



HOTEL MONTE VIS

Flowers/Enhanced Landscaping Contract

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Flowers and Enhanced Plantings Contract

- Background
- Project Evolution and Scope
- Benefits
- Recommended Contract Approval





Background



- **Project began as a pilot in 2020** and is well-received by the public.
- **Core partners** include Parks, Streets, Discover Flagstaff and the Downtown Business Alliance.
- Funded through **Bed, Board & Beverage tax funds**



Project Evolution and Scope

Increased Scope:

- Aesthetics & Infrastructure
- Downtown ➡ Inclusion of the Southside and the Fourth Street Gateway
- Seasonal Project ➡ Year-Round Project
- Increased Maintenance





Scope: Aesthetics to Infrastructure



- Infrastructure Elements:
 - Plantings in wine barrels as supports for gazebos in Heritage Square
 - Large metal planters for street/alley closures
 - Infrastructure for pilot 'parklets'
 - Plantings served as closure infrastructure during COVID in 2020



Scope: Geographic Expansion



Project pilot was originally only downtown, with hanging baskets, barrel plantings, and a pollinator garden and plantings in the permanent fixed planters in Heritage Square.

Photo Credit: Downtown Business Alliance.





Geographic Expansion: Southside



Southside plantings include hanging baskets on South San Francisco and wine barrel plantings on South Beaver Street.

Photo Credit: Long Realty.





Geographic Expansion: Eastside



The Fourth Street Gateway is anticipated to have planter boxes as continued expansion in 2022.





Scope: Elements



- ~40 hanging baskets
- Over 20 barrel plantings
- Heritage Square Pollinator Garden and permanent fixed planters
- Four large, metal movable planters (and growing) for street and alley closures
- Ability for businesses to purchase additional elements





Scope: Seasonal to Year-Round



- Project began with seasonal plantings in the spring and summer
- Project now includes evergreen fall/winter plantings (that also serve as part of our Holiday elements)



Scope: Increased Maintenance



- Increased scope = increased maintenance.
- Now that the project has grown, it is not possible for the City to share maintenance duties with current staffing levels.



Project Benefits



TEAM FLAGSTAFF
WE MAKE THE CITY BETTER





Project Benefits



- Moved from aesthetics to **necessary infrastructure**.
- **Supports local businesses**, including Foxglove Landscaping and local nurseries, metal fabricators, and sign companies
- The **Pollinator garden** in Heritage Square provides a highly-visible example of the citywide pollinator garden project.





Project Benefits



- A Bloomberg study (2019) found that **the more beautiful a City is, the more jobs and residents it attracts.**
- Data analytics from [Urban3](#) found that the neighborhoods with the highest **financial productivity** (regardless of the economic status of people who live there) are the oldest neighborhoods.
- **A high visibility project with Public Support:** Voters have clearly shown they want a beautiful community here, and this project has received positive feedback from the public.



High Visibility

The project is concentrated in the historic core that received about **5.8 Million visits by over 2 million visitors** (locals and tourists alike) in the last 12 months according to Placer AI data

| <i>Metric Name</i> | ● Southside Downtown Flagstaff | ● Downtown Flagstaff |
|--------------------|--------------------------------|----------------------|
| Visits | 2.81M | 2.99M |
| Visits / sq ft | N/A | N/A |
| Visitors | 969.4K | 1.08M |

Recommended Contract Approval

- Suggested Action: Staff recommends Council approval of the contract with Foxglove Landscaping for 2022-2023.
- Total Contract: \$80,155.00



Discussion and Questions?

