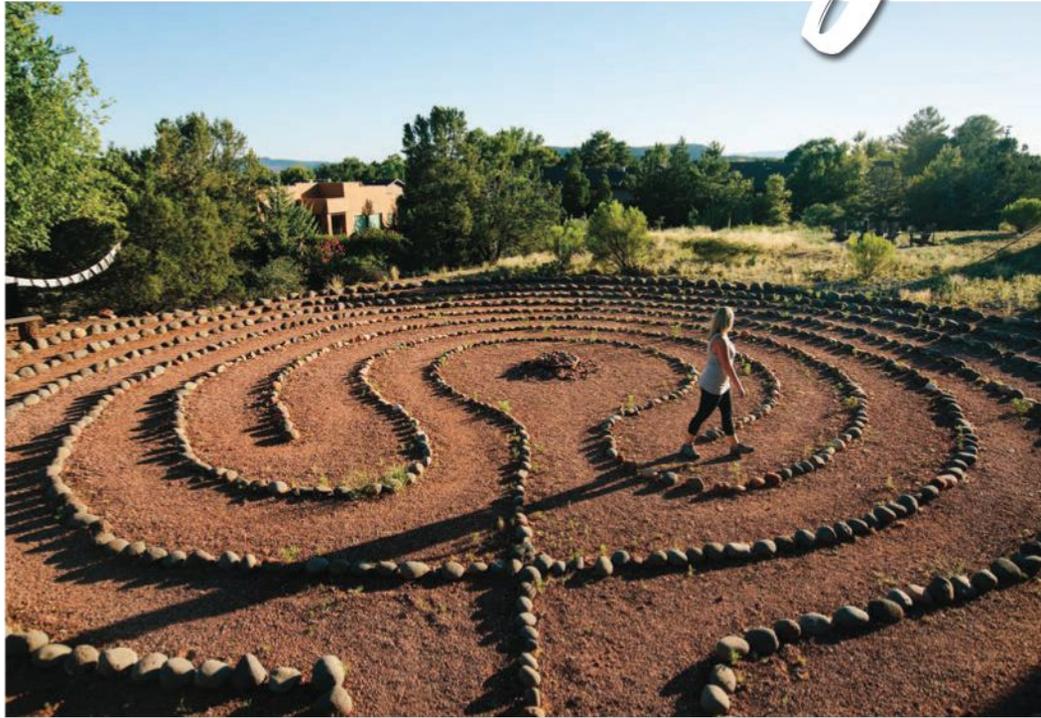


ARIZONA CITY&TOWN

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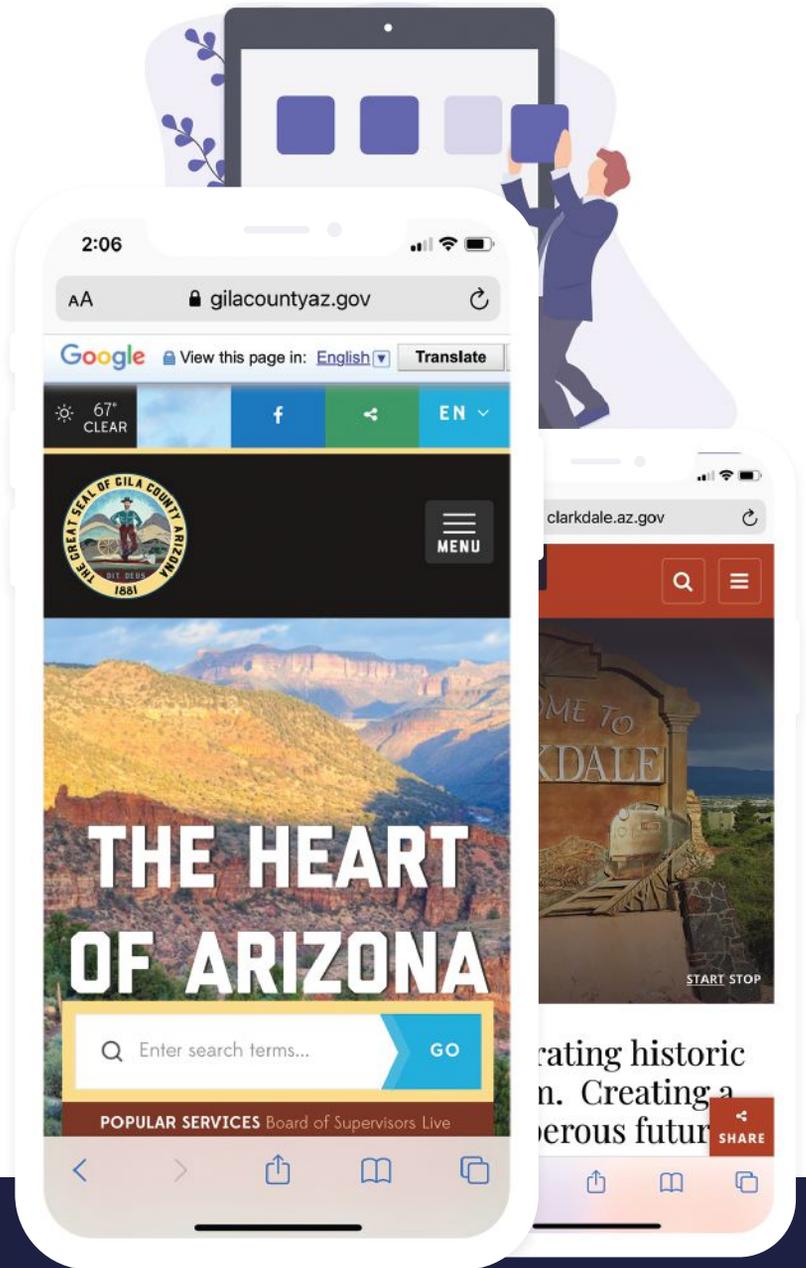
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PHOTO COURTESY OF RON CHILSTON

The Best of the Verde Valley

It is no secret that our state has some of the best scenic destinations in the West. From the Grand Canyon to the Colorado River, Arizona's views are incomparable, and the sights of the Verde Valley are no different.

It is always surprising to learn how such great destinations are often unknown to Arizona natives! We all know of the red rocks in Sedona, and they truly are a must-see, but throughout the valley are hidden gems that must be on your bucket list.

In this issue of *Arizona City & Town*, we get to see the best the valley has to offer and all that cities and towns are doing to keep it an Arizona favorite. The history and natural landscape of Arizona provide opportunities to connect residents and visitors alike to our great state while also preserving what makes Arizona so unique. The Sedona Verde Valley Tourism Council is just one example of how our cities and towns are working with these opportunities. Each community has its own atmosphere that invites anyone and everyone.

From kayaking in Camp Verde to hiking in Sedona, horseback riding in Clarkdale to wining and dining in Cottonwood, or even a fully immersive history lesson in Jerome, the Verde Valley has a lot to offer. It is amazing what cities and towns in the valley have done to showcase its beauty while also creating a welcoming environment for visitors and native Arizonans alike.

A handwritten signature in black ink that reads "C. Thomas Belshe".

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THE Verde Valley

Just 120 miles north of Arizona's sprawling city center of Phoenix sits a gorgeous oasis, home to rivers, local wineries, historical sites and more.

The Verde Valley of Arizona consists of 714 square miles and includes five of Arizona's most picturesque municipalities. Traveling through the gorgeous scenery, it's easy to discover a vast collection of activities and sights among these cities and towns.

From the train tracks of the Verde Canyon Railroad to the sparkling waters of the Verde River to the red rocks of Sedona, the natural beauty of the area draws visitors from all over the world to this picturesque destination.



A River Runs Through It

At the heart of the Verde Valley runs its namesake: the Verde River. Named for the Spanish word for “green,” it is one of two Wild and Scenic rivers in Arizona.

The river adds to the rich landscape of the area, with a variety of vegetation that ranges from cottonwood forests to desert greenery. The vast habitat is home to more than 50 different species that fall on endangered or threatened wildlife lists. The river teems with fish of many different species, and a variety of birds fly above the area, including bald eagles.

Recreational opportunities abound on and near the water, drawing the attention of kayakers, hikers, fishers, boaters and picnickers alike.



A Moment in Time

The Verde Valley has a long and rich history, with inhabitants who can be traced back hundreds of years. There is archaeological proof that Hohokam and southern Sinagua cultures lived in the area. Cliff dwellings and pueblos can be seen today that highlight the cultural influence of these early peoples.

The area’s second boom of residents happened when copper mining came to town. In the 1880s, excavators discovered copper reserves on Cleopatra Hill, which is beneath present-day Jerome. People came from all over the world to participate in the copper boom, and Jerome saw both miners and investors settle in. In 1912, Clarkdale was developed as a company town, providing a community for the copper miners and their families.

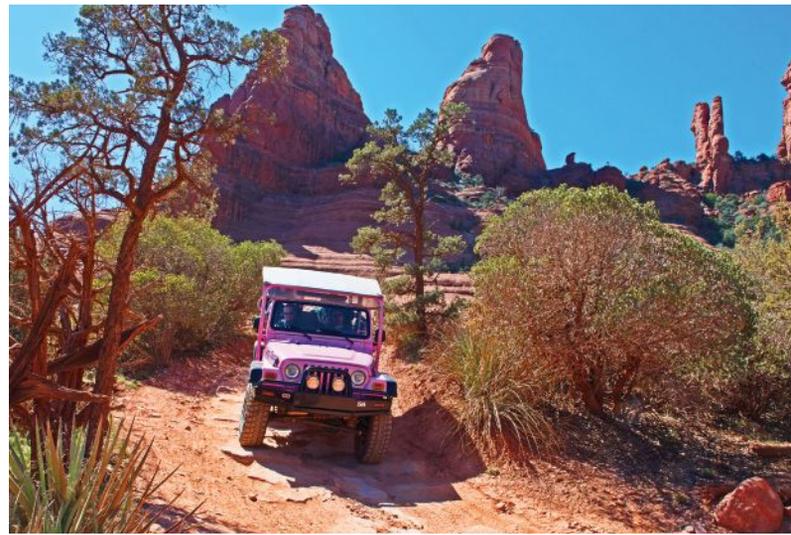
In the present day, nearly 75,000 people live in the five cities and towns that make up the Verde Valley.

A Unique Taste

For visitors, one of the highlights of the Verde Valley is the many places to eat, drink and enjoy the view.

Local Arizona vineyards can be seen throughout the valley, and wine tasting rooms line the streets of the cities and towns. The Verde Valley Wine Consortium is a trade organization of wine producers that promotes the area as a wine region through the Verde Valley Wine Trail. The wine trail includes 26 stops at various wineries, tasting rooms and wine-related shops throughout the cities and towns of the area.

Additionally, the Southwest Wine Center was developed at Yavapai College as a premier resource for the local wine industry.



Their educational programs provide experience in enology, viticulture and business.

Local breweries, such as Verde Brewing Company in Camp Verde and THAT Brewery in Cottonwood, can be found in many of the region's communities.

Gastronomy is a focus of many of the communities in the Verde Valley. Locally renowned favorites like the Haunted Hamburger in Jerome can be found in each of these communities. Sedona is known as a foodie haven, with many of the area's restaurants featured in culinary magazines and on Food Network programming.

A Place to Play Outside

Some of the activities that draw the most visitors to the region are those that bring people outdoors. The area is overflowing with gorgeous views and unique experiences, with state parks nearby that are ready for visitors to explore.

The Verde River provides recreational activities on or near the water, from kayaking and canoeing to bird-watching and fishing.

Look out for all the wildlife that call the Verde Valley home, and hike on the hundreds of miles of trails, including trails near the Verde River and many throughout the red rocks of Sedona. Camping is also a popular activity in the area, and there are plenty of spots to pitch a tent and spend the night under the stars.

Five Communities, One Verde Valley

Sedona is synonymous with Arizona tourism and travel, and most are familiar with its red rock formations, Pink Jeep tours and mysterious vortexes. Jerome is an artist's playground, with shops, restaurants and ghost stories. Camp Verde highlights the history of the region, with historic sites that give visitors a peek into the past. Clarkdale brings copper alive, with history and art on display. Cottonwood is home to a Main Street of wine tasting rooms, giving a sampling of local flavor all in one place.

Each municipality is unique. Together, the cities and towns provide visitors of all ages with a unique and rewarding experience.

More than 10 years ago, neighboring cities and towns in the Verde Valley got together to create the Sedona Verde Valley Tourism Council. Its intent is to promote the area as a whole to visitors, and the council has created lasting benefits for the region. Over the last several years, the cities and towns have increased their participation in the tourism council and, in time, they have been able to promote the Verde Valley across many platforms, to invite visitors around the world to learn and explore all that the valley has to offer.





Camp Verde

Nestled among nine federal wilderness areas, Camp Verde is the gateway to Arizona's two Wild and Scenic rivers: the lower 40 miles of the Verde River and Fossil Creek. The town spans 18 miles of the Verde River, which serves as a dividing line between Prescott National Forest and Coconino National Forest. Outdoor

recreation opportunities abound, including camping, kayaking, hiking, biking, horseback riding, fishing and bird-watching.

Camp Verde is home to Fort Verde State Historic Park, Montezuma Castle and the Verde Valley Archaeology Center. The proximity to the Verde River and numerous irrigation ditches have contributed to Camp Verde's robust agricultural legacy, which makes it the perfect location for the seasonal Verde Valley Farmers Market and numerous roadside produce stands.



PHOTOS COURTESY OF THE TOWN OF CAMP VERDE

With three wineries, Cliff Castle Casino, Out of Africa Wildlife Park, several resale shops and a functioning historic downtown, Camp Verde has something to offer everyone! The town holds several festivals throughout the year, including the Pecan and Wine Festival, CornFest, Dark Sky Festival, Fort Verde Days, Trunk or Treat, the Christmas Bazaar and the Parade of Lights.

The Town of Camp Verde is part of the Sedona Verde Valley Tourism Council, which is one of only 22 geotourism regions

in the world recognized and endorsed by National Geographic. In June 2018, the town was recognized by the International Dark Sky Association as the 20th Dark Sky Community in the world. In addition, the town is recognized by the Arbor Day Foundation as a Tree City USA and is designated as an Important Birding Area.

Learn more at www.campverde.az.gov or www.visitcampverde.com.



PHOTO COURTESY OF THE TOWN OF CLARKDALE

Clarkdale

Surrounded by wild, open spaces and state parks, Clarkdale sits at the northern reach of the beautiful Verde Valley. Visit Tuzigoot National Monument, Dead Horse State Park, Sycamore Canyon Wilderness, and Prescott and Coconino national forests for ample opportunities to hike, bike, kayak and simply enjoy the natural beauty of the area.

Explore the historic downtown by wandering the quiet streets lined with historic homes and take in the charm that is Clarkdale. From the Clarkdale Car Show, block parties and Concerts in the Park, to the Verde Valley Wine Festival and Clarktoberfest, there's always something going on downtown.

Tour the town complex and learn about Clarkdale's commitment to sustaining the environment and natural resources. Clarkdale is home to the only municipal facility in the state that is heated and cooled by a geothermal heat pump. Stroll through Centennial Plaza and take in the water-harvesting contours and native, drought-tolerant species. Learn how rainwater is harvested from the roof of the Clark Memorial Clubhouse and is stored in subgrade cisterns totaling 5,100 gallons.

Nature is at its finest in the Sycamore Canyon Wilderness, and the views can be enjoyed with food while relaxing on one

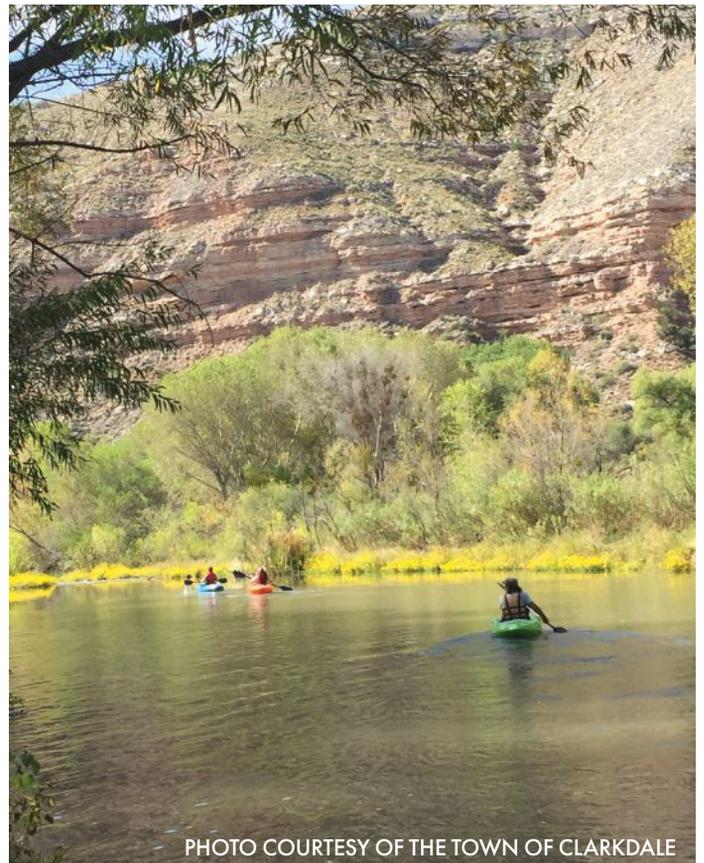


PHOTO COURTESY OF THE TOWN OF CLARKDALE



of the Verde Canyon Railroad’s climate-controlled train cars. After the two-hour trip out, the train begins its return from Perkinsville, home of the classic 1960s television show *Petticoat Junction*.

Check out the locally crafted wine and beer, as Clarkdale is home to three wineries and its own microbrewery; each of these has won regional and statewide awards.

The Clarkdale Historic Society Museum’s inventory of period photographs and original plans for the homes and buildings throughout the town is second to none. The Arizona Copper Art Museum displays a vast collection of historic and new objects crafted from copper. The John Bell Museum at the Verde Canyon Railroad displays the long and interesting history of the railroad in the Verde Valley.





PHOTOS COURTESY OF EMILY SIERRA

Cottonwood

“The Heart of Arizona’s Wine Country” is ideally situated above the heat of the desert and below the cooler temperatures of Arizona’s high country. Surrounded by the red rocks of Sedona to the northeast and Mingus Mountain to the southwest, its lower elevation makes it a perfect spot for your next Arizona adventure.

Once you arrive, begin exploring the reasons visitors choose Cottonwood as their scenic, affordable and fun Verde Valley destination. Check out Old Town Cottonwood, which includes shopping, dining and lodging right in the center of town.

For those who want to get out and enjoy the sun, the Jail Trail is located at the north end of Old Town, with convenient parking and plenty of shade. This trail can be explored for less than a mile or up to six miles by venturing farther to Dead Horse Ranch State Park. Nearby is the Verde River, where visitors can cool off and kayak, fish, bird-watch and more.

Cottonwood has fully embraced its Heart of Arizona Wine Country identity and proudly considers itself the best stop on the Verde Valley Wine Trail. Not only does it have a bounty of award-winning tasting rooms, but the dining options to pair the wines with make it a prime choice for staying, sipping and enjoying the escape to wine country.



With a thriving Old Town for shopping, dining and lodging, Cottonwood has become a getaway for visitors near and far. Not only is its location convenient as a home base for visiting the Grand Canyon, enjoying the Red Rocks of Sedona or gearing up for the thrill of Jerome, but it is an affordable option for visitors to extend their stay and enjoy more of the Verde Valley.

Explore the all-new visitor information website at www.visitcottonwoodaz.org to experience adventure and all that Cottonwood has to offer.



PHOTOS COURTESY OF RON CHILSTON PHOTO

Jerome

It's been said in many stories about Jerome that at its zenith, it was considered the “wickedest town in the West,” a phrase coined in, and incessantly borrowed from, an article written in the *New York Sun* in 1903. As it was the backdrop of union strikes, street fights and bawdy behavior, it's no wonder the infamous old mining town earned this reputation. It was built on the backs of miners who toiled all day in the tunnels and played all night at one of the many bars, pool halls and brothels that made up most of the businesses in Jerome. Men made up 78 percent of the inhabitants.

But truer to its spirit, Jerome could also be called the “toughest town in the West,” its resiliency proven as it faced one catastrophe after another: four major fires in 1894, 1897, 1898 and 1899 (the same year the town was incorporated); the Spanish influenza in 1918; the Great Depression, when the price of copper plummeted and the population dwindled from 15,000 to less than 5,000; and the close of mining operations in 1953, when the population had fallen to roughly 100 stalwart residents.

It wasn't long, however, before Jerome rose again. A man who worked at the Tuzigoot ruins at the time suggested to the remaining Jeromans that they ought to take advantage of not only the town's history, but its amazing view of the Verde Valley. It wasn't long before the Jerome Historical Society was formed and the town turned to retail businesses and tourism to bring it back from the ashes.

Little by little, as the artists, hippies and hermits unearthed the unique hamlet on the hill, Jerome began to thrive again. They adopted abandoned houses or bought them at a tiny fraction of what they are worth today. They formed an artist's cooperative and opened restaurants and art galleries and made babies who live in Jerome to this day. And now those pioneers of the 1970s are the elders of Jerome — or Jerome's “royalty,” as locals like to call them. They can tell you stories of when it was their turn to be mayor or fire chief, of when activist musician Katie Lee rode her bicycle through town naked, or when John Dempsey denied President Richard Nixon a table at the House of Joy because he did not have a dinner reservation. The colorful stories about Jerome are endless!

It's difficult to keep a gem like Jerome a secret. But hopefully those who visit will continue to appreciate and respect its history, its architecture and its fragile existence on Cleopatra Hill.

Sedona

Located at the base of the Mogollon Rim in the Verde Valley, among sandstone and limestone formations and centered around Oak Creek, one of Arizona's only year-round streams, sits Sedona, Arizona. The city is named after Sedona Schnebly, who was a member of one of the area's first homesteading families. For thousands of years prior, the area was inhabited by American Indians, including the Sinagua, who were known as cliff dwellers and farmers.

Today, Sedona is home to 10,000 residents and many businesses that are focused on tourism. Fabulous restaurants, interesting hotels, vibrant art galleries and outdoor adventures are abundant. Uptown Sedona, or the "downtown area," features retail shopping and a plethora of great food options. The thing that sets Sedona apart is the incredible scenery, which people travel from all over the world to experience. There are also more than 200 miles of trails surrounding Sedona, making hiking and biking a major draw. Many come to Sedona to experience the spiritual or reflective atmosphere — be it on a trail, at a vortex or inside the serene Chapel of the Holy Cross. Other attractions include taking a dip in Oak Creek in the summer, driving on the State Route 179 Scenic Byway and enjoying a glass of wine from one of the many wineries in the Verde Valley.

With a population boom in the 1980s, the city officially incorporated in 1988. In fact, Sedona's current mayor, Sandy Moriarty, was part of that effort for incorporation. Focused on the future, the city is working to balance resident quality of life with tourism, the lifeblood of its economy. Expanding transit, making Sedona more walkable and bikeable, and building new roads to increase connectivity are at the top of the list of important projects. Even though these are big goals, with the right balance, progress can be made, and we know we can continue to add to Sedona's evolution from a secret place that no one knew about to the major destination it has become.

Truly a gem in the heart of Arizona, the Verde Valley and the five cities and towns that make up the region are waiting to be discovered again and again!





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10 FACTS

about the Verde Valley



1.

It is home to the only Wild and Scenic rivers in Arizona, the **Verde River** and **Fossil Creek**.



2.

The Verde River is **170 miles** long.



3.

About **80 percent** of the land in the Verde Valley is **national forest**.



4.

The valley was formed by the **Mogollon Rim** and mountains of the **Black Hills**.



5.

It is home to Arizona's **wine country**.



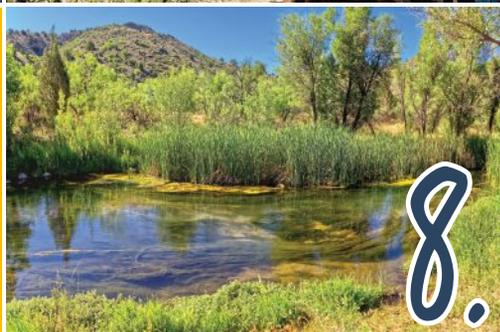
6.

The **Verde Canyon Railroad** opened in 1912 and celebrated its 1 millionth passenger in 2005.



7.

The valley has been home to several **native tribes** including the **Yavapai**, **Apache** and **Sinagua**.



8.

The Verde River was once named one of the **10 most endangered rivers** in America.



9.

There is **evidence of humans** living in the valley since **9,000 B.C.**



10.

Visitors bring in more than **\$600 million a year** to the Verde Valley.

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