



SEDONA FIRE DISTRICT ANNUAL REPORT FOR FY 2010/2011

INSIDE THIS REPORT...

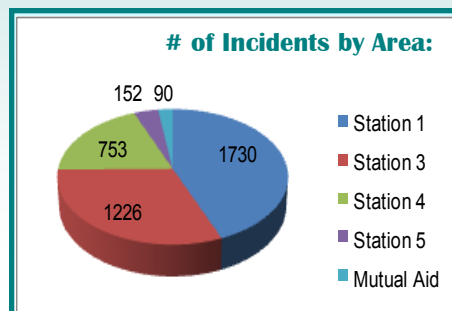
District Map & Information	2
Regional Communication Center	2
Fire District Tax Comparison	2
District Development Group	3
A Brief History of SFD	4
Our Stations	4



*We help people through...
Safe...Friendly...Dedicated Service*

Total # of Incidents from July 1, 2010 through June 30, 2011: 3,951

Of those, 2,825 were EMS-related medical calls, Rescue-EMS/Motor Vehicle Accidents/Air/Interfacility Transports... and 1,126 were classified as Fire, Hazardous Conditions, Special Duty/Service Calls/ Special Duty Transports. The 5 Busiest Days in 2010/2011 with # of Incidents were... **January 1, 2011 – 57; February 3, 2011 – 42; January 2, 2011 – 30; February 4, 2011 – 22; March 4, 2011 – 22.**



**Firefighter Cooper Carr
August 5, 2010**



Sedona Fire District Governing Board

SFD is governed by a five member non-partisan Board elected by the registered voters of the District. The Board establishes policy, sets tax rates, and approves the annual budget. As a special district of the State, the Sedona Fire District must comply with all applicable Arizona Revised Statutes such as the Open Meeting Law. The District holds open public meetings on the fourth Wednesday of every month and other special meetings and workshops, as needed.

Fire Board Members serving during FY 2010/2011 were *Chairman David Blauert; Clerk Charles Christensen; and Members — Craig Dible, Phyllis Erick, and Ty Montgomery.*

FY 2010/2011 Actual/Audited Budget

Walker and Armstrong, Certified Public Accountants, conducted the annual audit of SFD's financial records in accordance with U.S. Generally Accepted Auditing

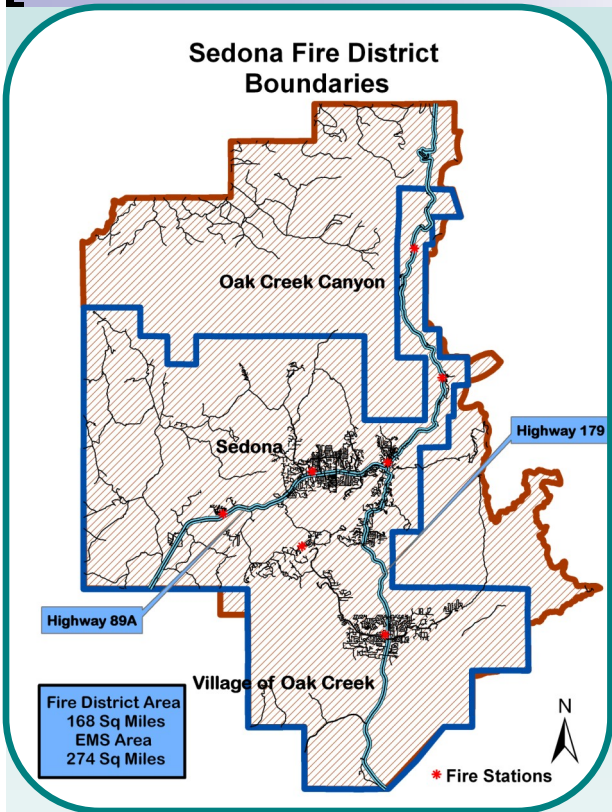
Standards, as well as Government Auditing Standards.

~Projected Expenditures: **\$13,780,069** ~ and ~ Actual Expenditures: **\$13,097,966**

~Projected Revenues: **\$13,780,069** ~ and ~ Actual Revenues: **\$14,076,489 ***

~Capital Reserves/Savings: **\$978,523**

* Revenues include property taxes & funds generated by the District from ambulance billing, non-district fires, dispatching services, communication rents, carryover of unspent funds from the prior budget year, and transfers from capital reserves.



Our Commitment:
The desire to serve, the courage to act, the ability to perform.

District Information

- ~ Land Area: **168 Square Miles** covered by **4** staffed stations
- ~ Population: **20,000 +/-** full-time residents and millions of tourists
- ~ Full-Time Operational Personnel: **71**
- ~ Administrative/Support Personnel: **30**
- ~ Number of People SFD Trained in:
 BLS Healthcare Providers—**453**; CPR—**492**; First Aid & AED: **739**; Trained approx. **3,000** in Continuous Chest Compression with other Verde Valley agencies
- ~ Plans/Permits Reviewed: **221**
- ~ Fire Inspections Conducted: **366**
- ~ Fire Loss = Approx. **\$368,400**
 Fire Loss Saved = Approx. **\$1,019,400**
- ~ Media Articles/Radio/TV: **341**
- ~ Child Car Seat Safety Inspections: **55**
 (which included providing 25 new or replacement seats)

Regional Communications Center

SFD operates a Regional Communications Center providing dispatch services not only for Sedona, but also for Camp Verde, Montezuma-Rimrock, Pinewood, Mayer, Black Canyon City, Clarkdale, and Verde Valley fire districts; Cottonwood and Jerome fire departments; as well as, Verde Valley Ambulance Company. It is the only fire agency in Arizona operating a primary 9-1-1 Public Safety Answering Point.

Calls Handled by SFD Regional Communications Center during Fiscal Year 2010/2011:

9-1-1 Calls: 31,502

~ Wired/Land line: **10,800**

~ Wireless/Cell Phone: **20,702**

Non 9-1-1 Calls: 64,378 (Intercom, Admin lines, ring down from law enforcement)

Total Phone calls handled by Communications Center: 95,880

Tax Comparison of Northern Arizona Fire Districts	FY 2010/2011 Mil Levy (Tax) Rates <small>* Includes Bond</small>	Fire District Taxes on \$300,000 Home
Sedona	\$1.4000	\$420.00
Camp Verde	\$2.1991	\$659.73
Central Yavapai	\$1.8774*	\$563.22
Verde Valley	\$2.0222	\$606.66
Chino Valley	\$2.325*	\$697.50
Clarkdale	\$1.7025	\$510.75
Montezuma-Rimrock	\$2.6186	\$785.58

2010 SFD Service Award Winners:

Firefighter/Engineer of the Year – **Kirk Riddell**

Officer of the Year – **Captain Tim Lefler**

Admin/Support Employee of the Year – **Finance Manager Sandi Schmidt**

Telecommunicator of the Year – **Comm. Spec. Supervisor Beverly Petska**

Unit Citation – **EMS Committee**

Customer Service – **Telecommunications Supervisor Bob Motz**

Bronze Boot – **Battalion Chief Bill Maxwell**

Outstanding Citizen – **Sedona Police Officer Bill Hunt**



**Firefighter Josh Wells
 September 4, 2010**

DID YOU KNOW IN FY 2010/2011...

- Our district encompassed 168 square miles and our ambulance Certificate of Necessity—274 square miles?
- Our Regional Dispatch Center answered 31,502 9-1-1 Calls?
- Our average number of incidents per day was 11?
- SFD won an International award for its budget presentation for FY 2010/2011 from Government Finance Officers Association?



**Oak Creek Canyon
July 8, 2010**

District Development Group - SFD Mission Statement, Vision Statement & Values

Twenty-four members of the Sedona Fire District, representing all areas of the organization, met on Wednesday, October 6, 2010, to participate in a strategic thinking and navigation session facilitated by Ina Wintrich, Arizona State University's Assistant Director of the Ramsey Executive Education Program in the School of Public Affairs. Dedicated to the continuing success of the Sedona Fire District and reaffirming its commitment to the provision of excellent service, participants focused their attention on the challenges and opportunities facing the District. They engaged in dialogue regarding internally and externally driven issues they believed must be addressed to effectively meet present and future needs.

From that beginning, former Fire Chief Nazih Hazime assembled a District Development Consulting Group (DDCG) comprised of seven SFD

members to represent all areas of the District. Their core responsibility was to generate input from their divisions. The DDCG group met monthly to maintain a development course of action.

The group's first goal was to revisit and revise our mission statement, vision statement, and values, which was achieved through input from all members of the District. Former Chief Hazime presented the proposed new versions to the Governing Board at its February 9, 2011 Work Session, and then asked for approval at the following Business Meeting on February 23, 2011. The Board unanimously approved the statements which follow:

MISSION STATEMENT

We help people through **Safe**, **Friendly**, and **Dedicated** service.

VISION STATEMENT

SFD will continue its excellence in service while adapting to the ever changing needs of our community, the organization, and the environment.

VALUES STATEMENT

We value the faith and trust of the community and each of our members will support the mission by adhering to the following values:

- Safe, Friendly, and Dedicated Service
- Cost-saving initiatives and multi-tasking for organizational improvement and sustainability
- Compassion, fostering a genuine concern for those we serve
- The ability to anticipate, influence, and adapt to change
- Personal accountability and professionalism, adhering to a strong code of moral and ethical conduct
- Teamwork—working together for a common goal
- The desire to serve, the courage to act, the ability to perform.



**Coffee Pot Rock
Rescue
March 8, 2011**

SEDONA FIRE DISTRICT

Station #1 / Headquarters
 2860 Southwest Drive
 Sedona, Arizona 86336

Phone: 928-282-6800

Fax: 928-282-6857

E-mail: askthechief@sedonafire.org

We are on the Web!
 Check us out at www.sedonafire.org



**Firefighter Ryan Fischer and
 Engineer Clint Dobrinski
 October 9, 2010**

A Brief History of Sedona Fire District

In the summer of 1956, donations and pledges were actively sought from community members to fund a fire department. The Sedona-Oak Creek Volunteer Fire Department was officially created on April 7, 1957 by a group of committed volunteers. They had already dealt with some frightening structure fires and realized the potential for risk was increasing. Tom Frost, whose efforts were instrumental in developing the official fire department, was named the fire chief and had a secretary-treasurer and fourteen volunteers to work with him. In 1957, most Sedona residents lived in Coconino County within the boundaries of the newly formed fire district, but those living in Yavapai County were without fire protection. It made residents aware of the technical problems that occur when a community is split geographically. That legal and political hurdle did not stop the volunteers! Although they were ineligible for compensation if injured and were restricted by threats of personal lawsuits, Tom Frost and his volunteers crossed the county line to help whenever needed.

In October 1960, the Red Rock Fire District was formed, spearheaded by the newly formed Red Rock Taxpayers' Association, and the county line quandary was partially resolved. The Yavapai County district consisted of Fire Chief Jack Wager, a secretary/treasurer, and 11 volunteers. The two districts drew up a mutual aid agreement that allowed them to legally cross the county line to work as a team. Red Rock Fire District built its first two-bay station on land donated by a development company in Grasshopper Flats on Harmony Drive.

The districts formally merged in 1993 after a combined election of residents of the two districts and officially became the Sedona Fire District.

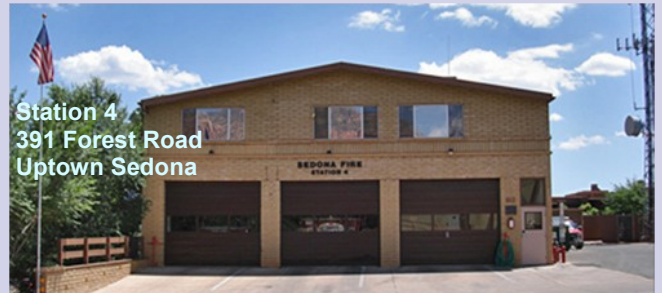
Our Stations—Dedicated to Serving You



Station 1 / Headquarters
 2860 Southwest Drive
 West Sedona



Station 3
 125 Slide Rock Road
 Village of Oak Creek



Station 4
 391 Forest Road
 Uptown Sedona



Station 5
 3971 Highway 89A
 Oak Creek Canyon