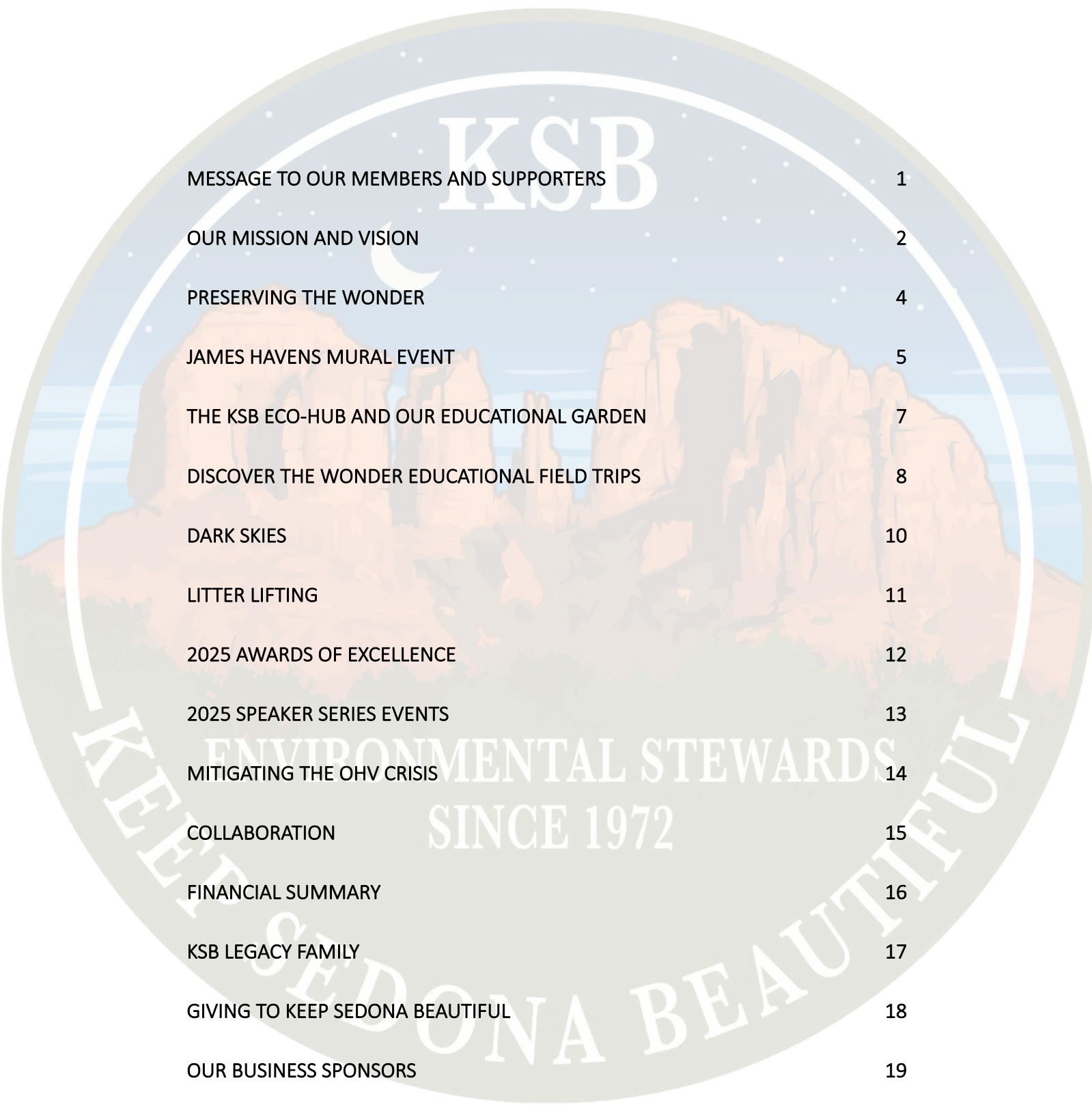


Keep Sedona Beautiful 2025 Annual Report





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Message to our Members and Supporters

On behalf of the Officers, Board of Trustees, and staff of Keep Sedona Beautiful (KSB), I'm pleased to present our 2025 Annual Report.

KSB is dedicated to providing clear, objective information and education on critical environmental issues and sustaining the beauty of the Verde Valley.

Your support of Keep Sedona Beautiful demonstrates your commitment to the value of reliable information in an era where misinformation abounds.

This Annual Report highlights how we advocated in 2025 for the issues that matter most to our community.

Thank you!



Craig Swanson
Executive Vice-President, Keep Sedona Beautiful



Our Mission and Vision

Keep Sedona Beautiful, a 501(c)(3) nonprofit, is dedicated to preserving the natural beauty of Sedona and the Verde Valley for current and future generations. Our work includes education and advocacy on a host of issues, including sustainable living, climate change mitigation, public land protection, the preservation of dark skies, responsible landscaping, and more.

Since our founding in 1972, our volunteer-driven organization has partnered with city, county and state governments, as well as local civic and business leaders, to promote sustainability, balance, and open dialogue in response to the challenges of growth.

Our Mission

“To protect and sustain the scenic beauty and natural environment of Sedona and the Verde Valley.”

Our Vision

“The Verde Valley will model how diverse communities can effectively collaborate to preserve a sustainable and beautiful environment for future generations.”

We envision a region where:

- Local communities work together to protect natural treasures through education, advocacy and a commitment to sustainability.
- Dark, clear night skies inspire wonder and connection for residents and visitors.
- Native plants, wildlife and ecosystems thrive for generations to come.
- Scenic viewpoints and vistas remain undeveloped, preserving the unique beauty of our landscape.



KSB Leadership



Carla Williams
President



Craig Swanson
Executive Vice-President



Abbie Denton-Landers
Treasurer



Lynn Zonakis
Secretary



Jan Wind
Office Manager



Wendy Heald
Executive Assistant



Rob Adams
Trustee



Diane Kristoff
Trustee



DeAnna Bindley
Trustee



Mark Lawler
Trustee



John Black
Trustee



Barry Mallis
Trustee



Peggy Chaikin
Trustee



Norris Peterson
Trustee



Kevin Cook
Trustee



Richard Sidy
Trustee



Hollace Davids
Trustee

Preserving the Wonder



In April of 2025, we launched a new website, PreservingTheWonder.org, dedicated to educating visitors on how to recreate responsibly and sustainably in Red Rock Country. We encourage you to share this website with friends and relatives who visit the area.

With over 3 million visitors annually, Sedona and the Verde Valley face unique environmental challenges. While tourism is vital to our local economy, it places tremendous pressure on our fragile desert ecosystems, pristine waterways, protected dark skies, and sacred cultural sites. The site bridges this gap by empowering visitors with the knowledge and tools they need to experience our extraordinary beauty while minimizing their environmental impact.

PreservingTheWonder.org provides information for those considering a visit, planning a trip or already here. Topics covered include: hiking smart, biking smart, visiting cultural sites, respecting wildlife, preserving our dark skies, water conservation, Leave No Trace Principles and more.

It also features Instagram posts produced by KSB. Posts focus on hiking in the area, and cover a wide range of topics: describing specific trails, the geology of the area, flora and fauna you may encounter, safety tips and much more.

You can follow us on Instagram using [@keepsedonabeautiful.org](https://www.instagram.com/keepsedonabeautiful.org).



James Havens Mural Event



KSB partnered with the City of Sedona and the Arizona Community Foundation to bring environmental artist, James Havens, to Sedona to paint a mural in the Ranger Station Barn. The mural depicts the restored Ranger Station with Sedona's iconic red rocks rising behind it. The foreground highlights elements of Sedona's cultural history: Lilian Wilhelm Smith who lived and painted here in the 1930s and 40s, a ranger on horseback, an Indigenous pot, and native vegetation. To illustrate movement through time the mural transitions from black-and-white to full color.

More than 100 residents and visitors, including dozens of children, participated—learning basic painting techniques as James patiently guided and encouraged them.

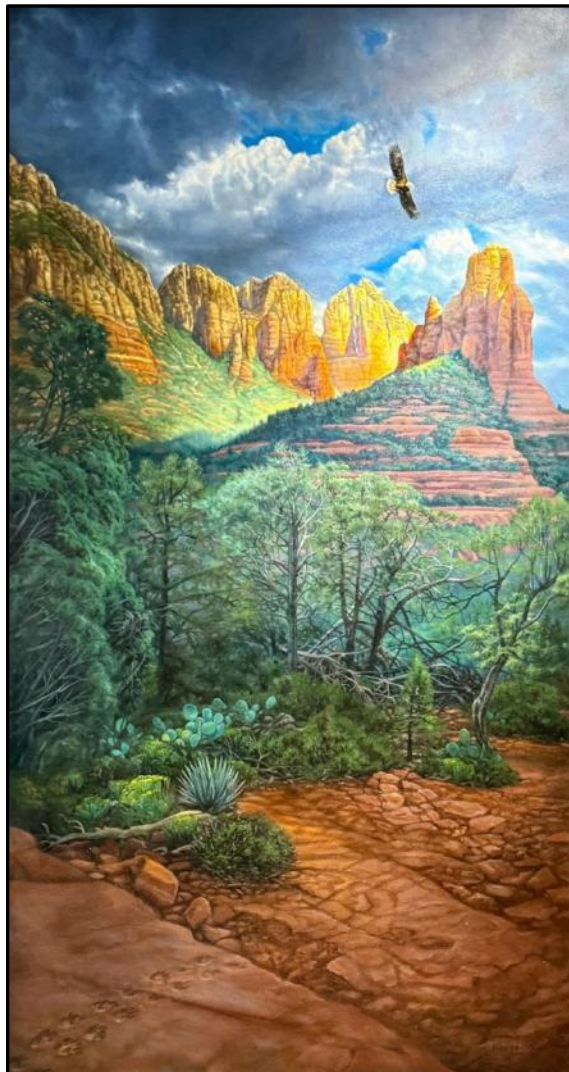


James describes his artistic approach: *“Education and conservation drive my creative process. Through immersive public art projects, I aim to ignite artistic spark in newcomers, raise awareness for critically endangered species and habitats, and inspire positive change. Witnessing smiles and sparking passion fuels my artistic fire. With every piece, I strive to illuminate meaningful themes, fostering a better world.”*

The Ranger Station Park project perfectly embodied this philosophy. Once the barn interior is remodeled, the mural will fill nearly an entire wall, serving as a lasting reminder of its collaborative origins.

At the conclusion of his visit, James donated the magnificent canvas he painted after his first visit to Sedona for KSB to use in fundraising. We’ve had the canvas professionally stretched and prepared for sale, with proceeds supporting our educational initiatives.

“Sedona Canvas 1”, shown below, is available for purchase. It measures 8 feet tall and 4.3 feet wide. If you are interested in acquiring this remarkable piece, please contact us at ksb@keepsedonaBeautiful.org or by calling 928-282-4938.



The KSB Eco-Hub and Our Educational Garden



The KSB EcoHub Educational Garden

In 2025, we completed renovations to our garden and also rehabilitated the entire outside of our building. The building, donated to us in 1994 by Susan Coleman, is now in shape to house KSB for decades to come.

The rehabilitated KSB EcoHub Educational Garden functions as a model for responsible landscaping, emphasizing native plants, xeriscaping, supporting pollinators and water capture. Over the coming years, the garden will mature, as plants thrive and new plantings are made.

We added 3 trees to the garden area:

- An Arizona Ash honors the service of Barbara Litrell, to both the community and to KSB for which she was President from 2006 – 2008.
- Another Arizona Ash recognizes Bill Pumphrey who served as President from 2003 – 2005 and also from 2019 – 2021.
- A Rock Mountain Maple recognizes the contributions of Darcy Hitchcock and the founding organizations of the Sustainability Alliance of Northern Arizona.

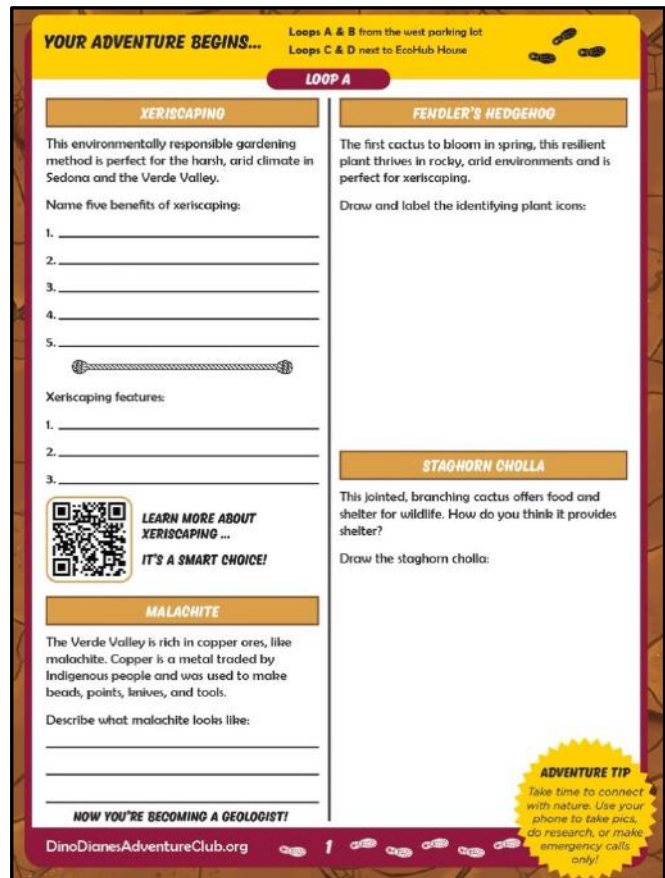
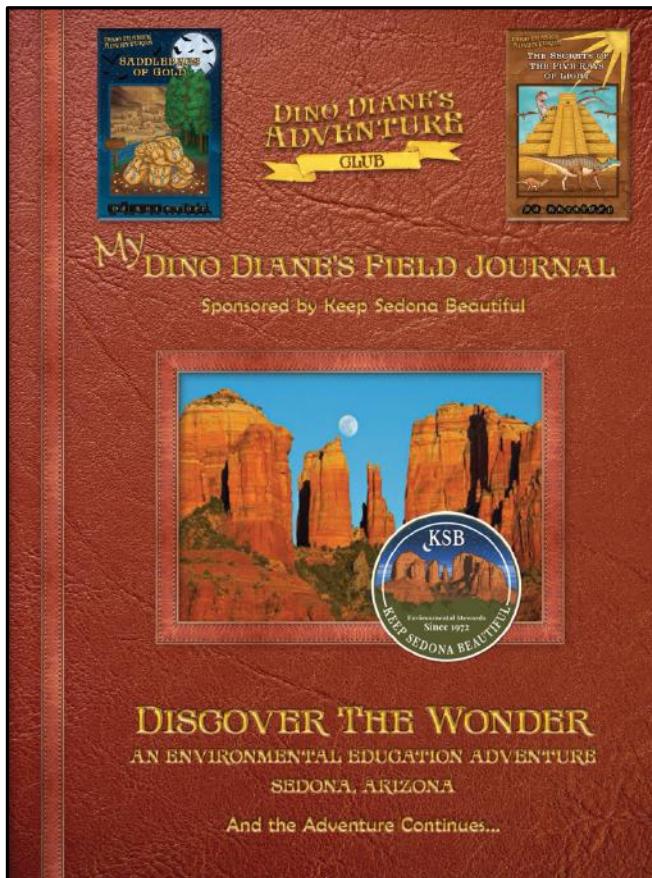
This is a unique resource, providing the community a pocket-sized botanical garden unlike any other in the area. We encourage you to visit, walk the beautiful grounds and learn more about responsible landscaping.

Discover the Wonder Educational Field Trips

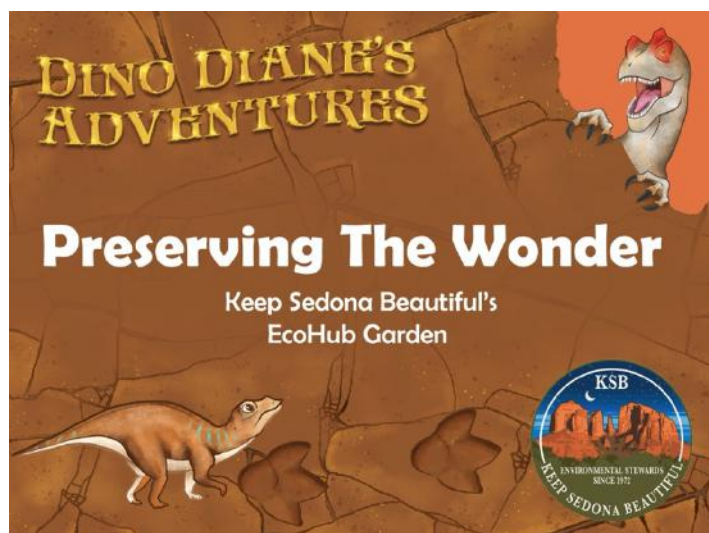
With the financial support of the Arizona Community Foundation of Yavapai County, our first group of elementary school students will learn about nature and the Verde Valley through our *Discover the Wonder* field trips.

Key goals of the program are: to encourage students to spend time away from social media while appreciating the wonders of nature, to appreciate the value of the Leave No Trace principles, and to learn about local plants and minerals, saving water, indigenous use of plants, wildfire safety and the value of pollinators.

This first class will realize the vision of Diane Kristoff who championed the program and has led the effort. We have created field journals that students will complete in the outdoor portion of the field trip. Images of the cover and a sample page from the journal are shown below.



We have also created a PowerPoint presentation for the classroom portion of the field trip. Images of the initial slide along with 2 additional representative slides from the presentation are shown below.



Dark Skies

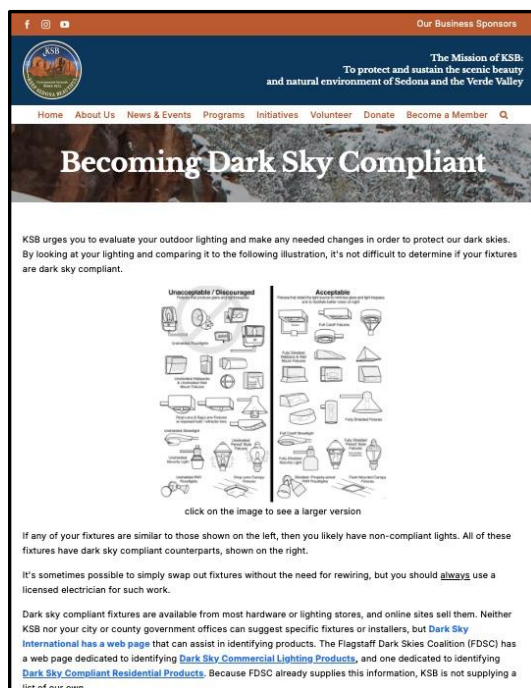


Photo courtesy of Kevin Floerke

Since 1975, KSB has advocated for preservation and enhancement of our dark skies. We continue to advocate for dark skies in the Verde Valley and are working with the City of Sedona on its new land use code, effective 1/1/2028, requiring all outdoor lighting to be dark-sky compliant.

In 2025, we provided input to Yavapai County as they undertook a revision to their lighting code and prompted both Yavapai County the City of Sedona to declare April 21-28 2025 International Dark Sky Week, raising awareness of the value of our dark skies.

Our website has been updated to include a wealth of information and links on how to make your business or residence compliant, regardless of where you reside. [Learn more.](#)



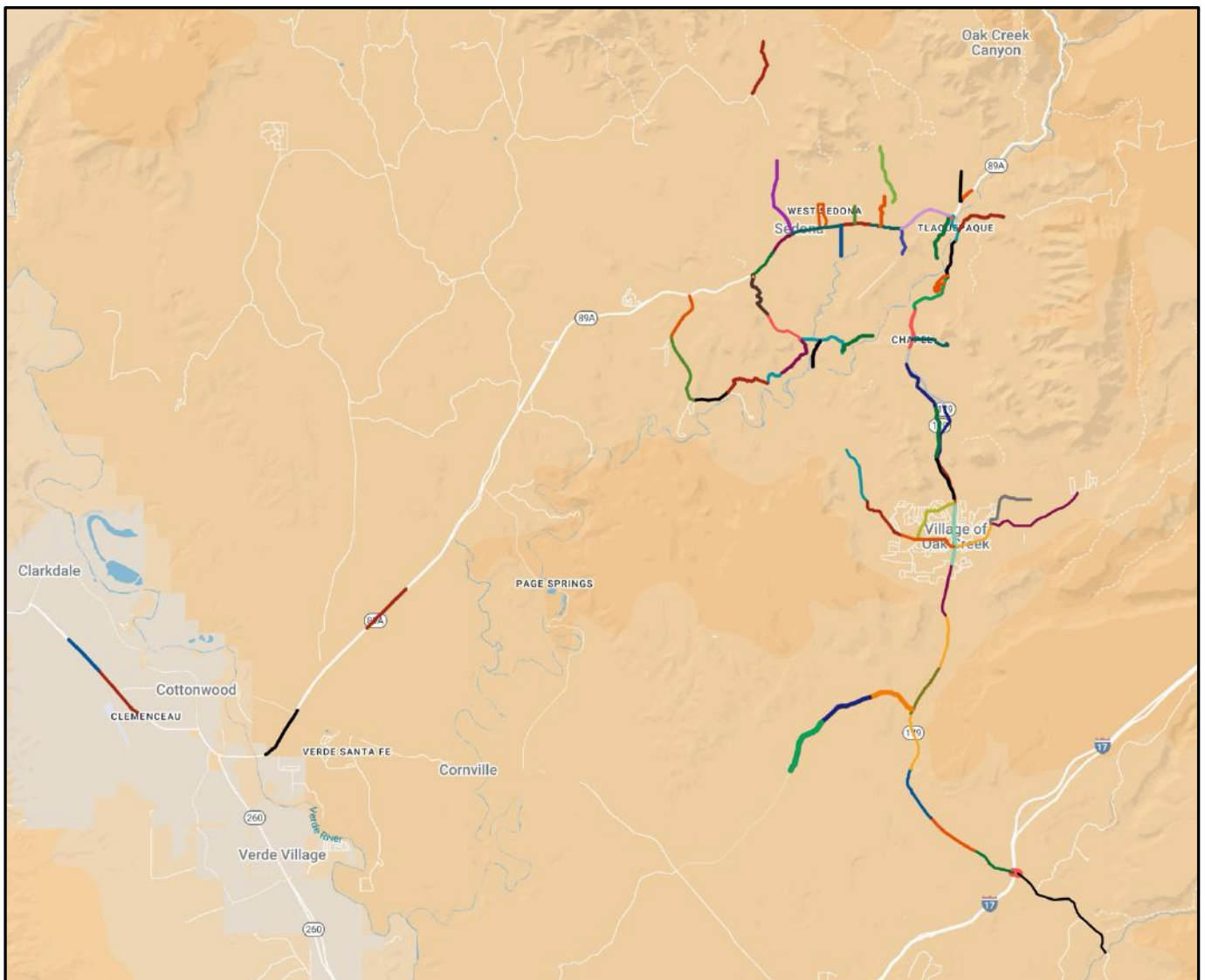
Litter Lifting



Litter lifting began even before incorporation in 1972, and is our most visible program. Over 70 KSB volunteers cleared litter from more than 54 miles of streets and roadways.

Contact us at info@keepsedonabeautiful.org if you're interested in becoming a KSB litter lifter.

Included below is a map showing all of our routes. [Click here to see a full-scale map.](#)



2025 Awards of Excellence

Each year, we recognize individuals, organizations and businesses demonstrating outstanding contributions to our community and contributing to achieving KSB's mission.



2025 Awardees

From left to right: Dooley Clickner, Cathy Johnson, Mike Freet, Peggy Chaikin, Anna May Cory, John Snickers, Bryce Beck, Alexandra Pfab, Raluca Mihalcescu, Craig Swanson, Martha Bruening and Cory Bruening.

Photo by Derek Von Briesen.

Pines Inn and Suites in Cottonwood received an award for Sustainability.

Our award for Dark Sky Lighting went to **Hozho Sedona**.

The Ripple Effect Water Conservation Project was recognized for Environmental Stewardship.

Sedona Vista Village in the Village of Oak Creek received our Award of Excellence for Building and Signage Design

Peggy Chaikin was honored for her outstanding Community Service.

A special award was bestowed to photographer **Mike Koopsen** for his long support of KSB.

2025 Speaker Series Events

The KSB Speaker Series is free and open to the public, providing the community with informational and engaging presentations on topics like water resource conservation, the night sky, our abundant cultural resources and responsible landscaping.

January		Win Holden , former editor, presented – "100 Years Grand – The Story of Arizona Highways Magazine."
February		Janie Agyagos , Wildlife Biologist for the Red Rock District of the Coconino National Forest gave a presentation on "Landscaping with Natives – Without Attracting Nuisance Wildlife".
March		Jim Turner presented "The Colorado River and Its Wonders."
April		Kevin Schindler presented "Dark Skies Over Arizona."
September		Master Gardener Graelyn Deslauriers presented "Attracting Backyard Birds with Fire-Wise Native Plants."
October		Bruce Babbitt , former U.S. Secretary of the Interior and Governor and former Attorney General of Arizona, discussed "Protecting the Waters of the Verde Valley."
November		Ken Zoll , Executive Director Emeritus of the Verde Valley Archaeology Center and Museum in Camp Verde, presented on "The Crane Petroglyph Heritage Site and V Bar V Historic Ranch."

Mitigating the OHV Crisis



KSB continues to believe the Off Highway Vehicle (OHV) Crisis on the Red Rock District of the Coconino National Forest is one of our most pressing local issues.

Irresponsible OHV use damages the fragile desert environment, disturbs the tranquility that residents and tourists seek and poses significant safety risks. Even though more states are allowing OHVs to drive on public roads, they are not designed for that purpose. Manufacturers and user groups repeatedly state that they should NOT be driven on public roads.

We are founding members of the Greater Sedona Recreation Collaborative (GSRC), a stakeholder group that identified a set of strategies to address the OHV crisis. Those recommended strategies included the following.

Challenge	Strategy
Volume/Demand	Speed Limits – 15 mph
	Permit System
	Continue to Coordinate Voluntary Efforts with RROCC & Others
Infrastructure/Environment	Conduct Short- & Long-Term Motorized System Planning
User Behavior	Increase the Visibility of Existing Educational Programs & Create New
	Increase Effectiveness/Consistency of Signage & Barriers
	Increase Enforcement

Unfortunately, implementing some of these strategies is proving next to impossible. While KSB was open to sponsoring a study to evaluate the negative environmental impacts of driving at speeds exceeding 15 mph on unpaved roads, the Forest Service concluded that such a study would have little or no impact on their likelihood of implementing a speed limit.

The Forest Service also seems reticent to consider implementing a permitting system that would control the ever-increasing growth of OHV usage.

On the positive side, Keep Sedona Beautiful is the 501(c)(3) sponsor of an Arizona State Parks grant to mitigate the impact of OHVs on residents in the Bear Mountain area northwest of Sedona. The “Eyebrow Road Project” will rehabilitate an unused portion of Forest Road 152C, funneling traffic away from this residential area.

Collaboration



Keep Sedona Beautiful is just one of many organizations in the Verde Valley dedicated to improving the environment and the lives of residents. We know that one voice can be lost among the clamor of competing interests, but that many voices can rise to be heard.

In 2025, we supported collaborative efforts by:

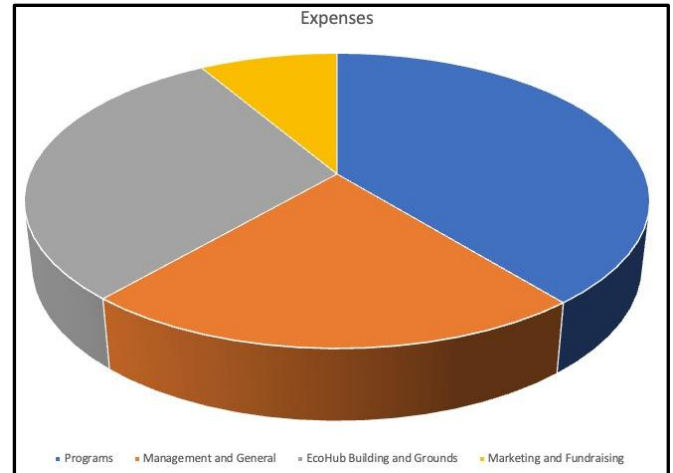
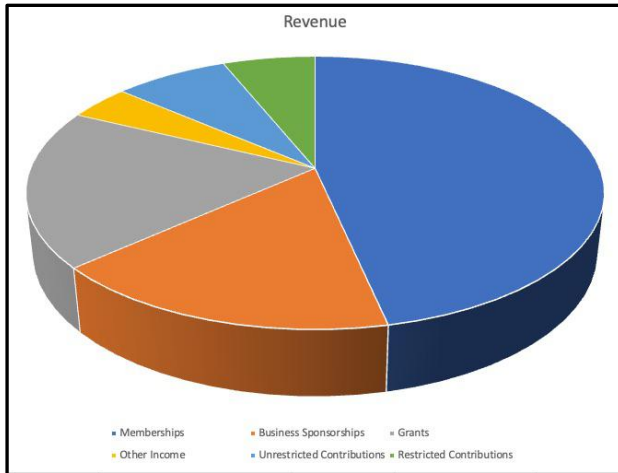
- Partnering with over 15 organizations, including the Oak Creek Watershed Council and Arizona Department of Environmental Quality, for the 2nd annual Oak Creek Collaborative Cleanup event. (See photo above)
- Participating on the Greater Sedona Recreation Collaborative, working to solve the OHV crisis.
- Serving on the Verde Front Leadership Council.
- Partnering with Volunteer Sedona and the Verde Valley, a new non-profit focused on increasing volunteer opportunities in our area.
- Partnering with the City of Sedona and the Arizona Community Foundation to host the James Havens mural event, discussed above.
- Working with City of Sedona, Sedona Chamber of Commerce, and Sedona Lodging on collaborative visitor messaging regarding environmental preservation and responsible tourism.

We also collaborated with residents of the Village of Oak Creek in an unsuccessful attempt to convince the Forest Service to require Arizona Public Service (APS) to bury the new powerline running from the Village to McGuireville

Financial Summary

Supported by two part-time office staff employees, Keep Sedona Beautiful is an all-volunteer organization.

Our volunteers, including the Board of Trustees donate thousands of hours of their time each year. Nearly all of these hours directly support our programs.



2025 Revenue

Restricted Contributions	\$9,000	6%
Unrestricted Contributions	\$11,099	8%
Memberships	\$68,322	46%
Grants	\$27,500	19%
Business Sponsorships	\$24,635	17%
Other Income	\$6,052	4%
TOTAL REVENUE	\$146,608	100%

2025 Expenses

Programs	\$60,811	39%
Management and General	\$34,619	22%
Building and Grounds	\$46,794	30%
Marketing and Fundraising	\$13,227	9%
TOTAL EXPENSES	\$155,451	100%

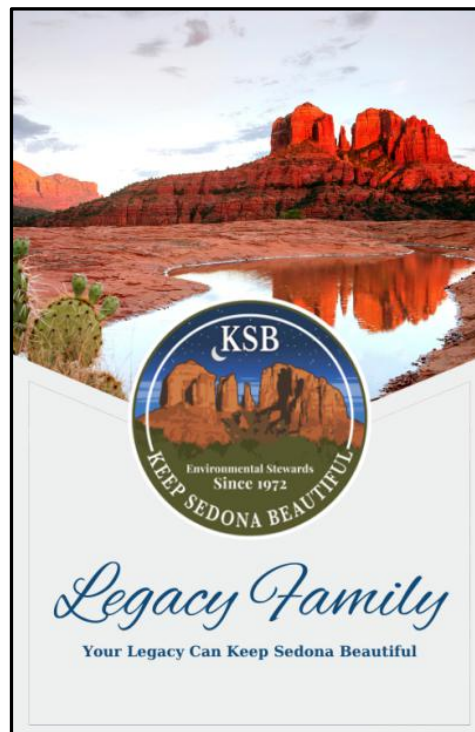
KSB Legacy Family



In January of 2025 we launched a new initiative to help ensure the long-term financial viability of Keep Sedona Beautiful. Our **Preserving the Wonder Legacy Family** provides a means for donors passionate about Sedona's environment to interact with KSB on a level akin to a family.

Family members are mindful of each other and create safe spaces to talk openly and truthfully. Communicating with our committed donors became a top priority when KSB returned to a more normal status following the pandemic. We decided to celebrate these donors like never before. We want to hear your stories, experience their passion and listen to their truths face-to-face as family.

To learn more, visit our [Legacy Family webpage](#).



Giving to Keep Sedona Beautiful



To help us Preserve the Wonder by becoming a member or business sponsor of KSB, or to make a donation to support our efforts, visit: www.keepersdonabeautiful.org/donate-to-ksb/

Contact Us

360 Brewer Road

Sedona, AZ 86336lp

Tel: 928-282-4938

Email: info@keepersdonabeautiful.org

Website: www.KeepSedonaBeautiful.org

We are a 501(c)(3) nonprofit. EIN: 23-7313508



[Instagram.com/keepersdonabeautiful](https://www.instagram.com/keepersdonabeautiful)



[facebook.com/keepersdonabeautiful](https://www.facebook.com/keepersdonabeautiful)



[youtube.com/keepersdonabeautiful](https://www.youtube.com/keepersdonabeautiful)

Our Business Sponsors

Bell Rock Level - \$5,000		
Thunder Mountain Level - \$2,500		
Wingfield Mesa Level - \$1,000		
		
		
		
Bear Mountain Level - \$500		
		
		
Chimney Rock Level - \$250		
		
	Coffeepot Restaurant Gerardo's Pizzeria Peak Family Dental Care Pioneer Title Sinagua Plaza Snap Fitness VOC Taylor Waste Verde Valley Wine Consortium	El Portal Hotel Make Sedona My Home Realty Pink Jeep Tours RE/MAX Sedona Sedona Recycles Andrew Bailor of State Farm Thunder Mountain Bikes

To become a Business Sponsor, visit: <https://www.keepsedonabeautiful.org/ksb-business-sponsorship/>