

Program of Work Tourism Bureau 2010													
	January	February	March	April	May	June	July	August	September	October	November	December	
Advertising & Marketing	2010 Experience Sedona Guide												
	West Annual Magazine												
	Canadian Traveller Annual Guide												
	AOT Official State Visitors Guide												
	Brochure Distribution at Sky Harbor Airport, Arizona Concierge, AAA												
	55+ Resident Campaign												
	Sedona Now TV												
	SR 179 Construction Marketing Campaign												
	Arizona Pride Guide												
	AOT Brochure Distribution (1 month)												
	Sedona Brand Postcards (200,000 qty)												
	Sedona Lure Brochure - Japanese, French, German												
	Fiesta Bowl - Entertainment Guide Ad (Nov-Jan)												
		Arabian Horse Show Sponsorship											
	Key Magazine	Key Magazine	Key Magazine + Spring Training	Key Magazine	Key Magazine	Key Magazine	Key Magazine	Key Magazine	Key Magazine	Key Magazine	Key Magazine	Key Magazine	Key Magazine
Madden Pre-Print Spring Insert					Sunset Magazine - Mtn & SW			Sunset Magazine - SW		Madden Preprint - Fall Insert			
					Cable TV Ads in Phoenix, Las Vegas, Southern California								
Arizona Republic Wrap	Arizona Republic Wrap	Arizona Republic Wrap			Arizona Republic Wrap	Arizona Republic Wrap	Arizona Republic Wrap	Arizona Republic Wrap	Arizona Republic Wrap	Arizona Republic Wrap	Arizona Republic Wrap	Arizona Republic Wrap	
Internet	Update Online Calendar of Events												
	iBrochure from Madden Media												
	Search Engine Optimization for www.VisitSedona.com												
	Update Online Packages Page												
	Online Experience Sedona Guide - Using Turn Page Technology & Tracking												
	Continued enhancement through social media sites: Facebook, Twitter, Flickr, Youtube												
	Go-Arizona.com advertising												
		Interest-Based Email - Wellness	Interest-Based Email - Family/Outdoor				Interest-Based Email - Culture/Culinary		Interest-Based Email - Summer/Deals		Interest-Based Email - Art/Fest/Events		
	Sunset.com (timing TBD)												
	Consumer e-newsletter	Consumer e-newsletter	AOT Email Campaign - Outdoor/Adv Consumer e-newsletter	Consumer e-newsletter	Consumer e-newsletter	AOT Email Campaign - Culinary & Wine Consumer e-newsletter	Consumer e-newsletter	Consumer e-newsletter	AOT Email Campaign - Summer Escape Consumer e-newsletter	Consumer e-newsletter	AOT Email Campaign - Art & Harvest Consumer e-newsletter	Consumer e-newsletter	Consumer e-newsletter
	Concierge e-newsletter	Concierge e-newsletter	Concierge e-newsletter	Concierge e-newsletter	Concierge e-newsletter	Concierge e-newsletter	Concierge e-newsletter	Concierge e-newsletter	Concierge e-newsletter	Concierge e-newsletter	Concierge e-newsletter	Concierge e-newsletter	Concierge e-newsletter
	AOT Monthly e-Newsletter					AOT Monthly e-Newsletter							
		Spring Training Pay Per Click											
		Grand Canyon Pay Per Click											

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Travel/Trade Industry Marketing	Ongoing Trade FAMS												
	U.S. Domestic Motorcoach Marketing Program												
	Pre/Post Phoenix Convention Campaign												
	Concierge Promotion with Valley of the Sun Concierge Network												
	FTI Brochure												
	TUI Brochure												
	AAA Travel Show					AZ Hwys Travel Show							
							Key Magazine Concierge FAM Tour, with the Sedona Showcase				Key Magazine Concierge FAM Tour	Key Magazine Trade Show	
				Las Vegas Sales Mission					Los Angeles Sales Mission				
		Go West Summit Tradeshow		Spotlight on the Southwest	TIA International POW WOW Tradeshow								
							Horizon Air Phx Call Center Training						
Regional Programs	Website Content Development and Enhancements on www.SedonaVerdeValley.org												
Research	Smith Travel Research Hospitality Trend Report												
							Governor's Conference on Tourism						
Orange-shaded area indicates new programs for 2010													

Program of Work Membership Division 2010

	January	February	March	April	May	June	July	August	September	October	November	December	
Member & Community Relations	Weekly Chamber News and Business-to-Business Newsletters												
	Promote Online Marketing Opportunities												
	Shop Local Promotion												
	Outreach through local media buys												
Internet	Update Online Calendar of Events												
	Update Website Content												
	Search Engine Optimization for www.SedonaChamber.com												
Networking Events & Chamber Programs	Partnerships and Promotion of local events - using Social Media as well- Twitter account for Chanber @SedonaChamber												
	Monthly Networking Mixers												
	Strategies for Success Educational Workshops												
	Business over Breakfast w/ CEO												
	New Member Orientation	Good Morning Sedona Breakfast		New Member Orientation	Good Morning Sedona Breakfast		New Member Orientation		Good Morning Sedona Breakfast		New Member Orientation	Good Morning Sedona Breakfast	
	Annual Membership Meeting	Speed Networking Event			Speed Networking Event			Speed Networking Event	Research Member Discount Programs	China Trip	Speed Networking Event		
	Publish Annual Membership Directory	Safety Program		Safety Program			Safety Program				Safety Program		
Member Retention	Deliver "Welcome" gift bags to new members / Send Renewal stickers to members / Member outreach phone campaign												
	Ambassadors to implement retention program with 1st year members												
	Membership Drive	Conduct Member Exit Survey	Research Member Discount Programs	Membership Drive	Conduct Member Exit Survey		Membership Drive	Conduct Member Exit Survey	Conduct Membership Survey	Membership Drive	Service Award Nominations & Scholarship Fund Applications	Publish Super Pass	

Program of Work Visitor Services 2010

	January	February	March	April	May	June	July	August	September	October	November	December
Advertising & Marketing	Promote Promotional Paver Opportunities											
	Promote Advertising on Internet Kiosks											
Volunteer Services	Volunteer Newsletter											
	Volunteer Recruitment											
		Volunteer Breakfast			Volunteer Breakfast				Volunteer Breakfast			Volunteer Appreciation Dinner
Research	Maintain visitor information database											
				AOT Grand Impressions WorkShop				Arizona Office of Tourism Audit				
Member & Community Relations	USFS Monthly Partnership meeting & staff mtg											
	Volunteer, staff and front-line training											
	Monthly open houses											
	Update/database visitor information materials											
		Timeshare Taskfore Committee update			Timeshare Taskfore Committee update			Timeshare Taskfore Committee update			Timeshare Taskfore Committee update	

2010 Public Relations Calendar - Sedona Chamber of Commerce

	January	February	March	April	May	June	July	August	September	October	November	December
Themes	Wellness/ Fitness	Wellness/Fitness	Family Travel	Family Travel	Culinary/Wine Escapes	Culinary/Wine Escapes	Summer Escape	Summer Escape	Art & Harvest	Art & Harvest	Holidays in Sedona	Holidays in Sedona
Sedona Events	1st Fridays @ Gallery	Sedona Marathon	St. Patrick's Day Parade	ICA Gathering of the Elders Indigenous / NA themes	Open Studios, Nat. Hist. Preservation Month, Bluegrass Fest.	Sedona Taste Dine in Sedona Restaurant Fest Sedona Star Party	CMT Comedy Festival, Nat. Day of Cowboy	Red Rocks Music Festival	Moonlight Madness Fiesta del Tlaq Slide Rock Apple Fest.	Plein Air Festival Uptown Trick or Treat	Red Rock Fantasy/ Festival of Lights	Red Rock Fantasy/ Festival of Lights
		Sedona Film Festival/ 1st Fridays @ Gallery	1st Fridays @ Gallery	1st Fridays @ Gallery	Art & Architecture Tour 1st Fridays @ Gallery, Open Studios	Festival of Native AM Culture/ 1st Fridays @ Gallery	1st Fridays @ Gallery	1st Fridays @ Gallery	Jazz on the Rocks 1st Fridays @ Gallery	Arts Festival 1st Fridays @ Gallery	Red Rock Canvas 1st Fridays @ Gallery	Holiday B&B Tour 1st Fridays @ Gallery Miniature Exhibition at SAC
AZ Events	Fiesta Bowl 1/4	PGA/FBR Open 2-22-28	Indy Racing League, Safeway LPGA	Nextel Cup Racing Subway Fresh 500 Racing 4/10		National Trails Day	Prescott Frontier Days-oldest rodeo		ATT Arizona Open	44 Annual Cowboy Artists Exhibit	Nextel Cup Racing, AZ International Auto Show	Insight Bowl (12/31), Fiesta Bowl Parade
	PFChang Rock'Roll Marathon 1/16-17	AZ Renaissance Festival	Spring Training Heard Museum Indian Mkt.	Cottonwood/VV Birding & Nature Fest, Country Thunder	AZ. Special Olympics	Grand Canyon State Games			AZ Restaurant Week		6th Annual Food & Culture Fest	Polar Express- Grand Canyon RR
	Barrett Jackson 1/18-24	Travel Show 2/20-21	West of Western Culinary Festival 3/14-15	PHX/SW Indian Folk Art Festival					Rt. 66 Days in Flag	Tour de Scottsdale Bike Ride	16th Annual Art Fest Scottsdale	
Story Ideas	Spas, Yoga , Fitness in Red Rocks	Run in the Red Rocks, Romance, Celebrities	Hiking in perfect conditions, Desrt in Bloom	Spring break, Family activities, Sightseeing-Attractions	Water, Wine & Dine, Culinary Travel	World class dining/chefs, sustainable methods	Value deals / cool evenings / water activities	Value deals / cool evenings / water activities	Fall Colors, Fall Harvest of Grapes at Wineries	Fall Colors and Art abounds	Spirit of the Holidays	Holiday Deals, Local Holiday Recipes
Editorial Calendar	The Magazine for Couples- Toronto, hot and cold getaways, American Heritage- Spring travel guide, Horizon Air- Sedona	AmericanStyle- guide to Fairs & Festivals, Camping Life Magazine- camping with Families	Adventure Travel- Boston Globe, Bridal Guide- Spring and Fall Destination Weddings, Canadian Traveller - Arizona	Bon Appetit- Travel Issue for May, Dallas Morning News- spring travel, Elite Magazine- summer weekends, Family Circle- Nature Vacations, Food & Wine- Travel Issue	InStyle- Summer Getaways, Laguna Beack Mag. Summer Festival Guide, Leisure Group Travel- Culinary, Lux. Travel Advisor- Spas & Resorts	Men's Fitness- Adventure, Natl. Geo Adventure- Family Getaways, Natl. Geo. Traveler- Hotels We Love, NY Post- Travel	Parents- Family Travel, Phoenix Mag- Summer travel, Summer hikes, Pilates Style- Ayurvedic treatments	Real Simple- Wine 101, Road & Travel- World's Best Spas, Culture & Travel- Arizona	O Magazine- Travel, Departures- Explore Issue, Fitness Plus- Outdoor Adventure, OC Register- Fall & Wine, Holiday event calendars	San Diego Family Mag- Family Travel, Quick Trips, Sherrman's Travel- Spa Escapes, Southwest Airlines Winter Travel	Travel & Leisure- Holiday Escapes, Weekend Travel, Holiday Calendar submissions- online and print, 944 Magazine- Holiday Travel	Canadian Geo. Travel- Spring Travel, Chicago Mag- Go West, FamilyFun- Holiday Trips, LA Times- Travel, Spa Magazine- Spas
Target Publications	Travel, Leisure, Lifestyle, Adventure, Spiritual	Travel, Leisure, Lifestyle, Adventure, Spiritual	Travel, Leisure, Fitness, Spiritual	Culinary, Wine, Family Travel	Culinary, Wine, Family Travel	Culinary, Wine, Fam. Travel	Travel, Leisure, Lifestyle	Travel, Leisure, Lifestyle	Travel, Leisure, Lifestyle, Art & Culture	Travel, Leisure, Lifestyle, Art & Culture	Travel, Leisure, Lifestyle, Art, Holidays	Travel, Leisure, Lifestyle, Art, Holidays
Target Markets	CA, AZ, NY, NV, IL, CO, UK, Europe, Canada	CA, AZ, NY, NV, IL, CO, UK, Europe, Canada	CA, AZ, NY, NV, IL, CO, UK, Europe, Canada	CA, AZ, NY, NV, IL, CO, UK, Europe, Canada	CA, AZ, NY, NV, IL, CO, UK, Europe, Canada	CA, AZ, NY, NV, IL, CO, UK, Europe, Canada	CA, AZ, NY, NV, IL, CO, UK, Europe, Canada	CA, AZ, NY, NV, IL, CO, UK, Europe, Canada	CA, AZ, NY, NV, IL, CO, UK, Europe, Canada	CA, AZ, NY, NV, IL, CO, UK, Europe, Canada	CA, AZ, NY, NV, IL, CO, UK, Europe, Canada	CA, AZ, NY, NV, IL, CO, UK, Europe, Canada
AOT Events - *Sedona Participation		German Media Mission	French Media / Trade Mission Paris, France		National Tourism Promotion Week *POW WOW				*NY Media Mission	*AZ Media Marketplace	UK World Tvl Mkt	
FAM Tours	Native American Pre/Post Fams	Customized Itineraries (Ongoing)	Customized Itineraries (Ongoing)	Theme TBD 4/27 - 5/3, US/Int'l Writers Cust. Itiner.	Customized Itineraries (Ongoing)	Customized Itineraries (Ongoing)	Customized Itineraries (Ongoing)	Relax in the Rocks Cust. Itiner.	NY Media Mktplace Customized Itineraries	Travel Classics West Cust. Itiner.	Customized Itineraries (Ongoing)	Customized Itineraries (Ongoing)
Holidays	New Year's Day Martin Luther King Jr. Day	Valentine's Day President's Day	St. Patrick's Day	Earth Day Easter	Memorial Day Mother's Day	Father's Day	4th of July		Labor Day	Halloween	Thanksgiving Day Veteran's Day	Christmas Hanukah
High Impact Insertions	Conde Naste Travel & Leisure Phoenix Magazine, Runner's World, AZ Republic	AZ Republic In-Style Cosmopolitan, Lux. Travel Advisor, T&Leisure	Midwest Living, Phoenix Magazine, Sunset Magazine, AZ Republic	Outside Magazine, Trailbalezer Magazine, AZ Foot Hills, AZ Republic, True West	AZ Republic, Pathfinders Travel, Texas Monthly, Westways	Wine Connoisseur, Organic Spa Magazine, AZ Republic	Phoenix Magazine, LA Times LV Journal, AZ Republic	Real Simple Westways , AZ Republic	Food & Wine Cooking, AZ Republic	American Style SW Art , AZ Republic	Sunset Magazine Smithsonian , AZ Republic	AZ Republic Street Journal Sunset Magazine Wall