

# What the Data Says

## KEY HIGHLIGHTS

- Sedona's population over the past 25 years has seen marginal growth and decline. However, while the population has not changed dramatically the composition of the community has seen a number of significant changes.
- Sedona is growing older at a rapid pace that is a reflection of both the age it takes to collect sufficient wealth to move to Sedona and the growing absence of children and working age individuals. The median age in Sedona today is 64.1 years, compared to 50.5 in 2000.
- Comparison with other Verde Valley communities show that families and households seeking affordability are being pushed increasingly to the perimeter of the Verde Valley.
- While population has barely changed the number of households has grown by over 6% while the number of persons per household has shrunk to 1.9.
- The continued decline in children in Sedona is reflected in student enrollment. Since 2001 the student population of Sedona-Oak Creek USD has decreased 49%.
- The percentage of households that earn more than \$200,000 in Sedona is substantially higher than the state but it comes at the cost of a gap in households earning between \$50,000 and \$200,000. Sedona enjoys a very high Wealth Index in comparison to other area communities.
- Many Sedona residents rely heavily on revenue streams outside of wages or a salary. In fact, only 50% of residents receive a salary as income.
- Daytime population compared to traditional population show Sedona to be a significant employment center with roughly 80 percent of employees coming from elsewhere.
- Daytime population is substantially higher in Sedona as workers commute in from other areas.
- Over three quarters of Sedona *residents* are employed in either Retail Trade or Services. More than half of *employees* in the city are involved in Retail Trade, Accommodation and Food Services.
- Growth in housing has far outpaced both population and households due in large part to the rise of short term rentals and construction of second homes as proven by the 23.8% of homes in Sedona classified as "vacant".
- For the first time, the percentage of homes used as short term rentals is greater than long term rentals.
- Housing in Sedona is unaffordable to most people, including a number of its residents. The median home value is substantially higher than nearly all communities in the Verde Valley and the city has a Housing Affordability Index of 40.
- Less than half of Sedona homeowners have a mortgage. Of those that do, the average household pays over 64% of their income toward housing.
- Sedona has particularly noticeable gaps in families with children and working age households with an income between \$50,000 and \$200,000. It also faces gaps in addressing the needs of hospitality and services workers as well as seniors that are considered "cost-burdened".

## GENERAL POPULATION

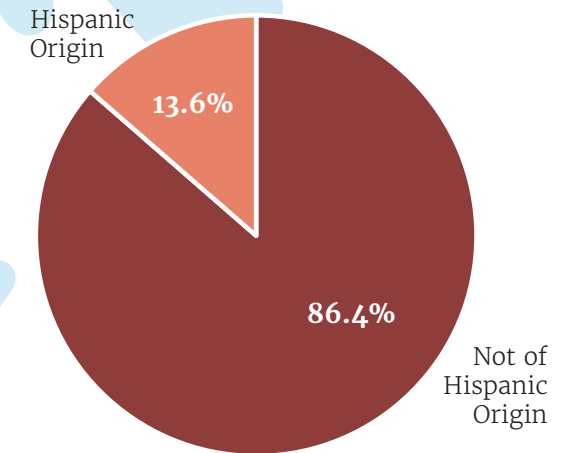
- After dipping slightly, the population of Sedona appears to have rebounded as a result of COVID market changes.
- Sedona is expected to see marginal population increases in the short term before commencing a gradual decline. The level of decrease could be impacted by development of limited remaining available space and as redevelopment occurs.
- Daytime population is substantially higher in Sedona as workers commute in from other areas.
- The community has the highest regional ratio of daytime population to total population. Communities with a ratio of 1.0 or higher are considered employment generators.
- Sedona is the only Verde Valley community where workers (10,131) exceed total regular population (10,048).
- Sedona is among the least dense communities in the Verde Valley. Subtracting recently annexed property including The Dells would place Sedona in the “middle of the pack”.
- Sedona is not a highly diverse city, but it does have a notable Hispanic population.

## Sedona Over Time

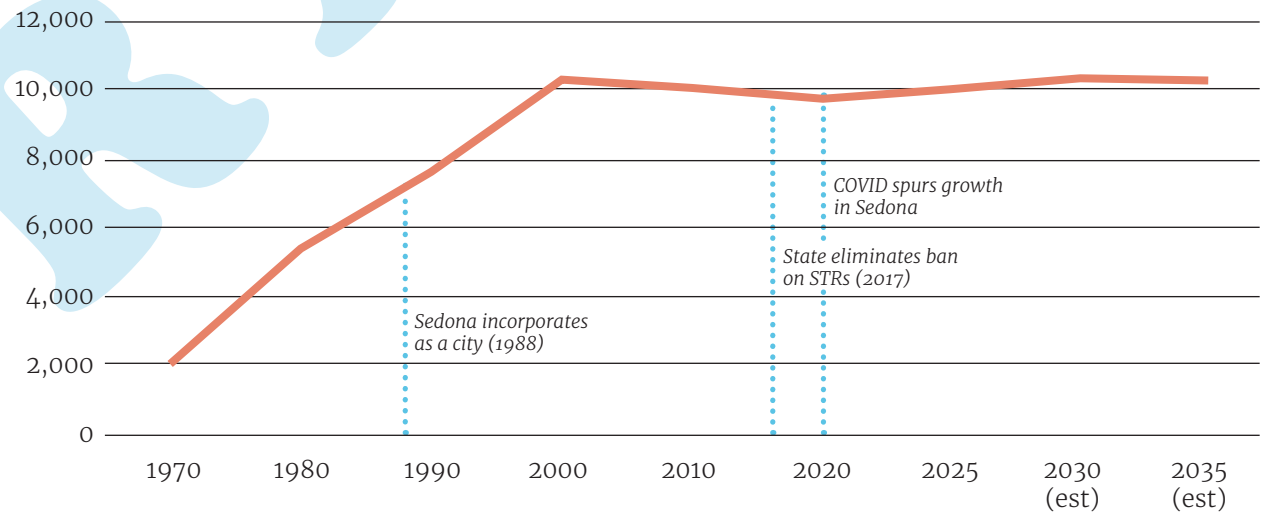
	Population	Percent Change
1970	2,022	
1980	5,368	165.5%
1990	7,645	42.4%
2000	10,192	33.3%
2010	10,036	-1.5%
2020	9,684	-3.5%
<b>2025</b>	<b>10,048</b>	<b>3.8%</b>
2030 (est)	10,210	1.6%
2035 (est)	10,089	-1.2%

Sources: U.S. Bureau of the Census, ESRI

## Population by Hispanic Origin

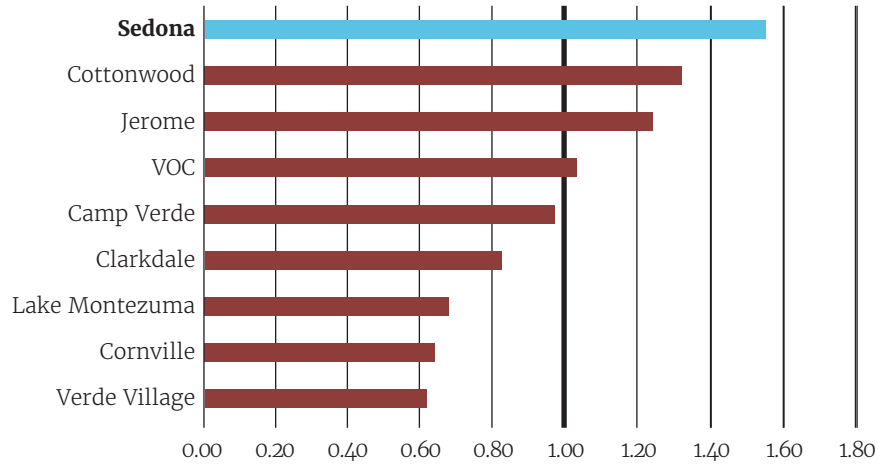


Sources: U.S. Bureau of the Census, ESRI



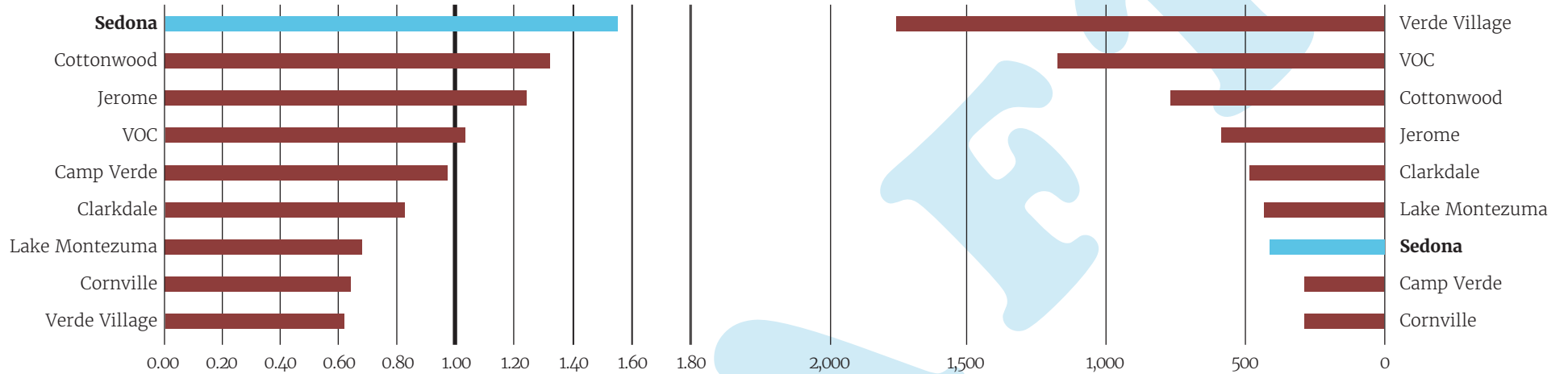
Sources: U.S. Bureau of the Census, ESRI

### Daytime Population to Total Population



Sources: U.S. Bureau of the Census, ESRI

### Population Density (Persons per Square Mile)



Sources: U.S. Bureau of the Census, ESRI

### Population in Perspective

	Sedona	Camp Verde	Clarkdale	Cornville	Cottonwood	Jerome	Lake Montezuma	Verde Village	Village of Oak Creek	Yavapai County	State of Arizona
<b>2025 Total Population</b>	10,048	12,491	4,990	3,811	12,861	528	5,199	12,124	6,213	252,178	7,598,046
<b>Daytime Population</b>	15,571	12,143	4,112	2,443	17,003	655	3,526	7,493	6,400	248,314	7,510,266
<b>Workers</b>	10,131	4,462	1,192	714	9,588	449	484	1,019	2,565	96,888	3,505,369
<b>Residents</b>	5,440	7,681	2,920	1,729	7,415	206	3,042	6,474	3,835	151,426	4,004,897
<b>Ratio to Total Population</b>	1.55	0.97	0.82	0.64	1.32	1.24	0.68	0.62	1.03	0.98	0.99
<b>Land Area (sq mi)</b>	24.3	43.1	10.3	13.2	16.7	0.9	12.0	6.9	5.3	8,122.9	113,655.4
<b>Density (sq mi)</b>	413.50	289.81	484.47	288.71	770.12	586.67	433.25	1,757.10	1,172.26	31.05	66.85

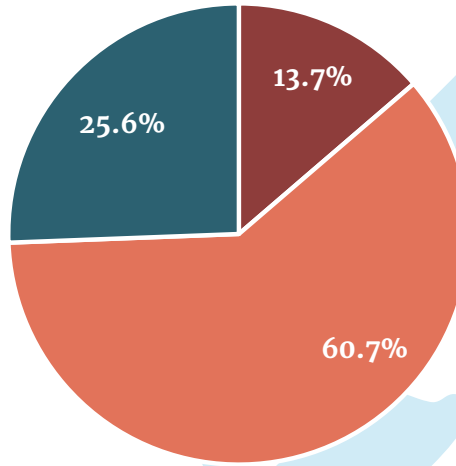
Sources: U.S. Bureau of the Census, ESRI

## AGE AND AGING

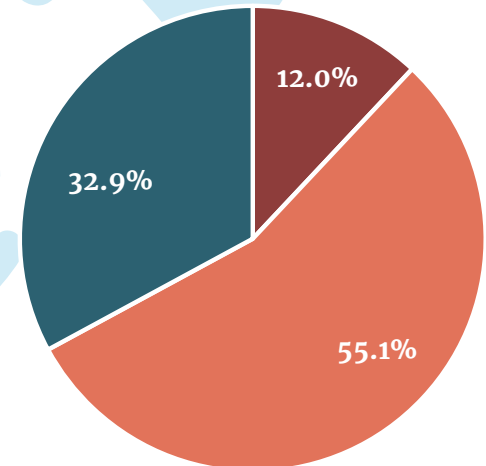
- Sedona is aging at a notable pace – substantially exceeding the State of Arizona and the other communities in the Verde Valley.
- With the exception of Camp Verde, all communities in the Verde Valley are aging at a rate that outpaces the state.
- The median age in Sedona is among the highest in the Verde Valley – second to the Village of Oak Creek (VOC) and followed closely by Jerome.
- As Sedona ages both Youth and Working Age populations are shrinking. In 2000, the Youth made up 13.7% of Sedona residents. In 2025, that number has fallen to 7.7%.
- In comparison to the State of Arizona and Yavapai County, Sedona has a visible deficit of younger residents, particularly younger working age residents. On the other hand, Sedona enjoys a notable surplus of population of early retirement age residents.
- Camp Verde, Cottonwood, Lake Montezuma, and Verde Village have the lowest median age and the highest percentages of Youth and Working Age populations. They were also the communities with the lowest change in median age between 2010 and 2025.

### Sedona Age Over Time

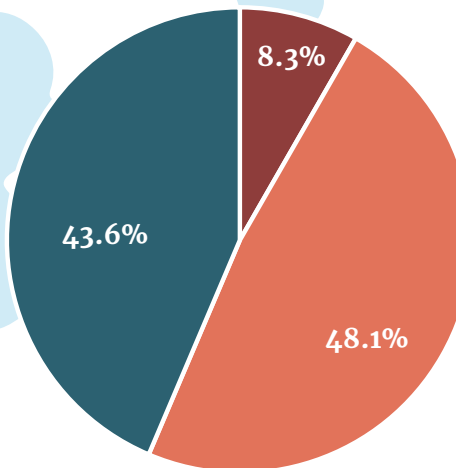
2000: Median Age 50.5 Years



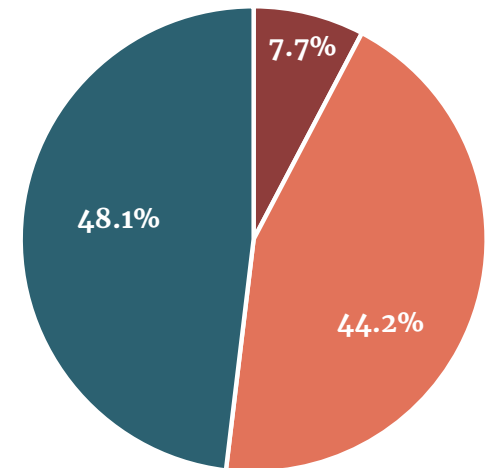
2010: Median Age 56 Years



2020: Median Age 62.6 Years



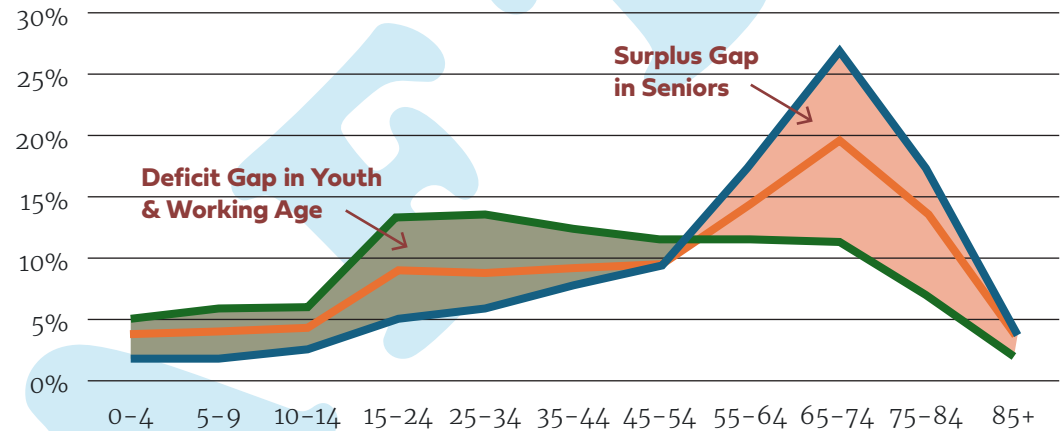
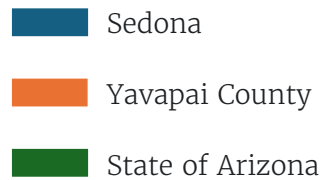
2025: Median Age 64.1 Years



■ Youth: Below 18      ■ Working Age: 18 to 64      ■ Retirement Age: 65 & Up

Sources: U.S. Bureau of the Census, ESRI

### Age Gaps



Sources: U.S. Bureau of the Census, ESRI

### Age in Perspective

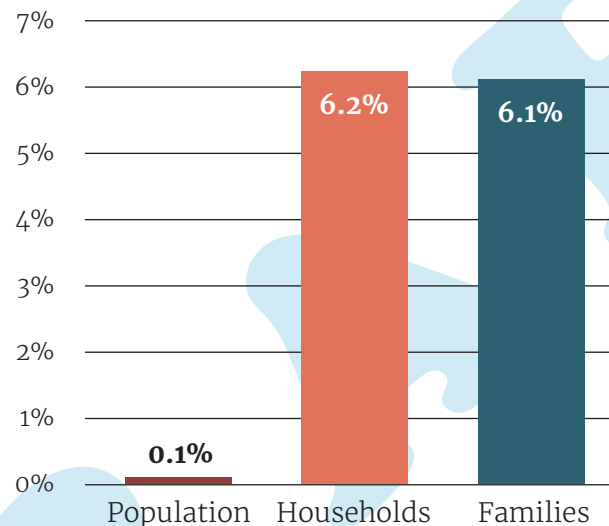
	Sedona	Camp Verde	Clarkdale	Cornville	Cottonwood	Jerome	Lake Montezuma	Verde Village	Village of Oak Creek	Yavapai County	State of Arizona
<b>Median Age</b>											
<b>2010</b>	50.5	43.9	49.9	50.0	46.4	54.8	44.8	42.4	59.3	49.2	35.9
<b>2020</b>	62.6	47.5	55.5	56.3	52.3	58.6	49.2	45.8	65.7	55.5	38.9
<b>2025</b>	64.1	47.6	55.7	57.8	50.9	62.3	49.5	47.9	66.8	55.9	39.7
<b>Change in Years</b>	13.6	3.7	5.8	7.8	4.5	7.5	4.7	5.5	7.5	6.7	3.8
<b>Age by Category</b>											
<b>Youth Below 18 Years</b>	7.7%	19.2%	15.8%	13.4%	17.1%	11.2%	18.8%	19.2%	6.5%	14.9%	20.9%
<b>Working Age 18 to 64 Years</b>	44.2%	52.2%	46.6%	49.6%	50.2%	43.9%	52.3%	51.7%	39.0%	48.3%	58.6%
<b>Retirement Age 65 Years &amp; Up</b>	48.1%	28.6%	37.6%	37.0%	32.7%	44.9%	28.9%	29.1%	54.5%	36.8%	20.5%

Sources: U.S. Bureau of the Census, ESRI

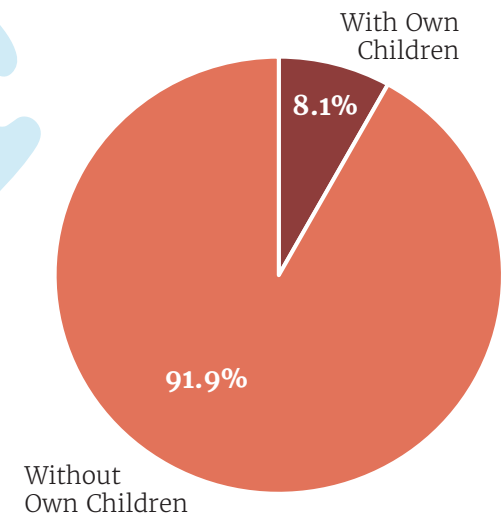
## HOUSEHOLDS

- Sedona Households (and Families) are growing at a rate that is much faster than overall population. As a result, the average number of persons per household is falling.
- Sedona (1.9) is one of only three communities in the Verde Valley with an average household size below 2.0. In perspective, the average household size in Arizona is 2.54.
- Over one third of Sedona households consist of 1 person households. An additional 48.6% are two person households. Nearly all other communities in the Verde Valley have a higher percentage of households with three persons or more, particularly Camp Verde, Verde Village and Clarkdale.
- Only 8.1% of households in Sedona include a householder and their children. While many other Verde Valley communities were higher no community met the state average.
- Approximately 19.3% of Sedona households consist of a single person over 65 years living alone. While high, Cottonwood, Jerome and the Village of Oak Creek were higher.

**Growth Rates, 2010 to 2025**



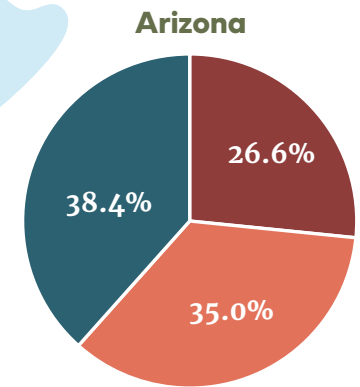
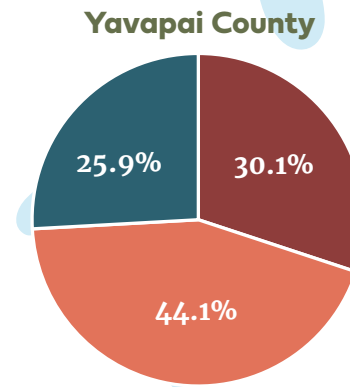
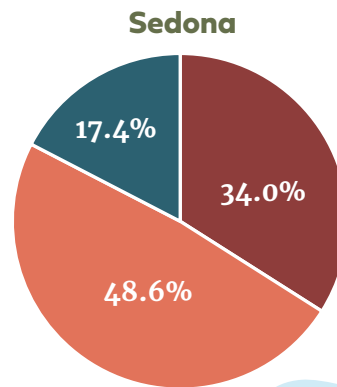
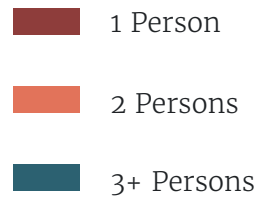
**Households with Own Children**



	Population		Household		Families	
	Number	Growth Rate	Number	Growth Rate	Number	Growth Rate
<b>2010</b>	10,036		4,976		2,727	
<b>2020</b>	9,684	-3.5%	4,997	0.4%		
<b>2025</b>	10,048	3.8%	5,286	5.8%	2,894	6.1%
<b>Overall Growth Rate</b>		0.1%		6.2%		6.1%

Sources: U.S. Bureau of the Census, ESRI

### Household Size



### Households in Perspective

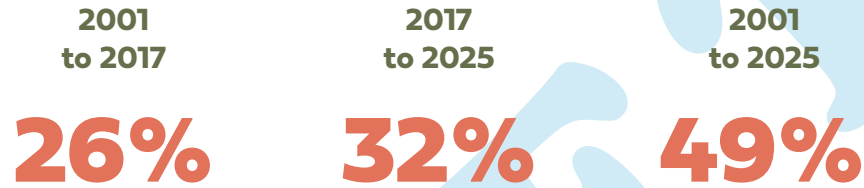
	Sedona	Camp Verde	Clarkdale	Cornville	Cottonwood	Jerome	Lake Montezuma	Verde Village	Village of Oak Creek	Yavapai County	State of Arizona
<b>Total Households</b>	4,997	4,683	1,979	1,509	5,722	255	2,157	4,709	3,253	104,425	2,705,878
<b>Average Size</b>	1.90	2.45	2.22	2.27	2.10	1.85	2.33	2.49	1.80	2.19	2.54
<b>Household Makeup</b>											
<b>With Own Children Below 18</b>	8.1%	20.0%	16.4%	12.9%	15.8%	9.0%	18.4%	21.6%	6.8%	15.4%	25.6%
<b>Without Own Children Below 18</b>	91.9%	80.0%	83.6%	87.1%	84.2%	91.0%	81.6%	78.4%	93.2%	84.6%	74.4%
<b>Living Alone</b>	34.1%	27.4%	28.7%	29.0%	40.5%	41.6%	30.8%	25.9%	35.6%	30.1%	26.6%
<b>Living Alone, Over 65</b>	19.3%	15.2%	16.3%	16.3%	24.8%	23.9%	10.4%	14.8%	22.5%	17.8%	11.4%
<b>Household Size</b>											
<b>1 Person</b>	34.0%	27.4%	28.7%	29.0%	40.5%	41.6%	30.8%	25.9%	35.6%	30.1%	26.6%
<b>2 Persons</b>	48.6%	38.3%	41.9%	44.1%	36.1%	36.5%	40.2%	40.6%	51.6%	44.1%	35.0%
<b>3+ Persons</b>	17.4%	34.3%	29.3%	27.0%	23.3%	21.9%	29.0%	33.4%	12.9%	25.9%	38.4%
<b>5+ Persons</b>	3.8%	11.6%	8.5%	7.0%	7.1%	7.4%	9.0%	10.0%	2.1%	7.1%	12.1%

Sources: U.S. Bureau of the Census, ESRI

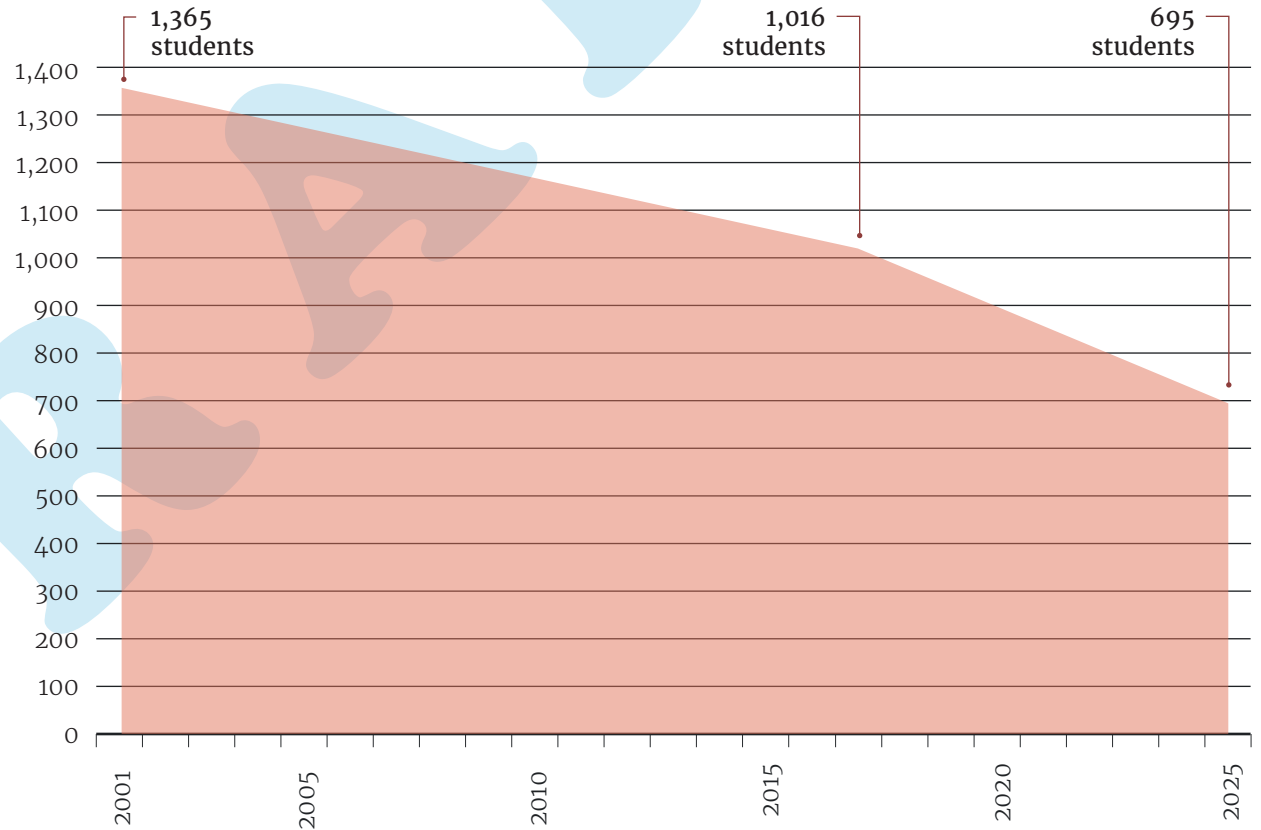
## EDUCATION & ENROLLMENT

- Population and household changes have had a substantial impact on local school enrollment. Between 2001 and 2025 the Sedona-Oak Creek USD student population has declined by almost 50%.
- With limited numbers available, it appears that enrollment decline accelerated before or as a result of changes resulting from COVID.
- Almost 52% of Sedona residents aged 25 and older have a Bachelor's degree or higher followed closely by residents of the Village of Oak Creek.
- Educational attainment in Sedona has historically been high but has increased as the population ages and becomes wealthier.

### Rate of Loss of Sedona-Oak Creek USD Student Population

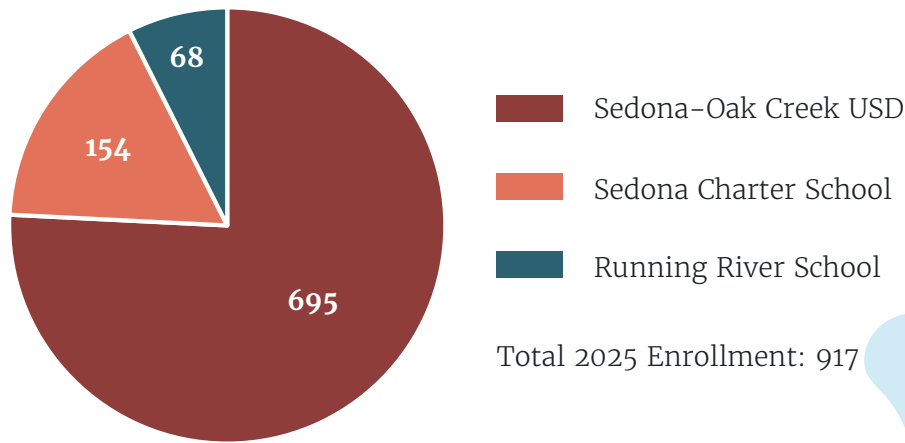


### Sedona-Oak Creek USD Enrollment Based on Available Data Points

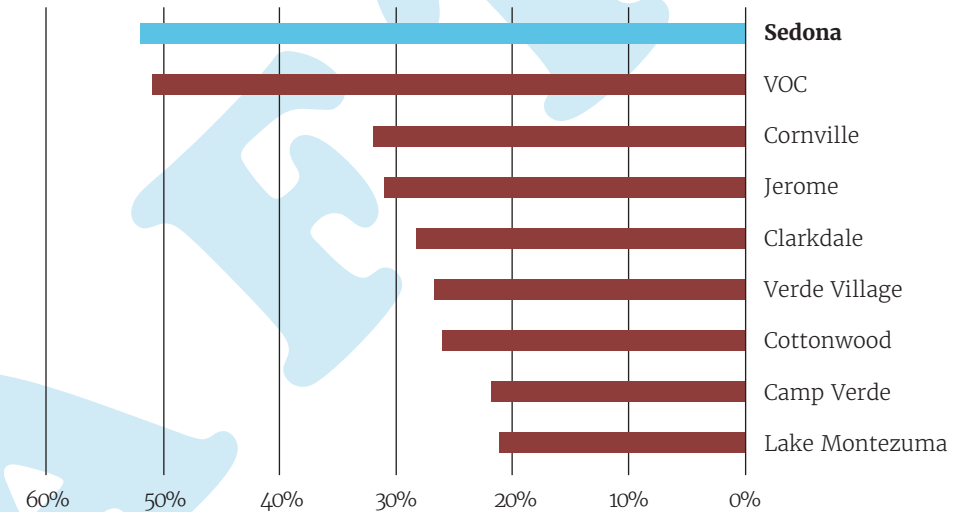


Sources: Sedona-Oak Creek USD, Arizona Auditor General

### Total K-12 School Enrollment in Sedona



### Residents with a Bachelor's or Graduate Degree



Sources: U.S. Bureau of the Census, ESRI

### Educational Attainment in Perspective

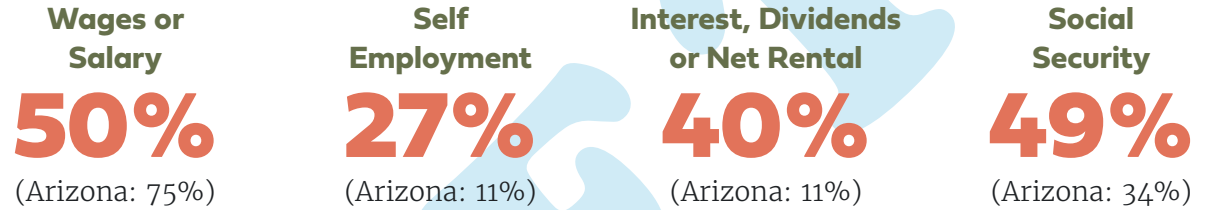
	Sedona	Camp Verde	Clarkdale	Cornville	Cottonwood	Jerome	Lake Montezuma	Verde Village	Village of Oak Creek	Yavapai County	State of Arizona
<b>Total Persons Age 25+</b>	8,924	9,242	3,931	2,964	9,743	454	3,904	8,923	5,659	198,850	5,284,794
<b>No Diploma</b>	4.9%	13.5%	3.3%	5.9%	8.0%	0.7%	5.0%	6.9%	4.2%	6.7%	9.6%
<b>High School Graduate or Equivalent</b>	15.3%	28.5%	19.0%	32.1%	30.6%	19.0%	34.0%	27.9%	10.8%	25.3%	24.0%
<b>Some Degree or an Associates Degree</b>	28.1%	36.3%	49.5%	30.0%	35.3%	49.4%	39.8%	38.4%	34.0%	36.8%	32.0%
<b>Bachelor's Degree</b>	26.1%	10.8%	16.9%	17.5%	19.2%	16.7%	11.6%	13.9%	29.8%	18.2%	21.1%
<b>Graduate or Professional Degree</b>	25.7%	10.9%	11.2%	14.5%	6.9%	14.3%	9.6%	12.8%	21.2%	13.0%	13.3%

Sources: U.S. Bureau of the Census, ESRI

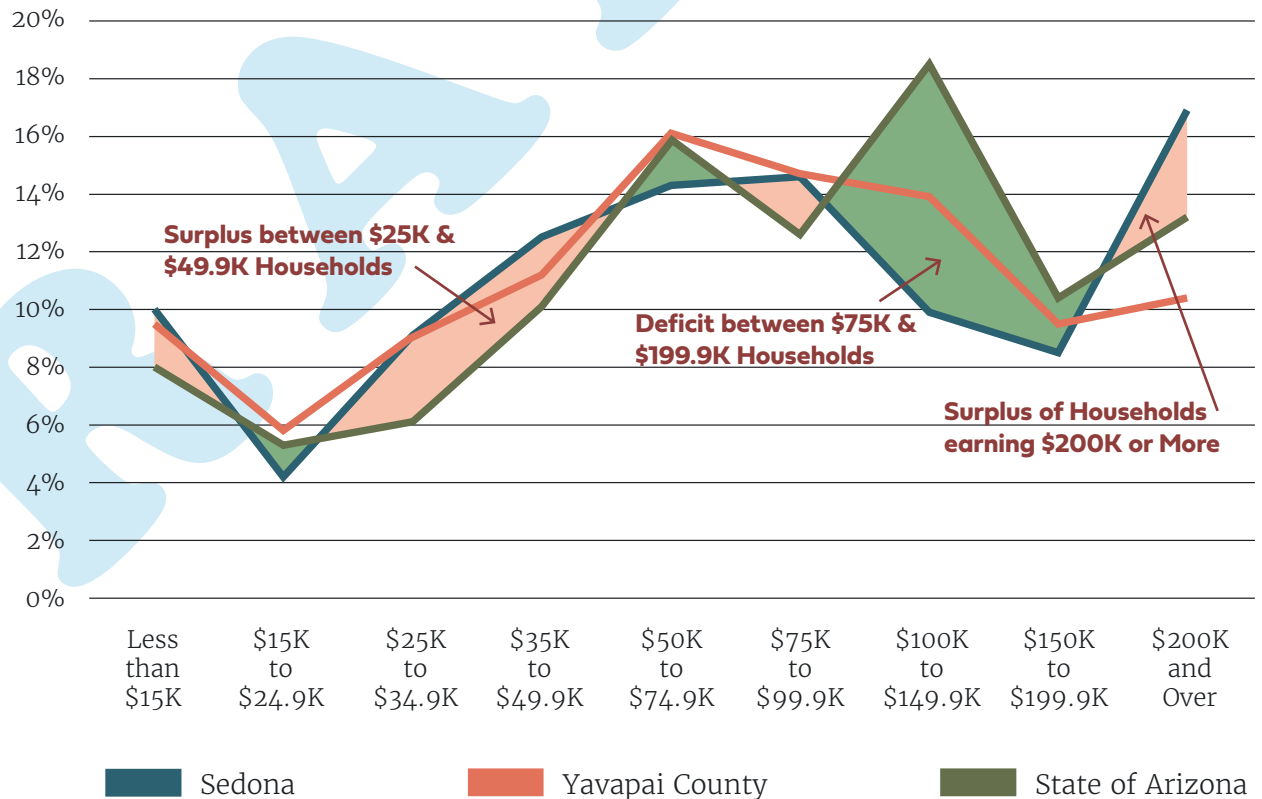
## INCOME & WEALTH

- Sedona and the Village of Oak Creek stand apart as the communities with the highest income and the greatest amount of wealth in the Verde Valley. Wealth in Sedona is particularly high.
- Both Average Household Income and Median Household Income are impacted by the low average household size. Both are near (or below) the state average. However, Per Capita Income is substantially higher than the state or most other Verde Valley communities.
- In comparison to the State, Sedona has a deficit of households earning between \$75,000 and \$199,999 (workforce to upper middle income households). Some of those households are spread throughout the area.
- Sedona has a surplus of households earning between \$25,000 and \$49,999 in comparison to the state but not in comparison to other Verde Valley communities. This can be attributed to retirees as well as service workers. The city also has a surplus of households earning greater than \$200,000.
- Sedona residents rely on a variety of revenue streams for income. Only half of households receive wages or a salary. Many enjoy income from interest, dividends, net rental, social security, or retirement funds. Roughly one-quarter enjoy revenues from self-employment.

## Sources of Household Income in Sedona, 2023



## Household Income by Category



Sources: U.S. Bureau of the Census, ESRI

**Retirement Income**  
**33%**  
(Arizona: 27%)

**Public Assistance or Food Stamps**  
**6%**  
(Arizona: 13%)

**Average vs Median Household Income**

Average Household Income is the total income in an area divided by the number of households. It can sometimes skew high if a few households have extremely high incomes.

Median Household Income is the middle point where half of households earn more and half earn less. It best represents the “typical” household.

**About the Wealth Index**

The Esri Wealth Index is a composite measure showing an area’s financial well-being by combining various indicators like household income, net worth, and material possessions. A score of 100 is comparable to the national average. Scores above 100 mean above-average wealth and below 100 indicates lower-than-average wealth.

**Household Income in Perspective**

	Sedona	Camp Verde	Clarkdale	Cornville	Cottonwood	Jerome	Lake Montezuma	Verde Village	Village of Oak Creek	Yavapai County	State of Arizona
<b>Household Income Base</b>	5,286	4,959	2,389	1,596	6,031	285	2,233	4,833	3,372	113,129	2,927,218
<b>&lt;\$15,000</b>	10.0%	9.7%	15.4%	11.2%	17.6%	15.8%	10.3%	10.8%	9.5%	9.5%	8.0%
<b>\$15,000 - \$24,999</b>	4.2%	6.0%	11.6%	0.3%	7.3%	6.7%	8.9%	4.5%	3.4%	5.8%	5.3%
<b>\$25,000 - \$34,999</b>	9.1%	8.5%	14.3%	7.6%	14.3%	8.1%	6.9%	10.4%	9.4%	9.1%	6.1%
<b>\$35,000 - \$49,999</b>	12.5%	11.8%	8.7%	6.8%	11.4%	15.4%	12.0%	10.0%	9.2%	11.2%	10.1%
<b>\$50,000 - \$74,999</b>	14.3%	13.6%	9.4%	20.2%	16.3%	11.6%	16.7%	14.9%	15.6%	16.1%	15.9%
<b>\$75,000 - \$99,999</b>	14.6%	13.6%	9.1%	20.8%	10.8%	25.6%	17.7%	15.2%	11.9%	14.7%	12.6%
<b>\$100,000 - \$149,999</b>	9.9%	14.6%	16.9%	10.7%	11.4%	9.5%	11.6%	17.9%	12.3%	13.9%	18.5%
<b>\$150,000 - \$199,999</b>	8.5%	7.4%	7.3%	12.4%	4.7%	7.4%	3.2%	10.3%	11.4%	9.5%	10.4%
<b>\$200,000+</b>	16.9%	14.7%	7.3%	10.0%	6.3%	0.0%	12.8%	5.9%	17.3%	10.4%	13.2%
<b>Average Household Income</b>	\$120,123	\$109,136	\$79,640	\$100,190	\$70,310	\$70,129	\$94,155	\$89,136	\$122,196	\$100,146	\$115,326
<b>Median Household Income</b>	\$74,697	\$62,994	\$44,371	\$78,383	\$49,014	\$58,702	\$67,128	\$73,905	\$80,145	\$72,052	\$82,768
<b>Per Capita Income</b>	\$63,201	\$37,589	\$32,462	\$44,153	\$33,134	\$37,854	\$40,440	\$35,557	\$66,419	\$44,982	\$44,528
<b>Wealth Index</b>	155	102	70	120	63	47	103	88	176	105	115

Sources: U.S. Bureau of the Census, ESRI

## INDUSTRY & OCCUPATION

- Over three quarters of all employed residents of Sedona age 16 or older work in either the Services Industry or in the Retail Trade Industry. The percentage of persons employed in the Services Industry is substantially higher than the state average. A more limited percentage of people work in the Finance, Insurance & Real Estate (FIRE) and Construction Industries.
- While the employed residents of Sedona may be deeply involved in the Services and Retail Trade industries, they are not necessarily performing low skill, low wage jobs. Roughly 68% are employed in White Collar jobs (only Clarkdale and Jerome are comparable). In fact, more than half of all employed residents of Sedona involved in Professional or Management, Business & Financial occupations.
- The percentage of employed residents engaged in Service occupations is higher in all of the Verde Valley communities with the exception of Clarkdale and Cornville.
- The percentage of employed residents of Sedona engaged in Blue Collar occupations is substantially lower than both Yavapai County and the State of Arizona.

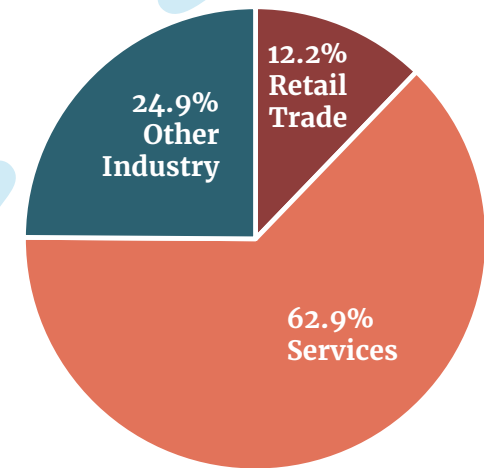
### Employed Population Age 16 & Over by Industry

	Sedona
<b>Total Households</b>	4,660
<b>Agriculture &amp; Mining</b>	0.3%
<b>Construction</b>	5.5%
<b>Manufacturing</b>	1.9%
<b>Wholesale Trade</b>	1.7%
<b>Retail Trade</b>	12.2%
<b>Transportation &amp; Utilities</b>	3.6%
<b>Information</b>	0.9%
<b>Finance, Insurance &amp; Real Estate</b>	6.8%
<b>Services</b>	62.9%
<b>Public Administration</b>	4.0%

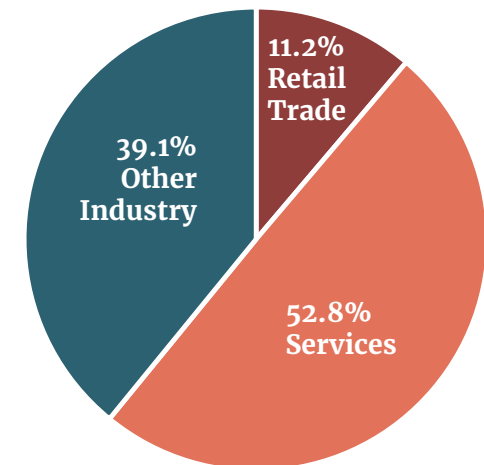
Sources: U.S. Bureau of the Census, ESRI

### Employed Population Age 16 & Over by Industry by Area

#### City of Sedona



#### Arizona



### About Industry & Occupation

The term “Industry” refers to the type of business or enterprise in which a specific resident of Sedona works.

The term “Occupation” defines the type of job or work performed by a resident of Sedona.

Both are measures of employed residents of Sedona 16 years or older regardless of location of employment.

### Employed Population Age 16 & Over by Occupation in Perspective

	Sedona	Camp Verde	Clarkdale	Cornville	Cottonwood	Jerome	Lake Montezuma	Verde Village	Village of Oak Creek	Yavapai County	State of Arizona
<b>Total Households</b>	4,660	4,680	2,096	1,929	5,543	319	2,180	5,766	2,403	101,916	3,571,954
<b>White Collar</b>	68.0%	44.7%	65.4%	62.9%	50.2%	71.8%	45.4%	57.4%	55.2%	57.7%	63.2%
<b>Management, Business &amp; Financial</b>	24.4%	13.0%	13.9%	25.4%	16.5%	22.9%	8.6%	15.5%	19.0%	15.0%	18.3%
<b>Professional</b>	27.4%	12.4%	28.9%	23.3%	15.0%	30.7%	23.5%	23.9%	18.4%	22.7%	24.6%
<b>Sales</b>	7.8%	9.1%	11.8%	3.6%	7.7%	16.9%	4.6%	9.4%	10.3%	9.5%	8.9%
<b>Administrative Support</b>	8.5%	10.3%	10.7%	10.7%	11.1%	1.3%	8.6%	8.6%	7.5%	10.5%	11.4%
<b>Services</b>	20.9%	33.8%	17.2%	16.1%	29.4%	23.8%	21.4%	21.9%	25.3%	20.5%	17.0%
<b>Blue Collar</b>	11.1%	21.5%	17.5%	20.9%	20.4%	4.4%	33.3%	20.6%	19.4%	21.8%	19.8%
<b>Farming, Forestry &amp; Fishing</b>	0.0%	0.0%	0.0%	0.6%	0.1%	0.0%	0.5%	0.2%	1.1%	0.3%	0.4%
<b>Construction/Extraction</b>	5.0%	10.2%	3.0%	9.4%	5.4%	2.2%	15.7%	8.5%	9.1%	7.2%	5.1%
<b>Installation, Maintenance &amp; Repair</b>	0.6%	0.9%	0.0%	0.7%	5.9%	0.0%	9.0%	2.9%	1.2%	3.5%	3.2%
<b>Production</b>	2.6%	3.5%	5.8%	5.4%	1.4%	2.2%	1.2%	3.4%	1.2%	3.8%	3.8%
<b>Transportation &amp; Material Moving</b>	2.9%	6.9%	8.6%	4.9%	7.6%	0.0%	6.8%	5.6%	6.9%	6.9%	7.3%

Sources: U.S. Bureau of the Census, ESRI

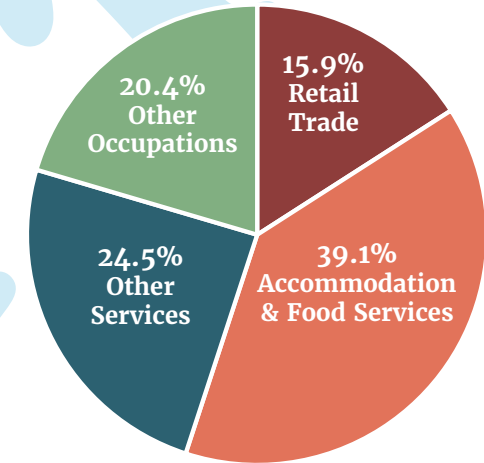
## WORKERS & COMMUTING

- More than half of all Sedona employees are involved in the Accommodation & Food Services or Retail Trade industries that are commonly associated with tourism. Only slightly more than 20% of employees are involved in industries other than Services and Retail Trade.
- Over one third of all employees in Sedona have only a high school diploma or less.
- Roughly 8 out of 10 employees in Sedona commute in from other communities and areas.
- Nearly 40% of employees travel between 10 and 24 miles to reach their place of employment in Sedona.
- Nearly 20% of Sedona employees live in the community. An additional 40% lived in various other Verde Valley communities (with the possibility of others located outside of incorporated and unincorporated communities in the Verde Valley).
- In 2022, a substantial number of employees – perhaps as high as 24% – commuted in from as far as 50 miles away or greater.

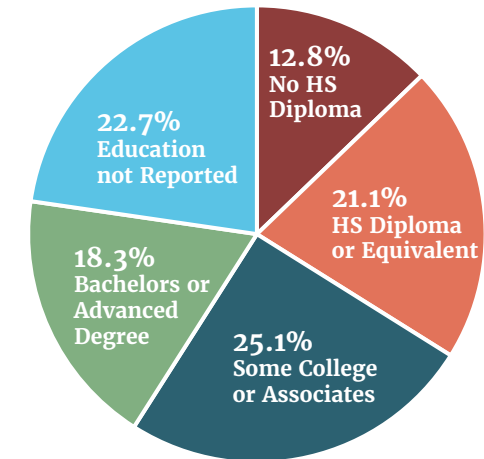
## Employment in Sedona by Industry

	Percent
Total Employees, 2022	4,660
Agriculture & Mining	0.0%
Construction	3.6%
Manufacturing	1.7%
Wholesale Trade	1.2%
Retail Trade	15.9%
Transportation & Utilities	3.6%
Information	1.5%
Finance, Insurance & Real Estate	4.6%
Services	63.6%
Professional, Scientific, and Technical Services	3.5%
Management of Companies and Enterprises	0.4%
Administration & Support, Waste Management and Remediation	5.9%
Educational Services	3.0%
Health Care and Social Assistance	5.1%
Arts, Entertainment, and Recreation	2.2%
Accommodation and Food Services	39.1%
Other Services (excluding Public Administration)	4.4%
Public Administration	4.3%

## Employment by Largest Industries

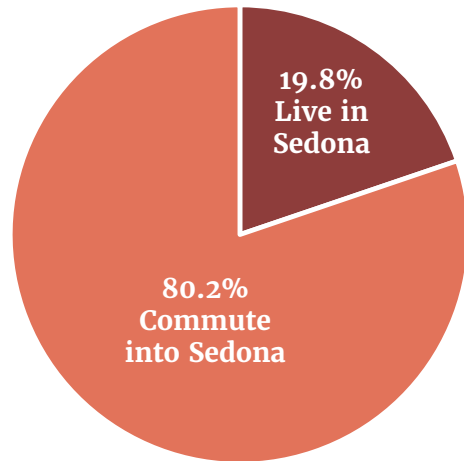


## Employees by Educational Attainment



Sources: U.S. Bureau of the Census, On the Map

### Employees by Commute, 2022

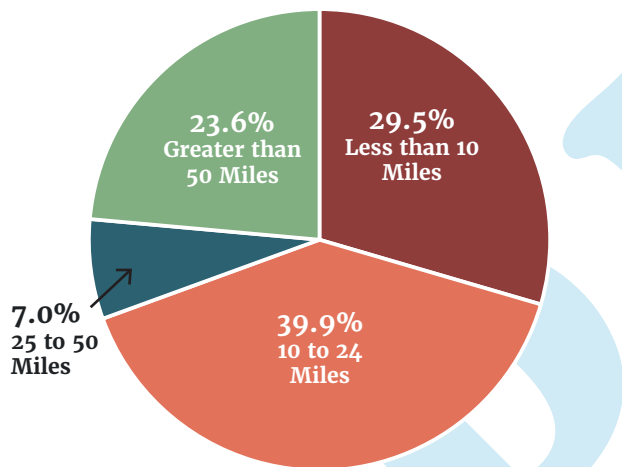


#### About Available Commute Data

Most data associated with this study is based on estimates for 2025. Unfortunately, the most recent available data on commuting available through the US Bureau of the Census was conducted in 2022. Commute patterns during that time were disrupted and altered by lingering impacts of COVID.

It is possible that data, such as the percentage of people traveling to Sedona from extensive distances such as Phoenix and beyond are somewhat different today as living patterns have stabilized.

### Employee Commute by Distance



### Commute by Location

Place of Residence	Share
Sedona	19.8%
Cottonwood	11.6%
Verde Village	9.8%
Village of Oak Creek	6.2%
Phoenix	5.7%
Flagstaff	4.8%
Camp Verde	4.5%
Cornville	3.3%
Clarkdale	2.6%
Lake Montezuma	2.5%
Mesa	1.5%
Glendale	1.5%
Prescott Valley	1.4%
Prescott	1.1%
All Other Locations	23.6%

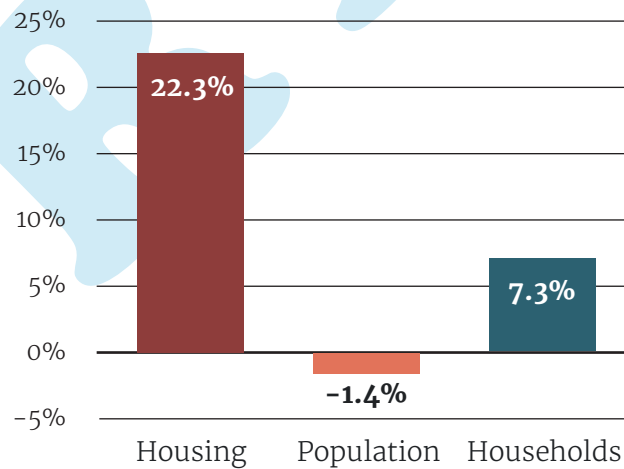
## GENERAL HOUSING SUPPLY

- Housing, like population and households, grew dramatically between 1970 and 2000 spurred by retirees and families moving into the area or construction of a limited number of second homes.
- Between 2000 and 2025, housing growth substantially outpaced population and household growth – the first indication of growth in second homes and housing for short term rentals.
- While Sedona slid to fourth most populous city in the Verde Valley it continues to rank first in the number of housing units.
- Sedona ranks near the bottom among Verde Valley communities in housing growth rate. In most communities the housing growth rate closely mirrors population growth.
- The gap between housing and population or household growth is most significant in Sedona, followed by Village of Oak Creek, Clarkdale and Cornville.
- Today, nearly four in ten residential parcels in Sedona has a mailing address outside of the city – indicating a high level of housing in Sedona used as either a second home, an investment property for short term rental – or both.

## Housing Growth Over Time in Sedona vs Population and Households

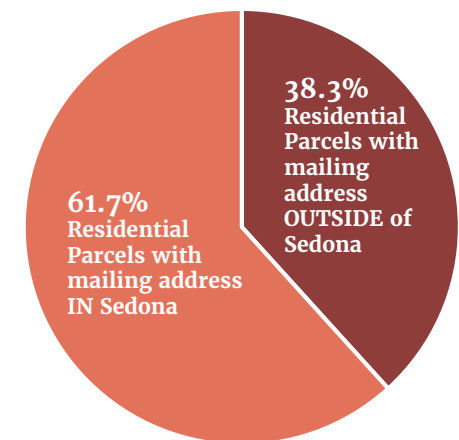
	Housing Units		Population		Households	
	Number	Growth Rate	Number	Growth Rate	Number	Growth Rate
<b>1970</b>	1,168		2,022		855	
<b>1980</b>	2,706	131.7%	5,368	165.5%	1,864	118.0%
<b>1990</b>	4,351	60.8%	7,645	42.4%	2,917	56.5%
<b>2000</b>	5,677	30.5%	10,192	33.3%	4,928	68.9%
<b>2010</b>	6,371	12.2%	10,036	-1.5%	4,976	1.0%
<b>2020</b>	6,671	4.7%	9,684	-3.5%	4,997	0.4%
<b>2025</b>	6,941	4.0%	10,048	3.8%	5,286	5.8%
<b>Growth Rate: 1970 to 2000</b>		386.0%		404.1%		476.4%
<b>Growth Rate: 2000 to 2025</b>		22.3%		-1.4%		7.3%

### Growth Rates, 2000 to 2025



Sources: U.S. Bureau of the Census, ESRI

### Residential Parcels by Ownership



Sources: City of Sedona

### Ranking Sedona to Eight Other Verde Valley Communities by Housing and Housing Growth

2025 Housing Units	2025 Population	2025 Households	2000 To 2025 Housing Growth Rate	Largest Gap in Housing & Population Growth	Largest Gap in Housing and Household Growth
<b>1st</b>	<b>4th</b>	<b>2nd</b>	<b>8th</b>	<b>1st</b>	<b>1st</b>

### Housing Growth in Comparison by Area

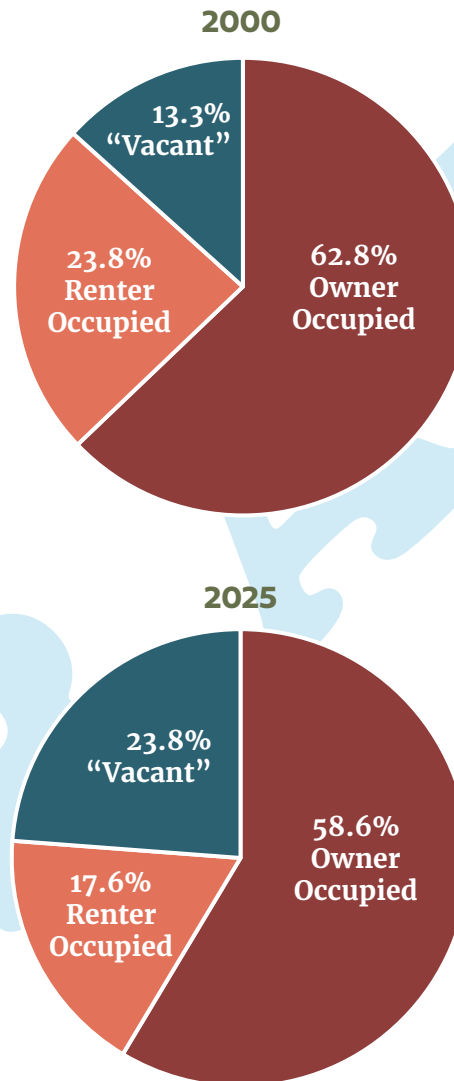
	Sedona	Camp Verde	Clarkdale	Cornville	Cottonwood	Jerome	Lake Montezuma	Verde Village	Village of Oak Creek	Yavapai County	State of Arizona
<b>2000 Housing Units</b>	5,677	3,969	1,508	1,492	4,531	230	1,667	4,268	3,184	81,724	2,189,180
<b>2025 Housing Units</b>	6,941	5,337	2,453	1,838	6,508	335	2,475	5,094	4,453	129,939	3,306,578
<b>2000 to 2025 Growth Rate</b>	22.3%	34.5%	62.7%	23.2%	43.6%	45.7%	48.5%	19.4%	39.9%	59.0%	51.0%
<b>Gap in Housing &amp; Population Growth (by percentage point)</b>	23.7%	2.3%	16.8%	14.6%	3.5%	-14.8%	-7.0%	5.1%	21.4%	8.5%	3.0%
<b>Gap in Housing &amp; Household Growth (by percentage point)</b>	15.0%	-0.3%	5.9%	1.5%	-7.8%	-10.9%	-3.3%	0.6%	8.1%	-2.2%	-2.9%

Sources: U.S. Bureau of the Census, ESRI

## HOUSING TENURE

- Between 2000 and 2025 the percent of housing units classified as “Vacant” in Sedona grew, largely at the cost of Renter Occupied Units.
- Today, almost 24% of the housing units in Sedona are classified as “Vacant”. It is extremely likely that the very large majority of those units are comprised of second homes and short term rentals (a minimum of 18% is comprised of short term rentals).
- Most Verde Valley communities have a higher percentage of housing stock dedicated to renters than Sedona. In 2000, Sedona ranked 4th. In 2025, the community slid to 6th.
- Only the Village of Oak Creek has a greater percentage of housing units classified as “Vacant” than Sedona. Remaining Verde Valley communities are substantially lower.
- Sedona is not the only community seeing a rise in the number of units classified as “Vacant”. The Village of Oak Creek, Cornville and Clarkdale also saw increases.

## Housing Tenure in Sedona Over Time



**Defining “Vacant”** Anyone in Sedona can agree that 23.8% of the total housing stock is not actually vacant.

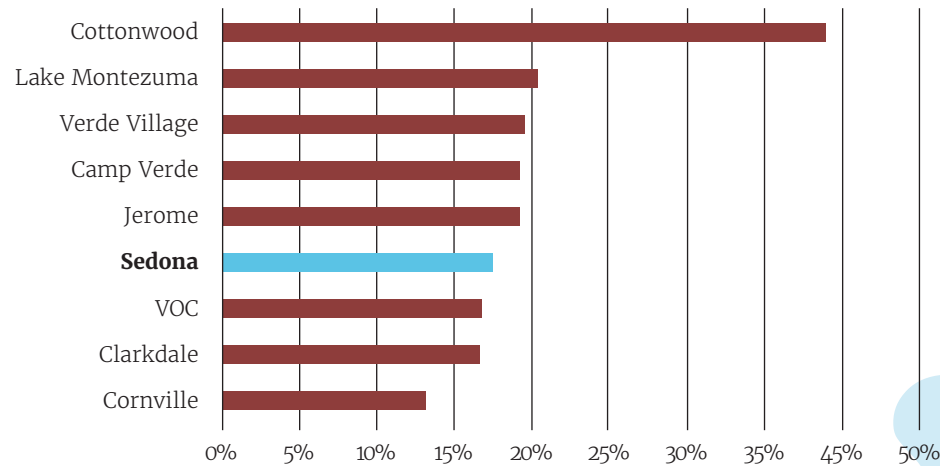
A home is defined by the Bureau of the Census as vacant “if no one is living in it at the time of the interview, unless its occupants are temporarily absent. In addition, a vacant unit may be one which is entirely occupied by persons who have a usual residence elsewhere.”

In the American Community Survey, vacant units are subdivided into categories of vacant units for rent; for sale only; rented or sold but not occupied; for seasonal, recreational or occasional use; for migrant workers, or other.

Most important to Sedona are vacant units “for seasonal, recreational, or occasional use”. Second homes and particularly short term rentals fall into this category.

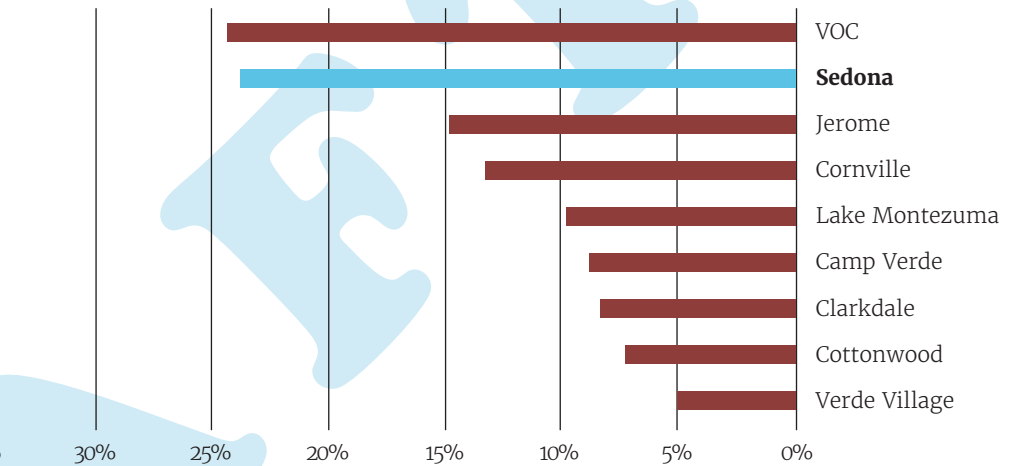
A breakdown of data beyond total vacant units was not included due to very high margins of error beyond the broader categories of Owner, Renter and Vacant.

### Percent of Housing Classified as Renter Occupied



Sources: U.S. Bureau of the Census, ESRI

### Percent of Housing Classified as "Vacant"



Sources: U.S. Bureau of the Census, ESRI

### Housing Tenure in Perspective

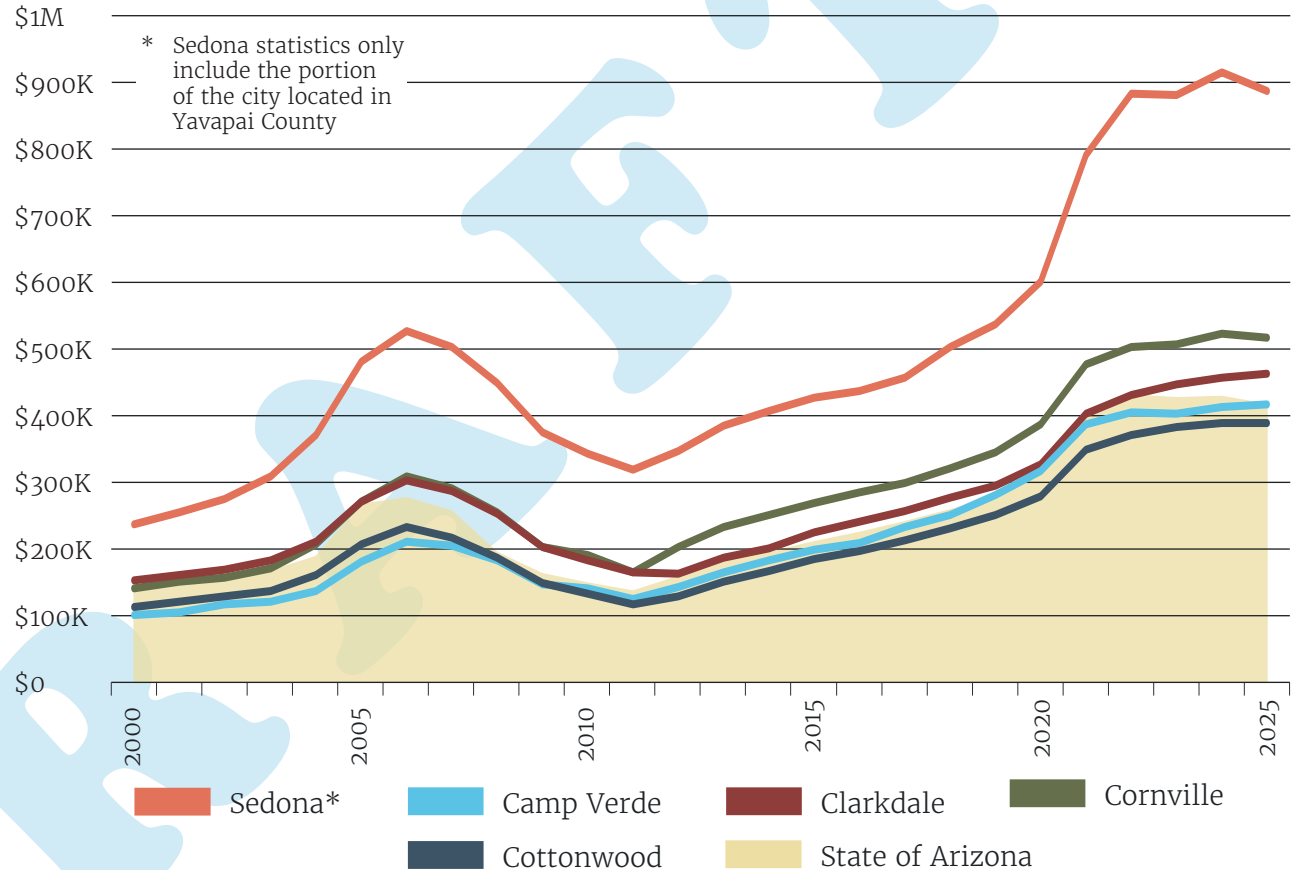
	Sedona	Camp Verde	Clarkdale	Cornville	Cottonwood	Jerome	Lake Montezuma	Verde Village	Village of Oak Creek	Yavapai County	State of Arizona
<b>2000 Housing Units</b>	5,677	3,969	1,508	1,492	4,531	230	1,667	4,268	3,184	81,724	2,189,180
<b>Owner Occupied</b>	62.8%	72.5%	74.9%	68.6%	49.0%	49.1%	66.3%	77.5%	57.1%	63.0%	59.1%
<b>Renter Occupied</b>	23.8%	18.5%	17.6%	22.1%	41.0%	33.5%	22.0%	17.3%	24.8%	22.8%	27.8%
<b>"Vacant"</b>	13.3%	9.0%	7.4%	9.2%	10.0%	17.4%	11.7%	5.2%	18.1%	14.1%	13.1%
<b>2025 Housing Units</b>	6,941	5,337	2,453	1,838	6,508	335	2,475	5,094	4,453	129,939	3,306,578
<b>Owner Occupied</b>	58.6%	71.8%	74.8%	73.6%	53.7%	66.0%	69.7%	75.2%	58.8%	67.2%	60.7%
<b>Renter Occupied</b>	17.6%	19.4%	16.8%	13.3%	39.0%	19.1%	20.5%	19.7%	16.9%	19.8%	27.8%
<b>"Vacant"</b>	23.8%	8.8%	8.4%	13.2%	7.3%	14.9%	9.8%	5.1%	24.3%	12.9%	11.5%

Sources: U.S. Bureau of the Census, ESRI

## VALUE & AFFORDABILITY

- Sedona has historically been more expensive than other Verde Valley communities and, over time, has become more so – particularly beginning with COVID.
- By Housing Affordability Index, Sedona is very unaffordable, particularly for persons making the median household income. However, none of the Verde Valley communities or the state as a whole are considered affordable for their population.
- The average Sedona household with a home and a mortgage pay 64.5% of their monthly income to the mortgage – more than double what is considered a reasonable amount.
- Over half of owners and 46% of renters in Sedona dedicate more than 30% of their income toward housing costs and are therefore considered “cost burdened”. Nearly one of every four Sedona homeowners pay more than 50% to housing costs.
- Less than half of Sedona owner households have a mortgage – a substantially lower number than usual and a reflection of local wealth and age.
- Average Gross Rent in Sedona is actually roughly on par with the State of Arizona.

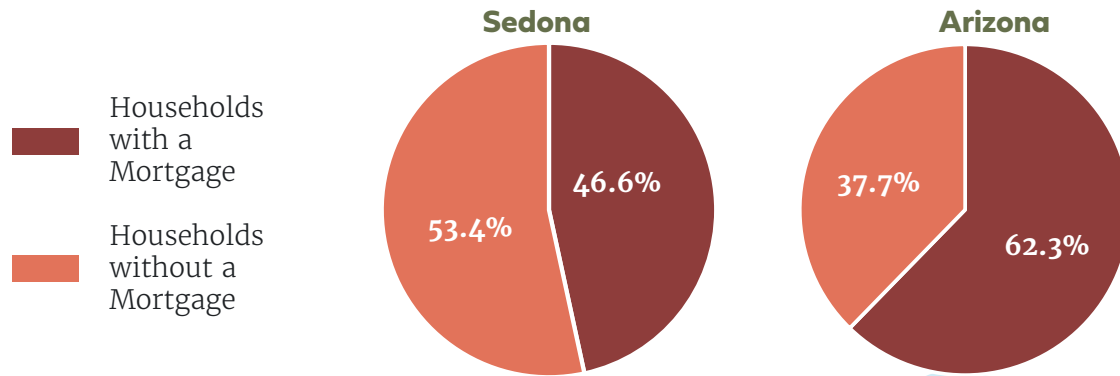
## Average Sales Price for Certain Areas Over Time\*



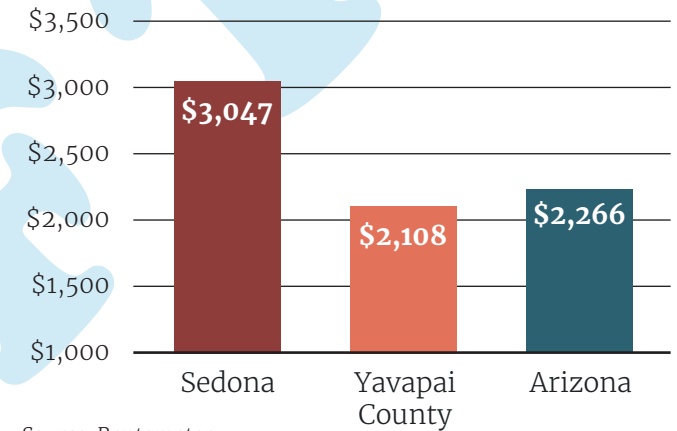
Sources: Yavapai County Assessor's Office

**Housing Affordability Index (HAI).** HAI measures the ability of a household earning the median income in an area to afford a median valued home. A score of 100 means the median value home is exactly affordable for a household earning the median household income. A score lower than 100 means less affordability (defined as sufficient income for a 30 year conventional mortgage with 20% down).

### Owned Housing Units with a Mortgage



### Average Gross Rent for a 2BR Home



Source: Rentometer

### Housing Value and Affordability in Perspective

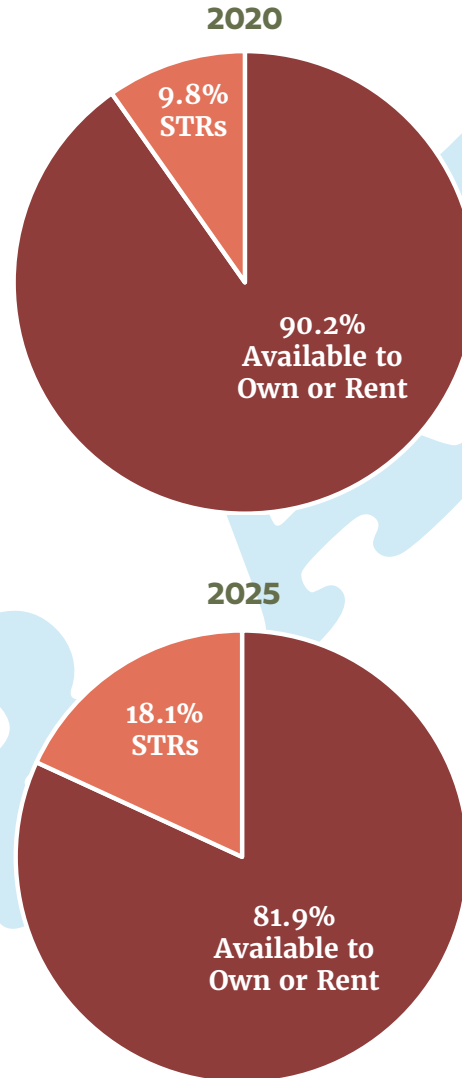
	Sedona	Camp Verde	Clarkdale	Cornville	Cottonwood	Jerome	Lake Montezuma	Verde Village	Village of Oak Creek	Yavapai County	State of Arizona
<b>Average Home Value</b>	\$844,267	\$399,075	\$463,397	\$599,170	\$492,113	\$551,414	\$371,916	\$420,737	\$775,571	\$551,883	\$495,727
<b>Median Home Value</b>	\$769,824	\$355,951	\$429,394	\$520,423	\$395,671	\$573,148	\$356,226	\$374,721	\$707,195	\$477,949	\$429,848
<b>Housing Affordability Index (HAI)</b>	40	70	41	61	50	41	75	79	46	76	61
<b>Percent of Income Dedicated to a Mortgage</b>	64.5%	35.4%	60.6%	41.6%	50.5%	61.1%	33.2%	31.7%	55.2%	32.5%	41.5%
<b>Cost Burden</b>											
<b>Owners with a Mortgage</b>											
<b>Over 30% of Income</b>	51%	30%	48%	26%	28%	75%	31%	35%	42%	34%	25%
<b>Over 50% of Income</b>	25%	5%	37%	11%	12%	47%	30%	15%	29%	17%	10%
<b>Renters</b>											
<b>Over 30% of Income</b>	46%	40%	53%	33%	36%	57%	34%	33%	43%	39%	45%
<b>Over 50% of Income</b>	16%	22%	34%	23%	18%	33%	27%	19%	24%	20%	22%

Sources: U.S. Bureau of the Census, ESRI

## SHORT TERM RENTALS

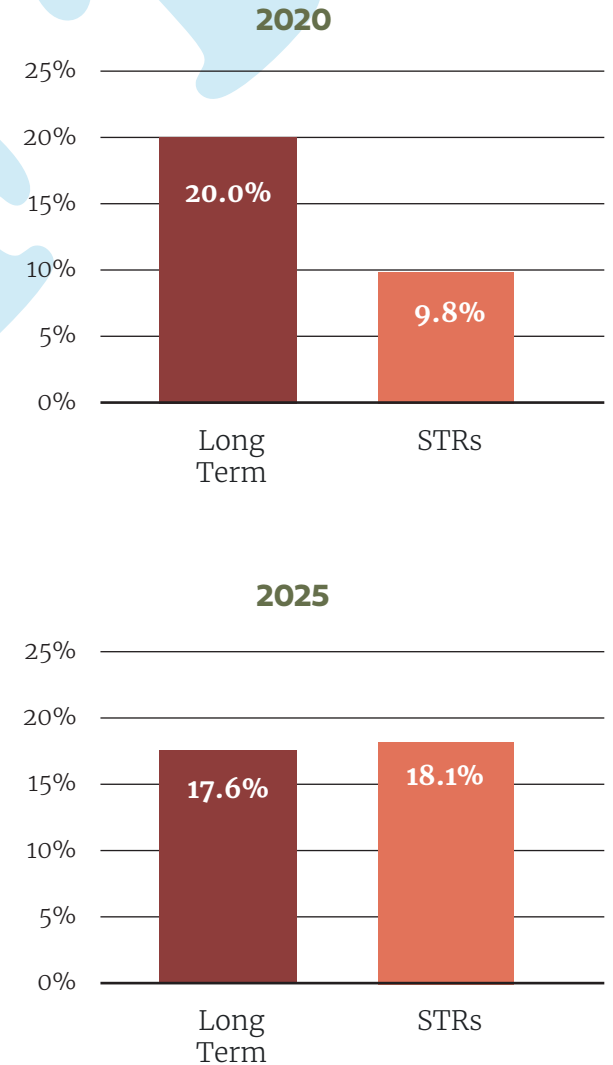
- The percentage of Sedona’s housing stock consumed by short term rentals (STRs) nearly doubled between 2020 and 2025.
- The spike in STR growth during and after COVID is in direct correlation to the significant increase in home value as homes came to be viewed as a tourism investment opportunity.
- Lack of options for housing growth means that the increase in STRs comes as the cost of available housing for residents, particularly renters. In 2025 the percentage of housing devoted to STRs is greater than the amount available to renters.
- The STR market is evolving. The number of apartments, private units in homes, condos, townhomes, and private rooms used for short term rental are declining. On the other hand, the number of guest houses and single family homes is increasing. The increase in single family homes used as STRs is increasing at a notable rate.

### STRs as Percent of Housing Stock



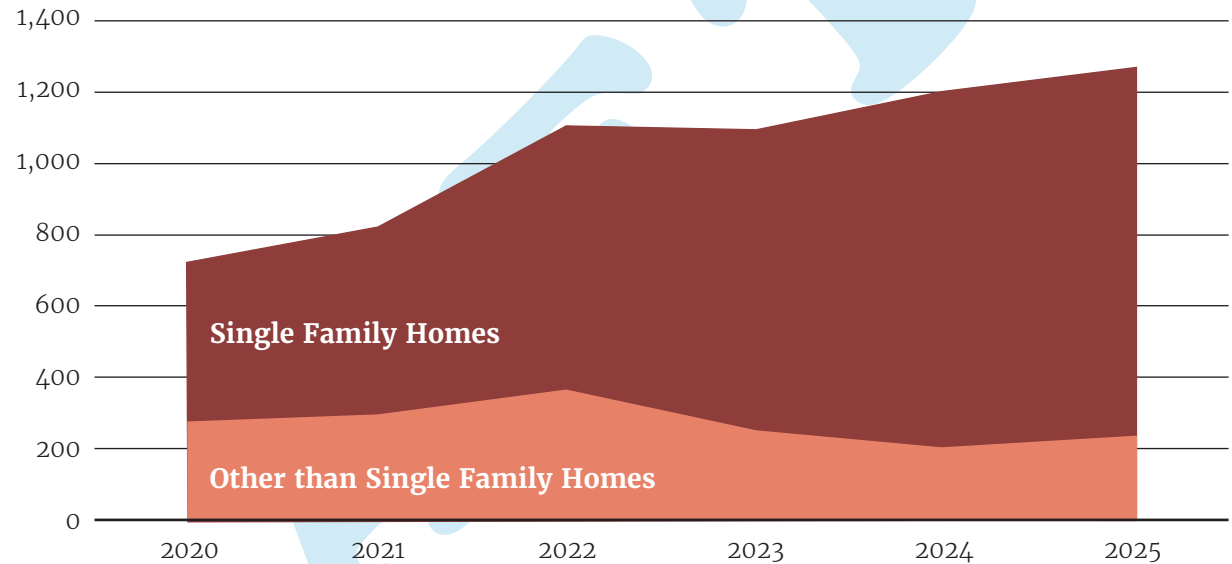
Sources: City of Sedona

### Short Term vs Long Term Stock



Sources: U.S. Bureau of the Census, ESRI, City of Sedona

### Short Term Rental Units Over Time



### Changes in Short Term Rental Units in Sedona Over Time

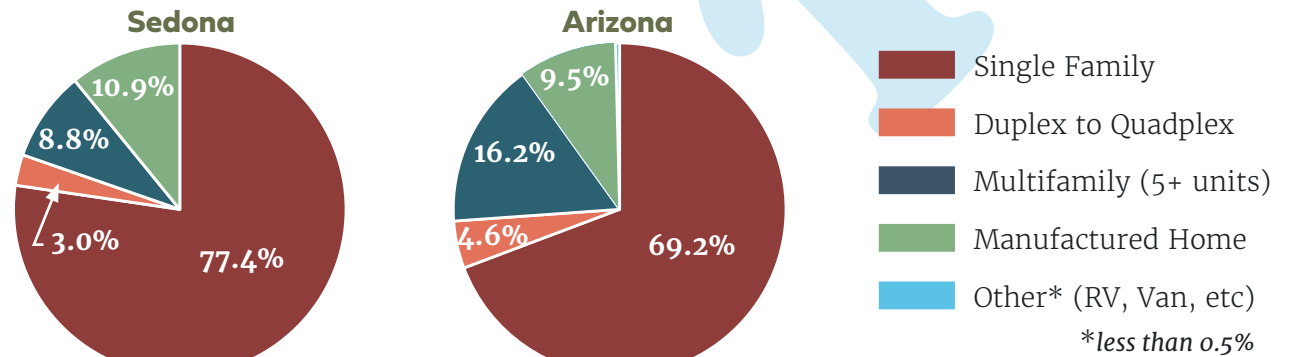
	Apartments/ Private Unit in Homes	Condos & Townhouses	Private Rooms	Guest Houses & Casitas	Single Family Homes	Total	Growth Rate
<b>2020</b>	86	58	72	57	454	727	
<b>2021</b>	91	57	82	65	527	822	13.1%
<b>2022</b>	98	64	119	80	742	1,103	34.2%
<b>2023</b>	74	39	65	71	850	1,099	-0.4%
<b>2024</b>	95	42	16	55	993	1,201	9.3%
<b>2025</b>	67	51	25	86	1,041	1,270	5.7%
<b>Change in Type</b>	-22.1%	-12.1%	-65.3%	50.9%	129.3%	74.7%	

Sources: City of Sedona

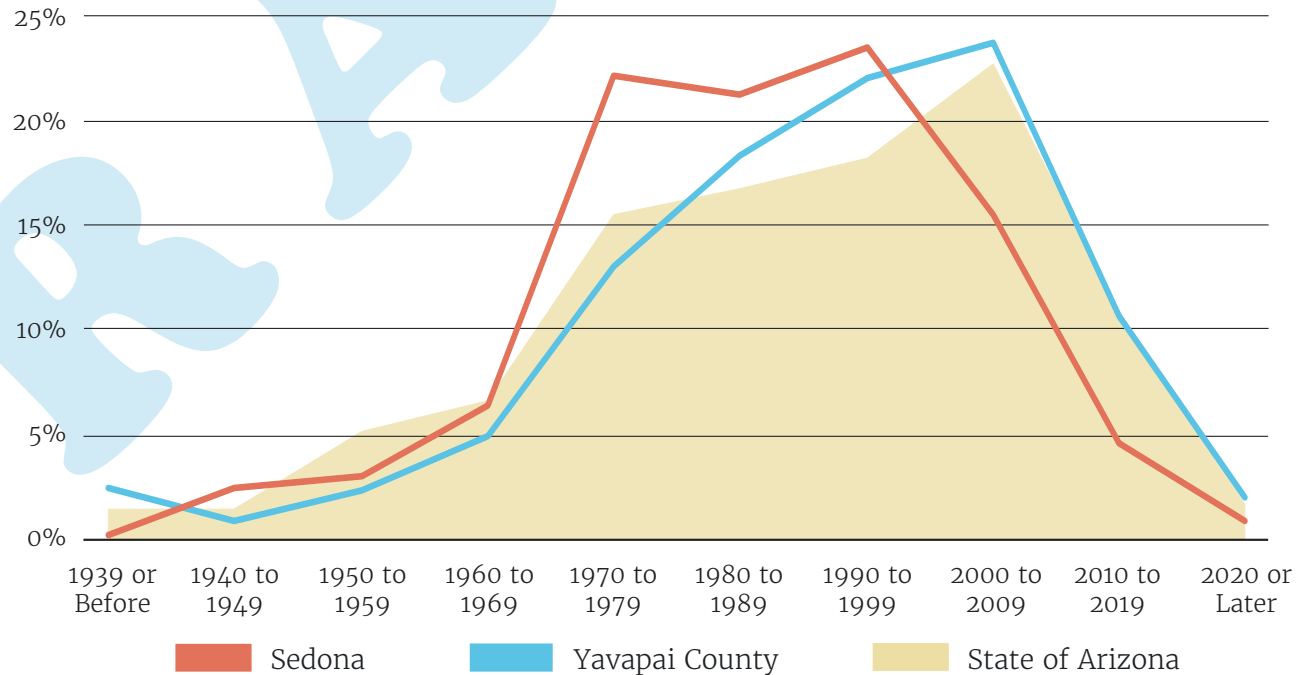
## HOUSING TRAITS

- Sedona is very prominently comprised of single family homes (both attached and detached) – a higher percentage than any of the Verde Valley communities, Yavapai County, or the state.
- The community has a limited number of duplexes, triplexes and quadplexes, even in comparison to other Verde Valley communities. The percentage of multifamily units is third highest in the Verde Valley, but lags significantly behind the state as a whole.
- More than 1 in 10 homes in Sedona is a manufactured or mobile home (determined by the year built).
- Sedona has one of the oldest housing stocks in the Verde Valley – with the exception of Jerome. In alignment with the population boom, 2 of 3 homes in Sedona were constructed between 1970 and 1999. In fact, the majority of homes throughout the Verde Valley were constructed in the same period of time.
- Only 21% of Sedona homes have been constructed since 2000.

## Housing Units by Major Categories of Units in Structure



## Housing Units by Year Structure Built



Sources: U.S. Bureau of the Census, ESRI

## Housing Units by Units in Structure in Perspective

	Sedona	Camp Verde	Clarkdale	Cornville	Cottonwood	Jerome	Lake Montezuma	Verde Village	Village of Oak Creek	Yavapai County	State of Arizona
<b>Total Structures</b>	6,822	5,018	2,591	1,612	6,964	340	2,742	5,209	4,537	124,032	3,142,443
<b>Single Family</b>	<b>77.4%</b>	<b>59.2%</b>	<b>75.5%</b>	<b>73.2%</b>	<b>45.6%</b>	<b>76.5%</b>	<b>65.4%</b>	<b>70.3%</b>	<b>74.0%</b>	<b>70.5%</b>	<b>69.2%</b>
<b>Single Family Detached</b>	71.3%	57.3%	73.3%	70.2%	41.2%	69.4%	65.4%	69.6%	67.4%	67.1%	64.1%
<b>Single Family Attached</b>	6.1%	1.9%	2.2%	3.0%	4.4%	7.1%	0.0%	0.7%	6.6%	3.4%	5.1%
<b>Duplex to Quadplex</b>	<b>3.0%</b>	<b>3.0%</b>	<b>1.7%</b>	<b>0.0%</b>	<b>16.6%</b>	<b>20.3%</b>	<b>4.9%</b>	<b>5.9%</b>	<b>5.8%</b>	<b>5.3%</b>	<b>4.6%</b>
<b>Duplex</b>	1.3%	0.4%	0.3%	0.0%	5.7%	14.7%	1.4%	3.2%	5.6%	2.4%	1.3%
<b>Triplex/Quadplex</b>	1.7%	2.6%	1.4%	0.0%	10.9%	5.6%	3.5%	2.7%	0.2%	2.9%	3.3%
<b>Multifamily (5+ Units)</b>	<b>8.8%</b>	<b>6.1%</b>	<b>8.5%</b>	<b>3.5%</b>	<b>21.5%</b>	<b>1.5%</b>	<b>0.2%</b>	<b>0.5%</b>	<b>17.3%</b>	<b>6.7%</b>	<b>16.2%</b>
<b>5 to 9 units</b>	5.1%	2.4%	5.6%	3.1%	10.4%	1.5%	0.0%	0.5%	7.5%	2.6%	3.6%
<b>10 to 19 units</b>	2.7%	0.0%	1.3%	0.4%	0.0%	0.0%	0.2%	0.0%	2.8%	0.8%	3.9%
<b>20 to 49 units</b>	0.3%	1.5%	0.0%	0.0%	7.1%	0.0%	0.0%	0.0%	2.7%	1.4%	2.5%
<b>50 or more units</b>	0.7%	2.2%	1.6%	0.0%	4.0%	0.0%	0.0%	0.0%	4.3%	1.9%	6.2%
<b>Manufactured Home</b>	<b>10.9%</b>	<b>31.1%</b>	<b>14.3%</b>	<b>19.1%</b>	<b>16.3%</b>	<b>1.8%</b>	<b>21.3%</b>	<b>22.6%</b>	<b>2.0%</b>	<b>16.5%</b>	<b>9.5%</b>
<b>Other (RV, Van, etc)</b>	<b>0.0%</b>	<b>0.5%</b>	<b>0.0%</b>	<b>4.3%</b>	<b>0.1%</b>	<b>0.0%</b>	<b>8.2%</b>	<b>0.7%</b>	<b>0.9%</b>	<b>1.0%</b>	<b>0.4%</b>

## Housing Units by Year Structure Built in Perspective

	Sedona	Camp Verde	Clarkdale	Cornville	Cottonwood	Jerome	Lake Montezuma	Verde Village	Village of Oak Creek	Yavapai County	State of Arizona
<b>Built since 2010</b>	5.4%	4.9%	8.3%	0.5%	11.1%	0.0%	3.7%	3.4%	5.8%	12.7%	12.5%
<b>Built since 2000</b>	20.9%	31.3%	21.5%	17.2%	29.7%	7.1%	26.3%	15.1%	26.7%	36.4%	35.2%
<b>Built prior to 2000</b>	78.8%	68.6%	78.5%	82.8%	70.4%	92.9%	73.7%	85.0%	73.3%	63.8%	64.9%
<b>Built prior to 1980</b>	34.1%	25.6%	22.4%	32.6%	31.0%	84.9%	32.5%	17.7%	17.1%	23.5%	30.0%
<b>Median Year Structure Built</b>	1987	1991	1988	1989	1991	1938	1991	1988	1992	1994	1992

Sources: U.S. Bureau of the Census, ESRI

## RECOGNIZING THE GAPS

Sedona has long been a tourist and retirement destination; however, over time the community has quietly transformed to a place that is both unaffordable and unavailable for specific groups that have long played a role in building the character of the community. The absence of those groups plays a noticeable role in the social and economic resilience of the community. Without them, Sedona is increasingly and very nearly exclusively becoming a community for retirees and tourists.

Targeting specific households would address a number of gaps and restore a level of balance and sustainability to the community. While presented separately to note specific traits, some households could represent as many as three of the four target groups.

## Working Age & Children

Working age families with children are the backbone of long-term community stability and statistics show that they have been steadily and quietly leaving Sedona for other Verde Valley communities or leaving the Verde Valley entirely. Statistically, the increased loss of both working age adults and children has contributed to the dramatic rise in median age in the community as well as the shrinking household size. The loss of families with children has been a blow to school enrollment as well as daily services businesses. Economically, the result is the leakage of lost revenue for the city to the benefit of surrounding communities. Equally important, however is the risk created as the community continues to age and “hollow out” with very limited local, generational growth. This is realized by institutional changes that are already taking place in Sedona as the school district is forced to reduce services and the hospital transfers services to other communities with a more well balanced demographic.



## Working Age Households Earning \$50,000 to \$200,000

Sedona has an abundant number of stories of people that could add value to the community and the labor pool but they simply cannot afford to live in the community. In many cases these are potentially critical employees – teachers, nurses, even doctors. More, employees considered “first responders” in emergency situations such as police and firefighters live outside of Sedona. In fact only three members of the Sedona Police Department and the Sedona Fire District live in Sedona. It is typical, particularly in a tourist community, for a large part of the workforce to live outside of the city; however, in Sedona the figure is not only high, but it creates both economic and physical risk.

Statistics show that Sedona’s “missing middle” is expansive – from households earning \$50,000 to those earning up to \$200,000. A modest effort to increase opportunities for this group would allow for a return to opportunities for upward mobility within Sedona rather than dependence exclusively on people moving to Sedona after building wealth outside of the community.

## Working Age Hospitality & Service Workers

The tourism and hospitality industries represent the engine that drives the Sedona economy and allows residents of this community to enjoy a life with very limited property tax. The combination of services and retail sectors include more than half of all Sedona employees and they are among the lowest wage earners. They are also the working age group most at risk of severe housing cost burden. Equally important, due to rising costs across the Verde Valley, they are also the most likely sector to commute long distances or seek alternative arrangements to affordably work in Sedona.

Establishing housing for all tourism and hospitality workers is a nearly impossible task and is not recommended. By increasing the availability of housing for a portion of employees the community reduces staff turnover, commuter traffic and economic leakage into other areas while substantially increasing quality of life, reliability and service improvement.

## Cost Burdened Sedona Seniors

A number of seniors have enjoyed the opportunity to age in place in Sedona and would like to remain in the community but are either no longer able to maintain their home or are faced with income restrictions that make remaining in Sedona difficult. Today, the US Bureau of the Census estimates that 565 senior households (age 65 and older) in Sedona pay more than 35% of their income toward housing costs. Many, even if offered the opportunity, would not leave their home (or enjoy sufficient remaining wealth outside of income to be able to afford their home). However, for some, an attainable housing alternative would allow for residents to remain in their community of choice either through senior housing or assisted living. More, the transition to senior housing would allow a portion of the housing units that were occupied by seniors to return to the marketplace for circulation.

## WHAT DOES “ATTAINABLE” LOOK LIKE?

- For both renters and owners, the benchmark to attainability is to spend no more than 30 percent of gross income toward housing costs.
- A Yavapai County household of four would have to earn 2.4 times the median income to afford the median purchase price of a home in Sedona. The same household in Coconino County would have to earn 2.0 times the median income.
- The majority of people in critical occupations ranging from those important to the tourism economy to educators, health care professionals, police and firefighters cannot afford housing in Sedona.

## 2025 AMI Income Ranges by County

**Amount of Annual Household Income Needed to Afford the Median Purchase Price of a Sedona Home in 2025**

**\$214,500**

**Area Median Income (AMI).** Area Median Income is defined by HUD as the median household income for a specific area. It is adjusted to a specific area (in the case of Sedona it is provided for Yavapai County and Coconino County). It is also adjusted based on the number of persons in a household. AMI is used to set income limits for various housing programs.

Percent of AMI	1 Person Household	2 Person Household	3 Person Household	4 Person Household	5 Person Household	6 Person Household	Category
<b>Yavapai County</b>							
<b>50</b>	\$31,700	\$36,250	\$40,750	\$45,300	\$48,950	\$52,550	Low Income
<b>80</b>	\$50,720	\$58,000	\$65,200	\$72,480	\$78,320	\$84,080	Workforce
<b>100</b>	\$63,400	\$72,500	\$81,500	\$90,600	\$97,900	\$105,100	Workforce
<b>120</b>	\$76,080	\$87,000	\$97,800	\$108,720	\$117,480	\$126,120	Workforce
<b>150</b>	\$95,100	\$108,750	\$122,250	\$135,900	\$146,850	\$157,650	Workforce
<b>200</b>	\$126,800	\$145,000	\$163,000	\$181,200	\$195,800	\$210,200	Market Rate
<b>Coconino County</b>							
<b>50</b>	\$38,200	\$43,650	\$49,100	\$54,550	\$58,900	\$63,250	Low Income
<b>80</b>	\$61,120	\$69,840	\$78,560	\$87,280	\$94,240	\$101,200	Workforce
<b>100</b>	\$76,400	\$87,300	\$98,200	\$109,100	\$117,800	\$126,500	Workforce
<b>120</b>	\$91,680	\$104,760	\$117,840	\$130,920	\$141,360	\$151,800	Workforce
<b>150</b>	\$114,600	\$130,950	\$147,300	\$163,650	\$176,700	\$189,750	Workforce
<b>200</b>	\$152,800	\$174,600	\$196,400	\$218,200	\$235,600	\$253,000	Market Rate

Sources: U.S. Bureau of the Census, ESRI

### Examples of Attainability by Occupation

	Childcare Worker	Hotel Line Cook	SOCUSD Teacher	Sedona PD Officer	Sedona FD Firefighter & Medic	Registered Nurse	Nurse Practitioner	Family Medicine Practitioner
<b>Salary</b>	<b>\$34,000</b>	<b>\$47,300</b>	<b>\$53,000</b>	<b>\$80,000</b>	<b>\$85,000</b>	<b>\$101,000</b>	<b>\$126,000</b>	<b>\$188,000</b>
<b>To Purchase</b>								
<b>Gross Monthly Income</b>	\$2,833	\$3,942	\$4,417	\$6,667	\$7,083	\$8,417	\$10,500	\$15,667
<b>Maximum Monthly Housing Budget</b>	<b>\$850</b>	<b>\$1,183</b>	<b>\$1,325</b>	<b>\$2,000</b>	<b>\$2,125</b>	<b>\$2,525</b>	<b>\$3,150</b>	<b>\$4,700</b>
<b>Amount for Insurance + HOA (est)</b>	\$300	\$400	\$400	\$500	\$500	\$550	\$600	\$650
<b>Remainder available for mortgage payment</b>	\$550	\$783	\$925	\$1,500	\$1,625	\$1,975	\$2,550	\$4,050
<b>Loan Size 30yr @ 7% interest</b>	\$82,707	\$117,669	\$139,098	\$225,564	\$244,361	\$296,992	\$383,459	\$609,023
<b>Downpayment (20%)</b>	\$20,677	\$29,417	\$34,774	\$56,391	\$61,090	\$74,248	\$95,865	\$152,256
<b>Total Home Price</b>	<b>\$103,383</b>	<b>\$147,086</b>	<b>\$173,872</b>	<b>\$281,955</b>	<b>\$305,451</b>	<b>\$371,241</b>	<b>\$479,323</b>	<b>\$761,278</b>
<b>To Rent</b>								
<b>Maximum Monthly Housing Budget</b>	<b>\$850</b>	<b>\$1,183</b>	<b>\$1,325</b>	<b>\$2,000</b>	<b>\$2,125</b>	<b>\$2,525</b>	<b>\$3,150</b>	<b>\$4,700</b>
<b>Utilities (est)</b>	\$348	\$348	\$348	\$348	\$348	\$348	\$348	\$348
<b>Maximum Monthly Base Rent</b>	<b>\$502</b>	<b>\$834</b>	<b>\$975</b>	<b>\$1,649</b>	<b>\$1,773</b>	<b>\$2,172</b>	<b>\$2,796</b>	<b>\$4,347</b>

Sources: City of Sedona, Greater Sedona Chamber of Commerce, Sedona-Oak Creek USD, Sedona Fire District, State of Arizona

## INITIAL 10 YEAR TARGETS

To return Sedona to a healthier, more dynamic and sustainable balance as a community, this report proposes a series of targets as well as alternative scenarios for reaching those targets. Each is designed to address the gaps identified by this report.

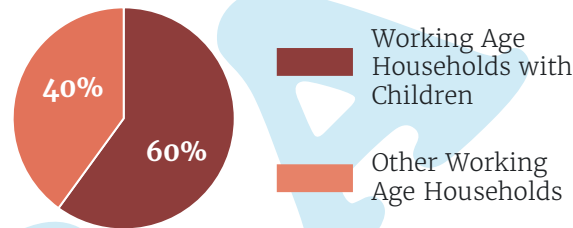
- Stabilize and increase total student enrollment in Sedona schools by **50%**
- Increase the percentage of population that is below age 65 to **60%**
- Increase the percentage of critical employees living in Sedona by **15%**
- Reduce the number of cost-burdened seniors by **35%**
- Redeploy **85 units** formerly occupied by income restricted seniors back into the marketplace
- Reduce the percentage of cost-burdened hospitality and service households by **25%**
- Reduce the number of employees that commute into Sedona for work from 80% to **70%**
- Roughly half of units for working age households to be **ownership**

## SCENARIO ONE: 60/40 SPLIT

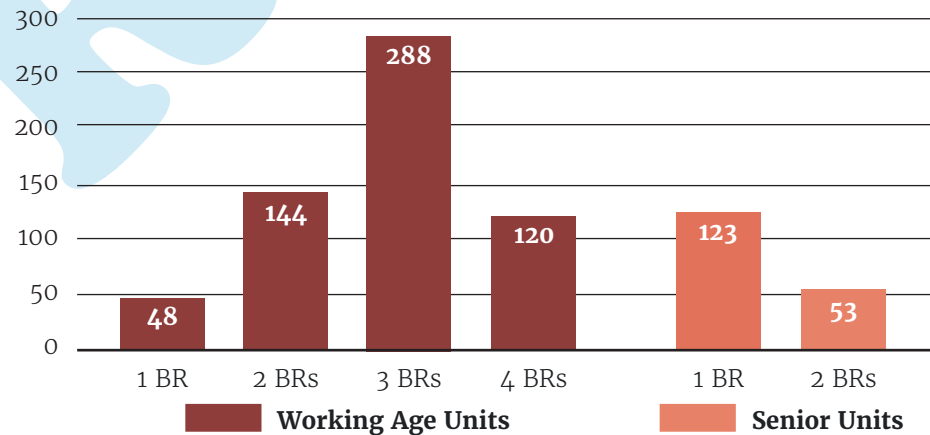
**600**  
**Units**  
Working Age  
Households

**175**  
**Units**  
Income Restricted  
Sedona Senior  
Households

### Focus of Working Age Households



### Units by Number of Bedrooms



### Scenario Results

**470**

Added Children

**756**

Added Working  
Age Adults

**88**

Units Formerly  
Occupied by  
Seniors  
Redeployed into  
the Market

**221**

Existing Units  
Approved for  
Construction,  
Many of Which  
May Count  
as Working Age  
Household Units

## SCENARIO TWO: 50/50 SPLIT

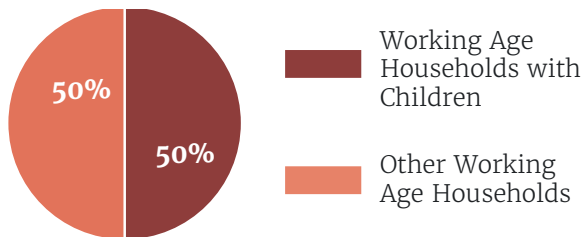
**600**  
**Units**

Working Age  
Households

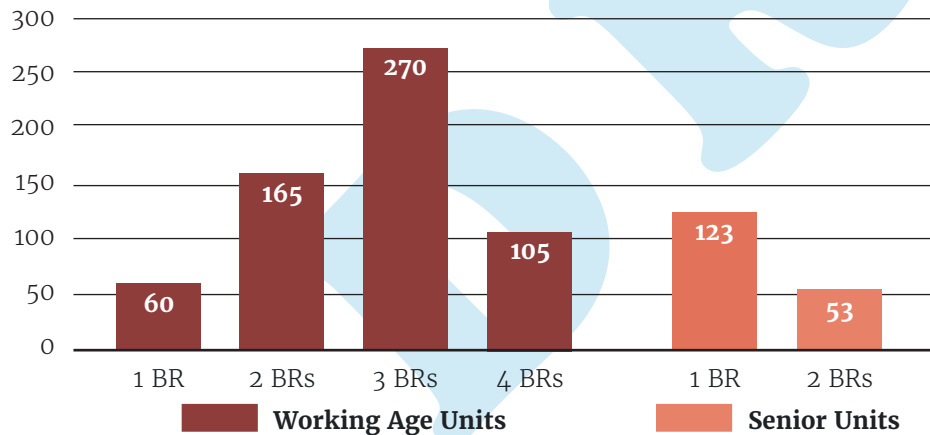
**175**  
**Units**

Income Restricted  
Sedona Senior  
Households

### Focus of Working Age Households



### Units by Number of Bedrooms



### Scenario Results

**440**

Added Children

**744**

Added Working  
Age Adults

**88**

Units Formerly  
Occupied by  
Seniors  
Redeployed into  
the Market

**221**

Existing Units  
Approved for  
Construction,  
Many of Which  
May Count  
as Working Age  
Household Units