

Sedona is one of Arizona's premier tourism, recreation, resort, retirement and art centers. Its location at the mouth of scenic Oak Creek Canyon and at the center of the state's legendary Red Rock Country affords breathtaking panoramas, a mild climate, plenty of sunshine and clean, fresh air. The area is the second most visited site in the state after the Grand Canyon. Established in 1902, and incorporated in 1988, the community was named for Sedona Schnebly, an early settler. 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, with the National Forest Service estimating that more than 3.5 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 and have made Sedona a destination for visual and performing arts. Sedona has more than 2,500 small and medium-sized businesses composed of lodging, food and entertainment businesses, lifestyle and service businesses for the local community and a large number of home-based businesses. 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: world class resorts and 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 - a Mexican-style arts and crafts village, and Uptown Sedona with a 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 featured in many motion pictures. For these reasons USA Today declared Sedona the most beautiful place in America in 2013.

Community Facilities

Sedona offers a wide range of public park amenities such as picnic ramadas and playgrounds, courts for basketball, tennis, pickle ball and volleyball, and softball and soccer fields. Other community facilities include a dog park, skate park, military service park, "black box" performing arts venue, splash park, and community pool. 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, library, golf course, theaters, historic museum, performing arts center and state-of-the-art medical facilities.

BASIC INFORMATION

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

POPULATION

	1990	2000	2014 (est.)
Sedona	7,720	10,192	10,176
Coconino County	96,900	116,320	139,372
Yavapai County	108,500	167,517	215,357
State of Arizona	3,680,800	5,130,632	6,667,241

Arizona Dept. of Administration - azstats.gov

PROPERTY TAX

	1990	2000	2014
Elementary / High School	5.91	4.78	3.72
City / Fire District	1.22	1.80	2.13
Coconino County	5.14	1.71	2.28
Yavapai County	4.18	3.47	5.01
Totals (Coconino County)	12.27	8.29	8.14
Totals (Yavapai County)	11.31	10.05	10.87

Arizona Dept. of Revenue & Arizona Tax Research Foundation

SALES TAX / TRANSACTION PRIVILEGE TAX

Sedona	3.00%
Coconino County	1.30%
Yavapai County	0.75%
State	5.60%

Arizona Dept. of Revenue & Arizona Tax Research Foundation

LABOR FORCE

	1990	2000	2014
Civilian Labor Force	3,555	5,541	5,384
Unemployed	82	218	215
Unemployment Rate	2.3%	3.9%	4.0%

Arizona Dept. of Administration - azstats.gov

WORKFORCE EDUCATION ATTAINMENT

	Count	Share
Less than high school	401	4.8%
High school or equivalent, no college	1,411	16.7%
Some college or Associate degree	2,784	33.0%
Bachelor's degree or advanced degree	3,837	45.5%

Census Bureau - Fact Finder

INDUSTRY (RANKED BY EMPLOYMENT)

	Count	Share
Arts, entertainment, food & recreation services	1,025	21.2%
Education, health care & social assistance	871	18.0%
Professional, scientific, & administrative services	604	12.5%
Construction	545	11.3%
Retail trade	475	9.8%
Other services, except public administration	317	6.6%
Finance, insurance & real estate	291	6.0%
Information	209	4.3%
Manufacturing	192	4.0%
Transportation, warehousing, & utilities	119	2.5%
Public administration	101	2.1%
Wholesale trade	81	1.7%
Agriculture, forestry, fishing, hunting, & mining	0	0.0%

Census Bureau - Fact Finder

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

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