



KSB eNews Today

Celebrating Our First 50 Years

March 16, 2022



**KEEP SEDONA BEAUTIFUL -
CELEBRATING 50 YEARS**

**NEW DISPLAY AT THE SEDONA
HERITAGE MUSEUM**

Dear KSB Friends,

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In 1972, Keep Sedona Beautiful (KSB) was founded in a Sedona living room by people who were concerned about keeping litter and “honky tonk” signs off the roadsides – sixteen years before the City of Sedona was incorporated in 1988. Once established, and in an effort to counterbalance the effect of a city that straddled two counties and lacked local city guidelines for building homes and landscaping, KSB advocated for landscaping with native plants and sponsored Residential Design Guidelines for Sedona and the Surrounding Red Rock Area home designs.

To celebrate KSB’s 50 year of community service, the Sedona Heritage Museum mounted their newest exhibit, a tribute to Keep Sedona Beautiful. The exhibit is now open to the public as part of a regular Museum tour.

Their exhibit focuses on the programs and initiatives KSB has been involved in over the decades, the people who have led those efforts and some of the many awards bestowed to KSB over the years. Displays highlight milestones and achievements as KSB has worked on issues

critical to the Verde Valley such as preserving open space and public land, protecting dark skies, advocating for responsible development and educating the public on a host of environmental issues.

The Sedona Heritage Museum is located at 735 Jordan Road in Jordan Historical Park in Uptown Sedona and is open daily from 11:00 a.m. to 3:00 p.m. For more information, call 928-282-7038.

Since 1972, the nonprofit organization has been dedicated to conserving the area's beauty by opposing ill-considered growth and disregard for maintaining precious resources such as clean water, dark skies, and native plants, as well as noise pollution, etc. To launch KSB's Fiftieth Anniversary, the Board of Directors has updated its mission statement: To protect and enhance the scenic beauty and natural environment of Sedona and the Verde Valley. For more information about Keep Sedona Beautiful, please visit <http://www.keepsedonabeautiful.org/>.

WHAT WILL THE NEXT 50 YEARS LOOK LIKE?

- Will there be dark skies?
- Will there be uncontrolled development?
- Will the Verde River still flow?
- Will the roadways be free of Litter?



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