

Economic Vitality Division

Enhancing Quality of Life 365 Days a Year

AIRPORT • COMMUNITY INVESTMENT

LIBRARY • TOURISM

AUGUST 2022



AIRPORT

AIRPORT HAPPENINGS:

AIRPORT TERMINAL TENSION FABRIC DISPLAYS:

- A tension fabric display advertisement for Lowell Observatory was installed above baggage claim.
- Three additional digital displays (terminal wall, second floor seating area, hold room) have been installed throughout the airport to stream advertising.



THUNDER OVER FLAGSTAFF EVENT: Thunder Over Flagstaff was held on Saturday, August 27. The event, hosted by EAA Chapter 856, to benefit youth interest in aviation was a soaring success. Approximately 7,500 people attended along with an impressive display of military aircraft. Staff was present at the event sharing information on the airport, connecting with the community, and handing out promotional items.



Gallerly: Thunder over Flaestaff



AIRPORT ADVERTISING (EXTERNAL):



ELECTRIC VEHICLE CHARGING STATIONS: The Electric Vehicle (EV) charging stations have been certified by APS and are now open for public use. YAY!



CARES ACT PROJECTS CONTINUE: Projects funded by CARES Act grants made significant progress in August. The work completed included:

- **RESTRIPING:** Restriping the commercial aircraft parking ramp:
- **PAVEMENT MARKINGS:** Applying new pavement markings to the terminal curb front. These markings include designated spaces for loading, taxis, rental cars, and emergency vehicles and have assisted with customer wayfinding and traffic control.
- **BIKE LANES:** The installation of new "Bike Lane: No Parking" signs to help prevent rental cars from being left in the airport's new bike lane.

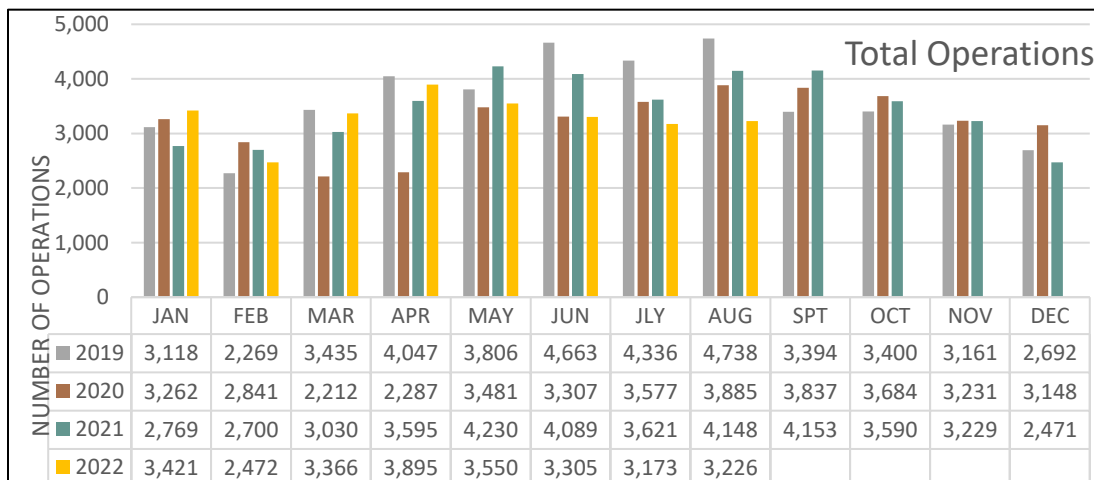
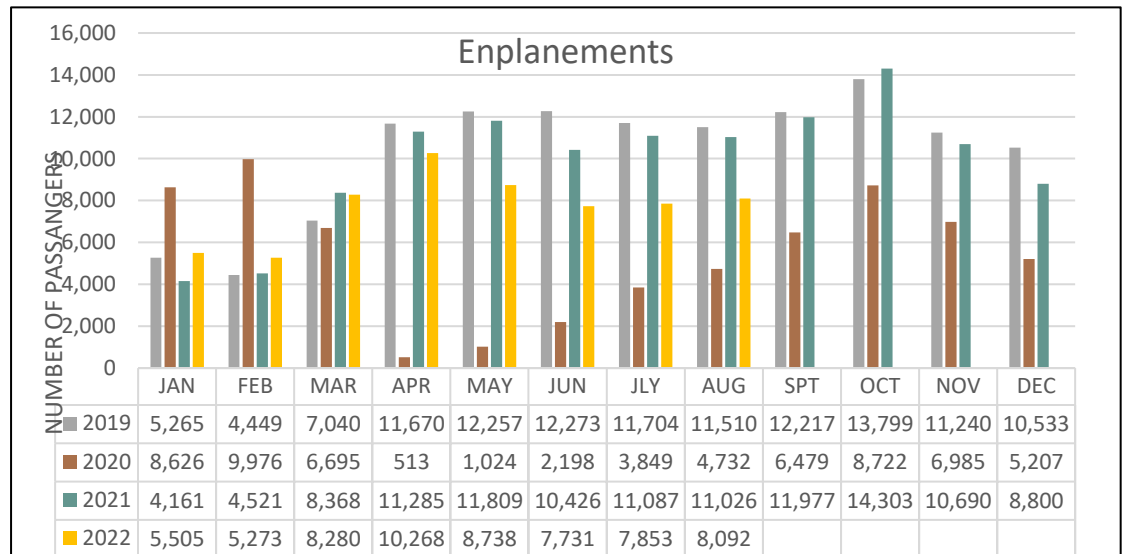


- **PARKING LOT DECORATIVE FENCE:** Installation of the new decorative fence around the Terminal Parking Lot has started and is expected to be complete in September. The reconstruction of the Wiseman Aviation Parking lot is ongoing and should also be finished next month.

AIRCRAFT RESCUE FIRE FIGHTING:

- ARFF crews attended the 3rd Quarter Greater Flagstaff Regional (GFR) Emergency Medical Services (EMS) training this month. This quarter’s GFR EMS training was topics included Trauma, Triage, and Tourniquet application. The training scenario was done as a crew working together to provide patient care.
- The Airport Ops/ARFF Manager attended an online training related to operating in a contaminated or irradiated environment. This training also focused on the basic characteristics of radiation and the levels of danger it poses. The training was put on by the Department of Energy and the Federal Bureau of Investigation.
- With all the rain that occurred this month, Ops/ARFF crews continued to work hard on keeping up with the airfield maintenance with mowing and foreign object debris (FOD)

ENPLANEMENTS & TOTAL OPERATIONS
GRAPHS: August figures remained steady...





CHOOSE
FLAGSTAFF

COMMUNITY INVESTMENT

BEAUTIFICATION AND ARTS & SCIENCE:

COMPLETED PROJECT

Beautification in Action Grant: The Grand Canyon Youth Center, whose project was delayed by the pandemic, finished their project in June/July but didn't report until August. Using 30 volunteers over 7 volunteer days, GCYC beautified the exterior of their Sunnyside property. Included were low stone and brick perimeter walls to ward off future flooding, flagstone to make shaded areas more useable, water harvesting and pollinator gardens.



ONGOING PROJECTS:

- Airport Art, *Coconino Scroll*:** Notice to proceed given to fence fabricator with schedule review: milestones include steel cutting commencement week of September 12th; RFP for installer week of September 19th; submit glass order week of September 26th; Selection panel for installer week of October 17th; fabrication completion first week of November, with shipping and installation to fit around Thanksgiving

ARTISTS' BIO
Melaine Germond and Peter Gollust and their two sons live in Eugene, Oregon, having relocated from Bisbee, Arizona in 2016. They've been married since 1996 and have been working together on creative projects for more than 32 years. Recently, the couple has focused on making public art installations using a wide variety of media including painted murals, metalwork, ceramics, concrete, glass, print, graphics and various recycled materials. More information about their work can be found at petegollust.com.

CITY OF FLAGSTAFF BEAUTIFICATION, ARTS & SCIENCES PROGRAM
The City of Flagstaff Beautification, Arts and Sciences Program creates, enhances and preserves the sense of place, the built and natural environment, public art and the cultural heritage of Flagstaff by implementing the community's vision for character and design, the environment, resources, and economic sustainability.

The Coconino Scroll and other Flagstaff beautification and public art projects are funded by Best, Board and Beverage (BBB) fee revenues that are allocated for beautification and public art.

WHAT IS THE COCONINO SCROLL?
The Coconino Scroll, the art concept designed by the artist team of Peter Gollust and Melaine Germond is a highly ornamental decorative steel fence embedded with stained glass accent elements, composed of images that celebrate the history, environment and culture of Flagstaff and its surroundings. The colored glass elements reflect sunlight in shifting ways, based on changing conditions throughout the day and seasons. The accompanying 25 bronze metal art plaques, subtitled "Footnotes", are embedded within the sidewalk adjacent to the fence and provide local informational text about some of the fence section's images and stories.

The artwork places an emphasis on sharing surprising and little-known stories and representing the rich cultural diversity of the area. The piece includes 28 fence sections, each 9.5' wide and up to 7' high, totaling 266 linear feet of artwork. The work is situated along the Parkman Drive walkway leading from the long-term parking lot to the terminal building.

As one walks along the sidewalk, the regular horizontal lines of typical fences will gradually become wavy, fluid and alive. Progressing along the piece, the fence wraps into a flowing, swirling river of imagery, undulating with ornamental stories of Flagstaff life.

The second tone of the artwork is whimsical and light-hearted. Flagstaff stories are represented by symbolic or narrative vignettes, hidden gems within a larger landscape. The fence images function largely as playful visual riddles, intended to spark curiosity.

FLAGSTAFF PUBLIC ART
FLAGSTAFF AIRPORT

THE COCONINO SCROLL
MAP GUIDE TO THE FENCE & FOOTNOTES PUBLIC ART PATHWAY

© 2022, a 3-dimensional public art sculpture was designed by artist Melaine Germond and Peter Gollust. All rights reserved. No part of this work may be reproduced without the written permission of the artist.

THE COCONINO SCROLL
2022
ARTIST: Peter Gollust and Melaine Germond
LOCATION: Flagstaff Public Airport
42201 Parkman Dr., Flagstaff, AZ 86001

WORKING WITH: Corbin Steel, glass, bronze
COMMISSIONED BY: City of Flagstaff - Beautification, Arts & Sciences
FUNDED BY: City of Flagstaff Best, Board and Beverage fee revenues
www.flagstaff.com

BBB
BEST, BOARD & BEVERAGE
PUBLIC ART

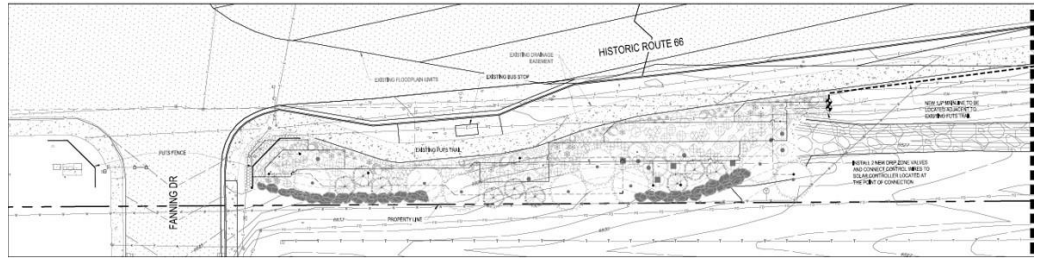
FLAGSTAFF AIRPORT
TERMINAL BUILDING

Holiday. Inspection of the “footnote” medallions after installation revealed less than aesthetics results and concerns to rectify. The set down was deeper than anticipated by staff. Contractor ground the cement edges to smooth revealing the aggregate in the concrete, which now frames the medallions. The deeper inset, though, means that there will be standing water longer on the medallions when it rains. More maintenance long term will result. The immediate margins around the medallions are ragged with crumbled concrete and plastic sticking out (medallions were wrapped in plastic to protect, which was removed on the top portion only). Staff initiated scope for a bronze specialist to clean and re wax the medallions to restore patina and to seek proposals to address the margins. Discover Flagstaff sent a draft brochure to review. This foldout brochure, only partially shown right, will both inform about the art and connect to the locations and cultural amenities referenced in the artwork.

- **Aspen Avenue Library Entry:** City Team worked on ADA issues for the alternate entrance to the library that will be needed during construction. Public works added their assistance to keep the project on track. Design team held three to four sessions to finalize colors for the plaza furniture: with paints in umber +light greys, with some chairs in lemon yellow) and wood accents in unfinished jatoba. Quite the consensus building exercise! Furniture ETA is 10-12 weeks. Staff working on option for library doors, after receiving news that the library contractor didn't find a subcontractor to do the sandblasting of artist design. Will cost extra in both time and money to replace the glass later. Library may be unwilling to have 2nd disruption. Staff to review whether this is a priority with upper management.
- **Courthouse's Among Trees:** Project plaque received from fabricator. Held installation meeting and Court Administrator's concerns identified for proposed location. Installation reset for September.
- **Downtown Connection Center:** Mountain Line Design Team sent their elevations and site plans to the artist team. The sculpture location in the plaza is potentially compromised. Artist team sent list of concerns. Staff met with artist team and came up with design options for the greater design team meeting on August 25th that still incorporates the glass art and sculpture in the plaza. Staff participated in design team meeting which resulted with no resolution on the placement of the sculpture, but art glass coordination went forward. Staff met with both Mountain Line and with Artist team on way forward with better renderings, possibly a model of the sculpture. These will be used to further the location discussion with the design team and to show the artwork with modifications to upper management, prior to BPAC approval, to ensure consensus on the design itself.
- **Flowers and Enhanced Landscaping:** Staff worked with Streets to get two additional brackets installed for hanging baskets (one downtown and one on the southside) as per the plan for this season.
- **Holiday Lighting:** Contract for wreathes and lights is in place for Holiday Cheer. Confirming number of barrels with solar lights, the number of replacement-wreathes required, and the map for wreath locations.
- **Indigenous Representation – Sawmill Art Park:** Staff held working-group kick-off meeting on site. Working group is made up from multiple city and county cultural councils. Working group toured the site and participated in cultural guidelines discussion for project. Co-led with Rose Toehe, Coordinator for Indigenous Initiatives. Big thanks for Creag Znetko for all his assistance in set up and take down!

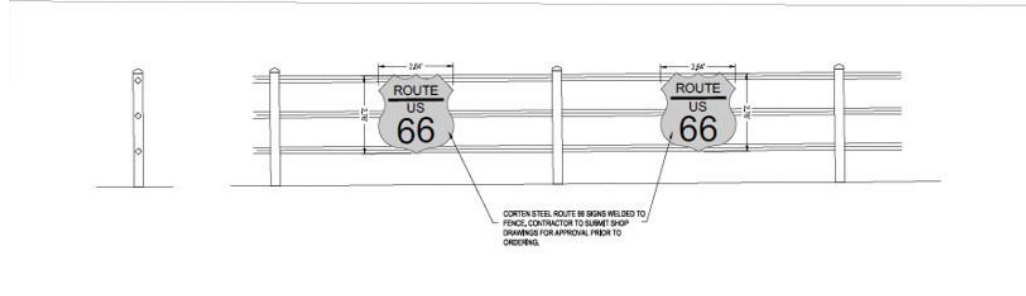


- Lone Tree Overpass:** Staff gave design team thoughts and guidance on approach that creates a mural niche that might be part of the future Southside Civic Space for a future local artist



opportunity; highlighting need to have BPAC approval and have it in the 5 yr. plan for FY26.

- Route 66 and Fanning Landscape:** Reviewed final plans. Solicitation to go out this Fall. Project may be underfunded



by \$20,000 but will assess when bids come in. Work to be completed in April 2023.

- Southside Community Garden:** Staff met with contracted artist to discuss creative vision, design, and next steps after reviewing community feedback gathered in a survey; then reviewed updated design concepts from the artists with a list of desired beautification/landscaping components. Staff reviewed design with risk management and got approval to go ahead. Decorative gravel ordered for front entry and planning commenced for a community workday in early October.

PROGRAMS & OUTREACH:

- AmeriCorps/VISTA Close Out Meetings and Tasks:** Staff conducted final meetings with MacKenzie to ensure all her files are moved and info is captured in a ‘Sustainability Document’ that gathers how-to directions and information for staff and future AmeriCorps members. MacKenzie conducted Mailchimp training for staff. Staff hosted farewell HH for MacKenzie and invited BPAC.
- Beautification in Action Grants:** Staff met with potential applicants and answered questions for the upcoming round (due date is September 15th) and conducted outreach to attend September 1st workshop. Staff met with Sustainability and Historic Preservation concerning the new location at Murdoch Center for BIA grant funded landscaping. 20’x20’ area around the sign okayed by all parties.
- Creative Flagstaff:** BPAC approved \$50,000 for ArtX festival start-up funding with a set of deliverables at the August 8th Commission meeting. Festival Committee met and reviewed the solicitation for ArtX festival Director. Staff attended Creative Flagstaff reception for arts and sciences non-profits who were awarded operating grants (\$317,000 distributed to appx 25 organizations) which are funded by our Arts & Sciences program at the Coconino Center for the Arts on August 11th. Council Member Salas was in attendance. Staff attended organizing meetings for project grants, which opened with a workshop for applicants. BPA Commissioner Zecher and BAS Program Manager Weldon will both be voting members for these grants.

- **Project Administrator Position:** Staff requisitioned HR for this position and the opening was posted. It closes on September 16th.
- **Quarterly Meeting with Sustainability:** Reviewed BIA grants at Murdoch center and potential collaboration on a pollinator garden capital project at Thorpe Park to possibly tie in with City's Monarch Initiative.
- **Regional Plan:** Staff conducted outreach for a series of Visioning Workshops, conducted by the City and the County, across the regional planning area throughout the months of August, September, October, and November.

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

Dog Bone Neck Pillow: Kids Workshop

Presented by Threaded Together

Sew and stuff a comfy pillow with a fun shape!

Make a cool pillow to rest your neck while you read or hang out. You'll see the dog bone shape appear as you cut the pieces, sew them together on a sewing machine, and then of course fill it full of stuffing. Note: grumpy cat not included (but you can make one in a different class). This class is great for beginners and experienced young sewers alike. All materials and tools are included!

Recommended for ages 8+



PARKFLAG:

NEW TEAM MEMBER: Heather Frantz has joined us here at ParkFlag all the way from Big Bear California. Heather is our new Lead Parking Aide, she has experience in both law enforcement and management, and brings with her exceptional organizational skills and experience in the field. She has already proven herself to be a valuable team asset.

LOADING ZONES:

- After more than a year of discussion and planning, ParkFlag began the installation of loading zones downtown.
- The loading zones are set to go in on N. Leroux, E Aspen Avenue and on E Birch Avenue.
- Signs have been installed and some curbs painted. The zones will coincide with the current loading located on W Aspen Avenue; hours of use are from 6 AM until 10 AM Monday through Friday. The project will also include repainting the existing zone.



KIOSK MAINTENANCE:

- Team members continue to trouble shoot event notices for needed repairs to on street kiosks. The event notices include communication errors, card reader errors and paper faults. These error notices are common and relatively normal. Parking Aides have become quite equipped to resolve event notice errors with and without technical assistance from Parkeon. Currently, ParkFlag has one out of order kiosk in the paid district, a support ticket has been entered and we are awaiting assistance.
- Team ParkFlag removed two kiosks, both located on W Aspen Ave, in preparation for demolition and construction for the Library Entrance Project.

COMMUNITY OUTREACH: ParkFlag worked with the FDBA to update shared files available to all downtown businesses. The FDBA's shared drive now includes a parking file, within the file is information on how to obtain an employee permit, how to become a VIP commuter, FAQs about parking, the annual report and much more.

NAU MOVE-IN: Students are back in town! During move in weekend staff members offered information on where and how to park to multiple parking patrons especially on the south side. ParkFlag received many phone calls and email throughout August related to available parking for NAU students, unfortunately at this time we have no available permits for students in multi residential housing units.

BUSINESS ATTRACTION:

ATTRACTION EFFORTS:

Woodsyn – City staff met with a new company this month that has a progressive solution to affordable housing and fire mitigation. Woodsyn is looking to have several new plants located in the Northern Arizona region that will take small diameter and other additives to make affordable building materials. This business would be an excellent fit for Flagstaff and has the potential to assist with excess lumber from forest thinning efforts and create additional affordable housing options. Staff lead Woodsyn on a site tour this month and they are now considering several possible locations.

Stratus – Is a fledgling technology company that is developing a solution that has practical uses for fire mitigation. They will be meeting with key stakeholders across the region over the next few weeks to determine how they can test their product in Northern Arizona for this application. Stratus has the potential to have immense positive impact on the health of the Coconino National Forest.

Bowlskis – City staff was able to attend a tour of this newly constructed attraction located in the Flagstaff Mall. They are wrapping up the finishing touches and plan to have an official opening within the next few weeks. We are excited to welcome Bowlskis to our community and look forward to visiting the fun new environment they have created, that will provide additional recreation options to our residents.



Conferences, Trainings & Professional Development:

- The Arizona Association for Economic Development (AAED) hosted their Business Attraction Academy course this August. City staff helped to coordinate the course and presented on various topics related to economic development. Gail Jackson, President/CEO of ECoNA also presented alongside Steve Ayers, Economic Development Director of Camp Verde to help round out the event. These partners highlighted Northern Arizona and showcased that our region has been moving the dial in a variety of economic development efforts.
- ICSC (International Council of Shopping Centers) will host their western regional event in San Diego at the end of September. Staff will be attending to gain new partnerships and connections that will hopefully spur the arrival of new retail, restaurant, and hospitality-based businesses to Flagstaff.
- AAED has 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 \(AAED\)](#)

Incentive Updates:

- The Sustainable Automotive Sales Tax Rebate program has seen significant use over the last two months. With a flurry of new applications, the program has now awarded over \$19,500 to 33 purchasers of fuel-efficient vehicles. To learn more about the program please visit: [Sustainable Automotive REBATE PROGRAM - Choose Flagstaff the City of Innovation](#)

Other Attraction Highlights:

- The former Bed Bath & Beyond location is currently being transformed to welcome their new tenant, [Home Goods](#). There has not been an official opening date released yet, but it is estimated that they will be open before the end of the year.

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:

PROJECT UPDATES:

INNOVATE WASTE: THE CARBON NEUTRALITY CHALLENGE: Staff met with Sustainability staff to discuss the recent round of the collaborative entrepreneurial challenge to build upon the successes of the last three years. One primary result of the meeting is the name. As last year, there were a few iterations of the name that contained many of the same words, but it was clunky. The program will now be known as "Innovate Waste: The Carbon Neutrality Challenge". The name honors the beginnings of the program

which focused on diverting material from the landfill and broaden the focus to include all variety of carbon reduction and carbon sequestration efforts.

ECoNA BR&E TEAM: The ECoNA BR&E Team met with the new team at IML Containers and to tour the new facility in Bellemont.

- The new facility was completed in 2019 and the BR&E Team meeting was a chance for IML to show off their expanded operations.
- The forklift in the picture to the right is self-driving by way of digital markers in the floor.

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 from UACJ Whitehall, and finally concluded at the new location of Northern Arizona Healthcare's Regional Wellness Village.



(Diana White presenting to the Arizona Tech Council)

(John Saltonstall introducing UACJ Whitehall)





LIBRARY | CITY & COUNTY

AUGUST 2022 LIBRARY STATS:

		Aug-22	Aug-21	Difference
Circulation	Downtown	25,834	21,210	46.39%
	East Flagstaff	10,521	6,338	66.00%
	TOTAL	36,355	27,548	31.97%
Value of Loaned Materials	Downtown	\$487,442.25	\$392,423.81	24.21%
	East Flagstaff	\$204,578.95	\$112,473.48	81.89%
	TOTAL	\$692,021.20	\$504,897.29	37.06%
In-House Use	Downtown	21,767	17,332	46.39%
	East Flagstaff	7,258	5,016	44.70%
	TOTAL	29,025	22,348	29.88%
Door Count	Downtown	26,929	12,057	123.35%
	East Flagstaff	13,671	8,678	57.54%
	TOTAL	40,600	20,735	95.80%
Wi-Fi Use	Downtown	3,525	2,290	53.93%
	East Flagstaff	1,999	1,131	76.75%
	TOTAL	5,524	3,421	61.47%
Public Computer Use	Downtown	3,204	1,153	177.88%
	East Flagstaff	2,259	304	643.09%
	TOTAL	5,463	1,457	274.95%
Number of Programs	Downtown	12	5	140.00%
	East Flagstaff	-	1	-100.00%
	TOTAL	12	6	100.00%
Program Attendance	Downtown	131	98	33.67%
	East Flagstaff	-	2	-100.00%
	TOTAL	131	100	31.00%
Reference Help	Downtown	3,288	3,014	9.09%
	East Flagstaff	1,886	1,068	76.59%
	TOTAL	5,174	4,082	26.75%

LET'S TALK ABOUT IT BOOK CLUB: We hope that everyone will be able to participate in our NAPEBT-wide book club! The first book is Palaces for the People by Eric Klinenberg. Discussions will be online Wed 9/28 at 5p and Fri 9/30 at 12:30p.

EFCL RAINBOW LIBRARY GRANT: Felicia Fiedler applied for and was awarded a free collection of LGBTQ+ affirming books from the [Rainbow Library!](#) These will be housed at EFCL once they arrive.

EFCL SEED LIBRARY PATRON INSTAGRAM REEL: a patron posted a reel on [Instagram of all the flowers she grew from the EFCL seed library!](#)

EFCL WORK ANNIVERSARY – LAURAN MCMILLAN: Lauran McMillan has been a PT Temporary Clerk at the East Flagstaff Community Library for 7 YEARS!! She is a wealth of knowledge, and we are lucky to have her. Congrats on your work anniversary!



LGBTQ VIRTUAL RESOURCE GUIDE PROPS: The City's [Commission on Diversity Awareness](#) used our [digital LGBTQ resource guide](#) as a great example of how to share resources online.

LIBRARY OF THINGS: Interested in arts and crafts? Science? Gardening? Home improvement? Outdoor adventure? Check out the tools, equipment, and other items in our new [Library of Things collection!](#) New items are continuously being added – including new Citizen Science Kits coming this fall!



DIGITAL LITERACY WORKSHOP INCENTIVE: The Downtown Library's Reference Department was recently awarded a Digital Literacy Workshop Incentive grant from the Public Library Association to teach digital literacy workshops and purchase accompanying technology. Classes will begin this fall and run through March 2023!

BARDS AND NOBLES: Youth Services will be adding a new program entitled Bards and Nobles: Dungeons and Dragons for Teens. It will begin Sept. 15th and will run once a month.

- **New Employees:** Nick Sones and Miranda Mann have joined the Youth Services team as Library Specialist. Youth Services is now fully staffed for the first time since 2019.

LET'S TALK ABOUT IT BOOK CLUB
For all employees & volunteers of NAPEBT: City of Flagstaff, CCC, Coconino County, Coconino County Accommodation School District, FUSD, Kachina Village Improvement District, & 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

Online discussions via teams:
Wednesday, September 28, 2022 from 5:00-6:00 PM
<https://bit.ly/LTA/palaces1>
Friday, September 30, 2022 from 12:30-1:30 PM
<https://bit.ly/LTA/palaces2>

Borrow a copy of the book:

- [Flagstaff City-Coconino County Public Library](#) (either Downtown or East) - audiobooks available! Contact barb at btait@flagstaffpubliclibrary.org to reserve a paperback copy.
- [City of Flagstaff Sustainability Office](#) - contact Jenna Ortega - Jenna.Ortega@flagstaffaz.gov

To request a reasonable accommodation for any type of disability, please call 928-213-2331. Three days prior notice is requested.

BARDS & NOBLES

Dungeons & Dragons for Teens
Community 3rd Thursdays
Room Ages 12-18 5:00-7:30PM
September 15th - November 17th

Flagstaff City-Coconino County Public Library
300 W Aspen Ave • Flagstaff, AZ 86001
928-213-2331 www.flagstaffpubliclibrary.org



TOURISM & VISITOR SERVICES

TOURISM METRICS: AUGUST 2022

Demand was high in August as occupancy beat the previous year by over 4%. The RevPAR figures were good with an increase of 3% over previous year.

Discover Flagstaff continued to share the things to do in our community as well as asking our visitors to be safe and responsible while in market.

Following is a snapshot of the metrics for August 2022:

AUGUST	2021	2022	Diff
OCC	69.1%	72.1%	4.3%
ADR	\$126.99	\$125.39	-1.3%
RevPAR	\$87.78	\$90.39	3.0%

MARKETING & MEDIA RELATIONS: *August 2022*

August marketing results highlights include:

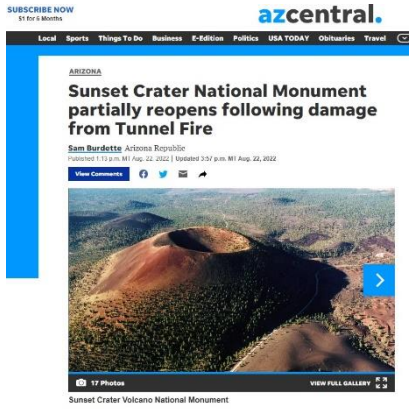
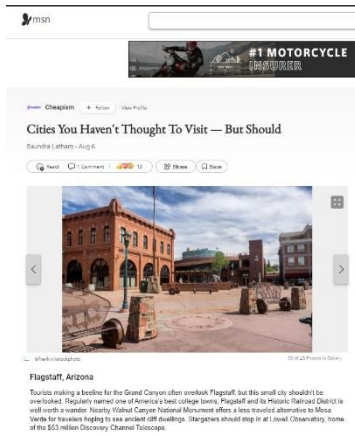
- Average time on discoverflagstaff.com site increased 17 seconds
- Social media influencer's Flagstaff content received 30,000 views
- Two film permits issued in August
- Email open rate for Discover Flagstaff was 44%
- Sweepstake's entries are up 74% -- the best results in our history
- Discover Flagstaff Facebook engagement rate exceed benchmark by .15%
- Media coverage included stories published in print, digital and broadcast. The re-opening of Sunset Crater Volcano National Monument was a welcome story in the Arizona Republic and azcentral.com as well as the Valley networks and local media channels.
- Digital featured Flagstaff on many "best" lists on yahoo.com, travelawaits.com, lonelyplanet.com, msn.com, familydestinationguides.com, and worldpursuit.com.
- Media contacts (Roger Naylor and Shanti Lerner) at azcentral.com published Labor Day activities and their stories were also picked up by Yahoo. Naylor also published a fantastic foodie article in collaboration with foodie writer, Nikki Buchanan, about Proper Meats and Provisions using images provided by Discover Flagstaff in the articles "Check out the counter at Proper Meats and Provisions in Flagstaff" and "For the best pastrami sandwich, drive north."
- Lowell Observatory garnered attention about Pluto's planet status, asteroids, Saturn's ringed planet and the *Make-a-Wish* foundation.
- Meteor Crater was in the news at wanderwisdom.com.
- And working with travel writer, Teresa Traverse, the article "7 great restaurants worth traveling for" was published at coppercourier.com.

- Hosted travel writer, Marilyn Jones, published a piece on travelgumbo.com titled “The Arboretum at Flagstaff, Arizona.”
- Hosted Southwest Sampler influencer, Andrea Blake, delivered content on Instagram and Tik Tok covering downtown music and the Orpheum theater resulting in 30,000 views on social media.
- The top social echo digital articles in August were from newsexplorer.net, pointsguy.com, lonelyplanet.com and archynewsy.com.
- Although not earned media it is important to note in August that Flagstaff won Green Living Magazine’s “Best of” in the Weekend Getaway category! The article will publish in September and Trace Ward will attend the Green Living Awards gala in Phoenix. Enjoy more highlights and links below.
- Discover Flagstaff procured 4 stories and had 9 media assists in the month of August.
- Print (circ: 727k/value: \$39k) Broadcast (reach: 16.5m/value: \$154K) Digital (reach: 1.9b/value: \$12.2m) International Coverage (circ: 60m/value: \$553k). August 2022 resulted in a 577% increase in AVE and 574% increase in REACH compared to 2019. There were 6,702 digital article social echo shares on Facebook, Twitter and Redditt.

Enjoy more highlights:

- **Sunset Crater National Monument partially reopens following damage from Tunnel Fire**
<https://www.azcentral.com/story/news/local/arizona/2022/08/22/sunset-crater-national-monument-reopens-road-some-trails/7868331001/>
- **Check out the counter at Proper Meats + Provisions in Flagstaff**
<https://www.azcentral.com/picture-gallery/entertainment/dining/2022/08/12/check-out-counter-proper-meats-provisions-flagstaff/10235911002/>
- **35 BEST Places to Visit in September (in the WORLD)**
<https://theworldpursuit.com/best-places-to-visit-in-september/>
- **The 15 Most Beautiful Places to See Fall Foliage In 2022**
<https://www.travelawaits.com/2790901/fall-foliage-2022-rv-camping/>
- **7 Flagstaff Restaurants Worth Traveling For**
<https://coppercourier.com/story/flagstaff-dining-must-visit/>
- **10 Best Hiking Trails in Flagstaff According to The Locals**
<https://www.travelawaits.com/2791430/best-hikes-flagstaff-arizona/>
- **Best Brunch in Flagstaff, AZ (2022) — 20 Top Places!**
<https://familydestinationsguide.com/best-brunch-in-flagstaff-az/>
- **Labor Day weekend 2022 road trips: These Arizona events are worth the drive**
<https://www.yahoo.com/now/labor-day-weekend-2022-road-130037626.html>
- **The Best Arizona Golf Courses for Expert Design and Stunning Views**
<https://www.travelandleisure.com/best-arizona-golf-courses-6504248>
- **Last-minute Labor Day weekend 2022 ideas: Try one of these Arizona getaways**
<https://www.yahoo.com/news/last-minute-labor-day-weekend-145100596.html>
- **50 Amazing Places in the U.S. You've Got to Take Your Kids**
<https://www.msn.com/en-us/travel/tripideas/50-amazing-places-in-the-u-s-you-ve-got-to-take-your-kids-to/ss-AAQ47AY?li=BBnbkLE>
- **Cities You Haven't Thought to Visit — But Should**

<https://www.msn.com/en-us/travel/tripideas/cities-you-haven-t-thought-to-visit-but-should/ss-AAZNINK>



FILM:

- 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.
- Film Commissioner assisted Figure 8 Films with contacts and resources. And assisted a location scout with contacts and information for a commercial filming project with Thor Industries RV.
- Film Commissioner finalized AFM registration partnering with Film Tucson and secured state office support with the use of the go film AZ booth backdrop.
- Film Commissioner secured AFM conference lodging for two rooms and two people (staff/Austin Aslan.)
- Film Commissioner is working on updating the film webpages at Discover Flagstaff and training fellow staff member, Sabrina Beard, with film activities as well as introducing her to film industry contacts and participating in film meetings.
- Film Commissioner presented a film update to the Flagstaff City Council.
- **Two film permits were issued in August:**
 - Bryan Bukovec's short film "Roadtrip"
 - Chiaramonte Films project "The Young and The Cursed."



WEBSITE:

Analytics compare 2022 to pre-Covid 2019:

- Domestic sessions were slightly up by 1.32%. This increase was lead from our #1 drive market which is up 4.4%, TX was up similarly at 4.3% primarily from Dallas, CO/FL/NV are also showing increases.
- International sessions had positive numbers, too: UK was up 26% following last month being down a slight 1.7%, and Germany was up nearly 6%. MX was down -34%.
- Pages most visited include Webcams which were up 68%, events/festivals increased 13%, fall events increased 60%, Leaf-ometer has already received 2,075 views.
- Average time on page increased 17 seconds or 17.76% compared to 2021.
- Referring websites increased 61% which is so good for search engine ranking, organic search was also up.
- 1,885 outbound links to partners and stakeholders.
- Plan Your Trip/Visitor Guide request page average time on page increased 11.49% from 1:37 to 1:48 and most of that came at the end of the month.
- 289 visitor guide requests were received from the website. 202 newsletter sign-ups were opted in. Booking engine had 1,350 click thru to accommodation sites and average length of stay searched was 2.8 nights. Friday, Saturday, and Monday were highest check-in dates.

EMAIL CAMPAIGN:

- Email campaign benchmarks are set at 20% open rate by trustworthy sources such as Constant Contact, Mail Chimp and Campaign Monitor. The August email was sent to our master list of 21k contacts with a heavy focus on the airport and local events, as well as a link to the new Discover Flagstaff Astro tourism landing page.
 - August 2021
 - Reach 16,566
 - Open Rate 30%
 - August 2022
 - Reach 21,001
 - Open Rate 44%
 - Reach % in/dec: 27%
 - Open Rate % in/dec: 47%
- 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.
 - August 2021
 - Reach 842
 - Open rate 34%
 - August 2022
 - Reach 830

- Open 48%
 - Reach % in/dec: -1.1%
 - Open Rate % in/dec: 41%

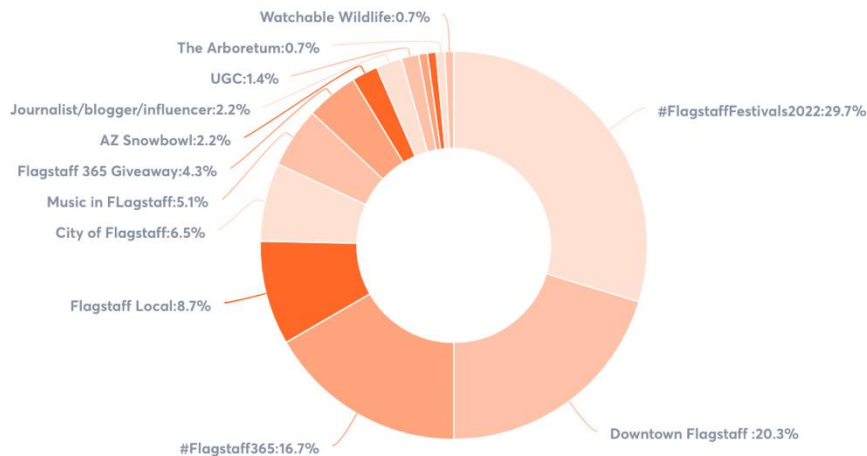
SWEEPSTAKES:

- 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 this being our previous benchmark year. Now that the 2022 sweepstakes has surpassed 2019 entries “by this time”, it is now our top performing sweepstakes.
 - 2019 Entries “by this time”
 - 10,713
 - 2022 Entries
 - 19,351
 - % in/dec: 74%

SOCIAL MEDIA:

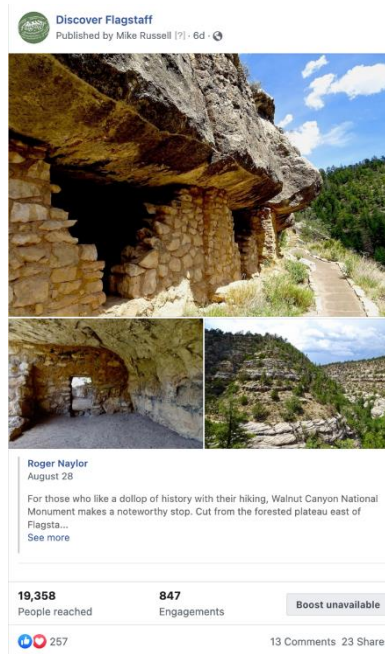
Along with the Discover Flagstaff business platforms, our staff is also responsible for Flagstaff local and has, as of this year, taken on full responsibility of Flagstaff 365 platforms. We have established a new CRM platform for social media with Agorapulse and hope to not only track likes/follows but also track engagement and compare with industry benchmarks.

Publishing



- Discover Flagstaff shows an engagement rate of .36% compared to the industry benchmark of .21%. Flagstaff Local is below engagement rate with .18% compared to the industry benchmark of .21%. Flagstaff 365 is below engagement rate with .16% compared to the industry benchmark of .21%.

- YouTube - shows an engagement rate of 1.25% compared to the industry benchmark of .03% Note: this is a benchmark based on YouTube overall not just Travel Tourism as above.
- Instagram - likes are back up with the use of "reels" but engagement is still low .51% compared to the industry benchmark of 1.13%.
- Twitter - engagement is good at .06% compared to the industry benchmark of .03%.
- TikTok - is above industry standard engagement at 6.15% compared to the industry benchmark 3.25%.
- Flagstaff Happenings has exceeded 2019 numbers.
- Flagstaff 365 Page views have grown by 33% and the Discover Flagstaff Events page has grown by 3% since 2021 and **has moved to the top 5th page searched for in August.**



SALES:

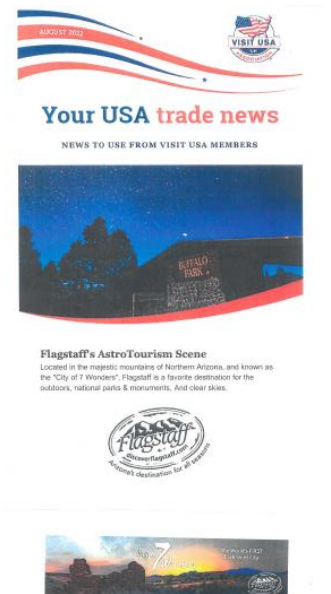
International Travel Trade:

MEETINGS/EVENTS:

- Met w/NEW Hyatt Place executives
- Flagstaff Sister Cities Meeting
- Destination America Site Inspection
- Brand USA MegaFam November itinerary submitted to AOT
- Sonora/Flagstaff meeting
- BrandUSA Travel Week Frankfurt – Appointment Scheduling
- BrandUSA multi-cultural webinar
- PleasureBent Tours dining lead
- Grueninger Tours dining lead
- Sunset Crater post-fire site inspection
- Brix group space site inspection

MARKETING & MEDIA:

- Annual Report content
- Visit USA UK August Trade newsletter content
- Visit USA UK September Consumer newsletter content
- Visit USA Belgium October newsletter content



Meetings/Conference/Events:

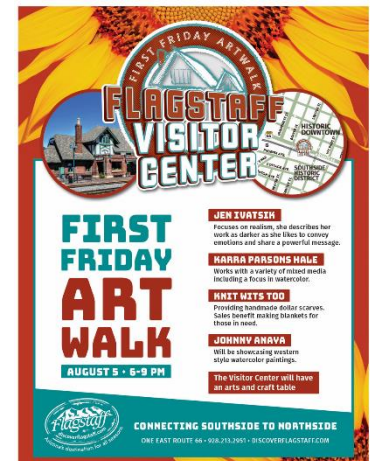
CONFERENCE/ROOMS LEADS/BOOKINGS: 1 Lead was sent in the month of August for a total of 280 room nights and total estimated economic impact of \$83,720.

MEETINGS/CONFERENCE SERVICES: Staff attended Creative Flagstaff Board Meetings and Retreat, FLP Board Meetings, EAC Meetings, Tourism Commission and had meetings/Site Visits with Hyatt Place, Mormon Lake Lodge, and Arizona Snowbowl.

VISITOR SERVICES:

August	2020	2021	2022	+/- 2021	+/- 2020
Walk-ins	7,231	8,806	10,820	23%	50%
Retail Sales	18,488	\$23,957	\$27,577	15%	49%

- **WALK-INS & RETAIL:** Continued to increase in August...great numbers!
- **MODEL TRAIN:** The Model Train was repaired at the Visitor Center on August 12th and ran 100 times during the month of August.
- **BREWERY TRAIL:** Visitor Center gave out 181-pint glasses for brewery trail redemptions!
- **ARTWALK:** Visitor Center participated in First Friday Artwalk, we hosted 5 artists and had 238 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.
- **EV CHARGING STATIONS:** construction continued electric vehicle charging station in the west parking lot of the Visitor Center, the next portion of construction requires a power outage that will need to be coordinated with APS and surrounding businesses that will be affected.
- **STAFFING:** Visitor Center continued recruitment efforts to bring on more staff in August we had one new staff member begin at the Visitor Center, welcome Emily Davalos, a visitor services assistant working weekends, to Team Flagstaff.

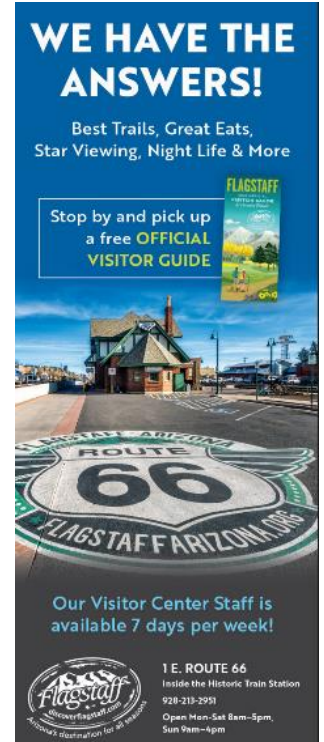


CREATIVE SERVICES:

ADVERTISING:

- **VISITOR CENTER ARTWALK FLYER:** Designed and printed the August ArtWalk flyers
- **VISIT. DISCOVER. GROW.:** Finalized the 2022 VDG publication
- **AIRPORT TSA WINDOW DESIGN:** Worked on the TSA window designs for the Flagstaff Airport
- **VISIT USA UK AD:** Designed the Visit USA UK digital banner

- **CHAMBER COMMUNITY MAP AD:** Designed the Chamber Community Map ad promoting the Visitor Center
- **LOCAL PRINT ADS:** Created the Arizona Daily Sun and Flagstaff Business News ads for September
- **HIGHLANDS LIVING LAYOUT:** Designed the Highlands Living October PSA layout
- **DIGITAL ADVERTISING (DRIVE MARKET/OUT-OF-STATE):** Created campaigns for August **Datafy** supporting: September/October Flagstaff Festivals, Flagstaff Festival Sweepstakes, 8 National Parks & Monuments, Leaf-ometer/Fall colors, and Orpheum concerts
- **DIGITAL ADVERTISING (ASTROTOURISM MARKETING GRANT):** Created special grant campaign for August **Datafy**
- **PRINT ADVERTISING (DRIVE MARKET/OUT-OF-STATE):** Created print ads for *Phoenix New Times* and *National Park Journal-Grand Canyon edition*
- **FY22 ANNUAL REPORT:** Layout in progress
- **COCONINO SCROLL BROCHURE:** Layout draft out for review
- **PARTNERSHIPS-FLAGSTAFF TRAILS INITIATIVE:** Attended the Flagstaff Regional Trails Coordination Meeting
- **PHOTOGRAPHY:** Attended Thunder Over Flagstaff and took photos for future promotion
- **SUSTAINABILITY:** Met with sustainability to site tour and brainstorm an info wall at the Visitor Center
- **ADVERTISING:** Continued work on the Route 66 100th Anniversary logo
- **ADVERTISING:** Provided multiple assets for the TravelZoo advertorial
- **ASTROTOURISM:** Secured videographers for Astro tourism video



CITY JOBS:

- **CITY RECRUITMENT ADS:** Designed career ads for the AZ Daily Sun, Navajo Hopi Observer, and Flagstaff Business News
- **COMMUNITY WELCOME POSTCARD:** Updated the Community Welcome postcard for Off-Campus Life & Neighborhood Liaison
- **BOND OUTREACH:** Created the Bond 2022 logo
- **BOND OUTREACH:** Assisted with various Prop 441 & 442 marketing campaign materials
- **AIRPORT:** Continued work on the Airport Media Kit
- **HOUSING** Assisted housing with updating an info graph with Spanish
- **RECRUITMENT:** Created and ordered promotional pens for the City Recruitment campaign
- **BBB:** Started wireframe for BBB landing page

WEBSITE:

- **ASTROTOURISM CONTENT:** Created the Astro tourism landing page on DiscoverFlagstaff.com



- **PICKIN IN THE PINES CONTENT:** Added a Pickin' in the Pines blog page on DiscoverFlagstaff.com
- **MUSIC FESTIVAL CONTENT:** Added the Flagstaff Music Festival and updated festival content on DiscoverFlagstaff.com
- **DISCOVER FLAGSTAFF:** Added a blog to the DF website from a [TravelZoo article](#)

Calendar of Events

Autumn 2022
Festivals





October

1 Flagstaff Oktoberfest
7-16 Flagstaff Shakespeare Festival
29-30 Celebraciones de la Gente




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

Toast the season

Wine Bar/Craft Cocktail Lounge/Meadery

- Atmos Cocktail Lounge
- Briz Restaurant & Wine Bar
- Drinking Horn Mead Hall
- ELG Heron Wine Bar & Bistro
- Karma Sutra Bar & Grill
- Monte Vista Cocktail Lounge
- Oakmont at Continental Country Club
- Ocho Wine Lounge
- Rencoveaux at Hotel Monte Vista

Bar/Nightclub/Music Venue

- Altitudes Bar & Grill
- Bowdler's
- Brews & Cues Pool Hall
- Hops on Birch
- Majestic Marketplace
- Monte Vista Cocktail Lounge
- Pop N' Take Downtown Market
- Southside Tavern
- The Gopher Hole Pub
- The Runway Nightlife & Eat
- Uptown Pubhouse
- Yucca South
- Zinc Grey Bar & Ballroom


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




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8 NATIONAL PARKS AND MONUMENTS
+ **7 ARIZONA STATE PARKS**

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STAY & PLAY RESPONSIBLY



LEAF-o-meter
DISCOVER FLAGSTAFF



STAY & PLAY RESPONSIBLY

THANK YOU FOR YOUR CONTINUED PARTNERSHIP WITH THE CITY OF FLAGSTAFF'S ECONOMIC VITALITY DIVISION!