



**BUDNICK FOR CITY COUNCIL**  
**PO BOX 889**  
**SEDONA, AZ 86339**  
**928-282-1375**  
**RVBUDNICK@SPRINTMAIL.COM**

June 14, 2014

Dear *Mike,*

I am asking for your support of my candidacy for a seat on the Sedona City Council. My wife Glenda and I have been resident here since December, 2004. I spent almost forty years in the Finance function of a global textile business headquartered in the United Kingdom. The last twenty of those years were as the Chief Financial Officer of the \$600+ million North American division, spanning the USA, Canada, Mexico and Central America.

I also have experience in home building, through a boutique building business with my sons back in the Carolinas.

There is only so much golf you can play, so I volunteered for the Budget Oversight Commission when it started in 2010, and served until it was disbanded last year. I participated as a citizen engager for the preparation of next fiscal year's budget. The Budget is a complex document over 350 pages in length. There are rules that government entities must follow, but they aren't that much different than what is done in private business. The principals are the same.

This is what I would bring to the Council.

- **Fiscal Responsibility**

The economy is beginning to rebound and have a positive effect on Sedona. Most businesses here have reported their best spring ever. Home building is coming back. There will be an uptick in revenue due to these factors. The city still has healthy reserves, but a multitude of projects to do. It is important that the money is spent on the highest needs, not wants. It is important that accountability and measurement are part of the process.

- **Fifty-Fifty**

Most people in Sedona believe tourists provide the bulk of the tax revenue. While a member of the Budget Oversight Commission, I produced a report

using the computer run of business codes that showed that residents provide 50% of the tax revenue and tourists provide the other 50%. Sewer taxes, vehicle license taxes, state income taxes, and state sales taxes that relate primarily to residents must be considered.

- **Find Funding for the Community Plan**

The new Community Plan was recently approved by the voters. However, costs have not been calculated to identify how much is needed for implementation. These costs will be competing with the current projects identified by the city. It is key that needs are prioritized over wants. One of the last things we worked on as a commission was a prioritization plan but it was not adopted.

- **Full Transparency**

The proposed new budget can be obtained on the city web site. It is 373 pages long. The citizens are entitled to an understandable summary, and I will work toward that.

### **My Credentials**

My career was built on my credibility and stability. I was the CFO for twenty years and served under four different CEO's. My reputation was one of always providing the straight story.

### **Personal**

We have four children and ten grandchildren. We volunteer as Meals on Wheels drivers. I am on our HOA Board, and Treasurer of the Humane Society. My wife also volunteers at the Humane Society Thrift Shop. We want to see Sedona prosper.

Independent, not attached to any business or special interest, no new property taxes, no new debt funding. If you have questions, contact me at the phone number or email above.

### **Support**

Please see the attached if you are interested in helping me get elected.

Sincerely,

A handwritten signature in blue ink that reads "Ron Budisch". The signature is written in a cursive style with a large initial "R".

**SEDONA TAX ORIGINS**  
**Y/E Jun 2012 and Jun 2011**  
**000's**

	<u>Y/E Jun 2012</u>	<u>Y/E Jun 2011</u>	<u>Res - 2012</u>	<u>Tour - 2012</u>	<u>Res - 2011</u>	<u>Tour - 2011</u>
City Sales Tax (45% - 55%)	10,671	11,428	4,802	5,869	5,143	6,285
Bed Tax	1,847	1,472		1,847		1,472
State Sales Tax	784	831	784		831	
State Income Tax	847	1,064	847		1,064	
Vehicle - Yavapai	369	418	369		418	
Vehicle - Coconino	107	125	107		125	
Hurf	696	891	696		891	
Waste Water Taxes	2,557	2,324	2,557		2,324	
Residential	1,911	1,737	382	1,529	347	1,390
Commercial (20% - 80%)	46	42	46		42	
Environmental	316	287	316		287	
Vacant Lot	19	17	19		17	
Deferral Fee	4,849	4,408	3,320	1,529	3,017	1,390
<b>Total</b>	<b>20,170</b>	<b>20,637</b>	<b>10,925</b>	<b>9,245</b>	<b>11,489</b>	<b>9,147</b>
			<b>54.2%</b>	<b>45.8%</b>	<b>55.7%</b>	<b>44.3%</b>