

Economic Vitality Division

Enhancing Quality of Life 365 Days a Year

AIRPORT • COMMUNITY INVESTMENT

LIBRARY • TOURISM

November 2022



AIRPORT

AIRPORT RESCUE FIRE FIGHTING (ARFF): The ARFF station hosted Flagstaff Police Department's crowd control training. ARFF staffed attended a leadership discussion with Coconino Community College.

AIRPORT ROUNDTABLE CONFERENCE: Airport Director and Communications Manager attended the AilevonPacific Airlines Conference in Huntsville, Alabama to receive a forecast on the commercial air industry directly from the airlines. Delta, American, United, Allegiant, Southwest, and Alaska Airlines were present and presented information on the pilot shortage and reduced regional air service. The increasing cost of fuel, wages, and parts was also discussed.

AIRPORT MARKETING & PROMOTION:

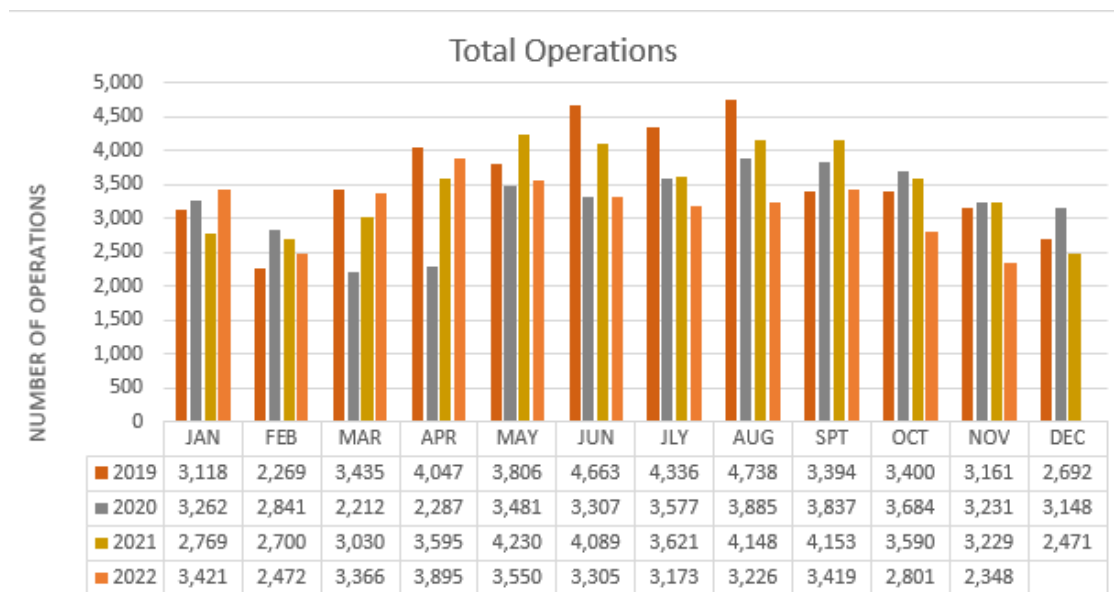
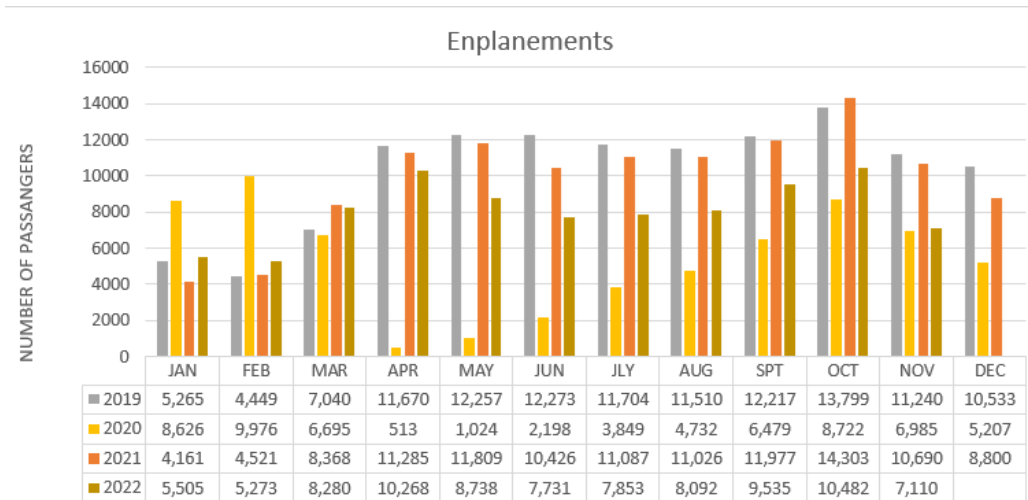
- Holiday ads ran in our local media.
- [Flagstaff Continues to Pursue Air Travel Partners, Services](#) article featured in *Flagstaff Business News*.
- DOWNTOWN BUSINESS ALLIANCE PARTNERSHIP: Flagstaff Airport partnered with the Downtown Business Alliance on the [Holiday Shopping Passport](#) which encourages shopping local. Participants who shop at local shops become eligible to win prizes. The campaign began on November 22 and runs through January 2, 2023. *This partnership is also a great way for our community and visiting public to learn more about our airport and to follow us on flyflagstaffaz.com*



CARES ACT PROJECT UPDATES: The third phase of a series of airfield maintenance projects was completed in November. This project included maintenance and repairs for pavement around the airfield as well as the replacement of warning signs. Airport staff worked with the contractor to complete the project while keeping the airfield open to minimize impacts to airport users. Several additional projects are in the final stages of the procurement process and are expected to start this winter.

PHOENIX AIRSPACE USERS WORK GROUP: Airport Director and Programs Manager virtually attended the quarterly Phoenix Airspace Users Work Group (PAUWG). This group consists of airports, air traffic controllers, military, commercial air carriers, private pilot groups, and others to work on air traffic related issues. The upcoming Superbowl and increased air traffic surrounding the event was discussed.

ENPLANEMENTS & OPERATIONS GRAPHS: Total enplanements were over 2020 figures, but under 2021.





BEAUTIFICATION AND ARTS & SCIENCE:

ONGOING PROJECTS

Airport Art, *Coconino Scroll*: Selection panel convened on art panel installer and awarded installation contract to Artisan Metals, who was notified. Staff sent materials to procurement to draft the contract for legal review. Staff purchased glass for artist and cutting of glass has begun. Installation of art fence delayed until first half of April 2023 due to fabrication delay. Our small fabrication vendor encountered some small delays this fall that led to a conflict with finishing the fabrication of a Valley Metro Light Rail Station project. That project, which has a stricter construction schedule, bumped our project. Staff contacted all vendors involved in fabrication to get most current updates and set bi-monthly meetings to track schedule. Medallion Restoration procurement was set aside because of non-responsiveness to the pavement request. Staff initiated estimate for larger medallions and continued to work with procurement on soliciting a paving specialist to reinstall.

Aspen Avenue Library Entry: Staff sent executed contract amendment to artist and processed initial invoice. Another concrete pour was rejected after on-site inspection by staff and team. Scheduling issue meetings held, and determination made to delay landscaping until April. Powder coating of book sculptures complete. Design team and construction team met with one of the book sculptures to review the plans on proper depth placement to ensure good understanding of desired outcome. All sculptures then shipped to library and team sited the plaza sculptures for installation.



Downtown Connection Center: Staff presented Southside Grove updated design to upper management and reviewed responses with artist team. Staff and artist team gave input on design team renderings, project schedule, and engineering requirements for project. Presented update on art glass and new design elements on grove sculpture to BPAC, who approved the sculpture. Initiated procurement for structural engineering for the sculpture.



Flowers and Enhanced Landscaping: Staff met with Foxglove Landscaping to plan next year's program and define next steps for contract renewal. This year had challenges included vandalism in and around Heritage Square, supply chain issues with winter plantings (spruce trees), yet, overall, twas a successful season. Staff met with Streets, DBA and Vice Mayor Sweet over configuration of new planters for the Aspen Alley. Procuring two new tapered metal planters that adopt the square end dimensions of the current planters is the direction adopted out of the discussion. Updated Foxgloves scope of work to include all these changes for next season. Spruces planted downtown and 4th Street Gateway.



Holiday Decorations: Lights and wreathes grace Flagstaff once again. Thanks to Lori Pappas and Discover Flagstaff for directing this work.

I17 & J.W. Powell Overpass: Reviewed updated pinecone overpass rustification and potential airplane designs for cement piers.

Lone Tree Overpass: Staff reviewed developing art concepts with artist team and reviewed lighting choices and concrete rustification design issues within design team meeting. Discussed issues of underpass without southside civic space with upper management. Staff reviewed art approval process and art elements with Capital Projects Manager.

Phone Booth Library: Site visit to locate phone booth resulted in a desire for a bigger concrete plaza area, one that could accommodate a wheelchair and have discover-flagstaff related décor. Staff initiated plans for this work with Facilities and JOC Loven Contracting.

PROGRAMS & OUTREACH

Art Collections & Beautification Coordinator: Posting, which closed on November 18th sent to AZ Commission on the Arts and Creative Flagstaff for their opportunity's pages, to BPAC and other project managers to spread the work, to candidates for the last requisition and interested internal staff. Staff worked with HR on applicant scoring criteria, finalized phone interview questions, and set interviews for six finalists on December 2nd.

BPAC: Staff scored BPAC priorities from retreat and held internal discussion on results. Staff wrote/sent

agenda, edited minutes, and prepared/sent presentations for BPAC meeting on November 14th. Commission meeting highlights: Three BIA grants approved, EUROW presentation on pilot Beaver Street streetscape repair, presentation, and approval of DCC Southside Grove sculpture, and review of prioritization exercise from retreat.

Beautification in Action Grants: BPAC approved Chicolita mural, Flagstaff High School Centennial Timeline project, and Terrabirds' pollinator educational mural at Thorpe Park Annex. All grantees notified; Chicolita initiated first payment.

Creative Flagstaff Projects Grant Committee: Staff scored 18 applicants, participated in applicant interviews and in selection of grantees and award amount. Very excited about the \$\$ that will flow to some great projects for the community including a digital music library resource, hands on experience for budding Indigenous film makers on films about Indigenous scientists, and more free live music in Heritage Square (just to name a few).

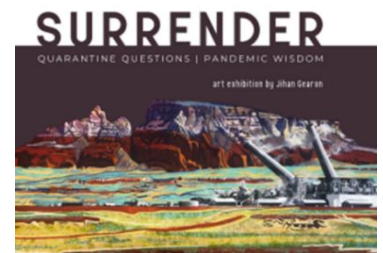
Creative Flagstaff ArtX Festival: Staff participated in festival director interviews, attended monthly festival meeting, attended workshop to launch call for entry for project applicants, and brought Bloomberg grant to Creative Flagstaff's attention and reviewed that grant process with them.

Downtown Mile: Staff initiated discussion of potential projects in kick off project meeting with City's consultant and met with upper management re approach to timing of public art inclusion in the process.

Project Administrator Position: Staff met to determine first day requirements for our new hire, Susan Hardiman, and conducted a meet and greets to welcome Susan.

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

November 4th Presented by Culture Connection - Surrender: Quarantine Questions | Pandemic Wisdom, an exhibition painted over three years during the pandemic by artist Jihan Gearon. Tickets included a talk by the artists, live music from Ginger String Quartet, 2 drink tickets (alcoholic or non-alcoholic) and light hors d'oeuvres.



Creative Flagstaff/Coconino Center for the Arts: Main Gallery – Current exhibition – **25 Stitches**, one stitch, one refugee – November 12, 2022 – January 21, 2023



PARKFLAG:

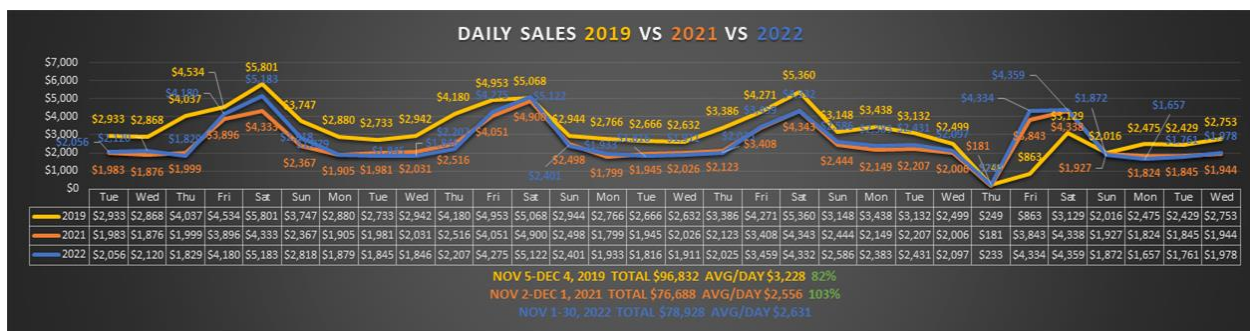
Program Updates:

- ParkFlag continues with regular parking enforcement and ambassadorship. We lost one employee during the month of November and are currently in the recruitment process with an applicant who has accepted the position and is moving quickly through the hiring process.
- ParkFlag team members worked multiple days repairing out of service Kiosks. We had multiple pay-stations reporting the same card payment fault errors. With the help from Flowbird tech support, we were able to place two of three kiosks back into service, including the ADA parking lot kiosk.
- ParkFlag continues to inventory parts, kiosks, and signs located in storage. After the inventory is complete, we will be able to place a parts order for current and future repairs.

Community Updates:

- ParkFlag provided updates at the monthly Flagstaff Downtown Business Alliance Stakeholder meeting, including reminders about the winter parking ordinance and pending road and parking space closures for upcoming events

Revenue Updates: November 2022



BUSINESS ATTRACTION:

Attraction Efforts:

Potential New Restaurants: Staff has been working with a new developer that is considering several new restaurant concepts that have not entered the Flagstaff market before. The prospective businesses are still digesting various market data for our community but should this movement progress we hope to officially announce new dining options for residents in Q1 of 2023.

KC-HiLites: Recently presented to Council this month and spoke about their large, exciting future in Flagstaff. They have recently acquired the former Daily Sun building located on the west side of Flagstaff. KC HiLites plans to create 30 new manufacturing jobs in the next two years, where their employees will be responsible for carrying out the fabrication and assembly of many products. We are extremely excited to welcome KC-HiLites to our City!



Incentive Updates:

- The Job Creation Incentive still has funds available for this fiscal year. If you are a new business that has recently located to Flagstaff, then this incentive may be right for you. Qualifying businesses could receive up to \$25,000. To learn more about eligibility requirements and how to apply please visit: [JOB CREATION INCENTIVE - Choose Flagstaff, The City of Innovation](#)



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 to ease the overall development process whether you are first time business owner or seasoned developer. Staff will present an update to Council during the December 13th meeting if you would like to tune in to learn more.

New Tech & Tools:

- The City of Flagstaff has recently entered into a new contract with the consumer data and intelligence analytics company known as Buxton. Buxton offers a wide array of data and consumer information that provides essential information when attracting prospective businesses to our region.



Other Attraction Highlights:

- Staff continues to meet with a new company that has a progressive solution to affordable housing and fire mitigation. Woodsyn is hoping to have several new plants located in the Northern Arizona region that will take small diameter and other additives to make affordable building materials.
- Our partners in the Community Development division have released the newest version of their Development Status Report (**October 2022**). This comprehensive list of ongoing/planned development can be found here: [Development-Status-Report- October-2022 \(az.gov\)](#)

BUSINESS RETENTION & EXPANSION:

PROJECT UPDATES:

BUSINESS LISTENING TOUR: Three Flagstaff businesses participated in the recent Business Listening Tour to tell their stories about their operations in Flagstaff.

- Nestle-Purina PetCare (NPPC), F-Bomb Foods and KC-HiLites told their stories of their challenges and successes as they operate in Flagstaff.

URBAN LAND INSTITUTE (ULI) CLASSES: Staff continued to advance professional education by taking

Urban Land Institute (ULI) courses Analyze Your Investments and Real Estate Capital Markets

- The courses provide a quantitative framework for understanding investment potential relative to a particular market, and an overview of the origins and operations of funding available for development purposes.

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

- \$300,000 is currently available.
- Existing eligible businesses may apply for the funds that are intended to mitigate impacts from COVID.
- The program should roll-out by the beginning of January 2023.

ARIZONA DEPARTMENT OF TRANSPORTATION (ADOT) BRIDGE: Staff continues to support the development of the southern entrance to Flagstaff.

- Staff joined representatives from Northern Arizona Healthcare (NAH), Genterra Enterprises, and MetroPlan in a meeting with ADOT leadership to discuss the bridge at I-17 and John Wesley Powell (JWP) Boulevard.
- The bridge currently slated as an ADOT preservation project will need to be widened to meet the regional demand but there is a funding gap of approximately \$9million.
- ADOT and the team from Flagstaff will continue to explore opportunities to identify the additional funding.

ECONOMIC COLLABORATIVE of NORTHERN ARIZONA (ECoNA) BR&E TEAM: The ECoNA BR&E Team met for a tour of Translational Genomics Research Institute, also known as T-Gen North.

- Dr. David Engelthaler gave an inspiring presentation and tour of the T-Gen North facility at the Flagstaff Pulliam Business Park.
- T-Gen North took a prominent position throughout the pandemic to assist CDC and statewide efforts.
- T-Gen North continues to grow, while elevating Flagstaff in the process.





LIBRARY | CITY & COUNTY

OCTOBER 2022 LIBRARY STATS:

		Nov-22	Nov-21	Difference
Circulation	Downtown	21598	18040	19.72%
	East Flagstaff	9175	7546	21.59%
	TOTAL	30773	25,586	20.27%
Value of Loaned Materials	Downtown	\$373,204.97	\$308,925.82	20.81%
	East Flagstaff	\$170,034.98	\$133,672.89	27.20%
	TOTAL	\$543,239.95	\$442,598.71	22.74%
In-House Use	Downtown	17367	15120	14.86%
	East Flagstaff	5764	5489	5.01%
	TOTAL	23131	20,609	12.24%
Door Count	Downtown	15105	9236	63.54%
	East Flagstaff	10948	4915	122.75%
	TOTAL	26053	14,151	84.11%
Wi-Fi Use	Downtown	2895	1564	85.10%
	East Flagstaff	1052	802	31.17%
	TOTAL	3947	2,366	66.82%
Public Computer Use	Downtown	1755	1134	54.76%
	East Flagstaff	1822	606	200.66%
	TOTAL	3577	1,740	105.57%
Number of Programs	Downtown	46	19	142.11%
	East Flagstaff	4	10	-60.00%
	TOTAL	23	29	72.41%
Program Attendance	Downtown	603	174	246.55%
	East Flagstaff	56	83	-32.53%
	TOTAL	659	257	156.42%
Reference Help	Downtown	2127	1837	15.79%
	East Flagstaff	1383	1,060	30.47%
	TOTAL	2955	2,897	21.16%

LOCAL BOOK LAUNCH: The Downtown Library and Flagstaff's Soulstice Publishing partnered to host the launch event for John Vankat's new book *The San Francisco Peaks and Flagstaff Through the Lens of Time* on November 3rd. The event was a tremendous success with 43 patrons in attendance. After the

event, the publisher shared the photo below and these kind words with staff member Pam Packard, who facilitated the event: “Pam, you were a stellar marketing and event setup partner. You were also unfailingly kind and resolute in talking me through snow-day jitters. It paid off as we watched more and more people arrive, until the room was packed with aficionados of Flagstaff history and the San Francisco Peaks.” The author’s wife also shared these words of gratitude: “It was truly heartwarming for me to watch my husband John Vankat launch his new book *The San Francisco Peaks and Flagstaff Through the Lens of Time* at our very own Flagstaff Downtown Library. Thank you for hosting his event and making it so special... Please know John and I will treasure those moments you helped make possible.”



IN THE NEWS: Several articles highlighted Library programs and services this month in *The Lumberjack*:

- [PALS: Mobile library for kids](#)
- [150 years of Flagstaff’s history unfolded](#)
- [Library and Sustainability Office discuss food systems](#)

DIGITAL LITERACY CLASSES: The Downtown Library offered six digital literacy classes in October and November through the digital literacy incentive awarded by the Public Library Association. Class topics included computer basics, video conferencing (Zoom) basics, cyber security, internet basics, and iPad basics. Upcoming December classes include email and smartphone basics. Attendees shared this feedback:

- "My favorite part of the program was learning to feel more confident with computers and knowing I'm not the only one who needs this class."
- "The library is doing a wonderful job offering these classes. I love the library in Flagstaff"

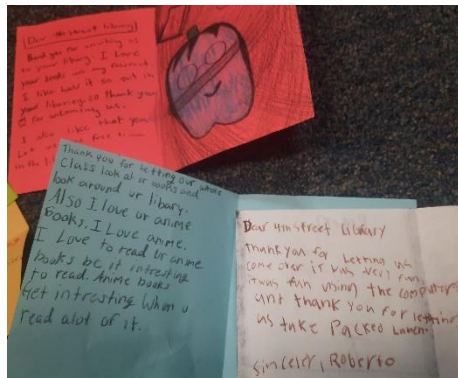
SHONTO BEGAY EVENT: The Downtown Library was honored to host world-class local painter Shonto Begay at the Community Living Room. Mr. Begay inspired attendees with stories of his upbringing and the refuge he found in art.



EFCL Queer Board Game Night at Bookman’s: 27 participants met for Queer Boardgame Night, hosted by Bookman’s in partnership with EFCL. In addition to meeting new LGBT peers and allies, and playing fun games, they learned about the library’s circulating board game collection and upcoming programs!

EFCL Library of Things additions: We’ve started to add kitchen gadgets to our Library of Things collection! In November, we were able to purchase a stand mixer and instant pot for circulation, from grant funds. They will be available for checkout soon!

EFCL School Visits: We had 3 school visits in November, 2 classes from Mount Elden Middle School, and one from Northern Christian, for a total of 48 students! We got some very adorable thank you cards.



TOURISM & VISITOR SERVICES

TOURISM METRICS: NOVEMBER 2022

For the Month of November 2022, the accommodations providers again drove rate which did influence the occupancy (occupancy was down YOY by 2.9%). It is important to keep in mind what one is comparing a number to – November 2021 was a stratospherically high occupancy number for Flagstaff and the highest occupancy for any November in the history of record-keeping. The next highest occupancy on record for the month of November is 2022 (this year). So, the numbers look quite good as precedent would have it.

There is lots happening in the realm of Flagstaff destination management and marketing. Discover Flagstaff is working on multiple ARPA funding efforts to get money into the hands of our partners and create partnership programming to promote key drivers such as Astro tourism. Winter wonderland and the holiday season programming was in full swing. Of course, staff continued a strong focus on our drive market(s) and our direct flight market(s). And much more...

Following is a snapshot of the metrics for November 2022:

Nov	2021	2022	Diff
OCC	70%	68%	-2.9%
ADR	\$110.61	\$111.30	.6%
RevPAR	\$77.44	\$75.67	-2.3%

MARKETING & MEDIA RELATIONS:

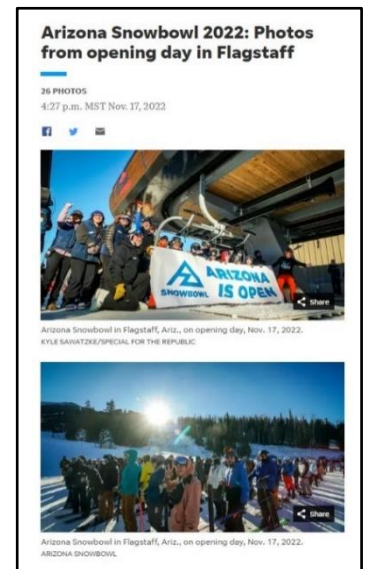
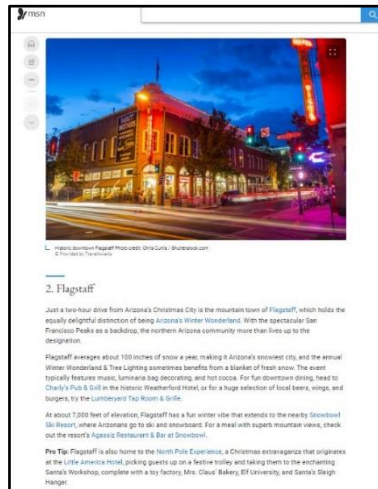
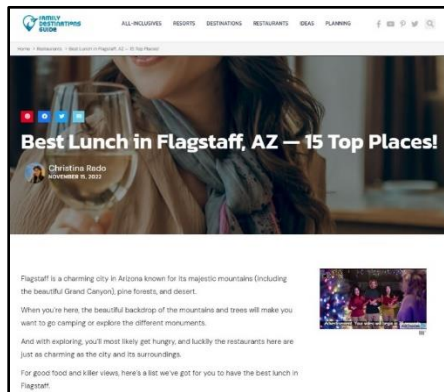
22 print articles, 181 digital articles, 3 procured stories, and 12 media assists

- November media coverage encompassed dining, winter, holiday activities, Astro tourism, and the outdoors.
- Winter things to do were highlighted digitally on msn.com, fox10phoenix.com, azcentral.com and yahoo.com with the main topic about the Arizona Snowbowl opening.
- Hosted travel writer, Mhairri Woodhall, published “Canyons, Craters and outer space” in the Calgary Herald.
- Flagstaff’s winter wonderland gained media holiday attention on broadcast, print and digital platforms about the North Pole Experience and was listed as a quaint Christmas town.
- Broadcast programming had another excellent month with more than 600 programming mentions and multiple segments statewide and nationally on television, radio, and a few podcasts. Astro tourism coverage included astronaut training in Flagstaff, Lowell Observatory and Meteor Crater. Arizona Snowbowl was a favorite topic on the Phoenix and Tucson news networks. NBC Nightly News with Lester Holt aired a segment nationally focused on Flagstaff featuring Lumberyard staff and voting decisions. Lori Pappas was interviewed by Fox 10 Arizona Morning at the Visitor Center about winter conditions, things to do and the snow-ometer.
- Print (circ: 181k/value: \$84k) Broadcast (reach: 5.7m/value: \$1.5m) Digital (reach: 1.5b/value: \$2.9m). November 2022 resulted in a 143% increase in AVE compared to 2019 and REACH increased 187% compared to 2019. There were 256 digital article social echo shares on Facebook, Twitter and Redditt.
- Website had 1,797 outbound links to partner websites led by AZ Snowbowl, FLG Snowpark, accommodations, and attractions.
- Earned media coverage was strong with a 143% increase in AVE compared to 2019 and REACH up 187%.
- Film activity encompassed AFM follow-up and film forum incentive planning. No film permits were issued in November.
- Social media Discover Flagstaff engagement rate of .53% outshines the industry benchmark of .21%.
- Flagstaff 365 Page views have grown by 31% and the Discover Flagstaff Events page has grown by 15% since 2021 and is the 7th highest page searched in November.
- Email campaigns reached 23,769 with an open rate of 42% and Flagstaff Local reached 923 with an open rate of 48%.

Enjoy these highlights:

- **Flagstaff welcomes a new Italian fine dining restaurant. Here's what to expect at Teatro**
<https://www.azcentral.com/story/entertainment/dining/2022/11/28/teatro-italian-food-and-wine-in-flagstaff-menu/69671733007/>
- **Ride A Christmas Train, Then Stay in A Christmas-Themed Hotel for A Holly Jolly Arizona Adventure**
<https://www.onlyinyourstate.com/arizona/jolly-holiday-adventure-az/>

- **Best Lunch in Flagstaff, AZ (2022) - 15 Top Places!**
<https://familydestinationsguide.com/best-lunch-in-flagstaff-az/>
- **Break Out Your Snowshoes for These Beautiful Snow-Covered U.S. Hikes**
<https://www.thetravel.com/best-winter-hiking-trails-in-the-us/>
- **7 Quaint Arizona Towns That Could Star in A Hallmark Christmas Movie**
<https://www.msn.com/en-us/travel/tripideas/7-quaint-arizona-towns-that-could-star-in-a-hallmark-christmas-movie/ar-AA14ko6Z>
- **Canyons, craters, and outer space**
<https://calgaryherald.com/travel/finding-family-fun-in-flagstaff-canyons-craters-and-outer-space>
- **Arizona Snowbowl 2022: Photos from opening day in Flagstaff**
<https://www.azcentral.com/picture-gallery/travel/arizona/2022/11/17/arizona-snow-bowl-flagstaff-ski-resort/1072266200/>
- **Towns in U.S. West embrace starlight to pursue "dark sky economy"**
<https://www.miamimirror.com/news/273079289/towns-in-us-west-embrace-starlight-to-pursue-dark-sky-economy>



FILM:

- Film Commissioner updated the Discover Flagstaff film webpages.
- Film Commissioner worked on the film incentives forum meeting logistics.
- Film Intern created a flier for the December 15 film incentives forum.
- Film Intern participated in Reel Scout training with the Arizona Commerce Authority.
- Film Intern created a film contacts spreadsheet.
- Film Commissioner drafted, finalized, and distributed a Constant Contact public forum invitation to more than 120 Flagstaff film industry contacts and associates.
- Film Commissioner worked on AFM follow-up.
- Film Commissioner responded to film location inquires.
- **There were no film permits issued in November.**



WEBSITE:

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 .53% compared to the industry benchmark of .21% <https://www.digitalmarketingcommunity.com/indicators/facebook-engagement-rate/>.

- Flagstaff Local shows an engagement rate of .10% compared to the 0.11% non-profit benchmark. <https://www.digitalmarketingcommunity.com/indicators/facebook-engagement-rate/>
- Flagstaff 365 shows an engagement rate of .50% compared to the 0.11% non-profit benchmark. <https://www.digitalmarketingcommunity.com/indicators/facebook-engagement-rate/>

YouTube - drops in engagement rate at .48% compared to the November benchmark which has risen to 1.64%. Note: this is a benchmark based on YouTube overall not just Travel Tourism as above. <https://www.socialstatus.io/insights/social-media-benchmarks/youtube-engagement-rate-benchmark/>

Instagram - shows an engagement rate of 1.41% compared to the industry benchmark of 1.13% <https://www.socialinsider.io/blog/social-media-industry-benchmarks/>

Twitter - shows an engagement rate of .07% compared to the industry benchmark of .03%

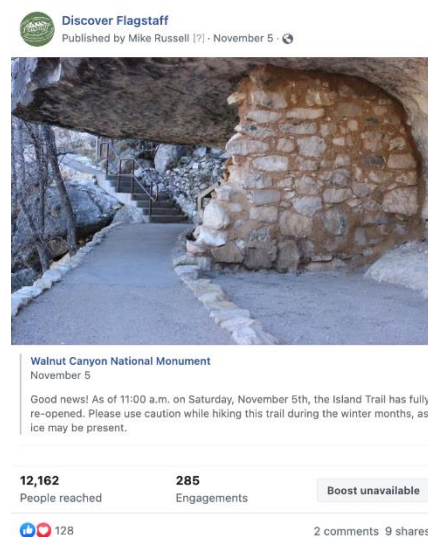
<https://www.socialinsider.io/blog/social-media-industry-benchmarks/>

TikTok - is above industry standard engagement at 3.58% compared to the industry benchmark 3.25%.

<https://www.socialinsider.io/blog/social-media-industry-benchmarks/>

Flagstaff Happenings has exceeded 2019 numbers.

Flagstaff 365 Page views have grown by 31% and the Discover Flagstaff Events page has grown by 15% since 2021 and is the 7th highest page searched in November.



SALES:

INTERNATIONAL TRAVEL TRADE:

MEETINGS/EVENTS/LEADS:

- Free Spirit Vacations May 2023 One-night tour lead
- Little America meeting re: THG Holidays, UK Campaign
- Brand USA Korea Webinar
- Westjet Vacations Site Visit – Madelein Brydon
- First Choice Travel – 2023 Fam Discussion
- American Classic Tours Day-trip Lead
- Tours by Distinction – Destination Updates
- Brand USA Dutch/Belgium Fam (12 ppl)
- “State of the American Traveler” webinar
- Mexico Travel Writers meeting (for Meg)
- Newmarket Holidays, UK 2024 tour lead (\$144,000).



Figure 1: Brand USA Dutch & Belgian FAM Group at Northern Pines Restaurant

MARKETING & MEDIA:

- Go West Summit February 2023 Campaign
- Visit USA UK 2023 Travel Guide ad submitted
- Brand USA France/Germany (w/AOT) Spring campaign content
- Visit USA UK – Updates to Webpages
- FVW German E-Learning 12-month Campaign content

MEETINGS/EVENTS/CONFERENCES:

CONFERENCE/ROOMS LEADS/BOOKINGS:

3 Leads were sent in the month of November for a total of 2,238 room nights and total estimated economic impact of \$669,162. At time of reporting one lead had booked in Flagstaff for June 2023 for a total of 1,750 room nights and estimated economic impact of 523,250.

MEETINGS/CONFERENCE SERVICES:

Staff held meetings with 3 groups to answer questions upcoming meetings/events.

MEETINGS MARKETING/SALES:

Staff attended the Destination West – Arizona Conference and had appointments with **20 Meeting Planners**. This conference is focused on planners looking for destinations in the west and specifically in Arizona. At time of reporting **2 RFPs were received** because of the show and are currently in the proposal process.



VISITOR SERVICES:

Model Train: The Model Train ran 185 times during the month of October.

Brewery Trail: Visitor Center gave out 120-pint glasses for brewery trail redemptions!

EV Charging Stations: Construction was completed on the Electric Vehicle charging station and they are now live!

Winter Recreation Hotline: Continued to work on the Snow play hotline, to be ready to launch in December. This hotline is a partnership between the City of Flagstaff and Coconino County to give visitors one number (844-256-SNOW) to call for current conditions at many snow play areas in Northern Arizona.

Skate at the Station: Continued planning Skate at the station and construction began on rink. We are excited to bring this free winter activity back to downtown Flagstaff.

Visitors and Retail: Our visitor walk-ins increased from last year as well as our retail sales numbers!

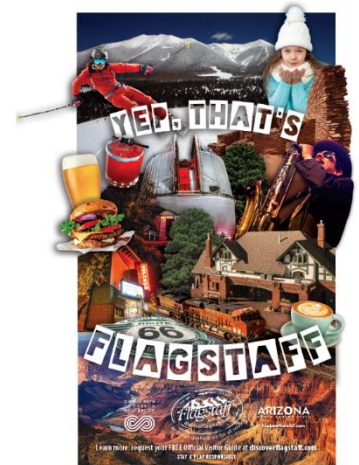
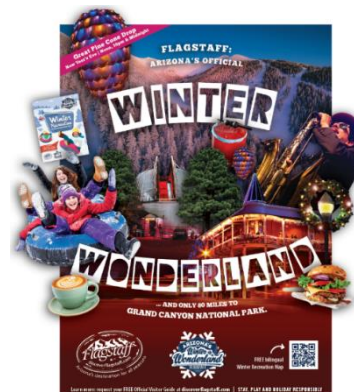


November	2020	2021	2022	+/- 2021	+/- 2020
Walk-ins	5,284	7,310	8,101	11%	53%
Retail Sales	\$14,811	\$25,033	\$25,411	2%	72%

CREATIVE SERVICES:

ADVERTISING:

- **LOCAL PRINT ADS:** Created the Giving Box ads for the Arizona Daily Sun and Flagstaff Business News
- **HIGHLANDS LIVING LAYOUT:** Designed the “Stay and Play More” Highlands Living January PSA layout
- **SKATE AT THE STATION:** Created the Skate at the Station banners, ads, flyer, and digital materials for the Visitor Center
- **SNOWFLAKE FESTIVAL:** Designed the Snowflake Festival materials for the Visitor Center
- **STAY & PLAY INSERT:** Finalized the AZ Republic Stay and Play insert
- **VISIT USA FRANCE:** Created a few print ad options for the Visit USA France
- **STAY & PLAY SWEEPSTAKES:** Designed the Stay and Play sweepstakes Woobox web graphics
- **PRINT ADVERTISING (DRIVE MARKET/OUT-OF-STATE):** *Phoenix Magazine, AZ Drive Guide, Big Game Magazine (Spring Training publication), 2023 Pride Guide*
- **DIGITAL ADVERTISING (DRIVE MARKET/OUT-OF-STATE):** Datafy display ads for December (40 banners), Catalyst astrotourism VAI grant ads (20 banners), azfamily.com (snowplay map-5 banners)
- **2023 VISITOR GUIDE:** Updates are in progress; printing early December
- **BBB BRAND GUIDE:** Designed working draft of BBB Brand Guide for review
- **ASTROTOURISM:** Assisted with on North State Public Radio interview featuring Jerry Schaber, astrogeologist, about Apollo 17 training in Flagstaff
- **ASTROTOURISM:** Continued Astrotourism partner meeting and video production
- **BILLBOARDS:** Created designs for California and potential Nevada digital billboards
- **VIDEO:** Updated the website with new Winter Rec Guide on the [website](#)
- **EL IMPARCIAL:** Full page ad for El Imparcial



RECRUITMENT:

- **HR REQUEST:** Provided a brochure template to HR
- **PRESENTATION:** Helped present recruitment campaign to new HR Director
- **VIDEO:** Continued work on FFD recruitment video planning
- **BROCHURE:** Created a recruitment brochure for the Deputy City Manager position
- **FLYER:** Created a recruitment flyer for the Fire Department

VIDEO:

- **UNITED WAY:** Filmed and edited a [video](#) to promote the Unite Way campaign
- **HOLIDAY:** Edited Holiday video and updated our [holiday page](#) for the winter FSI
- **WINTER:** Worked with videographer to finalize our [winter promo video](#)

CITY JOBS:

- **CITY RECRUITMENT ADS:** Designed career ads for the AZ Daily Sun, Navajo Hopi Observer, and Flagstaff Business News
- **INCIDENT MANAGEMENT TEAM LOGO:** Continued to work on the City of Flagstaff Incident Management Team logo designs
- **UNITED WAY POWERPOINT:** Created a United Way PowerPoint design
- **BUSINESS CARDS:** Processed more business cards for City Engineering



WEBSITE:

- **WEBSITE:** Updated the homepage and winter content on DiscoverFlagstaff.com





Astronomy Nerds? We are, too!
Flagstaff - World's Best Destination for Astronomers.

Like Comment Share

278 views

44 shares

View 20 comments

Visit Flagstaff Flagstaff made it to the TOP 150! Keep your sites shining. Use only what shows the planet just with friends.

Like Reply 11 hrs 25 of 0.00pm

Armed Forces Day Flagstaff, the family vide.

Like Reply 11 hrs 25 of 0.00pm

Write a comment.

Visit Flagstaff



View Stellar Night Skies...
Flagstaff - World's First International Dark Sky City.



Your Lowell Observatory...
World-famous scientific research campus where Pluto was discovered.



Explore Meteor Crater...
World's Best Preserved Meteor Impact Crater.



Learn why every astronaut who walked on the Moon trained in Flagstaff...
Apollo 17 astronaut Harrison Schmitt on the Moon, 1972.



See why the "lunar-like" areas near Flagstaff are still being used for astronaut training today...
Scientific equipment testing, 1965.



Walk in the footsteps of Apollo and Artemis astronauts...
Apollo 16 astronaut Dave Scott on the Moon, 1971.



Visit "Grover" - the actual lunar rover vehicle simulator...
Apollo 16 astronauts Dave Scott and Jim Irwin, 1970.



Discover Flagstaff - The World's Best Destination for Astrotourism

Catalyst
Astrotourism Carousel - AOT Regional Marketing Grant Campaign
December 1, 2022 - March 31, 2023
<https://www.flagstaffarizona.org/things-to-do/astrotourism/>

THANK YOU FOR YOUR CONTINUED PARTNERSHIP WITH THE CITY OF FLAGSTAFF'S ECONOMIC VITALITY DIVISION!
We hope you had a HAPPY THANKSGIVING!