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# VISIONS & IDEAS

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BRAINSTORMING ABOUT THE FUTURE OF THE VERDE CAMPUS  
SERVING CAMP VERDE, CLARKDALE, COTTONWOOD, JEROME, THE  
VERDE VILLAGE AND SEDONA



“ In our every deliberation, we must consider the impact of our decisions on the next seven generations.” Great Law of the Iroquois Confederacy. First Edition.

## The population immediately surrounding the Verde Campus

Clarkdale	4,097
Cottonwood	11,265
Verde Village	13,483
<b>Total: 28,845 (2010 census)</b>	

<i>Community</i>	<i>1990 Population</i>	<i>2000 Population</i>	<i>2010 Population</i>
<i>Incorporated Communities</i>			
Cottonwood	5,918	9,179	11,265
Clarkdale	2,144	3,422	4,097
Camp Verde	6,243	9,451	10,873
Jerome	403	329	444
Sedona	7,720	10,192	10,031
<b>Sub-Total</b>	<b>22,428</b>	<b>35,573</b>	<b>36,710</b>
<i>Unincorporated Communities</i>			
Verde Village	7,037	10,610	13,483
Big Park	3,024	5,245	6,147
Cornville	2,089	3,335	3,433
Lk Montezuma	1,841	3,344	4,706
<b>Sub-Total</b>	<b>13,991</b>	<b>22,534</b>	<b>27,769</b>
<b>Verde Valley Total</b>	<b>36,419</b>	<b>55,107</b>	<b>64,479</b>
<b>Yavapai County</b>	<b>107,714</b>	<b>167,517</b>	<b>211,033</b>

Most communities of about 30,000 residents easily support an independent Community College.

# Historical Population Change

## Population Estimates for Yavapai County 2000 - 2012.

Census/Estimate Period	Est. July 1, 2000	Est. July 1, 2001	Est. July 1, 2002	Est. July 1, 2003	Est. July 1, 2004	Est. July 1, 2005	Est. July 1, 2006	Est. July 1, 2007	Est. July 1, 2008	Est. July 1, 2009	July 1, 2010 Est. Revised to Census	Est. July 1, 2011	Est. July 1, 2012	Percent Change 2000 to 2012
Yavapai	169,520	173,343	176,672	182,534	187,623	196,629	202,764	211,137	212,585	211,917	210,899	211,247	211,583	24.8%
Camp Verde	9,513	9,701	9,777	9,910	10,169	10,375	10,783	10,984	10,967	10,916	10,875	10,849	10,883	14.4%
Chino Valley	7,901	8,007	7,851	8,506	8,688	11,175	11,296	11,429	11,188	10,988	10,825	10,808	10,783	36.5%
Clarkdale	3,431	3,542	3,582	3,632	3,666	3,726	3,769	4,051	4,104	4,102	4,103	4,084	4,072	18.7%
Cottonwood	9,288	9,784	10,044	10,335	10,614	10,975	11,056	11,280	11,399	11,379	11,238	11,237	11,224	20.8%
Dewey - Humboldt	-	-	-	-	3,757	3,744	3,873	4,001	3,952	3,945	3,896	3,890	3,889	-
Jerome	332	342	352	362	373	386	397	407	420	430	441	443	442	33.0%
Peoria (part)	-	-	-	-	-	16	17	6	6	6	7	7	7	-
Prescott	34,487	35,364	35,550	37,140	38,178	38,838	39,699	40,371	40,041	39,932	39,771	39,873	39,865	15.6%
Prescott Valley	23,829	24,537	26,096	27,387	30,265	33,686	35,860	38,489	39,105	39,116	38,839	38,769	38,964	63.5%
Sedona (part)	7,229	7,275	7,279	7,291	7,294	7,309	7,255	7,278	7,370	7,248	7,191	7,189	7,181	-0.7%
Balance of County	73,509	74,791	76,142	77,969	74,617	76,400	78,759	82,840	84,033	83,854	83,714	84,098	84,273	14.6%

Source: Office of Employment & Population Statistics, Arizona Department of Administration

## College demographic calculations consistently ignore Verde Village

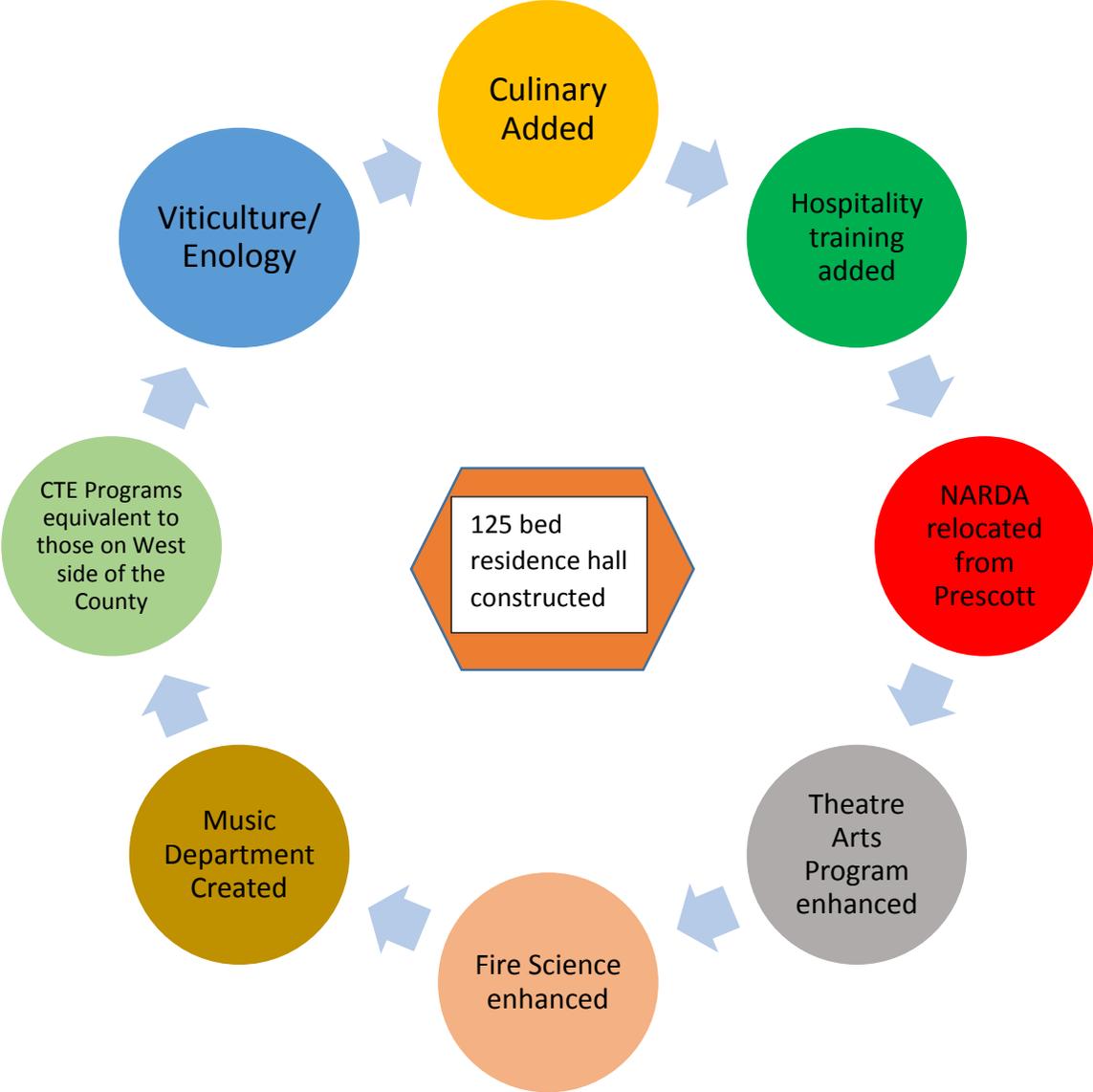
Planners overlook the population of the Verde Village (an unincorporated area adjacent Cottonwood) as shown by the following chart used by Governing Board at 2014 retreat (below).

## DEMOGRAPHICS

East County	Population 2014	Educational Attainment		
		Median Household Income	Average Household Income	% of Pop. with a bachelors or higher
Camp Verde	11,205	\$41,651	\$57,623	10.9%
Clarkdale	4,190	\$48,883	\$63,427	13.5%
Cottonwood	11,542	\$41,057	\$52,758	11.7%
Sedona	10,382	\$56,579	\$116,224	39.3%
<b>West County</b>				
Chino Valley	11,064	\$46,153	\$64,825	13.0%
Dewey-Humboldt	4,057	\$44,065	\$56,647	11.5%
Prescott	40,901	\$48,122	\$66,575	26.6%
Prescott Valley	39,551	\$49,375	\$61,418	12.0%

Source: The Right Site, Easy Analytic Software (EASI), 2014

Vision: The Verde campus becomes a “destination campus” in the next 10 years



# The Future Verde campus is self-sustainable

## Goal

The Verde campus is completely self-sustainable. It has incorporated green features into new buildings and has created an open space plan that makes the Verde campus a nationally recognized model for small campuses in warm climates.

## Green

The campus has solar panels, hot water panels, low-e windows, and an independent waste system providing non potable water throughout the campus. It has an advanced solar farm that provides unlimited energy to the campus and excess energy to the adjacent town of Clarkdale and City of Cottonwood. It has a composting system, a campus sculpture garden, a cultural walking trail and utilizes native low-water landscaping throughout the campus.

## Transportation

The campus has subsidized free bus service circulating through the neighboring towns and cities of Clarkdale, Camp Verde, Cottonwood, Jerome, and Sedona and the Verde Villages. There are shared bike pathway that connect the campus with Bridgeport, Clarkdale, Camp Verde, Cottonwood, Cornville, and Jerome.

## Performing Arts Center

There is a 400 seat indoor Performance Center, which is self-sustaining.

## Partners

The campus has partnered with industry and business in the development of a regional viticulture/enology program. Working closely with its sister Sedona Center, it is has a nationally recognized hospitality and training program, and a culinary training program with long waiting lists of students. It is a destination and partner campus with the Sedona Center offering culinary and hotel management programs. Film school students, viticulture students, Northern Arizona Training Academy students, NARDA and fire training students.

## **Volunteers**

Volunteers have supported the development of its non-profit art gallery, which features Yavapai-Apache art. Its independent fundraising foundation is highly successful. The Oli program enrolls over 300 residents of the immediate area every semester. With its sister programs in Sedona and Camp Verde, more than 1,000 retired citizens are involved in learning.

## **Career and Technology training**

The Verde campus has developed close cooperation with the Valley Academy for Career and Technology, and has intergovernmental agreements allowing training at CTEC at the Prescott airport. It has constructed a centralized facility similar to CTEC but much smaller and as developed with VACTE specialized CTE centers at the three high schools on the East side of Yavapai County.

## **Superior on-line education**

The on-line learning programs emanating from the campus are accompanied with hybrid classroom instruction. They are viewed as one of the most advanced learning centers in quality education in the world.

## **Dual enrollment**

The Community College works closely with students in its dual enrollment program. Special community college advisors are daily available to high school students in these programs and College and qualified high school faculty teach the courses. The courses are carefully monitored for quality cooperatively by VACTE, high school faculty, and the Community College.

## **Student residence**

Student housing is provided in a state-of-the-art advanced quad sustainable apartment complex and cooperatively managed by its partner, Marriott Hotels.

## **Separate Administrative campus**

The Governing Board has voted to allow the East side of the County to establish its own Administrative College.

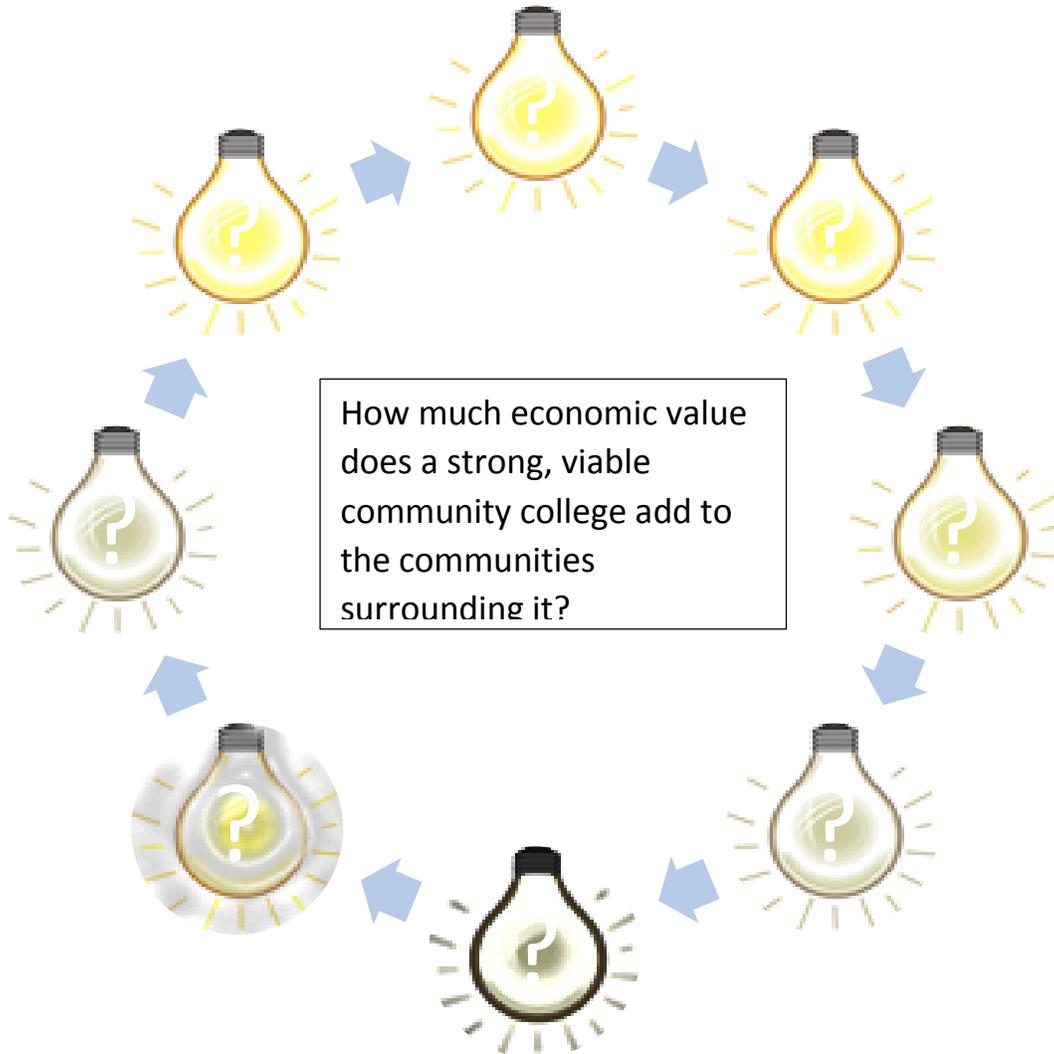
# Mingus High School Career and Technology Course update

Presently (November, 2014), Mingus high school students do not have the same opportunities to obtain career and technology skills at the Community College Career and Technology campus as do similarly situated students in Prescott. The following is a list of some course opportunities available for high school students on the Prescott side of the County not available to Mingus High School students.

Introduction to line worker 1  
Field training line worker  
Legal and ethical issues  
Human nutrition  
Energy industry fundamentals  
Oxy-acetylene welding  
Arc 1  
Arc 2  
Blueprint reading  
Welded metal fabrication  
Pipe welding

Introduction to CNC Machining/Operator  
CMC Machine Set Up  
CNC Computer Aided Programming  
3-D Program and Rapid Prototyping  
Introduction to Engineering  
Basic electricity  
Electrical apparatus  
Introduction to robotics  
Digital circuits

Fundamentals of Air Traffic Control  
Air Traffic Control Procedures  
Fundamentals of ATC Radar  
Private Pilot Glider Ground  
Airplane Pilot Preventative Maintenance  
Private Airplane Ground I  
Private Airplane ground II  
Private Helicopter Ground I  
Private Helicopter Simulation



## What are your ideas?

1. What events should be held at the Verde campus?
2. What courses should be offered at the Verde campus?
3. Are there natural partners for programs at the Verde campus?
4. Where should new signage go? Should the nature trail be completed? Should a residence hall be constructed? How should it partner with the cities and towns it serves?
5. Other ideas? Your vision.

## More and more ideas . . .

(Note, there is a separate idea booklet for the Sedona Center. There is also a special booklet that focuses only on Career and Technical Education in the Verde Valley.

### Planning



- a. Create five and ten year written plans for the Verde Campus.
- b. Create five and ten year written plans for presence in Camp Verde.
- c. Create a plan that sets out the transition from a one County Administrative district with one community college to a one county district with two Community College administrative districts.
- d. Create a written business plan for the five year development of Southwest Wine Center including marketing of wine when it is ready.
- e. Create a twelve month written cultural events calendar for the East side of the County.
- f. Create a detailed marketing/advertising plan for the Verde Campus and Camp Verde presence.
- g. Create a detailed plan to resurrect broad-based charitable fundraising opportunities on the East side of the County.

### Capital Construction



- a. Consider constructing a Career and Technical education training center equivalent to CTEC (not necessarily identical or equal) to provide training to district and charter schools and residents in the Verde Valley. (Cost -- \$10 million).

- b. Focus on student residence housing – create self sufficient apartment quads with residents responsible for all living and eating arrangements for 110 students (Estimated Cost -- \$7.5 million. Replace planned 3<sup>rd</sup> housing project on Prescott campus with this project. (Consider partnering with private Hotel management training enterprise when considering this project).
- c. Consider expanding Building “M” community room on the Verde Campus to accommodate 325 persons; add stage, lighting, sound system, green room, projectors, etc.
- d. Consider completing the nature trail on Verde Campus that has been in the works for more than 20 years. (Take funds from wayfaring provisions in ten year plan).
- e. Consider a new building or expanding present building on Sedona property to house Yavapai Community College Culinary School. Raise \$250,000 for equipment from Sedona area resorts, hotels, and other. Consider purchasing optional corner property for this program.
- f. Consider constructing adequate space to display Verde Valley American Indian Art on Verde Campus. Coordinate this project with Verde Valley Archaeology Center that will be building a 20,000 square foot facility in Camp Verde. The campus facility would be a sister supplement to the Camp Verde Center.
- g. As noted above, consider Marriott hotel or other hotel chain to build and develop a complete hospitality training center on the Verde Campus/Sedona Center. Partner with NAU for advanced degrees.
- h. Consider renovating outdoor pavilion on Verde Campus to reduce audience exposure to sun, wind, and cold. Add proper

- sound and lighting. Expand stage and add green rooms.  
 Replace dirt floor. Put in seating other than folding chairs.
- i. Construct multi-purpose events field on the Verde Campus— build the multi-purpose events field scheduled for Prescott on the Verde Campus instead.
  - j. Consider construction of an independent “package” sewer plant to handle all of the Community College waste on the Verde Campus (coordinated with Clarkdale). Cost: \$1 million dollars.
  - k. Consider constructing solar farm on vacant 80 acres on Verde campus. (Coordinated with Clarkdale, Cottonwood, APS, County and state officials).
  - l. Consider constructing sound stage for digital film school.
  - m. Consider constructing proper signage on 89A to Verde Campus and add signage throughout the communities directing citizens to Community College facilities.
  - n. Consider creating written budgetary estimates and timelines for all capital construction.

### Programs, courses



- a. Identify courses that cannot be completed on Verde Campus. Assess the need and capability with sufficient staff and facilities to deliver these programs on the Verde Campus/Sedona Center/Camp Verde presence.
- b. Consider partnering with NAU for advanced nursing degree.
- c. Consider adding numerous advanced Career and Technical education programs to the curriculum once a CTEC-like facility is constructed in the East Valley. Work with charter schools and public school vocational superintendent (and superintendents, principals, faculty, students of all school in

- the Verde Valley) to design advanced job skill and training courses. Learn from CTEC what mistakes were made and avoid them. Pattern courses after CTEC but modify for unique needs. If possible move some excess training equipment from CTEC to the Verde Campus.
- d. Consider establishing music program at Sedona Center, Verde Campus. Partner with existing music groups in the Verde Valley. (Note: Currently, there are no student concerts held on the East side of the County.)
  - e. Consider establishing dance/theatre program at Sedona Center in conjunction with high school and Red Rock High School Performing Arts Center.
  - f. Consider establishing major Performing Arts program on Verde Campus in conjunction with all communities and educational institutions in the Verde Valley.
  - g. Expand fixed wing aircraft pilot training into Verde Valley creatively.
  - h. Expand helicopter training into the Verde Valley creatively.
  - i. Expand air traffic control training into Verde Valley creatively.
  - j. Expand OLLI aggressively on Verde Campus/establish strong Camp Verde presence. Continue Sedona OLLI with more programming.
  - k. Create several noncredit viticulture programs and offer them locally, state-wide, and regionally.
  - l. Create a focus on local archeology – a fast developing area in the Verde Valley. Partner with NAU and the Verde Valley Archaeology Center to develop a series of credit and noncredit courses in Archaeology.
  - m. Expand the fire science program training because housing now exists on the Verde Campus (if construction moved ahead on

- housing). Consider partnering with state and national forest service.
- n. Consider creating culinary institute at Sedona Center.
  - o. Consider creating hospital training at Sedona Center, Camp Verde & Verde Campus (consider partner with NAU & VVM).
  - p. Consider returning Digital film training to the Sedona Center.
  - q. Consider partnering with Sedona Arts Council in developing digital film school.
  - r. Examine courses on water and natural resources and begin offering them in a credit-non credit fashion. Partner with U of A in this endeavor if possible.
  - s. Once every year review all of the curriculum with three district high schools and charter high schools with students and faculty at those institutions. Also assess advanced vocational training needs of students during these meetings.
  - t. Work with Camp Verde community to return a Yavapai Community College presence to that area.
  - u. Expand “College for Kids” program to all of Eastern Yavapai County including Sedona.
  - v. Expand the Community Education program to all of Eastern Yavapai County.

### New units/departments



- a. Create an independent fund raising/development unit that focuses exclusively on the Verde Valley.
- b. Locate the fund raising unit at the Sedona Center.
- c. Create a separate administrative college along the lines of those in Maricopa County.

## Citizen involvement



- a. Create a Citizens Advisory Counsel with civic leaders, educators, business people, and others in each community.
- b. Work with newly created Verde Valley Citizens Committee to advise the Governing Board.
- c. Work with the newly created Verde Valley Citizens Committee to advise the Verde campus Dean.
- d. Provide an annual report to the taxpayers. The report consists of detailed information about the Verde Campus/Sedona Center/Camp Verde Presence.
- e. Develop monthly on campus community college town hall meetings where topics include development of community college, local elections, medical and scientific breakthroughs, and other issues of interest. Led by faculty and invited guests.
- f. Work closely with Wine Consortium.
- g. Establish a business advisory Counsel consisting only of men and women operating businesses in the Verde Valley.
- h. Establish a medical advisory Council consisting only of men and women involved in healthcare throughout the Verde Valley.

## Athletic programs

- a.  Add golf (tennis) program to Verde Campus/Sedona Center.
- b. Add track and field program to Verde Campus. Partner with  Mingus Union High School/Redrock Highschool in re outdoor facilities.
- c. Add intercity Community College softball teams that compete in the newly created Verde Valley Community College league, i.e., Sedona, Clarkdale-Cottonwood-Jerome, and Camp Verde.



## Marketing/advertising

- a. Create a detailed marketing/advertising plan for the Verde Campus/ Sedona Center/Camp Verde presence.
- b. Focus on high school graduates and work constantly with high schools to identify graduate needs and appropriate Community College responses.
- c. Focus on persons who are underemployed, unemployed. Explain that blue collar jobs can become gold collar jobs if skills are obtained in the Community College advanced vocational skills training program.

## Improving community relationships

- a. Aggressively develop and properly supervise summer “College for Kids” program in Camp Verde, Clarkdale, Cottonwood, and Sedona.
-  b. Develop additional on-campus summer programs with the recreation departments of Clarkdale, Cottonwood, Sedona and Camp Verde.
- c. Aggressively promote rental use by citizens of meeting and teaching friendly facilities at all facilities when they re not in use by the Community College.
- d. Produce two musical programs for student assemblies annually at Camp Verde High School, Mingus High School, and Sedona Red Rock High School. (After consultation with superintendents, principals, and faculty.) Partner with groups such as the Missoula Children’s Theatre.
- e. Offer monthly “free” educational lectures by faculty to the public and alternate among Clarkdale, Sedona and Camp Verde.

- f. Annually, produce two community ticketed shows at Camp Verde High School, Mingus High School, Sedona Red Rocks High School Performing Arts Center (coordinated with the Verde Valley Concert Association and similar groups).
- g. Annually, produce one residency musical program for all middle school students in the Verde Valley (after consulting with superintendent, principal & faculty).
- h. Create a “free” community 2 acre garden based on experience that Cottonwood has had with its community garden.
- i. Create a middle school, high school, community college cooperative garden plot on Verde Campus.
- j. Hold weekend “tent” art shows on Verde Campus grounds on the events field (to be constructed).
- k. Hold weekend art shows in Sedona, Camp Verde, and on Verde campus.
- l. Hold car shows on the events field (to be constructed).
- m. Hold weekly farmer markets on Verde Campus on days not to conflict with Clarkdale, Cottonwood, Sedona, Camp Verde markets.
- n. Hold special art exhibits for K-6 students; middle school students, high school students at Sedona Center and Verde Campus. Work to present the program at Camp Verde High School.
- o. Involve Yavapai-Apache Nation in creating numerous cultural displays throughout the Verde Campus, Sedona Center, and Camp Verde.
- p. Involve Yavapai-Apache Nation in creating classes and courses on the Verde Campus, Sedona Center, and Camp Verde.
- q. Renovate Verde Campus student lounge so one can display Native American artifacts, art objects, etc.

- r. Dedicate one building on Verde Campus in honor of the history of Native Americans in the Verde Valley.
- s. Work with local talent to offer programs for non credit such as quilting, wood carving, etc.

**Branding**



- a. Create a unique “teaching” brand for the Verde Campus/Sedona Center/Camp Verde presence. The brand would be that the Verde Valley Community College is a fully involved teaching/learning campus. By this is meant that everyone who is employed is a teacher. That means administrative assistants, electricians, maintenance staff, etc. Everyone will be expected to teach in some fashion: credit, non credit, and community service like “how to change a tire.”

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**Culinary Arts Program -- a “vision”**

What if a state-of-the-art culinary arts facility is constructed on the Sedona campus? Or the Verde campus? These courses provide unprecedented opportunities in an industry that accounts for more than 9 million jobs annually in the United States. Students are attracted with a diverse background, experience and age, however, all are able to obtain the kind of education that enables them to succeed in a vital and vibrant industry that will be the number one employer in the nation for years to come.

**Possible Partners**

What if the partners with the Community College for culinary and hospitality included Sedona Resorts, Hotels & Motels where the students intern?

## Possible Culinary Arts Evening Program

What if the College offered evening Culinary Arts and the Commercial Baking and Pastry Arts courses?

## Possible Culinary Fundamentals – Online & Dual Enrollment Program

What if courses were designed for students that wish to improve their cooking skills at home?

## Possible Advanced Professional Culinary Arts Classes

What if there were total immersion courses in Advanced Professional Culinary Arts? Classes limited to 15 students and offered in one-week sessions during summer months?

## Hospitality Tourism – a “vision”

Hospitality and tourism is among the world’s largest and fastest growing industries, offering endless opportunities for ambitious students who enjoy working with people.

### Possible Degrees and programs

1. Applied Science (AAS) in Hospitality and Tourism/Golf Management
2. Associate in Applied Science (AAS) in Hospitality and Tourism/Hotel Management.
3. Associate in Applied Science (AAS) in Hospitality and Tourism/Restaurant Management.
4. Associate in Applied Science (AAS) in Hospitality and Tourism/Spa and Wellness Center Management.
5. Associate in Applied Science (AAS) in Hospitality and Tourism/Tourism Development and Management

### Possible Certificates

1. Certificate of Completion (CCL) in Hospitality and Tourism/Golf Management

2. Certificate of Completion (CCL) in Hospitality and Tourism/Hotel Management
3. Certificate of Completion (CCL) in Hospitality and Tourism/Restaurant Management.
4. Certificate of Completion (CCL) in Hospitality and Tourism/Spa and Wellness Center Management.

## Rebuilding Community Education

OLLI does a terrific job of providing a wide-range of adult learning programs. The Community College has its own approach to adult learning with its Community Education program.

Recently created Community Education programs for the Sedona Center and the Verde campus (since August 2014):

**ART: Earth Songs of Photography/Writing/Book Design** (Sedona campus—SAC tuition \$505) (Larry Lindahl) (Friday/Saturday/Sunday 3-day workshop) (10/19/2014 - 10/19/2014).

**COMMUNICATION: Navigating Conflict**

(Sedona campus--\$90) (Rachel Garmon and Doris Ehrler) (Six week course from 6 to 8 p.m. on Tuesdays) (in session).

**FILM: Creative Video w/ iPhone 5S**

(Sedona campus \$35) (Mark Short) (1-day workshop, Friday, 10/31/2014).

**HEALTH & HEALING: Qi Gong Practice**

(Verde campus \$45) (Rita Faruki) (5 Wednesdays from 10/8/2014 - 11/5/2014)

**HEALTH & HEALING: Reiki I**

(Verde campus \$72) (Linda Evans) (1 Saturday from 9 a.m. to 4 p.m.) (10/4/2014 - 10/4/2014)

**HEALTH & HEALING: Reiki II**

(Verde campus \$72) (Linda Evans) (1 Saturday from 9 a.m. to 4 p.m. 10/25/2014)

**ITALIAN I: Beginning**

(Sedona campus \$100) (Sandra Immerso) (2:00 PM - 3:45 PM, Bldg.: Sedona Center for Arts & Technology, Sessions: 8 W Room: 15, 9/24/2014 - 11/19/2014)

**ITALIAN II: Speak It!**

(Sedona campus \$100) (Sandra Immerso) (4:00 PM - 5:45 PM, Sessions: 8 W 9/24/2014 - 11/19/2014)

**PHOTOGRAPHY: iPhoneography**

(Sedona campus \$125) (Kelli Klymenko) (9:00 AM - 4:00 PM, Sessions: 1 W, 11/12/2014 - 11/12/2014 Tuition: \$125 includes \$35 Yavapai College Technology fee).

**WINE @ YC: Part 1, Wine Basics**

(Sedona campus \$25) (Dave and Diane Williamson) (Sessions: 1 Th, 10/2/2014 - 10/2/2014 Enroll in full 5-part seminar for \$25 savings).

**WINE @ YC: Part 2, Cause & Effect**

(Sedona campus \$35) (Dave and Diane Williamson) 1 Th (10/9/2014 - 10/9/2014).

**WINE @ YC: Part 3, Understanding Components**

(Sedona campus \$35) (Dave and Diane Williamson) (Sessions: 1 Th 10/16/2014 - 10/16/2014 All tasting included in price. Participants must be age 21+ to enroll).

**WINE @ YC: Part 4, Taste of Champagne**

(Sedona campus \$45) (Dave and Diane Williamson)(6:00 PM - 7:30 PM, 10/23/2014 - 10/23/2014 Champagne tasting included. Participants must be age 21+).

**WINE @ YC: Part 5, Wine Blending**

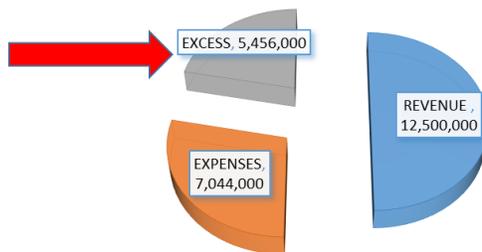
(Sedona campus \$35) (Dave and Diane Williamson) (6:00 PM - 7:30 PM Sessions: 1 Th 10/30/2014 - 10/30/2014).

SAVE \$25. WINE @ YC: Taste the Excitement! (Sedona campus, Full 5-Part Seminar 5-part Wine Seminar at \$140) (Dave and Diane Williamson) (optional enrollment as individual classes, priced separately).

## Where does funding for the Community College come from?

1. Sedona taxing district (using 2012 data) pays about \$15 million dollars in property taxes that support the Community College.
2. About \$12.5 million of the estimated \$15 million are primary taxes that are used for annual operational and capital expenses. The remaining taxes are considered “secondary” and are paying for past general obligation bonds approved by the voters for capital projects on various Yavapai campuses.
3. Estimates in 2012 by the Community College were that total

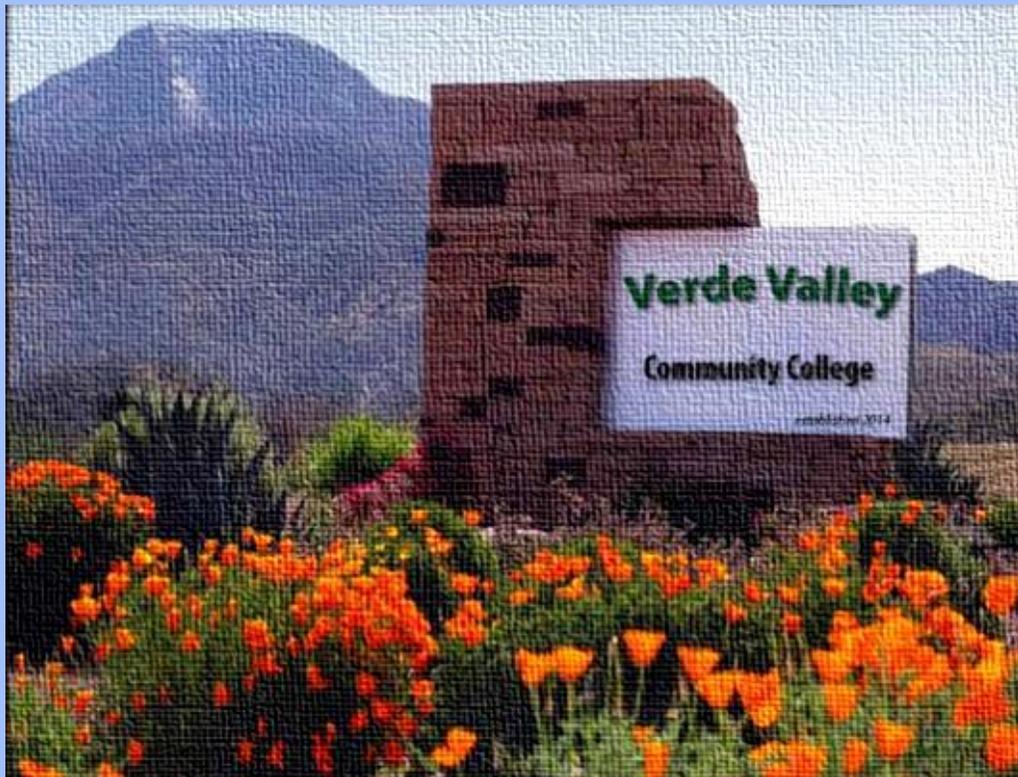
SEDONA/VERDE VALLEY ANNUAL EXCESS PROPERTY TAX  
REVENUE PAID (USING COLLEGE DATA)



operational costs for the Verde campus and Sedona Center were about \$7 million dollars. This left \$5.5 million in excess property tax money going to be used on either the East or

West sides of the County. The Prescott side receives all of the property taxes from the other districts, state aid, and tuition.

4. The College administrators estimate (September 8, 2014) that it would only cost around \$1.2 million dollars to fully staff and operate an independent college on the East side of the County (reporting to the existing Board). This put to rest any fears that the East side of the County could not adequately support an independent community college.



*Can a 45 year dream become a reality?*

*Contact:*

*Verde Valley Community College Citizen Advocates*

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*Clarkdale, Arizona 86324*

*Phone: 928-634-8507*

***ADDITIONAL NEWS AND INFORMATION: [eyeonyavapacollege.com](http://eyeonyavapacollege.com)***