

# Economic Vitality Division

Enhancing Quality of Life 365 Days a Year

AIRPORT • COMMUNITY INVESTMENT

LIBRARY • TOURISM

## MARCH 2023 Highlights



## AIRPORT

### AIRPORT RESCUE FIRE FIGHTING (ARFF):

- As snow continued to fall in March, ARFF crews worked around the clock to keep the runway clear. Heavy snow caused multiple pieces of equipment to get stuck overnight.
- ARFF/Operations crews attended and obtained recertification training.



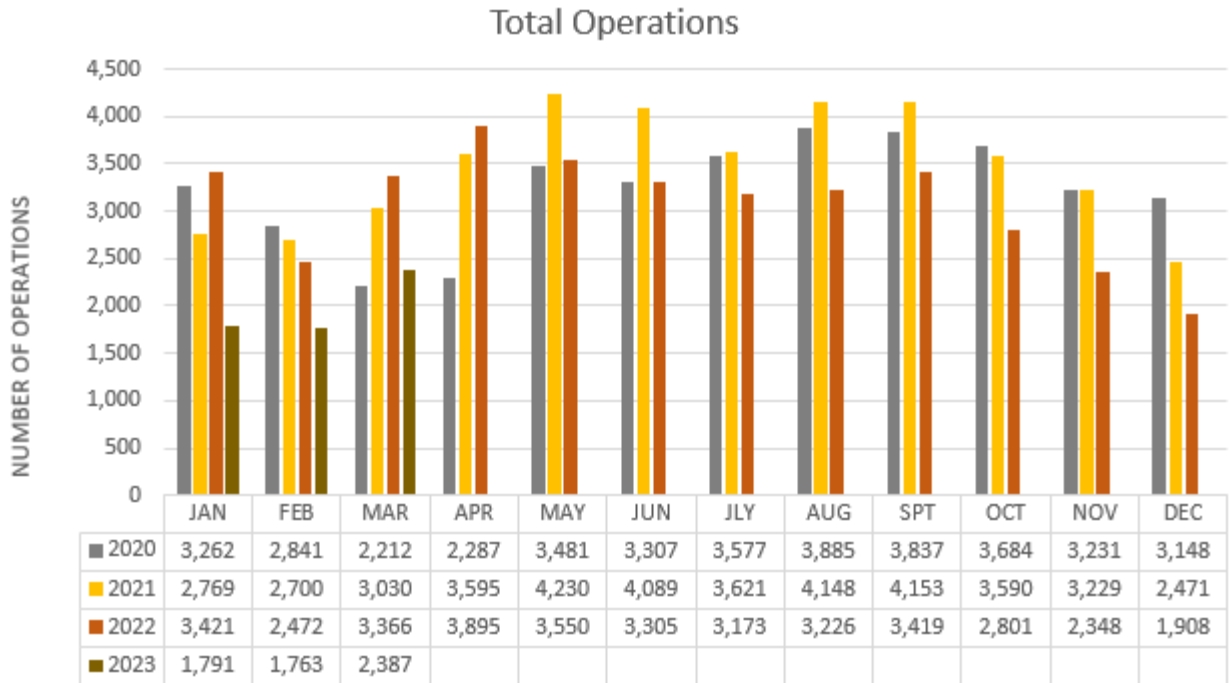
**AIRPORT CAPITAL IMPROVEMENT PROJECTS:** Design efforts for the Snow Removal Equipment Building are continuing and staff is meeting with the FAA regularly to discuss the project schedule and funding. The Drainage Master Plan Update is ongoing, and airport and public works staff continue to work with the design consultant to identify future projects and determine their effects on drainage at the airport.

### AIRPORT MARKETING:

The airport continues to run targeted digital ads to visitors and residents in Verde Valley, Prescott, Phoenix, and Flagstaff. Local ads are also running in Arizona Daily Sun and on four NAIPTA busses.








**CHOOSE FLAGSTAFF**

## COMMUNITY INVESTMENT

### BEAUTIFICATION AND ARTS & SCIENCE:

#### ONGOING PROJECTS

- **Traffic Signal Cabinets Phase 3:** Selection panels met for all five locations and reviewed submitted proposals. Sunnyside and Beulah locations met and reviewed applicants. The **West/Dortha** and **Beulah/Woodland** selection panel recommendations were reviewed and approved at the March meeting: **Chiara Skabelund's Rise** for West/Dortha and **Duane Koyawena's** proposal for Beulah/Woodlands Village Blvd. Results for Fox Glenn Park, Beulah/Forest Meadow, and Beulah/McConnell will be presented to BPAC in April. **Many heart-felt thanks to our Selection Panels that graciously contributed to this outcome! Staff is grateful for their dedication to the arts!** A low bid solicitation to print and install wraps resulted in the selection of FilmTEQ, who also installed the first two phases. FilmTEQ's contract is presently gathering needed City signatures.
- **Aspen (Niche) Bicycle and Pedestrian Enhancements:** Staff presented at project at EUROW for feedback on pavers v. concrete and types of seating specifically. Herringbone stamped concrete is leading contender. DBA willing to put out bistro sets, but this is a May through



October option only. A follow-up meeting was held with Loven Contracting to establish budgetary item outlines for the fencing and concrete treatment. Examples of fencing visual density and bike rack manufacturer spec sheets shared with the meeting attendees. Staff reviewed a cost proposal was sent by Loven Contracting to establish budgetary item outlines for the fencing and concrete treatment.

- **Aspen Avenue Library Entry (*Touch Home, Reach Sky Art*) + Temporary Project:** Estimated completion date for end of project is now mid-May. Staff gave go ahead for temporary project. *Threaded Together* initiated collaboration and coordinated dates with library staff for creation of temporary art, and held the first, well-attended, creation day and. BAS staff has shared their invitational flyer with social media department to help get the word out for this one and future dates. Creation photos and updates will be shared at the April BPAC meeting.
- **Courthouse Poetry Component:** Staff selected finish material and ordered QR Code metal labels to install on the project plaque.
- **Downtown Connection Center:** Staff completed Council Package and routed for signature. Worked out question about Arizona Contracting License requirements with Legal and Procurement. City Council unanimously approved the contract for artistic services with Haddad/Drugen, LLC to provide significant art pieces at Mountain Line's forthcoming Downtown Connection Center. This contract includes artistic services, including fabrication and delivery of the art pieces.
- **Flowers and Enhanced Landscaping:** Staff reviewed RFIP with Community Investment team, Parks, Procurement and Legal and incorporated comments. Staff then sent finalized RFIP for Downtown Planters to 5 potential vendors. A selection panel reviewed two submitted proposals. Staff also continued mapping downtown hanging flower locations.
- **Phone Booth Library:** Staff reviewed two options from the contractors for the scheduling of concept design deliverables and construction. In follow-up, staff reached out to Community Development concerning less engineering of asphalt option determined with EV Director that concrete was preferred aesthetic over asphalt. Out of these meetings, the actual property lines of BNSF railroad came into question and staff embarked on quest to get this resolved.
- **Switzer Canyon Roundabout:** The Announcement and Community Forum survey was posted and sent through distribution channels. This survey will serve to inform the artist solicitation. The link is here: [Flagstaff Community Forum - Switzer Canyon Roundabout Survey for Public Art - Issue \(opengov.com\)](#) with a deadline of April 14, 2023.

## PROGRAMS & OUTREACH

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- **Art Collections Software and Public Art Archive:** Staff reviewed sole source and contract from Westaff with Procurement and Legal. Sole source eligibility confirmed, and contract given go ahead with minor change. In follow up staff: Contacted WESTAF and requested the minor to the Public Art Archive contract; attended the Public Art Archive: New Public Engagement Portal Demonstration; and began to update and finesse City of Flagstaff's Arts Sciences Assets Inventory spreadsheet in anticipation of Public Art Archive migration and other marketing opportunities (Listen Up App). Then upon final review, staff-initiated signature process for the service agreement and received approval from IT to proceed with WESTAF collections management software.



- **ArtX Festival:** Staff reviewed website launch with committee, a peek can be found here: <https://artxideas.org/> . Staff connected festival director with Parks and a meeting held on siting installations on public property for Memorial Day weekend. Parks was receptive and excited to learn about the festival and work with it this year and in the future.
- **BBB Funding:** Meeting held to review style guide and website launch. Staff continues to make our funding source known in all outreach communications. Our projects are highly visible and recognizable by the public. Thinking of requesting pre-approval from Creative Flagstaff on their outreach to help ensure that the funding source is in conformity.
- **Beautification and Public Art Commission (BPAC):** Staff sent out agenda and presentations for BPAC meeting, which was held on March 13<sup>th</sup>, wherein ARTx Festival Director Julie Sokol presented selected projects, Creative Flagstaff Jonathan Stone presented selected Innovation and Capacity Building projects, and staff presented two proposals for approval for Traffic Signal Cabinets Phase 3.
- **Beautification in Action Grants:** Staff continued to assist potential grant applicants with inquiries and met with members from the Flagstaff Leadership Program to discuss their garden project at Puente de Hohzo. Staff sent Mailchimp deadline reminder email on 3/7 to 300+ e-subscribers and reviewed incoming applications. In all, eight applications were received. Staff contacted applicants with incomplete applications and provided instructions on how to submit items, met with PROSE team and applicant to discuss feasibility of the community orchard project and with legal and on whether Market of Dreams could be deemed publicly accessible. Staff contacted applicants and scheduled seven applicant presentations for April BPAC meeting.
- **Hopi Building:** Painting completed. BAS staff moves into their new digs.
- **International Sculpture Conference:** Announced for October 2023 in Jersey City, New Jersey. Tis a possibility for staff and BPAC given the roundabout projects and Indigenous Representation project that are in FY23 & FY24 workplan are sculpture projects.
- **Photography:** After final review with legal and procurement, contract to photograph *Among Trees* installation sent to photographer for signature.
- **Sculpture Magazine:** Sent inquiry email to Associate Publisher of Sculpture Magazine regarding BAS participation in the May/June 2023 Art in Public Places edition, and reviewed ad rates and materials deadline extension to determine participation feasibility. Staff determined that completion of the Library Project and Airport Project would be key to an engaging full-page ad for the program, which would tie into educational outreach funding request. Put into FY24 workplan.
- **Southwest Contemporary:** Staff identified Southwest Contemporary as a resource for the program in terms of potential artists and for outreach for the program. Headquartered in Santa Fe, New Mexico and in print since 1992, Southwest Contemporary publishes curated and critical perspectives on contemporary arts and culture throughout the Southwest, supports Southwest-based artists and arts organizations through their print and digital platforms, and produces events and career development programming. Look at SouthwestContemporary.com.
- **Viola Awards:** BAS guests will be Commissioner Garcia + guest, Commissioner Johnson + guest, Commissioner Verrill, Super Citizen Gaylene Soper, Creag Znetko + guest. Staff co-created the BAS Event Program ad.
- **Workshops:** Staff attended *Public Art Sustainability Shop Talk: Empowering Community Wellbeing Through Native Trees & Plants* via Zoom. Staff attended *Creative City Symposium* at the FOUND-RE Hotel, Phoenix, sponsored by ArtLink.

**HIGHLIGHTED EVENTS IN FEBRUARY BY A NONPROFITS SUPPORTED BY BBB TAX FUNDS**

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**First Friday Art Walk Highlight:**

Exhibition Reception and Talk for *On the Verge: The Flagstaff Housing Crisis* Presented by [Coconino Center for the Arts](#) at [Church of the Epiphany](#), Flagstaff AZ happened in March.

**Threaded Together's Create + Connect Workshop**

Get support on your creative journey, build skills, and cultivate autonomy during Create + Connect! Under the guidance of Threaded Together Sewists, you'll be invited to use our sewing machines, tools, and studio space to bring your creative vision to life (whether that's making something new, or mending something old).



On Wednesday afternoons (5:30-7:30 pm), they offer free open studio hours for adults, and on Thursdays (3:00-5:00 pm) those hours are open to teens. This program is designed to make sewing and fiber arts more accessible for everyone. Create + Connect is free and open to all, with the support of participants and the Arizona Community Foundation. <https://www.threadedtogether.org/our-services>

**Closing Reception: Baje Whitethorne Sr.: Nááts'ílid/Rainbow Light**

Museum of Northern Arizona 3101 N Fort Valley Rd, Flagstaff, AZ  
Event to honor the artist and attendees looked at the stunning exhibit.



**25th Annual Putnam County Spelling Bee** Presented by Theatrikos Theatre Company Mar. 31-Apr. 23, 2023, Preview: Thursday, Mar. 30, 2023, at 7:30 p.m. Theatrikos Theatre Company Doris Harper-White Playhouse 11 West Cherry Avenue, Flagstaff, AZ

[BUY TICKETS](#)

This riotous ride is a delightful den of comedic genius. A fast-paced interactive crowd pleaser with hilarious, touching, and catchy songs; with each speller revealing their hopes, struggles and passions.

**SCIENCE SATURDAY: SUSTAINABILITY SUPERSTARS**

Happened in March... [Willow Bend Environmental Education Center](#) and [NAU](#) art students became sustainability superstars. They learned about renewable energy, reusable goods, composting and how to appreciate the natural world through hands-on activities such as building sail cars, reusable bags, worm composting bins, seed bombs and nature art. Held on the first Saturday of every month, *Science Saturday* is focused on a different theme and each event offers interactive and engaging activities with artists, scientists, and experts.



**PARKFLAG:**

**STAFFING:**

**ParkFlag welcomed Russ Williams to the team!** Russ is extremely self-motivated and has already embraced the concept behind the paid parking program. We are excited to see him grow to be a true ambassador for the City of Flagstaff.

**MAINTENANCE:**

- ParkFlag Team members repaired several kiosks during the month of March. Team members replaced three kiosk receipt printers and two card readers. We are in the process of cleaning and refurbishing the printers pulled from the kiosks in hopes to re-use them in the future.
- Three ParkFlag signs were damaged during snow removal operations in March. Team members collected the down signs and were able to replace two of the three. We are waiting for parts to complete the third replacement.

**COMMUNITY UPDATE:**

- ParkFlag attended the Flagstaff Downtown Business Alliance Stakeholders meeting in March. We introduced our newest team member, Russ, and answered questions when asked.
- This month ParkFlag team members assisted PROSE multiple times with snow removal in Heritage Square. Thank you all ParkFlag team members!

**PARKING REVENUES:**



- During March patrons parked for 37,658 hours during paid parking operating times, up 7,000 hours from February. Each parking transaction averaged 2 hours.
- Due to the record snowfall in March 2023, ParkFlag saw a .6% decrease in revenues in comparison to March of 2022.

## BUSINESS ATTRACTION:

### Attraction Efforts: Sustainable Businesses

Over the last month City staff has worked towards attracting two companies that work hand in hand with Flagstaff's Carbon Neutrality plan.

- **Advanced Battery Manufacturer:** This business manufactures sustainable batteries that are designed to power new electric vehicles. The company in question is initially looking for 50,000 sq. ft. to expand their business into the United States. This company would create up to 50 new jobs. No official decisions have been made at this time, but staff will continue to focus on attracting this great prospective business that fits our community's values.
- **Carbon Crushers:** This company has been meeting with the City of Flagstaff, Coconino County, and many other northern Arizona partners to determine if their product can be used to sustainably repair roadways. The business is looking to first test their product in the United States and then would like to set up a permanent base of operations after securing a few initial contracts with counties and municipalities throughout the western half of our country.

### Arizona Commerce Authority (ACA):

- City staff and the Economic Collaborative of Northern Arizona (ECoNA) were responsible for organizing this recent visit to our region to meet with Winslow, Sedona, Camp Verde, Flagstaff, and many other partners. The ACA's entire business development team was present to gain a better understanding of future projects, opportunities, and strengths, to better market our region to prospective businesses. Overall, the two-day tour was an absolute success, and we would like to thank our partners and the ACA for an excellent visit.



### Business One Stop Shop Website:

- Staff continues to work to create the Business One Stop Shop (BOSS) system that is being designed to help business owners and developers navigate the City's planning process. The website's goal will be to provide information and tools in a way to ease the overall development process, whether you are first time business owner or seasoned developer. Staff has begun working with Civic Plus to bring this website to fruition. The City of Flagstaff hopes to



New Business



Existing Business



Developers



Contact Us

launch this new website to coincide with economic development week in May. Below is a sneak peek into what the finished website will look like (draft)!

### Other Attraction Highlights:

- Projects currently under construction:
  - In N Out - Began their demolition of the former Pizza Hut building and has officially broken ground on their future site!
  - Panda Express (East Side) - Is almost finished with their construction and will be expected to open at the end of April or early May!
- Our partners in the Community Development division have released the newest version of their Development Status Report (**February 2023**). This comprehensive list of ongoing/planned development can be found here: [Copy of Development Status Report February 2023.xlsx \(az.gov\)](#)

## BUSINESS RETENTION & EXPANSION:

### PROJECT UPDATES

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**SMALL BUSINESS RELIEF FUNDS:** Community Investment Staff worked with other City offices to deliver a program to support existing businesses by way of the ARPA funds.

- Community Investment Staff reviewed the 105 applications prioritizing the 44 applications that had not received any prior COVID relief funding per the program guidelines.
- Staff has contacted all participants to notify them of the results.
- Staff has since written, distributed, and processed 44 contracts to facilitate the distribution of the ARPA funds. Two businesses declined their awards.
- Staff then worked with Grants and Contracts to rewrite, redistribute, and reprocess 42 contracts with new award amounts.
- Staff also worked with Discover Flagstaff Director Trace Ward to present to Council the results of the efforts for Small Businesses and for Hospitality Businesses.

**INNOVATE WASTE: THE CARBON NEUTRALITY CHALLENGE (IW: TCNC):** BR&E staff prepared and delivered a lunch & learn style presentation with Sustainability at the Business Accelerator on the NACET Campus on the topic of how to develop a successful business idea for the IW: TCNC.



- As part of the effort to market the entrepreneurial challenge, staff delivered the information to attendees including the staff from Moonshot@NACET.
- The window for submitting applications is currently open until April 21.

- For more information, please go to <https://www.chooseflagstaff.com/innovatewaste>

**ECONA BRE&TEAM:** BR&E staff and ECoNA President and CEO hosted the regularly scheduled meeting at one of the larger brewers in the State of Arizona.

- Mother Road Brewing hosted the team and shared their tremendous history in Flagstaff including their continued growth in production and distribution.



- Mother Road Brewing is an innovator in the workforce development space as they continue to build their Mother Road Map project which allows employees to learn various processes, creating employees who are knowledgeable on all aspects of the thriving business.

**S.T.E.M. CITY FLAGSTAFF:** BR&E staff has been participating in STEM City Flagstaff to host the STEMMY Awards and to prepare for the upcoming Annual STEM Celebration.



- The STEMMY Awards took place in person for the first time since the response to the pandemic at the Museum of Northern Arizona. The event was well attended and provided great inspiration for all as STEM Student, Teacher, and Business of the Year were celebrated.
- Additionally, STEM City is preparing for the Annual STEM Celebration which will occur at Fort Tuthill on Saturday April 29 from 1pm to 4pm.

**PROGRAM UPDATES:**

**ECONOMIC DEVELOPMENT WEEK:** Staff has reconvened Community Investment and ECoNA staff to develop a week of celebration for Economic Development Week will occur in May. This year anticipates a series of celebrations through the week that will focus of the power of



**LIBRARY | CITY & COUNTY**

**MARCH 2023 LIBRARY STATS:**

		Mar-23	Mar-22	Difference
Circulation	Downtown	23948	20877	14.71%
	East Flagstaff	13789	9089	51.71%
	<b>TOTAL</b>	<b>37737</b>	<b>29966</b>	<b>25.93%</b>
Value of Loaned Materials	Downtown	\$419,136.88	\$385,354.12	8.77%
	East Flagstaff	\$203,150.81	\$166,263.88	22.19%
	<b>TOTAL</b>	<b>\$622287.69</b>	<b>\$551,618.00</b>	<b>12.81%</b>
In-House Use	Downtown	19954	20230	-1.36%

	East Flagstaff	7004	6606	6.02%
	<b>TOTAL</b>	<b>26958</b>	<b>26836</b>	<b>0.45%</b>
Door Count	Downtown	16189	11839	36.74%
	East Flagstaff	13789	6438	114.18%
	<b>TOTAL</b>	<b>29978</b>	<b>18277</b>	<b>64.02%</b>
Wi-Fi Use	Downtown	2837	1216	133.31%
	East Flagstaff	1532	949	61.43%
	<b>TOTAL</b>	<b>4369</b>	<b>2165</b>	<b>101.80%</b>
Public Computer Use	Downtown	1845	1389	32.83%
	East Flagstaff	1993	645	208.99%
	<b>TOTAL</b>	<b>3838</b>	<b>2034</b>	<b>88.69%</b>
Number of Programs	Downtown	42	20	110.00%
	East Flagstaff	8	7	14.29%
	<b>TOTAL</b>	<b>50</b>	<b>27</b>	<b>85.19%</b>
Program Attendance	Downtown	660	331	99.40%
	East Flagstaff	101	87	16.09%
	<b>TOTAL</b>	<b>761</b>	<b>418</b>	<b>82.06%</b>
Reference Help	Downtown	2554	2443	4.54%
	East Flagstaff	1909	1207	58.16%
	<b>TOTAL</b>	<b>4463</b>	<b>3650</b>	<b>22.27%</b>

- NAU'S CLIMATE TEACH-IN:** Kinney Anderson, Reference Library Specialist, was invited to take part in a panel at NAU's Climate Teach-In on March 29<sup>th</sup> on the topic of Navigating Eco-Emotions: Climate Anxiety, Grief, and Hope. She spoke to a crowd of about 70 NAU students, professors, high schoolers, and community members and highlighted library programming including the Climate Resilience Project, which began last September in collaboration with the Flagstaff Sustainability Office.
- PAINT WITH WATERCOLORS:** The guided Paint with Watercolors program led by Andrea Barrantes, Reference Library Specialist, at the Downtown Library on March 30<sup>th</sup> was a lot of fun. Only one of the eight participants had previous experience painting with watercolors, but all produced beautiful paintings of the peaks – see photo below!



- WRITERS' MEET & GREET:** The Downtown Library hosted a Writers' Meet & Greet on Friday, March 31<sup>st</sup> as a part of the Northern Arizona Book Festival. There were 21 attendees and staff had to keep printing more handouts and setting out more chairs! Feedback included "[my favorite part of the program was] reading and sharing my own poetry and getting very helpful feedback to improve poems" and "This was really helpful". Everyone indicated that they wanted more writing programs in the future. See photos below of the participants and Reference Programming Librarian, Mary Corcoran, facilitating the discussion.



- EFCL VIDEOGAME KUDOS:** We got a patron comment giving "a special THANK YOU to whoever curates the Nintendo Switch collection, it's awesome!"
- EFCL CRAFTY CORNER:** We kicked off our spring programming session with a hot air balloon craft on Tues Mar 28!
- YOUTH SERVICES OUTREACH**
  - Miranda took the PALSmobile to the Museum of Northern Arizona to help with their spring break programming on March 15<sup>th</sup>.
  - Jessica took the PALSmobile to the Tuba City Flea Market on March 24<sup>th</sup>.
  - Jessica attended the Early Literacy Night at Killip Elementary on March 29<sup>th</sup>.
  - Ryan represented the library at the Youth Climate Summit on April 4<sup>th</sup>.
  - The PALS will be going to the Earth Day Celebration on April 22<sup>nd</sup>.
  - The PALS will be going to the Ahoy to Health event on April 29<sup>th</sup>.





## TOURISM & VISITOR SERVICES

### TOURISM METRICS: MARCH 2023

For March 2023 the city's traditional accommodations experienced lower demand than the year prior for the same month. The accommodations could have seen a higher rate of cancellations in the month due to extreme weather events. Additionally, it is important to look at the historical perspective on the Trend Report (attached) for the month of March as this year, even with being down to 2022, was one of the highest on record.

Discover Flagstaff partnered with key industry partners in pushing out messages which speak to the motivations of the drive-market customer, direct flight customer, and others. This programmatic marketing included: Winter Wonderland, Best Spring Break, Astrotourism, breweries and one-of-a-kind foodie experiences.

Following is a snapshot of the metrics for March 2023:

MAR	2022	2023	Diff
OCC	76.1%	71.5%	-6.1%
ADR	\$128.87	\$124.45	-3.4%
RevPAR	\$98.13	\$88.98	-9.3%

### MARKETING & MEDIA RELATIONS:

*14 print articles, 136 digital articles, 9 procured stories, and 6 media assists*

- March media covered record snowfall, Arizona Snowbowl's spring skiing and the season ending mid-May, breweries, dining, and astrotourism.
- A food focused press trip with Phoenix Magazine was hosted in March with earned media coverage scheduled for the May/June issue. The February Arizona Beer Week press trip podcasts for Florida Beer News, Beerwise and Beer Freaks published in March as well as Part I in the Off the Strip publication and more stories are in the works. The connections made with Infoviajera continue to deliver amazing articles from Food & Travel Mexico.
- Visit Arizona Initiative (VAI) Grants for responsible visitation, astrotourism and gastronomy earned media between Jan-March 2023 reached an audience of 497 million and had a one million ad value equivalency on broadcast, print and digital media platforms.
- Print (circ: 615k/value: \$20k) Broadcast (reach: 826k/value: \$210k) Digital (reach: 1.4b/value: \$2.7m). March 2023 resulted in a 3% decrease in media REACH compared to March 2022. There were 30 digital article social echo shares on Facebook, Twitter and Redditt.



Lumberyard Brewing Company, en Flagstaff



¿Recuerdas que te comentamos al inicio que Arizona tiene más de 120 cervecerías artesanales? Tan solo en Flagstaff hay más de 10, por eso se le considera la «Capital cervecera de Arizona». La mayoría se puede visitar a través de la ruta *Flagstaff Brewery Trail*, y entre las cuales se encuentra Lumberyard Brewing Company.

Instalada en el último aserradero que estuvo en funcionamiento en Flagstaff, esta cervecería fundada en 2010 se ha convertido en un popular punto de encuentro para los locales. ¿El motivo? Además de su nutrida carta de platos americanos (entre los que destacan su pollo a la BBQ y sus succulentas hamburguesas), destaca su extensa gama de cervezas artesanales, elaboradas y embotelladas *in situ*.

Si te gustan los sabores profundos con notas a caramelo, pide una pinta de Railhead Red, una *creme ale* de gran balance. En cambio, si tú también formas parte del creciente club de *fans* de las Indian Pale Ale, su Flagstaff IPA te va a gustar, pues presenta un amargor intenso gracias al uso de diversos tipos de lúpulo americano. Sin duda alguna, se trata de una de las cervecerías artesanales de Arizona más animadas y de mayor crecimiento. **CH:** \$42 USD con alimentos. [lumberyardbrewingcompany.com](http://lumberyardbrewingcompany.com)

### Enjoy more highlights:

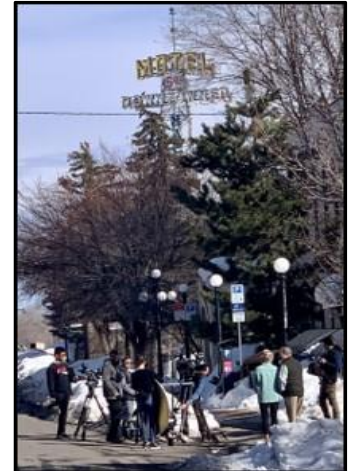
- **Flagstaff: Explore the Most Unique Attractions**  
<https://www.offthestrip.com/life-style/flagstaff-arizona-fun-attractions/>
- **Mother Road Brewing Company's Michael Marquess joins the BeerWise Podcast**  
<https://floridabeernews.com/2023/03/21/mother-road-brewing-companys-michael-marquess-joins-the-beerwise-podcast/>
- **The Best Ski Resorts in the West for Spring Skiing**  
<https://www.onthesnow.com/news/the-best-ski-resorts-in-the-west-for-spring-skiing/>
- **You Can Practically Touch the Sky When You Climb One of The Tallest Mountains in Arizona**  
<https://www.onlyinyourstate.com/arizona/unique-natural-wonder-az/>
- **10 Irresistible Spring Break Destination Ideas for Families**  
<https://family.lovetoknow.com/family-activities-ideas-resources-everything-between/10-irresistible-spring-break-destination-ideas-families>
- **Best Pizza in Flagstaff, AZ: 11 Top Pizzerias! (2023)**  
<https://familydestinationguide.com/best-pizza-in-flagstaff-az/>

### FILM:

- Film Commissioner attended the virtual FILM USA meeting with Film Tucson, Film Phoenix, and the Arizona Commerce Authority (ACA).



- Film Commissioner updated the film webpages and posted information about the Flagstaff International Film Festival (FIFF) scheduled August 26-27, 2023, at [discoverflagstaff.com](http://discoverflagstaff.com).
- Film Commissioner visited the set at Motel du Beau for the Magnolia Network TV show “Motel Rescue” film project. Film Intern, Brittany Haas, was invited on set as a production assistant with the crew on the final day of filming. The program will air later this year as the season finale. This generated eight nights, ten rooms, and 20 crew members resulting in an economic impact of approximately \$25,000.
- Film Intern continues to gather Flagstaff data for the ACA platform, REEL SCOUT.
- Film Commissioner responded to film location inquiries.
- **There was film permit issued in March.**



## WEBSITE:

### Comparisons are made YOY to 2022

- **Domestic sessions** increased 46% and were led by metro Phoenix which was up 14%, Los Angeles was up 2.6%, Columbus OH was up 1400% which speaks to MLB spring training, Dallas increased 70%, Chicago increased 123%, Denver increased 48%.
- **International sessions** also increased and were led by Canada which was up 41%, France 217%, MX up 56%.
- #1 landing page was Webcam with more than 107,698 views, blog titled Best Things to do in FLG was #2 with nearly 15,800 views, Astrotourism had 11,426 views.
- There were 2,894 partner referrals or outbound links to partner sites, and 191 newsletter sign ups.
- **Booking engine** had the following properties as top referrals: Little America, Bespoke Inn, Country Inn, and Suites, 54% of sessions had user engagement with property/accommodation views. Tops views originated in markets of: AZ, CA, TX, and WA.

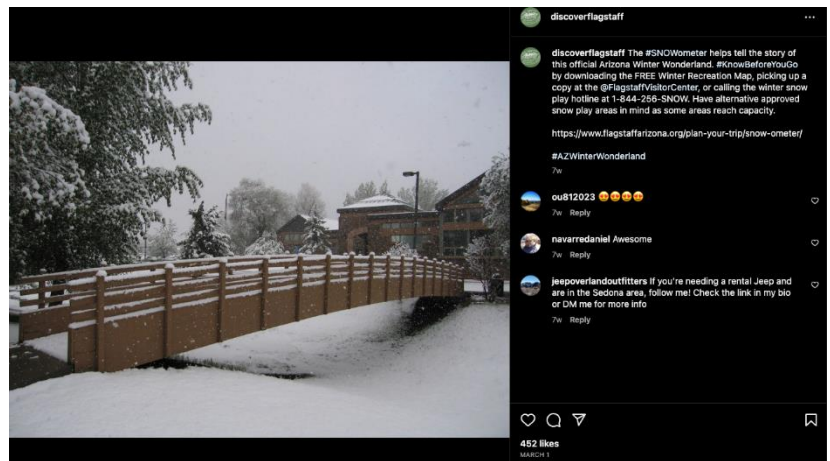
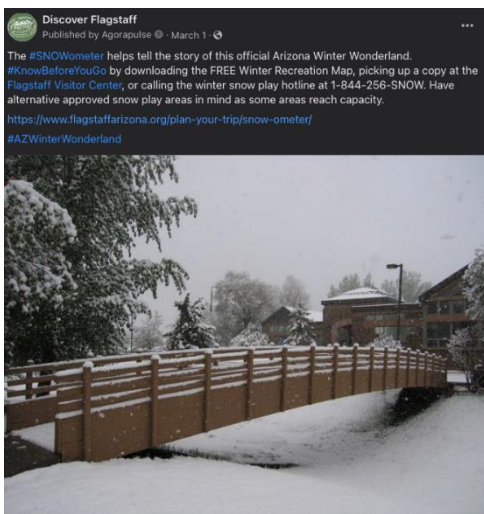
## EMAIL CAMPAIGN:

- March’s results for Discover Flagstaff subject matter had a 23% increase in reach because of continued opt-ins through our website and February’s Beer Week sweepstakes, as well as from lead generating efforts. Top clicks went to the Accommodations, Festivals and Flag35 calendar events. Dining/Nightlife was the runner-up for top clicks. Events are commonly our number one clicked subject and seeing Accommodation’s top this shows high propensity for over-night visitation.
- Attributing the decline in open rate to the subject headline being vaguer. The goal was something concise, but it simply indicated content was Spring related. The 2022 March email subject headline called attention to exact email content, “live music, festivals, etc”. Moving forward, emails subject headlines will contain more detail while remaining concise.

- March's results for Flagstaff Local showed a 97% increase in opt-in readers with the most clicks going to our city's Sustainability's Earth Day celebration. Clicks went to all three Sustainability links for participating, volunteering, and attending. Overall open rate went down with the addition of 600+ city staff. When there's a drastic increase in new reach, open rates tend to go down, this is also a time that our unsubscribes go up. This is the time for our email recipients to decide if our content aligns with their goals/interests.

## SOCIAL MEDIA:

- Nice increase in engagement rate for Facebook this month, up by 2.7%. Top post with reactions was March 1st, a Winter Recreation Map post, image was of the very **snowy bridge to the library**, which resonated with previous visitors.



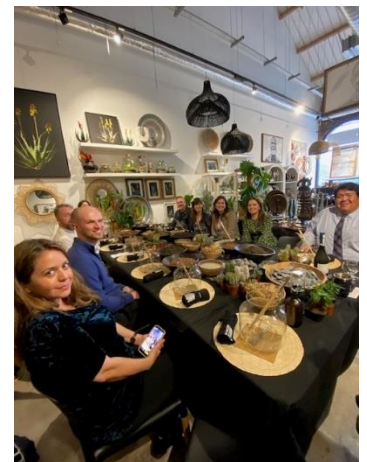
## SALES:

### INTERNATIONAL TRAVEL TRADE:

#### MEETINGS/EVENTS:

- IPW Trade Show Appointment Scheduling & Planning
- Flagstaff Sister Cities Meeting
- Tourism Commission Trade Presentation
- AOT Paris/London Trade Sales Mission & Client events
- Paris/London Client Follow-up
- Economic Vitality Team Meeting
- Little America Meeting
- Confirmed AOT UK Fam for June 13 - 15
- Herrmann Global Itinerary Finalization | April 23 - 25

Image: London Terrarium Building Client Event



## MARKETING & MEDIA:

- TourOperatorland March Newsletter

- AmericanTours Int'l Full-Page Ad

**MEETINGS/EVENTS/CONFERENCES:**

**CONFERENCE/ROOMS LEADS/BOOKINGS:** 3 Leads were sent in the month of March for a total of 555 room nights and total estimated economic impact of \$165,945. At time of reporting 1 lead was booked and 1 was going to contract for a total EEI of \$44,850.

**MEETINGS/CONFERENCE SERVICES:** Staff had meetings with 2 upcoming groups to answer questions/assist in any planning needs, planned a joint Arizona DMO client event with 5 other CVBs for April, met and greeted the GTAZ Climate delegation with Visitor Center and Sustainability staff, and had meetings with 1 stakeholder and 2 potential new groups.

**FAM TRIPS:** Hosted 5 third party planners from KCA for a 2-day FAM trip to see updates to conference facilities and new space. KCA is an association and meeting management company that organizes association and government conferences, special events & incentive travel.

**VISITOR SERVICES:**

March	2022	2023	YoY Change
Walk-ins	10,748	9,767	-9%
Retail Sales	\$ 35,429	\$ 31,852	-10%

**Visitation**

- Both Walk-ins and retail sales were down year over year in March a couple reasons for this were the weather, this was the wettest March on record for Flagstaff, and the pent-up demand that we saw last March has leveled off.

**Model Train**

- The Model Train ran 195 times during the month of March.

**Brewery Trail**

- Visitor Center gave out 261-pint glasses for the Flagstaff Brewery Trail redemptions!

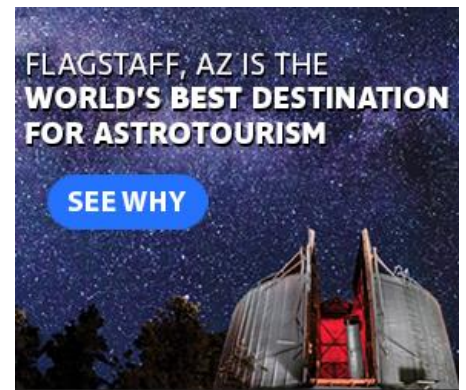
**CREATIVE SERVICES:**

**ADVERTISING:**

- **LOCAL PRINT ADS:** Created Choose Flagstaff and Tourism Service Day ads for AZ Daily Sun and Flagstaff Business News
- **AZ REPUBLIC INSERT:** Finalized the summer insert which includes festivals, restaurants, fire and trail info



- **ARTWALK MATERIALS:** Designed the April artwalk flyer and a-frame signage for the Visitor Center
- **FLAG HAPPS:** Created the weekly Flag Happs layouts and email blasts
- **PRINT ADVERTISING (DRIVE MARKET/OUT-OF-STATE):** *Phoenix Magazine, San Diego Magazine*
- **DIGITAL ADVERTISING (DRIVE MARKET/OUT-OF-STATE):** *Datafy* display ads for April (60 banners) As Grand AZ it gets, Nostalgic Road Trip, Wildlife Watching, Best Destination for Astrotourism, 2023 Festival Sweepstakes, Indigenous Art Market - Flagstaff 365; *Travel Spike* – Best Destination for Astrotourism VAI Grant campaign; *Woobox* banners for 2023 Festival Sweepstakes; *Phoenix New Times* – Stay & Play Responsibly (Snowplay).
- **BBB LOGO USAGE GUIDE:** Completed edits to BBB Logo Usage Guide.
- **OPEN SPACE PROJECT:** Wayfinding/interpretive signs for Picture Canyon in production.
- **FLAGSTAFF TRAILS PASSPORT:** Procured images of the 30+ trails for Bandwango Passport platform.
- **BANDWANGO:** Worked on the website and provided assets for our upcoming Trails Passport campaign
- **RESPONSIBLE VISITATION:** Researched interactive screen software providers and working on securing vendors to install the screen and wall



#### CITY JOBS:

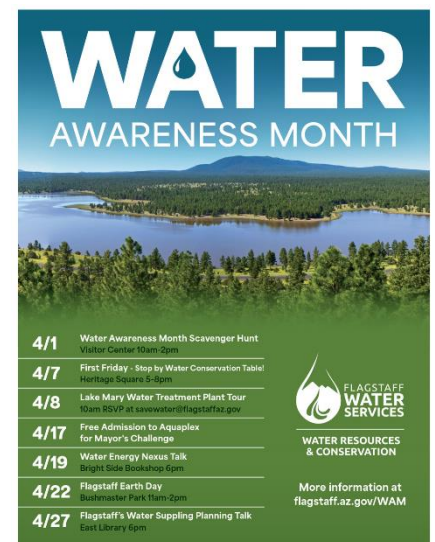
- **WATER AWARENESS MONTH:** Designed a flyer, print ad, and digital graphics for the 2023 Water Awareness Month
- **CITY RECRUITMENT ADS:** Designed career ads for the AZ Daily Sun
- **LIBRARY:** Created a newly designed business card for the library director
- **ARPA:** Assisted with the ARPA presentation

#### SOCIAL MEDIA:

- **POSTS:** Worked with Sabrina on social posts scheduling
- **CASUAL ASTRONAUT:** Finalized feedback for our vendor to create social media posts

#### VIDEO:

- **APRIL VIDEO:** Worked with Videographer to create a new April video
- **BOSS:** Created a video for the new business attraction landing page
- **GASTROMY:** Scheduled video shoots for new Gastronomy campaign



**WEBSITE:**

- **UPDATED CONTENT:** Updated listing photos, 2023 festival information, new blogs, and other content on DiscoverFlagstaff.com
- **BBB:** Continued work on the BBB website  
<https://oval-snail-lzh7.squarespace.com>  
Password: BBBTax



*SAVE THE DATE!*

*Eco*  
**National Tourism Week**  
May 7-13, 2023

**Flagstaff**  
discoverflagstaff.com  
Arizona's destination for all seasons

We are celebrating by hosting another Service Day, and inviting the community to join us for an enjoyable day of giving back.

**JOIN US!** **Wednesday, May 10**  
10:30 am - 12:30 pm

RSVP by April 28 and for more information -  
cnelson@flagstaffaz.gov

Learn what tourism does for Flagstaff and you: [flagstaffarizona.org/tourism-matters](http://flagstaffarizona.org/tourism-matters)

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