

Economic Vitality Division

Enhancing Quality of Life 365 Days a Year

AIRPORT • COMMUNITY INVESTMENT

LIBRARY • TOURISM



AIRPORT

AIRPORT RESCUE FIRE FIGHTING (ARFF):

- ARFF/Operations crews were busy keeping the runway clean and open with the 65 inches of snow that fell at the airport. We are excited to announce a new Ops/ARFF Specialist began this month, filling all open positions.
- The Airport Ops/ARFF Manager and the Fire Department's Regional Training Chief attend a Basic 40-hour ARFF certification class. Intent was to expose member of the Command Staff to a basic ARFF class to start thinking about ways FFD could help support ARFF. Airport Ops/ARFF Lead/Capt.
- Joel Barnett was asked to speak to the kids at Marshall Magnet Elementary School on the importance of being helpful.



ARIZONA AIRPORTS ASSOCIATION: The Arizona Airports Association (AzAA) held their Winter Board Meeting at Little America with the Airport Director in attendance. AzAA will hold their annual spring conference at Little America in May. This event will draw approximately 200 airport executives, consultants, FAA and ADOT Aeronautics Officials.

AIRPORT OPERATIONS: January was the lowest level of operations since records began 20 years ago. Total operations for January were 1,908 which included two days of no operations. The airport received 65 inches of snow and did not close the runway, but operations were impacted by visibility issues with snow flurries and fog.



AIRPORT MARKETING: The airport continues to run targeted digital ads to visitors and residents in Verde Valley, Prescott, Phoenix, and Flagstaff.



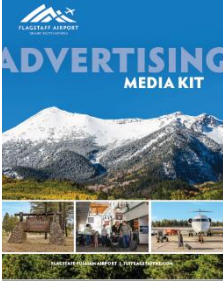
CARES ACT PROJECT UPDATES: Design efforts for the Airport Terminal Fire Sprinkler replacement project began in January. Construction is expected to start in May and will last for several months. Several additional maintenance projects are expected to start this winter and construction notices will be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

AIRPORT PARKING LOT UPDATE: Schedit and Bachmann USA has been selected as the system supplier for the Airport's paid parking program. Procurement and installation of the equipment is ongoing with the Economy Lot and paid parking system scheduled to open later this spring.

FLYBRARY: A FLYBRARY opened in the hold room. Passengers are encouraged to take (or leave) a book. Thanks to the library for donating books. The FLYBRARY has been popular with books flying off the shelves. New shelving and prominent signage coming soon!

IN THE NEWS: The airport was featured on AZCentral and in the [Arizona Daily Sun](http://ArizonaDailySun) this month.





MARKET YOUR BUSINESS AT THE AIRPORT:

Reach out to Claire Harper at Claire.harper@flagstaffaz.gov today!

ENPLANEMENTS: Total enplanements were fell short of 2022 numbers but were flat to 2021.



CHOOSE
FLAGSTAFF

COMMUNITY INVESTMENT

BEAUTIFICATION AND ARTS & SCIENCE:

COMPLETED PROJECT - WILLOW BEND POLLINATOR MURAL

Willow Bend Environmental Education Center is excited about its new BIA grant funded mural with other project components from their BBB funded Art & Science grant. The project included a 7x8 ft mural, a free little lending library and events that highlight the importance and significance of pollinators in an interactive, artistic,



and aesthetic manner. The mural is bright and colorful and depicts a local meadow scenery with the Peaks in the background, native plants, and a Two Tailed Swallow-Tailed Butterfly (the state butterfly of Arizona). It was created to be interactive, such a way that observers can become “part” of the mural, by standing in-front of the butterfly, becoming the body of the butterfly, and having the wings in the background.

ONGOING PROJECTS

- **Airport Art, Coconino Scroll:** Contract extensions in place for redo of medallions in 21” diameter and for glass cutting as well as the contract for art fence installer. Artist team is taking the cut jigsaw pieces for the fence and putting the imagery together to prep for welding.
- **Aspen Bicycle and Pedestrian Enhancements:** Century link and staff gave final approvals to work scope for Loven contracting.
- **Aspen Avenue Library Entry:** Schedule review with contractor indicates that February 23rd is now the complete date for the hardscape work. Staff reviewed installation of plaza sculptures and determined that epoxy used did not create a strong enough anchor. Contractor to send in alternate approach. Location of two of the sculptures is also under review. Staff reviewed and okayed updated plaque and requested Braille sample in cardboard be sent to designated member of Inclusion and Adaptive Living to review for accuracy. Staff presented to BPAC on temporary project ideas for grand opening and ArtX and met with the Interim Library Director to review of an idea with *Thread Together* to create a community-based temporary art project as one of the projects
- **Courthouse Poetry Component:** Staff led voice recording session of poems read by David McIntire and Rose Toehe and an artist statement by project artist Marie Jones for QR feature for artwork *Among Trees*. Shout out to Creative Flagstaff and Jay Gallegos for use of their digital facilities and his assistance. Another shout to our recording artists, all were spectacular! Staff then took and edited recordings and downloaded as WAV files. Staff worked on landing page set up for QR Code to ensure easy access for users and selected a vendor for an adhesive metal QR Code element for public art plaque.
- **Downtown Connection Center:** Design focus was on finishing 75% plans with more details on



lighting placement for the artwork. Mountain Line and City staff met and determined to do a reimbursement agreement in lieu of an IGA to

cover Mountain Line's contractor's costs for artwork support features. Staff created and routed Council package and presented both art concepts to Council in a Work Session for response. Amongst the very positive feedback was that the community felt heard and represented in the art. Staff also conducted risk assessment with Risk Management. No changes were requested. Staff worked with artist team on final budget numbers, reviewed Council Package for contract approval with legal. March 7th is Council approval date. The construction schedule has the glass installation in March 2024 and the sculpture installation in December 2024.

- **Flowers and Enhanced Landscaping:** Staff drafted text and presentation for Council on the flower project for the contract renewal for 2023-2024. Cost for the project is estimated to be about \$103,000.
- **I17 & J.W. Powell Overpass:** Staff chose rustification for abutments and updated Capital Projects on design choices.
- **Lone Tree Overpass:** Staff reviewed artist submitted modified form liners for costing and participated with artists in project teams value engineering meeting.
- **Phone Booth Library:** Staff approved vendor's scope of design work and reached out to procurement to finalize PO. Project initiation meeting held with direction given on bench concepts and end of May target for completion.
- **Switzer Canyon Roundabout:** Staff developing community forum questions and focus group exercises.
- **Traffic Signal Cabinets Phase 3:** Call opened! See outreach below. Selection Panel recruitment completed, and meetings set up for February after call closes. Staff conducted a pre-application meeting and answered questions for appx. 30 applicants. Call closes February 1st.

PROGRAMS & OUTREACH

Arizona Public Art Network: Staff participated in reconnect with Public Art Administrators from around the state that focused on post-pandemic updates on everyone's respective programs. This was organized and hosted by Tempe at historic Eisendrath House <https://eisendrathhouse.org/>. Program is in talks to host a meeting in Flagstaff in August. Out of meeting, an updated contact list was created, and a regional network was set up on the Public Art Exchange site.

Flagstaff Business News Article:

<https://bloximages.chicago2.vip.townnews.com/azdailysun.com/content/tncms/assets/v3/editorial/4/19/4195c582-95f7-11ed-b41f-2f80f55f586c/63c5e27fdc534.image.jpg?resize=400%2C267>



- **Outreach for DCC Civic Space:** DCC Civic Space re-visioning meeting shared with local artist list and BPAC (Mountain Line is conducting main outreach). Staff then participated in the public meeting at Murdoch Center on January 12th.

Outreach for Traffic Signal Cabinets Phase 3: Staff conducted outreach for the Traffic Signal Cabinets Phase 3 including flyers at downtown businesses, FB & Instagram postings, a press release with follow up to AZ Daily Sun reporter, emailing call to local artist list, Sunnyside and Southside community groups,



selection panelists and BPAC. Staff gave interview on project to AZ Daily Sun, which resulted in this article on January 16th:

https://azdailysun.com/news/local/city-of-flagstaff-seeks-artists-for-mini-mural-project/article_2927b98e-928b-11ed-afed-af82f38834c9.html#tracking-source=home-top-story

Call to Artists

The City of Flagstaff is looking for artists, graphic designers & illustrators to submit designs for Traffic Signal Cabinets

Locations include:

- N West St & E Dortha Ave
- S Foxglenn St & E Butler Ave
- S Beulah Blvd & S Woodlands Village Blvd
- S Beulah Blvd & Forest Meadows St
- S Beulah Blvd & Lumberjack/McConnell Dr

Applications close on February 1, 2023

To apply or to learn more, visit Flagstaff.az.gov/4411 or scan the QR below.

For questions, please contact Susan Hardman, BAA Project Administrator at 927-413-8988 or Susan.Hardman@Flagstaffaz.gov

HIGHLIGHTED EVENTS IN JANUARY BY A NONPROFITS SUPPORTED BY BBB TAX FUNDS:

Classical Music Goes West

Presented by [Flagstaff Symphony Orchestra](#) at [Ardrey Auditorium, Northern Arizona University Campus](#), Flagstaff AZ



Learning On-Site

Presented by [Coconino Center for the Arts](#) at [Coconino Center for the Arts](#), Flagstaff AZ

Erika Hess, Ph.D. and Robert Neustadt, Ph.D. present “Learning On-Site: Service Learning and Experiential Education with Refugees in Greece”

PARKFLAG:

Program Update

Council:

- ParkFlag presented program updates to City Council on January 31st, 2023. It was the first time ParkFlag provided an update since 2020. Several items were also on the agenda for discussion including the future purchase and use of a license plate reader and the possibility of adding a new permit type to our permit inventory.

Maintenance:

- We continued to resolve printer issues in kiosks by replacing old paper rolls. Team members also preplaced several batteries sets in kiosks reporting voltage load errors.
- One downtown kiosk was out of order awaiting parts and repairs. That kiosk is now functioning.

Snow Operations:

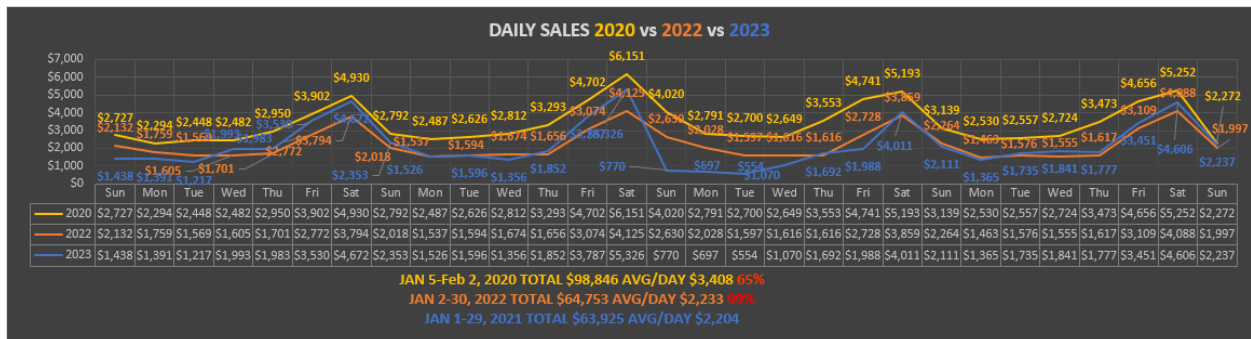
- Downtown Flagstaff saw a record amount of snow fall. Enforcement operations decreased as Parking Aides assisted in snow removal in Heritage square as well as snow removal around kiosks to provide payment accessibility. Once all kiosks were made assessable enforcement operations resumed.
- Parking Aides issued warnings for lines and marks violations due to snow cover on downtown streets.

Community/Business Update:

Presentation: ParkFlag presented snow removal information and updates at the Flagstaff Downtown Business Alliance Stakeholder meeting. We answered several questions about payment and violation policies during large snow events.

Parking Numbers:

- During the month of January patrons parked for 67,305 hours during paid parking operating times. Each parking transaction averaged 2 hours.
- January parking revenues decreased slightly in comparison to January 2022, most likely due to the occurrence of the large now event.
- Total Parking Warning Violations Issued 540
- Total Parking Violations issued 189



BUSINESS ATTRACTION:

Attraction Efforts:

Over the last month City staff has submitted attraction packets to attract over 635,000 sq. ft. of new retail/restaurant/manufacturing businesses to Flagstaff.

The business types include:

- 180,000 sq. ft. for a new retail business
- 50,000 sq. ft. for new sports retailer
- 5,000 sq. ft. for a new restaurant



- 400,000 sq. ft. for a new manufacturing business.

At this point in the attraction process, I am unable to share the names of these companies. Should any of these endeavors prove to be fruitful, I will work with the associated business on an announcement when it is appropriate to do so.

Incentive Updates:

Sustainable Automotive Sales Tax Rebate: The program has depleted its available fund balance. To date the program has assisted over 40 purchasers and many local dealerships who acquired/sold hybrid or fully electric vehicles. The City Council and Budget Team will have the opportunity to replenish this fund to assist additional purchasers and dealerships during this year’s budget process. Should this program receive additional funding, applications can be submitted beginning July 1, 2023. We will keep you apprised as a determination is made.



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 tentative completion date for this new website is scheduled for May 2023.

Other Attraction Highlights:

- KC Hilites continues to move forward with their planned relocation. City staff has been working with them to ensure they will have a smooth transition into the former Daily Sun building.
- The Economic Development Team presented to Council on Jan. 31 and gave an overview of successes that the program enjoyed throughout 2022. The full presentation to Council and a video regarding of the item can be found here (Item 3): [Jan 31, 2023, City Council Combined Special Meeting/Work Session - Flagstaff, AZ \(swagit.com\)](#)
- 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:

MARKETING



FLAGSTAFF BUSINESS NEWS: Community Investment staff delivered content to the Flagstaff Business News to invite entrepreneurs to participate in the Innovate Waste: The Carbon Neutrality Challenge. Workshops continue monthly hosted by Moonshot@NACET to help entrepreneurs to

better navigate the start-up world and to navigate the collaborative pitch event known as Innovate Waste: The Carbon Neutrality Challenge.



BUSINESS FACILITIES MAGAZINE: BR&E Manager and Business Attraction Manager continue to collaborate to tell the stories of business opportunities of Flagstaff to help businesses grow or to locate and grow in this community. The

Aerospace Edition provided Team Flagstaff another chance to celebrate Katalyst Space Technologies as their startup business continues to grow in number of employees and in their impact on satellite technology. An organization such as Katalyst Space Technologies bolsters this growing sector of aerospace and materials solutions innovators in Flagstaff.



KAFF RADIO: BR&E Manager arranged an interview to present the ARPA Small Business Assistance Grant Program. Through the course of the interview, details of the program were shared with the public including Frequently Asked Questions and the contact information for all applications and inquiries.

PROJECT UPDATES

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

- By the end of the day on January 31, 2023, which marked the close of the window to receive applications, there were 109 applications received with a total request of \$1.8 million.

NACET CAMPUS MONTHLY MEETING: BR&E staff attended and presented at the NACET Campus Monthly Meeting.

- Staff learned firsthand of the milestones and management updates of the campus as it supports entrepreneurship from around the region. Staff used the opportunity to introduce the BR&E Program and the ARPA Small Business Assistance Grant.

ARIZONA@WORK COCONINO COUNTY WORKFORCE DEVELOPMENT BOARD (WDB): Staff had a series of meetings with the Executive Director to explore regional efforts to support industry.

- Collateral educational materials and upskilling programs for incumbent, new, and prospective workers are in the works.

ARIZONA MOUNTAIN INN & CABINS: ECoNA President and CEO, Mrs. Gail Jackson, convened staff from Team Flagstaff including representatives from Community Development, Planning, and Economic

Development to meet the owners of the Arizona Mountain Inn & Cabins.

- A great amount of economic development occurs by simply meeting with landowners to discuss possibilities as was the case with this conversation. The owners have a thriving business on a very attractive piece of property. Staff is working to help the owners understand the existing entitlements as they may inspire enhancements to their operations and to the property.

PROGRAM UPDATES

BUSINESS RETENTION AND EXPYEAR IN REVIEW: Staff has been working with interdepartmental staff to conclude the contractual parts of the incentive prior to delivering the notice to proceed message to the winners.

YEAR IN REVIEW: Economic Development staff presented their Year in Review to Council to celebrate the accomplishments of 2022. The evening was jam-packed with presentations from Community Investment which only added to the celebration.



LIBRARY | CITY & COUNTY

JANUARY 2023 LIBRARY STATS:

		Jan-23	Jan-22	Difference
Circulation	Downtown	21,786	18,767	16.1%
	East Flagstaff	10,178	7,856	29.6%
	TOTAL	31,964	26,623	20.1%
Value of Loaned Materials	Downtown	\$393,321.16	\$335,903.00	17.1%
	East Flagstaff	\$189,335.95	\$142,878.77	32.5%
	TOTAL	\$582,657.11	\$478,781.77	21.7%
In-House Use	Downtown	16,855	19,737	-14.6%
	East Flagstaff	6,424	5,811	10.5%
	TOTAL	23,279	25,548	-8.9%
Door Count	Downtown	15,630	11,041	41.6%
	East Flagstaff	11,920	5,417	120.0%
	TOTAL	27,550	16,458	67.4%
Wi-Fi Use	Downtown	2,915	1,183	146.4%
	East Flagstaff	1,239	832	48.9%
	TOTAL	4,154	2,015	106.2%
Public	Downtown	1,685	1,174	43.5%

Computer Use	East Flagstaff	1,849	592	212.3%
	TOTAL	3,534	1,766	100.1%
Number of Programs	Downtown	36	9	300.0%
	East Flagstaff	12	4	200.0%
	TOTAL	48	13	269.2%
Program Attendance	Downtown	448	88	409.1%
	East Flagstaff	189	40	372.5%
	TOTAL	637	128	397.7%
Reference Help	Downtown	2,360	1,790	31.8%
	East Flagstaff	1,905	1,082	76.1%
	TOTAL	4,265	2,872	48.5%

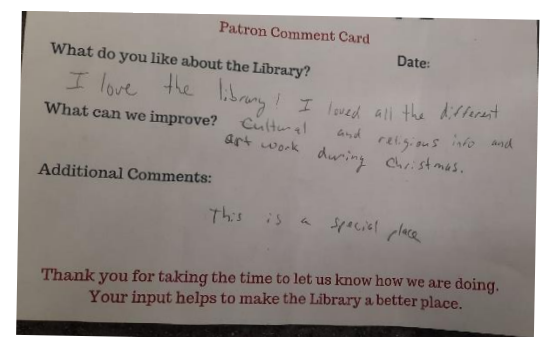
EAST FLAGSTAFF COMMUNITY LIBRARY (EFCL): Holiday Decorations Feedback: We got some nice feedback about our holiday decorations this year! We had information about and decorations for many winter holidays including Las Posadas, Pancha Ganapati, Hannukah, Christmas, Kwanzaa, Soyal, and the Winter Solstice.

A YEAR IN REVIEW

EAST FLAGSTAFF COMMUNITY LIBRARY (EFCL) Year in Review:

Please look at some of the things we accomplished in 2022! [2022 A Year in Review Screenly \(1\).pdf](#)

PATRON COMMENT: The library recently received this kind patron note: *"Hello Flagstaff Librarians!! I have moved out of state so I will not be renewing my card. However! I wanted to thank all of you. I spent a lot of time at the main library as well as the Sunnyside library. Through studying, applying for positions, and just trying to get my life in order. Thank you for helping me with success! I am an army veteran and at the time I was aimless. I graduated NAU and am now in medical school. I firmly believe I couldn't have done it without you!"*



FIRST TIME HOMEBUYER'S CLASS: A local realtor and lender hosted this class for 18 participants at the Downtown Library on January 24th. They explained each step of the home buying process in detail and provided printouts of the slides for participants to follow along with during the presentation and to take home afterward. The presentation itself lasted about an hour, but participants stayed for an extra half hour to ask questions. One patron commented that their favorite part of the program was, "key takeaways, plans/action items, direct POC [proof of concept]."

GAME NIGHT WITH VAULT: The adult Game Night hosted in partnership with Vault had 25 participants

at the Downtown Library on January 4th. Participants commented that their favorite parts of the program were, "Talking with people and meeting new people" and "Loved the social [aspect]."

YOUTH SERVICES PROGRAMMING: Normal programming (Early Literacy Storytimes, Lego Club, Creation Station, Hang Time/Game Time, Bards and Nobles) has resumed for the winter session with increased attendance.



TOURISM & VISITOR SERVICES

TOURISM METRICS: JANUARY 2023

For January 2023 the city's traditional accommodations experienced higher presell and in-the-month demand than the year prior and responded by yielding their product at an increased ADR. January lived up to the city's official designation of Arizona's Winter Wonderland – driving snow play recreation visitors and overnight stays.

With January 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, planning for festivals and events in February, earned media efforts and more. We are grateful that everyone's efforts in the tourism sector paid off in January with good demand for our destination and all the support for our businesses.

Following is a snapshot of the metrics for January 2023:

Jan	2022	2023	Diff
OCC	56.6%	58.6%	3.6%
ADR	\$102.79	\$105.21	2.4%
RevPAR	\$58.14	\$61.65	6%

MARKETING & MEDIA RELATIONS:

20 print articles, 103 digital articles, 11 procured stories, and 7 media assists

- Booking engine shows an increase in the booking window at 68.7 days -- this tells us people are searching for spring travel.
- January's results for Flagstaff Local include a 9% gain in reach and clicks throughs were strong leading with shelter/donation stories.
- Flagstaff's winter safety messaging was broadcast regionally in Phoenix on several news segments as well as covered locally in digital and print in the Arizona Daily Sun.
- Facebooks and Instagram experienced growth – Facebook likes increased 280%, and the top performing post supported MLK Day.
- Film Commissioner collaborated with Film Tucson, Film Phoenix and the Arizona Film and Digital Media Coalition regarding strategic communications on the "Good News! Az Film Incentives Update."
- January media covered winter safety and recreation, dining, skiing, and Astro tourism.
- AOT press trip with TV Azteca was hosted in January on assignment to gather footage and stories about Arizona and especially Flagstaff's winter wonderland. TV Azteca is one of Mexico's largest TV networks, tuned in by 80 million Mexicans annually, that is, 71% of the population.
- Flagstaff's winter safety messaging was broadcast regionally in Phoenix on several news segments as well as covered locally in digital and print in the Arizona Daily Sun.
- Print (circ: 4.3m/value: \$79k) Broadcast (reach: 4.4m/value: \$1m) Digital (reach: 575m/value: \$3.9m). January 2023 resulted in a 1100% increase in AVE in 2019 and REACH increased 125% compared to 2019. There were 3,757 digital article social echo shares on Facebook, Twitter and Redditt.



Enjoy more highlights:

James Beard list of chef and restaurant semifinalists is out. Did your favorite make the cut?:

<https://www.usatoday.com/story/life/food-dining/2023/01/25/james-beard-2023-semifinalists-chef-restaurant-awards/11120633002/>

Outstanding Restaurant: *Proper Meats + Provisions in Flagstaff*

Emerging Chef: *Christian Lowe, Shift Kitchen & Bar in Flagstaff*

Unlikely Ski Area Just Broke the \$300/Day Lift Ticket Barrier: <https://www.skimag.com/news/arizona-resort-has-most-expensive-lift-ticket-in-us/>

Sledding at Flagstaff Snow Park: <https://news.yahoo.com/sledding-flagstaff-snow-park-161650134.html>

5 Family-Friendly Road Trips in the US to Take With an Electric Vehicle

<https://www.parents.com/family-friendly-road-trips-in-the-us-to-take-with-an-electric-vehicle-7092004>

Why is Pluto no longer called a planet?


<https://www.world-today-news.com/why-is-pluto-no-longer-called-a-planet/>

Could Flagstaff snow play finally be cleaning up its act?

https://azdailysun.com/news/local/could-flagstaff-snowplay-finally-be-cleaning-up-its-act/article_2d1ca0ac-a322-11ed-ba26-e35171f436ed.html

FILM:

- Film Commissioner collaborated with Film Tucson, Film Phoenix and the Arizona Film and Digital Media Coalition regarding strategic communications on the “Good News! Az Film Incentives Update.” Film Commissioner distributed the message to the Flagstaff film industry through Constant Contact.
- Film Office Intern received website permissions and credentials to assist with film webpage updates.
- Film Commissioner continues to work with Vice-Mayor Aslan and AFDMC to reserve a session at the annual Arizona League conference.
- Film Commissioner submitted the FY24 PCR film budget.
- Film Commissioner responded to film location inquires.
- **There were no film permits issued in January.**



January 25, 2023

Good News! AZ Film Incentives Update

We have good news to report! All the rules for the upcoming Arizona film incentives have just been made public by the Arizona Commerce Authority (ACA). You can read them [here](#).

If you have questions or comments about the rules, [fill out this online form](#) created by the Arizona Film & Digital Media Coalition (AFDMC)—all comments and questions will be forwarded to the Arizona Commerce Authority (ACA.) The opportunity to provide your opinions ends in 30 days, so don't delay. Let yourself be heard.

Now for even more good news: as of right now, the start date for tax credit applications has been bumped up from September to Thursday, March 23, 2023. Flagstaff's destination for all seasons is film ready for your location and project needs.

Please contact Flagstaff Film Commissioner Meg Roederer at mroederer@flagstaffaz.gov or reach out with a call or text to (928) 522-3254 to learn more.

Thank you,

Meg Roederer
Discover Flagstaff Film Commissioner

WEBSITE:

Comparisons are made YOY to 2022

- Domestic visitation increased 142% -- led by AZ which primarily is from metro-Phoenix up at 114%, CA is up and primarily led by So. CA, specifically LA with 83% increase but also San Francisco which had a 38% increase, Colorado was third which was led by Denver up 196%, and TX was fourth led by Dallas which increased 155%.
- International sessions were also up led by MX with a 160% increase, Canada was up 206%, UK was up 54%, and Germany and France also increased.
- Landing pages with most engagement were: Webcams up 251%, Flagstaff's Top 21 Must-Do's, Things to Do increased 56%, Plan your Trip/Snowometer had nearly 9,000 views, and Astrotourism had 8,900 views. Winter Adventure/Winter Recreation map had 6,435 views.
- There was a 48% increase in outbound links which totaled 2,978 and among those receiving most clicks were: Flagstaff Snow Park, AZ Snowbowl, AZ Nordic Village, accommodations, and national monuments.
- Booking engine shows an increase in the booking window at 68.7 days -- this tells us people are searching for spring travel.

EMAIL CAMPAIGN:

- January's results for Discover Flagstaff subject matter had a 27% increase in reach which tells us there's great engagement and requests on our website and sweepstakes as people are optioning in, as well as from some lead generating efforts. Top clicks went to the Winter Recreation Map, accommodations and dining and nightlife pages.
- January's results for Flagstaff Local include a 9% gain in reach and clicks throughs were strong leading with shelter/donation stories.

SWEEPSTAKES:

- Winter Stay and Play sweepstakes had its strongest performing year and had a 200% increase in entries. Many of the entrants opted-in to receive on-going Discover Flagstaff information which allows us to continue to message key marketing campaigns.

SOCIAL MEDIA:

- Facebooks and Instagram experienced growth – Facebook likes increased 280%, and the top performing post supported MLK Day. Instagram likes grew tiple digits, too. Winter Recreation and snow-ometer were also fan favorites.

SALES:

INTERNATIONAL TRAVEL TRADE:

MEETINGS/EVENTS/LEADS:

- G2 Travel site inspection
- Tourism Commission Annual Presentation
- Joined Visit USA Italy
- "New" Americana Inn meeting
- DMOcracy webinar
- Visit USA France – 4th of July contest prize
- Go West Summit appointment scheduling
- Go West Summit client event planned

MARKETING & MEDIA:

- TourOperatorland content
- Visit USA Parks Ambassador Itinerary Complete
- Brand USA France content approved
- Visit USA Belgium January newsletter content approved
- Visit USA Germany February newsletter content approved
- Go West Summit social post for February trade show
- IPW new Display Booth approved



MEETINGS/EVENTS/CONFERENCES:

CONFERENCE/ROOMS LEADS/BOOKINGS: 2 Leads were booked in the month of January for a total of 39 room nights and total estimated economic impact of \$11,661.

MEETINGS/CONFERENCE SERVICES: Staff attended Creative Flagstaff Board/Committee Meetings, FLP Board Meetings, had meetings with 2 upcoming groups to answer questions/assist in any planning needs, and had meetings with 2 new properties/venues.

MEETINGS MARKETING/SALES: Staff attended the IPEC Conference and had appointments with 22 Meeting Planners. This conference is for 3rd party planners that have open RFPs for groups and are looking for destination options.



VISITOR SERVICES:

Walk-ins & Retail

- Continued to increase in January!

Model Train

- The Model Train ran 108 times during the month of December

Brewery Trail

- Visitor Center gave out 100-pint glasses for the Flagstaff Brewery Trail redemptions!

Winter Recreation Hotline: (844-256-SNOW)

- The Flagstaff Winter Recreation hotline is a partnership between the City of Flagstaff and Coconino County to provide current conditions at many snowplay areas in Northern Arizona. The Hotline received 447 calls in January

January	2022	2023	YoY Change
Walk-ins	4,355	4,978	14%
Retail Sales	\$12,606	\$13,941	11%

CREATIVE SERVICES:

ADVERTISING:

- PRINT ADVERTISING (DRIVE MARKET/OUT-OF-STATE):** *Play Ball Magazine, Los Angeles Magazine, Grand Circle Travel Planner, AZ Drive Guide*
- DIGITAL ADVERTISING (DRIVE MARKET/OUT-OF-STATE):** *Datafy* display ads for February (60 banners- Snowplay Map, AZ Beer Week, AZ Beer



Week Sweepstakes, Valentine's Day, Super Bowl/Grand Canyon), *azfamily.com* Community Calendar and *Woobox* (AZ Beer Week Sweepstakes).

- **FLAGSTAFF PUBLIC ART MAP:** Preparing for reprint of existing map with full edit and printing planned for this summer.
- **BBB LOGO/USAGE GUIDE:** Continued work on BBB Logo Usage Guide.
- **LUNAR LEGACY/ASTROTOURISM:** Joined Lowell staff and USGS geologist (ret.) Bob Philpott for hike through Crater Field #4 in the Verde Valley. Bob was the geologist who "blew up" the craters on the field to create an exact duplicate of the landing site for training of the Apollo 13 crew (later used by Apollo 14).
- **LOCAL PRINT ADS:** Created **Beer Week** ads for the Arizona Daily Sun
- **WINTER REC AD:** Designed a half page **Winter Recreation** print ad for the AZ Republic
- **FLAG HAPPS:** Created the weekly Flag Happs layouts and email blasts as well as a mockup for a new digital layout
- **CHOCOLATE WALK:** Designed the 2023 **Chocolate Walk** materials including flyers, posters, ads, and passports
- **WINTER RECREATION:** Created winter rec badge



VIDEO:

- Worked with videographer to create a promo [video for Spring Training](#)
- Worked with videographer to create new [Beer Week video](#)

RECRUITMENT:

- **CITY RECRUITMENT ADS:** Designed career ads for the AZ Daily Sun, Navajo Hopi Observer, and Flagstaff Business News
- **NEIGHBORHOOD PARTNERSHIP COMMITTEE:** Created branding, letterhead, and PowerPoint designs for the Neighborhood Partnership Committee
- **RECRUITMENT:** Created an animated email signature to promote recruitment



SOCIAL MEDIA:

- **CASUAL ASTRONAUT:** Worked with casual astronaut on campaigns and provided an extensive photo library

- **WEBCAM:** Updated the webcam overlay

CITY JOBS:

- **WATER SERVICES:** Created new logo for Stormwater efforts
- **WATER SERVICES:** Designed a 24-page strategic plan for water services
- **BUSINESS CARDS:** Provided various business cards for water services and engineering
- **MISSION:** Created a mission statement flyer for the Fire Department

WEBSITE:

- **UPDATED CONTENT:** Updated listing photos, beer week content, astronomy events, and other content on DiscoverFlagstaff.com
- **BING:** Resolved Bing search engine results

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