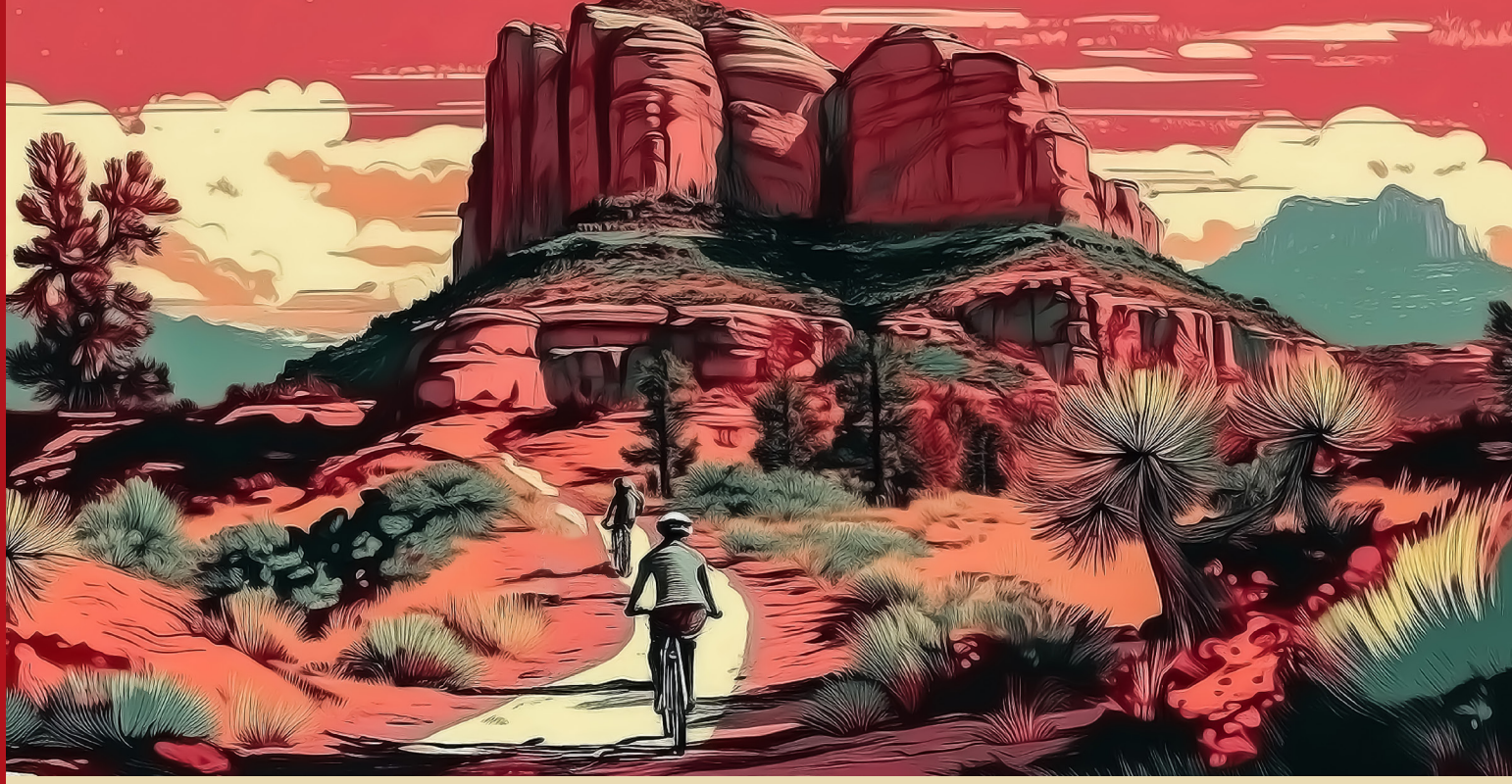


COMMUNITY LIBRARY SEDONA

Privately Funded | Publicly Loved

ANNUAL PROGRESS REPORT

JUNE 2024- MAY 2025

A PLACE AND NAME WHERE COMMUNITY COMES FIRST

In recent years leading up to the library building's 30 year anniversary, we asked residents, library patrons, and supporters how the library could be better. What they talked about was much more than the actual building.

What people craved was a welcoming place, social opportunities to connect, and a library staff that is engaged with the community.

Since then we've taken a fresh look at every inch, inside and out, to explore new spaces, technologies, and events, and how we might inspire everyone in our community to come together through them.

The board and staff participated in a strategic planning session to prioritize community, board, and staff feedback. The team emerged with a clear long-term positioning strategy that would differentiate the library from over 100 nonprofits in the Sedona area.

As we considered the library's role in the community, it became clear that a new name could help overcome two long-held library misconceptions.

1. **Our footprint extends beyond Sedona.**
   The Library serves far more than the city of Sedona or the Village. Every year we see more and more patrons from growing populations across the Verde Valley.

2. **We are not a traditional tax-funded public library.**
   Most people have no idea that while the library receives operational funding from the City of Sedona, Cocanino and Yavapai counties, it is one of 10% of libraries in America that was founded and operates today as a non-profit. The quality of the library building, programming, and staff would not be what they are without a long history of private support from the community.

sedona public library

COMMUNITY LIBRARY SEDONA

MORE THAN JUST A NEW NAME

Changing the name from the Sedona Public Library to the Community Library Sedona may seem like a small thing, but the big story behind this new name, logo, and brand, is that the library is a community-first organization, committed to reflecting everything that makes the Verde Valley such an incredible place to be.

1st GET LOUD EVENT IS A SMASHING SUCCESS

In November 2024, the library board and staff planned and hosted an inaugural community-wide Get Loud celebration. The event, promoted inside the library and through social media, digital and newspaper advertising, drew more than 1,000 Verde Valley residents of all ages to celebrate the library's new name and brand story. It was the most-attended event in library history.







FORWARD INTO THE FUTURE

The 30th anniversary of the library building in 2024 has inspired a massive shift to revitalize not only the structure, but our staff, services, and role as a social connector and builder of community.

The library board and staff have been heavily engaged with leading library brand experts to strengthen our strategic planning and improve our communications so that we can better inform and engage our audiences.

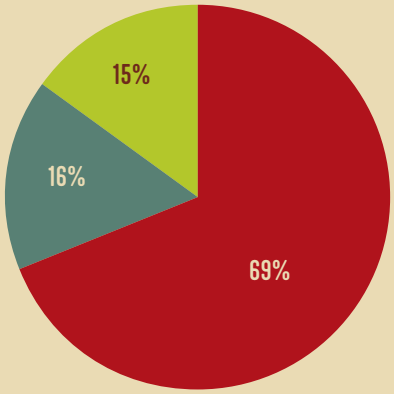
Our building committee has been in collaboration with architects on a phased plan to update the 30-year-old building to meet the needs of our community in the 21st century.

Finally, our donor relations committee has taken on the initial planning for the first-ever capital campaign to raise the funds necessary for critical library repairs and an updated renovation is scheduled to take place between 2026 and 2029.

Expenses*

- Library Services $1,818,819
- Administration $431,079
- Fundraising $403,875

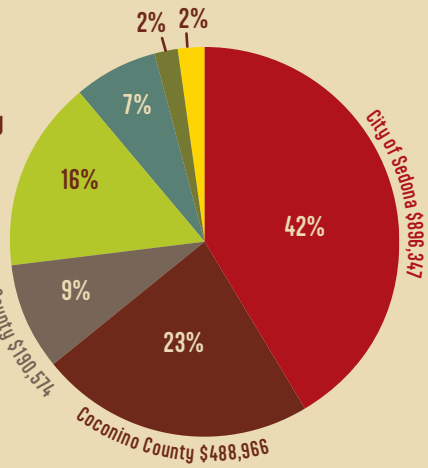
Total Expenses $2,653,773



Support and Revenue**

- Government Grants/Funding $1,620,782
- Contriubtions and Fundraising $343,941
- Friends of the Sedona Library $145,291
- Grants $44,896
- Other Income $41,114

Total Support and Revenue $2,151,128



*Expenses include depreciation, per the FY 2025 audit. **Support and Revenue presented does not include in-kind contributions or investment gain or loss.
**Additional anticipated expenses paid from operating reserve fund.



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