

Economic Vitality Division

Enhancing Quality of Life 365 Days a Year

AIRPORT • COMMUNITY INVESTMENT

LIBRARY • TOURISM

APRIL 2022



AIRPORT

AIRPORT COMMUNICATIONS MANAGER HIRED: The new Airport Communications Manager was selected, **Claire Harper**, and she begins in May at the Flagstaff Pulliam Airport.



AIRPORT MARKETING & WEBSITE: The Airport team began work on the production of the new airport website. The new website will be able to provide better customer service to the public, airport stakeholders, and business partners as we have been relying solely on the City of Flagstaff website. More to come on its rollout!

AIRPORT INSPECTIONS:

- Chubb Insurance performed an airport inspection as part of the insurance renewal. No major concerns were found during the inspection. Chubb provided some videos for safety training for airport workers and was distributed to the team.
- Applied Pavement Technology, under contract with Arizona Department of Transportation Aviation Division (ADOT), performed a two-day pavement inspection on the airport. Approximately 3,595,860 square feet of pavement inside the fence was inspected, including the runway, taxiway, ramps, taxi lanes and areas around the hangars. This inspection is required by the Federal Aviation Administration (FAA) as part of our annual certification. The inspection gives the FAA an inventory nationally of airports and the needs for pavement grants. This also serves to assist with the ADOT grants to sealcoat the runway as part of our ongoing pavement maintenance program.

JW POWELL/ADOT PROJECT: Airport staff met with the ADOT design team who are working on the JW Powel exit 337 bridges. They are working toward replacement of the bridge the summer of 2025. This bridge is critical access to the airport, as well as south access to Ponderosa Trails and 89 south to Sedona. The design at this time will be set up to be expandable for new lanes.

AIRPORT MASKING: Airport and airline masking nationally was dropped in April. A federal judge lifted the Transportation Security Administration masking mandate.



BEAUTIFICATION AND ARTS & SCIENCE:

HIGHLIGHTED EVENT: VIOLA AWARDS 2022

Creative Flagstaff held their popular annual awards event at the Orpheum Theater on April 30.

Pictured: Beautification and Public Art Commissioners and a few of our City Staff (and guests) enjoy some rare in-person time together at the Awards.

PROJECTS

- **Airport Art 'Coconino Scroll':** Staff reviewed placement of placeholders for bronze medallions by contractor; the medallions are delayed due to supply chain issues. Finalized and sent solicitation for fabrication/installation vendor to four qualified firms with a deadline of May 3rd for proposals. Installation is now anticipated for late summer or early fall.
- **Downtown Connection Center (DCC) Artwork:** Staff presented the Art Glass and Southside Grove concepts to Mountain Line's Transit Advisory Committee. The artist team also presented the concepts to Mountain Line's Board. The design contract amendment draft was sent to procurement and legal for review.
- **Flowers:** Received applications from two local metal artisan companies for custom fabrication for two planters to add to the Fourth Street Gateway Plaza. Metal Artisan Works was selected for the project. Met with a local business owner and elected official on flower placement in the Aspen Alley.
- **Historic Southside Community Garden:** Contract with the selected artist, local Sonja London Hall, was routed for signatures.
- **Indigenous Representation:** Staff presented project overview and invitation to join working group at City's Indigenous Commission, and the County's Park and Rec Commission, African Diaspora Advisory Council, and Indigenous Peoples' Advisory Council.
- **Lone Tree:** Staff prepared agenda item and created a presentation with the artists for a BPAC presentation on April 11. Conducted a site visit with artist.
- **Library Entry:** Artist and the library door contractor met with staff on specs and parameters for the design. Team met with the JOC contractor that bid on the project for potential cost reductions. Approval for additional funds were taken to Budget Committee, and this request was approved.

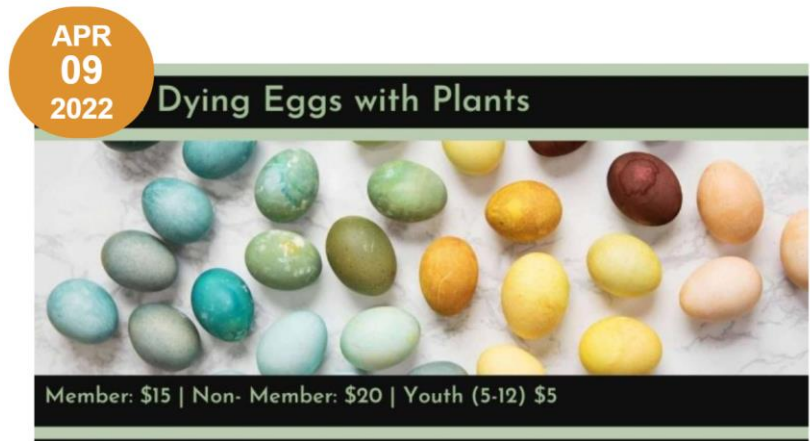


PROGRAMS & OUTREACH

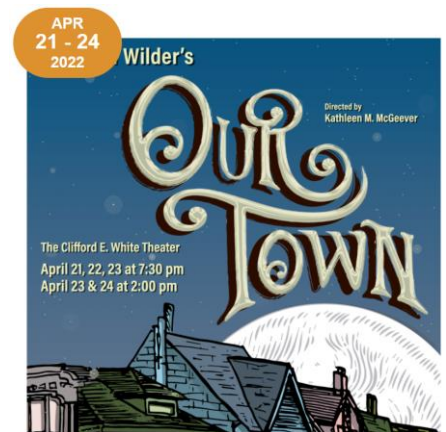
- **Art Festival Planning:** Met with the marketing vendor, Canary, and the steering committee to finalize the larger stakeholder presentation on branding for this festival.
- **Creative Flagstaff Grant Selection Committee:** Staff began reviewing 33 applications for Creative Flagstaff's [General Operating Support Grants](#); awards will be made to the art, culture, and science nonprofit community in June.
- **Partnerships:** Met with the Development Director at Creative Flagstaff about assisting with grant lead research as part of our AmeriCorps VISTA's tasks.

A FEW MORE HIGHLIGHTS OF NONPROFITS SUPPORTED BY BBB TAX FUNDS

The Arboretum presented [dying eggs with plants](#) on April 9! Every attendee left with a dozen dyed eggs and the know-how and instructions to repeat the natural dying process at home. A perfect class for the whole family!



The NAU Department of Theater presented [OUR TOWN](#), the American Classic that 83 years after its Broadway debut, continues to work its magic on audiences around the world. The deceptively simple story lays bare the smaller moments in life leaving audiences in awe of the timelessness of human existence. OUR TOWN captivates our hearts by exposing humanities indispensable shared truths. This play grows in relevance with each year, but the meanings explode in the post-pandemic world. As the lights fade, and the twinkling stars rise in the sky of Grover's Corners, we end our season with the promise of clear skies.



PARKFLAG:

OUR TEAM IS GROWING

**ParkFlag welcomed new team members!
Emily Estrada and Erica Day**



OPERATIONS

- Team members installed new signs indicating Employee Parking is permitted at the Old Court House Lot. The lot is open for both north and south employee permit holders as well as paid parking customers.
- ParkFlag continued to trouble shoot several issues we are seeing at the kiosks. Currently, the card readers in our kiosks are unable to process payments from credit cards with a 2027 expiration date or beyond. The new readers have been shipped and the replacement process will begin mid-May. Team members are also working on replacing receipt paper rolls in multiple kiosks to correct receipt printing issues. Staff have messaging on all kiosks sharing how a visitor or local can contact a Park Flag ambassador for assistance or how else to pay for parking if they receive the mentioned credit card notification.



BUSINESS ATTRACTION:

Attraction Efforts:

- **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.
- **Arizona Commerce Authority** – Staff has been working with the ACA to respond to potential leads and inquiries from various businesses that are interested in the Northern Arizona region. Staff plans on bringing the Commerce Authority attraction team to Flagstaff this summer to learn more about our available parcels and strengths that we have to offer.

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:

- Staff attended the Arizona Association for Economic Development's spring conference in Tucson this past month. During this conference AAED held their annual Economic Development Distinguished by Excellence (EDDE) award ceremony. **The City of Flagstaff was a finalist for Economic Development Organization for the year (mid-size).**



- Additionally, **Jack Fitchett was presented the New Member of the Year award.** The conference provided excellent information regarding current state trends related to economic development and an outlook on the future of Arizona business expansion.



Community Collaboration:

- The Economic Collaborative of Northern Arizona (ECoNA) held their business attraction meeting this month where members were updated on the regional broadband progress by our very own IT Director, CJ Perry. Members were also officially introduced to our new Planning Director, Michelle McNulty, who shared her vision and expected changes for the City of Flagstaff section.
- John Saltonstall & Jack Fitchett recently went on KAFF Radio to discuss various updates and to make our community aware of the planned events for Economic Development Week. Staff will be holding a series of Café conversations at local coffee shops throughout the week of May 9th. A more detailed schedule of events will be posted to the City's social media accounts.

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 beginning of May. Additionally, Barnes & Noble has found a new home at the Flagstaff Mall. We are very excited to keep their business here in town!
- Dunkin' Doughnuts is expected to open their second location on the east side of Flagstaff on May 9th!



BUSINESS RETENTION & EXPANSION:

PROJECT UPDATES

INNOVATE WASTE/CARBON NEUTRALITY CHALLENGE:

- This entrepreneurial challenge was presented to Flagstaff creators, innovators, and would-be-entrepreneurs inviting them to divert material from the landfill and convert it



into a product or service, or to minimize production or to enhance sequestration of carbon dioxide from the atmosphere.

- Eight separate entrepreneurs submitted applications, six presented, five were awarded at some level with networking assistance and/or mentoring, and the top two were awarded by City of Flagstaff Economic Development Offices and the Sustainability Office.
- Restoration Soils will be awarded \$20,000 for their concept to make the recycling of forest and yard waste, construction material waste, and other waste into other post-consumer products.
- Crosswalk Labs will be awarded \$10,000 to deliver their carbon dioxide monitoring systems to municipalities across the nation. Below is a picture of the winners and the judges receiving their awards.

S.T.E.M. CELEBRATION:

- S.T.E.M. City delivered the Community S.T.E.M. Celebration which celebrates all things Science, Technology, Engineering, and Math. Over 1,000 community members came to Fort Tuthill to meet with almost 70 exhibitors from area businesses, schools and school programs and clubs, and S.T.E.M. enthusiasts.
- Not only does this year's event mark a new location from the Walkup Sky Dome at NAU to Fort Tuthill, but it also marks the first year that combined the S.T.E.M. Celebration with the STEMMY's which awards the S.T.E.M. Student of the Year, S.T.E.M. Teacher of the Year, and S.T.E.M. Community Leader of the Year. Below is a collage of images from the S.T.E.M. Celebration 2022!



ELEVATE PRE-K: Candelen and Flagstaff Unified School District invited councilmembers to tour the pilot classroom for a second time so that Councilmembers could see the progress of the pilot classroom firsthand. Serving the needs of families that need full-time daycare that they trust so that they may go back to work is critical for families, caregivers, businesses, and the children.

ARIZONA@WORK COCONINO COUNTY WORKFORCE DEVELOPMENT BOARD (WDB): Staff has connected the local area Workforce Development Board staff to several businesses and area resources to assist all things workforce. Novakinetics, Katalyst Space Technologies, and Ironwood Forestry are just a few of the businesses the WDB staff are now assisting.



LIBRARY | CITY & COUNTY

APRIL LIBRARY STATS:

		Apr-22	Apr-21	Difference
Circulation	Downtown	20781	11568	79.64%
	East Flagstaff	8952	4270	109.65%
	TOTAL	29773	15838	87.73%
Value of Loaned Materials	Downtown	\$370,745.86	\$173,150.96	114.12%
	East Flagstaff	\$152,129.86	\$62,509.95	143.37%
	TOTAL	\$522,875.71	\$235,660.91	121.88%
In-House Use	Downtown	18450	12868	43.38%
	East Flagstaff	5628	0	562800.00%
	TOTAL	24078	12868	87.12%
Door Count	Downtown	14146	0	1414600.00%
	East Flagstaff	7291	0	792100.00%
	TOTAL	22067	0	2206700.00%
Wi-Fi Use	Downtown	1884	804	134.33%
	East Flagstaff	1100	678	62.24%
	TOTAL	2984	1482	101.35%
Public Computer Use	Downtown	1671	0	167100.00%
	East Flagstaff	927	0	92700.00%
	TOTAL	2598	0	295800.00%
Number of Programs	Downtown	32	29	10.34%
	East Flagstaff	6	29	-79.31%
	TOTAL	38	58	-34.48%
Program Attendance	Downtown	554	386	43.52%
	East Flagstaff	43	60	-28.33%
	TOTAL	597	446	33.86%
Reference Help	Downtown	2805	784	257.78%
	East Flagstaff	1404	408	244.12%
	TOTAL	4209	1192	253.10%

EFCL COMMUNITY ROOM THANKS: High Country Humane was displaced for several days from their office due to the tunnel fire, and we allowed them to use our community room as a temporary office for a few days. We got this note of thanks: *“On behalf of all the staff and board of directors at High Country Humane I wanted to thank you for allowing us to use the space at the library. All the best, Liz Bohlke, Board of Directors, High Country Humane”*

EFCL TOILETRY ITEMS APPRECIATION: We had a couple of female patrons come up to the desk one afternoon at EFCL to tell us how much they loved the toiletry station. They thanked us for thinking about their needs, and for taking such good care of them. They even said we were the best library in the state!

EFCL SEED LIBRARY ARTICLE: our seed library was featured in an article in the Sunday, April 10, 2022 issue of the [AZ Daily Sun, section C \(Mountain Living\)](#). It was written by Montana Horchler, our volunteer Seed Steward.



EFCL NEW TABLES: We have re-arranged things at EFCL again! Thanks to a generous donation from Lucy Walkup, we got two beautiful new tables with outlets and privacy dividers that are ADA accessible. We also installed new computer tables and DVD shelves to create more space overall. Come by and check it out!



EFCL SACK LUNCHES FROM FLAGSTAFF FAMILY FOOD CENTER: Beginning April 22, EFCL offers sack lunches Mon-Fri to any patrons in need. Thanks to FFFC for making it easy to offer this resource!

EFCL NEW COMPUTER TUTOR: We have a new computer tutor on board, available for one-on-one, half-hour computer tutoring appointments on Wednesdays between 1p and 2:30p. Welcome, Kelly!

FOUNDRY OUTREACH: On Saturday, April 23, two library staff had an outreach table at the [Flagstaff Foundry](#). We were invited because this month's show was in partnership with the [Northern AZ Book Festival](#) and Literary themed. Staff talked to 44 people, issued 12 new library cards, and promoted upcoming library events at both city locations.

NAU PRIDE OUTREACH: The Reference department had a table at NAU's PRIDE event on Saturday, April 23. Staff spoke to 50 people, issued 12 library cards, checked out several copies of the current LGBT+ Book Club Book, and promoted library programs and services.

REFERENCE BY MAIL THANKS: The reference by mail for individuals who are incarcerated has really picked up steam over the past few months, with 14 letters received in March averaging 3 questions per letter! One included some gratitude: *"thanks for what you do you are vastly helpful to my life - I live in the stone age in prison I have access to nothing except you :)."*

EARTH DAY AT BUSHMASTER OUTREACH: On Saturday, April 23, the PALS Mobile visited Bushmaster Park for Earth Day!

SUMMER READING CHALLENGE: To promote SRC, YS and EFCL staff began visiting local Elementary schools. Amy started us off with a bang at DeMiguel elementary! She saw over 200 kids. The next day,

the PALS Mobile went to the same school and saw 185 kids. We plan to visit more schools throughout the month of May to spread the word about SRC and pump people up.

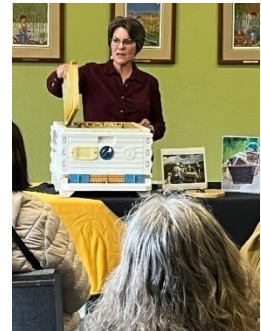
CULTURE PASSES: The new [Culture Pass program](#) is off to a strong start since launching in mid-January. From January to April, 191 passes were checked out from the Downtown and East Flagstaff Community Libraries. Each pass is valid for free admission for two people, totaling 382 free admissions. So far, the most popular cultural venues are the Desert Botanical Garden and the Museum of Northern Arizona. Starting May 1st, passes are available to The Arboretum and the Arizona-Sonora Desert Museum.



CHROMEBOOK/HOTSPOT KITS: [Chromebook and mobile hotspot kits](#) are now available for patron checkout at the Downtown Library! Each kit contains a Samsung Chromebook, a mobile hotspot, a wireless mouse with USB adapter, and a laptop bag.

TECHNOLOGY TUTORING: Volunteer tutors are returning to the Downtown Library to provide 30-minute, one-on-one technology instruction and resume help sessions! Appointments are available on select Wednesdays, Thursdays, and Saturdays beginning in May. This service is also available at the East Flagstaff Community Library. [Click here](#) for the current appointment calendar.

THE BEES' KNEES: The Reference Department hosted a Beekeeping Basics program featuring the Northern Arizona Organic Beekeepers Association at the Downtown Library on April 22nd. Twenty-five people of all ages attended the talk, many of whom had just started beekeeping in the past couple weeks. The program was a successful community partnership – Patrick (presenting in the bee suit) commented that this was the largest audience NAOBA has had for any of their programs. Attendees were also able to check out library books on NAOBA’s recommended reading list during the event. See photos from the event below!



COUNTY LIBRARIES:

- **Grants** received Arizona Library Service & Technology grant (\$15,000) to support library of things checkout to patrons at branch & affiliate libraries

- **Tuba City** open to public browsing for the first time since the beginning of the pandemic. Operating Hours 9-6 Monday-Thursday and 1-5 Sunday
- Summer Programming yet to be determined because of the rising cases on Navajo Nation
- **Grand Canyon** Renovation back on schedule with completion sometime mid-May for final walk through and anticipating movement of materials and furnishing back into building by end of month
- **Tusayan**
 - Friday operations have received positive feedback with attendance varying at various times of the day
- **Forest Lakes**
 - The Chevelon Butte Elementary School District has funded this year's story time for kids
 - The school has also provided funds for the library to purchase books for kids and young adults for summertime reading.
 - Spark light (internet) currently active at site for Chevelon Buttes School Computers
- **Jail**
 - 0- positive cases in custody / 357 inmates positive to date
 - 0- Detention employee currently isolated/ 109 Detention employees have tested positive to date
 - When Martha is out in the housing units with the book cart, Sharyn is weeding (beginning with Fiction) and compiling a list of books we need to replace or add when we do our next book order.
 - 590 books are cataloged in Koha to date.



TOURISM & VISITOR SERVICES

TOURISM METRICS: April 2022

In April, Flagstaff continued to shine as a destination that many 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 April, giving the Smith Travel Report record numbers for average daily rate – while occupancy continued to climb as well.

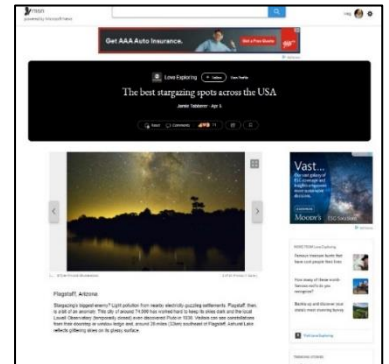
Following is a snapshot of the metrics for April 2022:

April	2020	2021	2022	Diff
OCC	22.8%	76.9%	80%	4%
ADR	\$56.6	\$116.96	\$125.61	7.4%
RevPAR	\$12.91	\$89.95	\$100.49	11.7%

MARKETING & MEDIA RELATIONS: (29 print articles and 117 digital articles)

April media coverage:

- A mix of haunted, adventure, spring, and astronomical activities.
- As expected, the heartbreaking Tunnel Fire received national coverage and dominated the news cycle. Please note, wildfire media coverage data was not included in the April media results but important to acknowledge Flagstaff was in the news on a national and international level due to the Tunnel Fire and its devastating impact.
- Flagstaff tourism results were again positive overall with a 369% increase in reach/circulation compared to 2019!
- **Broadcast** featured the Travel Channel season finale of the Dead Files featuring haunted Flagstaff on April 2. The program reached 1.8 million viewers with an advertising value of more than \$16,000. In addition, they filmed the program in Flagstaff Oct. 2021 resulting in a \$20,000 economic impact with hotel rooms and activities.
- **Broadcast** also covered spring skiing at Arizona Snowbowl, public art murals and Lowell Observatory. There was a great broadcast segment on Arizona Midday with AOT Director, Debbie Johnson, acknowledging the wildfires yet showcasing Flagstaff's dark skies with Lowell Observatory.
- **Print** included articles in Highlands Living Magazine, Washington Post, Arizona Daily Sun, Space Daily, 5280 Magazine and others. The Arizona Daily Sun Letter to Editor published comments submitted by Canadian visitors who mentioned "I applaud the efforts of the visitor center" and Flagstaff was "an Arizona Trip highlight."
- **Digital** coverage included travelandleisure.com ranking Flagstaff in the list of the "9 Best Places to Buy a Mountain Vacation Home in the US."
- **Non-fungible token (NFT)** campaign received attention from azbigmedia.com and others with more than 160 press releases distributed to targeted media outlets.



Please enjoy more highlights with the links below:

- Print (circ: 562k/value: \$5k)
- Broadcast (reach: 16m/value: \$148K)
- Digital (reach: 1.8b/value: \$16.6m) International Coverage (circ. 80m/value: \$744k).
- April 2022 resulted in a 988% increase in AVE compared to 2019 and a 369% increase in REACH compared to 2019.
- There were 16,595 digital article social echo shares on Facebook, Twitter and Redditt.

Here's how Flagstaff has jumped into the NFT business (procured)
<https://azbigmedia.com/business/heres-how-flagstaff-has-jumped-into-the-nft-business/>

50 Amazing Places in the U.S. You've Got to Take Your Kids To
[50 Amazing Places in the U.S. You've Got to Take Your Kids To \(msn.com\)](https://www.msn.com/en-us/travel/tripideas/50-amazing-places-in-the-u-s-youve-got-to-take-your-kids-to)

Mother Road Brewing and Arizona Game & Fish Department Partner to Support AZ Wildlife
<https://www.brewbound.com/news/mother-road-brewing-and-arizona-game-fish-department-partner-to-support-az-wildlife>

25 Ultimate Things to Do in Arizona (slides 22 and 23) (assist)
<https://www.fodors.com/world/north-america/usa/arizona/experiences/news/20-ultimate-things-to-do-in-arizona>

9 Best Places to Buy a Mountain Vacation Home in the U.S.
<https://www.travelandleisure.com/travel-tips/best-places-to-buy-a-mountain-vacation-home-in-the-us>

These are the world's eeriest places
<https://www.msn.com/en-us/travel/tripideas/these-are-the-world-s-eeiest-places/ss-AAW436Y>

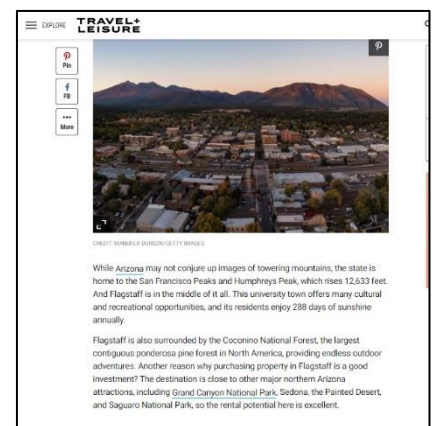
Letter to the Editor: Trip to Flagstaff tempts Canadian visitors into staying
https://azdailysun.com/opinion/letters/letter-to-the-editor-trip-to-flagstaff-tempts-canadian-visitors-into-staying/article_384646ba-bfef-5fa3-9c8e-15f3c17727b5.html

The best stargazing spots across the USA
<https://www.msn.com/en-us/travel/tripideas/the-best-stargazing-spots-across-the-usa/ss-AAVTAVZ>

WEBSITE:

Analytics compare 2022 to pre-Covid 2019:

- Domestic sessions increased 42% and were led by: Metro-Phoenix sessions were up 81%, Los Angeles up 125%, Vegas up 1400%, Dallas up 58%, and San Diego up 72%.
- Internationally, website visits saw increases from the UK up 59%, and France up 3%.
- Top performing pages: Webcams #1, Things to do which included the Top 21 Must Dos were #2 and #3 with additional content including scenic trips and Route 66, and national parks and monuments, events were #4, Where to Stay was #5.
- 332 VG requests
- 229 opt-in newsletter sign-ups



Booking engine results were: 952 sessions, searches indicated an average stay of 2.7 nights, time on site is 3.78 minutes, the month's most viewed accommodations are: Little America at #1, Weatherford, Motel DuBeau, Residence Inn and LaQuinta east

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 March email drip was sent to our master list of 19,300 contacts with a heavy focus on events and outdoor content.

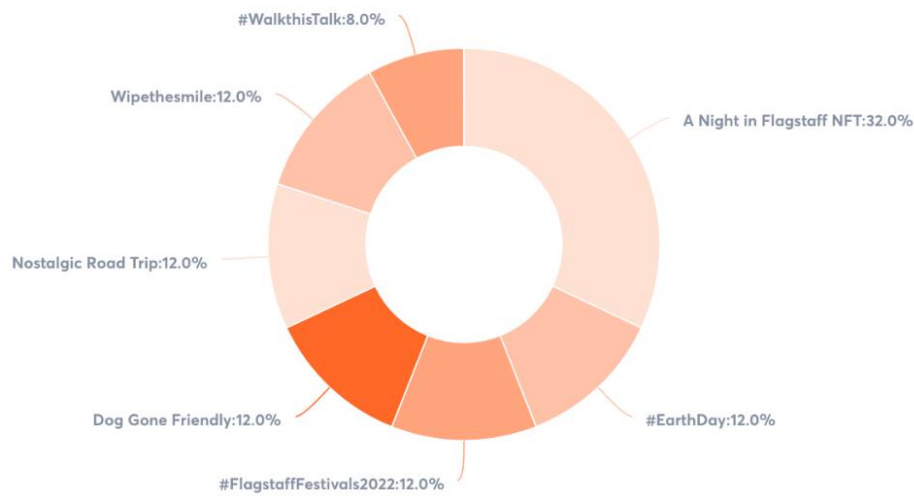
- April 2021
 - Reach 13,670
 - Open Rate 4,026
- April 2022
 - Reach 19,815
 - Open Rate 8,148
 - Reach % in/dec: 44.95%
 - Open Rate % in/dec: 102.38%

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.

- April 2021
 - Reach 834
 - Open rate 220
- April 2022
 - Reach 826
 - Open 369
 - Reach % in/dec: -0.1
 - Open Rate % in/dec: 67.7

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 Agorapulse and hope to not only track likes/follows but also track engagement and compare with industry benchmarks.



- Moving from tracking of followers to engagement, Discover Flagstaff has an average engagement rate of 13.99%. (Total engagements, 12,865 / followers per post, 91,942, and multiply by 100). Most social media marketing experts agree that a good engagement rate is between 1% to 5% (according to Hootsuite). Further industry engagement rates are mentioned in this article below:
 - **2022 Social Media Industry Benchmarks - Know Exactly Where You Stand in Your Market** <https://www.socialinsider.io/blog/social-media-industry-benchmarks/>
 - Facebook engagement rate of 0.21%, while Twitter pointed to an average of 0.03% engagement rate.
 - Instagram, average engagement rate of 1.13%.
 - TikTok average engagement rate of 3.25.
- Facebook - Discover Flagstaff, Flag 365, and Flag Local have an average engagement rate of .32%. (Total engagement (likes and comments) / posts) / followers, multiplied by 100.
- Twitter - Discover Flagstaff, Flag 365, and Flag Local have an average engagement rate of .25%. ((Total engagement (likes and comments) / posts) / followers, multiplied by 100)
- Instagram - Discover Flagstaff, Flagstaff Local have an average engagement rate of .70%. (Total engagement (likes and comments) / posts) / followers, multiplied by 100.
- TikTok - Discover Flagstaff TikTok has an engagement rate of 6.57%. (Total engagement (likes and comments) / posts) / followers, multiplied by 100.
- Flagstaff 365 Page views have grown by 100% and the Discover Flagstaff Events page has grown by 150% since 2021 and **remains the top 5th page searched for April.**



Discover Flagstaff
Published by Agorapulse [?] · April 23 ·

Thinking about making a reservation at one of many Flagstaff restaurants? Why not consider our 2021 Outstanding, Eco-Friendly Winner Brix Restaurant & Wine Bar! The restaurant is situated just outside the heart of downtown Flagstaff and features some of the best food and wine Flagstaff has to offer. #FLGEcotourism #StayandPlayResponsibly <https://www.flagstaffarizona.org/.../brix-restaurant-and-win.../>



Discover Flagstaff is at Fort Tuthill County Campground.
Published by Agorapulse [?] · April 21 ·

The Overland Expo festival is nearly here. Enter for a chance-to-win a weekend pass to the Overland Expo West 2022 at Fort Tuthill County Fairgrounds. Enjoy 120+ general activities: all demos, roundtables, slideshows, and evening films. Friday, May 20, 2022, 9am-3pm. <https://woobox.com/3agr84> #FlagstaffFestivals2022 #Stayandplayresponsibly



Discover Flagstaff
Published by Agorapulse [?] · April 9 ·

Spring has officially arrived and spring events can be found on our spring events page. Today is Flagstaff's first ever Kite Day! Kite Day was recently proclaimed by the Flagstaff City Government to fall every second Saturday in April. April showers bring May flowers and April winds are perfect for Kite flying. #FLGKiteDay #FreeFLG #StayandPlayResponsibly <https://www.flagstaffarizona.org/events/spring-events/>



SALES:

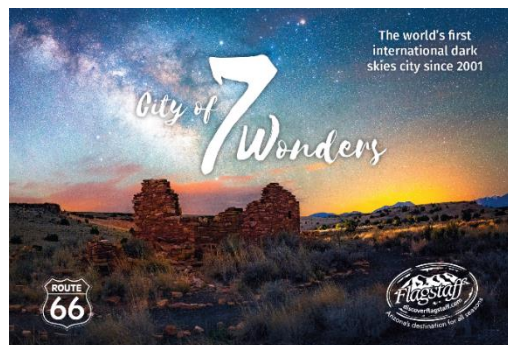
International Travel Trade:

MEETINGS/EVENTS:

- Destination America Travel Company training in Flagstaff (25 ppl)
- Meeting w/Ali w/NALTRA
- IPW Orlando – preparation
- Stakeholder meeting with Springhill Suites/Courtyard
- Preliminary work for AOT/Condor Airlines May Fam
- Fam dinner with Voyageurs du Monde Travel, Paris (4 ppl)
- EVD Meeting

MARKETING & MEDIA:

- Visit USA Germany/Austria/Switzerland Social Media posts & May newsletter content
- Visit USA Belgium Social Media Posts & newsletter content
- Arizona Office of Tourism/Travel Counsellors, UK campaign content submitted
- Creative submitted for *America Journal* German lifestyle magazine (July Route 66 issue)



Meetings/Events/Conferences:

CONFERENCE/ROOMS LEADS/BOOKINGS: 5 Leads were sent out in the month of April for a total of 1,056 room nights and total estimated economic impact of **\$315,744.**

MEETINGS/CONFERENCE SERVICES: Coordinated site tours for the International Double Reed Society 2023 Conference and had meetings with 4 planners and stakeholders.



On an exciting note, in the first 4 months of this year 15 leads have gone out so far which is almost as many as 2021 as a whole and the rooms nights for the leads have already exceeded the number in 2021 by about 1500. Exciting to see the larger group requests!

VISITOR SERVICES:

- This was the busiest April on record for both **retail sales** and **walk-ins**, with 11,760 walk-ins and \$37,187 in retail sales!
- **MODEL TRAIN:** Model Train ran 216 times in the month of April.
- **BREWERY TRAIL:** Visitor Center gave out 245-pint glasses for brewery trail redemptions!



April	2020	2021	2022	+/- 2021	+/- 2020
Walk-ins	0	8,445	11,760	20%	Closed 2020
Retail Sales	0	\$27,062	\$37,187	48%	Closed 2020

CREATIVE SERVICES:

ADVERTISING:

- **FLAGSTAFF TRAIN DAY:** Updated the train day banner, flyers, and ads for the Visitor Center
- **LOCAL PUBLICATION ADS:** Designed the May print and digital ads for Flagstaff Business News and AZ Daily Sun
- **HIGHLANDS LIVING EVENTS PAGE:** Created the June PSA/Events page for Highlands Living featuring June and July festivals and Mexican restaurant in Flagstaff
- **TRAVEL TRADE E-NEWSLETTER:** Created Cherri's spring 2022 travel trade e-newsletter
- **ARTWALK FLYER:** Designed the May Artwalk flyers for the Visitor Center



- **GCOT AWARD SUBMISSIONS:** Created the award submissions for City of 7 Wonders and Fire Aware
- **PRINT ADVERTISING (DRIVE MARKET/OUT-OF-STATE):** Created full-page ads for *Tucson Lifestyle* and *Green Living Magazine*, and Blues & Brews Festival program.
- **PARTNERSHIP – FLAGSTAFF TRAILS INITIATIVE:** Created 12 customized etiquette posters, flyer, and rack card. Posters will be inserted in major trailhead kiosks to encourage responsible trail use.
- **NEW BBB LOGO:** Logo design in review.
- **ASTROTOURISM LOGO:** Completed and available for use.
- **BE FIRE AWARE LOGO:** Completed and available for use. Window clings were also produced.
- **2022 FLAGSTAFF OFFICIAL VISITOR GUIDE:** Delivered and available for distribution.
- **INSTALLATION:** Installed Visitor Center ad at the airport
- **POTOSHOOT:** Planned and conducted photoshoot to promote local brewers
- **FIRE AWARE:** Created [videos](#) for each fire restriction stage promoting fire aware

CITY JOBS:

- **LA TIMES AD:** Designed a Visit. Discover. Grow. digital ad for the LA Times
- **HIRING ADS:** Created job ads for Navajo Hopi Observer, Flagstaff Business News, and AZ Daily Sun
- **VISIT. DISCOVER. GROW.:** Continued working on the 2022 Visit. Discover. Grow.
- **AIRPORT:** Provided creative assistance for new website development.
- **CITY JOB-CAFR/BUDGET COVERS:** Created FY 22-23 CAFR/Budget covers for Purchasing Dept.
- **COUNCIL CHAMBERS:** Created a backdrop slide for Council Chambers to promote recruitment
- **WATER SERVICES:** Updated and ordered business cards for water services
- **BUDGET MEETING:** Assisted with budget meeting presentation
- **PHOTO:** Photographed NAU giving day
- **LOGO UPDATE:** Finalized all logo version for PROSE, formerly Parks & Rec
- **COF RECRUITMENT:** Assisted with two photo shoots for City recruitment
- **COF RECRUITMENT:** Finalized video shoot schedule/shoots for recruitment video

**Business Systems
IT Administrator -
Public Safety**

Identifies, researches, and implements applications in technology to improve business processes.

State retirement and comprehensive health insurance package available.

flagstaffcitycareers.com

COOL CAREERS. COOL PEOPLE. COOL MOUNTAINS.

**YOU LOVE
FLAGSTAFF,
WE LOVE
FLAGSTAFF.**

Mechanic II, Water Services Operator,
Police Records Technician
+ More Jobs

**NOW
HIRING**

CITY OF FLAGSTAFF
ARIZONA
ESTABLISHED 1882

WEBSITE:

- **NFT PAGE:** Created the NFT page of discoverflagstaff.com
- **WEBSITE UPDATES:** Updated the festival, home, and other pages on Discoverflagstaff.com
- **DISCOVER FLAGSTAFF:** Worked with tempest to resolve website conflicts
- **DISCOVER FLAGSTAFF:** Updated the Fire Aware web page with fire restrictions



WIPE the SMILE on your FACE


WITH MORE THAN **200 RESTAURANTS AND 8 AWARD-WINNING BREWERIES** IT'S EASY TO CARRY-OUT OR DINE-IN.

"FOODIST AWARD" Top Arizona Brewery
Arizona Restaurant Association

"CRITIC'S CHOICE" Favorite Arizona Food Town
Phoenix Magazine

STAY & PLAY RESPONSIBLY

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



Pick your Sunday Adventure

STAY & PLAY RESPONSIBLY

Free Self Guided Tours

- Flagstaff Brewery Trail
- Route 66 Walk This Talk
- Flagstaff Public Art Tour
- Haunted Flagstaff Walking Tour
- The Green Book Historic Walking Tour

Live Music Scene

- The Orpheum Theater
- The Museum Club
- Downtown restaurants, breweries and clubs with live entertainment

Scan to check out the live music scene map!

Local Attractions

- Walnut Canyon National Monument
- The Arboretum at Flagstaff
- Museum of Northern Arizona
- Riordan Mansion State Historic Park
- Pioneer Museum

Shopping

- Historic Downtown and Southside Historic District shops and galleries
- Aspen Place at The Sawmill
- Flagstaff Mall
- The Marketplace at Flagstaff

Pick up a **FREE VISITOR GUIDE** and **SELF GUIDED WALKING TOUR MAPS** at the Flagstaff Visitor Center, One E. Route 66 | discoverflagstaff.com

FLAGSTAFF 365
EVENTS CALENDAR .com

THE ARBORETUM AT FLAGSTAFF NOW OPEN



STAY & PLAY RESPONSIBLY



BE FIRE AWARE

KNOW BEFORE YOU GO
DISCOVERFLAGSTAFF.COM

Trail Etiquette
Sandy's Canyon Trail

EXPECT

- + Descending traffic should yield to uphill traffic – Control your speed and be ready to move to one side of trail
- + Stop, Speak, Smile
- + Announce when you can not see others on the trail ahead
- + Be prepared for a variety of trail users –



RESPECT

- + Stay on the trail – Don't cut switchbacks or avoid obstacles
- + Don't use wet, muddy or closed trails
- + Keep dogs on a leash and under control at all times
- + Watch wildlife quietly from a distance
- + Ancestral Lands/ Native Sites – You are entering a sacred landscape that is a place of worship and among the holiest sites in the world. Please speak and act respectfully.
- + Leave no trace – pack out all trash

Scan before you go!



flagstafftrailsinitiative.org
Elevating Flagstaff's Trails from Good to Extraordinary

WORLD'S BEST DESTINATION FOR ASTROTOURISM



FLAGSTAFF AZ ASTROTOURISM
bestastrotourism.com



BE FIRE AWARE

KNOW BEFORE YOU GO
FIRE RESTRICTIONS IN EFFECT
DISCOVERFLAGSTAFF.COM

STAY & PLAY RESPONSIBLY

PLEDGE FOR THE WILD

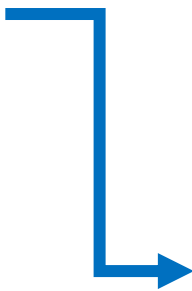
Discover Flagstaff.com
Arizona's destination for all seasons

MAKE A SMALL DONATION TO THE FLAGSTAFF TRAILS INITIATIVE, WHO'S WORKING HARD TO KEEP FLAGSTAFF'S WILD PLACES SPECIAL.

TEXT WILD4FLAG TO 44321 OR SCAN THE QR CODE

ON THE PATH TO CARBON NEUTRALITY

City of Flagstaff



BE A PART OF MAKING FLAGSTAFF THRIVE

APPLY NOW AT FLAGSTAFFCITYCAREERS.COM

THANK YOU FOR YOUR CONTINUED PARTNERSHIP!