

Sedona Chamber of Commerce & Tourism Bureau

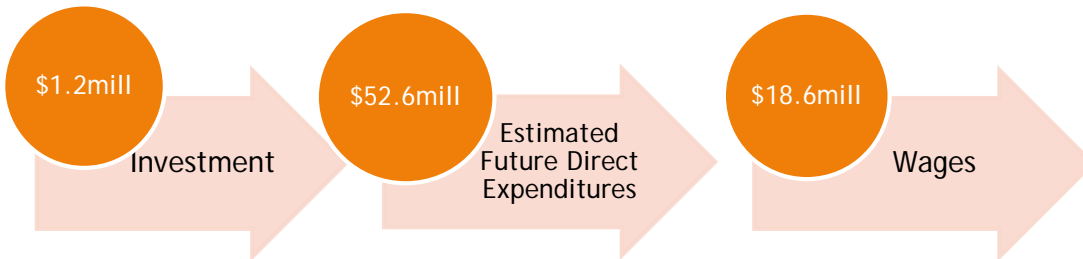
Economic Impact Analysis

The Sedona Chamber of Commerce has enhanced its capacity to provide outreach and marketing for the City of Sedona and increase export oriented economic growth throughout the tourism sectors.



\$1 invested
 = \$39.65
 in estimated future direct expenditures

Calculated according to analysis conducted by the City of Sedona Finance Department, which identified that in each of the top four tourism sub-sectors the percent of sales from out-of-region visitors is 91.5%, 100%, 71.7%, and 44% respectively, and using a survey conducted on the lodging industry that identified 20% of total sales as derived from Chamber marketing, the total \$1.2 million in public investment for the Chamber results in an estimated \$39.65 in estimated future direct expenditures for every dollar invested. These direct expenditures roll into a total induced impact of \$52.6 million in additional sales in the region, \$18.68 million in labor wages, and 660 jobs in the local area.



Lodging Sector Impact

Using total sales subject to transaction privilege tax in the City of Sedona as a proxy for direct expenditures and the survey results of chamber marketing impact, \$15,380,554 in sales for FY14-15 can be derived from Chamber marketing efforts.

These lodging industry sales derived from Chamber marketing ripple through the economy resulting in total induced impact of \$21.22 million in sales across industries, \$5.87 million in labor wages, and 193 jobs.

In the lodging sector alone, the \$1.2 million of bed tax dollars spent through the Sedona Chamber on marketing created a return of \$17.68 for every dollar invested.

ECONOMIC IMPACT FY15

Results of a lodging sector survey show that approximately 20% of sales may be attributed to Sedona Chamber marketing efforts.

These sales multiply through the economy across various industry sectors.

Top Sectors Impacted with Increased Sales using Taxable Sales as a proxy for direct expenditures:

- Hotels
\$15.42 mill
- Food Services
\$12.6 mill
- Amusement & Recreation
\$5.35 mill
- Building Maintenance
\$368,354
- Marketing
\$570,647
- Construction
\$521,424
- Accounting
\$356,223
- Health Practitioners/Hospitals
\$1.2 mill
- Retail
\$6.99 mill

660
Jobs