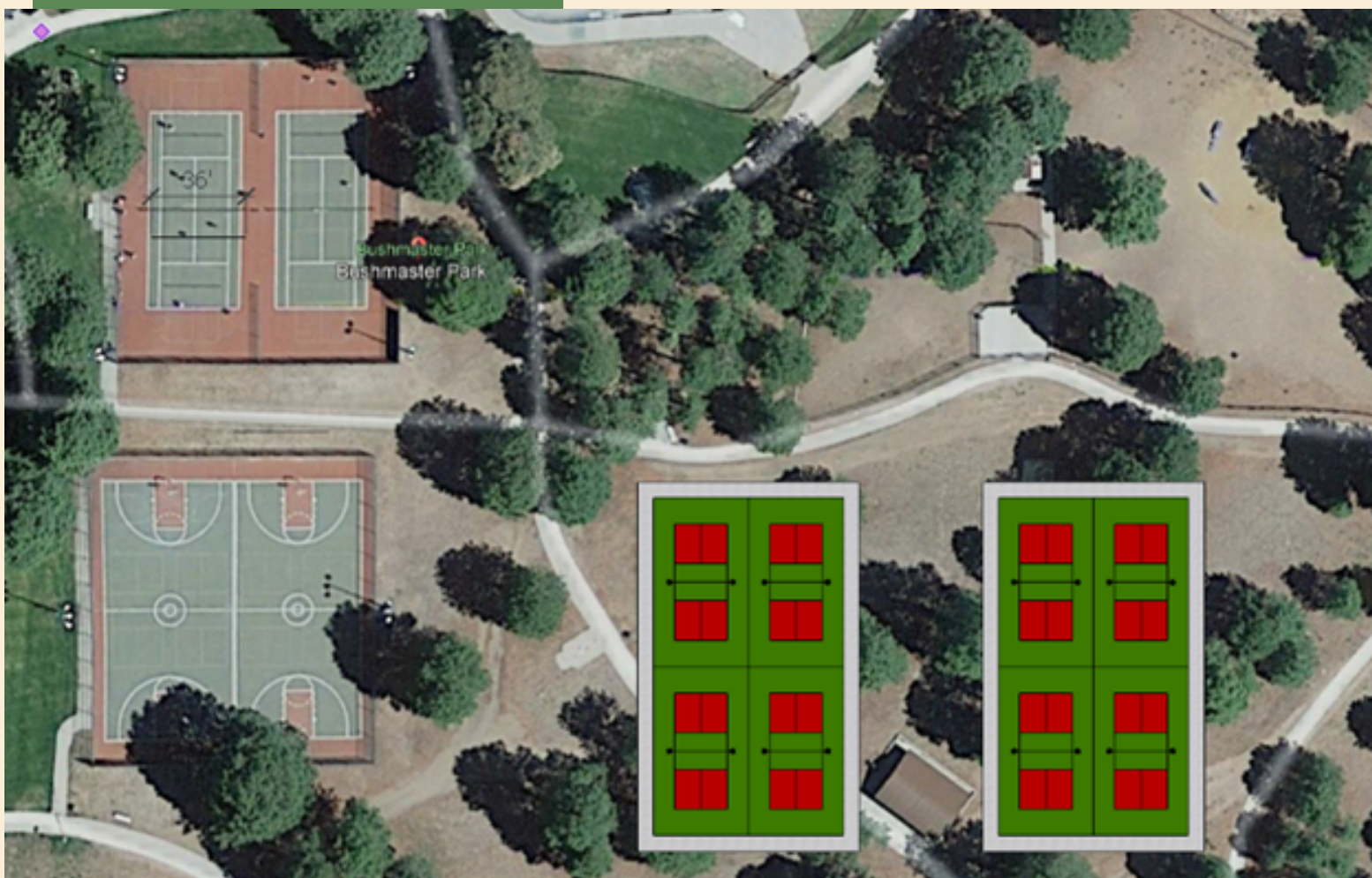


# PROSE

## PARKS, RECREATION, OPEN SPACE, AND EVENTS

February 2023

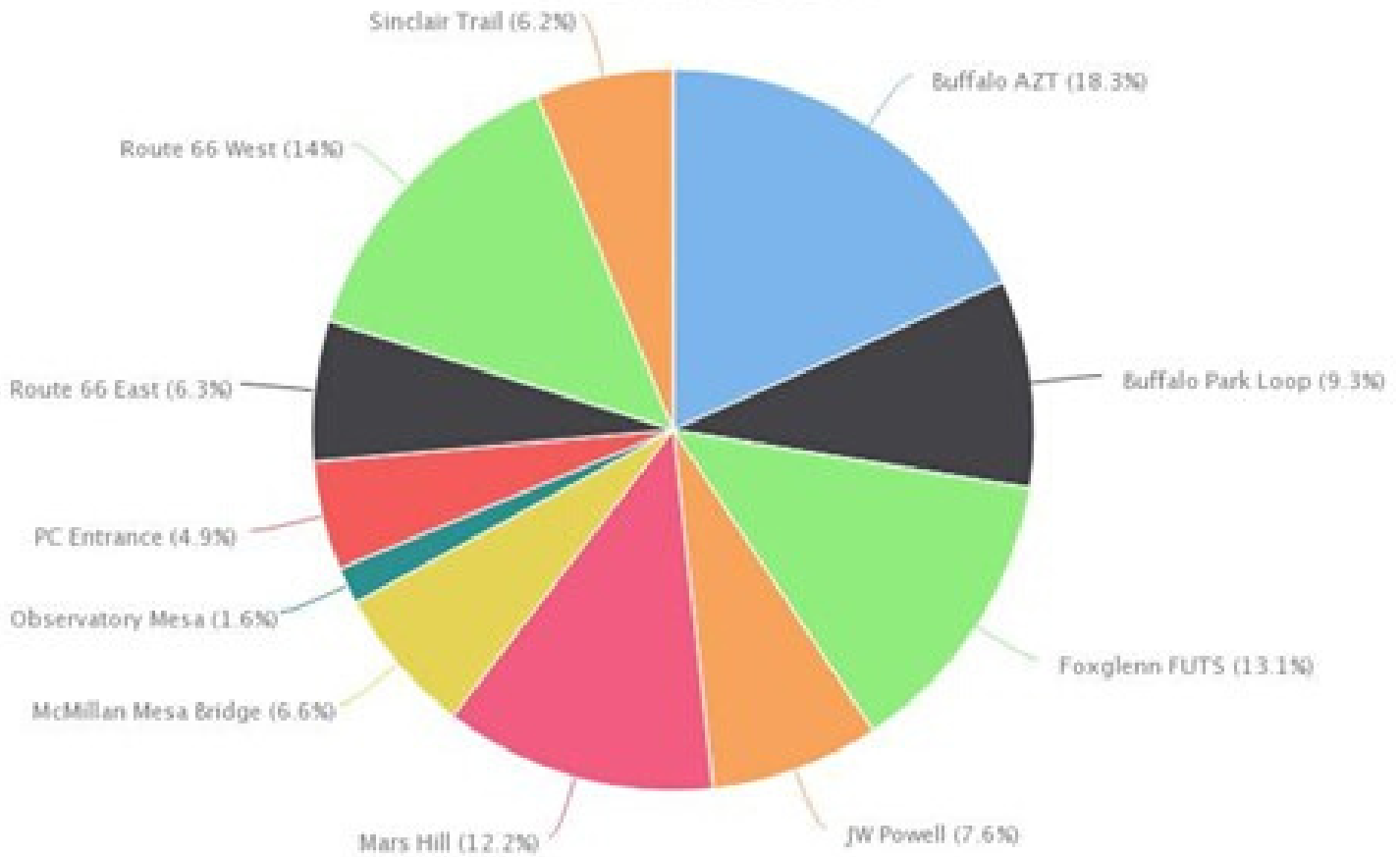


The conceptual design of the pickleball courts at Bushmaster Park is underway with staffing taking the contract for design build to City Council on March 21. The current critical path for this project has delivery of the courts occurring from May to August 2023.

With winter weather, the grant funded Buffalo Park Project has been on hold since late December. The universal equipment was installed just before a string of snowstorms arrived. Up next will be the concrete walkway and accessible parking spaces portion of the project followed by signage and a last run on the trail mix before considering the grant complete. Substantial completion is scheduled for April of 2023.

# Compare Sites

2023-01-01 to 2023-01-31



Trail counts on FUTS (includes those in our Open Spaces) for the month of January were 16,241 passersby at the 14 locations listed below. When you consider the snowfall amounts our community experienced being the third highest accumulation in a January in Flagstaff history, it is amazing that our trails see this much activity even with inclement weather!

Site Name	Daily Average
Buffalo AZT	97.1 (18.3%)
Buffalo Park Loop	49.4 (9.3%)
Foxglenn FUTS	69.6 (13.1%)
JW Powell	40.2 (7.6%)
Lone Tree CCC	0 (0.0%)
Mars Hill	64.8 (12.2%)
McMillan Mesa Bridge	35.3 (6.6%)
Observatory Mesa	8.6 (1.6%)
PC Entrance	26 (4.9%)
PC Rio de Flag	0 (0.0%)
PC Waterbird	0 (0.0%)
Route 66 East	33.4 (6.3%)
Route 66 West	74.1 (14.0%)
Sinclair Trail	32.7 (6.2%)



Snowstorm impacts.... have you ever wondered how a large snow event affects resources such as labor hours or equipment usage? Or how many tons of snow were potentially moved? During the month of January, there were 1,090 labor hours spent on snow operations with 70% of those hours on equipment and the rest with performing handwork, i.e. shoveling or snow throwing.

During the month, 61.4 inches of snow accumulation occurred becoming the third largest on record for Flagstaff! When using the standard of an inch of snow per square foot weighs 1.25 pounds, Parks estimates that over 87 million pounds of snow were moved during the month.

In January, the Flagstaff Aquaplex held the annual membership drive adding 579 new members to the center and renewing 257! The team continues to identify ways to increase membership as the endemic recovery is underway. One potential opportunity will be to offer different classes in the studio than competitors are offering and to increase the offering within the aquatics realm knowing that there are limited pools in our community.

**Did you know that pickleball and badminton are offered inside at the Aquaplex?**





At Hal Jensen Recreation Center, youth basketball is in full buzzer shots with 280 registered youth community members!

Ready to bump, set, and spike? Spring Volleyball kicks off this month with womens and all-gendered teams for all levels of play.



At Joe C. Montoya Community and Senior Center, the new elliptical machine arrived adding to the offering inside the quaintest fitness center in town!

This recreation center continues to host AARP free tax prep...come get your taxes done!



The only sheet of ice in northern Arizona has been slammed with programming at Jay Lively Activity Center.

This month they hosted the NAU vs. GCU game with 200 spectators, user groups spent 126 hours on the ice, and over 2,000 people joined us for public and adult skating sessions

The Open Space section hosted a Full Moon Hike on Sunday February 5, 2023 at Buffalo Park, and 36 people attended (19 more than January)! Many accepted snow/ice cleats provided by Risk Management. Not all finished the Nate Avery loop, as the snow was deep in some spots, and tough to walk on in others, but we all saw the full moon rise over Mt. Elden! We expect to gain at least one Open Space Steward as a result of this hike. We will host another Full Moon Hike on Tuesday March 7, 2023 at 5:30pm, hiking McMillan Mesa Loop Trail; we'll meet at the buffalo at Buffalo Park.



### Meet our new Open Space Educator!

Sarah Holditch joined the Open Spaces Section as our new full-time Open Space Educator! She started work on January 23, 2023 under a one-year grant funded position.

Sarah holds a B.S. in Environmental & Sustainability Studies with a minor in Philosophy & Political Science from Northern Arizona University, and she has been the Manager at Flagstaff Climbing. Sarah will be working to create outdoor educational programming, collaborating with educators to provide students with field trips to city open spaces, creating educational campaigns to generate student interest in STEAM topics, and coordinating partners to provide outdoor learning opportunities for the community. We are excited to have her on Team Flagstaff!

Have you heard the news? Athletic allocations have moved on over to the Event and Marketing team. Permitting is this section's bread and butter and the team is enjoying working closely with our Athletics Department to make the shift. Allocations have officially closed which means opening day is just around the corner!

Speaking of permitting, 23 applications crossed our desks this month for approval. That's a strong start to the season!



PROSE marketing has made a major shift this year with branded content and advertisements. Staff have created a stylus guide to use for all PROSE content and the numbers have shown this method works. Our post engagements are at an all time high on social media with our Aquaplex Membership Drive ad reaching almost 10,000 people. Follow us on social media to see us in action!



Planning for the upcoming Concerts in the Park series is underway! A Call for Musicians is out to the public with selection taking place the last week of March. We are excited to offer another year of mobile concerts including a growing partnership with Coconino County Parks and Recreation.

Want to be our next big act? Email your demo to [specialevents@flagstaffaz.gov](mailto:specialevents@flagstaffaz.gov)!

