



CoCreate

**A Coworking Space and Social Lab at
Sedona Innovation Center**

Sponsorship Prospectus 2020

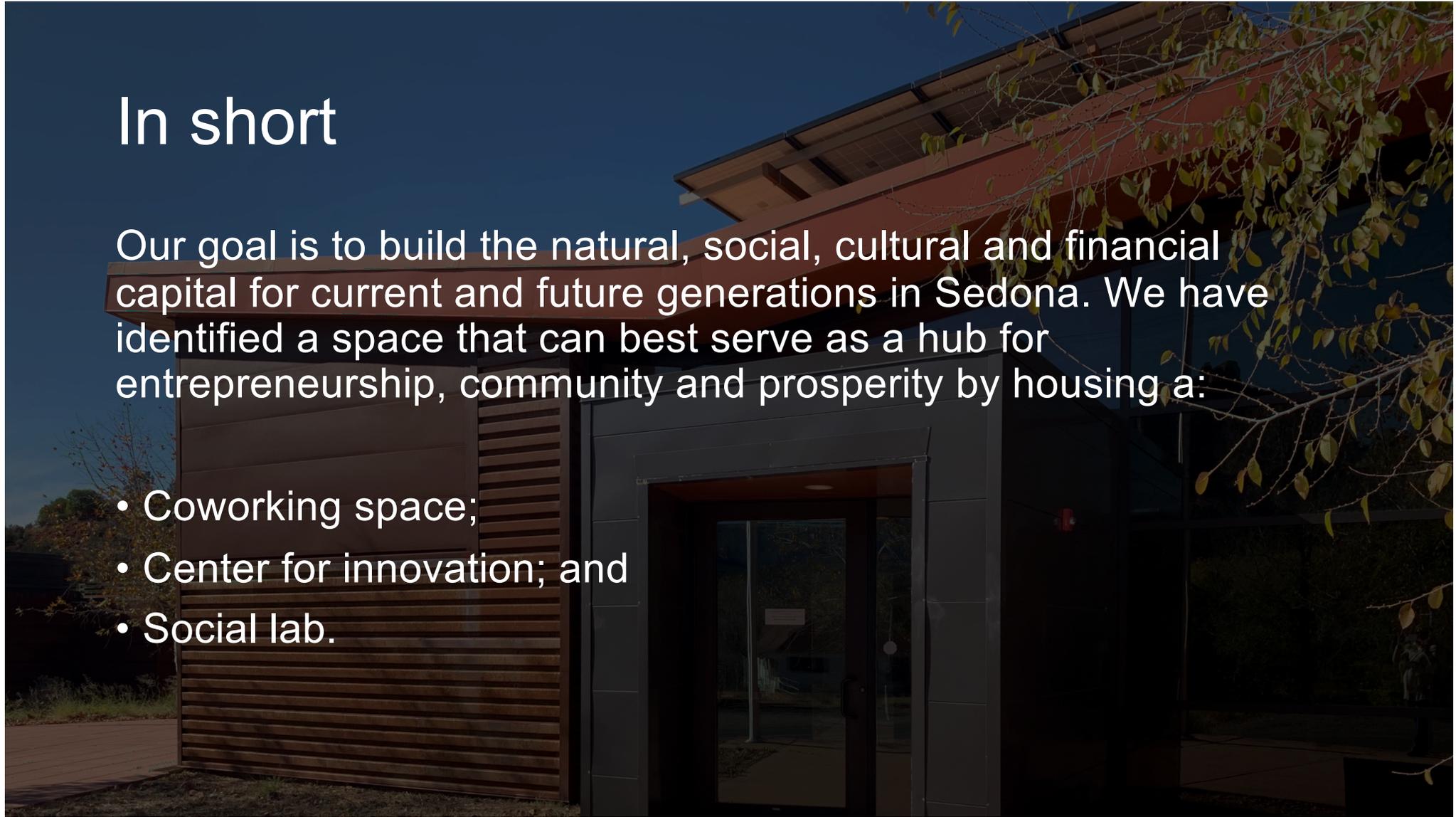
Contents

- In short
- Our why
- The space
- Location
- Coworking
- Innovation center
- Social lab
- Our founder
- Community
- Partnership packages
- Thank you!

In short

Our goal is to build the natural, social, cultural and financial capital for current and future generations in Sedona. We have identified a space that can best serve as a hub for entrepreneurship, community and prosperity by housing a:

- Coworking space;
- Center for innovation; and
- Social lab.



Our why



In addition to the hospitality and retail businesses that comprise a large portion of Sedona's economy, Sedona is home to many small and mid-sized businesses, a growing entrepreneurial community and a cadre of professionals who work remotely for companies headquartered elsewhere. There is demand in the market for office space to house these business owners, entrepreneurs and professionals in an affordable, professional space. We need a central hub to meet demand.

There is also a strong desire for an increased sense of community among entrepreneurs and owners/managers of high-growth businesses and in the community-at-large. This is particularly true of members of generations X, Y and Z, or professionals born after 1965. Evidence of this desire can be found in the active membership and growth of the local group, Sedona XYZ, described in further detail below. There is also a wealth of knowledge in the retired business professionals in our community, who have a variety of backgrounds in leadership and management in a myriad of industries and companies around the world and can contribute to next generation solutions.

Finally, there is a strong interest among many to engage civically, diversify Sedona's economy and give thoughtful consideration to the issues facing Sedona today while planning for a sustainable future.

The space



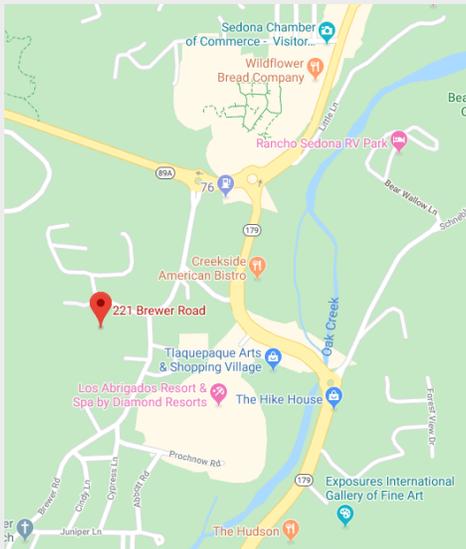
A Building Deserving of an Ambitious Vision

Our due diligence includes a review of numerous commercial offices spaces in Sedona. We have identified 221 Brewer Road as the most appropriate property.

The space is owned by the Sedona-Oak Creek Unified School District #9 and served as its former administrative offices. Built in 2011, the space is modern, well-equipped, energy efficient (solar and geothermal) and one of the very few in the area that is suitable for the proposed purpose. As the property has a community facility zoning designation, there would be no zone changes required for the proposed purpose. Lease discussions are currently underway. A final lease is subject to the approval of the school board.

At approximately 7,000 square feet, 221 Brewer Road is much larger than most office spaces available locally and deserves a broader, more ambitious vision. Therefore, we propose that the space be utilized as a center for innovation, entrepreneurship, community and prosperity. The facility can be developed as an innovation center and/or follow the model of the social laboratory (“social lab”).

Location



The Heart of Sedona

The property is centrally-located, making it accessible to professionals in West Sedona, Uptown Sedona and the Chapel area. The space would also be easily accessible to professionals in the Village of Oak Creek and Oak Creek Canyon.

And The Region

The nearest coworking spaces are in Flagstaff, Prescott and the Phoenix metropolitan area. Therefore, the space would be accessible to professionals in Cottonwood, Camp Verde and throughout the Verde Valley for membership, office space and meeting/event space. The VVREO strategic plan contemplates a coworking space, and the CoCreate space can serve as an interim and long-term solution to the need for flexible, collaborative space regionally.

Concept

The preliminary design concept features meeting space, flexible workspace, private offices and common areas for collaboration. The right side of figure A is the street-facing side of the building. The outside of the building includes a patio space as well as a large field/lawn in the rear.

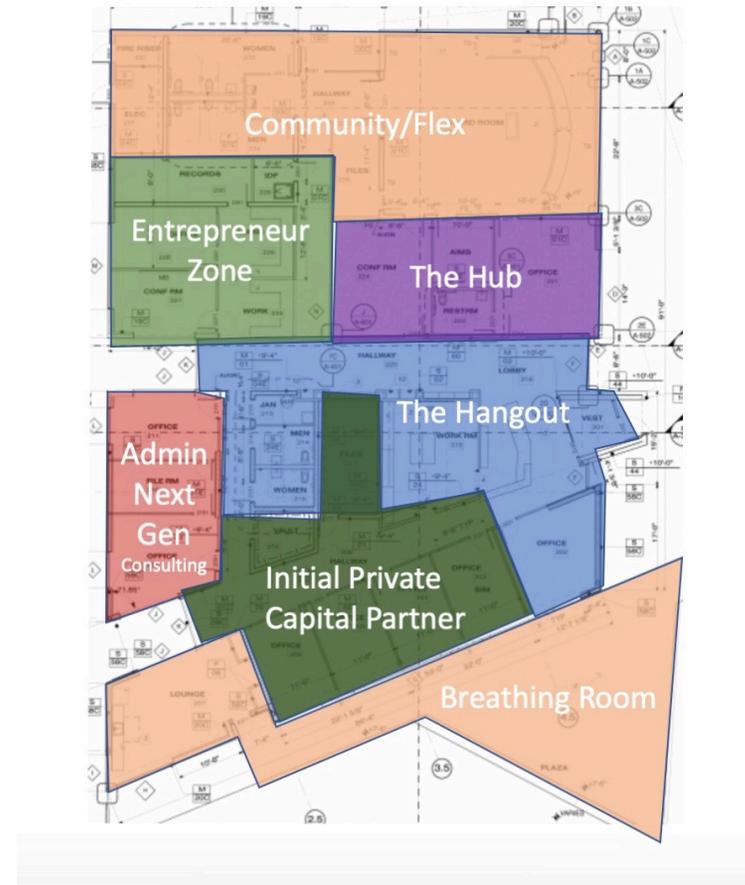
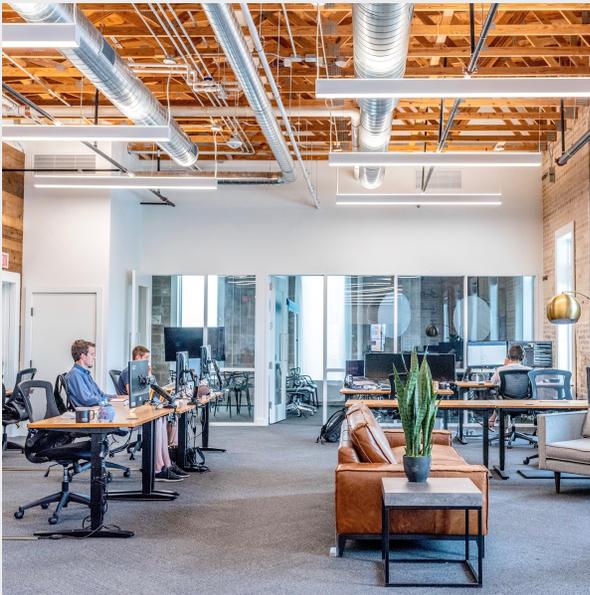


Figure A

Coworking



The heart of the project would be a modern, tech-forward coworking space, occupied by energetic, collaborative coworking community. CoCreate founder Marci Taylor (more information below) has been an advocate for a coworking space in Sedona for nearly three years. She has met and built relationships with regional and local leaders, real estate and finance professionals and local business owners regarding a space of this nature. Interest, demand and support for the same continues to grow.

A coworking space is contemplated by the [Verde Valley Regional Economic Organization's Strategic Plan \(2018\)](#), and is under consideration by the City of Sedona's Economic Diversification Strategic Planning Committee. Other local public and private organizations have also expressed interest and support as well.

Coworking is a business model where entrepreneurs, high-growth companies, free lancers and remote workers share fully-equipped office space. These spaces typically work with a membership model where members enter into short-term leases for offices, full-time desks, part-time (or "hot") desks and communal space, as well as shared technology and equipment.

Although many believe that this is a mere real estate transaction, the success or failure of these spaces typically depend on the cohesiveness and collaboration among the coworking community. Thus, our space will include events, classes and other opportunities for communication, growth and relationship-building. It will also provide meeting space for other community organizations.

The need for a coworking space will only increase with the changing demographics in our community, and the continuing trend globally toward a shared economy. The concept is proven and expanding elsewhere in Arizona, with twenty-plus coworking spaces operating in the Phoenix metropolitan area (see e.g. [CO+HOOTS](#), [Industrious](#), [The Department](#), etc.), three in Flagstaff (see e.g. [Click Co+Work](#)) and at least one in Prescott ([WingSpace Coworking](#)). Additionally, with Sedona's international reputation as a destination for health and wellness, it is inevitable that more people will look to Sedona as a place to work while maintaining work/life balance in sustainable, naturally beautiful location. Health and wellness professionals will be a cohort in our hub.

Innovation center



Sedona is not currently known as a “center of innovation.” However, a large percentage of Sedona residents earn their living through owning an operating their own small businesses, and there is a robust and growing community of entrepreneurs here. This has been bolstered by the City of Sedona’s increasing support of small business growth. The city has dedicated resources to economic diversification and demonstrated its commitment to the same by hiring a Director of Economic Development, producing programs and providing resources to fuel the growth of entrepreneurial ventures. The city is currently engaged in Economic Diversification Strategic Planning, and Marci Taylor is a member of the planning committee.

Our facility will serve as a hub for entrepreneurs, provide or host services, resources and programming for our entrepreneurial members in cooperation with local and regional organizations. It will also be a place where our amazing community of retired executives, professionals and investors can serve as mentors and lend their talents and expertise to help new businesses grow and prosper. In short, it can be the innovation center that Sedona currently lacks.

Social lab



[Social laboratories](#) bring diverse participants together to work as a team or in teams to address complex, challenging social issues. They have been around for the past two decades and are growing in popularity and success [around the world](#). Social labs can be issue specific (e.g. world hunger) or community-oriented, focused on developing innovative solutions to challenges and opportunities facing the community they serve — see e.g. [Civic Innovation Lab](#) (Los Angeles) [LEDlab](#) (Vancouver) and others. Although Sedona is a small city, we are not short on our own set of complex social issues and a diverse set of stakeholders who would like to participate in developing solutions.

We believe that a collaborative workspace, would also be a natural location for a social lab where members of the community can gather to work on issues of importance for Sedona, such as sustainability, affordable housing, education and community planning and design. The site, for example, could include a space for a “design center” where resources can be housed, and creative ideas shared for the continued, thoughtful, sustainable land use development of the city and region.

Founder



Marci Taylor is a strategy consultant, entrepreneur, community leader and former practicing attorney. For the last twenty years, she has worked with companies and professional services firms, large and small, throughout the country, to help build their businesses.

She worked for eight years as a strategy, management and marketing consultant for Altman Weil, Inc., the leading, national legal strategy consultancy, advising law firms ranging from one lawyer to 1000+ lawyers on strategic planning, management, brand strategy and marketing and corporate legal departments on more effective, efficient management of legal services. She served as the Executive Director of an eighty-lawyer firm in New Jersey and as the Director of Marketing Operations for Cozen O'Connor AmLaw100 firm headquartered in Philadelphia, with offices around the United States and in London. The firm had 600 lawyers at the time (now 750+), and its marketing department, with a \$3 million budget and a team of 18, helped to grow the firm's revenues by approximately \$40 million in the four years after we launched our new brand strategy.

Marci left the firm in 2015 to start [Mantra Legal Consulting](#), returning to advising professional services firms and high growth companies on strategy and management, with a significant focus on brand strategy, marketing and public relations. When she moved to Sedona, wanting to become more involved in the local economy and community, she started [Mantra Sedona](#) a consultancy/agency focused on brand strategy, design, digital marketing and social media. Marci has worked with numerous local small and mid-sized businesses on their marketing strategy and implementation. She works with strategic partners in the legal community and also has a team of part-time specialists in design, web development, social media and administration.

Marci serves in a volunteer capacity on the Economic Diversification Strategic Planning Committee for the City of Sedona, as well as the Marketing Committee and Sustainability Committee for the Sedona Chamber of Commerce and Tourism Bureau. She is also the co-founder of Sedona XYZ.

Community

SEDONA XYZ

[Sedona XYZ](#) is a thought leadership group for Sedona's next generation. Its membership includes business owners, entrepreneurs and professionals from generations X, Y and Z (i.e. born after 1965), who live and work in Sedona. The group's mission is clearly defined. "We are committed to helping Sedona to become a more diverse, vibrant, walkable, affordable, sustainable community that is an attractive option for new businesses, existing high-growth businesses and residents who want to do amazing work in the world while at the same time live in a place where quality of life is paramount. We will promote and grow an innovation economy that allows people/companies to be successful while maintaining balance and consciousness in all aspects of our professional and personal lives."

Sedona XYZ has talented and engaged board members with backgrounds in urban planning and land use, insurance/financial services, sustainability, hospitality, travel/tourism, conscious festivals, food manufacturing and more. It has more than 400 members who participate in our online discussion group, and it hosts monthly gatherings which feature guest speakers ranging from civic leaders to subject matter experts in relevant topics to representatives of local charitable organizations. Its leaders and members are civically engaged and aspire to be the collective voice of professionals in generations X, Y and Z in Sedona. The group also has members who are not in generations X, Y or Z, but they share the same positive energy and commitment to the future of the community.

Sedona XYZ is one of many strong indicators of the demand for an innovation center and coworking space and serves as an example of what Sedonans can do if we work together in a positive, energetic and collaborative way.

Community

