

Economic Vitality Division

Enhancing Quality of Life 365 Days a Year

AIRPORT • COMMUNITY INVESTMENT

LIBRARY • TOURISM

JULY 2022



AIRPORT

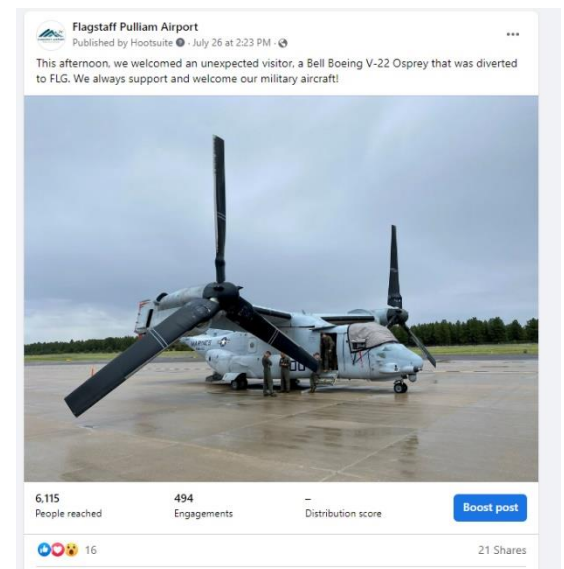
AIRPORT HAPPENINGS:

WEBSITE: The new website is live, flyflagstaffaz.com.

NEWSLETTER: The inaugural edition of [FLG In-Flight](#), a newsletter on all airport happenings went out to internal airport staff.

SOCIAL MEDIA: The Airport has launched [Facebook](#), [Twitter](#), and [Instagram](#). Give us a follow if you use social media. Our most popular post was the unexpected Osprey landing which reached more than 6,100 people.

TERMINAL MARKETING: Three new digital displays have arrived and will soon be used to enhance in terminal advertising opportunities.



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AMERICAN ASSOCIATION OF AIRPORT EXECUTIVES: The Airport Director joined the virtual American Association of Airport Executives General Aviation Committee monthly meeting. Topics discussed included the future of lead-free aviation fuels. Unleaded fuel alternatives have been developed for low performance piston engine aircraft which is less than 25% of the overall national usage. Most aircraft flown in and out of Flagstaff Pulliam Airport currently are unable to use this fuel. The FAA is working to find alternatives for all piston engine aircraft.

AIRPORT COVID LESSONS: The Airport Director contributed to a paper being written by the Association of Clinical Research Professionals on lessons learned from COVID impacts on Airports. Flagstaff Airport is one of 50 airports being studied. The goal was an informational document for dealing with all infectious diseases. Airports have been at the front line on other smaller scale events (such as SARS) for many years.

ARIZONA TRANSPORTATION ELECTRIFICATION FORUM: The Airport Director joined the annual forum virtually this month. This included representatives from Arizona Public Service, Salt River Project, Arizona Department of Transportation, several electric alternative source companies, and others. Discussions covered future needs, transportation types, and many other now and future electrification needs.

AIRFIELD MAINTENANCE: Construction started on the Airfield Maintenance – Phase II project. Work began with three overnight closures of the runway to allow crews to remove rubber deposits from aircraft tires and repaint the runway centerline. Pictures attached.

PAGING SYSTEM: Airport staff, City IT staff, and contractors worked to replace the amplifier for the terminal audio and paging system.

ONGOING IMPROVEMENTS:

Airport staff met with contractors who will be performing upcoming work on the commercial aircraft ramp, the terminal curb front, the terminal parking lot, and the Wiseman Aviation parking lot.

Several upcoming projects are scheduled for the coming months that will impact Pulliam Dr. and the terminal parking lot. The attached exhibit was shared with airport tenants and will be posted on the airport’s new website.



Re-striping BEFORE



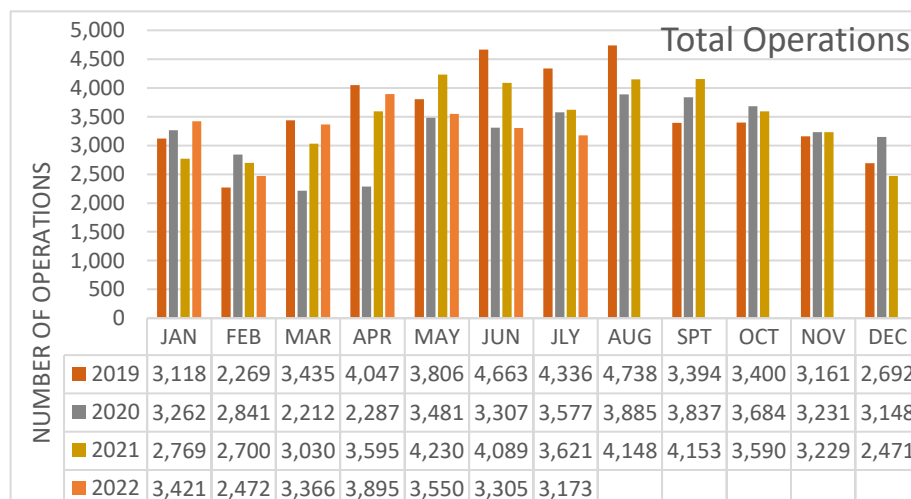
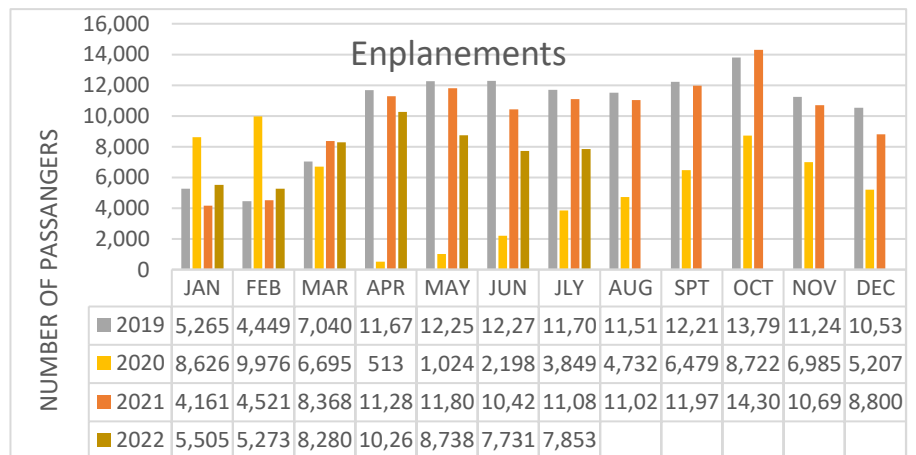
Re-striping AFTER

AIRCRAFT RESCUE FIRE FIGHTING (ARFF)

- ACADEMY:** Conducted the second Academy this month for our two new Ops/ARFF Specialists: Isac Kautto and Lukas Becker. The academy is designed to introduce new hires to the world of airport operations and aircraft rescue firefighting by learning the basic skills of an Airport Ops/ARFF Specialist. A typical day in the academy consists of physical training (PT) and classroom instruction in the morning, followed by various hands-on skills training in the afternoon. See photos below.
- FUEL FARM INSPECTIONS:** Airport Ops/ARFF crews conducted Quarterly Fuel Farm Inspections at Wiseman Aviation. These inspections are required by the FAA every quarter to ensure safety and compliance measures are being met. They include the inspection of facilities fuel storage tanks and mobile fuel trucks.
- ACTIVE SHOOTER TRAINING:** ARFF crews attended a joint Active Shooter Hostile Event Response training put on by the Greater Flastaff Regional (GFR) this month. This training focused on first responder response (Police, Fire, EMS) of an active shooter situation in our community.
- INCIDENT RESPONSE:** ARFF crews responded to seven incidents this month including an Alert 2 for a diverted military aircraft. The aircraft landed without further incident.

ENPLANEMENTS & TOTAL

OPERATIONS GRAPHS: Enplanements for June and July held steady.





BEAUTIFICATION AND ARTS & SCIENCE:

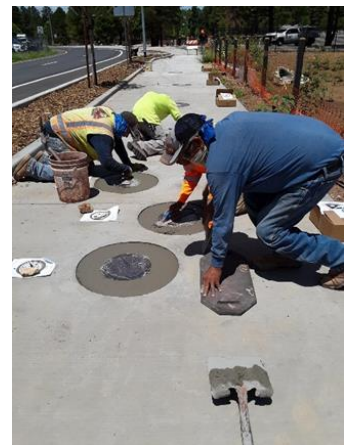
COMPLETED PROJECT

Flower Project Expansion: The expansion of the Flower Project to the 4th St Gateway to Sunnyside sought to respond to the unique eastside community. Two striking columnar planters were fabricated by local vendor Artisan Metals with color to coordinate with the existing signage. Parks assisted with the install and local vendor Foxglove crowned the planters with both heights to be easily seen in silhouette by motorists and with spillage over the sides to add elegance. It's bright, its beautiful, its Sunnyside!



ONGOING PROJECTS

- **Airport Art, Coconino Scroll:** With a requested sandblasting alternate from fence fabrication vendor and review of contract with *So Metal*, the fence fabricator, was executed and staff issued a notice to proceed. Fabrication estimate is 10 weeks with installation estimated to be early November. The 25 bronze medallions, which are the "Footnotes" to the art fence were installed. Hats off to Eagle Mountain's crew. Staff met with Discover Flagstaff and the artist to create a brochure and potential giveaways for the opening.
- **Aspen Avenue Library Entry:** City Council approved 1 million plus contract for Library Entry on Consent Agenda. Contract executed with Scholtz Construction. Staff reviewed fabrication production of the book sculptures. All parts are fabricated. Staff and artist reviewed edges and designated where further softening should occur. Next step is welding of the parts, then off to the powder-coater for paint. City Team put out a press release and other notifications for upcoming construction commencement. Notice to Proceed likely to be given on August 8. City Team met on schedule for pre-construction meeting, parking alternatives and ordering furnishings for the project.
- **Bicycle and Pedestrian (Aspen) Niche:** Staff met with procurement and capital projects to decide on solicitation and landed on a formal RSOQ, which will be developed in August.
- **Downtown Connection Center:** Staff reviewed the latest building elevation changes with Mountain Line and met with the artist team on their tweaks to the Southside Grove.
- **Flowers and Enhanced Landscaping:** 4th Street Gateway expansion completed (see completed project above). Staff reached out to EUROW on



continued problems and monitoring solutions for damage to downtown wine barrel planters and solicited scope to cover the costs of the vandalism and additional barrels for downtown. Staff groundtruthed flower baskets surrounding Heritage Square for map accuracy.

- **Indigenous Representation – Sawmill Art Park:** Working group site visit and kick off meeting set for August 29th at 5pm at Willow Bend Environmental Education Center.
- **Lone Tree Overpass:** Staff reviewed early art concept boards with public artist Laurie Lundquist in prep for July 25th and 26th public meetings for the project and then represented program at the meetings (one in-person at the Murdoch Center and one on Zoom).
- **Route 66 Historic Trail:** Staff gave input on Fanning landscaping project which is heading to final plan approval next week.
- **Southside Community Garden:** Staff organized and shared results of community survey with contracted artist to help guide creative vision for this placemaking project.

PROGRAMS & OUTREACH

- **Beautification in Action Grants:** Staff updated art archive list with BIA projects and others from past year. Staff met with applicant to review and assist in rectifying submission. September 1st & 17th joint grant workshop dates set with Sustainability and jointly staff developed flyers and other outreach notices. September 1st workshop will be virtual, and the 17th will be in-person at the eastside library. Staff also checked in on reports for completed projects.
- **Butler-Fourth Improvements:** A potential new project! Staff attended scoping meeting for project to assess potential for Beautification and Arts & Sciences funding to enhance center of one or two roundabouts and other amenities.
- **Creative Flagstaff, Arts Festival:** Staff participated in arts festival team led by Creative Flagstaff. ArtX is the working title for the arts & ideas festival; staff gave input on marketing brand/logo decisions and on grant application with the Arizona Office of Tourism. BPAC deferred on deciding to approve \$50,000 for festival start-up funding. Staff followed up BPAC's discussion by working out a set of deliverables with Jonathan Stone for BPAC to consider.
- **Public Art Map Updates:** Staff finalized document with detailed notes on changes and suggested updates to the public art map, including eliminating artworks that no longer exist, new artworks to include, etc. This document is for use by the new Collections position for art map updates in 2023.
- **Regional Plan:** Staff set up a participatory event for BPAC: On Monday, July 25th, Mark Reavis led two staff, three BPAC Commissioners, and a community member in the Yellow Art Box project, one of the engagement art projects for the Regional Plan designed by artist Sonja London Hall and funded by BPAC. A guided conversation engaged the participants which resulted in a report for the planning effort.
- **Work Plan:** Staff finalized and reviewed the 19 projects in the updated Workplan for FY23 with BPAC on July 11th Meeting. Fiscal Year Kickoff!

HIGHLIGHTED EVENT IN JULY BY A NONPROFITS SUPPORTED BY BBB TAX FUNDS

Night Visions: 21 Tiny Dances

Presented by [Creative Flagstaff](#) at [Coconino Center for the Arts](#), Flagstaff AZ: 21 short solo, duet and trio dance/movements representing the number of comets Carolyn Shoemaker witnessed near Jupiter.



PARKFLAG:

KIOSK MAINTENANCE:

- ParkFlag completed the project of replacing faulty card readers. The faulty readers were unable to accept credit cards with expiration dates of 2027 and beyond. All Flowbird/ Parkeon kiosks nationwide had to replace card readers, due to the large influx of faulty readers to the Parkeon repair warehouse the process was slow going. **ParkFlag manages 102 parking meters** in the paid parking district, the tedious task of replacing and shipping 20 card readers at a time took nearly two months, we **completed the task** in late July.
- ParkFlag staff removed and replaced a kiosk located at the corner of Phoenix Ave and S. San Francisco after being struck by a large vehicle.
- Multiple kiosks throughout the district have been receiving communication errors. Staff members spent several hours this past month updating and processing error codes to remedy the issues. Currently one kiosk remains hooded.



RECRUITMENT:

- ParkFlag is excited to introduce our newest team member **Cameron Copley**. Cameron will be filling a vital need for weekend enforcement on Saturdays and Sunday's downtown.
- **Heather Frantz** has accepted the Parking Aide Lead position and will begin soon.

SOFTWARE UPDATES: ParkFlag is working with our current enforcement vendor Passport Labs Inc. to implement a new mobile payment app.

PERMIT UPDATES: All Flagstaff City employees now qualify for an F1 Facility Parking Permit. Once the notification was sent out, ParkFlag received a handful of permit requests. We expect to continue to see these requests for the next several weeks.

PARK FLAG ANNUAL REPORT: The ParkFlag annual report is available for viewing on ParkFlag.org.



BUSINESS ATTRACTION:

In N Out Burger – Is closer than ever to making their debut in Flagstaff. The finalization of their plans is now in ADOT's hands, and they are currently pending final approval. Should approval be given, construction of this famed burger chain will begin at the former Pizza Hut location located adjacent to the AutoZone on south Milton. An official announcement is expected once plan approval has been secured. The long-awaited arrival of In-N-Out appears to be almost over.... Keep your fingers crossed for a Double soon!



Route 66 Centennial Celebration – Is scheduled to occur to occur in 2026. However, event planning for the centennial has already begun and events are planned for as early as 2023. City staff has begun coordinating with personnel to ensure a successful celebration and to plan multiple events that will take place in Flagstaff. The team behind the celebration has opted to make Flagstaff the base for western operations for these festivities, which will honor this classic roadway. The centennial celebration is expected to significantly boost tourism and other facets related to economic development in a variety of ways for our community. More to come on this!

Economic Development Agency (EDA) – City staff met with an EDA representative this past month to discuss a multitude of opportunities related to infrastructure funding for the various developments planned for southwest Flagstaff. These developments include the proposed technology park adjacent from the Flagstaff Pulliam Airport, the I-17 Bridge Expansion near Coconino County Fair Grounds, and various improvements related to the Northern Arizona Healthcare expansion.

Conferences, Trainings & Professional Development:

- The Arizona Association for Economic Development (AAED) will be hosting their Business Attraction Academy course at the end of August. City staff will help coordinate the course and present on various topics related to economic development. This is an excellent course to learn more about general business attraction and how cities can spur economic growth.
- AAED is has also scheduled their Fall Forum for 10/26 – 10/28 in the Valley this year. This is an excellent event to become more familiar with current economic development trends and network with various professionals in the industry. If you would like to view the forum’s agenda to learn more about this great opportunity, please visit: [Arizona Association For Economic Development \(AAED\)](#)

Other Attraction Highlights:

- There have been several new businesses that have just opened or that shortly will in our community:
 - **Panda Express** (Under Construction) – East Side by the Flagstaff Mall
 - **High Country Motor Lodges** renovations have been completed and they have officially reopened with their new look!
 - **Noble Herb** has opened their new dispensary location just east of downtown Flagstaff. The updated building looks great, and business is booming.
 - **Kachina Kitchen** has reopened at their new location at the former El Capitan’s property.
 - **Ocean Blue Express Car Wash** is now open on the east side of town next to Culvers.

Our partners in the Community Development division have released the newest version of their Development Status Report (May 2022). This comprehensive list of ongoing/planned development can be found here: [Development-Status-Report-May-2022 \(az.gov\)](#)

BUSINESS RETENTION & EXPANSION:

INNOVATE WASTE/CARBON NUETRALITY CHALLENGE: Staff convened the broader Innovate Waste Team to debrief the event of 2022 and to chart a path to delivering a better program this year. The team was responsive and enthusiastic about delivering a series of activities that build to the final pitch event that is also coordinated with other statewide pitch events.

ELEVATE PRE-K (EPK): Staff is working with Procurement to deliver Council dedicated funds to the Elevate Pre-K Pilot Program which is owned and managed by Candelen. Candelen is preparing to hire a consultant to chart a sustainable growth path that will deliver high-quality early childcare services to the Flagstaff region.

MICROELECTRONICS FACILITIES: The President signed the bill into law and now the team is preparing to identify local area parcels that may house new microelectronics fabrication facilities. Staff has made several community connections to facilitate the development team's success in identifying such parcels.

JOY CONE COMPANY: Staff successfully connected Joy Cone Company to the NAU Engineering College to invite students to work with Joy Cone Company on Capstone Projects that may focus on some process engineering issues. Staff is also now working to assist Joy Cone Company is granting an easement to APS as APS is preparing to deliver more power to accommodate the projected growth of the world's largest manufacturer of ice cream cones.

BRIDGE GRANT: Staff is working to mitigate the exorbitantly high infrastructure costs related to development of the Flagstaff area south of I-40 to the interchange at I-17 and JWP Boulevard.

ARIZONA TECH COUNCIL TOUR: Business Attraction Manager Jack Fitchett and ECoNA President and CEO Gail Jackson invited the Arizona Tech Council to tour Flagstaff to learn more about the businesses and the ecosystem that is advancing technology in the region. The tour started at Northern Arizona University, then up to NACET for lunch and presentations from Katalyst Space Technologies and W.L. Gore & Associates, then to City Hall for a presentation by UACJ Whitehall, and finally concluded at the new location of Northern Arizona Healthcare's Regional Wellness Village.

Pictured Below: (Diana White presenting to the Arizona Tech Council, John Saltonstall introducing UACJ Whitehall, The Arizona Tech Council with NAH, NAH Tour Group at their new site, and the STEM Ecosystem Mascot)





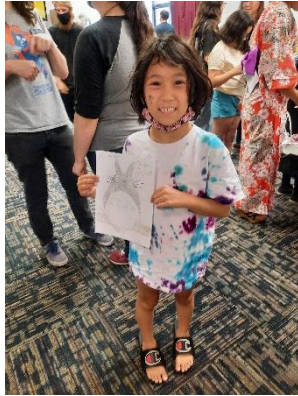
LIBRARY | CITY & COUNTY

JULY 2022 LIBRARY STATS:

		Jul-22	Jul-21	Difference
Circulation	Downtown	25,630	21,276	20.46%
	East Flagstaff	10,036	5,881	70.65%
	TOTAL	35,666	27,157	31.33%
Value of Loaned Materials	Downtown	\$485,226.96	\$381,840.77	27.16%
	East Flagstaff	\$194,084.98	\$109,372.91	77.45%
	TOTAL	\$679,637.94	\$491,213.68	38.36%
In-House Use	Downtown	21,522	15,626	37.73%
	East Flagstaff	7,071	5,392	31.14%
	TOTAL	28,593	21,018	36.04%
Door Count	Downtown	28,346	6901	310.75%
	East Flagstaff	11,251	3748	200.19%
	TOTAL	39,597	10,649	271.84%
Wi-Fi Use	Downtown	3,651	1,994	83.10%
	East Flagstaff	1,636	1,047	56.26%
	TOTAL	5,287	3,041	73.86%
Public Computer Use	Downtown	2,990	1,291	186.72%
	East Flagstaff	1,824	388	370.10%
	TOTAL	4,814	1,679	186.72%
Number of Programs	Downtown	45	26	73.08%
	East Flagstaff	12	13	-7.69%
	TOTAL	57	39	46.15%
Program Attendance	Downtown	1,606	1,050	52.95%
	East Flagstaff	288	79	264.56%
	TOTAL	1,894	1,129	67.76%
Reference Help	Downtown	4,023	3,020	33.21%
	East Flagstaff	1,616	832	94.23%
	TOTAL	5,639	3,852	46.39%

LIBRARY EQUITY IN ACTION: Members of the Library’s Equity in Action Committee, along with help from other NAPEBT staff have organized a book club to discuss equity issues in public service! Our first book selection is “Palaces for the People” by Eric Klinenberg – start reading today and join us in the fall for discussion! More details coming soon.

EFCL TOSHO-CON: 71 people joined us at EFCL on July 13 for a celebration of Japanese culture complete with crafts, face painting, martial arts and Taiko drumming demonstrations, virtual reality games, and more!




LET'S TALK ABOUT IT BOOK CLUB
For all employees and volunteers of City of Flagstaff, Coconino County, FUSD and Mountain Line!

We're reading:
Palaces for the People
by Eric Klinenberg

how social infrastructure can help fight inequality, polarization, and the decline of civic life

Keep an eye out for an updated ad with details on where to get a free copy of the book, and discussion dates - soon! Discussions will be in late Sept/Early October 2022, online.

Start reading today, and get excited to discuss with your fellow public servants!
To be the first to know, email SWeatherby@flagstaffpubliclibrary.org and ask to be added to the email list!



EFCL CATS bus Launch Event: On Saturday, July 16, the Community Assistance Team of Flagstaff’s mobile outreach bus had a launch event in the EFCL parking lot! Local vendors came out with tables, hamburgers were served, and folks got to tour the bus and get connected to other local resources. The bus, which includes a shower, will be parked in the EFCL parking lot on Mondays and increase locations & frequency over time.



ADULT SUMMER READING CHALLENGE: This year there were 506 participants in the Summer Reading Challenge for adults (up 166% over last year), with 137 program finishers who earned at least 3,000 points by reading, attending events, and completing mission activities. Participants read a combined total of 686,149 minutes and completed 186 mission activities. Participants also entered a raffle to win 88 prizes donated by local businesses and organizations!

YOUTH SERVICES SUMMER READING CHALLENGE: We had 1095 kids signed up for the 2022 Summer Reading Challenge. 567 kids completed the challenge. Participants received a free book at the halfway point and a Flagstaff Fun Folder filled with coupons and passes to local businesses and attractions when they completed the challenge.

SRC WRAP-UP PARTY: On July 25th, we had a summer reading wrap-up party with roughly 200 people attending. Kids were offered sno-cones, a giant inflatable slide, a bouncy house, crafts, games, and a chance to throw water balloons at the librarians.

HARRY POTTER SCAVENGER HUNT: The library assisted the Downtown Business Alliance with the Harry Potter Scavenger Hunt on July 30th. Participants picked up their “Marauder’s Map” from us. The library was decorated for the event complete with a flying Quidditch match on our pulley system.

COUNTY LIBRARIES:

Grand Canyon Community Library

- Completion of Interior Renovation occurred in June followed by a soft reopening July 5
- NPS has re-instituted the mask requirement inside of the park due to rising COVID cases



Tuba City Public Library

- Library I.T. installed SCANNIX overhead scanner along with delivery of library of things materials/positive feedback from the community
- Recent Cloudburst caused flooding at Elections Office/County Facilities notified and working to remedy water issues at base of the building

Law Library

- Clerk of Courts expanding into library space necessitating the removal of 20% of the collection. Renovation expected to last several months
- Weeded material (also available online through Westlaw) is being sent to Baker & Taylor sustainable shelves program to be recycled with credits generously offered to the Flagstaff downtown library
- Library will remain open during renovation



Forest Lakes Community Library

- Preparing for shelving renovation for ADA compliance scheduled in Oct.
- Library hosted local volleyball competition with a large turnout of 20-25 teens

County Correctional Facility Library

- COVID free for several months however, 6 trustees tested positive recently for COVID as a result the wearing of masks has been re-instituted at the County Jail

Page Library

- Awarded \$211,000 grant monies involving OnTrack Summer Camp Program sponsored by Az Gov. Doug Ducey
- Acquired new full time circulation supervisor position along with expanding to full time hours for children's librarian position/ Library currently has 8 positions with goal to get back up to 13 positions in the future

LIBRARY INFORMATION TECHNOLOGY:

- Completed the Wi-Fi Expansion Project at all libraries, extending wi-fi signal to the areas outside the libraries (parking lots, lawns, benches, etc.). This project supports closed-hours internet access and social distancing.
- The library celebrated its 1-year anniversary on the new Integrated Library System, called Koha. The adoption of and migration to this new ILS saves the county automation budget about \$75K/year (compared to the previous ILS)
- In collaboration with City IT, the Flagstaff libraries upgraded their paging/public address systems.
- Library IT staff supported grant-funded technology projects including circulating hotspots, Chromebooks, ScannX scanners, SurfacePro's.
- As part of the normal hardware replacement cycle, all public and staff computers at the Page library have been replaced/updated.



TOURISM & VISITOR SERVICES

GOVERNOR'S CONFERENCE ON TOURISM (GCOT) AWARD

WINNERS: The Discover Flagstaff Team won yet another award at this conference. This year our award was based on **heritage preservation, and for our incredible work with our FIRE SAFETY campaign.** Our work to let visitors and locals know how we want them to stay and play responsibly has been recognized around the state!!!! **Thank you to Councilmember Regina Salas, Tourism Chair Terry Madeskza, Vice Chair Jennifer Grogan, and Commissioner Jonathan Stone for attending the conference and your continued support of tourism.**



TOURISM METRICS: JULY 2022

Demand waned just a bit for July as it relates to same time last year. The reasons for this are likely to be: consumer confidence, inflation, gas prices, flooding news, and the fact that California (Southern California in particular) was still on a level of lockdown in July 2021, and this drove the propensity for residents of that state to look for drive-vacations outside of their state. It is a reasonable assumption that the same result was true for non-traditional accommodations (VRBO, Airbnb, shared economy, etc.) as well.

Index Fell for Third Straight Month, as Consumers' View of Present Situation Weakened

The Conference Board *Consumer Confidence Index*® decreased in July, following a larger decline in June. The Index now stands at 95.7 (1985=100), down 2.7 points from 98.4 in June. The *Present Situation Index*—based on consumers' assessment of current business and labor market conditions—fell to 141.3 from 147.2 last month. The *Expectations Index*—based on consumers' short-term outlook for income, business, and labor market conditions—ticked down to 65.3 from 65.8.

- <https://www.conference-board.org/topics/consumer-confidence>

Discover Flagstaff has taken a wholistic approach to marketing our mountain town; we continue to educate and engage the public on fire safety and responsible tourism while promoting all the things that make Flagstaff a special place to visit – especially for our drive-market customer. ***We continued to promote our attractions, festivals, dining, brewery, and much more!!!***

Following is a snapshot of the metrics for July 2022:

July	2021	2022	Diff
OCC	80.3%	76.3%	-5%
ADR	\$137.94	\$135.46	-1.8%
RevPAR	\$110.76	\$103.38	-6.7%

MARKETING & MEDIA RELATIONS:

July media coverage included:

- The 53rd anniversary of the lunar landing with great coverage on all platforms
- Flagstaff's 4th of July laser light show
- The Arizona Republic delivered summer ice cream and hiking stories
- Phoenix Magazine highlighted Flagstaff Dining and the Flagstaff Brewery Trail
- The Arizona Office of Tourism UK press trip in May with journalist, Ross McCarthy, published an Arizona feature on the front-page travel section with Flagstaff coverage focused on Astro tourism and the High-Country Motor Lodge.

- The article titled “Rock Star Grand Tour” was a three-page news spread and syndicated across four publications - Sunday Express, Daily Star Sunday, Sunday Mirror, and Sunday Mirror Ireland. This resulted in a total reach of 677,674 and a total Ad Value Equivalency (AVE) of \$321,729.
- Flagstaff Pulliam Airport was in the news nationally regarding suspension of the United Airlines Denver flight.
- Little America Hotel also received media attention with their sweepstakes incentive for a \$50 gas card with a two-night stay in response to higher fuel prices.
- Flagstaff made several lists with Diablo Burger’s best French fries, best stargazing destinations for honeymooners, Lowell Observatory selected as a top historic landmark, NASA photographer wins third place in contest with Flagstaff image, and four Flagstaff businesses earned 2022 Wine Spectator awards – Josephine’s, FLG Terroir, Annex and Tinderbox.
- The top social echo digital articles in July were from usatoday.com, abc15.com, thrillist.com and cheapism.com.

Enjoy more highlights and links below:

- Discover Flagstaff procured 7 stories and had 20 media assists in the month of July.
- Print (circ: 2.8m/value: \$73k) Broadcast (reach: 11.2m/value: \$104K) Digital (reach: 1.6b/value: \$14.9m) International Coverage (circ. 420m/value: \$3.8m)
- July 2022 resulted in a 282% increase in AVE and 38% increase in REACH compared to 2019. There were 6,957 digital article social echo shares on Facebook, Twitter and Redditt



Articles:

- **11 Fantastic Flagstaff Restaurants:** <https://phoenix.eater.com/maps/best-restaurants-flagstaff>
- **NASA releases 'sharpest' images of the universe from James Webb Space Telescope (Bill Safford's Flagstaff image is slide 7):** <https://www.msn.com/en-us/news/technology/nasa-releases-sharpest-images-of-the-universe-from-james-webb-space-telescope/ar-AAZuP7X#image=AAZvw5E|7>
- **Summer's Hottest Hotel Freebie: Gas Cards, But Of Course:** <https://www.msn.com/en-us/travel/news/summers-hottest-hotel-freebie-gas-cards-but-of-course/ar-AAZzl2D>
- **The most historic landmark in every state:** <https://www.rd.com/list/most-historic-landmark-every-state/>

- **Arizona's best ice cream: The top treats in whatever city your travels take you to:** <https://www.azcentral.com/story/travel/arizona/2022/07/14/best-ice-cream-in-arizona/10034791002/>
- **Flagstaff continues to preserve its lunar legacy:** <https://www.12news.com/video/news/local/arizona/flagstaff-continues-to-preserve-its-lunar-legacy/75-d252c01b-42cb-4315-9744-0915cd43a9ba>
- **Lowell Observatory part of Flagstaff's lunar legacy:** <https://www.12news.com/video/news/local/arizona/lowell-observatory-part-of-flagstaffs-lunar-legacy/75-dbcc0afb-9efc-434a-8ccc-d266a6b669d4>
- **This in-town Arizona hike has wildlife and petroglyphs. How to explore Picture Canyon:** <https://www.azcentral.com/story/travel/arizona/hiking/2022/07/27/flagstaff-az-hike-picture-canyon/10154774002/>
- **The 18 Best Stargazing Honeymoon Destinations:** <https://www.brides.com/story/stargazing-honeymoon-destinations>



f t SHARE

People usually sum up (and dismiss) Flagstaff in two ways: "college town" and "mountain town." While these descriptors are accurate, they're incomplete. Even given its sizable population of cash-strapped college students, this high-elevation, pine tree-swaddled town is a surprisingly sophisticated place to dine.

In the last decade or so, the restaurant scene has flourished under restaurateurs like Paul



LISSANDRA MELO/SHUTTERSTOCK

Arizona: Lowell Observatory

For an out-of-this-world experience, check out [Lowell Observatory](#), the spot where Pluto was first discovered in 1930. Now one of "The World's 100 Most Important Places," according to *Time Magazine*, it's open for tours and nightly stargazing. When it's your turn at the telescope, here are [iconic constellations to look for in the sky](#). Trust us, you'll be seeing stars.



©Bill Stafford / NASA

A night field evaluation is carried out in Flagstaff, Ariz., on Oct. 10, 2021.

7 of 9 Photos in Gallery

Bill Stafford won third place for "Documentation" in NASA's fourth annual "Photographer of the Year" awards.



© Shannon Anderson for the Arizona Commerce Authority. Classic Hotels & Resorts debuts its newest hotel concept, the 123-room High Country Motor Lodge, a historic spa retreat in Flagstaff, Arizona.

THEBEE:

ROADSIDE LODGE MAKEOVER

In Northern Arizona's alpine wilderness, Classic Hotels & Resorts debuts its newest hotel concept, the 123-room High Country Motor Lodge, a Nordic spa mountain retreat along historic Route 66 in Flagstaff. The property's renovation includes renovations of all guest rooms; the addition of three private cottage suites and two junior suites; restoration of the expansive outdoor pool; new executive bar tab, private spa and plunge pool; and development of an indoor/outdoor bar and restaurant. Merging vintage style with contemporary design, the rooms offer the familiar comforts of a modern mountain lodge articulated through raw wood materials and

FILM:

- Film Commissioner is working on logistics for the November American Film Market conference located in Santa Monica.
- Film Commissioner is preparing for the City Council film update agenda item for the August 30 meeting.
- Film Commissioner attended a training session within the Arizona Commerce Authority film office on the state's film database *Reel Scout*.
- Film Commissioner attended an in-person meeting with the Arizona Commerce Authority in Phoenix on Thursday, July 7.
- Film Commissioner assisted Figure 8 Films with contacts and resources.
- Film Commissioner continues to assist Belgium TV producer Lana Van Vaerenbergh at Woestijnvis NV. Lana's team is scheduled to film their game show program in November and is seeking nine nights with 35 rooms for the crew. Jessica Young is gathering bids from Flagstaff properties for the producer and the economic impact is estimated to exceed \$50,000.
- Arizona Commerce Authority Film and Digital Media Director, Matthew Earl Jones, presented to the Flagstaff Tourism Commission House Bill 2156. The tax refund bill is aimed at bringing filmmaking to Arizona for production companies shooting movies and TV shows.
- **Two film permits are in progress:**
 - Bryan Bukovec's short film "Roadtrip"
 - Chiamonte Films project "The Young and The Cursed."
- **One film permit was issued in July:**
 - PBS film shoot for the Black in Arizona Docuseries (image PBS at City Hall with former Mayor Coral Evans.)



WEBSITE:

Analytics compare 2022 to pre-Covid 2019:

- Domestic sessions increased 38% and were led by: Metro-Phoenix and Tucson sessions were up 68%, CA was down as a state, but Los Angeles was up 35%, IL is up with Chicago leading the way and up 193%, Colorado was up 65%.
- Internationally, website visits were basically flat with the UK slightly down at 1.7%, other targeted countries were down.
- Page views trend continued with webcams leading the way, followed by events and 4th of July.
- 2,038 outbound links from the website to partners and stakeholders with accommodations, campgrounds, tours, and attractions dominating the top positions.
- 243 VG requests.
- 161 newsletter sign-ups.
- Booking engine had 413 clicks to specific accommodations.

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 July email was sent to our master list of 20,748 contacts with a heavy focus on outdoors, events, and dining and nightlife. As of the last week of July, there are now 20,954 contacts in our database.
 - **July 2021**
 - **Reach 13,449**
 - **Open Rate 26%**
 - **July 2022**
 - **Reach 20,748**
 - **Open Rate 46%**
 - Reach % in/dec: 54%
 - Open Rate % in/dec: 77%
- **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. 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.
 - July 2021
 - Reach 828
 - Open rate 34%
 - July 2022
 - Reach 833
 - Open 48%

- Reach % in/dec: 1%
- Open Rate % in/dec: 41%

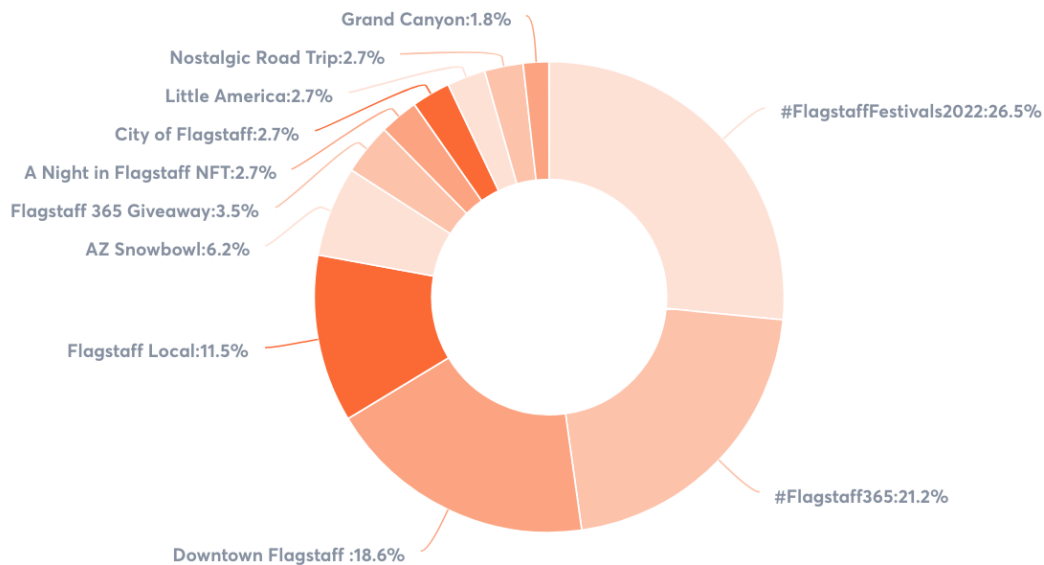
SWEEPSTAKES:

- Sweepstakes are a way of creating hype and buzz, whether that’s for an event or a business. Now we are running an ongoing festival sweepstakes from April-October 2022. We are comparing results to 2019 “by this time” due to being our benchmark year.
 - 2019 Entries “by this time”
 - 7,817
 - 2022 Entries
 - 20,760
 - % in/dec: 63%



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.

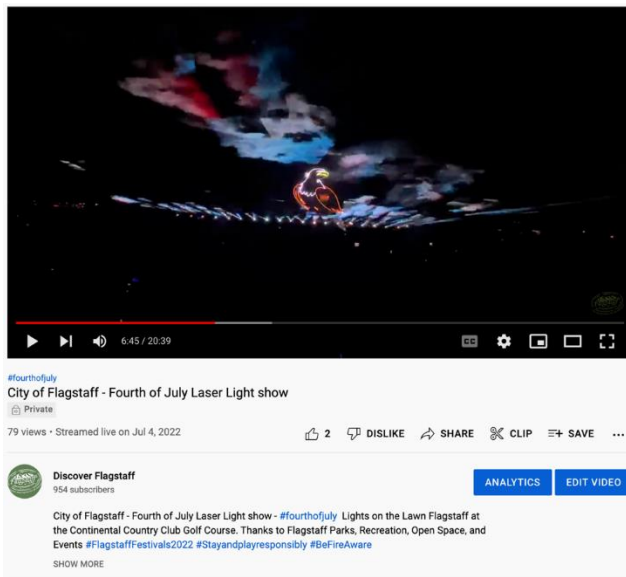


- Discover Flagstaff shows an engagement rate of .47% compared to the industry benchmark of .21%

- YouTube - shows an engagement rate of .24% compared to the industry benchmark of .03% Note: this is a benchmark based on YouTube overall not just Travel Tourism as above.
- Twitter - engagement is good at .26% compared to the industry benchmark of .03% and impressions are back up at 20K.
- Instagram - likes are back up with the use of "reels" but engagement is still low .64% compared to the industry benchmark of 1.13%.
- TikTok - is well above industry standard engagement 28.46% compared to the industry benchmark 3.25% with a visit from Billy Gibbons producing high engagement and high views at 30K for one post.
- Flagstaff Happenings has exceeded 2019 numbers.
- Flagstaff 365 Page views have grown by 54% and the Discover Flagstaff Events page has grown by 69% since 2021 and **remains the top 7th page searched for in July.**



Live Stream Videos & Festival Posts:



SALES:

International Travel Trade:

MEETINGS/EVENTS:

- Sonesta Client Event
- Ascend Capital Management meeting with new Sales Specialist

- Arizona Governor’s Conference on Tourism, Scottsdale
- Arizona DMO meeting
- High Country Motor Lodge Site inspection
- AOT Int’l Rep Familiarization Trip
- Southwest Hospitality Management Hotel Meeting
- AOT Mexico Rep Photo Shoot
- AOT Rural Co-Op Meeting/FY23 Commitment
- USA Travel (Belgium) visit
- Southwest Spotlight RFP for September 2023



L'extérieur grandiose est une source d'inspiration, peu importe ce que vous en attendez. Grand Canyon National Park, monuments nationaux, faire des randonnées pédestres et à vélo, du kayak... Tous font partie du plus grand projet de vacances à Flagstaff.

Descendre à pied dans un canyon ou se défouler à vélo. Nonante-quatre kilomètres de sentiers (rien qu'autour de la ville) vous invitent pour marcher tranquillement ou pour s'entraîner pour un marathon ! Découvrez les pistes d'aventure extrême de Flagstaff ou filez dans l'Arboretum. Escaladez le Mont Humphreys à 3800 mètres ou goûtez une bière artisanale dans l'une de nos brasseries.

Des musées et des festivals vous attendent et une promenade dans notre centre-ville historique vous fera remonter dans le temps et mettra en valeur nos saveurs locales. Les gondoles qui transportent les skieurs en hiver se transforment en balades magnifiques de mai à octobre.

Et la nuit tombée, essayez un "diner" authentique sur la mythique Route 66 ou savourez le délicieux repas d'un chef-cuisinier nommé par James Beard. Plus tard, le Lowell Observatory permet d'observer les étoiles comme nulle part ailleurs dans le sud-ouest du pays. Notre ville de montagne peut être à peu près tout ce que vous aimez qu'elle soit. Alors, qu'attendez-vous ? Notre « Cité des 7 Merveilles » a certainement quelque chose pour vous !

www.DiscoverFlagstaff.com



MARKETING & MEDIA:

- Go West Summit Trade Show (Feb 2023) Marketing
- Visit USA Belgium July newsletter content (attached)
- TourOperatorland Sustainability content
- Brand USA Mexico trade presentation/raffle prize for trade

Meetings/Events/Conferences:

CONFERENCE/ROOMS LEADS/BOOKINGS: 2 Leads were sent in the month of July for a total of 4,383 room nights and total estimated economic impact of \$1,310,517.

MEETINGS/CONFERENCE SERVICES: Staff attended the Governor’s Conference on Tourism, Creative Flagstaff Committee Meetings, Creative Flagstaff Board Meeting, FLP Board Meetings, and had meetings/Site Visits with the new Aiden by Best Western, Disc Golf Championship committee/NAIPTA, and High-Country Motor Lodge.

VISITOR SERVICES:

July	2020	2021	2022	+/- 2021	+/- 2020
Walk-ins	7,326	12,199	13,517	11%	85%
Retail Sales	19,175	\$31,842	\$34,018	7%	77%

- **WALK-INS and RETAIL:** Continued to increase over the last two years!!!
- **MODEL TRAIN:** Model Train was damaged in late June and was out of service the month of July.
- **BREWERY TRAIL:** Visitor Center gave out 203-pint glasses for brewery trail redemptions!
- **ARTWALK:** Visitor Center participated in First Friday Artwalk, we hosted two artists and had 120 Walk-ins during the event.



- **Indigenous Art Market:** Market continued this month with 1-3 indigenous artisans selling their jewelry and other artwork in the Visitor Center parking lot or inside the visitor center on weekends this market will continue through the summer.
- **HARRY POTTER SCAVENGER HUNT:** Participated in the Harry Potter Scavenger Hunt put on by Downtown Flagstaff. The visitor center became Platform 9 ¾ and the model train village was transformed into Hogsmeade complete with a hidden Hogwarts Express train for participants to find.
- **EV CHARGING STATIONS:** construction began on electric vehicle charging station in the west parking lot of the Visitor Center.
- **STAFFING:** Visitor Center continued recruitment efforts to bring on more staff in July we had three new staff members begin at the Visitor Center; Sherry Mason-Visitor Services Specialist Temp weekend position, Mariah Castillo-Visitor Services Specialist Events lead, and Jeanne Sunda-Visitor Services Assistant-temp weekends. We also had two staff members resign leaving our staffing levels close to where they were.
- VC Staff participated on the 4th of July DT festivities.



CREATIVE SERVICES:

ADVERTISING:

- **VISIT. DISCOVER. GROW.:** Continued working on Visit. Discover. Grow. volume 2
- **HIGHLANDS LIVING:** Designed the September Highlands Living PSA page
- **MOUNTAIN LINE ADS:** Created the new Mountain Line Flagstaff Airport banners
- **EMERGENCY PREPAREDNESS SECTION:** Created a half page and digital ads for the Emergency Preparedness section in the AZ Daily Sun
- **LOCAL PRINT ADS:** Designed the August print and digital ads for Flagstaff Business News and the AZ Daily Sun
- **DIGITAL ADVERTISING (DRIVE MARKET/OUT-OF-STATE):** Created campaigns for August **Datafy** supporting: August-October Flagstaff Festivals, Flagstaff Festival Sweepstakes, 8 National Parks & Monuments, Pledge Wild and Theatrikos; digital campaign for **TripAdvisor**.
- **PRINT ADVERTISING (DRIVE MARKET/OUT-OF-STATE):** Created print ads for *Phoenix New Times* supporting Festivals.
- **NEW BBB LOGO & BRANDING GUIDE:** Logo design finalized. Development of a Branding Guide is in progress.



- **COCONINO SCROLL BROCHURE:** Layout in progress. Multi-panel brochure will act as a guide to the Flagstaff Airport's 266-foot-long metal fence/public art piece scheduled for installation November 1.
- **FY22 ANNUAL REPORT:** Printing bid procured, staff collecting FY22 data.
- **2023 VISITOR GUIDE:** Printing bids procured so paper can be ordered 5 months out in time for December printing.
- **ROUTE 66:** Started work on the Centennial version of the Flagstaff Route 66 emblem
- **ASTROTOURISM:** Met with Lowell and Meteor Crater Marketing department and internal CVB staff to kick off the campaign
- **PHOTOGRAPHY:** Photographed and edited photos for the 4th of July Parade and the Heritage Festival

CITY JOBS:

- **CITY RECRUITMENT**

ADS: Designed career ads for the AZ Daily Sun, Navajo Hopi Observer, and Flagstaff Business News



- **NEOGOVT TRAINING:** Completed the NEO GOV training videos



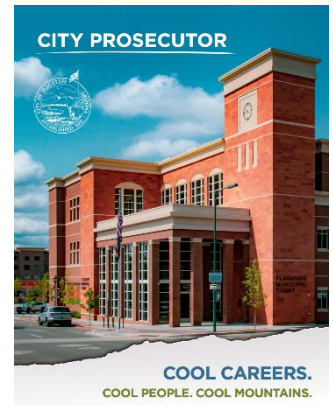
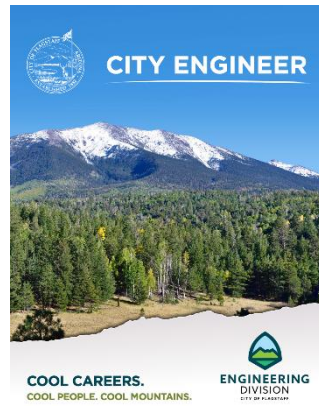
- **LIBRARY OF THINGS:** Created additional 'Library of Things' logos and stickers for other libraries

- **LETTERHEAD DESIGN:** Designed a letterhead template for the Vice Mayor

- **RECRUITMENT:** Assisted with the design of two recruitment brochures for City Engineer and City Prosecutor

- **AIRPORT:** Continued work on the Airport Media kit

- **BONDS:** Assisted with creative for the videographer to produce a Bonds explainer video



WEBSITE:

- **FESTIVAL AND EVENT CONTENT:** Updated festival and summer event content on Discoverflagstaff.com
- **WIPE THE SMILE:** Updated content on the Wipe the Smile landing page

STAKEHOLDERS & PARTNERS:

- **DBA:** Presented Google analytics and marketing strategies to DBA
- **DF ANNUAL EVENT:** Created and sent out interactive invitation for the annual event
- **PHOTO:** Provided photo assets for journalists and partners

CITY OF FLAGSTAFF
EMERGENCY INFORMATION
AT YOUR FINGERTIPS



Emergency notifications provide alerts for emergencies in your area. Sign up with your phone number and email for free at coconino.az.gov/ready

Be familiar with the Ready, Set, Go! system and always be in a state of "ready". Learn more at ein.az.gov/ready-set-go





Be aware of current fire restrictions within the City of Flagstaff - bit.ly/3PiZ7j5

The community of Flagstaff continues to experience dangerous wildfires that have increased the risk of dangerous post-wildfire flash flooding within some neighborhoods. Be alert this monsoon season, sign up for emergency notifications, and visit these links for more information on post-wildfire flooding in Flagstaff:

- Museum Fire flooding - museumfloodprojects.com
- Pipeline Fire flooding - flagstaff.az.gov/PipelineWest



NUNSENSE



BE FIRE AWARE
 STAY & PLAY RESPONSIBLY

FLAGSTAFF
365.com
 EVENTS CALENDAR

THEATRIKOS
 PRESENTS:
NUNSENSE
 THROUGH AUGUST 14

8 NATIONAL PARKS & MONUMENTS
 WITHIN A SHORT, SCENIC DRIVE



FOLLOW US ON
 tripadvisor

STAY & PLAY RESPONSIBLY



2022
Festivals
 FLAGSTAFF, AZ



9
MUST-EXPERIENCE Festivals

BOOK YOUR ACCOMMODATIONS EARLY!

MORE 2022 FESTIVALS AT DISCOVERFLAGSTAFF.COM

BE FIRE AWARE | STAY & PLAY RESPONSIBLY

August

- 6-7 | CHILI FESTIVAL
- 13 | AZ MEAD & CIDER FESTIVAL
- 27 | BARKS & BREWS
- 27-28 | HOPI ARTS & CRAFTS FESTIVAL

September

- 2-5 | COCONINO COUNTY FAIR
- 3-5 | ART IN THE PARK
- 16-18 | PICKIN' IN THE PINES BLUEGRASS & ACOUSTIC MUSIC FESTIVAL
- 24-25 | CORNUCOPIA FALL FESTIVAL
- 23-10/2 | FESTIVAL OF SCIENCE