

Economic Vitality Division

Enhancing Quality of Life 365 Days a Year

AIRPORT • COMMUNITY INVESTMENT

LIBRARY • TOURISM

APRIL 2023 Highlights



AIRPORT

AIRPORT RESCUE FIRE FIGHTING (ARFF): ARFF crews attended Zoll Monitor (for EMS calls) training and attended military jet (F16/F35) familiarization training at Luke Airforce Base. Flagstaff Airport saw C-17 operations (twice) during the month of April.

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. [April issue of FLG In – Flight](#), the airport’s monthly newsletter.

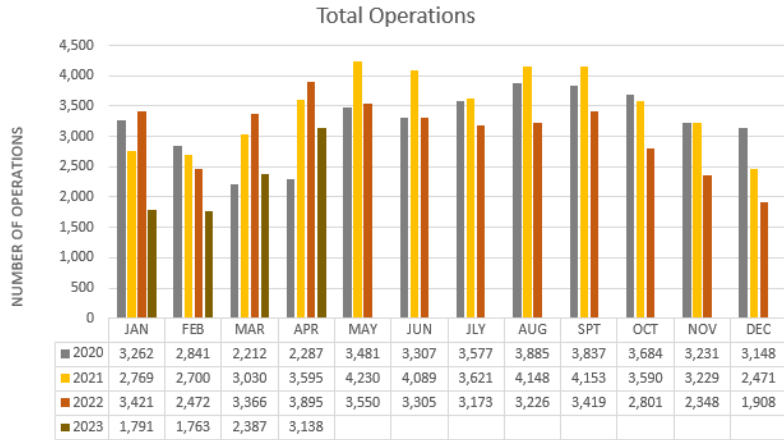
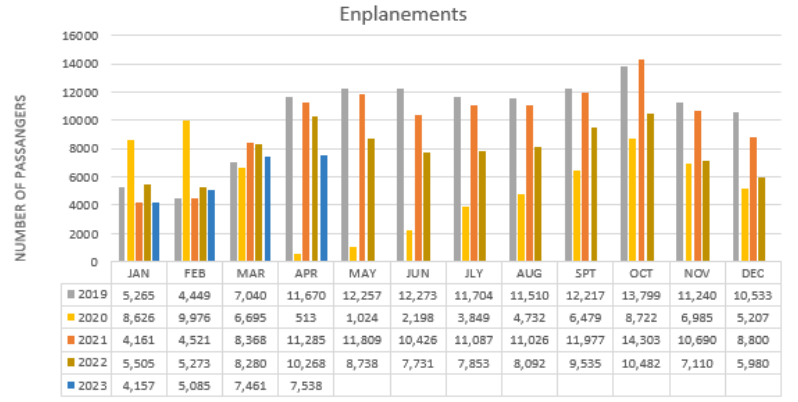
CARES ACT PROJECT UPDATES: Design efforts for the Airport Terminal Fire Sprinkler replacement are ongoing with final design expected soon. Construction is expected to start this summer and will last for several months. Several additional maintenance projects are expected to start this winter and construction notices will be posted to that Airport website, flyflagstaffaz.com, as work progresses.

AIRPORT PAID PARKING SYSTEM: The new Terminal Lot entry and exit lanes were constructed in April and are being prepared for the upcoming installation of the new parking equipment. Staff is coordinating with several contractors and service providers who will be critical to the operation of the system.



IN THE NEWS: The Arizona Daily Sun did a [feature piece](#) on Barney Helmick, Airport Director, and the airport prior to his retirement.

ENPLANEMENTS AND TOTAL OPERATIONS:



BEAUTIFICATION AND ARTS & SCIENCE:

COMPLETED PROJECTS:

COURTHOUSE, *AMONG TREES*, QR ORAL POETRY PROJECT: The QR code is now beautifully mounted on the plaque. We invite all to go listen to the artist, Marie Jones, talk about the artwork inspiration, land to Dave McIntire and Rose Toehe recite poetry, all while basking in the presence of the artwork.



HISTORIC ROUTE 66 TRAIL: Three more malapai stone monument signs have been completed. All locations are on the north side of Route 66. Going east to west, the first is at the Eastern City limits (shown in pic in a lovely field with view of the peaks), the second by Flagstaff Mall and the 3rd at the junction with Hwy 89. All are part of a masterplan for Route 66.



ONGOING PROJECTS:

Airport, Coconino Scroll:

Fabricator finished the sandblasting (which evens out the rusting process) and applied patina accelerant to the fence sections; and the artist team assembled the glass pieces. Staff met with artist, fabrication, and installation team to review installation details of fence. Afterwards, the fence was packed up and trekked by truck from Eugene, Oregon to Flagstaff. Shout out to Artisan Metals (local installer), Matt Burney (fabricator), and Pete Goldlust (artist) for their outstanding team work on the installation. This portion of the project is complete. Staff met with concrete specialist and City team for a redo of the new 21" medallions and a plan are in place.



Aspen (Niche) Bicycle and Pedestrian Enhancements: Staff approved Loven's pre-construction conceptual estimating schedule and embarked on design elements.

Aspen Avenue Library Entry (*Touch Home, Reach Sky Art*) + Temporary Project: Progress continues the temporary project production by the community through Threaded Together. We now have 100 give-away-bookmarks made for the opening. More tweaking on the sculpture alignments around the porch. They are level and secure at the base. Library entry may be open by May 22nd, but full opening and ceremony look to be delayed until mid-June.



Downtown Connection Center: Staff met with artist team re design work needed for relocation of sculpture and sent them the executed fabrication/installation contract.

Downtown Mile: Staff invited vested community members to a focus group for the rail bridge design with City consultant.

Flowers and Enhanced Landscaping: The blue spruces have some flower companions in the downtown planters! Staff met with Foxglove Gardening to inventory 2023 supplies and determine annual supply order, including new liners for the hanging baskets in anticipation the summer season. Also finalized spruce tree removal timeline and overall design aesthetic of hanging baskets and planters with Foxglove. Staff communicated tree removal plan and tree count to Public Works, PROSE, and Facilities. Note: Public Works will be planting the spruce trees at CORE Services. Parking permit for the tree removal work squared away with Park Flag. Thus, we are a go for the transition to summer planting! The procurement of the planter fabrication vendor was completed: the selection panelists submitted scores, the winning vendor was notified, and the contract is in the signature loop. Until these new planters are complete, the large planters will temporarily close the alley. Working on some temporary signage with Discover Flagstaff to let pedestrians know they can use the alley.



Phone Booth Little Library: Staff gave Loven Contracting notice to proceed to establish a condition of title for the property line for railroad. This information will inform the revised schedule and scope of project.

Southside/Murdoch Park 3D Artwork: Staff launched the call and initiated outreach. Deadline for applications is May 23rd.

Switzer Canyon Roundabout: Staff compiled the results of Community Forum survey which closed on April 14th. About 100 responses received. Staff sent out exercise for focus group participants to prepare for May 16th meeting.

Traffic Signal Cabinets Phase 3: Staff presented to BPAC the recommended proposals for the remaining three locations in Phase 3. BPAC approved **Joel Geist at Foxglenn & Butler** (pic to the right) with an alternate, **Jolene Rohrbacker; Sean Tierney at Beulah & Forest Meadows** with a first alternate, **Chiara Skabelund** and a second alternate, **Chelsie Begoody;** and **Jury Judge at Beulah & McConnell (Lumberjack)** location with alternate, **Lani Kai Weis**. Congratulations to the awarded artists and heartfelt thank you to the selection panels for their hard work and dedication! Staff met with two artists to discuss selection panel and BPAC feedback on their proposals; and staff sent instruction packages with measurement templates to Artists for (5) traffic cabinet locations to initiate high-res vector file production of the artwork to send to the vendor for printing and production of art wraps.



PROGRAMS & OUTREACH

Art Collections Software and Public Art Archive: Software contract with Weststaff executed and notice to proceed given.

ARTx Festival: Staff shared invite to staff and BPAC for keynote speaker event (May 25th) and initiated prepping give away educational and outreach materials for BAS table at event on Saturday of Memorial Weekend.

Beautification and Public Art Commission (BPAC): At meeting on April 10th, BPAC approved proposals for 3rd phase of Traffic Signal Cabinets, reviewed and approved some BIA applicants, and approved 5 yr. budget plan for the Beautification and Arts & Sciences funds. Staff is joining in with the City Clerk's office to actively recruit for three openings on the Commission this May and June. Once current Commissioner has applied for a second term. Two of the Commissioners will stay on until Council appoints a new Commissioners.

Beautification in Action Grants: Staff revised compiled applications for BPAC meeting to include last-minute additions from applicants and previous applications with provisional approval (Downtown Business Alliance); met with Sunnyside Neighborhood Association Executive Director to discuss legal issues regarding their grant application; and continued to field applicant inquiries regarding virtual and in-person presentation materials. Seven applicants presented to BPAC. Six were approved, two with provisionally pending images, and two contingently upon provided outstanding information. Staff fielded post-presentation inquiries from applicants; sent out emails to grant applicants communicating approval, contingent/provisional approval, and next steps; and revised BIA application spreadsheet. Staff met with the Dale Utility Box applicant to discuss potential artists for their project as well as potential additional expenses; researched and provided recommendations to the Boys & Girls Club of Flagstaff for artistic bike racks; fielded post-presentation inquiries from spring 2023 applicants who received contingent and provisional approval as well as previous grantees (Southside Community Association & Killip Elementary School); and checked in with fall 2022 grantees for project status. Held further meeting to discuss GoFundMe plan for the *African Americans in Flagstaff Mural*.

Outreach: Staff sent Albuquerque Int'l Balloon Museum Temporary Public Art - Call for Concept Proposals to Creative Flagstaff and BAS artist listserv. Regional work is key to strengthen local artists for City opportunities. Staff determined five downtown public art pieces to send to ListenUp and finalized artwork descriptions in preparation for review by BAS team. Staff attended GIS training to improve community outreach on all projects. Social media announcements of the newly installed QR code on the *Among Trees* artwork plaque at the Courthouse posted on City FB page. For the Southside/Murdoch Park 3D Art, the Call-to-Artists is currently on City of Flagstaff website and staff distributed to several artist organizations channels, Creative Flagstaff, BPAC and City of Flagstaff PROSE and Sustainability Departments and on City social media sites. Printed ½ sheet flyers to be distributed among community coffee shops and art galleries in the Downtown, Southside, and Sunnyside. Two submissions have been received to date.



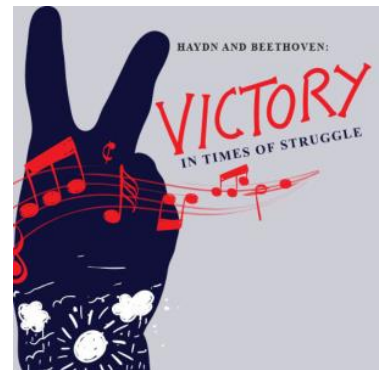
Photography: Contract fully executed and notice to provide given to photograph *Among Trees* at the Courthouse.

Viola Awards: Volunteerism, A Pathway to Peace, a mural created with a BIA grant was awarded a Viola for Excellence in Collaboration. Congratulations to the artist Lindsey DeStefano, the Rotary Club, and hey, our program!

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

Flagstaff Symphony Orchestra Season finale - Haydn and Beethoven: Victory in Times of Struggle on April 14th.

A larger-than-life choral sound when NAU Shrine of the Ages, directed by Timothy Westerhaus, joined the FSO to perform Franz Joseph Haydn’s hopeful *Missa in Angustiis* (Mass in Troubled Times), also known as the “Lord Nelson” mass. In the same spirit of victory, the orchestra presented Beethoven’s “Eroica” Symphony, a twisting journey of tension, beauty and uncertainty that arrives at one of the great victorious resolutions in the classical repertoire.



Downtown Business Alliance Presents: The Golden West Pops Band

Enjoyed a Free, Family-Friendly concert in Heritage Square (Presented by the Downtown Business Alliance)

The Golden West Pops has been playing as a group since September 2003. They perform mostly “Pops” band music with a wide variety of styles and venues. Anything from Ragtime to Rock with some show tunes, patriotic music and Show classics thrown in. GW Pops is comprised of approximately 40 volunteer musicians from across Southern California. While their occupations and musical experiences vary, they all have a serious interest in providing a high quality performance for their audience!



Museum of Northern Arizona Exhibition

Designed to Move

“Designed to Move: Seeds That Float, Fly or Hitchhike” featured work by photographer Taylor James, introducing viewers to a surprising, up-close look at the beauty and functional diversity of desert seed designs. James’ photographs illustrate the ingenious design of desert seeds that employ different methods for dispersal and propagation. They can float in the air and water, fly far from their mother plant and hitchhike on the fur of animals. The exhibition was organized by the Biomimicry Center at Arizona State University in collaboration with Desert Botanical Garden, ASU’s Herbarium and ASU’s Design School. At MNA the exhibit also features items from the museum collection highlighting the ethnobotanical uses and cultural importance of these plants.



PARKFLAG:

Program Updates

Maintenance:

Spring is finally here. As a part of our annual spring cleaning, we began performing maintenance on all parking kiosks in the downtown parking district. The kiosks have been logged in a newly implemented *Cleaning and Maintenance Log*. Individual kiosks have been divided amongst and assigned to Parking Aides. Team members will spend the next several weeks deep cleaning parking kiosks removing grime and graffiti from the outsides of the machines as well as a good amount of cinder dust and cobwebs from the internal parts and pieces. This includes the continued efforts to pull, refurbish and replace card readers and printers where needed. We hope to complete this process by the end of May to help provide parking experience possible.



Team members also worked diligently to remove, repair, and replace signs downed during snow removal operations.

Training:

All Park Flag Team members completed some type of training during the month of April, including:

- CEASE Training
- Distracted Driver Training
- Perform Evaluation Changes Training

Recruitment:

ParkFlag made an initial offer to a potential Parking Aide candidate, and he accepted. Our candidate is currently moving through the extensive hiring process.

Community Updates:

- **Southside Neighborhood:** Myself and our Lead Parking Aide Heather Frantz attended a Neighborhood Partnership Coalition Meeting at the Murdoc during the month of April. We presented a quick update on the parking program discussed current parking issues residents see in the Southside. We will meet again in May to walk the neighborhood and further discuss the needs of the residents.
- **FDBA:** ParkFlag attended the regular monthly Flagstaff Downtown Business Alliance Stakeholder Meeting, where we were able to answer questions from downtown business owners and managers.

Parking Statistics

- **Parking Hours:** During the month of April patrons parked for 91,831 hours during paid parking operating times, up 12,185 hours over March. (March numbers were stated incorrectly in my previous monthly report, they should have read 79,646 not 37,658.)
- **April Revenues:** Permit sales were also up by 7% over the month of March, from \$4,698 to \$5,602.



BUSINESS ATTRACTION:

Attraction Efforts:

Over the last month City staff has worked towards attracting several promising new companies within our targeted sectors and the retail market:

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 Sqft. 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 continues to meet and work with this company to help them Choose Flagstaff.

Various Retail Businesses: Staff met with brokers from the valley this month who expressed significant interest in Flagstaff. These brokers believe they have several clients that are jumping at the bit to enter our Flagstaff market. Several of these concepts focus on new retail, restaurant, and grocer options that the residents of Flagstaff will be able to enjoy. More to come on this!

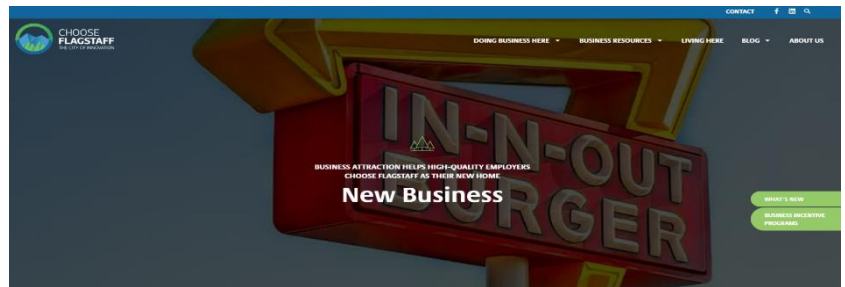
Arizona Association for Economic Development (AAED):

- City staff recently attended AAED's spring conference during April 26th- 28th. The conference was well attended by practitioners and business leaders throughout all of Arizona. The conference had several intriguing sessions, focusing on new and innovative ideas that can be brought back to our community.
- **Creag Znetko**, Administrative Specialist, was awarded his **Arizona Economic Development Professional** status during this conference! This is an outstanding achievement! **All members of the City's economic development team are now certified at the state level.** Congratulations Creag!
- Additionally, **Jack Fitchett**, Business Attraction Manager, was named to the **AAED Association's Board of Directors**, becoming the youngest board member ever elected.



Choose Flagstaff & Business One Stop Shop Websites:

- The Choose Flagstaff website has undergone a massive overhaul and the upgraded website recently launched. The Economic Development Team is hoping to receive feedback from various partners as we fine tune this website for our users. Please take a moment to look at the refreshed website at: [Doing Business Here | Choose Flagstaff](#)



- 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 hopes that this website's official launch will occur before the end of May.

Other Economic Development Highlights:

- Staff has issued a Request for Statement of Qualifications (RSOQ) for a new economic development strategic plan. The application deadline closes on May 11th and staff will then work to select the most qualified firm to assist with the completion of this important document. The goal of the strategic plan will be to help guide staff's efforts for the next 3-5 years and identify new opportunities and solutions to current challenges that Flagstaff is facing.
- 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:

MARKETING:

FLAGSTAFF BUSINESS NEWS: Community Investment staff delivered content to the Flagstaff Business News to announce and celebrate Economic Development Week 2023. The article provided a brief overview of activities that may be observed or practiced that contribute to economic development efforts.



ARIZONA DAILY SUN: Community Staff contributed to the Arizona Daily Sun 's Annual Progress Report for the Economic Development Update 2023. Partnering with Discover Flagstaff and Water Services, city staff provided a broad and comprehensive update.



PROJECT UPDATES:

SMALL BUSINESS RELIEF FUNDS: Community Investment Staff worked with other City offices to deliver a program to support existing businesses by way of the American Rescue Plan Act (ARPA) funds.

- Staff continues to manage the distribution of the funds to local businesses which includes a growing number of contract amendments as conditions have been dynamic.

INNOVATE WASTE: THE CARBON NEUTRALITY CHALLENGE (IW: TCNC): BR&E staff coordinated final pushes to market the opportunity which produced four applicants.

- The window to receive applications remained open until April 28 which proved to be a smart move as applications were received right up to that date.
- The event will occur May 5th and 6th at the NACET Campus.
- For more information, please go to <https://www.chooseflagstaff.com/innovatewaste>

S.T.E.M. CITY FLAGSTAFF: BR&E staff helped deliver the 10th Annual STEM Celebration.

- The STEM Celebration occurred at Coconino County's Fort Tuthill for the second year in a row.
- Over 2,500 community members and visitors participated making it a great success.
- The weather couldn't have been better. Blue bird day, not a cloud in the sky!



- A big shout out to the City of Flagstaff Fire Department and Public Works Office that participated giving attendees a chance to get up close to those big rigs!



PROGRAM UPDATES:

ECONOMIC DEVELOPMENT INCENTIVES: Staff has been working with the Attorney’s Office to bring proposed changes to City Council. After a few years of implementing the incentives, staff is preparing to make modifications to streamline and enhance the programs.



LIBRARY | CITY & COUNTY

APRIL 2023 LIBRARY STATS:

Flagstaff

		Apr-23	Apr-22	Difference
Circulation	Downtown	23387	20781	12.54%
	East Flagstaff	10078	8952	12.58%
	TOTAL	33465	29733	12.55%
Value of Loaned Materials	Downtown	\$387,386.89	\$370,745.85	4.49%
	East Flagstaff	\$191,655.87	\$152,129.86	25.98%
	TOTAL	579042.76	\$522,875.71	10.74%
In-House Use	Downtown	17779	18450	-3.64%
	East Flagstaff	6362	5628	13.04%
	TOTAL	24141	24078	0.26%
Door Count	Downtown	17597	14146	24.40%
	East Flagstaff	14373	7921	81.45%
	TOTAL	31970	22067	44.88%
Wi-Fi Use	Downtown	2962	1884	57.22%
	East Flagstaff	1860	1100	69.09%
	TOTAL	4822	2984	61.60%
Public Computer Use	Downtown	2134	1671	27.71%
	East Flagstaff	2328	927	151.13%
	TOTAL	4462	2598	71.75%
Number of Programs	Downtown	88	32	175.00%
	East Flagstaff	15	6	150.00%

	TOTAL	103	38	171.05%
Program Attendance	Downtown	1517	554	173.83%
	East Flagstaff	292	43	579.07%
	TOTAL	1809	597	203.02%
Reference Help	Downtown	3362	2805	19.86%
	East Flagstaff	1253	1404	-10.75%
	TOTAL	4615	4209	9.65%

Branch & Department Updates:

FCCCPL

Admin:

- In celebration of National Library Week, Mayor Daggett read a proclamation for National Library Week at the April 11 Flagstaff City Council Meeting.
- Library Workers' Appreciation Day was celebrated at all libraries on April 25th.

Circulation:

- Library staff has deleted all "lost item processing fees" and are no longer charging them to patron's accounts.

CMS:

- Amelia Mason and Lauren Clementino put on a Title Source 360 Training for staff on April 6th.

IT:

- The new Downtown copier was installed!
- The self-check machines were upgraded to allow for email or email and print receipts.
- The website project is moving forward into usability testing.

Reference:

- **JOB FAIR:** The Downtown Library hosted a City of Flagstaff Job Fair on Friday, April 14th. Four workshops were led by Human Resources and Library staff. One-on-one appointments for resume and cover letter help and mock interviews were conducted, and eight City departments attended to advertise their vacancies and answer questions about their departments. Feedback from attendees included, "as a college student and never having had a job or built a resume, this gave me great insight" and "[without this program] I would not have been inspired to look for full time support."
- **CRAFT NIGHT:** The Downtown Library hosted an adult craft night to create decoupaged frames on April 27th. See the photos below of the beautiful frames created by participants!





EARTH DAY: Staff from Reference and Youth Services attended the Earth Day Celebration in Bushmaster Park. Attendees were excited to explore the PALSmobile and stopped by the Reference table to create black out poetry collage!



Youth Services

- Youth Services had a full month of programming in April between story times, Lego Club, Game Time, Creation Station, and Bards & Nobles. Staff has been ramping up group visits in preparation for SRC with around 90 students and educators visiting the library in April.
- The PALSmobile visited Ahoy to Health on April 29th.

EFCL

- East Flagstaff Teen Artist in Residence started on April 25.
- Volunteers have donated about 100 hours this month. Some teen volunteer superstars are helping with facing books and cleaning the kid's room!
- Family Storytime attendance has been stellar averaging about 25 participants each week!
- EFCL Staff received a patron comment giving "a special THANK YOU to whoever curates the Nintendo Switch collection, it's awesome!"



- Panelists spoke about Flagstaff's LGBT+ History at the first collaboration program between the Commission on Diversity Awareness and Pride in Your Community.



- An EFCL Teen Party with activities and pizza drew 33 attendees. The activities included games, temporary tattoos, and a station for making crafts.



County Branches:

Forest Lakes

- CPR/First Aid certification classes for community members will be offered on May 20 and 21.
- After school reading help has started up.
- New shelving was added to expand the collection.



TOURISM & VISITOR SERVICES

TOURISM METRICS: APRIL 2023

For April 2023 the city's traditional accommodations experienced lower demand than the year prior for the same month. The non-traditional accommodations have grown since same time last year and could be partly responsible. Additionally, last year was the highest in recorded history for flagstaff and is a tough OCC/ADR number to beat and what we are hearing from some of our hoteliers.

We are also hearing that the surcharges being placed on other amenities enjoyed during a visitor's stay are starting to create some issues as 'the cost of doing business' is getting harder on all partners.

With that said, April came a significant amount of marketing and planning at Discover Flagstaff – with the planning and programmatic work around three VAI Grants and the one ARPA Grant designated for Tourism-related businesses in Flagstaff; programming around festivals, foodie scene, trails passport, dark skies/astronomy, responsible visitation, fire awareness, etc.

Following is a snapshot of the metrics for April 2023:

April	2022	2023	Diff
OCC	78.5%	72.4%	-7.8%
ADR	\$125.19	\$121.22	-3.2%
RevPAR	\$98.23	\$87.73	-10.7%

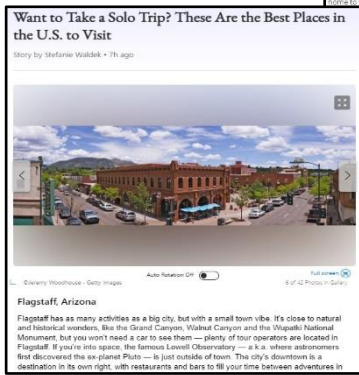
MARKETING & MEDIA RELATIONS:

16 print articles, 150 digital articles, 8 procured stories, and 7 media assists

MEDIA RELATIONS:

- April media covered nature, outdoors, road trips, breweries, dining, Arizona Snowbowl’s season ending late-May, and Astro tourism. The extreme snowmelt caused flooding throughout northern Arizona with hundreds of media mentions about Flagstaff. This media coverage is not included in the media report, but it is important to be aware of when reviewing media stories about Flagstaff.
- Website: Engaged sessions increased 7%, and the international market sessions have growth. This is important as we hear international travelers are showing signs of rebounding.
- Earned media: Flagstaff’s breweries are earning some ink and bragging rights in the Florida market.
- Social media: Discover Flagstaff’s Instagram account had a 52% gain in new followers.
- Email campaign: Opt-ins had great growth for both Discover Flagstaff and Flagstaff Local.
- Print (circ: 251k/value: \$17k) Broadcast (reach: 942k/value: \$134k) Digital (reach: 1.2b/value: \$2.4m). April 2023 decreased 27% in media REACH compared to April 2022 (please note vendor change from Meltwater to Cision.) There were 64 digital article social echo shares on Facebook, Twitter and Redditt.



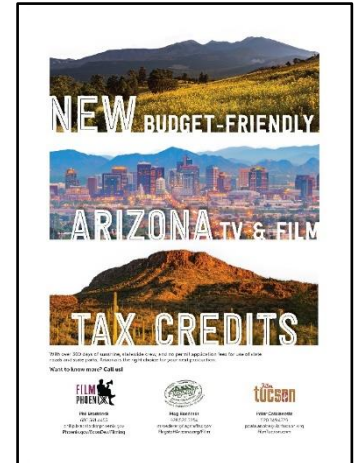


Enjoy more highlights:

- **10 Beautiful Waterfall Hikes in Arizona to Try Before It Gets Too Hot**
<https://coppercourier.com/story/10-beautiful-waterfall-hikes-in-arizona-to-try-before-it-gets-too-hot/>
- **Want to Take a Solo Trip? These Are the Best Places in the U.S. to Visit**
<https://www.msn.com/en-us/travel/tripideas/want-to-take-a-solo-trip-these-are-the-best-places-in-the-us-to-visit/ss-AA1aa2t7>
- **Floridian in Flagstaff – Arizona Travels Part 1**
<https://floridabeernews.com/2023/04/12/floridian-in-flagstaff-arizona-travels-part-1/>
- **Lumberyard Brewing Company & Beaver Street Brewery's Kelly Hanseth joins BeerWise**
<https://floridabeernews.com/2023/04/06/lumberyard-brewing-company-beaver-street-brewerys-kelly-hanseth-joins-the-beerwise-podcast/>
- **Flagstaff Breweries: Where to get the finest beers in Arizona's craft beer capital (Part II)**
<https://www.offthetrip.com/life-style/flagstaff-breweries-arizona-beer/>
- **Discover Flagstaff creates synergy between visitors and residents**
https://azdailysun.com/discover-flagstaff-creates-synergy-between-visitors-and-residents-with-tourism-as-the-number-one-industry/article_ce8c696c-dd66-11ed-a3c2-e7e1a8fc02da.html
- **Big things are happening at Shift Kitchen + Bar in Flagstaff, including huge honor for chef (sponsored)**
<https://www.azfamily.com/sponsored/video/big-things-are-happening-shift-kitchen-bar-flagstaff-including-huge-honor-chef/>

FILM:

- Film Commissioner attended the monthly virtual regional film meeting with Film Tucson, Film Phoenix, and the Arizona Commerce Authority (ACA).
- Film Commissioner worked with Film Tucson, Film Phoenix, and the ACA on a full-page advertisement in Cannes Maker Magazine edition 11.
 - 76th Cannes Film Festival May 16 – May 27, 2023, in Cannes, France, is an annual film festival on the French Riviera, which previews new films from all over the world attracting visitors, fans and movie stars.
 - <https://www.festival-cannes.com/en/>
 - <https://frenchriviera.travel/the-cannes-film-festival/>
 - Film USA has a booth at Cannes Film Festival
- Film Intern continues to gather Flagstaff data for the ACA platform, REEL SCOUT.
- Film Commissioner responded to film location inquiries.
- **There were no permits issued in April.**



WEBSITE:

Comparisons are made YOY to 2022

- **Domestic sessions** were flat with strongest interest coming from metro-Phoenix such as Tempe and Chandler, San Jose, and Columbus, OH. Columbus had a strong showing in March, too.
- **International sessions** also increased and were led by Canada which was up 14.6%, UK was up 11%, France 36%, MX up 12%.
- **Landing pages:** #1 landing page was Webcam with more than 19,326 views, Things-to-Do had 13,800 views, and events was third at 7,931 views. Route 66, Astro tourism, events and festivals were among top performing pages.
- There were 2,275 partner referrals or outbound links to partner sites, and there were 164 newsletter sign-ups.
- **Booking engine results:** Accommodations with top referrals were Motel DuBeau, Bespoke Inn, Little America, Country Inn, and Suites; top searches were filtered with historic downtown vicinity, star ratings, pool, and pet friendliness; 1,550 views on lodging partner sites; tops views originated in markets of: AZ, CA and WA were tied for the #2 spot, TX was #4, followed by IL. and WA.

EMAIL CAMPAIGN:

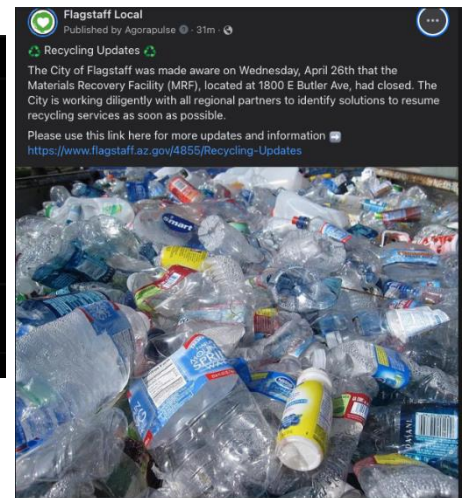
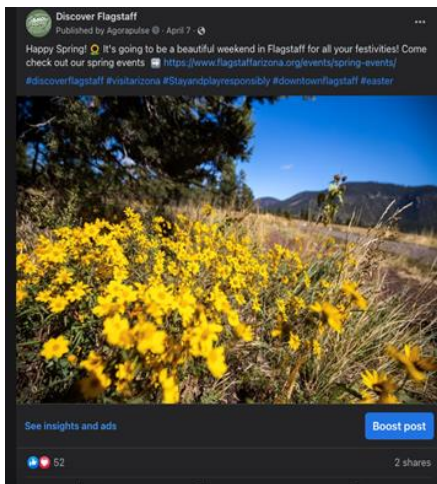
- **Discover Flagstaff:**
 - April's results for Discover Flagstaff subject matter had 18% increase in reach because of continued opt-ins through our website as well as from lead generating efforts. Top clicks went to Festivals, Forest Bathing, and City of Seven Wonders, all of which are very

popular during our summer visitation. We will continue pushing outdoors and event content as it is resonating with our readers.

- **Flagstaff Local:**
 - April's results for Flagstaff Local showed a 97% increase in opt-in readers with the most clicks going to the Blues and Brews volunteer sign-up page, Starlite Lanes, and sharing on Facebook. Sharing on Facebook is not a common "top click", as this is our readers sharing the email to their social media to share with friends/family. Overall open rate continues to be down due to the addition of 600+ city staff last month. 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:

- Discover Flagstaff Instagram had a 52% gain in new followers.
- Discover Flagstaff, Flagstaff 365 and Milligan Facebook accounts had growth in new followers.
- Top Facebook post:
- Top IG post:



SWEEPSTAKES:

- **Flagstaff Festivals Sweepstakes:** The festival sweepstakes has received fewer entries in 2023 than we did by this time in 2022. The 2022 festival sweepstakes is the best-performing sweepstakes and has set the benchmark for this year at 25,272 entries

SALES:

INTERNATIONAL TRAVEL TRADE:

MEETINGS/EVENTS:

- Stakeholder Meeting - Sonesta

- AOT May Australian Fam Confirmed
- Meeting w/Williams new trade rep
- Final Itinerary confirmed – AOT May German Fam
- May Site itinerary confirmed – Go2Travel, Germany
- Final itinerary confirmed – AOT May Australian Fam
- IPW Appointment schedule confirmed

MARKETING & MEDIA:

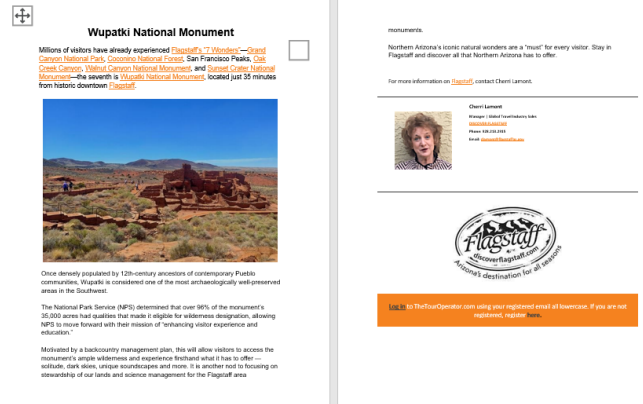
- Visit USA Belgium newsletter content
- AOT/DMO Hotelbeds Campaign Meeting
- Brand USA Final Content for Global Guide
- Herrmann Global Writers sites for Visit USA Parks Campaign
- TourOperatorLand – May newsletter content submitted

Attachment: TourOperatorLand May Newsletter

MEETINGS/EVENTS/CONFERENCES:

CONFERENCE/ROOMS LEADS/BOOKINGS: 1 Lead was sent in the month of April for a total of 935 room nights and total estimated economic impact of \$279,565. At time of reporting a proposal was submitted to this group.

MEETINGS/CONFERENCE SERVICES: Staff attended Creative Flagstaff Board/Committee Meetings, FLP Board Meetings, Attended Global Meetings Industry Day virtual industry conference, co-hosted a DMO Client event with 5 other state DMO’s, worked with 4 booked groups on Conference Services needs including planning calls and providing registration materials, had sales meetings with 3 Stakeholders.



VISITOR SERVICES:

April	2022	2023	YoY Change
Walk-ins	11,760	12,470	6%
Retail Sales	\$37,187	\$40,420	9%

Model Train

- The Model Train ran 184 times during the month of March.

Brewery Trail

- Visitor Center gave out 181-pint glasses for the Flagstaff Brewery Trail redemptions!

Water Services Scavenger Hunt

- On April 1st we kicked off Water Conservation Month with the Water Services Department by hosting them in the Visitor Center and participating in the event as a stop. We had a table with sustainable travel for visitors and provided some Appreciate AZ cleanup kits as well as Discover Flagstaff stickers and pens. Turnout was slower than expected but we were able to give Water Conversation some ideas on how to get more attendance next year.



First Friday Artwalk

- Visitor Center hosted four artists for First Friday Artwalk and had 133 walk-ins during the event.

Indigenous Art Market

- Visitor Center manager and staff worked with the City's Indigenous Coordinator to draft an artist application so indigenous artists can sign up directly with the Visitor Center to display artwork at the Indigenous Art Market.
- Visitor Services Specialists made a trip out to nearby reservations to find artists to work with for the Indigenous Art Market, First Friday Artwalk, and retail items for our gift shop. They had better than anticipated turnout and found many artists interested in working with us on these projects.

Festivals

- Blues and Brews set up a display in the case at the Visitor Center to promote their festival.

Train Station Maintenance

- Gutter repair was completed due to damage from snow and ice over the winter.

Staffing

- Visitor center welcomed Ellen Rosher back to the team as a seasonal visitor services assistant, Ellen had worked for the Visitor Center last year and returned on April 30th as a seasonal hire.



CREATIVE SERVICES:

ADVERTISING:

- **LOCAL PRINT ADS:** Created Airport and Tourism Service Day ads for AZ Daily Sun and Flagstaff Business News

- **PROGRESS REPORT:** Designed 4 print and digital ads (dining, airport, trails, tourism service day) for the Progress special section in the AZ Daily Sun
- **TRAIN DAY MATERIALS:** Designed the Train Day flyer, button, ad, and digital materials for the Visitor Center
- **MAY ARTWALK:** Created the May ArtWalk flyer for the Visitor Center
- **PRINT ADVERTISING (DRIVE MARKET/OUT-OF-STATE):** *Tucson Lifestyle Magazine, Flagstaff Blues & Blues Program*
- **DIGITAL ADVERTISING (DRIVE MARKET/OUT-OF-STATE):** *Datafy* display ads for May – As Grand AZ it Gets, Flagstaff Trails Passport, Be Fire Aware, 2023 Festival Sweepstakes and 3 major festivals for May, Arboretum opening day, Dining; *12News* - Be Fire Aware
- **OPEN SPACE PROJECT:** Wayfinding/interpretive signs for Picture Canyon in production.
- **2023 VISITOR GUIDE REPRINT:** Updated and reprinted 18,000 additional copies of the guide.



CITY JOBS:

- **FEDERAL LOBBYING PACKET:** Updated the 2023 Federal Lobbying Packet for city council
- **20 UNDER 40 AD:** Designed a 20 Under 40 city ad for AZ Daily Sun
- **HPC MAILER:** Created a mailer for the Hazardous Products Center
- **PARKING SIGNS:** Designed new residential parking signs for Park Flag

Put your household hazardous waste in the right place at the

CITY OF FLAGSTAFF'S HAZARDOUS PRODUCTS CENTER

HIGHLIGHTS

- Free Service for all Flagstaff & Coconino County residents
- Free Recycled Household Products at the Drop & Swap
- Free Removed Exterior Latex Paint

REQUIREMENTS

- Must live in the City of Flagstaff or Coconino County
- Must have valid state issued ID with current address
- If you have more than 60 gallons of waste, please call to schedule an appointment
- **DO NOT MIX MATERIALS** - all chemicals should be kept in their original containers

Accepted Items:

- Aerosols
- All Types of Batteries
- Automotive Fluids & Filters
- Cleaning Products
- Cooking Oil
- Electronics & Televisions
- Fire Extinguishers
- Fluorescent/CFL & LED Bulbs
- Paint & Paint-Related Materials
- Pesticides & Herbicides
- Small Fuel Cylinders (Backpacking Size)
- Thermometers, Thermostats, & Switches Containing Mercury

NO: Ammunition, Asbestos, Electric Vehicle Batteries, Explosives, Flares, Industrial Waste, Incandescent/Halogen Bulbs, Matches, Medical Waste & Sharps, Medications, Radioactive Materials

Flagstaff Hazardous Products Center
 Located at the Center Lake Landfill
 6702 E. Lowell Rd., Flagstaff, AZ 86004
 928.233.2559 • hpc@flagstaffaz.gov
 Hours of Operation:
 Mon.-Sat. 8am-3pm, Closed Sunday

For more information on our accepted wastes, disposal methods, services, or general information: FLAGSTAFF.AZ.GOV/HPC

WEBSITE:

- **UPDATED CONTENT:** Updated listing photos, 2023 festival information, new blogs, and page content on DiscoverFlagstaff.com

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



**THE PATH TO ADVENTURE
ISN'T ALWAYS PAVED.**

Flagstaff
discoverflagstaff.com
Arizona's destination for all seasons

BEGINNING MAY 7

 **DOWNLOAD YOUR FREE
FLAGSTAFF TRAILS PASSPORT
AND EARN PRIZES**
which can include a donation in your name providing
trail maintenance for future enjoyment.

SCAN FOR TRAIL
LIST & PASSPORT

 **BE FIRE
AWARE**
KNOW BEFORE YOU GO
discoverflagstaff.com/fireaware
STAY & PLAY RESPONSIBLY

- Be aware and knowledgeable of fire restrictions.
- Smoking and use of electronic cigarettes are prohibited in all public places within the city of Flagstaff.
- Check for dragging chains or tow straps as they could spark a wildfire.
- Avoid parking in grassy areas where a hot muffler may spark a wildfire.
- Only use designated open forest roads and trails for recreation.

FOR ADDITIONAL INFORMATION:

- Coconino National Forest (U.S. Forest Service) Information: coconinonationalforest.us
- County Information: coconino.az.gov
- City Fire Restrictions Stages Information: flagstaff.az.gov

ARIZONA
THE GRAND CANYON STATE