

On Mon, Jul 29, 2013 at 1:15 PM, Jennifer Wesselhoff <jwesselhoff@sedonachamber.com> wrote:

Dear City Council,

I thought I would take a moment to share some of the statistics regarding our membership composition. The following statistics are included in our annual contract renewal process with the City of Sedona and was reviewed by the evaluation committee and city staff.

Please also note that we are required (by our contract) to charge lodging members outside of the city an additional fee (that was dictated by city staff when the contract was initiated) of 1/100% of the bed tax collections per room fee.

See breakdown of membership composition below:

**Chamber Members at
12/31/2012**

	<u>Within City</u>	<u>Outside City</u>	<u>Total</u>	<u>% in City</u>	<u>% out of City</u>
Accommodations	79	32	111	71%	29%
Arts & Culture	62	11	73	85%	15%
Associate Members	18	13	31	58%	42%
Associations/Organizations	54	27	81	67%	33%
Attractions/Entertainment	17	28	45	38%	62%
Business/Financial Services	28	14	42	67%	33%
Churches/Places of Worship	20	2	22	91%	9%
Community/Professional Services	47	35	82	57%	43%
Construction Services	20	11	31	65%	35%
Internet/Computer Services	10	3	13	77%	23%
Media Services	28	25	53	53%	47%
Medical Services	24	14	38	63%	37%
Metaphysical & Spiritual Services	114	15	129	88%	12%
Outdoor Recreation	18	17	35	51%	49%
Personal Enrichment	61	10	71	86%	14%
Photography/Photographers	5	1	6	83%	17%
Real Estate/Relocation	52	11	63	83%	17%
Restaurants/Food/Beverage	99	26	125	79%	21%
Retail/Shopping	125	27	152	82%	18%
Tours and Sightseeing	60	33	93	65%	35%
Transportation	16	4	20	80%	20%
Travel Services	9	8	17	53%	47%
Wedding/Meeting/Events Services	45	17	62	73%	27%
Total Chamber Members*	1,011	384	1,395		

*Please note that some members may be listed in multiple categories

Within Sedona = 86336, 86339, 86340, 86341

Outside Sedona = 86351, all

others

1. Number and percentage of Chamber members of the Tourism Bureau program.

	Total CoC	Total TB	% TB
Accommodations	111	101	91%
Arts & Culture	73	43	59%
Associate Members	31	0	0%
Associations/Organizations	81	8	10%
Attractions/Entertainment	45	32	71%
Business/Financial Services	42	3	7%
Churches/Places of Worship	22	5	23%
Community/Professional Services	82	5	6%
Construction Services	31	1	3%
Internet/Computer Services	13	2	15%
Media Services	53	17	32%
Medical Services	38	6	16%
Metaphysical & Spiritual Services	129	96	74%
Outdoor Recreation	35	26	74%
Personal Enrichment	71	56	79%
Photography/Photographers	6	3	50%
Real Estate/Relocation	63	30	48%
Restaurants/Food/Beverage	125	96	77%
Retail/Shopping	152	75	49%
Tours and Sightseeing	93	77	83%
Transportation	20	15	75%
Travel Services	17	12	71%
Wedding/Meeting/Events Services	62	45	73%

I'm happy to answer any questions that you may have regarding our membership statistics.

Thank you for your service.

Jennifer Wesselhoff, CDME

President/CEO

Sedona Chamber of Commerce

Tourism Bureau, Film Office &

Sedona Marathon Event

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