

Economic Vitality Division

Enhancing Quality of Life 365 Days a Year

AIRPORT • COMMUNITY INVESTMENT

LIBRARY • TOURISM

MARCH 2022



AIRPORT

AIRPORT SHUTTLE PILOT PROGRAM:

In partnership with Mountain Line, we have a door-to-door shuttle service happening through the end of June that is grant funded. This pilot project will allow us (and Mountain Line) time to see how successful this type of service is and the overall need.

\$2 Door-to-Door Airport Shuttle



DOWNLOAD the Mountain Line Go! app



BOOK a shared shuttle trip on Mountain Line Go!



RIDE anywhere in Flagstaff city limits to/from Flagstaff Pulliam Airport.



FLY... EASY!



mountainline.az.gov/goairport

ARIZONA AIRPORTS ASSOCIATION SPRING CONFERENCE – FLAGSTAFF CHOSEN: A HUGE THANK YOU TO BARNEY HELMICK AND JESSICA YOUNG for their work to secure this new business for Flagstaff!

Through the encouragement of the Flagstaff Airport Team the Arizona Airports Association announced that they will be holding the 2023 "Dutch Berthoff Annual Spring Conference in Flagstaff. This conference typically brings over 200 aviation management members to the annual conference staying for 4 days.

AIRCRAFT STORAGE: Phase I of the maintenance on the roofs of the Aircraft Storage unit was completed this month. This also include work on the large bi-fold doors on the storage hangars.

AIRCRAFT RESCUE FIRE FIGHTING (ARFF)/OPS:

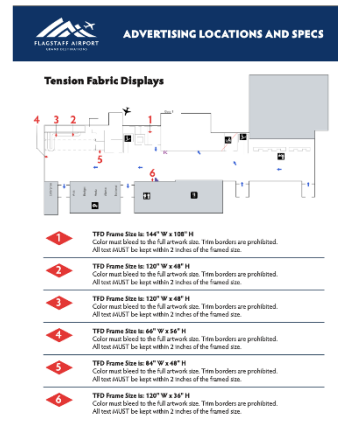
- Multiple staff members went to Dallas this month to get their annual Aircraft Rescue Fire Fighter (ARFF) annual recertification this month. There are limited locations in which to take what they

call a live burn training. Dallas has a state of the air facility where classroom and live ARFF training where many airport ARFF teams train.

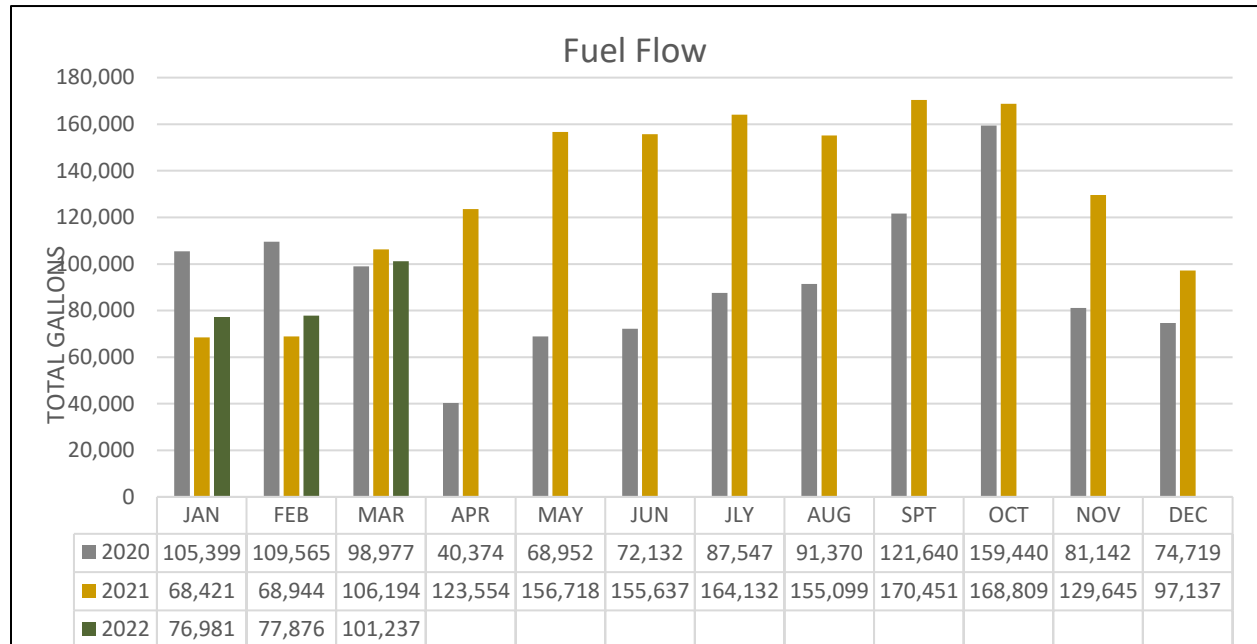
- **ARFF crews gave kindergarteners from De Miguel Elementary station tours** this past month. Crews showed the kids and their teachers the specialized equipment and provided a demonstration with the ARFF truck! The tours were held on two separate days to accommodate over 80 kids! **Special thanks to aircraft rescue firefighters: Greg Jay, Matt Beckham, Chris Magnan, Skyler Lofgren, and Joel Barnett for facilitating the tour**, answers their questions, and demonstrating the equipment!



AIRPORT MARKETING CONTINUES & OPPORTUNITIES TO ADVERTISE ARE OPEN: We continue to market to our target audiences to **FLY FLAGSTAFF FIRST**. We also took all advertising in the terminal in-house and have been signing contracts with our businesses. Please reach out to hhansen@flagstaffaz.gov if you are interested in advertising at our airport!!! With over 110,000 enplanements per year...you will have major eyes on impression!



FUEL FLOW: Numbers were still strong, but with flight changes and cancellations due to snow, they were slightly down from 2021.



CHOOSE
FLAGSTAFF

COMMUNITY INVESTMENT

BEAUTIFICATION AND ARTS & SCIENCE:

COMPLETED PROJECT

'Two Spot' Locomotive Interpretive Signage Installed: Our program recently replaced damaged signage for this locomotive which is located next to the Visitor Center. We kept the look and content of the original sign. This old locomotive once hauled huge tree trunks from the forest to the mills.



PROJECT UPDATES

- **Airport Art - Coconino Scroll:** Final proofs were approved for the bronze medallion fabricators and notice to proceed given. A selection panel reviewed and selected the metal/glass cutting vendor for the art fence fabrication. Initiated procurement for fence fabricator and installer for the final phase of the project. The survey for fence measurements was completed.
- **Downtown Connection Center** – The artist team presented art glass and sculpture concepts for feedback to Mountain Line’s Southside Stakeholders group on March 10.
- **Flowers:** Ordered materials for the growing season; finalized a Request for Proposals for the fabrication of 2 planters for Fourth Street and Route 66.
- **Historic Southside Community Garden** call closed on March 4, with 3 applicants.
- **Indigenous Representation at Sawmill County Park** – City and County Staff created an announcement to solicit volunteers for a project working group made up from members of relevant City and County Commissions/Councils; and initiated the required license agreement for the City to use the County Park.
- **Library Entry** – Artist submitted a package for potential expansion to glass door entry design, and staff initiated a contract amendment for this additional design work. The City of Flagstaff team met on outreach plan for construction phase.
- **Lone Tree Overpass Art/Aesthetic Elements:** Four public artists were interviewed by City consultant and staff team, and the selection panel recommended a public artist for the project. The Community Forum survey to help inform the artistic and aesthetic elements closed with **148 responses**. Focus group invitations were sent out to community members.
- **Route 66 & Fanning Landscaping:** Met with the contractor and water services to provide input to final design for this project. The project includes climate-appropriate plantings, boulders, and sections of FUTS fencing with several Route 66 metal shields to tie-in to existing landscaping and nearby features.
- **Thorpe Park Annex** – Staff attended a community informational meeting.
- **Tree Wells:** Walkthrough to look at treatment examples downtown and discuss options forward with Parks, Economic Development, the Downtown Business Alliance, and Streets.

PROGRAMS & OUTREACH

- **AmeriCorps VISTA 6-month Check-in:** Met with our host site out of NAU for the 6-month service check-in.
- **Art Festival Planning:** Met with Creative Flagstaff’s festival steering committee several times to discuss options for branding the new Flagstaff Arts Festival, which will begin in 2023 o4 2024.
- **Beautification in Action Grants Received:**
 - Staff received **five** community applications for our spring March 15 deadline. Applications include bus murals for the ‘Community Action Team’ bus (CAT focuses on assisting people experiencing homelessness), an art wrap in the Heritage Square alley near the creperie, a mural on the Murdoch Center, a memorial mural at the Sheep Crossing Trail bike underpass, and the revamping of a small garden on Birch Avenue downtown.
 - Presentations from applicants will be at the April 11 BPAC meeting.
- **Commission Approved Capital Budgets for FY23:** BPAC approved to recommend the Art & Sciences and Beautification capital budget move forward to Council.
- **Creative Flagstaff’s Grantmaking Committee:** Attended a committee meeting to determine the path forward with applicant’s that had to change their scope of work, considered some of the

logistics of the \$150,000 in ARPA funding to support the art, science, and culture nonprofit sector.

- **Foundation Directory Online:** Staff were trained in this resource by library staff to assist Creative Flagstaff's grant research efforts.
- **Information-Sharing with Grand Junction, CO:** An arts organization in Grand Junction reached out about our programs as a model from a similarly sized city; they are hoping to create a position and program for arts and culture through their City Council. Staff compiled information for them.
- **Potential Indigenous Art Market:** Met with the Visitor Center and partners to explore what is possible in the historic core for this summer and beyond.
- **Public Art Map:** Added notes to current map reflecting discoveries from "ground truthing" of art pieces at NAU and other sites. Timeline of the full map update will be determined soon.
- **Outreach:** Attended a Sunnyside Neighborhood Association meeting to understand topics of interest to that group and how/where meetings are occurring. Met with a representative from Culture Connections, a new art and culture nonprofit, and met with a community member pursuing a memorial project for a bicycle underpass. Contacted the Community Assistance Teams of Flagstaff with information on the Beautification in Action grants to help pay artists working on painting the outside of their outreach bus.
- **Southside Community Association Presentations: Historic Southside Community Garden and Downtown Connection Center:** Staff attended this month's meeting to present the artist applications for the Historic Southside Community Garden. Staff also presented the Downtown Connection Center art glass and sculpture concepts for feedback.
- **Viola Awards Selection Panel:** Selected winner with other panelists for the Excellence in Storytelling in this year's annual Viola Awards.

**HIGHLIGHTED ACTIVITY BY A NONPROFIT SUPPORTED BY BBB
TAX FUNDS**

Tynkertopia presented **FOUNDATIONS OF DANCE!** In this [class](#), students will learn the basics of vocabulary, position, posture, musicality, and artistic expression that form the building blocks of virtually every type of dance from Ballet to Hip-Hop.



PARKFLAG:

ParkFlag Operations

OPERATIONS INCREASED: March 1st marked the one-year anniversary of the reimplementation of ParkFlag's paid parking program. Due to the impacts of COVID-19 the program was suspended for

almost an entire year in support of the downtown businesses. We are currently operating at approximately 20% above our revenues this time last year.

KIOSK FIXES:

- The construction on Phoenix Ave. was completed during the month of March. The kiosk that was removed from that location was repaired and reinstalled.



- This was accomplished with help from many hands, **including ParkFlag team members, Erica Day and Creag Znetko, and IT team members** who were at the right place at the right time and were able to assist with the heavy lifting required for re-installation.
- Staff members continue to receive and correct error codes on certain kiosks within the district. These notification codes require minimal maintenance to be performed at each kiosk once received. We are in constant communication with Flowbird, our kiosk vendor, and are currently waiting on parts to make repairs that will hopefully resolve the issue.

ParkFlag Recruitment Process:

ParkFlag conducted successful interviews in March, and now working through the offer process. We have one candidate starting by April 18th.

ParkFlag Community Involvement:

ParkFlag continued to strengthen community relationships by attending the Flagstaff Downtown Business Alliance's monthly Stakeholder Meeting. This meeting was the first in-person committee meeting since 2020. ParkFlag was able to present information on the new available parking lots, employees permit, and how to be a VIP commuter in partnership with Mountain Line.

BUSINESS ATTRACTION:

Attraction Efforts:

- *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 one property and will be looking to secure this site in the coming weeks. They have currently scheduled a pre-application meeting to assess any potential challenges with this parcel. We will continue to assist this group as they begin to make a new home in Flagstaff.
- *Two Men and A Truck* – Is expanding their moving business to Northern Arizona. Two Men has over 350 locations worldwide and will now help provide this much needed service to NAU

students and residents that are moving to and from our town. Two Men will open at the beginning of April, and we are very excited to welcome them to our community. [TWO MEN AND A TRUCK | The Movers Who Care](#)

- *Broadband & Fiber* – Economic Development and Information Technology staff have been meeting with several broadband provider companies over the last several months. Flagstaff has been on the radar for many of these companies and the interest level has seen an increase in the last several weeks. Fiber is an absolute need to grow our economy and quality of life in Flagstaff and we hope that these conversations will lead to a high gigabit lifestyle in the not-too-distant 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 has selected 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.

Community Collaboration:

- The Economic Collaborative of Northern Arizona (ECoNA) held their Advisory Committee Meeting this month which was well attended by stakeholders and City staff. Presentations were provided by Coconino County, Coconino Community College, the Arizona Commerce Authority (ACA) and Arizona Snowbowl.

Other Attraction Highlights:

- The Flagstaff Mall continues to make renovations to their site with more improvements planned for the near future. Bowski, a new bowling alley and restaurant is now expected to open by the end of April. Additionally, Barnes & Noble has found a new home at the Flagstaff Mall. We are very excited to keep their business here in town!
- Staff was interviewed by a PHX radio network this month and provided information on the Sustainable Automotive Sales Tax Rebate program. To date we have received 22 successful rebate applications and have awarded over \$10,000 to purchasers of sustainable vehicles. To learn more about this program please visit: [Sustainable Automotive REBATE PROGRAM - Choose Flagstaff the City of Innovation](#)
- 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 Safeway on the west side of town. We are excited to welcome them to our community! Stay tuned for a grand opening.

BUSINESS RETENTION & EXPANSION:

MARKETING

FLAGSTAFF BUSINESS NEWS: Community Investment staff delivered content to the Flagstaff Business News to celebrate Economic Development Week 2022.



ARIZONA DAILY SUN: Community Staff also contributed the State of Flagstaff Economic Development Update 2022 to the Arizona Daily Sun.



PROJECT UPDATES

IRONWOOD FIELD DAY RUCK: The innovative workforce solution delivered by Ironwood Forestry has been captured by Larry Hendricks who is creating what hopes to be the first installment of a library of community workforce development wins. The ARIZONA@WORK Coconino County Workforce Development Board may create a library for other community Innovative Workforce Solutions from other sectors in the region to celebrate unique successes.



LONE TREE OVERPASS PROJECT: The project is impacted by the Rio de Flag project which was the subject of a recent meeting between the City of Flagstaff, the Army Corps of Engineers, the Burlington Northern Santa Fe (BNSF) Railroad, and Senator Kelly's Office. One big takeaway from the meeting is the creation of a master coordinating calendar.

MICROELECTRONICS MANUFACTURING: The development team bringing trusted microelectronics facilities to Arizona continues to explore locations in and around Flagstaff. Staff connected the team to an area landowner and developer to assist with their identification of property for the facilities.



LIBRARY | CITY & COUNTY

MARCH LIBRARY STATS:

| | | 22-Mar | 21-Mar | Difference |
|---------------------------|----------------|---------------------|---------------------|-------------------|
| Circulation | Downtown | 20,877 | 13,030 | 60.2% |
| | East Flagstaff | 9,089 | 4,569 | 98.9% |
| | TOTAL | 29,966 | 17,599 | 70.3% |
| Value of Loaned Materials | Downtown | \$385,354.12 | \$199,098.81 | 93.6% |
| | East Flagstaff | \$166,263.88 | \$68,329.87 | 143.3% |
| | TOTAL | \$551,618.00 | \$267,428.68 | 106.3% |
| In-House Use | Downtown | 20,230 | 15,937 | 26.9% |
| | East Flagstaff | 6,606 | 0 | 660500.0% |
| | TOTAL | 26,836 | 15,938 | 68.4% |
| Door Count | Downtown | 11,839 | 0 | 1183800.0% |
| | East Flagstaff | 6,438 | 0 | 643700.0% |
| | TOTAL | 18,277 | 0 | 1827600.0% |
| Wi-Fi Use | Downtown | 1,216 | 565 | 115.2% |
| | East Flagstaff | 949 | 575 | 65.0% |
| | TOTAL | 2,165 | 1,140 | 89.9% |
| Public Computer Use | Downtown | 1,389 | 0 | 138800.0% |
| | East Flagstaff | 645 | 0 | 64400.0% |
| | TOTAL | 2,034 | 0 | 203300.0% |
| Number of Programs | Downtown | 20 | 157 | -87.3% |
| | East Flagstaff | 7 | 14 | -50.0% |
| | TOTAL | 27 | 171 | -84.2% |
| Program Attendance | Downtown | 331 | 7,088 | -95.3% |
| | East Flagstaff | 87 | 84 | 3.6% |
| | TOTAL | 418 | 7,172 | -94.2% |
| Reference Help | Downtown | 2,443 | 972 | 147100.0% |
| | East Flagstaff | 1,207 | 502 | 70500% |
| | TOTAL | 3,650 | 1,474 | 217600% |

EFCL STAFF REFERRALS: Felicia got an email recently from one of our partner organizations, One-n-10. A client of theirs was asking for resources for their trans niece, including housing and job assistance. Felicia was able to help with their request and recommend community connections, to help them feel less alone.

EFCL REOPENING PREP: in preparation for reopening on April 11, we have begun to empty the community room and restore the building back to its pre-pandemic state. Caregivers and little ones are especially pleased that we once again have a room full of children's toys!

EFCL STAFFING: Dee Hoagland, a longtime employee pre-pandemic, has returned to the EFCL team effective Mar 29 as a Clerk. Welcome back, Dee!

EFCL STAFF TRAINING: On Mar 16, 10 EFCL staff engaged in a conflict intervention simulation training developed and facilitated by our own Sarah Andrews. Sarah felt she needed more practice in de-escalating certain situations so decided to create role-playing scenarios that we could all use to practice. It was of great benefit to everyone who attended!

EFCL DATA WOES: On Sun, Mar 27, our ILS Koha had an issue that wiped out all our data from Sat Mar 26. Since EFCL was open that day, this meant that staff has had to work hard manually re-entering checkouts, holds placed, check-ins, renewals, and library cards created throughout the following week.

EFCL DONATED BOOKS: We have added another organization to our list of places we give discarded books to, if we can't sell them through Baker & Taylor – Golden Rule Pantry! They picked up 2 boxes of books the last week of March.

PUBLIC MEETING ROOMS: The Downtown and East Flagstaff Community Libraries will begin offering meeting room bookings on April 11th. Reservations will open soon.

BRILLE ITEMS: Thanks to our Friends of the Library, Downtown was able to purchase 34 braille titles. These books are largely Juvenile and YA and contain popular titles like *How to Train your Dragon* and *I Am Malala*.

- Did you know the library also has a Perkins Brallier? A machine for writing braille. Staff is using this machine to create the labels for our new braille titles, but it is also available for public use within the library.



TOURISM & VISITOR SERVICES

TOURISM METRICS:

In March, 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 March, giving the Smith Travel Report record numbers for average daily rate. But this did come at a cost with a lowered occupancy by 1.3% to March 2021.

Following is a snapshot of the metrics for March 2022.

| March | 2020 | 2021 | 2022 | Diff |
|--------|---------|----------|----------|-------|
| OCC | 46.3% | 77.8% | 76.8% | -1.3% |
| ADR | \$82.41 | \$113.96 | \$130.08 | 14.1% |
| RevPAR | \$31.51 | \$88.69 | \$99.91 | 12.6% |

MARKETING & MEDIA RELATIONS: (24 print articles and 420 digital articles)

March media coverage focused on the Flagstaff food scene and spring activities:

- Broadcast featured Arizona Family Channel 3 and CBS5 broadcast programming on the “Flavors of Flagstaff” covering Atria, Brix, and the Flagstaff Brewery Trail. Discover Flagstaff assisted with the story development and interviewed for the segment
- The Travel Channel continues to broadcast “Most Terrifying Places” featuring Hotel Monte Vista and in April the season finale of the “Dead Files” will feature Flagstaff’s haunted history
- March print articles recognized industry stakeholders with Atria’s Chef Rochelle named as a James Beard semi-finalist
- 20 under 40 recognized Molly Baker at the Orpheum and Jonathon Stone at Creative Flagstaff
- Dark Sky Brewing Company was announced as a finalist for the 2022 Viola Philanthropist Award
- Arizona Forward Environmental Excellence Awards celebrated sustainability with Awards of Distinction for the Mother Road Brewery Conserve and Protect Golden Ale and the Flagstaff Carbon Neutrality Plan.
- Digital supported outdoors, spring activities and restaurants on websites such as travelawaits.com; azcentral.com, phoenixmagazine.com, thrillist.com and more.
- Discover Flagstaff procured six stories and had four media assists in the month of March.
Print (circ: 985k/value: \$9k) Broadcast (reach: 3.6m/value: \$33K) Digital (reach: 1.5b/value:

\$13.8m) International Coverage (circ. 255m/value: \$2.3M). March 2022 resulted in a 950% increase in AVE compared to 2019 and a 326% increase in REACH compared to 2019.

Please enjoy the highlights:



Flagstaff becoming up and coming foodie destination with resurgence of new restaurants

<https://www.azfamily.com/2022/03/18/flagstaff-becomes-up-and-coming-foodie-destination-with-resurgence-new-restaurants/>

Spring training in Arizona: Top 10 things to do when you're not at a Cactus League game

<https://www.azcentral.com/story/travel/arizona/2022/03/23/arizona-spring-training-things-to-do/7094095001/>

Mother Road Brewing wins Environmental Excellence Award for collab beer with Arizona Game and Fish Department

<https://www.craftbrewingbusiness.com/news/mother-road-brewing-wins-environmental-excellence-award-for-collab-beer-with-arizona-game-and-fish-department/>

My 7 Favorite Spots in Arizona for Great Pizza

<https://www.travelawaits.com/2742250/best-pizza-in-arizona/>

The Ultimate Guide to the Grand Canyon, America's Most Iconic National Park

<https://www.thrillist.com/travel/nation/what-to-know-before-visiting-the-grand-canyon>

This Restaurant Has the Best Fries in All of Arizona (Diablo Burger Flagstaff)

<https://krq.iheart.com/content/2022-03-31-this-restaurant-has-the-best-fries-in-all-of-arizona/>

Craft Beer Experts Reveal the Most Underrated Brews from Their Home States

<https://uproxx.com/life/the-most-underrated-beers-by-state-according-to-beer-experts/>

Spring Break Escapes

<https://fabulousarizona.com/arizona-best/spring-break-escapes-arizona/2/>



The Arizona Republic • KIMI Robinson , Shanti Lerner , Jill Cassidy
US | Mar 23 • 7:00 AM

Spring training in Arizona: Top 10 things to do when you're not at a Cactus League game

Here's your guide to the best places to drink craft beer in **downtown Flagstaff**. Tucson: Saguaro National Park and much more Tucson is an



downtown Flagstaff, Flagstaff, Historic Brewing, Dark Sky Brewing

fabAZ

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Spring Break Escapes

Written by Melissa Lorenz • Updated on March 18, 2022 • by Dan & Co. Travel & Adventure



Spring Skiing and Stargazing in Flagstaff

Now through March 31, provide staffs can reach to Flagstaff to enjoy the World's Best Spring



RECENT POSTS

Restaurant of the Week: Fire & Land

Spring Break Escapes

Spring Break Escapes to Snow Wolf Lodge

Flagstaff Brewery and Distillery: Tenth Working

Learning and Elixir: American at Adeline

Learning



The powerful 2022 Subaru Outback

Subaru

WEBSITE:

Analytics compare 2022 to pre-Covid 2019:

- Domestic sessions increased 52%: Metro-Phoenix drive market is up 56%, Ca is up 51% primarily due to LA increasing 100% and San Diego increasing by 62%. TX is up 9%, Vegas up 132%.
- International sessions are seeing a rebound: Germany up 103%, UK up 110%, and France up 35%.
- Top performing pages: Webcam landing page was top performing, followed by Things to do, Where to Stay was the 4th most visited page, events was #5.
- The average session increased to 1:35 from 1:28.
- There were 399 VG requests and 244 opt-in email requests.
- Booking engine results were: 1,019 sessions, searches indicated an average stay of 2.4 nights, and for Q1, the top 10 accommodations with views included Little America at #1, Residence Inn, Motel DuBeau and the Weatherford Hotel.

EMAIL CAMPAIGN:

- Discover Flagstaff 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 March email drip was sent to our master list of 19,300 contacts with a heavy focus on events and outdoor content.
 - March 2022
 - Reach: 19,300
 - Open rate: 46%

- 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 decreased MoM, as did the CTR. A send-time of 9am is performing the strongest over any other launch time for this email campaign. Content routinely focuses on community support, engagement, and action.
 - March 2022 compared to March 2021
 - Reach 828, slight decrease -1.3%
 - Open rate: +46.8%

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 have established a new CRM platform for social media with Agora pulse and hope to not only track likes/follows but also track engagement and compare with industry benchmarks.

- Discover Flagstaff shows growth from 2019. Our current strategy is to include more short video content increasing reach through stories.
 - Flag Local has grown by 8% in total likes.
 - Flagstaff 365 has grown by 3% in total likes.
- YouTube shows improved performance with new videos, organic and paid, being uploaded.
- Instagram shows improved performance compared to prior years, with some loss compared to previous month due to heavy performance with Instagram stories during beer week.
- Twitter has reached 10k followers, impressions are down this month, reasons unclear as to why the impressions were so high the previous years.
- Flagstaff 365 Page views have grown by 27% and the Discover Flagstaff Events page has grown by 269% since 2021 and is the top 5th page searched for March.



Discover Flagstaff
March 8 · 🌐

It's #InternationalWomensDay and we would like to offer congratulations to chef Rochelle Daniel of Atria Restaurant in Downtown Flagstaff AZ, who was recently announced as a 2022 Beard foundation award semifinalist!

The James Beard Foundation is a nonprofit organization with a mission to celebrate, support, and elevate the people behind America's food culture and champion a standard of good food anchored in talent, equity, and sustainability.

Add Atria to your foodie destination list. You'll be very glad you did. Photos provided by Phoenix Cooks via Write On Rubee #StayandPlayResponsibly #wipethesmileonyourface



Discover Flagstaff
March 10 · 🌐

We are loving the snowfall in Flagstaff today. You can watch it too, on the Discover Flagstaff webcam. Go to <https://www.flagstaffarizona.org/webcams/> #StayandPlayResponsibly #AZwinterwonderland Photo via @charliemccallie



✔️ **Get more likes, comments and shares**
When you boost this post, you'll show it to more people.

16,706 People reached **789** Engagements [Boost post](#)

👍👍👍 Carlos Villarreal, Jamil Shalalda and 176 others 6 Comments 33 Shares



SALES:

International Travel Trade:

MEETINGS/EVENTS:

- RTO (Receptive Tour Operator) Summit West Trade Show – 25 appointments
With international travel companies in Los AngelesUSA Mexico Tour Operator Appointments – 11 zoom appointments
- Joker Reizen Travel, Belgium Fam Group – 9 attendees
- National Park Express Meeting
- Profi Tours, Czech Republic – October Agricultural Tour Group
- Meeting with U.S. Dept of Commerce
- American Incoming Tour Group – welcome bags

MARKETING & MEDIA:

- Group Tours Media Ad finalized for April magazine
- TourOperatorland March Newsletter sent to 1,400 travel companies worldwide

Meetings/Events/Conferences:

CONFERENCE/ROOMS LEADS/BOOKINGS:

- 3 Leads were sent out in the month of March for a total of 660 room nights and total estimated economic impact of \$197,340. 2 Leads booked in the month of March for a total of 870 room nights and total estimated EEI of 260,130.

MEETINGS/CONFERENCE SERVICES:

- Staff attended Creative Flagstaff Committee Meetings, Tourism Commission Meeting, FLP Board Meetings, Meeting with NALTRA to discuss upcoming groups and partnerships, attended the EAC meeting, coordinated site tours for AZAA 2023 annual meeting, and had meetings with 7 planners with upcoming events/conferences.

VISITOR SERVICES:

| March | 2020 | 2021 | 2022 | +/- 2021 | +/- 2020 |
|--------------|----------|----------|----------|----------|----------|
| Walk-ins | 4,463 | 6,654 | 10,748 | 26% | 141% |
| Retail Sales | \$10,871 | \$24,689 | \$34,429 | 43% | 226% |

- **WALK-INS/RETAIL:** This was the busiest March on record for both retail sales and Walk-ins, with 10,748 Walk-ins and \$34,429 in retail sales!
- **MODEL TRAIN:** Model Train ran 268 times in the month of February.
- **BREWERY TRAIL:** Visitor Center gave out 218-pint glasses for brewery trail redemptions!

CREATIVE SERVICES:

ADVERTISING:

- **DIGITAL ADVERTISING (DRIVE MARKET/OUT-OF-STATE):** Created/running 11 campaigns for April Datafy supporting: Flagstaff Festivals (May-June), Flagstaff Festival Sweepstakes, 8 National Parks & Monuments, Pledge for the Wild, Tourism Service Day (local audience), Airport flights-Dallas, Denver, and Verde Valley markets; digital banners for TripAdvisor, Woo box.
- **PRINT ADVERTISING (DRIVE MARKET/OUT-OF-STATE):** Created full-page ad for *Phoenix Magazine* supporting festival season.\
- **2022 FLAGSTAFF OFFICIAL VISITOR GUIDE:** Currently being printed (following a paper delivery delay).
- **LEGENDS DISTRICT BILLBOARD (PHOENIX):** Currently being installed by Chase Field (following a workman shortage delay).
- Assisted with website and social media adjustments to promote Spring Training with Madden Media
- **MEDIA REQUESTS:** Provided photo assets to Denver 5028 magazine for an upcoming Dark Sky feature
- **SUSTAINABILITY:** Presented concept to promote sustainability to visitors and locals
- **MEDIA REQUESTS:** Provided b-roll for an upcoming PBS segment
- **VIDEO:** Worked with videographer to create the DF March video
- **PHOTO REQUESTS:** Supplied requested photos for the Art and Architecture Magazine
- **MOUNTAIN LINE AIRPORT BANNER:** Finalized the Mountain Line shuttle banner for the Airport
- **LOCAL ADS:** Designed the AZ Daily Sun and Flagstaff Business News April print and digital ads
- **BAGGAGE CLAIM SIGN:** Created an airport baggage claim sign featuring the Visitor Center
- **PROGRESS SPECIAL SECTION:** Designed 4 AZ Daily Sun Progress special section ads
- **HIGHLANDS LIVING PSA PAGE:** Created the Highlands Living “PSA” page for May featuring festivals and microbreweries, bars and grills, and gastropubs
- **VDG:** Continued to work on Visit. Discover. Grow.



CITY JOBS:

- **PICTURE CANYON BROCHURE:** Updated the Picture Canyon trifold brochure
- **EAST LIBRARY BANNERS:** Working on 2 banners for East Library Interior
- **FEDERAL LOBBYING PACKET:** Designed the 2022 Federal Lobbying Packet
- **WATER AWARENESS MONTH:** Created the 2022 Water Awareness Month materials
- **COF RECRUITMENT:** Coordinated photographer and videographer for upcoming shoots

- **COF RECRUITMENT:** Created ads promoting recruitment for local publications
- **WATER SERVICES:** Created an illustration for Water Services and business cards
- **ENGINEERING:** Created business cards
- **PARKS & REC:** Updated the logo to reflect PROSE
- **AIRPORT:** Created an airport advertising media kit



WEBSITE:

- **LISTING PHOTOS:** Updated listing photos and content on Discoverflagstaff.com
- **FESTIVALS & MUSIC CONTENT:** Updated the 2022 Festival page, uploaded a Blues and Brews blog, and created the Live Music page on discoverflagstaff.com

All Blogs > The Flagstaff Blues and Brews Returns This June!

THE FLAGSTAFF BLUES AND BREWS RETURNS THIS JUNE!

Did you know that the Flagstaff Blues and Brews is the largest blues festival in Arizona?



Did you know that the Flagstaff Blues and Brews is the largest blues festival in Arizona? It takes a lot of work to achieve that title and after 8 years of this festival being around, it's not only the largest, but also it's the best. This year the festival starts at 2:00 pm on Friday June 10th and runs until 9 pm. Then it starts up again at 11:00 am on Saturday June 11th and is over at 8 pm. It's one of the best music festivals of the year and you will not want to miss it.



BE A PART OF MAKING FLAGSTAFF THRIVE

NOW HIRING
Police Officer, Equipment Operator, Collections, Parking Aide + More Jobs

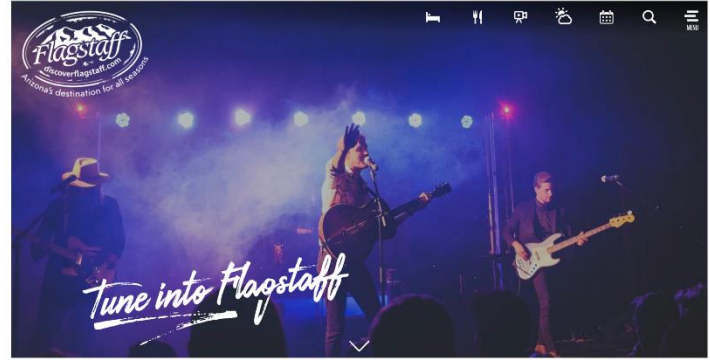
Eco-National Tourism Week May 1-7, 2022

JOIN US for an enjoyable day of giving back.

FLAGSTAFF 365 EVENTS CALENDAR .com

TOURISM SERVICE DAY MAY 4

STAY & PLAY RESPONSIBLY



Home > Dining & Nightlife > Live Music

LIVE MUSIC IN FLAGSTAFF

Little bit of blues, a whole lotta of jazz, rock, country, and symphony... It's all in Flagstaff.

By day or night, live music can be enjoyed at parks, concert venues, night clubs or festivals, indoors or outside at the season's permit. For those in search of the eclectic, we got that... historic and hippie etc.

Calendar of Events

May & June 2022 Festivals

- May**
20-22 Overland Expo
- June**
4-5 Huilabaloo
4-5 Wool & Fiber Festival
10-11 State's Largest Blues & Brews Music Festival
11-12 Made In The Shade Beer Tasting Festival
18 Pride In The Pines
18-19 Folk Festival
- There are 15 more festivals July - October

For a complete festival calendar, flagstaffarizona.org/events/festivals

SEE WHY
Food critics are raving about **Flagstaff Restaurants**

Microbreweries, Bars & Grills and Gastropubs

- Altitudes Bar & Grill
- Beaver Street Brewery
- Ben Huggins
- Charly's Pub & Grill at the Weatherford Hotel
- Chili's Bar & Grill
- Collins Creek Pub & Grill
- Cornish Party Company
- Dark Sky Brewing Company
- Dairy Studios Sports Bar & Grill
- Flagstaff Brewing Company
- Historic Brewing Barrel & Bottle House
- Lumberyard Brewing Company
- Mother Road Brewing Company
- Mountain Top Tap Room
- Sportman's Bar & Grill
- The Grand Canyon Brewing & Distillery
- The Mayor
- The McMillan Bar & Kitchen
- Tiki Grill
- Uptown Pubhouse
- Wanderlust Brewing Company
- Whisk & Whiskey

For a complete list of restaurants, breweries and bars, visit discoverflagstaff.com/dining.

STAY & PLAY RESPONSIBLY

PLEASE JOIN US!!!
RSVP to: cnelson@flagstaffaz.go

