

International Dark Sky Place Annual Report: October 2021 - December 2022



Date

Thursday, January 12, 2023

General Information

International Dark Sky Place Name

Sedona, Arizona

International Dark Sky Place Category

International Dark Sky Community

Designation Year

2014

Guidelines Version

2013

Your Name

Mark Lawler Dark Sky Committee Chair, Keep Sedona Beautiful, Inc.

Email Address

lawlermark@earthlink.net

Primary Contact

Mark Lawler Dark Sky Committee Chair, Keep Sedona Beautiful, Inc.

Primary Contact Email Address

lawlermark@earthlink.net

Primary Contact Phone Number

+01 (928) 821-6972

Secondary Contact

Craig Swanson President, Keep Sedona Beautiful, Inc.

Secondary Contact Email Address

cnlhike@gmail.com

Secondary Contact Phone Number

+01 (928) 821-6972

What is the physical address of the Place?

City of Sedona, AZ, 102 Roadrunner Dr

Sedona, AZ, 86336

United States

Is the site currently under Provisional Status?

No

Are you an IDA Delegate, Affiliate, or Chapter Representative?

No

Night Sky Quality Monitoring

Total average or typical zenith night sky brightness reading reported in the original application:

20.91

Total average or typical zenith night sky brightness reading for this reporting period:

20.90

Describe any changes detected in night sky quality from receiving your certification to the present:

No significant differences are evident.

Lighting Compliance

Parks, Sanctuaries, and Communities, please fill out the applicable row to describe your lighting compliance rate (%) with your Lighting Management Plan/Policy (whole numbers only):

	Year of Certification	Compliance % in Original Application	Current Compliance %	Anticipated % for Next Reporting Period
Communities	2014	100	100	100

What actions have you taken to meet the requirements of your Lighting Management Plan/Policy during this reporting period? Include a summary of any actions taken with privately owned lighting that helped improve your night sky quality as well:

Compliance numbers shown are for City of Sedona municipally owned properties, not including the Sedona-Oak Creek School District.

As its first effort in its small-business lighting retrofit project, Keep Sedona Beautiful helped Steakhouse 89 restaurant replace 22 non-compliant fixtures with narrowband amber LED units. KSB filled out the city's application form and paid for the fixtures from grant funds. The restaurant paid for installation.

Have you used any fixtures from the IDA Fixture Seal of Approval (FSA) Program?

No

For International Dark Sky Communities and Reserves, have there been any changes to your local outdoor lighting ordinances? If yes, please describe and provide a link to the updated policy if available:

On Sept. 8, 2020, the Sedona City Council adopted revisions that were incorporated into the City's Exterior Lighting code:

<https://sedona.municipal.codes/SLDC/5.8>

Outreach, Education, and Media

Please fill out the following table to summarize all outreach efforts from the past reporting period (whole numbers only).

Total # of Events	# of Unique Efforts Offered	Total # of Attendees for All Events
4	4	175

Note - "unique efforts" offered represent different programs at your site. For example, all star/astronomy related events should be classified as one type of effort, "night hikes" as another type of effort, etc.

For each unique event type your Place hosted, provide all of the following information (up to 100 words per entry; 1000 total word limit): Event name; Date or range of dates of all events under that name; Number of attendees; Brief description of the event and the values that you promoted (i.e. wildlife/ecology, lighting, culture/heritage, IDSP status, ordinance/policy, astrotourism, energy security and conservation, human health, etc.).

5/22/2022: "Discover the Night" Star Party in nearby Village of Oak Creek, where volunteer astronomers shared their telescopes and knowledge to educate and delight anyone with a curiosity about the constellations. Keep Sedona Beautiful promoted the event to hundreds of members and followers in Sedona and surrounding areas. No. of attendees: unknown

10/11/2022: "Astronomy for Everyone: Size & Scale of the Universe" talk with a virtual tour of the universe, including children's STEM activities, in nearby Cottonwood, AZ. Keep Sedona Beautiful promoted the event to hundreds of members and followers in Sedona and surrounding areas. No. of attendees: unknown

10/13/2022: Star Party in nearby Cottonwood, AZ to share telescopes and enthusiasm about the night sky. Keep Sedona Beautiful promoted the event to hundreds of members and followers in Sedona and surrounding areas. No. of attendees: unknown

12/7/2022: Presentation at Keep Sedona Beautiful by Dr. Jeffrey Hall, Director of Lowell Observatory, "Telescopes Around (and Out of) This World." His talk toured the most exciting telescopes in use today, under construction and being planned, including the 4.5-m Lowell Discovery Telescope located only about 20 miles from Sedona and the Village of Oak Creek, and he reviewed scientific results from of these instruments. No. of attendees: 55

Press release: <https://www.keeppedonabeautiful.org/wp-content/uploads/2022/11/2022.12.December.Jeff-Hall.pdf>

Did you promote the IDA and its mission during your outreach programs/events? If so, describe:

Yes, with fliers.

Is there any programming, ongoing or planned, blending the arts and/or culture with dark skies? If so, describe:

No

What have you noticed about your visitors' experiences? For example, is attendance/visitation of dark-sky programs consistent, growing, or dropping off? Have visitors provided any feedback on their experiences at your site? Please describe:

For many years, Dr. Jeffrey Hall, Director of Lowell Observatory, has graciously given a presentation every year at Keep Sedona Beautiful in Sedona, AZ. His first live talk since Covid-19 was in 2021, and attendance at the Dec. 2022 presentation was comparable.

Provide social media handles or website links used to promote dark skies (these will be added to your Place's IDA page):

<https://www.keepsedonabeautiful.org/dark-skies/>

Has your Place participated in any IDA-led initiatives such as International Dark Sky Week, the Under One Sky conference, or other relevant promotions during this reporting period?

Yes

If you answered yes to the previous question, please describe:

The 4/11/2022 Sedona Chamber Business Newsletter highlighted International Dark Sky Week, described local actions led by KSB to retrofit lighting in local businesses, and encouraged businesses to upgrade:

"Dear Partners,

International Dark Sky Week happens this month and we can be proud Sedona businesses are leading the way with dark sky-compliant lighting. Sedona earned Dark Sky Community status in 2014, followed by the Village of Oak Creek, Camp Verde and Cottonwood. Flagstaff was the world's first recognized Dark Sky Place in 2001. In addition, Grand Canyon is a recognized Dark Sky Park.

Under our Sustainable Tourism Plan, Keep Sedona Beautiful encourages grandfathered businesses to switch, even offering possible subsidies thanks to grants from the Arizona Community Foundation of Sedona and Sedona Whole Foods Market. Dark skies are a Sedona tradition and a sustainability imperative. Thank you for helping keep our skies stay dark and if you haven't made the switch – now is an excellent time!

Michelle Conway, Interim President & CEO"

Briefly describe how educational materials are being dispersed/provided at your Place:

Keep Sedona Beautiful color brochures, "How to Keep Our Sky Dark," are routinely supplied to the office of the Chamber of Commerce & Tourism Bureau in downtown Sedona, AZ, where they are available in racks for tourists, residents, and businesses to take with them. The brochure offers education about dark skies and simple guidance on the best types of outdoor light fixtures to use.

Briefly describe any efforts undertaken to reach new audiences. If this was not part of your efforts last year, describe what you plan to do to engage new visitors in the 2023 reporting period:

Keep Sedona Beautiful is updating its general-purpose dark sky brochure mentioned above, to cover a broader range of topics and to describe current LED options, and will provide wider distribution channels for it.

Partnerships

Have you worked with any external partners to promote the dark-sky movement within and outside of your Place's boundaries? If so, identify these partners and explain the result of this collaboration:

City of Payson, AZ: City government is showing renewed interest in DS Community designation and reached out to Keep Sedona Beautiful for its support for designation. On 11/10/2022, KSB reaffirmed its 8/4/2018 letter to the IDA Board nominating Payson for that designation. Communication was primarily with Sheila DeSchaaf, Deputy Town Manager of Payson.

City of Madison, WI: Keep Sedona Beautiful answered an inquiry by Karen Kapusta-Pofahl of the City of Madison about how residential dark-sky ordinances can be implemented, and whether lighting ordinances are "weaponized" for neighbor disputes (we responded that we've never heard of such a case). KSB also provided additional background information on outdoor lighting issues.

City of Flagstaff, AZ: Keep Sedona Beautiful had ongoing communications and coordination on various fronts with Chris Luginbuhl of the Flagstaff Dark Skies Coalition.

Were you awarded any grants or funding for projects during this reporting period? If yes, please describe:

Feb. 2022: \$2000 grant from the Langston Family Foundation for KSB's lighting retrofit project

July 2022: \$10,000 Small Grant from the City of Sedona for KSB's lighting retrofit project

Have you collaborated with an IDA Delegate or IDA Chapter on dark-sky issues since the last reporting period? If so, please describe:

On 4/28/2022, KSB's Dark Sky Committee Chair Mark Lawler met with IDA Director of Conservation, Ashley Wilson, at a joint meeting with Jeremy Dye, Development Services Director of Yavapai County, AZ, and several members of the Dark Sky Committee of the Big Park Council (Village of Oak Creek, AZ).

Briefly describe future plans (in 2023 and beyond) to engage with existing and new partners and how you will expand the dark-sky movement:

Keep Sedona Beautiful's major focus in 2023 will continue to be our small-business lighting retrofit project in Sedona. We will generate press on the project and expand our collaboration on it with the Sedona Chamber of Commerce & Tourism Bureau.

We will also expand our engagement with the Flagstaff Dark Skies Coalition, other dark sky groups in northern Arizona, and the IDA.

We see opportunity to work with the Big Park Council's Dark Sky Committee (Village of Oak Creek, AZ) to promote updates and improvements to Yavapai County's outdoor lighting code.

Working with county governments, we want to explore declaring a large "dark sky

reserve" in much of Yavapai and Coconino Counties.

Success in Light Pollution Control, Leadership, and Future Threats

For Dark Sky Communities, briefly describe any new or ongoing projects and/or renovation activities that have taken place during this reporting period:

Keep Sedona Beautiful's major focus in 2022 was our small-business lighting retrofit project in Sedona. We successfully converted most outdoor lighting for Steakhouse 89 to compliant, narrow-band amber LED lights.

We made progress developing a lighting plan for Nick's Restaurant to replace its parking lot floodlights.

We made measurements and notes about retrofit options in the Hozho shopping complex.

Have the "threats" identified in your application for certification:

Increased

If the "threats" identified in your application for certification have increased or decreased, please provide a brief explanation of how they have changed (i.e., increased/decreased visibility of light domes, new sources of glare/problematic lighting, new industry/development, etc.):

Keep Sedona Beautiful is constantly fielding concerns from residents about the sudden appearance of new non-compliant light fixtures. We refer them to government enforcement officials, but the reality is that anyone can buy anything they want at local and big-box hardware stores, which continue to sell and promote all kinds of non-compliant outdoor lighting. If cities and counties are serious about their lighting ordinances and maintaining their DS designations, IDA and its partners need to convince them to work with stores to stop selling non-compliant lighting. IDA could also be instrumental in working with online retailers to annotate outdoor lighting products to indicate which ones will or will not meet dark sky lighting codes.

Provide a brief description of how you will continue to manage "threats" over the next year:

Keep Sedona Beautiful will investigate whether we can get aerial nighttime photography that can help us identify the worst offending outdoor lights in our DS Community.

Change in Ownership, Place Size, or Access

What is the total size of your Place (in square kilometers only)?

49.7

For Dark Sky Communities and Reserves, what is the current population size?

10031

Additional Information

What do you consider the greatest single benefit of the IDA certification to your location?

Continued impetus to Sedona City government, Chamber of Commerce, and local businesses to put resources into maintaining our dark skies.