

Economic Vitality Division

Enhancing Quality of Life 365 Days a Year

AIRPORT • COMMUNITY INVESTMENT

LIBRARY • TOURISM

FEBRUARY 2022



AIRPORT

AIRCRAFT RESCUE FIRE FIGHTING (ARFF)/OPS:

- **ANNUAL FIT AND FLOW TESTING:** Was completed for ARFF Crews. The Fit testing is an NFPA annual requirement for firefighters to make sure their Self-Contained Breathing Apparatus (SCBA) mask has a proper seal when put on. The Flow testing is also an NFPA annual requirement for the testing of the SCBA packs.
- **FIRE WATCH:** ARFF crews, along with the help of the assigned Flagstaff Police Officer to the airport, conducted fire watch at the terminal for most of the month. The fire watch was required due to a catastrophic failure in the fire protection system and involved personnel to inspect the terminal once every hour while it was occupied.
- **ANNUAL BLUE CARD INCIDENT TRAINING:** ARFF personnel attended the annual Blue Card incident command training. Blue Card is “A command training and certification system that trains company and command officers how to standardize local incident operations across their organization.”. It is the standardized form of communication for the Greater Flagstaff Regional (GFR) fire departments.
- **SNOW MANAGEMENT:** ARFF crews worked hard to combat a 12–14-inch snowstorm that hit the City of Flagstaff on February 23rd. Extreme cold temperatures combined with the amount of moisture from the storm caused icing on the runway, forcing a closure. Crews worked very hard to get the runway open back open as soon as they could.
- **ARFF VACANCY:** Another Airport Ops/ARFF Specialist job opening was posted this month to fill an open vacancy. This is the 5th the Airport Ops/ARFF vacancy the airport has recruited for in the past 12 months.

AIRPORT SHUTTLE PILOT PROGRAM WITH MOUNTAIN LION:

- Mountain Line has implemented a pilot program that provides shuttle service to and from the airport from anywhere within Flagstaff city limits. The program began on March 1, 2022, operates from 4:30 am to 9:30 pm, and costs \$2 per ride. More information about the program and how to schedule rides can be found here: <https://mountainline.az.gov/news-events/mountain-line-pilot-program-to-offer-airport-transportation/>



BEAUTIFICATION AND ARTS & SCIENCE:

COMPLETED PROJECT

The Juvenile Court's new 'Hope Receiving Center' completed their Beautification in Action grant mural! The Center was remodeled in fall of last year, and now provides a welcoming place for youth and families in very challenging situations. The first photos below depict the mural created with City funding, painted by Hopi artist Duane Koyawena. Additionally, the Center created a light-filled courtyard (below, left) including murals by Margaret Dewar (of Mural Mice). The courtyard is used for activities such as yoga. The Center includes a light and planted-filled interior space, featuring extra bedrooms for youth in crisis situations, showers, and a game room. Staff toured the site in February, it is very impressive.



PROJECT UPDATES

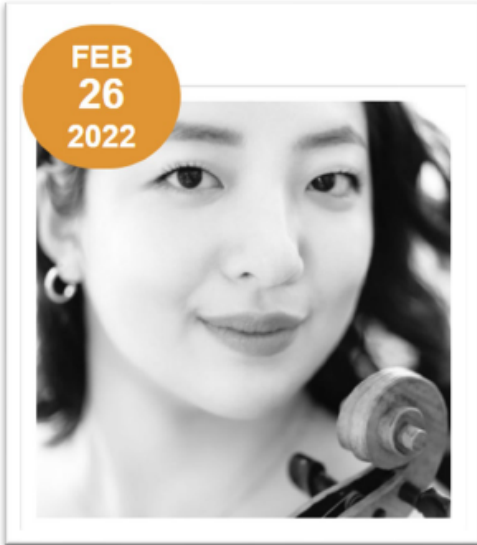
- **Alley Activation:** Staff met with the Downtown Business Alliance to discuss pilot ideas and future plans for this project and how the DBA may partner with the City to carry this forward.
- **Aspen Niche for Bike and Pedestrians:** The scope of the project (a niche for bike parking and pedestrian use next to the Pay 'N Take) was presented to BPAC and to Property and Development.
- **Airport Art 'Coconino Scroll':** The bronze medallion 'footnotes' fabricator was selected, and the contract was drafted and sent for review and signatures; the artist completed fabrication files for this vendor. The *corten* steel purchase and laser-jet cutting solicitation were reviewed with Procurement and the artist. Staff assisted the construction team on site with placeholder locations for the medallions.
- **Flowers/Enhanced Landscaping:** Staff presented planter options for the Fourth Street gateway to the EUROW (Expanded Use of Right of Way) team. Foxglove Landscaping and staff completed a walkthrough of the Southside to determine new basket placements and to confirm barrel planting locations.
- **Downtown Connection Center Art:** Staff considered a new location for the sculpture proposal in light of Rio De Flag impacts on the civic space.
- **Historic Southside Community Garden:** The Call to Artists was launched with a deadline of March 4 for placemaking elements at the garden on O'Leary street such as entry signs, artistic benches, etc.
- **Indigenous Representation:** Staff met with County Parks to initiate first steps for a proposed project of rotating artwork at Sawmill Park, including forming a working group from relevant City and County Commissions and finding the best legal document between the County and the City.
- **Library Entry** – The artist was given a notice to proceed to fabricate sculptures. Capital Improvements sent out a solicitation to JOCs for the construction of the entry plaza. Staff met with the artist on a new element possibility – adding artistic designs from the larger project to the new front entry doors.
- **Lone Tree Overpass Art and Aesthetic Elements:** A Community Forum survey was launched, with close to 70 responses (www.opentownhall.com/11533, deadline March 11) to inform the art/aesthetic elements.

PROGRAMS & OUTREACH

- **Commission Review of Updated Workplan:** BPAC reviewed an updated workplan for our projects. As part of this presentation, discussion focused on the Murdoch Center Landscaping request – the Commission would like more information before allocating funding to this effort. The Commission also reviewed a preview of budget changes for FY23.
- **Digital Resource Center:** Creative Flagstaff is offering a pilot program for digital storytelling workshops (in March and April) to Flagstaff's art, culture and science nonprofits. Staff helped shape the direction of these workshops.
- **Outreach:** Our program's email outreach list grew to 500 contacts! Staff also provided outreach to remind the public of the **March 15 deadline** for [Beautification in Action grants](#).
- **Viola Awards Selection Panel:** Staff participated in selecting finalists for the Excellence in Storytelling category.



HIGHLIGHTED FEBRUARY ACTIVITY BY A NONPROFIT SUPPORTED BY BBB TAX FUNDS



The Orchestra of Northern Arizona presented **Welcome Back Dance!** at the Coconino High School Auditorium. Artistic Director and Principal Conductor Desmond Siu and Assistant Conductor Joe Karam lead the orchestra in dance classics by a diverse range of composers, including Brahms, Coleridge-Taylor, de Falla and Warlock.

The concert featured viola soloist Cindy Lan on Telemann's Viola Concerto in G Major.

ONA concerts are free to the public, or "pay-what-you-can," with a suggested donation of \$10 per adult. All ages welcome!

<https://www.orchestrana.org/>

PARKFLAG:

Program Updates:

- **PARKING LOTS:** The parking lot located at the old courthouse is open for business. ParkFlag completed the installation of signs and meters.

Operational Updates:

- **VIP COMMUTER:** We updated the customer permit portal to include information on how to be a VIP commuter. When downtown employees go online to purchase employee permits, the site now includes new information on how to apply for and receive a free ECO pass.
- **REPLACING DAMAGED SIGNS:** ParkFlag conducted a parking sign inventory and placed a request for quote with NOAZ to purchase additional signs that are needed when on-street signs are damaged or stolen.
- **HIRING:** ParkFlag conducted three interviews this past month. The Customer Service Department and the Police Department have been amazing partners and have sat on every ParkFlag interview.
- **STAFFING:** Welcome Erica Day! ParkFlag has a temporary staff member from Performance Staffing. She has been essential in assisting with phone calls, emails, kiosk, and general maintenance. Erica is a great addition to the ParkFlag team.

Community Outreach:

- **ADS PROMOTING NEW PARKING LOTS:** ParkFlag with the assistance of Discover Flagstaff created an advertisement to run in the Daily Sun advertising the locations and availability of the new parking.
- **SOCIAL MEDIA:** Staff created Facebook posts advertising both the new lots as well as information on how to be a VIP commuter through the downtown employee ECO pass program
- **ONGOING UPDATES:** ParkFlag worked with the Flagstaff Downtown Business Alliance to update information on our website, including updates to portal links, residential permit information and the parking map.
- **PARK FLAG ANNUAL REPORT IN THE WORKS:** We had our kickoff meeting with the DBA to coordinate our 2020-2021 Annual Report



The City of Flagstaff has completed the construction of two new public parking lots in downtown Flagstaff, the first addition of public parking in 25 years. Both lots are pay to park at \$1 an hour and available for employee permit parking.

CONVENIENTLY LOCATED AT:

- ▶ **Aspen Ave and Beaver St**
(Alley access off of Aspen Ave, Beaver St, Rt 66 and Humphreys)
- ▶ **Cherry Ave between Beaver St and Humphreys**

EMPLOYEE OF DOWNTOWN FLAGSTAFF?

Please visit our website @ parkflag.org on how to be a VIP commuter. Apply for your downtown employee parking permit and ECO pass today!



BUSINESS ATTRACTION:

Attraction Efforts:

UACJ Whitehall Industries –Has become the second successful applicant of the Job Creation Incentive. Whitehall will be awarded up to \$25,000 to assist with various training and onboarding efforts to further their recruitment efforts. To date has hired 67 full time employees with more positions that will be created soon as additional shifts are added to their production line. Whitehall is already gearing up for an expansion and has secured an additional 46K Sqft. of space that will be used for supplementary manufacturing lines and storage. Staff is also currently exploring a potential partnership with a manufacturer in Mexico that could further strengthen our growing electric vehicle supply chain.

Pipe Trades Association – Our Economic Development Team and ECoNA continue to assist the Pipes Trade Association as they look for a permanent home in Flagstaff. They have narrowed their search to two potential properties and will be looking to secure one of them in the coming weeks. They are currently awaiting their boards direction to proceed. We will continue to assist this group as they begin to make a new home in Flagstaff.

To be Announced (Soon!) – The former Bed Bath & Beyond building has secured a new tenant. The formal announcement will be made by this new business by the end this quarter one. Stay tuned!

To Be Announced (Soon!) – ECoNA, NAU, and the COF have been holding discussions with a large sports-based organization. The hope is that this organization will be able to continue to grow in Flagstaff and provide an additional attraction-based opportunity for our residents and tourists. This client has requested a certain level of confidentiality, but we hope to provide additional information in the very near future.

Airport 31.45 Acre Parcel:

- The Airport 31.45-acre master development process is continuing to progress. Staff has been meeting with Genterra regularly for the past several months, negotiating a ground lease agreement. Staff received additional direction from Council in December to finalize the last few negotiation terms that are still pending. Staff is currently reviewing submittals to select a business that will conduct a third-party review of this agreement, which will be the last formal step in this process before bringing the ground lease to Council.

Conferences, Trainings & Professional Development:

- The Arizona Association for Economic Development is hosting their spring conference in Tucson. The dates are set for April 20th – 22nd and staff will be attending. If you would like to view the agenda or sign up for this excellent opportunity, please click [here](#).
- Economic development staff attended the IDS charter event that was held this past month. Staff from several City divisions attended and discussed various ways that processes, and policy could be improved to further the team's efficiency and effectiveness which will ultimately lead to enhanced benefits and partnership with the development sector.

Community Collaboration:

- Staff has been assisting with the regional planning efforts with our comprehensive planning staff and Coconino County. A presentation was given on basic economic development trends and statistics to help familiarize our community on how economic development can greatly benefit our city and the region. The link to this presentation is [here](#).

Other Attraction Highlights:

- Staff spoke with Red Development which is the property management firm responsible for Aspen Sawmill. Their efforts to fill this development with tenants has been excellent and I am happy to report that they are at full capacity. The arrival of Bosa Doughnuts and a new yoga studio will fill their remaining spaces and Sawmill will be at 100% occupancy level!
- The Flagstaff Mall continues to make renovations to their site with more improvements planned for the near future. Bowlski, a new bowling alley and restaurant is now expected to open by the end of this quarter, which will bring the mall to 96% occupancy.
- Whataburger – Is currently under plan review and making their way through the IDS process. They will be locating at the former Giant Gas Station that is adjacent to the Safeway. We are excited to welcome them to our community! Stay tuned for a grand opening.
- Staff has been meeting with Placer.AI regularly over the past month to learn how to take advantage of all their software's capabilities. Placer.AI is taking the place of Buxton which was the City's former consumer data tracking software. This new software also appears to have potential to assist our regional planning efforts and staff is exploring this opportunity.



- A complete list of all the ongoing and scheduled development in Flagstaff can be found [here](#). This Development Status Report was updated in August 2021 by our Community Development Division.

BUSINESS RETENTION & EXPANSION:

PROJECT UPDATES

COUNCIL TOUR: Staff invited councilmembers to tour the business incubator/accelerator campus known as the Northern Arizona Center for Entrepreneurship and Technology, or NACET. The service provider known as Moonshot@NACET guided the tour as Vice Mayor Daggett, and Councilmembers Salas and Sweet learned about many of the businesses that are growing in Flagstaff. Katalyst Space Technologies provided an overview of their operations in the Accelerator as they are poised for



dramatic growth. Katalyst is a success story for many reasons including that they were attracted to Flagstaff from the Prescott area with the help of the Business Attraction Manager, Mr. Jack Fitchett, who helped them to successfully apply for one of the Business Attraction incentives. Once in Flagstaff, Katalyst then applied to the BR&E Incentive, and the growing company was awarded! As Katalyst presented to our small tour group, they indicated that the funds helped them with relocation and training costs. Katalyst was able to thank Council directly for the Council approved programs that are helping small businesses to move to and grow in Flagstaff!

JOY CONE COMPANY: Staff continues to work with Team Flagstaff and Joy Cone Company to meet current and future needs of the world's largest ice cream cone manufacturer. Staff worked with Water Services and the City Manager's Office to meet regulatory requirements while communicating partnership and support for one of our larger employers. Staff is working with Real Estate, Community Development, and the Attorney's Office to assist Joy Cone Company through the property acquisition process with one of our area partners.

LONE TREE OVERPASS PROJECT: BR&E staff is working with Community Development Project Management, Real Estate, and Long-Range Planning staff to identify current and future solutions to heavy industrial use relocations. Staff is coordinating with the BNSF and internal staff to facilitate a discussion about impacted properties. Regarding a business that contacted staff seeking temporary space to lease, staff worked with internal partners to deliver a license agreement that allows the

business to use the space for six months. Almost considered a small side project, being able to meet the needs of community businesses is a big win, especially when it happens very quickly!

BUS RAPID TRANSIT (BRT): BR&E staff has been invited into the conversation between MetroPlan, NAIPTA, and Northern Arizona Healthcare as the three entities are seeking to deliver rapid transit solutions to the southwestern entry into the City of Flagstaff. Staff reconvened the group to discuss ways to create a collaborative consortium grant application which concluded with staff working to bring other internal transportation partners to the table and then to bring the conversation to directors of other impacted City of Flagstaff offices.

IRONWOOD FORESTRY: The forestry business known as Ironwood Forestry is hosting a unique job fair type of event next month. The owner is bringing forestry businesses together and inviting other would-be foresters for a ruck event through Flagstaff to give employers and potential employees a chance to meet while moving as they would while working, which is to say walking with a weighted pack. Staff brought this event to the local area workforce development board to make the event known throughout partner channels. Staff is also exploring ways to capture the experience either through video or still photography, and content.

PROGRAM UPDATES

BUSINESS RETENTION AND EXPANSION INCENTIVE: Staff is reviewing the success of the program to consider future changes to the program.

ADAPTIVE REUSE PROGRAM: Staff is compiling ideas to improve the program which will be presented to Council in the future.



LIBRARY | CITY & COUNTY

STAFFING: Admin has a new member - **Starla Doss-Saldarini!** She will be joining us Monday, March 7. Starla is coming to us from the Coconino County Medical Examiner's Office, where she has worked as a Forensic Technician since 2014. She has over 10 years' experience as a Forensic Technician, as well as many more years' experience doing administrative work. She is also currently an Adjunct Faculty Instructor for Phoenix College.

EFCL & PALS MOBILE ARE GETTING WONDERBOOKS: We received a grant through the state library for 50 [Wonderbooks](#) (books that read aloud to kids – no batteries or additional devices required!). EFCL and PALS Mobile will be splitting them up. We are excited to see how families like this new type of material.

EFCL NEW WORKSTUDY STUDENT HIRED AS LIBRARY AIDE: **Sunny Richardson** was hired as a Library Aide at EFCL through CCC's Federal Student Work-study program. We welcomed them to the team on Mar 1!

EFCL VICTIM WITNESS SERVICES PRESENTATION: Victim Witness Services will host an information session on Wed Mar 23, 2022, at 5:30p via zoom for both staff and the public. Email efclstaff@flagstaffpubliclibrary.org to register!

YOUTH SERVICES: We have introduced our new digital Dial-A-Story. It's through a grant from the Arizona State Library and is with a company called Library Call. For the first time, we have a Spanish Dial-A-Story as well as English.

GRAND CANYON COMMUNITY LIBRARY RENOVATION: Groundbreaking occurred Monday Feb 28 and



work will continue through Mid-April. Flagstaff downtown library staff and Grand Canyon staff were instrumental in moving furniture, shelves, and library materials out of the library building into onsite storage containers so the renovation of the building could begin.



GRAND CANYON LIBRARY PROGRAMMING: Shakespeare Play "Much Ado About Nothing" presented by the Education Dept. of the Utah Shakespeare Festival and sponsored by the Grand Canyon Community Library at the Shrine of the Ages/Grand Canyon Village Thursday March 3 at 7pm. Over 50 people attended with positive feedback from all.





TOURISM & VISITOR SERVICES

TOURISM METRICS:

In February, Flagstaff continued to shine as a destination that folks want to explore, and this demand has kept the tourism economy strong in our amazing mountain town. The accommodations industry in Flagstaff took a strong stance on rate again for the month of February and it paid off as occupancy did not suffer.

Following is a snapshot of the metrics for February 2022.

February	2020	2021	2022	Diff
OCC	57%	57.8%	63.4%	9.8%
ADR	\$84.36	\$96.85	\$104.44	7.8%
RevPAR	\$48.11	\$55.95	\$66.26	18.4%

MARKETING & MEDIA RELATIONS: (19 print articles and 165 digital articles)

FEBRUARY MEDIA COVERAGE supported the following:

Planning vacations, road trips, craft beer, winter activities as well as exploring Flagstaff's wonders and night skies.

- Phoenix Magazine published the **52 Weekend Adventures 2022 Edition** featuring Flagstaff for the month of August.
- **Arizona Snowbowl** received attention from digital articles reporting Arizona Snowbowl had the most expensive single day lift ticket overtaking Vail, but it was short lived with Steamboat Springs having a higher priced ticket the following day.
- Travel and Leisure published content about the new High-Country Motor Lodge in an article titled **14 Awesome Retro Motor Lodges in the U.S.**
- El Imparcial continues to deliver fantastic Flagstaff stories from a hosted press trip in July 2021 (Mexico is one of our target markets.)
- It was great to see **Route 66** as a road trip with the walking tours offered in Flagstaff in the widely domestic and internationally distributed digital article *Out of 118 Countries, these are the Top 5 for Road Trips in 2022.*
- **National Plan a Vacation Day** (NPVD) with an article in Fabolous Arizona. NPVD was also promoted locally with the "staycation" angle. Statewide broadcast programs routinely mention Flagstaff as the destination of choice for winter snow play mentioning Arizona Nordic Village, Arizona Snowbowl, and Flagstaff Snowpark.

- The Travel Channel continues to air **Mysteries of the Unknown** featuring **Lowell Observatory** and Flagstaff as the city of seven wonders.
- The Fall/Winter campaign results were received from Wildjoy influencer, Lacy Cain, and the ROI was impressive with more coverage than expected with 1.6 million views, 92,000 likes and 21,000 shares on Tik Tok and Instagram.
- Discover Flagstaff procured 3 stories and had 4 media assists in the month of January.
- Print (circ: 163k/value: \$1k) Broadcast (reach: 15m/value: \$142K) Digital (reach: 1.5b/value: \$14m) International Coverage (circ. 213m/value: \$1.9M).
- January 2022 resulted in a 3600% increase in AVE compared to 2019 and a 518% increase in REACH compared to 2019.

Please enjoy the highlights:



52 Weekend Adventures 2022 Edition

<https://www.phoenixmag.com/2022/01/06/52-weekend-adventures-2022-edition/>

14 Awesome Retro Motor Lodges in the U.S.

<https://www.travelandleisure.com/hotels-resorts/retro-motor-lodges-in-the-us>

Perfect Winter Road Trips for When You Need to Escape Phoenix

<https://www.thrillist.com/travel/phoenix/where-to-go-on-a-road-trip-from-phoenix-arizona>

7 New Craft Brews for Arizona Beer Fans

<https://www.phoenixmag.com/2022/01/20/7-new-craft-brews-for-arizona-beer-fans/>

Meteor Crater Enterprises, Inc.

<https://grouptourmagazine.com/3022-meteor-crater-enterprises/>

Una guía de lo mejor de Flagstaff Arizona

<https://nuevoperiodico.com/una-guia-de-lo-mejor-de-flagstaff-arizona/>

5 Arizona Trips for National Plan for Vacation Day

<https://fabulousarizona.com/arizona-best/2022/01/24/5-arizona-trips-for-national-plan-for-vacation-day/>

Out of 118 Countries, These Are the Top 5 for Road Trips in 2022

<https://www.nbclosangeles.com/news/business/money-report/out-of-118-countries-these-are-the-top-5-for-road-trips-in-2022/2809226/>

¿Te atreves a realizar una visita autoguiada en Flagstaff? (hosted)

<https://www.elimparcial.com/sonora/arizona/Te-atreves-a-realizar-una-visita-autoguiada-en-Flagstaff-20220107-0050.html>

Weekend Cheers! 13 New Beers from Arizona Breweries

<https://www.phoenixmag.com/2022/01/28/weekend-cheers-13-new-beers-from-arizona-breweries/>

WEBSITE:

Analytics compare 2022 to pre-COVID 2019:

- Sessions increased in key markets including metro-Phoenix, Dallas, Denver, Las Vegas, and Orlando.
- Things to do, Where to Stay, visitor guide requests and events were among most visited pages.
- Time on site and number of pages visited also saw a lift.
- Google Analytics indicate FLG had a much younger demographic on the website compared to 2019 which is supported by travel industry reports stating the younger traveler will be among the first to travel in the pandemic. 18-24-year-olds accounted for 13.6% of sessions and this same age group accounted for only 4% in 2019, and 34-44-year-olds accounted for 24% sessions. In comparison, we saw a dip in 55-64-year-olds from 21% in 2019 to 14% in 2021.

EMAIL CAMPAIGN:

Email campaign benchmarks are set at 17% open rate and 1% CTR by trustworthy sources such as Constant Contact, Mail Chimp and Campaign Monitor. The Flagstaff Local email campaign will reach its year anniversary in February 2022, when I can then begin reporting on YoY comparisons.

- The January email drip was sent to our master list of 18,378 contacts with a heavy focus on events and outdoor content.
 - Year-over-Year comparison
 - January 2021

- Reach 12,207
 - Open 3,508 (29%)
 - CTR 313 (3%)
- January 2022
 - Reach 18,378
 - Open 7,723 (44%)
 - CTR 432 (2%)
- The Flagstaff Local e-newsletter continues to perform strongly with people continuously scrolling to the bottom of the newsletter, with the click-through rate to prove it. The open rate improved MoM, as did the CTR. A send-time of 9am is performing the strongest over any other launch time for this email campaign. Content focused on community support, engagement, and action.
 - January 2022
 - Open rate 47%
 - Click-through rate 3%
 - MoM Comparison to December 2021
 - Open rate 44%
 - CTR 1%
 - MoM 7% increase to open rate and 200% increase to CTR
 - In February we will have our first year-over-year comparison

SOCIAL MEDIA:

Along with the Discover Flagstaff business platforms, our staff is also responsible for Flagstaff local and has, as of this year, taken on full responsibility of Flagstaff 365 platforms. We are currently researching ways to better track metrics on these various platforms. We hope to not only track likes/follows but also track engagement and compare with industry benchmarks.

- Discover Flagstaff showed no variation with 161 added likes/fans and 159 lost likes/fans.
 - Flag Local has grown by 6% in total likes and grown 83% from last month.
 - Flagstaff 365 has grown by 2% in total likes and dropped 28% from last month.
- YouTube grew in 2021 (90,692) from 2020 (31,410) but declined in 2022 (11,018) with no organic content posted.
- Instagram monthly likes have decreased most likely due to more snow related posts the previous year which tends to generate high engagement.
- Twitter impressions have decreased for the same reason above as much of the posts in January 21 were towards snow play.



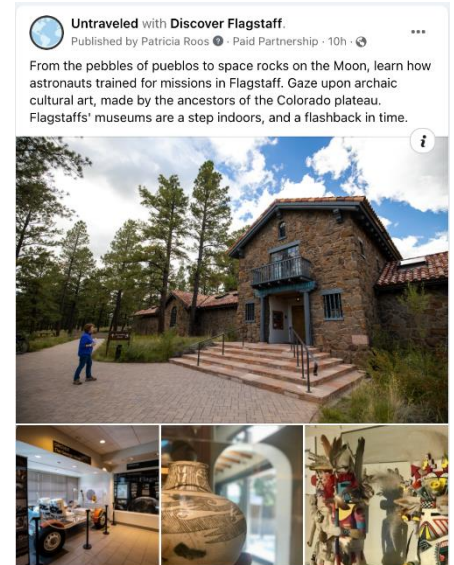
- Flagstaff 365 Page views have grown by 19% and the Discover Flagstaff Events page has grown by 191% since 2021. When compared to 2020 the page views are down by 58% and the events page has grown by 66%.

SALES:

International Travel Trade:

MEETINGS/EVENTS:

- Go West Summit, Reno – International Travel Trade/50 appointments
- Brand USA European Travel Company meetings/ 12 appointments
- Webinars: Brand USA Mexico Updates, Visit USA Germany
- Arizona Office of Tourism – Oral presentations from French Rep position
- Lead: Free Spirit Vacations – July 2022 tour group/25 rooms
- UNTraveled Campaign postings (Domestic, UK, German markets) [see right](#)



MARKETING & MEDIA:

- Visit USA Germany Website
- Visit USA France content for April newsletter
- Finalized Campaign w/THG Holidays, UK (year-long digital campaign)

Meetings/Events/Conferences:

CONFERENCE/ROOMS LEADS/BOOKINGS: 1 Lead booked in the month of February for a total of 24 room nights. This lead was for staff rooms for a larger event being held in Flagstaff with 300+ participants that will be staying in Flagstaff an average of 2-4 nights in May of 2022.

MEETINGS/CONFERENCE SERVICES: Staff attended Creative Flagstaff Board and Committee Meetings, Tourism Commission Meeting, FLP Board Meetings, Co-Chaired the Economic Development and Tourism FLP Education Day, met with an NAU student group with upcoming conference to assist in securing hotel rooms, attended the EAC meeting, presented as a guest speaker to an NAU HRM class, and had meetings with 3 planners with upcoming events.

VISITOR SERVICES:

- **RETAIL:** Up 40% over last year
- **WALK-INS:** Up 22% over last year
- **MODEL TRAIN:** Model Train ran 67 times

February	2020	2021	2022	+/- 2021	+/- 2020
Walk-ins	6,143	3,477	4,233	22%	-31%
Retail Sales	\$14,356	\$8,571	\$11,983	40%	-17%

CREATIVE SERVICES:

- **HIGHLANDS LIVING ADVERTORIAL:** Designed the March Highlands Living advertorial layout featuring Flagstaff Local
- **FLAGSTAFF BUSINESS NEWS:** Designed the FBN February ads
- **MOUNTAIN LINE/AIRPORT AD:** Created Mountain Line/Airport spec ads
- **DIGITAL AD CAMPAIGNS:** Created for February **Datafy** supporting: Airport flights-Dallas, Denver and Verde Valley markets, AZ Beer Week, Flagstaff Beer Week Sweepstakes, Valentine's Day, Frist Friday ArtWalk, I Love Pluto Festival; created print ad for *Phoenix New Times*, *Los Angeles Magazine*, *San Diego Magazine*, *Sedona Monthly*.
- **2022 FLAGSTAFF OFFICIAL VISITOR GUIDE:** Final production in progress. Printed copies available in March.
- **LEGENDS DISTRICT BILLBOARD (PHOENIX):** Artwork with Legends, extension buildout/printing in progress. Installation scheduled for late February.



- **WEBSITE:** Added pages with content from "Untraveled Flagstaff" in both English and [German](#)
- **FESTIVALS:** Finalized logo and creative for the 2022 Festivals campaign
- **MASKING:** Created print and digital ads for the Daily Sun to promote masking during the surge
- **PHOTOS:** Working on photo requests for stakeholders



City Jobs:

- **LIBRARY OF THINGS:** Designed the Library of Things logo and stickers for the Flagstaff Library
- **OLS POSTERS:** Made changes to the 2022 OLS posters
- **PARKFLAG AD & SIGNS:** Created a parking ad for the AZ Daily Sun and recreated parking signs for ParkFlag
- **PICTURE CANYON BROCHURE:** Redesigning the Picture Canyon brochure/map trifold



- **CITY SECURITY BADGES:** Updated the design of different department's security badges
- **FLYERS:** Created masking signage for downtown businesses and for city facilities.
- **RECRUITMENT:** Continued work on the city recruitment campaign

HOW TO GET THERE
From downtown Flagstaff, travel east on Route 66 for 4 miles. Turn right at the Avila Park sign to remain on historic Route 66. Turn left on 70 Road Flagstaff Road and a parking area is located approximately 1 mile down the road on the right side.

RECREATIONAL OPPORTUNITIES

TON MOODY TRAIL - 3.9 mile loop trail with canyon vistas, excellent petroglyph panels, and interpretive areas. Travel counter-clockwise for an easy 0.4 mile one-way walk to the waterfall.

SON WEAVER TRAIL - 0.7 mile educational trail that travels through a portion of the canyon and proceeds along a dike-like access road. Provides access to views and cultural resource points of interest. To view the spectacular interpretive petroglyph site, proceed 0.1 miles east on the Son Moody Trail from the bridge.

ARIZONA TRAIL - 1.2 mile segment of the 800+ mile trail that stretches from Mexico to Utah, traversing through the Preserve.

WILDLIFE
Picture Canyon is one of the premier wildlife and bird watching sites in the region given its designation as a Wetlands Wildlife Site and Audubon Bird Sanctuary. Be sure to visit the center, a rare floral habitat in Coconino County, for a chance to see one of the 130 bird species that visit the Preserve. Keep an eye out for eagles, owls, bats, raptors, waterfowl, shorebirds, nesting birds, or songbirds during your visit. Hummingbirds also call Picture Canyon home. Elk, deer, moose, and caribou are common in the area. Picture Canyon provides ample opportunity to observe wildlife, but please do so from a distance to ensure your safety.

COOL CAREERS. COOL PEOPLE. COOL MOUNTAINS.

- ✓ State Retirement
- ✓ Healthcare Benefits
- ✓ 11 Paid Holidays (that's not a typo)
- ✓ First-Time Homebuyer Assistance
- ✓ Paid Parental Leave
- ✓ Four Seasons
- ✓ Outdoor Adventure (it's epic!)
- ✓ hiking, hiking, walking trails
- ✓ Diverse Population
- ✓ Great Schools
- ✓ Friendly Neighbors
- ✓ Enhanced Quality of Life

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STAY, PLAY DISTANCE & MASK RESPONSIBLY
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While frequenting our businesses, please consider masking, note some may have limited capacities, be patient with staff, and **thank you for always shopping local!!!**

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