



KSB eNews Today

Celebrating Our First 50 Years

March 15, 2022

Dear KSB Friends,



SUPPORTING SUSTAINABLE DEVELOPMENT AND TOURISM

Newspaper clipping courtesy of the Red Rock News. Click image to enlarge

In celebration of our 50 years of service, we're looking back at our past accomplishments and looking forward to the future. This month focuses on how Keep Sedona Beautiful supports sustainable development and tourism in Sedona and the Verde Valley.

While our founders emphasized beautification in our earliest years, they quickly realized managing growth and fostering sustainability were of greater importance in the long term. In 1977, we called for developers to pay the full cost to the community of their projects, a topic that is currently a major aspect of Yavapai County's Comprehensive Plan update in the Cost of Development Element.

The need to carefully and thoughtfully manage growth in the Verde Valley was a recurring theme throughout the 1980's, with KSB advocating for sustainable growth, not just economic growth. One article posed the important question: "Is Growth a Sacred Cow?"

Throughout our half-century of activism, we have vigorously opposed development proposals that threaten our environment, exploit our finite resources or build an inappropriate development in the wrong place. Most recently, we have advocated for community opposition to the El Rojo Grande, Spring Creek Ranch and AutoCamp proposals.

Our ongoing effort to contribute to the update to the Yavapai County Comprehensive Plan reflects our commitment to responsible and controlled growth and development. The current



Comprehensive Plan provides insufficient guidance to county planners. It reflects a *growth at any cost* paradigm rather than a *responsible growth* paradigm. We will continue to work with counties, municipalities and the Forest Service as they develop planning documents that guide their actions.

While the terms “sustainable growth” and “sustainability” have recently become popular, KSB has long focused on these issues. Our articles in the Red Rock News advocated for recycling as far back as 1974 and first drew attention to the value of solar power back in 1977. KSB members were active in the formation of Sedona Recycles in 1989.



In 2014, Keep Sedona Beautiful was a founding member of the Sustainability Alliance, a consortium of non-profit organizations in the Verde Valley that vigorously promotes sustainable living. In 2019, we participated in the development of the Sedona Chamber of Commerce’s Sustainable Tourism Plan. KSB is the lead partner in implementing 4 of the plan’s many tactics.

We’re certain living a sustainable lifestyle will be of even greater importance over the coming years. The impact of climate change coupled with the need to conserve our priceless natural resources will force the issue. We can choose to adjust voluntarily now or we can wait until the situation requires drastic action. KSB will continually advocate the former – we need to change now.

As an organization, we’re committed to practicing what we preach. Recently we moved our Endowment Fund to the Socially Responsible Pool managed by the Arizona Community Foundation. Among other ways of investing responsibly, the pool excludes holdings in the fossil fuel, tobacco or weapons industries.

Stay tuned for announcements later this year about additional initiatives KSB will be taking to model sustainability.

To help us continue to spread the message about sustainability, become a member of KSB or renew your membership at [keepsedonabeautiful.org/donations](https://www.keepsedonabeautiful.org/donations).

To volunteer as a litter lifter or as a member of one of our many committees, contact us at ksb@keepsedonabeautiful.org and let us know how you’re interested in helping keep Sedona and the Verde Valley beautiful.

Also, you can read a chronological history of KSB by [CLICKING HERE](#).

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