



KSB eNews Today

Celebrating Our First 50 Years

September 15, 2022



KSB HISTORY - RECOGNIZING EXCELLENCE

Dear Jan,

As part of our 50th anniversary celebration, we're looking back at our past accomplishments and looking forward to our plans for the future. This month focuses on recognizing excellence.

The original goals and objectives of Keep Sedona Beautiful included: *"To provide appropriate recognition to public-spirited citizens who have done an outstanding job in building design, sign treatment, or landscaping, or who have in any other manner contributed to signal improvement in the physical appearance of the community."*

Six months after our incorporation in 1972, we held our first Awards of Excellence ceremony where 11 businesses were recognized *"for overall excellence of treatment of their business properties."* These awards reflected our early emphasis on fostering good building design and landscaping as well as removing unsightly business signs. Our motto at the time was "Keep Sedona Beautiful, It's Good Business."



Photo courtesy of the Red Rock News

Starting in 1988 we expanded the eligibility for awards, reflecting the transformation happening in the Verde Valley. That year:

- Sedona's first mayor, June Cornelison was honored for bringing "the city through a most difficult transition period, bringing together a fragmented community to meet the needs of the whole city."
- Arizona State Parks received an award for the creation of Slide Rock State Park.
- Mike Bower, Max Licher, Neil Smith and Charles Swartout were recognized for creating the visual presentation "Sedona: Garbage or Grandeur?" that emphasized the value of thoughtful planning.

Each and every year since, we have recognized excellence in the community. Past KSB President and long-time community leader Jim Eaton was fond of stating that our Awards of Excellence are "*the single best thing we do.*"

Even through the COVID-19 epidemic, we continued to bestow our awards to individuals, organizations and businesses for excellence in the following categories:

- Building and Signage Design
- Civil Engineering
- Community Service
- Cultural Heritage
- Dark Sky Lighting
- Education
- Environmental Stewardship
- Landscaping
- Sustainability

To help us to recognize the excellent work being done in the Verde Valley, become a member of KSB or renew your membership at keepsedonabeautiful.org/donations.

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

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