

Economic Vitality Division

Enhancing Quality of Life 365 Days a Year

AIRPORT • COMMUNITY INVESTMENT

LIBRARY • TOURISM

SEPTEMBER 2022



AIRPORT

ANNUAL AIRPORT CERTIFICATION: The FAA held the annual Airport Certification Inspection. No major items of default were identified. The two-day (night and day) inspection included examination of the runway, taxiway, infields, lighting, guidance equipment, fuel farms, emergency plans, and training records. **GREAT WORK AIRPORT TEAM!**



AIRPORT EMERGENCY PLAN (AEP): The annual review was held this month. This required FAA review includes the stakeholders involved in an airport emergency: airlines, fixed-based operator (FBO), Department of Public Safety Air Rescue, FBI, Flagstaff Police Department, Flagstaff Fire Department, Highlands Fire Department, Air Traffic Control Tower, Guardian Medical Transport, Airport ARFF, and Airport Administration. Staff and partners updated the aircraft incident response procedures and Unmanned Aircraft Systems (UAS) plan.

AIRPORT RESCUE FIRE FIGHTING (ARFF): Crews conducted foam testing on all the ARFF apparatuses. Testing ensures the foam percentages are in the appropriate range required by the FAA. Flagstaff Pulliam Airport uses an input-based testing system that does not require the actual dispensing of foam.



ON-CALL AIRPORT PLANNER: Airport and other City staff met with Coffman and Associates, the selected on-call airport planner to discuss scoping and request for information on several important upcoming projects. Environmental work is necessary for the FAA Grant that will move Taxilane Whiskey away from the commercial terminal by approximately 200' to improve safety of aircraft movement on the ground and prevent direct access from aircraft storage areas to the runway. Other projects discussed included a new Passenger Demand Analysis to assist in attracting a new air carrier.

FUTURE OF TRAVEL MOBILITY CONFERENCE: Staff attended the Future of Travel Mobility conference in

Washington D.C. Notable speakers included Robert Isom (CEO of American Airlines), Chrissy Taylor (CEO of Enterprise Holdings), and representatives from the FAA and Administration. Staff also met with Congressional staff to thank them for their support of our recent grant applications and to discuss emerging issues at the airport, and in the aviation industry.

PROJECTS:

- Staff continues working on additional job order contractor projects and anticipates several additional design and construction projects to begin soon. Pavement maintenance and repairs on the runway and taxiways are scheduled before the winter season arrives.
- Reconstruction of the Wiseman Aviation parking lot was completed as scheduled. The new striping in the lot was updated to better match their operations.
- Installation of a new fence around the Terminal Lot was completed ahead of schedule. The temporary fence that was previously around the lot was removed. A new gate was also installed to prevent vehicles from parking along the adjacent service road.



AIRPORT MARKETING:

- Please read our September issue of [FLG In-Flight](#)
- Our [Airport Media Kit](#) is now live on website. Staff has begun soliciting advertisers for the few available tension fabric displays and new LCD digital displays installed throughout the terminal.
- A [paw-stive \(positive\) story](#) on the airport was featured in local online news.



A Cocker Spaniel Pup Got Put On Flight To Flagstaff From Dallas-Fort Worth Tuesday, While Parents Were In Phoenix



via courtesy of Flagstaff's Pulliam Airport

A dog, who was aboard an American Airlines flight from Dallas-Fort Worth to Flagstaff, has quite the story about his travels. Flagstaff Pulliam Airport officials say Tony, a cocker spaniel pup, was placed on a flight by a breeder in Missouri to Dallas-Fort Worth at 3:30 a.m. Tuesday morning. While at the airport in Dallas, Tony was placed aboard a plane to Flagstaff. When Tony got off the plane, no one was there to get him. Airport officials say that's because his parents didn't know Tony had put on a plane to Flagstaff until he arrived, and airport staff called them. Tony's parents thought he was being flown to Phoenix. However, Flagstaff Airport staff had no problem looking after the pooch until they made it up the mountain take him home. Airport officials say Tony received a lot of love during his brief stay.



RECENT NEWS

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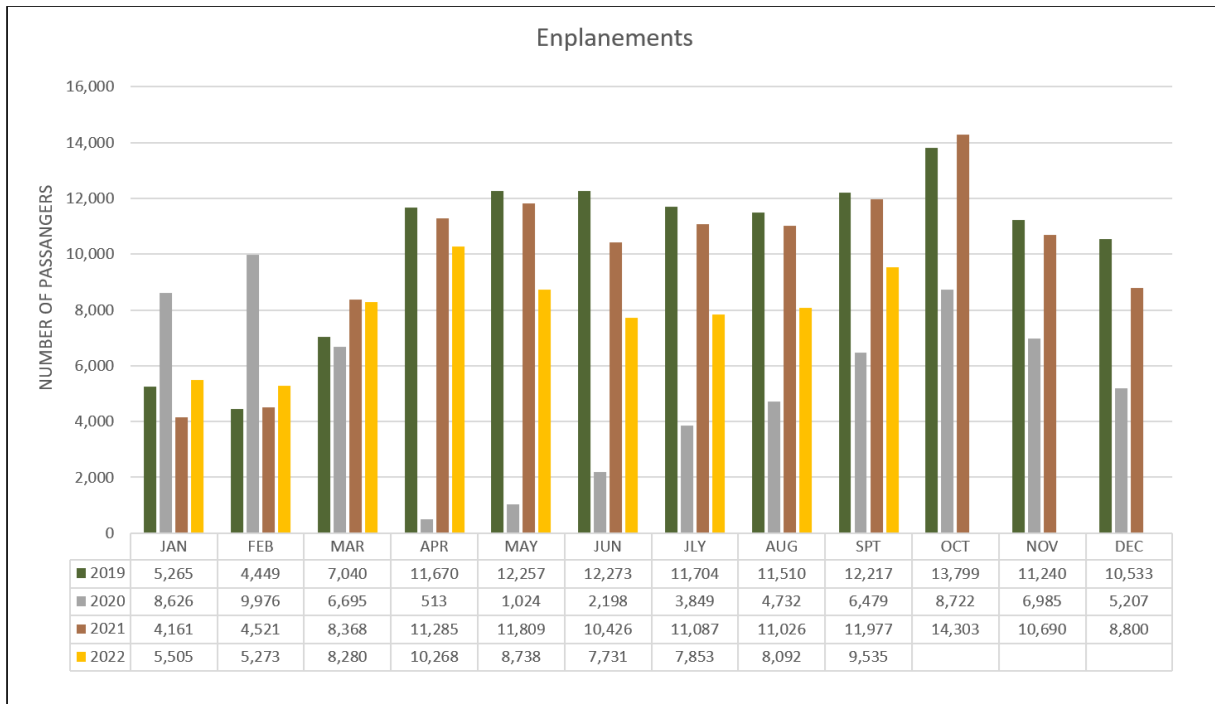
A Boy Who Was Shot Last Week Near A Camp Verde Cemetery Has Died
October 18, 2022 // 1:27 pm

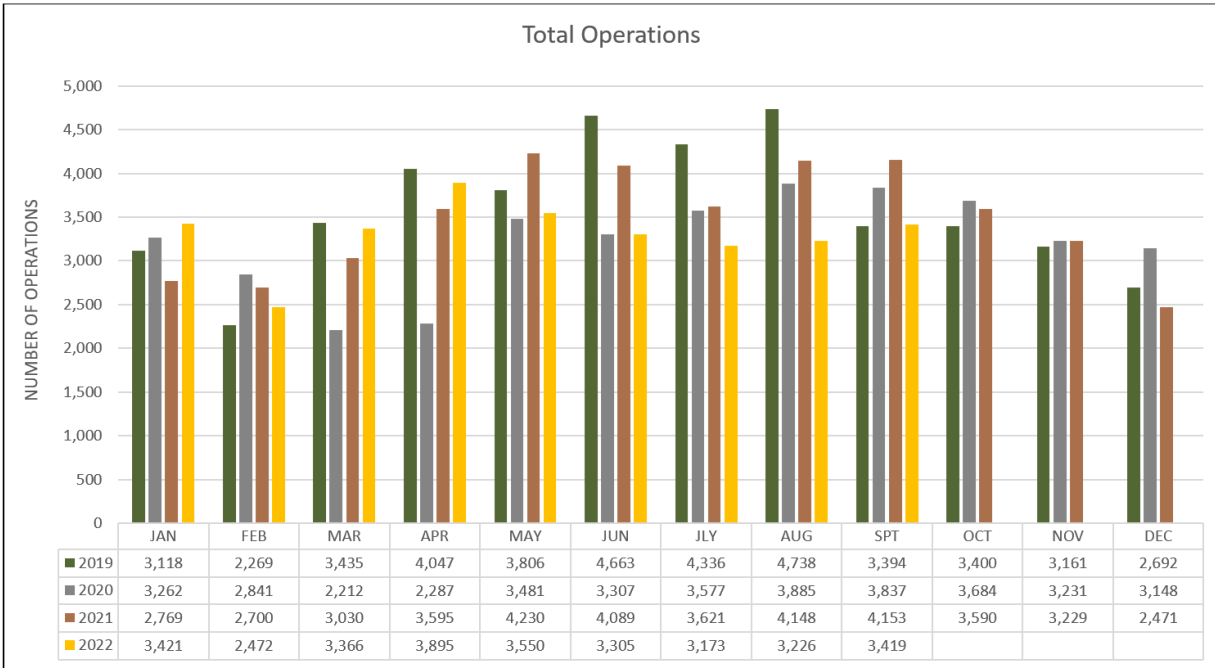
Yavapai County Sheriff's Deputies To Protect



ENPLANEMENTS & TOTAL OPERATIONS GRAPHS:

Total enplanements were over 2020 figures, but under 2021 due to the national crisis with pilot, crew, and plane shortages that kept our overall daily flight count lower than normal.





**CHOOSE
FLAGSTAFF**

COMMUNITY INVESTMENT

BEAUTIFICATION AND ARTS & SCIENCE:

COMPLETED PROJECT

Courthouse Art Plaque: *Among Trees* received its bronze plaque. *Thanks to our COF Facility Staff for assisting!*



ONGOING PROJECTS

- **Airport Art, Coconino Scroll:** Metal cutting for the fence commenced! Staff met with fabrication team and artist/fabricator sent specs for installation procurement. Finalized BAS edits for project brochure. Staff met with Airport and Discover Flagstaff re a fabric banner to help airport users locate the Coconino Scroll brochures.
- **Aspen Avenue Library Entry:** Alternate entry opened, main entry closed, and the plaza construction began. Artist contract amendment for revised footing and plaque reviewed by procurement, legal and artist. Staff reviewed concrete samples with team. The samples were initially rejected for not following the specs regarding joints and the finishes but approved for color and texture. Staff reviewed Beautification funding and corrected purchase order to reflect agreed-upon/budgeted-for amount.
- **Downtown Connection Center:** Determined that best approach for the Art Glass would be for the artists team to purchase the entire glass unit (not just the art layer within the glass) for the glass curtain wall segments that have the art in order to ease coordination and to not run afoul of federal grant funds that can't be used for art. Design team met on art glass, which focused on who is to purchase the specialized lighting. Must meet federal Buy America guidelines if Mountain Line consultant to purchase. Artist team will advise. Worked on getting Rhino drawings from design team for artist renderings of Southside Grove Sculpture. but ultimately late-October is projected delivery date. Will show revisions to upper management without best renderings but hope to have for BPAC and Council packages. Design team met separately on Southside Grove potential locations. Five locations were narrowed down to two. Artist team sent updates on sample mockups for sculpture, **one example of the star needles that introduces prisms is pictured.** Staff met with Mountain Line re cost sharing issues for integrated art.
- **Flowers and Enhanced Landscaping:** Staff met with Parks, Streets, and Discover Flagstaff about creating smaller metal planters to replace the wine barrels in Aspen Alley.
- **Lone Tree Overpass:** Staff met with artist and reviewed concept drawings. Overall project readying to submit 60% documents for City Review.
- **Phone Booth Library:** Staff worked on final steps of completion and installation. The painting is completed. Awaiting windows and hurricane leather straps to secure in storms due to arrive in next two weeks. Bookcase still to be installed. Staff set meeting to determine if a bulletin board or route 66 mural is to go on back and will seek a short contract extension with procurement as October 23rd deadline is unlikely to be met.
- **Route 66 – 3 monuments:** Project cost up to \$45,000 over FY23 line item. Staff determined that funds were available from unprogrammed beautification to go forward with the project.
- **Southside Community Garden:** Staff met with artist for update and next steps for October volunteer day to lay the woodchips.



PROGRAMS & OUTREACH

- **BPAC:** Staff reached out to Streets, Water & Sewer, and others re feasibility of new project ideas for upcoming Commission meeting. Staff followed up on a number of threads following the new projects discussion at September 12th Commission meeting, including: initiating conversation with Housing's Jennifer Mickelson re Habitat for Humanity parcel at Timber Sky; putting forth idea for NAU student driven BIA grant applications for temporary projects for the shoddy shotcrete on the Lone Tree underpass @ I40 to Commissioners Zecher and Johnson; relaying low marks to internal team re Route 66 project; and brainstorming common thread ideas. Staff booked Coconino Center for the Arts for the budget retreat at end of October and requested a facility and exhibition tour. Staff initiated draft agenda for October 28th retreat.
- **Beautification in Action Grants:** Staff continued outreach with reminders to interested parties of upcoming deadline on September 15th and presented at a joint grant workshop with Sustainability at East Flagstaff Library. Staff worked with applicants on completing their documents. Five applications were submitted, four of which were complete enough to bring to BPAC for review. Staff contacted applicants regarding their presentations in October BPAC meeting and finalized presentation schedule for applicants for the October BPAC meeting. Edited the spreadsheet for grant tracking and answered questions from applicants.
- **Collections Coordinator Position:** Staff and HR finalized criteria and position approved. Ready to requisition.
- **Project Administrator Position:** Requisition closed on September 16th. Staff reviewed and scored applicants, conducted six phone interviews, and set in-person interviews for October 6th & 7th for four finalists.

HIGHLIGHTED EVENTS IN SEPTEMBER BY A NONPROFITS SUPPORTED BY BBB TAX FUNDS

Creative Flagstaff's 2023 Innovation & Capacity grant application now open
Applications will remain open until September 30, 2022. Innovation and Capacity (project) Grants provide flexible funds to support a specific project designed to introduce a new program or experience, prove a concept, or build operational capacity in the art, science, and cultural sectors in greater Flagstaff. The funding period for these grants is January 1 – December 31, 2023. Creative Flagstaff expects to award between \$50,000 and \$80,000 through these grants. Link to further information: <https://creativeflagstaff.org/2023-project-grants-open/>



Local Flagstaff non-profit, Viola Award finalist and Creative Flagstaff grantee, **Ballet Folklórico de Colores** will be celebrating Hispanic Heritage Month at **multiple performances and events**. Formed in 2005 by Sergio Padilla, Ballet Folklórico de Colores is dedicated to teaching, performing, promoting, and preserving traditional Mexican folk dance. The following events were held:

- **Wednesday, September 21:** NAU Diversity Awards Celebration
- **Saturday, October 8:** Enchilada Sale at Puente de Hozho School
- **Tuesday, October 11:** Hispanic Heritage Month Performance

To learn more about Ballet Folklórico de Colores on their [website](#), and keep up with their events by following them on [Facebook](#) and [Instagram](#).



PARKFLAG:

PROGRAM UPDATES:

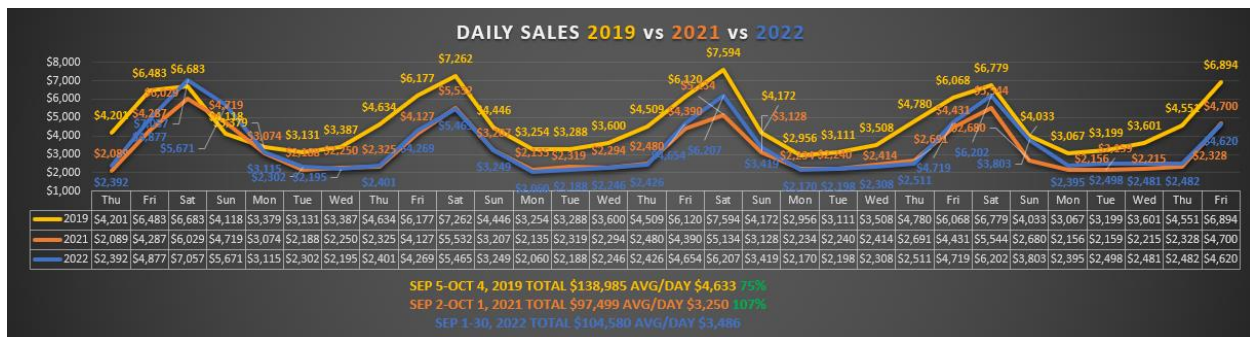
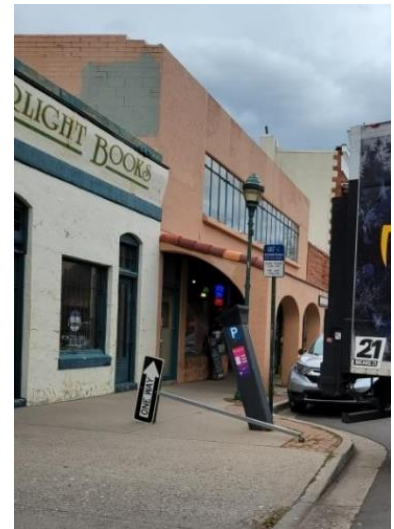
ParkFlag Team members completed the following tasks during the month of September

- Software updates on all kiosks located in the pay to park district
- Replacement of kiosk located on S. Mikes Pike
 - ALL kiosks in the pay to park district are operational
- Touched up yellow paint in loading zones on Aspen Ave.
- Reported and repaired a vandalized kiosk in the Lumberyard parking lot as well as a kiosk located on N Leroux struck by a downtown vendor.

RECRUITMENT: ParkFlag is hiring again! We posted the Parking Aide job listing online.

MONTHLY PARKFLAG REVENUE COMPARISONS:

ParkFlag revenues were at 107% in comparison to 2021, kiosk payments brought in over \$100,000 in revenues during the month of September.



COMMUNITY UPDATES:

- ParkFlag attended the monthly FDPA stakeholder meeting and discussed new loading zones located on Aspen Ave and Leroux St.
- ParkFlag along with traffic engineering walked the district to discuss the possible implementation residential ADA spaces, loading zones and red curbs.

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.

Conferences, Trainings & Professional Development:

- ICSC (International Council of Shopping Centers) hosted their western regional event in San Diego. Staff attended this event to gain new partnerships and connections that will hopefully spur the arrival of new retail, restaurant, and hospitality-based businesses to Flagstaff. The results from this event were promising and several businesses expressed their high desire to be in our community.
- 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](#)



Sustainable Automotive REBATE PROGRAM

Apply Today!!

The Goal

The City of Flagstaff seeks to promote purchases of fuel-efficient automotive vehicles to reduce air pollution, further the Climate Action and Adaptation Plan (CAAP), and to support local automotive dealers.

31.45 Acre Master Development:

- After a lengthy negotiation process, the 31.45-acre parcel located adjacent to the Flagstaff Pulliam Airport will go before Council soon to seek approval for a ground lease agreement. This development is expected to create over 800,000 sq. ft. of new space that will be used to attract businesses in the manufacturing, research and development, and retail sectors. This type of additional space is extremely needed and will be an excellent asset for Flagstaff to attract high quality companies.

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.
- Staff met with a new manufacturer that is looking to take ownership of the former Daily Sun building to expand their production operations. This business will create up to 30 new jobs immediately. Stay tuned!



- 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 \(az.gov\)](https://www.flagstaff.gov/development-status-report-may-2022)

BUSINESS RETENTION & EXPANSION:

PROJECT UPDATES:

CHOOSEFLAGSTAFF.COM WEBSITE: Community Investment staff met with indigo8; the new contractor who has been selected to upgrade the City of Flagstaff Economic Development website which is ChooseFlagstaff.com

INNOVATE WASTE: THE CARBON NEUTRALITY CHALLENGE: Economic Development and Sustainability staff met with Moonshot@NACET Executive Director to continue enhancement of the entrepreneurial challenge with a new name.

- Innovate Waste: The Carbon Neutrality Challenge is the new name for the program that invites entrepreneurship to provide carbon neutrality solutions and improve the environment.
- The team will work to provide instructional videos to guide participants through the process of ideation to action to operating a business.
- Articulating judging criteria and developing questions for the judges panel will also provide appropriate direction to guide this entrepreneurial challenge that focuses on environmental stewardship.
- The team will also prepare a list of workshops and a marketing strategy to provide entrepreneurial support and inspiration to make the next challenge an even greater success than it has been in the past years.

S.T.E.M. CITY BOARD OF DIRECTORS: The Board of Directors met to discuss organization activities.

- The Board is reviewing the Full STEAM Ahead program which pairs teachers with industry professionals to deliver greater exposure to all things S.T.E.M.

CREATING HELPFUL INCENTIVES to PRODUCE SEMICONDUCTORS (CHIPS ACT): The Staff attended a recent webinar from the Department of Commerce regarding the rollout of the program and related funding and activities.

- The presentation is one of what may be a growing number of informational webinars to successfully implement the CHIPS Act. This first webinar presented a high-level overview of programs that may be developed and made available over the next few months.

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.

NORTHERN ARIZONA HEALTHCARE (NAH) AND DEPARTMENT OF TRANSPORTATION (DOT) BRIDGE

GRANT: Prior to the Council retreat which included a productive conversation between staff, Council and NAH, staff presented to the Budget Team to request funding to complement an existing ADOT project and potential funds from NAH.

- The current opportunity is to provide ADOT \$5million to support the design and construction of a widened bridge that may be delivered to meet the near future development needs.
- Total funding could be identified and considered as a match in a larger future Department of Transportation grant.

ARIZONA@WORK COCONINO COUNTY (AZ@W-CC) WORKFORCE DEVELOPMENT BOARD (WDB): The Board held the regularly scheduled quarterly meeting.

- The National Association of Workforce Boards known as NAWB presented to the WDB providing information about methods of coordination and collaboration between workforce boards.
- While the AZ@W-CC WDB is still accepting applications to fill vacant positions, President and CEO of the Economic Collaborative of Northern Arizona (ECoNA), Gail Jackson was approved to sit on the WDB. Ms. Jackson has previously served as the Business Attraction for the City of Flagstaff, bringing a wealth of knowledge and experience to the local area WDB.

PROGRAM UPDATES:

BUSINESS RETENTION AND EXPANSION INCENTIVE: Staff spent time getting the word out about the next round of the BR&E Incentive with an article in the Flagstaff Business News and via numerous Instagram, LinkedIn and Facebook social media outlets of Discover Flagstaff, City of Flagstaff Community Engagement Office, ECoNA, and Moonshot@NACET. Staff was contacted directly by the following eleven separate businesses expressing interest and seeking additional information:

- Wiseman Aviation, Quality Connections, Crosswalk Labs, Yoga with Anne-Laure Peacuelle, Lifestyle Assisted Living, A M Forestry, RockCreekAZ, Diablo Burger, Do Good Be Good, and SD Miller and Associates.

Staff received six separate applications from the following businesses:

- The following businesses applied: the Physio Shop, OVR LND Campers, Do Good Be Good, SD Miller and Associates, Satchmo's, and Crosswalk Labs.

Staff is drafting two contracts for the two businesses that will be awarded in October.



LIBRARY | CITY & COUNTY

SEPTEMBER 2022 LIBRARY STATS:

		Sep-22	Sep-21	Difference
Circulation	Downtown	22,588	20,566	9.83%
	East Flagstaff	10,247	8,568	19.60%
	TOTAL	32,835	29,134	12.70%
Value of Loaned Materials	Downtown	\$411,567.95	\$364,918.89	12.78%
	East Flagstaff	\$184,496.83	\$139,422.90	32.33%
	TOTAL	\$596,064.78	\$504,341.79	18.19%
In-House Use	Downtown	17,180	16,465	4.34%
	East Flagstaff	6,098	5,170	17.95%
	TOTAL	23,278	21,635	7.59%
Door Count	Downtown	(No door count during front entrance construction)	11,152	-
	East Flagstaff	12,473	516	2317.25%
	TOTAL	12,473	11,668	6.90%
Wi-Fi Use	Downtown	2,974	2,785	6.79%
	East Flagstaff	1,671	943	77.20%
	TOTAL	4,645	3,728	24.60%
Public Computer Use	Downtown	2,615	1,520	72.04%
	East Flagstaff	1,963	537	265.55%
	TOTAL	4,578	2,057	122.56%
Number of Programs	Downtown	22	24	-8.33%
	East Flagstaff	14	9	55.56%
	TOTAL	36	33	9.09%
Program Attendance	Downtown	335	357	-6.16%
	East Flagstaff	150	123	21.95%
	TOTAL	485	480	1.04%
Reference Help	Downtown	2,073	2,253	-7.99%
	East Flagstaff	1,716	1,384	23.99%
	TOTAL	3,789	3,637	4.18%

EFCL LEGO Club Conversion: Two of our regular patrons, Josiah, and Connor, have been reluctant to come to LEGO club now that they are teenagers. At one session in Sept the challenge was to make catapults, and they reluctantly joined. Josiah's catapult worked better than anyone's and it totally turned them around. They are now excited to re-join future programs 😊.

EFCL Crafty Corner Lovers: This month at Crafty Corner, which happens at EFCL every Tuesday and is one of our longest-running programs, one of our regular families shared that they love Crafty Corner and missed it so much during the pandemic that they started hosting their own mini-Crafty Corners at home for the past year and a half! They are happy to be back at the library, but we were happy to hear that they were able to keep the tradition up at home.

EFCL Name Change Clinic: On Monday September 12, 7 people participated in a Name Change Clinic at EFCL where they got one on one legal counsel regarding the name change process. This program was offered in partnership with One-N-Ten and Aspey Watkins & Diesel, PLLC. One patron commented: *"Just wanted to let you know that THAT [points back towards community room with thumb] was a super-duper awesome service! Thank you, guys!"*

EFCL Leroux Springs Hike: On Sat, 9/3, 16 participants were led by two library staff through the old arboretum off Snowbowl Road, up to the cabin below Little Leroux Spring. On the way up to the cabin they found puffball mushrooms, lobster mushrooms, Russulas, and Caesar Amanitas, and learned best practices for mushroom identification. At the cabin and spring, the group discussed the history of settlement in the area, and the importance of riparian zones in the high mountain desert. On the way back the group learned to identify local wildflowers. Prior to the hike, Sarah Weatherby, who hosts this program, was contacted by Victoria Allen who is the Assistant Recreation Team Lead for Flagstaff District, USFS. She attended the hike with a ranger named Jody who was an excellent resource for forest policy-related questions! Sarah will be collaborating with Jody and Victoria for future hiking programs.



LIBRARY ALL STAFF DAY: City and County libraries were closed, and 51 staff members got the rare opportunity to be together in person and spend the entire day attending a wide variety of professional development offerings. This was made possible through an LSTA express grant and the Arizona State Library. Everyone attended a 2-hour keynote on restorative practices for public and workplace settings, and then chose between 4 sets of breakout sessions with 3 choices each. Some examples of choices for breakout sessions offerings were information sessions on local resources like CCHHS and Cline Library, departmental tours, and more niche trainings like story times for children with disabilities and metadata inclusiveness. Some staff comments included:

- "I think this was a great success and I look forward to more things like this in the future. I learned a lot and I'm excited to be able to put it to use."

- "It was a fantastic time! Super informative and helpful! I was able to meet a lot of staff I don't normally get to see and find out about departments and what they do. The presenters we had did an amazing job!"
- "This was an excellent, entertaining day of training that I think went very well overall. I hope we can do it again in the future!"

Big thank you to Felicia Fiedler who put a ton of effort into planning this event, and to Aspen Deli for catering the event within our very limited budget.

PATRON COMPLIMENT TO LIBRARY STAFF: We received the following patron compliment via email: *"I want to express how impressed I am that every single person I've spoken to from the Downtown library to the East in Flagstaff has been kind, helpful & present with me, including you! I've never experienced a more pleasant interaction with Library staff. I have always believed that how managers treat their employees, is how customers will be treated. I'm really looking forward to visiting both libraries. Thank you for your joyful leadership. I'm sure your boss is wonderful too 😊"*

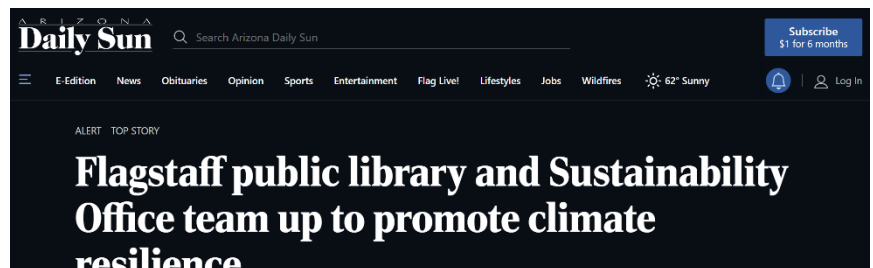
FESTIVAL OF SCIENCE BLOG POST: Kinney Anderson, Reference Department Library Specialist, wrote a "Festival Insights" blog post on the relationship between science and art and highlighting library programming for the Flagstaff Festival of Science website: ["Art, Anthropology, and Literacy with the Flagstaff Library"](#)



BANNED BOOK WEEK NEWS: Mary Corcoran, Reference Department Librarian, was interviewed by the Arizona Daily Sun for an article about Banned Book Week and the Banned Book Club discussion of *Fahrenheit 451*: ["Freedom to read: Banned book week creates a conversation about free speech in Flagstaff"](#)

PRAISE FROM AUTHOR JULIE MORRISON: The Southwest Reads book club discussed Arizona author Julie Morrison's memoir *Barbed* at the September 26th meeting and Morrison is coming to the Downtown Library for an author talk on October 5th. Morrison shared, "I am so appreciative of the library's gracious support of my book. Thank you for including me in the wonderful work you do on behalf of readers and writers!" with Pam Packard, the Reference Department Library Specialist who organized these events.

CLIMATE RESILIENCE PROJECT: The new Climate Resilience Project collaboration between the Library and Sustainability Office made the front page of the [Arizona Daily Sun on September 9th](#). An event highlight was also featured in *Green Living Magazine*. Twenty-eight people participated in the first program



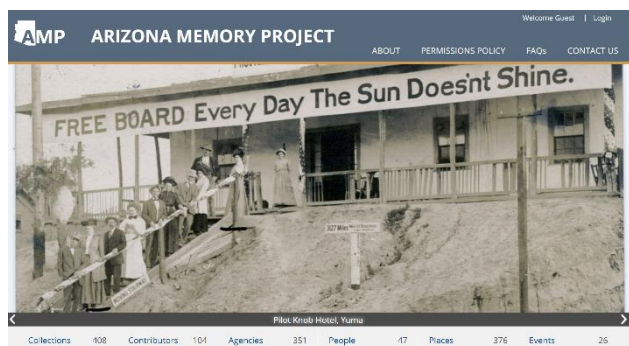
"Climate Conversation: Flagstaff's Climate Impacts and Vulnerabilities" at the Downtown Library on September 13th.

FESTIVAL SCIENCE & LEGOS: This year's Festival of Science Lego Club was a HUGE hit! We had 48 people attend our Pyramids of Egypt Lego Club on Mon, Sept. 26th at the Downtown Library. Two teams competed to see who could build the largest pyramid. Individuals created their own small pyramids to be displayed in the library.



COUNTY LIBRARIES:

- **Arizona Memory Project** encompassing digital collections from library and archival institutions across Arizona curated by the State Library has re-launched its website after a one-year process involving the migration from CONTENTdm to a new content management system (CMS) called Recollect. Our previous collections including our latest addition involving Coconino County Mining History can be found at <https://azmemory.azlibrary.gov/>



Forest Lakes Community Library

- Staff created 'Take and make' crafts for the rest of the year. We have many people come up for the snow/hunting etc. that bring their families
- Received local grant to purchase reading incentives for young people next summer
- Recently acquired Wonder books from the State Library and Vox books now available and on display

Grant Canyon Community Library

- Library Services were fully operational in the park with positive contributions among staff contributing to library services and children's programming in Tusayan
- Discussions and planning continued with NPS for the temporary move of library services during the planned structural renovation of the current library building projected to begin in January. No definitive location has been agreed upon at this time.

Jail Library

- **Long-time employee Sharyn Tafoya retired earlier this month after 29 years of library service.** Interviews are underway and it is hoped that her position will be filled in the coming weeks

Tuba City

- Attendance was up according to the re-installation of the old door counter with over 100 patrons attending per day
- Mask mandate remained in effect at library along with other social distancing measures as is the case for all institutions operating in Tuba City
- Staff member Trish Polacca had the opportunity to attend the "Reuniting Gathering of Arizona Tribal Libraries" Workshop learning about grant opportunities and other ways to improve library services in the Tuba City Library community.



TOURISM & VISITOR SERVICES

GREEN LIVING BEST WEEKEND GETAWAY AWARD:

CVB Director, Trace Ward,
was on hand to receive the award.
Another great example of all our
eco-tourism marketing and industry practices
going strong in our community!

Green Living AZ
 Green Living AZ is a program of the City of Flagstaff, Arizona. The program is designed to promote sustainable living and reduce environmental impact. It includes the Green Living Award, which recognizes individuals and businesses for their commitment to sustainability. The award is presented annually to the winner of the Green Living Contest. The contest is open to all residents of Flagstaff, Arizona. The award is presented to the winner at the Green Living Awards ceremony. The award is presented to the winner at the Green Living Awards ceremony. The award is presented to the winner at the Green Living Awards ceremony.



TOURISM METRICS: *SEPTEMBER 2022*

Demand was up over last year for September. The accommodations providers took a balanced approach in yielding their product by only raising rates slightly over last year – resulting in an increase in RevPAR mainly driven by occupancy increases. It is a reasonable assumption that the same result was true for non-traditional accommodations (VRBO, Airbnb, shared economy, etc.) as well.

Discover Flagstaff continues to promote the destination and all the unique demand generators. We are still seeing strong demand from the drive-market as well as the direct flights and a slow but steady return of international and business travelers.

Following is a snapshot of the metrics for September 2022:

Sept	2021	2022	Diff
OCC	74.8%	77.2%	3.3%
ADR	\$130.88	\$132.02	.9%
RevPAR	\$97.85	\$101.97	4.2%

MARKETING & MEDIA RELATIONS:

22 print and 104 digital articles

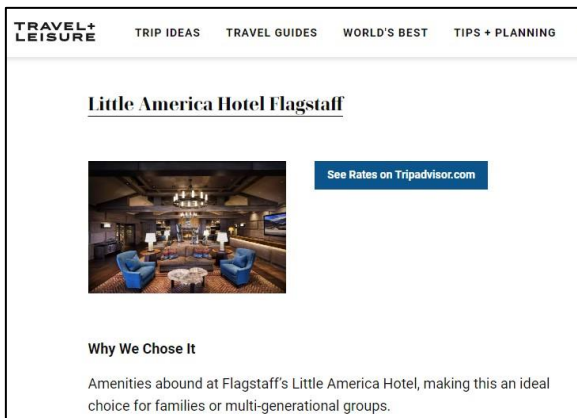
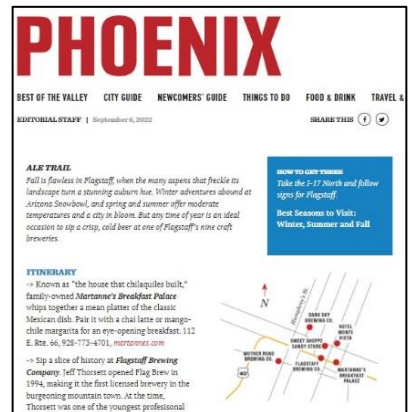
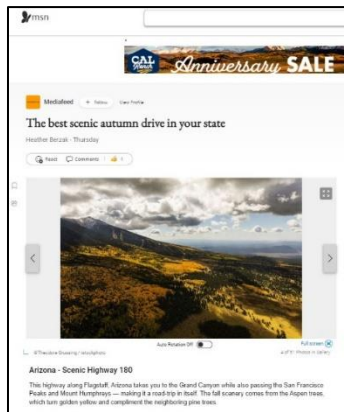
5 procured stories, 11 media assists

- September media coverage featured autumn colors, restaurants, and science.
- The turning seasons attracted articles on msn.com, inspired road trips in Phoenix magazine and was the talk of the town in broadcast.
- Media was drawn to Lowell Observatory due to their significant involvement with the NASA DART mission designed to demonstrate asteroid deflection, which was a great success!
- Broadcast coverage on radio and television showcased Phoenix stations with segments on High Country Motor Lodge, Lowell Observatory, and the County Fair.
- Other broadcast programming included Food Network's Diners Drive-ins and Dives, Arizona Highways, Aerial America, NOVA and Telemundo.
- Another highlight included a Travel and Leisure story that included Little America and High-Country Motor Lodge from travel writer, Jill Schildhouse. Jill was hosted last year at Little America and this great relationship continues to produce earned media in top tier outlets.
- Print (circ: 550k/value: \$10k) Broadcast (reach: 12m/value: \$692K) Digital (reach: 5.3m/value: \$792k) International Coverage (circ. 575m/value: \$1m). September 2022 resulted in a 123% increase in AVE in 2019 and REACH was maintained when compared to 2019. There were 1,645 digital article social echo shares on Facebook, Twitter and Redditt.

Enjoy more highlights:

- **Restaurant of the Week: Atria Flagstaff:**
<https://fabulousarizona.com/food-drink/restaurant-of-the-week-atria-flagstaff/>
- **Your Guide to What and Where to Eat in Flagstaff:**
<https://jnews.uk/your-guide-to-what-and-where-to-eat-in-flagstaff/>
- **A Supreme Gastronomic Experience: Atria Restaurant in Flagstaff, Arizona (USA):**
<https://worldnationnews.com/a-supreme-gastronomic-experience-atria-restaurant-in-flagstaff-arizona-usa/>
- **The best place in your state for a scenic fall drive:**
<https://www.msn.com/en-us/travel/tripideas/the-best-place-in-your-state-for-a-scenic-fall-drive/ss-AA125vtB?li=BBnbkIE>
- **Flagstaff Road Trip:**
<https://www.phoenixmag.com/2022/09/06/flagstaff-road-trip/>
- **Lowell Discovery Telescope plays key role in DART planetary defense test mission:**
https://www.spacedaily.com/reports/Discovery_Telescope_plays_key_role_in_DART_planetary_defense_test_mission_999.html

- **How will we know if NASA's DART mission successfully changed an asteroid's orbit?** <https://science.nasa.gov/science-news/how-will-we-know-if-nasa-s-dart-mission-successfully-changed-an-asteroids-orbit>
- **The Best Boutique Hotels in Flagstaff:** <https://unstoppablestaceytravel.com/best-boutique-hotels-in-flagstaff-az/>
- **Oktoberfest Arizona Round Up - Raising Arizona Kids Magazine:** <https://www.raisingarizonakids.com/2022/09/oktoberfest-round-up/>
- **Why Do Some People Believe Pluto Should Be a planet? Planetary Experts Argue Against the 2006 Controversial Ruling:** <https://www.sciencetimes.com/articles/39666/20220901/why-people-believe-pluto-planet-planetary-experts-argue-against-2006.htm>
- **Hotels to Book for a Trip to the Grand Canyon:** <https://www.travelandleisure.com/grand-canyon-hotels-to-book-6542853>



FILM:

- Film Commissioner met with the ACA Film Director, Matthew Earl Jones, and NAU film department professors - Kurt Lancaster and Bill Carter.
- Film Commissioner is reviewing a lead for a potential film intern.
- Film Commissioner continues to work on AFM logistics and secured AFM conference flights for councilmember, Austin Aslan.
- Film Commissioner assisted four location scouts.
- Film Commissioner is processing a film permit application for a NAU student film project.
- One film permit was issued in September:
 - Matter Films producing an Arizona Department of Health Services Covid commercial.



WEBSITE:

Analytics compare 2022 to pre-Covid 2019:

- Domestic sessions increased 5.14%, AZ was up 5.6%, and Tucson increased 8%, CO increased 245%, TX was flat, FL increased 77%, and other neighboring states were strong including NM, UT, and NV.
- Good news from the international markets -- Germany was up 331%, France increased 50%, UK was flat, Canada was down 56%.
- azcentral.com is our #2 referring website and this is a result of paid and earned media tactics and relationships.
- Landing pages: Our viewers are loving our four seasons and particularly the Leaf-ometer as it was the #1 most visited page with a 99% increase compared to Sept. 2019. Webcam landing page was #2, and events and festivals were up 8%. Astro tourism landing page had 4,330 views - this speaks to our paid advertising as we pushed out programmatic display beginning Sept. 1 with the support of AOT's VAI grant.
- Average session duration, compared to September 2019, increased 10%.
- Discover Flagstaff's booking engine provided 1,444 referrals (click-throughs to partner properties) and they are searching for stays of 2.3 days. The estimated referral value of is \$3,800.
- There were 1,587 stakeholder and partner outbound links.
- 200 VG requests.
- 158 newsletter sign-ups.

EMAIL CAMPAIGN:

- Email campaign benchmarks are set at 20% open rate by trustworthy sources such as Constant Contact, Mail Chimp and Campaign Monitor. A send time of 1pm Tues-Thurs is showing to be the most successful with a second send to non-openers the following week. The September email was sent to our master list of 21k contacts with a heavy focus on local events supporting the end of Summer and beginning of Fall, as well as a link to the new Discover Flagstaff Astrotourism landing page.
 - September 2021
 - Reach 2,456
 - Open Rate 42%
 - September 2022
 - Reach 21,101
 - Open Rate 42%
 - Sept. 21 was a segmented drip-style with 3 different emails that went to 3 different audiences (dining, overnight stayers, outdoors)
 - Reach % in/dec: 759%
 - Open Rate % in/dec: -
- 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 Tues-Thurs is showing to be the most successful with a second send to non-openers the following week. Content routinely focuses on community support, such as volunteering and supporting local, which are the two most-clicked Flagstaff Local pillars.
 - September 2021
 - Reach 837
 - Open rate 26%
 - September 2022
 - Reach 836
 - Open 53%
 - Reach % in/dec: -0.1%
 - Open Rate % in/dec: 104%

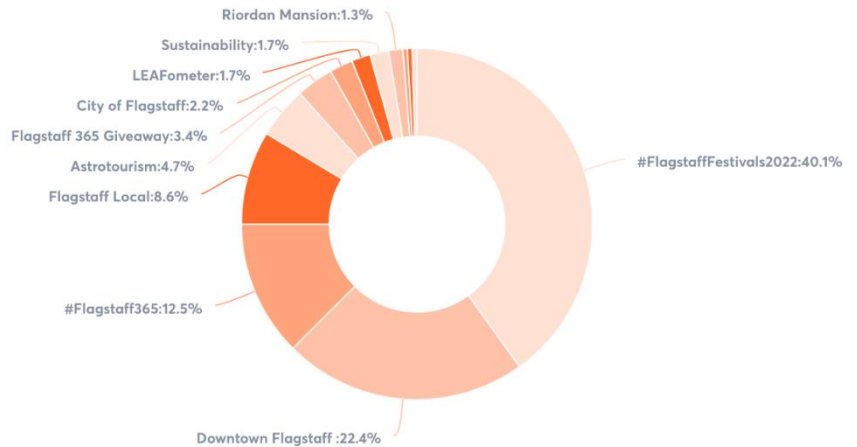
SWEEPSTAKES:

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 18-October 9, 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.

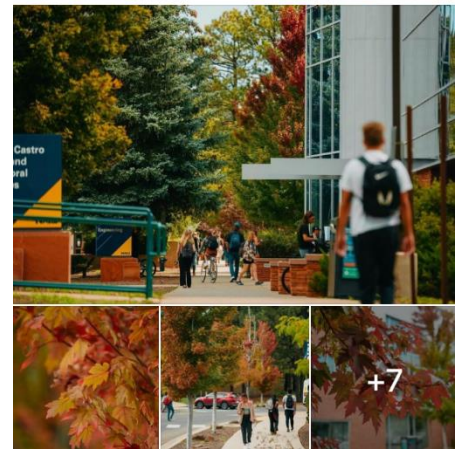
- 2019 Entries "by this time"
 - 12,532
- 2022 Entries
 - 23,397
 - % in/dec: 87%

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.



- Discover Flagstaff shows an engagement rate of .44% compared to the industry benchmark of .21%. Flagstaff Local shows an engagement rate of .31% compared to a 0.11% non-profit benchmark. <https://www.digitalmarketingcommunity.com/indicators/facebook-engagement-rate/>. Flagstaff 365 shows an engagement rate of .13% compared to a 0.11% non-profit benchmark.
- YouTube - shows an engagement rate of .55% compared to the September benchmark of .18%. 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 .64% compared to the industry benchmark of 1.13%.
- Twitter - engagement is good at .05% 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 1% since 2021 and is the 7th highest page searched in September.



SALES:

International Travel Trade:

- Brand USA Travel Week Frankfurt, Germany/33 trade appointments
- Kintetsu Japan group tour lead (60 room nights)
- Trafalgar Tours 2023 tour series lead (550 room nights)
- Itinerary for Salt & Green, Munich site inspection
- Brand USA/AOT November 2022 Fam itinerary revision
- Brand USA Webinar

MARKETING & MEDIA:

- Visit USA France 2023 Travel Planner Content/Full page Ad
- Australian Ad – “Holidays with Kids”
- Quarterly Trade newsletter – first draft
- Visit USA France – October 2022 Banner Ad for website
- Visit USA Germany September newsletter content

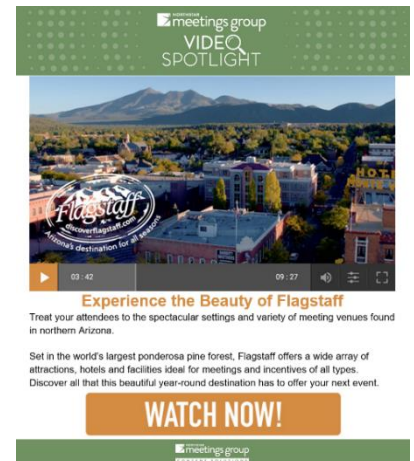


Meetings/Conference/Events:

CONFERENCE/ROOMS LEADS/BOOKINGS: 1 Lead was sent in the month of September for a total of 3,000 room nights and total estimated economic impact of \$897,000.

MEETINGS/CONFERENCE SERVICES: Staff attended Creative Flagstaff Board Meetings, FLP Board Meetings, EAC Meetings, Tourism Commission and attended meeting with the Flagstaff Disc Golf Club for upcoming world championships in July 2023.

MEETINGS MARKETING: Staff had spotlight video and email blast through NorthStar Meetings Groups to reach planners and showcase Flagstaff to planners.



VISITOR SERVICES:

- **WALK-INS & RETAIL:** Both areas continued to increase in September.
- **MODEL TRAIN:** The Model Train ran 142 times during the month of September.
- **BREWERY TRAIL:** Visitor Center gave out 169-pint glasses for brewery trail redemptions!
- **RETAIL:** Visitor Center Manager and Retail Lead attended the Las Vegas Resort wear and gift show, to look for new products and vendors for the gift shop.
- **INDIGENOUS ART MARKET:** arts market completed its final weekend, VC team met with NACA to discuss strengths and weaknesses and planned improvements the market for next summer.

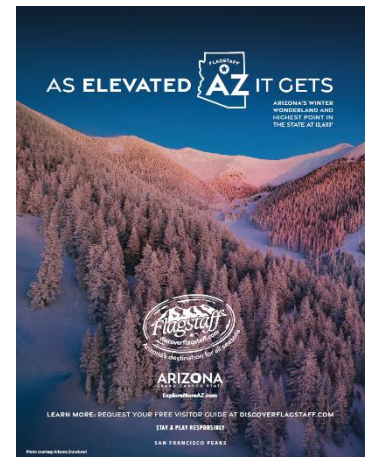
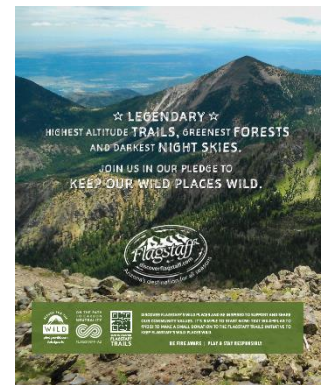
- **EV CHARGING STATIONS:** construction continued electric vehicle charging stations in the west parking lot of the Visitor Center, the next portion of construction requires a power outage that will need to be coordinated with APS and surrounding businesses that will be affected.

September	2020	2021	2022	+/- 2021	+/- 2020
Walk-ins	7,734	8,782	11,881	35%	54%
Retail Sales	\$22,126	\$27,192	\$33,198	22%	50%

CREATIVE SERVICES:

ADVERTISING:

- **DIGITAL ADVERTISING (DRIVE MARKET/OUT-OF-STATE):** Created campaigns for October **Datafy** supporting: October Flagstaff Festivals, Flagstaff Festival Sweepstakes, Leafometer/Fall colors, Pledge Wild, AZ Snowbowl Scenic Gondola Ride, Flagstaff breweries and NAU games.
- **DIGITAL ADVERTISING (ASTROTURISM MARKETING GRANT):** Created special grant campaign with A/B testing for September/October **Datafy**.
- **PRINT ADVERTISING (DRIVE MARKET/OUT-OF-STATE):** Created print ads for *Los Angeles Magazine*, *Phoenix New Times*, and *The Hike Book* (*Phoenix Magazine* publication)
- **FY22 ANNUAL REPORT:** Layout completed and currently being printed. Signs, ad posters and other presentation materials in progress for October 20 event.
- **COCONINO SCROLL BROCHURE:** Layout completed. Brochures will be printed for the public art installation ribbon-cutting in late November, located at the Flagstaff Airport.
- **TOURISM SERVICE DAY:** Participated with trash pick-up along Lucky Lane.
- **PARTNER SUPPORT:** Attended Grand Opening party for High Country Motor Lodge.
- **LOCAL PRINT ADS:** Created the Arizona Daily Sun and Flagstaff Business News ads for October
- **HIGHLANDS LIVING LAYOUT:** Designed the Highlands Living November PSA layout
- **VC BROCHURES:** Updated and sent six different tour brochures to the printer
- **FOREIGN PUBLICATION ADS:** Designed the 'Visit USA France' and 'Holidays with Kid's' advertisements
- **VISIT. DISCOVER. GROW.:** Uploaded Visit. Discover. Grow. to [Calameo](https://www.calameo.com) and ordered 250 booklets



- **LCD AIRPORT DISPLAY AD:** Turned the TSA window wrap mockup into a digital graphic for the LCD display
- **DIGITAL AIRPORT ADS:** Designed three sets of airport digital ads for DATAFY
- **ANNUAL MEETING POWERPOINT:** Began designing the 2022 Annual Meeting PowerPoint

CITY JOBS:

- **CITY RECRUITMENT ADS:** Designed career ads for the AZ Daily Sun, Navajo Hopi Observer, and Flagstaff Business News
- **MINIMUM WAGE GRAPHIC:** Updated the minimum wage social media graphic
- **BOND:** Created ads for Flagstaff Business News and the Hopi Navajo Observer to promote the Bond Outreach
- **BOND:** Created Fact sheets for the Bond Outreach, Bond, Prop 441, and Prop 442 in both English and Spanish
- **ENGINEERING:** Created and scheduled printing for Engineering business cards
- **FINANCE:** Updated Org Chart for the Finance
- **BOND:** Bond outreach campaign digital ads for AZDS and DATAFY
- **BOND:** Assembled Bond outreach stands and delivered them to the Airport, Library, Aqua plex and City Hall



- **RECRUITMENT:** Working with FFD and videographer to create a recruitment video

VIDEO:

- **VIDEO:** Finalized fall video and sent to Datafy to be pushed out
- **VIDEO:** Collaborated with videographer on the fall Discover Flagstaff video
- **VIDEO:** Video shoot planning for Astrotourism video
- **ANNUAL MEETING:** Sent and updated RSVP list for the Annual Event
- **VIDEO:** Scheduled a video shoot to promote fall season

- **VIDEO:** Worked with videographer to finalize the Phase 3 Festival video
- **FALL:** Finalized [fall video](#) and sent to Datafy to be pushed out
- **ASTROTOURISM:** Video shoot planning for Astrotourism video
- **FESTIVALS:** Worked with videographer to finalize the [Phase 3 Festival video](#)



WEBSITE:

- **SUSTAINABILITY CONTENT:** Updated the Sustainability landing page on DiscoverFlagstaff.com
- **FESTIVAL CONTENT:** Updated festival content and photos on DiscoverFlagstaff.com
- **LEAFOMETER CONTENT:** Made updates to the leafometer page on DiscoverFlagstaff.com

The City of 7 WONDERS

Our majestic mountain town is Arizona's destination for all seasons, and easily accessible for those seeking adventure, iconic beauty, historic charm, and wide-open spaces famous in the American West.

EXPLORE OUR 7 WONDERS:

1. Grand Canyon National Park
2. Sunset Crater Volcano National Monument
3. Walnut Canyon National Monument
4. Wupatki National Monument
5. San Francisco Peaks
6. Coconino National Forest
7. Oak Creek Canyon

Learn more at discoverflagstaff.com

TRAILS less traveled

Kachina Wetlands Trail - easy
Experience a 2.5 km loop trail near Flagstaff, Arizona. Generally considered an easy route, it takes an average of 45 min to complete. This trail is great for hiking, and it's likely you'll encounter many other people while exploring.

Karen Cooper Trail - easy
The Karen Cooper Trail begins at Wheeler Park in downtown Flagstaff and generally follows the old highway 2.5 miles to the forest tract corner of town. The trail passes through a variety of natural areas, including wetland meadows, wetlands, stands of mature Ponderosa pines, and rock outcroppings, and oak thickets. At times the trail also opens to magnificent views of the San Francisco Peaks.

Pictograph Canyon Trails - easy
Located 15 minutes from downtown Flagstaff, Pictograph Canyon is a natural and cultural area in southern Arizona. Visit the site preserve to learn about wildlife, geology, and archaeology while participating in outdoor recreation.

Flagstaff is part of a group of mountain towns supporting responsible tourism in wild places.

It makes a difference for the Flagstaff Trails Initiative. Text 4824 to 4421 or visit discoverflagstaff.com/flagstwt

2022 Festivals
FLAGSTAFF, AZ

4 MUST-EXPERIENCE Festivals
BOOK YOUR ACCOMMODATIONS EARLY!

September
23-10/2 | FESTIVAL OF SCIENCE

October
1 | OKTOBERFEST
6-16 | SHAKESPEARE FESTIVAL
29-30 | CELEBRACIONES DE LA GENTE

December
8-18 | SHAKESPEARE FESTIVAL

MORE 2022 FESTIVALS AT DISCOVERFLAGSTAFF.COM

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Keep our wild places

WILD.
Learn how.

Flagstaff
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Arizona's destination for all seasons

BE FIRE AWARE
STAY & PLAY RESPONSIBLY

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