

KEEP SEDONA BEAUTIFUL

ENVIRONMENTAL STEWARDS SINCE 1972



KSB is a 501 (c) (3) charitable organization

Preserving the Wonder™

August 16, 2019

**KSB a Top-Rated
NonProfit**



**Certified Silver
Sustainability Alliance**



Our Business Sponsors

*Let them know you
appreciate their interest
in keeping Sedona
beautiful!*



Dear KSB Friends,

..



Volunteers Needed for Sustainable Tourism Plan Objectives

- **Encourage less consumption of single use plastics**
- **Advocate that development of private/public lands is in alignment with sustainability goals**
- **Encourage grandfathered businesses and residents to implement dark sky-compliant lighting**

The mission statement of Keep Sedona Beautiful proclaims that "acting through the stewardship of [our] members and volunteers, [KSB] is

Landscape Magic



Snowden Design



Pink Jeep Tours



Bryan Spinelli
Photography



Draxler Insurance



AmeriGas



Eye Boutique of Sedona

committed to protect and sustain the unique scenic beauty and natural environment of the Greater Sedona Area." One of our mottos is "Keep Sedona Beautiful - it's good business." We have always believed that efforts to protect our incredible Red Rock Country is compatible with and enhances the economic environment of our community.

In recent years however, the growth in tourism has had tangible impacts on our quality of life: traffic has become worse, some trails have become overcrowded, and a small minority of our visitors continue to deface the land. Without thoughtful planning and action, these problems will only worsen.

The City of Sedona and the Sedona Chamber of Commerce & Tourism Bureau partnered with non-profits, businesses and governmental entities to develop a Sustainable Tourism Plan. The plan identifies sustainability practices that will support the long-term health of Sedona. Instead of focusing on attracting more visitors, the plan identifies ways in which the impact of visitors can be brought into greater harmony with the environment.

The plan is built on four strategic pillars: Environment, Resident Quality of Life, Quality of the Economy, Visitor Experience. For each of these pillars, the plan identifies specific objectives to be realized, along with broad tactics for realizing those objectives. You can read the entire plan by clicking this link.

Keep Sedona Beautiful supports this effort, and will partner with various stakeholders to implement the Sustainable Tourism Plan.

We are the lead partner for three of the tactics. This means we will be responsible for working with our supporting partners to identify and implement specific actions that will have demonstrable results. The three tactics include:

- **Encourage less consumption of single use plastics**
- **Advocate that development of private/public lands is in alignment with sustainability goals**
- **Encourage grandfathered businesses and residents to implement dark sky-compliant lighting**

KSB will function as a supporting partner for a number of additional tactics. We will work under the direction of the lead partner to help identify and implement specific actions for the following:

- Deploy wider range of recycling resources/ containers in high-visitation areas and create effective branding to enhance utilization
- Increase the number of water refilling stations in the area
- Expand the capacity of local organizations to deepen the range of waste prevention and recycling
- Educate and encourage businesses to implement waste reduction and prevention programs
- Encourage businesses to implement water conservation programs
- Develop voluntourism opportunities that focus on restoration and enhancement of Oak Creek and the Verde River
- Monitor trail utilization and implement programs that distribute visitation



Arterra
Landscape Architect

Our Business Sponsors

Let them know you appreciate their interest in keeping Sedona beautiful!



Landscape Magic



Snowden Design



Pink Jeep Tours

- Investigate approaches to limit impacts of trailhead parking in Sedona neighborhoods
- Develop voluntourism opportunities that focus on restoration and enhancement of trails and lands
- Encourage businesses and residents to eliminate the use of pesticides and other chemical products that may negatively impact the environment
- Adopt and expand Leave No Trace programs
- Build on existing recognition programs to highlight sustainable best practices by local businesses
- Develop a 'Sedona Sensitive Visitor' Pledge to help connect and engage visitors
- Develop a 'Sedona Tourism Cares' Pledge to help businesses put their sustainability beliefs into action
- Spur the Sedona Reinvestment Committee to incorporate sustainable thinking in all future initiatives
- Provide clarification to residents regarding
- Community Planning and Development policies related to lodging and other further developments
- Expand marketing to educate visitors in ways to monitor and limit negative impacts of OHVs including noise and neighborhood disruption
- Develop initiatives that monitor and moderate noise levels and intrusion of helicopter tours
- Better coordinate with land managers, nonprofits, and businesses to develop collaborative solutions
- Identify and promote experiences that are synergistic with Sedona's dark sky designation
- Develop a series of videos and downloadable content that provides a "local story," while weaving sustainable practices

Implementing these tactics, while challenging, will improve the quality of life for residents and will make visitors' experiences richer, more rewarding, and less impactful on our environment.

If you are interested in volunteering some of your time to help KSB as we work with various partners to identify and implement specific actions, please call us at 928-282-4938 or email us at info@keepsedonabeautiful.org. Let us know how you believe you can help.



The **2019 Verde River Day** event will be held in Cottonwood on **Saturday September 28 at Dead Horse Ranch State Park**. You can learn more about this event by visiting www.verderiverday.com.



Bryan Spinelli
Photography



Draxler Insurance



AmeriGas



Eye Boutique of Sedona



Arterra
Landscape Architect

**It's Easy
Renew Now!**

Treat Yourself and Red Rock
Country,
You Both Deserve It!

Just click on the Donate
button Now!

The Primary host for this annual event, the Cottonwood Chamber of Commerce is **looking for a few volunteers to help staff the children's area, especially the bouncy house.** If you are interested in assisting, you can call the Cottonwood Chamber of Commerce at 928-634-7593 or you can reach out through their online contact method at: <https://www.cottonwoodchamberaz.org/contact>.

KSB Gratefully Acknowledges Our Courthouse Butte Business Sponsors

This Month



Sedona International Film Festival

The **Sedona International Film Festival** brings local residents and people from all over the world together to experience the arts in one of its most unifying mediums: film. They do this at their annual nine-day film festival event and all year long at their own Mary D. Fisher Theatre - their year-round arthouse theater venue.

Their goal is to expand culture in Sedona and offer film-goers the chance to see award-winning new independent films from around the world that they may not otherwise have the opportunity to see.

Visit online at www.sedonafilmfestival.com or call 928.282.1177

Visit the KSB website for more information on
our activities, goals and how you can help:

www.keepsedonabeautiful.org

email us at ksb@keepsedonabeautiful.org



tel (928) 282-4938
fax (866) 579-6011

Mailing Address:
KSB, 360 Brewer Rd., Sedona, AZ 86336-6012