



# KSB eNews Today

*Celebrating Our First 50 Years*

Issue: April 6, 2026

KSB Member,



**PRESERVING THE WONDER™ SPEAKER SERIES**

**[WITH ANDREW GROSSMAN, TOURISM MANAGER, CITY OF SEDONA](#)**

**APRIL 15, 2026, 5:00 P.M.,**

**(DOORS OPEN AT 4:30 P.M.)**

**360 BREWER RD., SEDONA**

**[To view or print the press release](#)**

Keep Sedona Beautiful will hold its next Preserving the Wonder™ Speaker Series event on Wednesday, April 15 at 5:00 pm at KSB's EcoHub, 360 Brewer Road, Sedona. This month's speaker is Andrew Grossman, Tourism Manager – City of Sedona. He will speak about the evolution of tourism management in Sedona. The event is free and open to the public. Doors open at 4:30 pm. Carpooling is appreciated and recommended. Please visit the KSB website, [www.keeppedonabeautiful.org](http://www.keeppedonabeautiful.org) for details.

Andrew will discuss how over the past two decades, communities across the United States have been rethinking the role of tourism, moving beyond traditional marketing toward strategies that support local quality of life and protect the character of the places people love to visit. In this session, he will explore the national shift toward destination management and stewardship while sharing how Sedona's approach to tourism has evolved since the City established an official Sedona Destination Marketing and Management Organization in July 2023.

Andrew serves as the Tourism Manager for the City of Sedona, where he oversees all aspects of the city's Destination Marketing and Management Organization (DMMO). In this role he develops and implements strategies that balance a thriving visitor economy with a high quality of life for residents and the stewardship of Sedona's natural and built environment. With a strong background in destination management and tourism product development, Andrew previously led state-level initiatives at both Travel Oregon and the Colorado Tourism Office before joining the team in Sedona.

The Preserving the Wonder Speaker series is held on the third Wednesday of each month unless otherwise noted.

For over 50 years, Keep Sedona Beautiful has been dedicated to protecting and enhancing the scenic beauty and natural environment of Sedona and the Verde Valley. For more information about Keep Sedona Beautiful, please visit [www.KeepSedonaBeautiful.org](http://www.KeepSedonaBeautiful.org).



**PRESERVING THE WONDER™**

[PreservingTheWonder.org](http://PreservingTheWonder.org)

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