



CITY COUNCIL - DIVISION INTRODUCTION

Economic Vitality Division

MARCH 9, 2021



Agenda:



- Overview of Division
- Org Chart and Division Managers/Directors, FTE's
- Budget Information
- FY21 Accomplishments
- What's Next...



Overview of Division



Economic Vitality Division



The City of Flagstaff's Economic Vitality Division consists of a dynamic group of programs. These programs include the **Flagstaff Pulliam Airport**, **Discover Flagstaff (Convention and Visitors Bureau)**, the **Flagstaff City-Coconino County Public Library system**, and the **Community Investment Section**, which includes **Economic Development, Arts & Sciences, Beautification, and Parking**.



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Overview of Division



Economic Vitality Division

MISSION: The Economic Vitality Division provides quality services to residents and visitors that preserve and enhance Flagstaff's economic prosperity and overall quality of life.

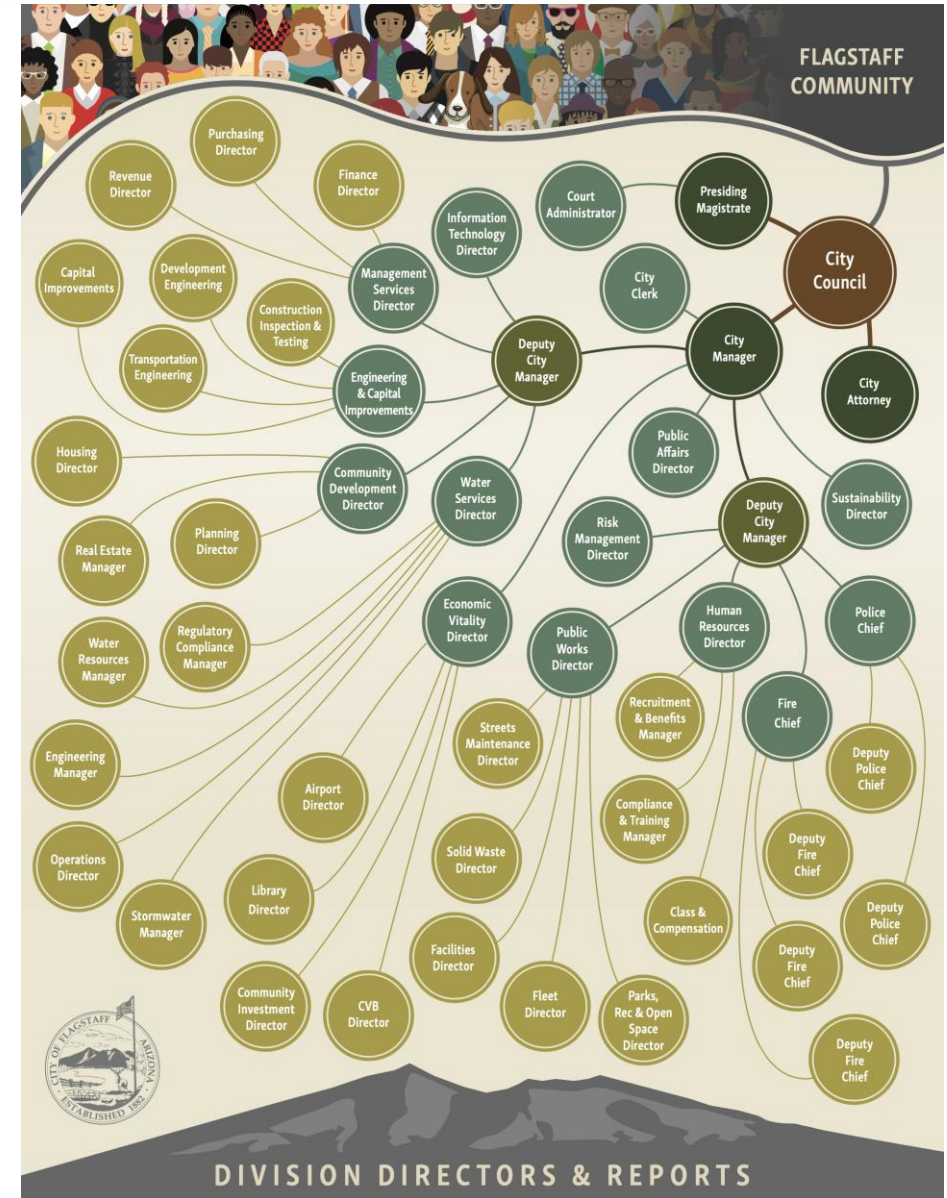
VISION: The Economic Vitality Division enriches the lives of our Flagstaff residents and visitors 365 days a year. We do this by providing safe and reliable air service, authentic experiences with responsible tourism practices, library services and resources that inspire learning, a healthy business climate, vibrant arts, and culture programs, and a sense of place.



Org Chart



+ Our amazing staff making us 97 FTE's STRONG!!!





Flagstaff Pulliam Airport



Airport Director
Airport Operations Manager
Airport Rescue Fire Fighters (ARFF) (9)
Administrative Specialist





Flagstaff Pulliam Airport

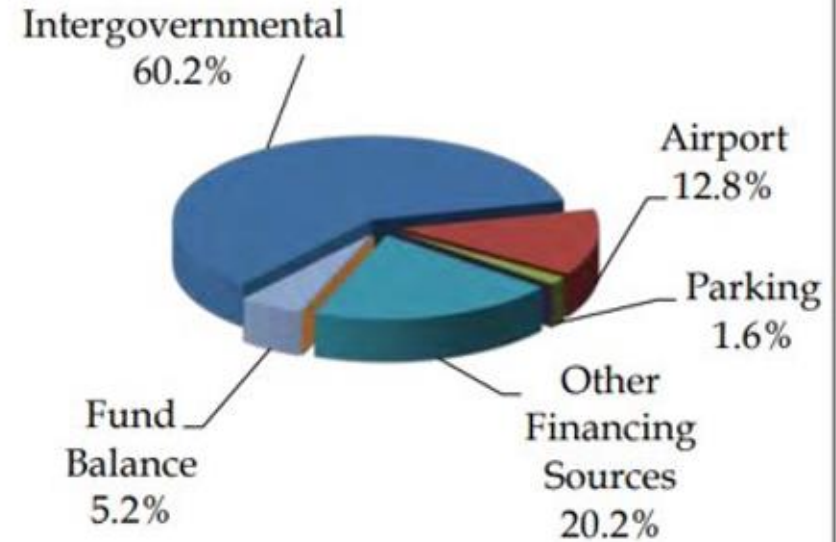


BUDGET:

Revenues/Other Sources

Intergovernmental	\$	11,929,808
Airport		2,547,324
Parking		320,000
Investment Earnings		1,500
Other Financing Sources		4,000,000
Miscellaneous		1,000
Fund Balance		1,040,789
	\$	<u>19,840,421</u>

Airport Revenues/Other Sources





Flagstaff Pulliam Airport

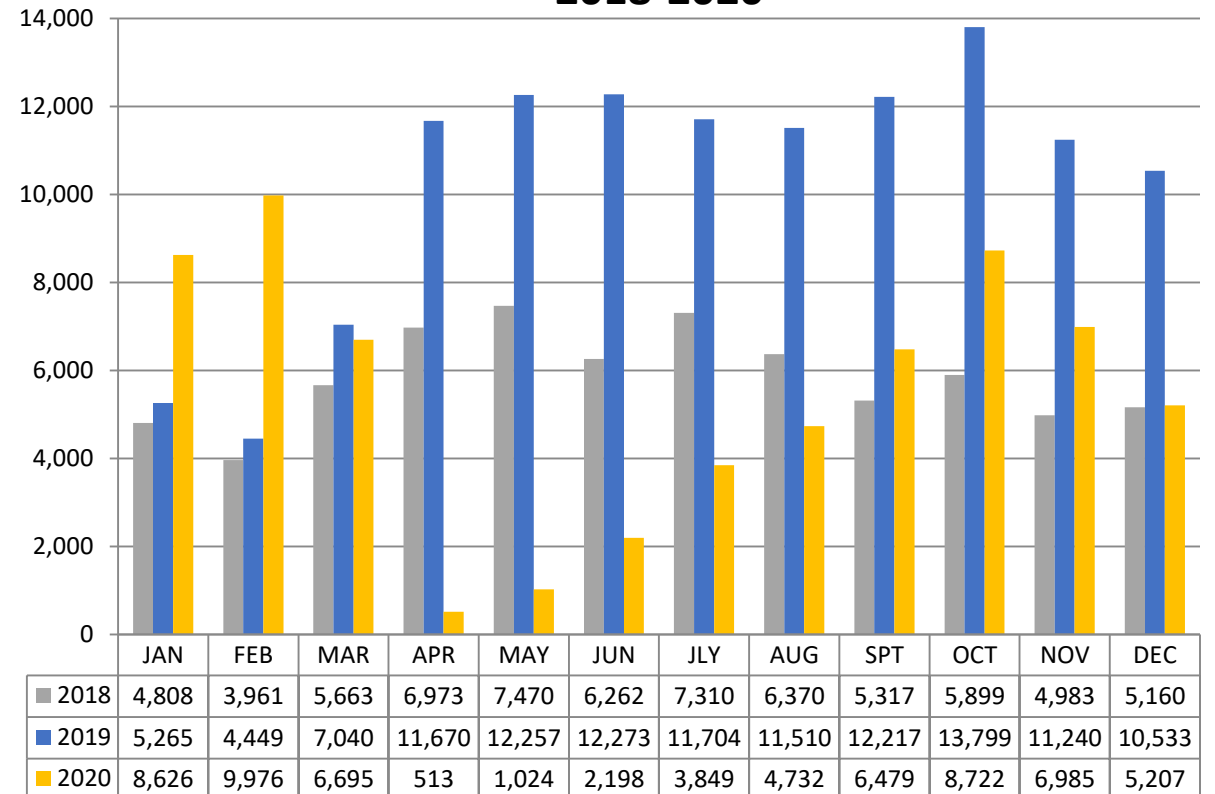


FY21 ACCOMPLISHMENTS:

ENPLANEMENTS:

- **2018: 70,176 total enplanements**
- **2019: 123,957 total enplanements, 76% increase over 2018**
- **2020: 65,006 total enplanements, was on pace to beat 2019 before COVID, kept pace with 2018**

**ENPLANEMENTS
2018-2020**





Flagstaff Pulliam Airport



FY21 ACCOMPLISHMENTS:

- AIRPORT TEMPORARY PARKING
- AIRPORT MARKETING
- AIRPORT SIGNAGE





Flagstaff Pulliam Airport



FY21 ACCOMPLISHMENTS:

AIRPORT RESCUE FIRE FIGHTING

- SNOW REMOVAL EQUIPMENT
- NEW FIRE TRUCK
- ADDITIONAL STAFFING





Flagstaff Pulliam Airport



FY21 ACCOMPLISHMENTS:



**CARES ACT FUNDING
\$18.1 MILLION!!!**



Flagstaff Pulliam Airport



CARES ACT FUNDING:

- Terminal Enhancements
- Hangar Enhancements & more

SUSTAINABILITY MASTER PLAN:

- Will continue to check items off our list.

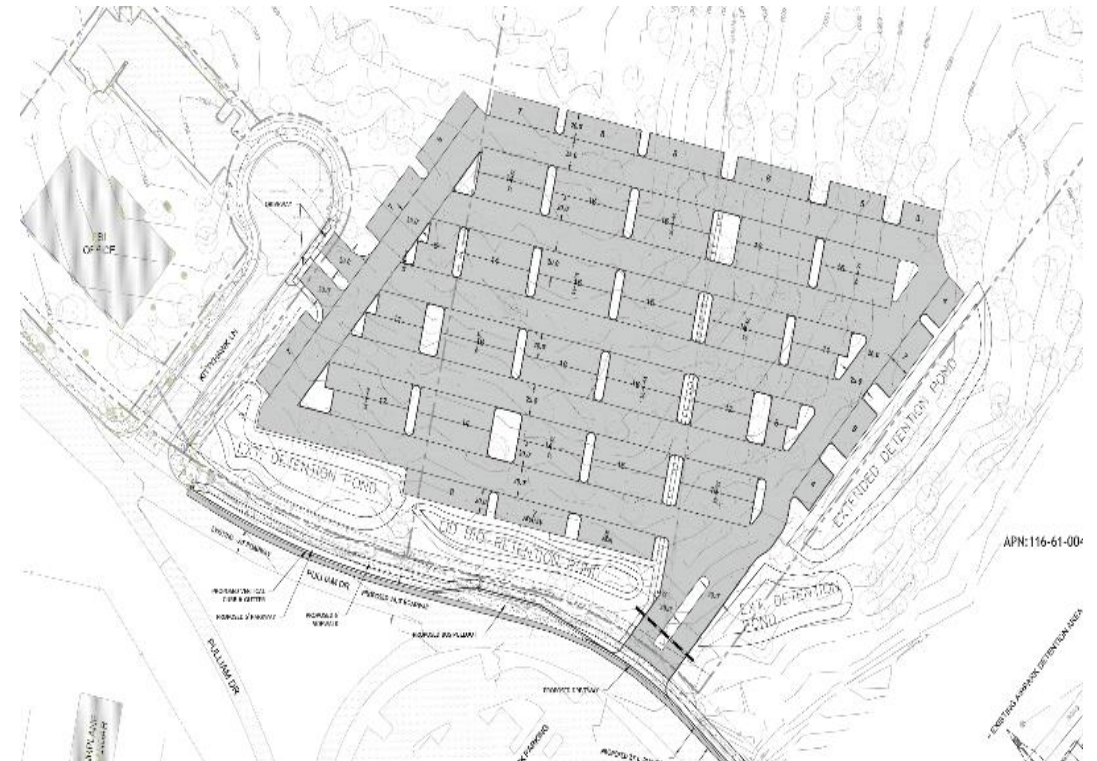
ADDITIONAL STAFFING:

- Airport Program Manager

SECOND PARKING LOT:

- **Concept A**
 - Approx. 413 parking stalls
 - Approx. 16,988 S.Y.
 - 41.1 S.Y./stall concept

WHAT'S NEXT:





Flagstaff Pulliam Airport



THANK YOU!





Community Investment



- Community Investment Director**
- Business Retention & Expansion Manager**
- Business Attraction Manager**
- Beautification, Arts & Sciences Manager**
- Beautification Administrator**
- Park Flag Manager**
- Park Flag Lead Worker**
- Park Flag Aides (4)**
- Administrative Specialist**



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Arts & Science



BUDGET:

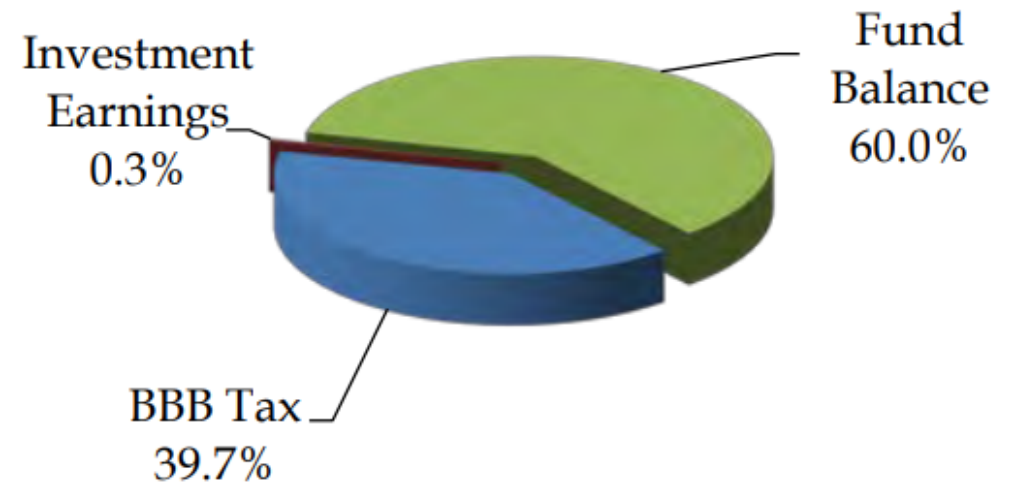
Revenues/Other Sources

BBB Tax	\$	699,563
Investment Earnings		5,000
Fund Balance		1,057,230
	\$	<u>1,761,793</u>

Appropriations

Economic Vitality	\$	1,249,998
Contingency		10,000
	\$	<u>1,259,998</u>

Arts & Science Revenues/Other Sources





Arts & Science



FY21 ACCOMPLISHMENTS:

- Community grants to support close to 40 art, science and culture nonprofits, ~\$360,000 annually.
- Close to \$100,000 in additional COVID relief grants distributed.
- Increased public art projects with new staff structure.
- Over 500% increase in public participation in artist selection panels with new structure.



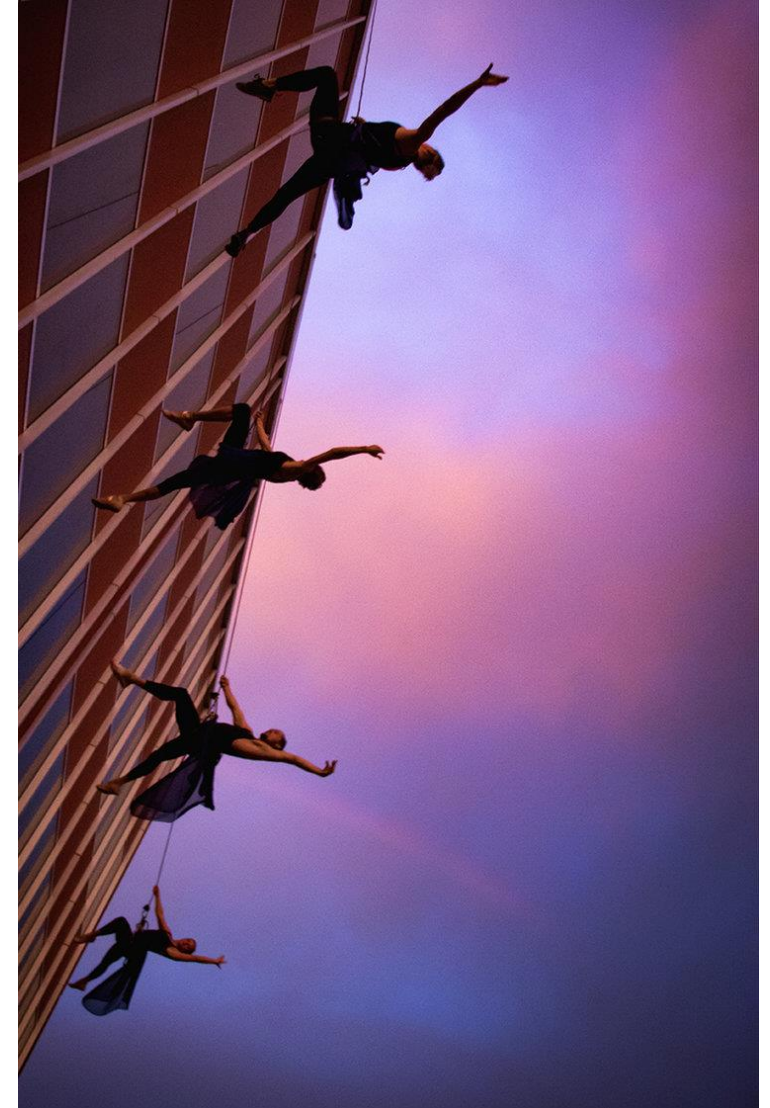


Arts & Science



WHAT'S NEXT:

- Continued increase in public art project delivery and public participation.
- Art, Science and Culture nonprofit grants for 2021 project and operating support grant levels will remain the same, despite recession.
- Update and enhance the public art map for improved public experience.





Beautification



BUDGET:

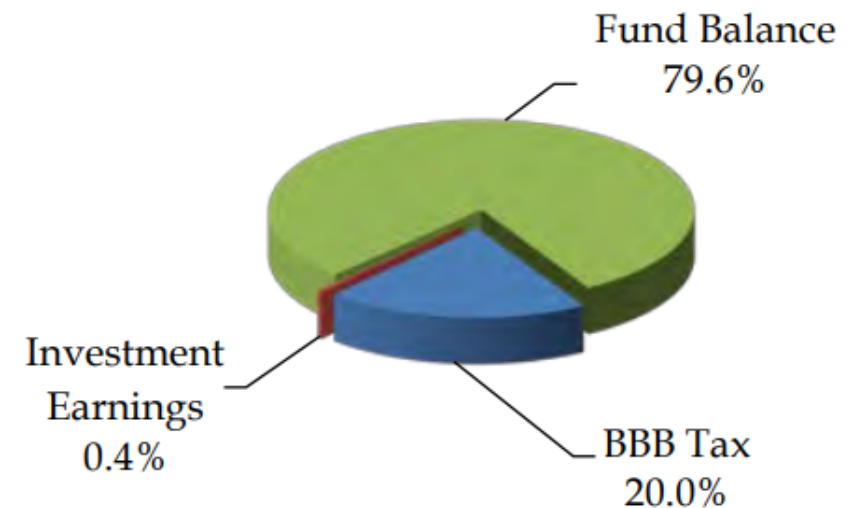
Revenues/Other Sources

BBB Tax	\$	1,865,500
Investment Earnings		37,000
Fund Balance		7,402,757
	\$	<u>9,305,257</u>

Appropriations/Transfers

Economic Vitality	\$	4,722,707
Contingency		10,000
Transfers (Net)		495,313
	\$	<u>5,228,020</u>

Beautification Revenues/Other Sources





Beautification



FY21 ACCOMPLISHMENTS:

- Nine beautification projects complete or anticipated, including a pilot flower project program, beautification of the new Fourth Street Bridge, and a new Route 66 Monument.
- Updated Beautification in Action community grants (\$4,500 per project).





Beautification



WHAT'S NEXT:

- Large-scale projects such as the library entrance and integrating art and beautification into the Downtown Connection Center Plan.
- Beautification in Action community grant deadlines March and September 15.
- Beautification continuing to provide infrastructure for Expanded Use of Right-of-Way program.





Economic Development



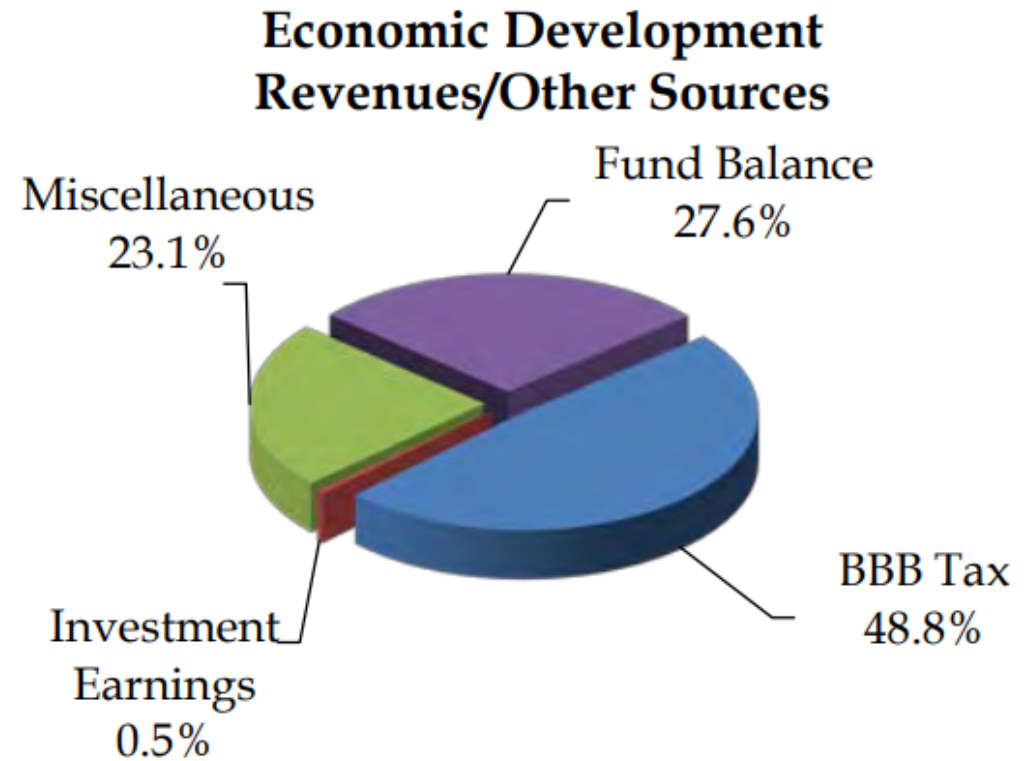
BUDGET:

Revenues/Other Sources

BBB Tax	\$	886,113
Investment Earnings		8,279
Miscellaneous		419,804
Fund Balance		501,783
	\$	<u>1,815,979</u>

Appropriations/Transfers

Economic Vitality	\$	1,494,089
Contingency		45,000
Transfers (Net)		96,757
	\$	<u>1,635,846</u>





Economic Development



BUSINESS ATTRACTION:

Assisting businesses Choose Flagstaff:



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- Targeted Ad Campaigns
- Trade Show Attendance
- Site Visits
- Enhancing the City's toolkit (Incentives)
- Inter-agency Collaboration
 - Economic Collaborative of Northern Arizona (ECoNA)
 - Arizona Commerce Authority (ACA)



Economic Development



FY21 ACCOMPLISHMENTS:

- Creation of three new incentive programs
- Job Creation Incentive: Partial funds awarded to Katalyst Space Technologies
- Development Reinvestment Incentive
- Sustainable Automotive Sales Tax Rebate
- Successful Request for Statement of Qualifications conducted for 31.45-acre airport parcel
- Master Development Negotiations ongoing





Economic Development



BUSINESS RETENTION and EXPANSION FY21 ACCOMPLISHMENTS:

- Providing Business Analytics and Support
 - Buxton data & \$10,000 - Business Relief Grants
- Business Retention and Expansion Incentive awarded to CozyHome
- Innovate Waste/Personal Protection Equipment Challenge 2020 awarded to Bee Well





Economic Development



EXPANSIONS:

- Joy Cone Company has added a third batter room and is hiring 30 new employees
- T-Gen has doubled in size to 60 employees
- Poba Medical now employs 18 people
 - Looking for 7 people across the Machine Solutions, Poba, Symple Surgical, ExperiENT family

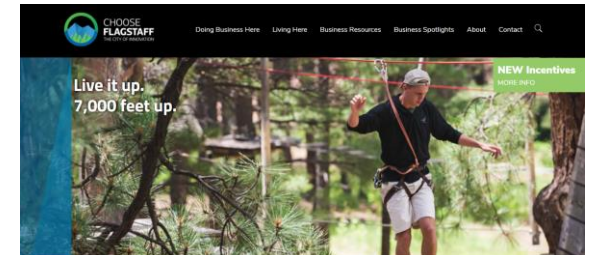
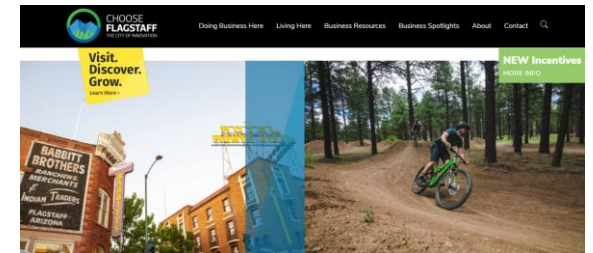


Economic Development



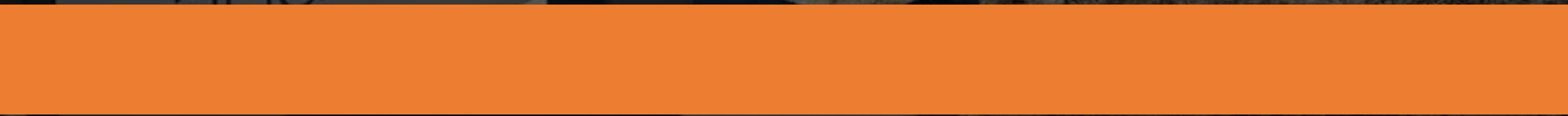
FY21 OTHER HIGHLIGHTS:

- Workforce Development
 - Career Exploration Series
 - Elevate Pre-K
- Comprehensive Economic Development Strategy (CEDS)
- Marketing: 4 Articles plus 4 Advertisements
 - Over 1,000,000 Executive level subscribers
 - ~2 million digital impressions
- ChooseFlagstaff.com





NACET / MOONSHOT





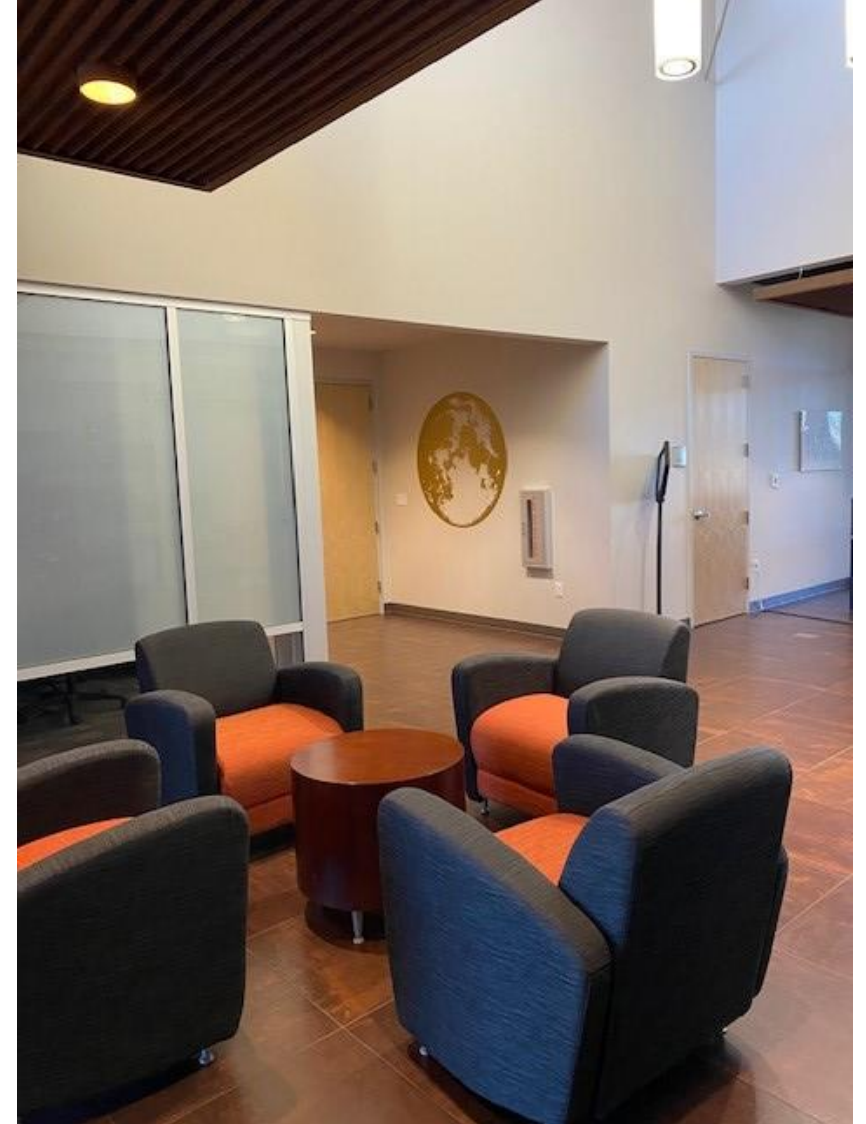
Economic Development



- Occupancy
 - Incubator – 88% occupied
 - Accelerator – 37% occupied

A few examples of tenant companies

- Axolotl
- Bee Well
- Mitosynergy
- Armored Outdoor
- Hypo 2





Economic Development



WHAT'S NEXT:

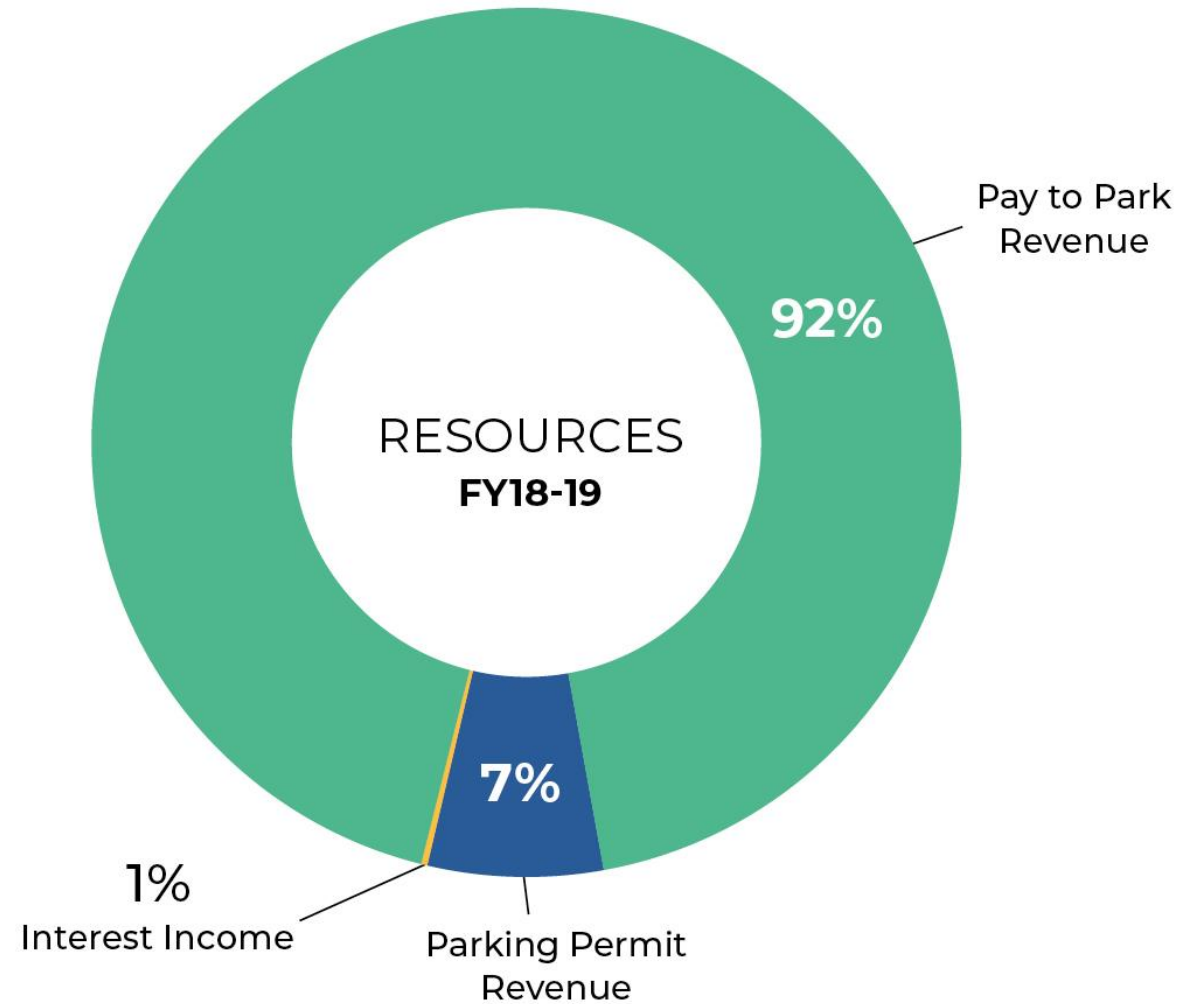
- New content to ChooseFlagstaff.com
- Innovate Waste/Personal Protection Equipment Challenge 2021
- Round 2 of incentives to attract and grow job opportunities for residents
- Master Development of the 31.45-acre airport parcel
- Maximize benefit of the NACET facilities
- Master Planning and "Cost of Doing Business" study



ParkFlag



- Special Revenue Fund
- Lockbox is over \$700,000
- Reduced income anticipated

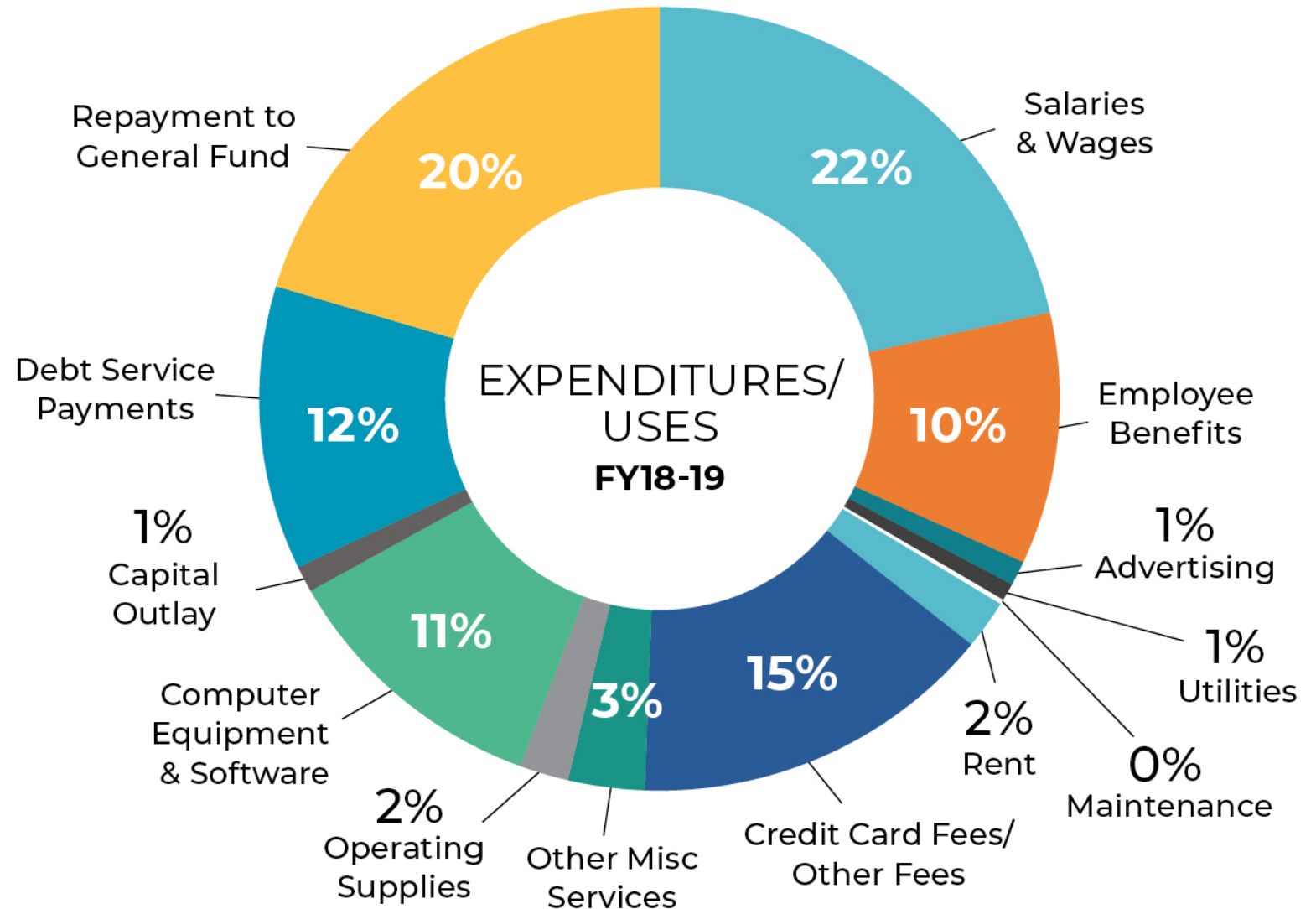




ParkFlag



- Paying off debts,
- Paying for all expenses,
- Saving for new inventory!





ParkFlag



FY21 ACCOMPLISHMENTS:

- Successfully managed parking through suspension
- Installed parking signs with updated parking hours
- Developed kiosk hoods/
hooded 102 kiosks





ParkFlag



FY21 ACCOMPLISHMENTS:

- Helped maintain a safe environment in downtown Flagstaff.
- Installed and managed multiple curbside pick-up zones
- Re-implemented paid parking program with improvements.





ParkFlag



WHAT'S NEXT:

- Install new parking software
- Hire Parking Manager and Parking Aide
- Continue work with EUROW (Expanded use - rights of way)
- Recover from suspension
- Add to lock box / increase parking supply





Community Investment



**THANK
YOU!**





Library – City & County



Library Director

**Deputy Library Director –
City Services**

**Deputy Library Director –
County Services**

District IT Manager

Executive Assistant

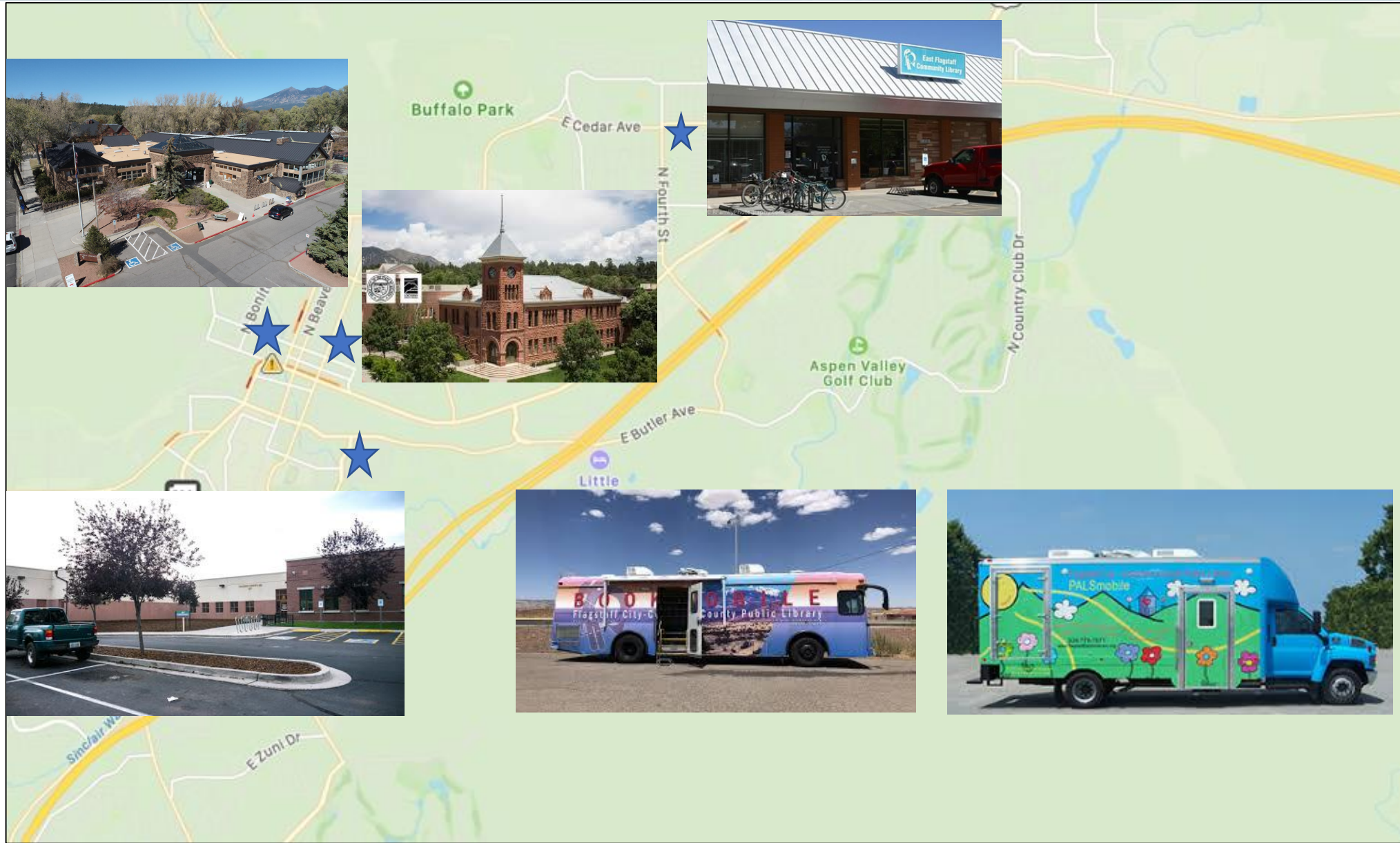




Library – City & County



- **Downtown Library**
- **East Side Library**
- **Law Library**
- **Correctional Facilities Library**
- **Bookmobile**
- **PALS mobile**

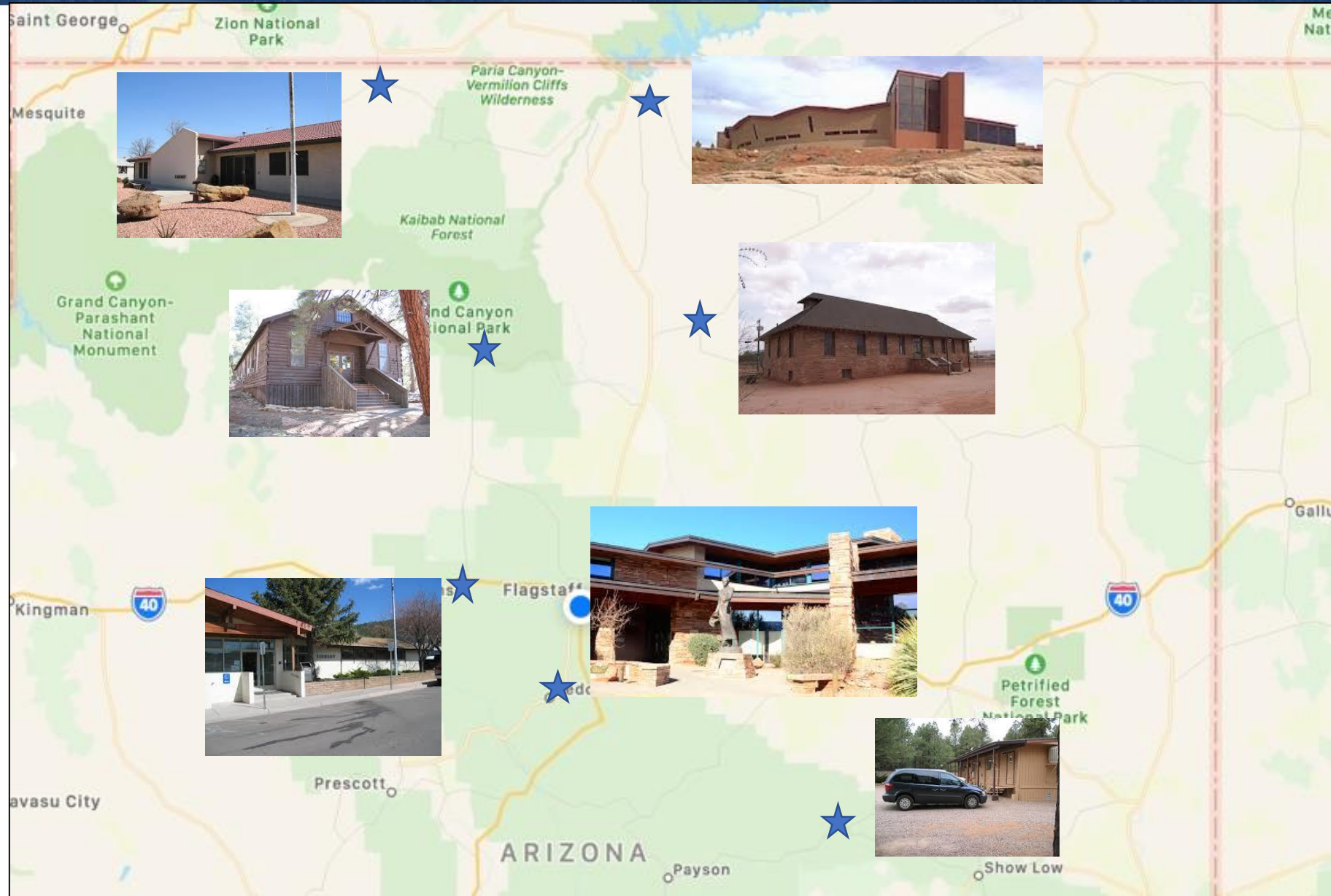




Library – City & County



- Grand Canyon Public Library
- Tubas City Public Library
- Forest Lakes Public Library
- Fredonia Public Library
- Page Public Library
- Williams Public Library
- Sedonia Public Library





Library – City & County



Funding & Intergovernmental Agreement (IGA)

- Property Tax
- Flagstaff sales Tax

Shared library services

- Electronic Resources
- Integrated Library System (ILS)
- Some Library IT services

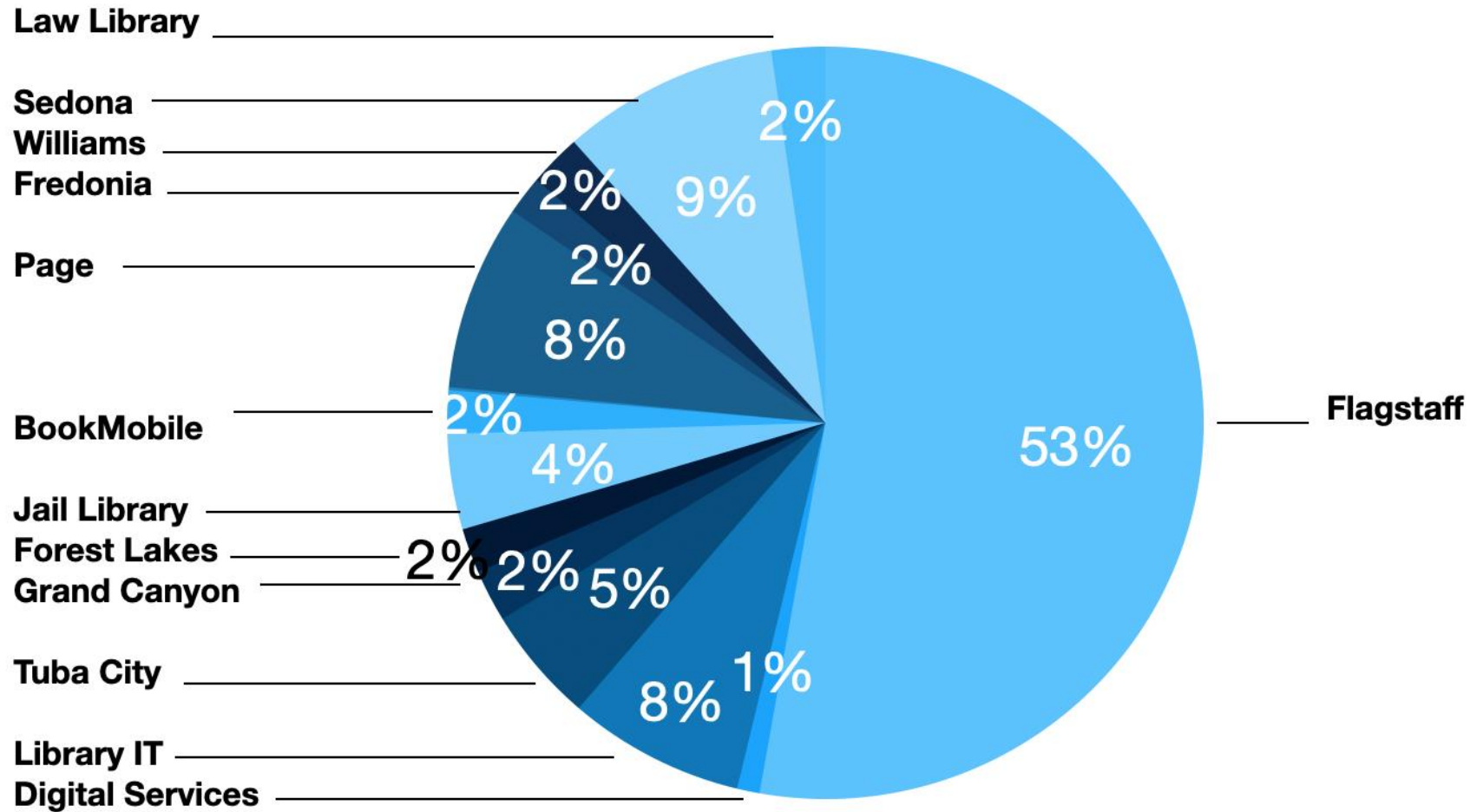




Library – City & County



Library District Distribution of Funds





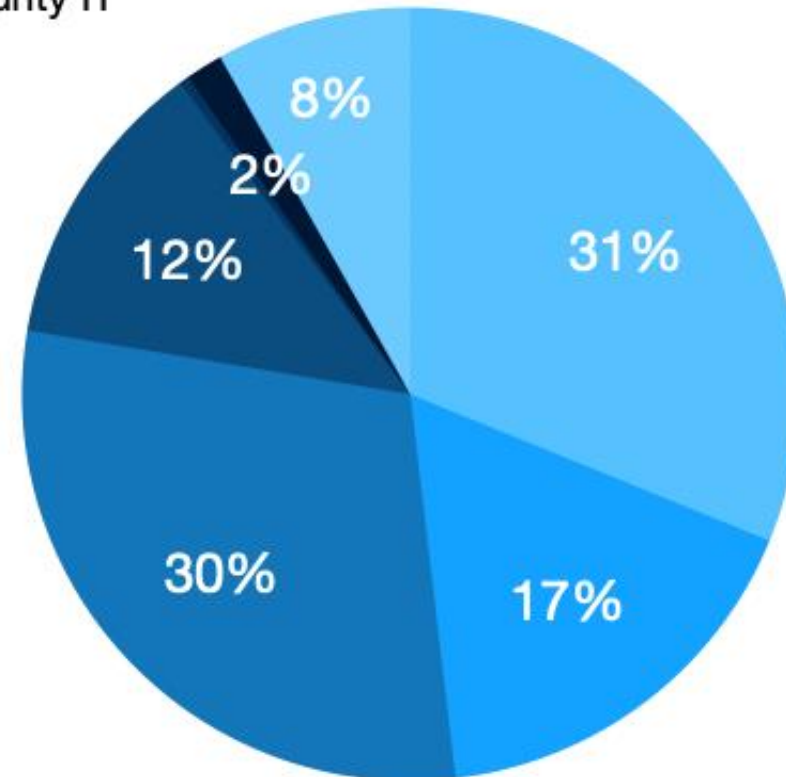
Library – City & County



BUDGET:

- City/ County: \$4,305,003
 - **General Administration**
 - **Collection Management Services**
 - **Public Services**
 - **East Flagstaff Library**
 - **Main Library Automation**
 - **PALS Mobile**
 - **County IT**

- General Administration
- Public Services
- Main Library Automation
- County IT
- Technical (CMS) Services
- East Flagstaff
- PALS Mobile



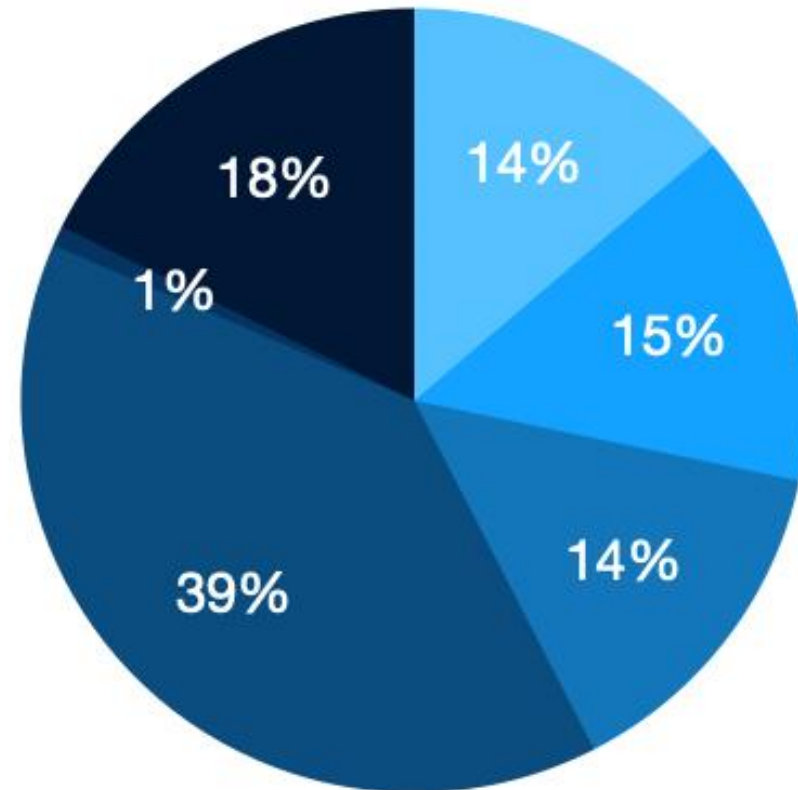
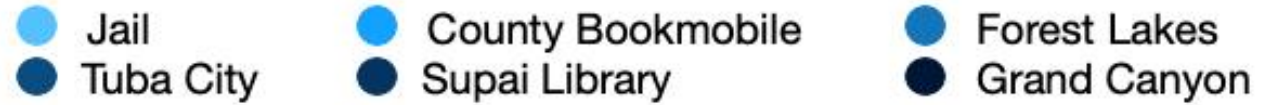


Library – City & County



BUDGET:

- County:\$633,373
 - **County Bookmobile**
 - **Jail Library**
 - **Forest Lakes**
 - **Tuba City**
 - **Supai Library**
 - **Grand Canyon**

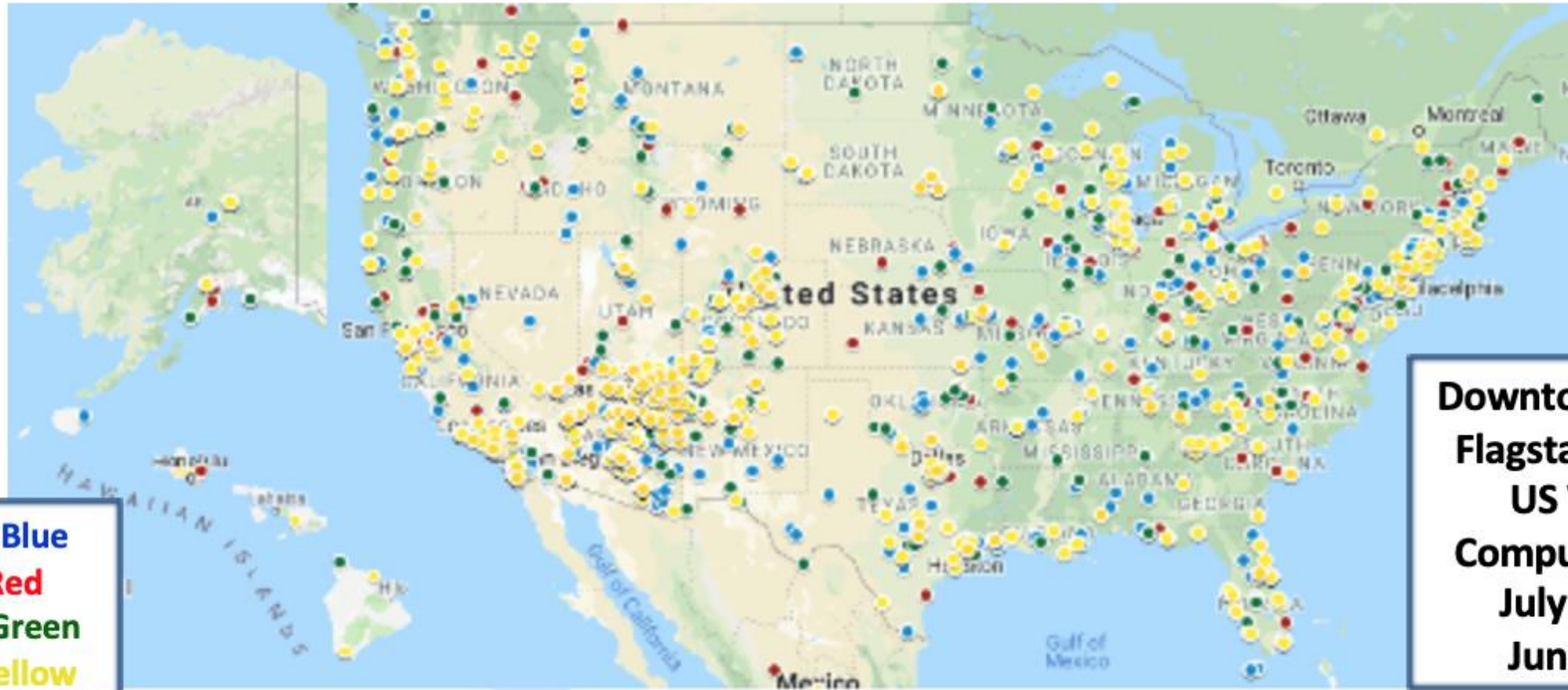




Library – City & County



Residents and Visitors:



The Flagstaff Libraries had 9,927 US visitors from all 50 states, plus D.C., from July 2018 to June 2019.



Library – City & County



Residents and Visitors:

Visitor Computer Users

July-Sept 3,572
 Oct-Dec 2,071
 Jan-Mar 2,341
 Apr-June 2,394

 Total: 10,378

Visitor Wi-Fi Users

July-Sept 6,542
 Oct-Dec 4,420
 Jan-Mar 3,948
 Apr-June 5,759

 Total: 20,669

**Downtown & East Flagstaff Library
 Visitor Computer Users
 July 2018 – June 2019**



From July - June, 24.64% of computer users at the Library are visitors & 24.97% of Wi-Fi users are visitors, the average of these two is 24.8%. If 24.8% of total walk-ins are visitors then the Library served **150,138 visitors out of 605,396 library users.**



Library – City & County



FY21:



- **Curbside Service**
- **Good Night Flagstaff**
- **Virtual Book Clubs & Story times**
- **Increased E-Materials and services**



Library – City & County



What's Next:



- **Grand Canyon Renovation**
- **Library Entrance Project**
- **County Mobile Services**
- **New Patron Services**



Library – City & County



**THANK
YOU**





Tourism & Visitor Services



- **Convention & Visitors Bureau Director**
- **Marketing & Media Relations Manager**
- **Creative Services Manager**
- **(3) Creative Services Specialists**
- **Travel Trade Sales Manager**
- **Meetings & Events Sales Specialist**
- **Communications Specialist**
- **Marketing Specialist**
- **Administrative Specialist**





Tourism & Visitor Services



- **Visitor Center Manager**
- **Visitor Center Specialists**
- **Part-time Staff**



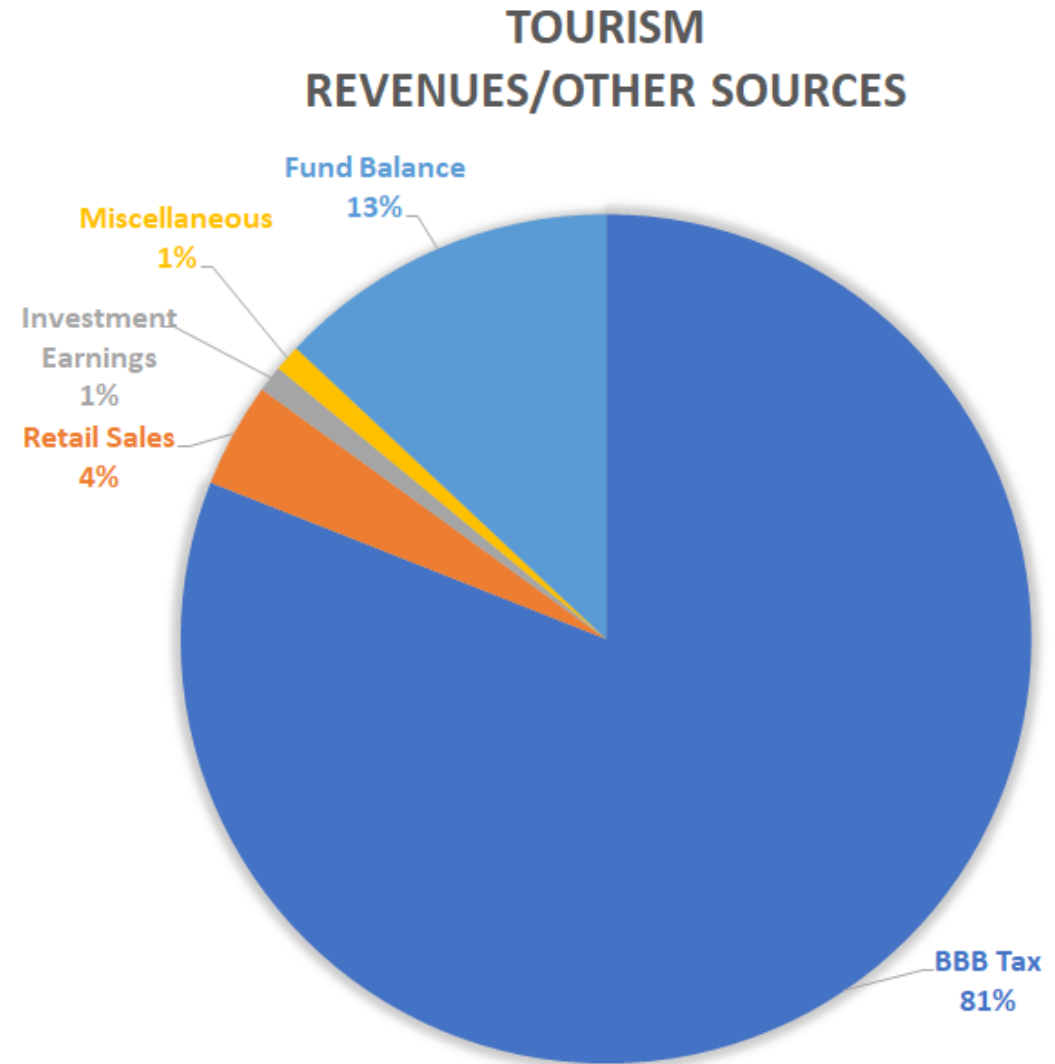


Tourism & Visitor Services



BUDGET:

Revenues/Other Sources	
BBB Tax	\$2,298,000
Retail Sales	\$123,360
Investment Earnings	\$10,166
Miscellaneous	\$20,327
Fund Balance	\$392,121
	<hr/>
	\$2,843,974





Tourism & Visitor Services



FY21 ACCOMPLISHMENTS:

- 'Stay, Play, Distance & Mask Responsibly' and Small Act/Big Deal were ubiquitous throughout the community and in all visitor outreach
- Winter Recreation Map updated and produced in two languages
- Discover Flagstaff Website sessions up 39%
- Social media platforms as an aggregate on track to grow by 11%
- Implemented a program to help our meetings hotels re-book lost business
- Earned media reach is on track to be up 46% YOY





Tourism & Visitor Services



FY21 ACCOMPLISHMENTS:

- 80,000 walk-ins served
- \$156,000 in retail sales
- Winter snow play hotline on track to receive 5,000 calls
- Launched Flagstaff Local – My Actions Matter
- Shared fire restrictions and promoted ongoing fire safety practices



Enjoy winter responsibly

<p>Be prepared. Travel with emergency supplies. Tell someone where you're going and your plans to return.</p>	<p>Leave no trace. If you bring a sled, be sure to take it home. Dispose or recycle trash. Sleds are not recycled by the city.</p>
<p>Safety first. Locate designated snow play areas in advance. If you should become lost in adverse conditions, remain where you are and wait for Search & Rescue.</p>	<p>Spend the night. Weather is unpredictable. Plan to stay overnight.</p>
<p>Respect property. Do not play on private lands. Keep your public lands clean.</p>	<p>Have an alternative plan. Snow play areas full? Catch a movie or explore a local attraction.</p>

PLEASE ADHERE TO REQUIRED CDC HEALTHCARE TRAVEL GUIDELINES, BUSINESS RECOMMENDATIONS AND VARIOUS HOURS, AND FIRE RESTRICTIONS.

WASH YOUR HANDS OFTEN | AVOID CLOSE CONTACT | COVER YOUR MOUTH AND NOSE WHEN AROUND OTHERS | COVER COUGHS AND SNEEZES | CLEAN AND DISINFECT

FOR MORE INFORMATION VISIT: [DISCOVERFLAGSTAFF.COM/COVID19](https://discoverflagstaff.com/covid19) | [DISCOVERFLAGSTAFF.COM/COVIDINFO](https://discoverflagstaff.com/covidinfo)

WE KNOW YOU CARE PLEASE BE FIRE AWARE

FIRE RESTRICTIONS IN EFFECT Know Before You Go!

- ❌ Campfires and charcoal use are banned. Propane devices with on/off switches are still allowed for outdoor cooking.
- ❌ No smoking outside of vehicles and buildings. Use appropriate ash receptacles.
- ❌ Fireworks use is prohibited on public lands and within city limits while in fire restrictions.
- ❌ Check for dragging chains or tow straps as they could spark a wildfire.
- ❌ Avoid parking in grassy areas where a hot muffler may spark a wildfire.
- ❌ No chainsaw use between the hours of 9 am-8 pm.

Only use designated open roads and trails. Pick up a free copy of the Coconino National Forest Motor Vehicle Use Map at the Flagstaff Visitor Center (1 E. Route 66) or visit fs.usda.gov/coconino. To learn more, visit firerestrictions.us/az

PLEASE STAY, PLAY DISTANCE & MASK RESPONSIBLY

Keep our forests beautiful, take your trash with you. Remember LEAVE NO TRACE.

Please adhere to required CDC healthcare travel guidelines, business recommendations and varied hours, and fire restrictions. Stay, play, distance and mask responsibly.



Tourism & Visitor Services



WHAT'S NEXT:

- New destination video
- Collaboration with Sustainability
- Grow both our digital footprint and social media fanbase
- More content creation
- Utilization of 'user generated content'
- Earned media push
- International markets & meetings, events, and conferences will be opening again





THANK YOU!

TEAM FLAGSTAFF
WE MAKE THE CITY BETTER

