SCC&TB



1967: Chamber of Commerce building. Photo courtesy of Sedona Heritage Museum.



1964 - A crew from Brockman Painting refurbishes the Chamber of Commerce building. Photo courtesy of Sedona Heritage Museum.



1964-65: Chamber of Commerce Board of Directors. From left: Wesley Lowell, treasurer; Walter A. Nelson, retiring president, board member; John C. Colwell, president; Gladys Allen, secretary; Rollie Houch, vice president; Milt Dunn, board member

Photo courtesy of Sedona Heritage Museum.



1964: Chamber of Commerce Annual Meeting. Photo courtesy of Sedona Heritage Museum.





Access

Be an insider in the local business community.



Exposure

Market your business at many levels.



Networking

Make professional and personal connections.



Education

Enhance your professional growth.



Community

Recognize the connection between people, place and responsibility.

DID YOU KNOW?



63% of consumers are more likely to buy goods and services from a business who is a Chamber of Commerce member.



Annual Report FY24

JULY 2023 - JUNE 2024





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.



Invest Level Members

ENCHANTMENT





RESORT

Leader Level Members















Growth Level Members





















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

SEDONA SELECT



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

- VisitSedona.com 3.5 million pageviews and 2.1 million sessions
- Visit Sedona Social Media & Newsletter Over 450,000 fans/followers/subscribers



"Destination Signals on VisitSedona.com has been to date the most successful launch of any of our programs <u>nationwide!"</u>

- Ashley Freeburg, Community Engagement Specialist

- → Highest performing program in Click Through Rates: **2.88% avg CTR** for partners across a variety of lodging, attractions and restaurants (advertising industry average is at 0.94%)
- → Over **6 Million Impressions** (Views) and **182,000+ referrals** served to members participating in our program January to July 2024.
- → Members can join program as low as \$100/month and still see huge results!



Promoted local businesses through effective digital platforms:

- SedonaChamber.com 107,000 pageviews and 63,000 sessions
- Sedona Chamber Social Media & Newsletters –
 20,000 fans/followers/subscribers



The former "Local eNews" now reaches 125,000 viewers on SedonaChamber.com! See various specials, events and announcements below.



<u>Chris Kalinich of Sedona True Nutrition "Best of</u> Arizona" Nominee

Sedona True Nutrition

Chris Kalinich, board-certified holistic nutritionist, with Sedona True Nutrition has been nominated for Green Living Magazine's "Best of Arizona 2024" recognition in the category of "Best Alternative Wellness Practitioner or Coach".

Please consider casting your vote for local nutritionist, Chris. While you are there, cast votes for the other wonderful Sedona Chamber partners who have been nominated.



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





THREEYEAR 2024 • 2025 • 2026

February 2024 - Explore and Evaluate

Deep dive on the chamber's situation

Consultant meetings with staff and community leaders

Stakeholder interviews and community meetings

Facilitated board of directors strategic planning session

Staff retreat and brainstorming session

April 2024 - Update Mission, Values, and Vision

April 2024 – Evaluate and Decide on Strategic Priorities and Projects

May 2024 - Draft Strategic Plan Accepted

July 2024 – Final Strategic Plan Accepted, Business/Action Plan Accepted

VISION · MISSION · VALUES

VISION STATEMENT

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

VISION · MISSION · VALUES

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 • MISSION • VALUES



Professionalism



Innovation



Dedication



Effectiveness



Accountability



Advocacy



Inclusivity



Collaboration



Transparency



Resilience

VOICE OF BUSINESS



- Advocate for Regional Tourism through Strategic Partnerships
 - Hold Candidate & Community Forums
 - Develop Policy Positions Paper

ENSURE FINANCIAL STABILITY



- Expand the Greater Sedona BID
 - Sponsorship Opportunities
- Additional Business Training Sessions & Signature Events

BOOSTING OUR COMMUNITY AND YOUR BUSINESS



- Segmentation of Consumers
- Rebrand the Chamber and Revamp
 SedonaChamber.com
 - Launch Storytelling Campaigns
 - Chamber Community Guide

ORGANIZATIONAL EXCELLENCE



- Company Culture
- Activate Volunteers & Committees
 - Fiscal to Calendar

SedonaChamber.com/Research



GUESS WHO??

GUESS WHO??



2024 BUSINESS COMMUNITY CHAMPION

Carla Gregory

DIRECTOR OF SALES

Courtyard by Marriott Sedona

Happy Birthday Gary Glenn!

ENCHANTMENT





RESORT































