

# Economic Vitality Division

Enhancing Quality of Life 365 Days a Year

AIRPORT • COMMUNITY INVESTMENT

LIBRARY • TOURISM

## MAY 2023 Highlights



## AIRPORT

**AIR SERVICE ATTRACTION:** A grant application for the Small Community Air Service Development Program was submitted. More than ten letters of support were included from public and private community partners, as well as our Congressional delegation. Staff attended an airline attraction conference and was able to connect with multiple airlines including Allegiant, America, Southwest, Breeze, Delta, and United.

**ARIZONA AIRPORT ASSOCIATION (AZAA):** Flagstaff Airport hosted and attended the Arizona Airports Association Spring Conference at Little America. Staff was able to connect with airport employees and aviation professionals from around the state and hear funding and regulatory updates from the FAA and ADOT.

**Special thanks to Mayor Becky Daggett for providing opening remarks** and to Maria Robinson for joining a panel discussion about airport liability! The conference concluded with a tour of our ARFF station and discussion on snow operations.

**AIRPORT RESCUE FIRE FIGHTING (ARFF):** ARFF Crews attended a training at Luke AFB for F16/F35 familiarization and ARFF response. This was the second part of this training to accommodate all ARFF staff. ARFF Crews finished training on new Zoll EMS heart monitor. Airport leadership met with the TSA to discuss upcoming emergency exercises including fire drills, active shooter, and bomb threats.



**AIRPORT CAPITAL IMPROVEMENT PROJECTS:** Staff met with the FAA to develop the annual Airport Capital Improvement Plan, which charts the major construction projects and capital purchases for the next five years.

**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. Digital and print ads are running locally about new paid parking implementation.



*Thank you for flying Flagstaff First!*

**PAID PARKING BEGINS JULY 1, 2023**

**at Flagstaff Airport**

**DAILY RATE OF \$6 - \$8 PER DAY • FIRST HOUR FREE**



**COMMUNITY OUTREACH:**

Airport Director Brian Gall presented airport updates to the Flagstaff Chamber of Commerce Board of Director. Discussion topics included airport enplanements, upcoming maintenance project, air carrier attraction efforts, and paid parking updates.

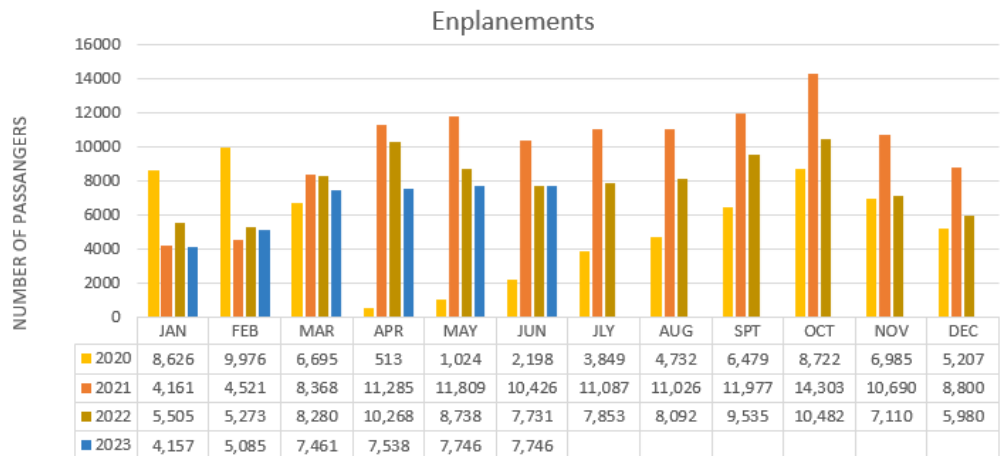


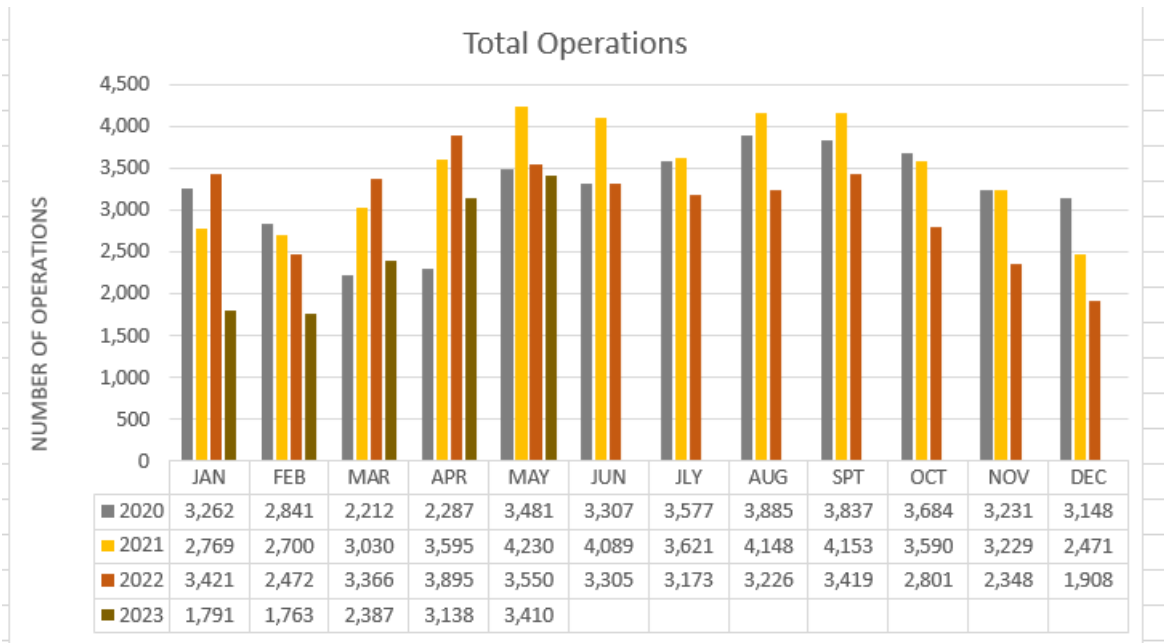
**PAID PARKING SYSTEM:** Installation of the new paid parking system is entering its final stages. Equipment is being installed in the entry and exit lanes and the system is expected to begin testing soon.

**IN THE NEWS:** The Arizona Daily Sun continues to highlight the airport. An article on [paid parking](#) and [new airport director](#) were featured on the front page.

**ENPLANEMENTS AND TOTAL OPERATIONS:**

- Enplanements beat last May slightly!
- Total operations slightly down to last year.





**CHOOSE  
FLAGSTAFF**

COMMUNITY INVESTMENT

## BEAUTIFICATION AND ARTS & SCIENCE:

### ONGOING PROJECTS:

**Airport, Coconino Scroll:** The fabricator of the medallions has completed the casting of the new twenty-one” medallions (but has not applied patina), the quality of which was approved by the artist. Staff discussed with vendors an alternate process to place medallions that involves saw cuts into pavers rather than a wet set. Staff will proceed with a Request for Proposals to do the installation of the new medallions, which will be stored at the fabricators until needed.





**Aspen Avenue Library Entry (*Touch Home, Reach Sky Art*) + Temporary Project:** Staff conducted site walkthrough with Threaded Together for the temporary project. Will wait to install when landscaping completed.

**Aspen (Niche) Bicycle and Pedestrian Enhancements:** Staff began assembling design proposals and sent specs for bike racks and seating/tables to Loven Contracting and received general budget costs for the project to review.

**Downtown Connection Center:** Staff met with Mountain Line on shared costs agreement. Final numbers will be available in late June. Targeting Council approval in August.

**Downtown Green:** Staff initiated project to repaint the hardware assets (lampposts, bike racks, etc.) their designated green hue by meeting with legal and procurement to assess past approach utilizing an agreement with the Downtown Business Alliance.

**Downtown Mile:** Staff sent invites and created focus group exercise.

**Flowers and Enhanced Landscaping:** Designed, fabricated, and installed temporary wayfinding signage on the large planters that are temporarily closing the Aspen Alley until the new planters are fabricated. Staff met with DBA and local business owner and decided on Corten steel for the finish of the new planters. The Corten will be sandblasted so that it weathers/rusts evenly. Foxglove installed pollinator garden rocks in Heritage Square; removed spruce trees from downtown wine barrels, which were delivered to Core Services for replanting, and replaced with wild grasses and flowers. Full summer plantings coming in June!



**Phone Booth Library:** A field survey initiated to see if the field monuments line up with the information from the title search to verify that project is on City property. Staff reviewing memorial policy considering a plaque request for the bench.

**Route 66 & Fanning:** Staff reviewed and approved route 66 shield fabrication file from vendor.

**Southside/Murdoch Park 3D Artwork:** Staff revised deadline of the call to artists from May 23<sup>rd</sup> to June 6<sup>th</sup> and sent announcement to all outlets. Flyers also distributed. Staff participated in a Planning-led site visit to review the park project, inclusive of the artwork, with a focus on how all the parts work together.

**Switzer Canyon Roundabout:** Community Forum response posted to those who participated in the survey. Thanks, extended for their time, BBB identified as source of funding for project, and gave assurance that safety reviews will be part of the process. Reworking draft call-to-artists.

**Traffic Signal Cabinets Phase 3:** After conferring with legal, staff reviewed copyright issues with artist Chiara Skabelund regarding Emily Dickenson quote. Artist decided to go with an alternate side panel design rather than pursuing necessary permissions. Designs are now complete for three of five locations and the print production is underway. Installations begin in June!

## PROGRAMS & OUTREACH:

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

### ARTx Festival:

- Staff attended Common Good’s grant pitch night wherein Creative Flagstaff was awarded \$10,000.
- Staff participated in meet-in-greet with keynote speaker Majora Carter, attended the opening event as well as many of the art installations to provide feedback to Creative Flagstaff and grantees supported with program funds.
- In the keynote, whose theme was “You don’t have to move out of your neighborhood to live in a better one,” staff took note of Ms. Carter’s talent retention strategy.
- **A shout out to Councilmember Sweet** for rocking our program highlights in the introductions to the opening night festivities.



**Beautification in Action Grants:** Staff worked with provisional spring 2023 grant recipients for May 10<sup>th</sup> Commissioner meeting.

**Creative Flagstaff GOS and ARPA Project Grants:** Staff, as part of grant committee, attended interviews of grantees. Then reviewed and recommended non-profit awards for General Operating Support from BBB funding, and capacity building project grants from AARPA funding.

Arizona Daily Sun article about one of our spring 2023 Beautification in Action grant recipients—Flagstaff Leadership Program (FLP) and their community garden restoration project at Puente de Hózhó Elementary School. Carla McCord, our former BPAC chair and current FLP member, is also featured. Check it out at <https://bit.ly/42vMh8m>.





Art Collections & Beautification Coordinator Cristen Crujido presented “Art & Wayfinding” lecture at Sedona Arts Center and discussed all things BAS with attending community members and artists (post-lecture). Check out the **Lecture Notice:** [FREE LECTURE - El Metro: Art & Wayfinding in Mexico City with Cristen Crujido - Sedona Arts Center : Sedona Arts Center](#) and the **Exhibition:** [Qué Hermoso! exhibit celebrates Latino art - Sedona Red Rock News](#)

**Property Markers for Green Book Tour:** Per request of Councilmember House that came taking the Green Book Tour, staff set up a meeting with Discover Flagstaff, Legal, Historic Preservation & Dr. Guthrie (NAU, Ethnic Studies) to scope this potential project.

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

**Culture Connection AZ.:** 14 artists on display across a variety of mediums including painting, sculpture, glass, wood, jewelry, photography, and more.



**POP GOES THE FERRET: EXPERIMENTAL ROCK OPERA-IN-PROGRESS:** This interdisciplinary, experimental chamber opera-in-development for May’s Art X pilot event was a 30-minute

performance of short scenes that included songs, dialogue, multimedia, puppets, audience interaction, acting, and stagecraft. The libretto and songs were based on the forthcoming

book *Backvalley Ferrets: A Rewilding of the Colorado Plateau* by Lawrence Lenhart. The project addressed environmental conservation, habitat restoration, and climate change.

**PARKFLAG:**

**MAINTENANCE:**

- Spring cleaning is in full swing downtown. Team members continue to deep clean 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.
- Team members are also working on repainting red curbs throughout the downtown parking district.

**TRAINING:**

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



- Exceling as a Manager or Supervisor
- Frontline Fundamentals: LPR for Frontline Personnel

**RECRUITMENT:**

ParkFlag opened recruitment to fill two Parking Aide positions within the program. We currently have two applicants that are moving through the process.

**COMMUNITY UPDATES:**

**Southside Neighborhood:**

- Lead Parking Aide, Heather Frantz, met with the Southside Neighborhood Coalition for a walk-about in the Southside Neighborhood during the month of April. Residents and City staff walked the neighborhood and discussed parking and non-parking related issues in the area.

**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 May patrons parked for 99,942 hours during paid parking operating times, up 8,111 hours over April.

**MAY REVENUES:**

- Pay to park kiosk revenues for May 2023 were up 14% over May 2022.
- Permit sales were up 16% over the month of April, from \$5,602 to \$6,502



## BUSINESS ATTRACTION:

### Attraction Efforts:

- **Select USA:** City staff alongside the Economic Collaborative of Northern Arizona (ECoNA), the Arizona Commerce Authority (ACA), and several other Arizona municipalities attended Select USA this year.
- Select USA is one of the largest international trade and business development conferences in the U.S. that is hosted by the Department of Commerce.
- There were well over 4,000 attendees with representatives from over seventy countries. The Arizona delegation was supported by **Governor Katie Hobbs** and her staff to help spur additional business attraction for Arizona.
- Staff met with several promising international businesses that were interested in making northern Arizona their home. Overall, the trade show was an enormous success and staff has 10+ new leads that were generated, illustrating significant promise for Flagstaff.



### **Incentives:**

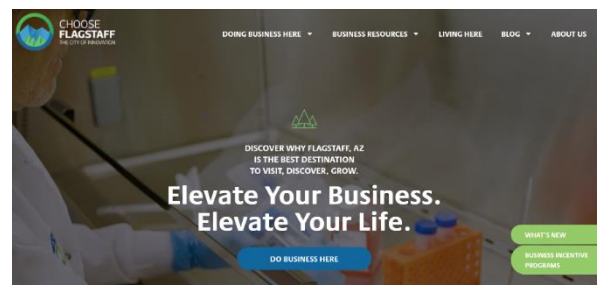
Staff presented to the City Council this month with the goal of expanding administrative capacity to increase effectiveness and efficiency related to five economic development incentives.

### **Choose Flagstaff & Business One Stop Shop Websites:**

- The Business One Stop Shop (BOSS) system that is being designed to help business owners and developers navigate the City's planning process is about to enter beta. The website's goal is 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 will collect feedback from various partners over the next few weeks before officially launching this site.
- 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](#)

### **Other Economic Development Highlights:**

- Staff has issued a Request for Statement of Qualifications (RSOQ) for a new economic development strategic plan. The application deadline closed on May 11<sup>th</sup> and staff has been working with our procurement team 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:

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**CHOOSEFLAGSTAFF.COM ROLLOUT:** A redesign effort wrapped up resulting in a new and updated look for the economic development website known as ChooseFlagstaff.com. Staff has been working with indigo8, a Flagstaff website design team that has delivered a streamlined site that is ready to serve as a sales funnel and lead generating tool and to serve as a clearing house of programs to assist businesses to relocate to, or to stay and grow in Flagstaff.



### PROJECT UPDATES:

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**SMALL BUSINESS RELIEF FUNDS:** Community Investment Staff worked with other City offices to deliver a program to support existing businesses by way of the 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):** On May 5<sup>th</sup> and sixth, three dynamic entrepreneurs pitched ideas to advance Flagstaff climate goals and to advance the local economy and were awarded!



- 4 Corner Carbon Coalition, Habitat for Humanity, and Block-Lite partnered to deliver the winning pitch with their innovation to bring on-site direct air capture technology to Flagstaff producing ultra-low carbon blocks that will be used to deliver affordable housing to the region.
- Convergent Dynamics and Silvaflux tied for the remaining awards. Convergent Dynamics optimizes energy grids to maximize data storage and function. Silvaflux commercializes reforestation efforts around the world.

**ARIZONA@WORK COCONINO COUNTY WORKFORCE DEVELOPMENT BOARD:** The local area board has received additional funding to facilitate paid internship summer work opportunities for ages 16-18 in Coconino County, and additional funding for Incumbent Worker Training. The additional funding will help businesses and first-time job seekers to meet their goals. The Incumbent Worker Training is important for all employers as this program is designed to upskill existing workers. Any interested employers should contact the ARIZONA@WORK Coconino County Career Services Center or go to their website at

<https://www.coconino.az.gov/124/Career-Services#Employers>

**ECONOMIC DEVELOPMENT WEEK:** Economic Development Week occurred May 8<sup>th</sup> through 12<sup>th</sup> to celebrate the variety of activities that develop economies. From presentations to Council or to would-be-entrepreneurs on interviewing and pitch skills, or a social hour at the end of the day for economic development practitioners, Economic Development Week 2023 was an enormous success.

**PROGRAM UPDATES:**

**ECONOMIC DEVELOPMENT INCENTIVES TO COUNCIL:**

Staff brought resolution to Flagstaff City Council that provides authority to enhance economic development incentives as needed. Each year of implementation of the programs provide learning opportunities.



**LIBRARY | CITY & COUNTY**

**MAY 2023 LIBRARY STATS:**

		May-23	May-22	Difference
Circulation	Downtown	23590	22018	7.14%
	East Flagstaff	10136	9239	9.71%
	TOTAL	33726	31257	7.90%
Value of Loaned Materials	Downtown	\$435,847.97	\$405,345.99	7.52%
	East Flagstaff	\$195,643.84	\$166,730.96	17.34%
	TOTAL	631491.81	\$572,076.95	10.39%
In-House Use	Downtown	16179	7474	116.47%
	East Flagstaff	6632	4754	39.50%
	TOTAL	22811	12228	86.55%

Door Count	Downtown	20206	19489	3.68%
	East Flagstaff	14318	9588	473000.00%
	TOTAL	34524	29077	18.73%
Wi-Fi Use	Downtown	3969	3587	10.65%
	East Flagstaff	2344	866	170.67%
	TOTAL	6313	4453	41.77%
Public Computer Use	Downtown	1920	2444	-21.44%
	East Flagstaff	2205	1474	49.59%
	TOTAL	4125	3918	5.28%
Number of Programs	Downtown	53	18	194.44%
	East Flagstaff	10	5	100.00%
	TOTAL	63	23	173.91%
Program Attendance	Downtown	1844	101	1725.74%
	East Flagstaff	154	45	242.22%
	TOTAL	1998	146	1268.49%
Reference Help	Downtown	3132	2952	6.10%
	East Flagstaff	1398	1727	-19.05%
	TOTAL	4530	4679	-3.18%

### **Branch & Department Updates:**

#### **Downtown Programs -**

Administration: The front entrance project should be completed by mid-June!

Circulation: Our circulation staff is in the process of tagging all our bound periodicals with RFIDs.

CMS:

- We are excited to welcome Brandon in his new part-time position as a Cataloger!
- 2,336 unique users checked out 7,238 e-materials from Overdrive, an eBooks, e-Audiobooks, and e-Magazine's vendor.

IT:

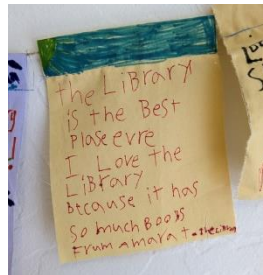
- The new website continues to be the top agenda item for IT; the first round of usability testing went very well!
- IT made several visits to Tuba City last month to make updates there, including to PACs and printers.

#### Reference:

- Climate Resilience Work Session: On May 6<sup>th</sup>, Library Specialist Kinney Anderson hosted a Climate Resilience Work Session on Observatory Mesa with Neil Chapman, Wildland Forest Health Specialist. Participants learned about the three principles of fire adapted communities and how work like the Watershed Protection Project is protecting the health of our forest.



- Library Love Hearts with Threaded Together: On May 27<sup>th</sup>, Programming Librarian Mary Corcoran hosted a fabric craft event on the Downtown Library lawn with Threaded Together. The 30 attendees created fabric hearts, flags, and more to display at the library's new entrance when it is unveiled in June.



- Kinney Anderson was awarded an LSTA Collections & Programs grant to purchase materials for the Arizona collection and provide programs related to local environmental justice issues with a focus on environmental issues impacting Black and Indigenous community members.

#### Youth Services:

- May was jam packed with school visits and group visits to the library where we spread the word of summer reading!
- Jessica, Ryan, Nick, Amy, and Miranda each visited elementary school classes to tell them about the summer reading challenge and its programs, speaking to over a thousand students!
- We had six school group visits and around 170 students!
- The first half of the May had our regular programs of story times, LEGO Club, Game Time Hang Time, and Creation Station; now we are in full prep mode for summer reading.
  - Youth Services has around 70 programs planned for everyone from babies to teens!
- This summer includes the return of our teen volunteer program for ages 14-18 with 16 teen volunteers helping with programs and signing families up for SRC.
- Paws to Read is also returning, a program where children can sign up to read to a therapy dog at the Downtown Library.

#### EAST FLAG COMMUNITY LIBRARY:

- Supervisor and Clerk interviews are over.

- New Teen Volunteer and one teen finished volunteering.
- Teen Intern started listening tours, ironing out program details, and drafts of art project ideas.
- Exciting Pride and library collaboration at Pride to create library cards and connect people to resources.
- Received a donated Book stand.
- Family Storytime averaged 15 people per program and Crafty Corner 25!
- LGBT+ Book Club saw a spike in attendance!
- Super successful Meet Us at the Trailhead! 23 people of all ages attended!
- (Technically Downtown) Volunteer Appreciation Tea Party was enjoyed by volunteers!



## **County Branches:**

### Tuba City:

- The Telehealth Project is on hold until the Project Planners determine next steps with a meeting scheduled for mid-May. Pearl & staff are prepared as loaner medical items and furnishings are stored in office downstairs library building.

### Grand Canyon:

- The Grand Canyon Library is preparing for the second half of the building renovation, a structural repair of the foundation. The National Park Service is currently accepting bid proposals for the project. We will be closing, moving, and re-opening another building in Grand Canyon village until the reconstruction is complete.

### Forest Lakes:

- We are providing CPR education to the public and sport equipment such as volleyball for use in summer programming because of Rural Libraries Resiliency Grant.



# TOURISM & VISITOR SERVICES

## TOURISM METRICS: MAY 2023

For May 2023, the city's traditional accommodations (and likely the same for non-traditional accommodations) experienced strong demand – both occupancy and rates were up over same time last year.

Discover Flagstaff has been working on the promotion of our festivals, foodie scene, trails passport, dark skies/astronomy and responsible visitation messaging for our key domestic origin markets and City of 7 Wonders content and 'hub and spoke' travel itineraries for our international markets.

Following is a snapshot of the metrics for May 2023:

May	2022	2023	Diff
OCC	75.6%	77.1%	1.9%
ADR	\$139.55	\$140.20	.5%
RevPAR	\$105.49	\$108.03	2.4%

## MARKETING & MEDIA RELATIONS:

*15 print articles, 192 digital articles, 11 procured stories, and eight media assists*

May media covered...

- Hiking, events, dining, biking, attractions, astrotourism, and Arizona Snowbowl's season ending late-May.
- A few media highlights included morning broadcast segments on FOX 10, digital articles on Thrillist.com and azcentral.com, and print articles in Phoenix Magazine and Sunset Magazine.
- Print (circ: 445k/value: \$17k) Broadcast (reach: 1.3m/value: \$461k) Digital (reach: 1b/value: \$2m). May 2023 decreased in media REACH and AVE compared to May 2022 (please note vendor change from Meltwater to Cision.) There were 1,926 digital article social echo shares on Facebook, Twitter and Redditt.

### Enjoy more highlights:

- **Science and Discovery in the World's Best Destination for Astrotourism**



[https://azdailysun.com/science-and-discovery-in-the-world-s-best-destination-for-astrotourism/article\\_e783bd6e-f5ba-11ed-9a97-f3c9d5cb297d.html](https://azdailysun.com/science-and-discovery-in-the-world-s-best-destination-for-astrotourism/article_e783bd6e-f5ba-11ed-9a97-f3c9d5cb297d.html)

- **Road Trip Bucket List: 10 Major Cities To Stop at Along Route 66**  
[Road Trip Bucket List: 10 Major Cities To Stop At Along Route 66 \(thetravel.com\)](https://thetravel.com)
- **Nostalgic Motor Hotels are Having a Moment. These are the Best in the West** <https://www.sunset.com/travel/best-motor-hotels>
- **Flagstaff's Meteor Crater Feels Otherworldly Under a Vast Starry Sky** <https://www.thrillist.com/travel/phoenix/meteor-crater-flagstaff-arizona>
- **10 Essential Things to Do in Flagstaff this Summer.**  
<https://fabulousarizona.com/arizona-best/things-to-do-in-flagstaff-this-summer/>
- **Hike of the Week: Doney Trail near Flagstaff**  
<https://www.phoenixmag.com/2023/05/11/hike-of-the-week-doney-trail-near-flagstaff/>
- **Things to do in Arizona Summer 2023**  
<https://www.azcentral.com/story/travel/arizona/2023/05/12/things-to-do-in-arizona-summer-2023-camping-fishing-hiking/70200582007/>



The screenshot shows a news article from Phoenix, dated May 11, 2023. The article is titled "Hike of the Week: Doney Trail near Flagstaff" and is categorized under "Hike of the Week". It features a photograph of a sunset over a landscape. Below the main title, there is a sub-headline: "Flagstaff: Celebrate Arizona's Indigenous culture at the Heritage Festival". The text describes the festival as one of the biggest events in Flagstaff, held at the Museum of Northern Arizona. It mentions that the festival takes place on June 24-25 and is held on the forested grounds surrounding the museum, with the San Francisco Peaks rising in the background. A photograph of a group of people in traditional Indigenous attire performing a dance is included. The caption for this photo reads: "The Yohoyehen Dance Group will perform at the 2023 Museum of Northern Arizona Heritage Festival in Flagstaff. Kristian Hultman". A final paragraph states: "It's an inclusive celebration that highlights the diverse Indigenous cultures of the Colorado Plateau. Participants will include Acoma, Apache, Navajo, Havasupai, Hopi, Hualapai, Pai, Ute, Yavapai and Zuni people."

## 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 FY24 logistics for the November American Film Market (AFM) and the December London Focus events.
- Film Commissioner presented to students at Coconino Center for the Arts for the Productions Assistant workshop.



- Film Commissioner updated the film webpages to reflect that state tax credit application are now being accepted! Visit [www.flagstaffarizona.org/film](http://www.flagstaffarizona.org/film) for more information.
- Film Intern continues to gather Flagstaff data for the ACA platform, REEL SCOUT.
- Film Commissioner responded to film location inquiries.
- **There were four film permits issued in May.**
  - **Film Commissioner interviewed for the PBS program Trail Mix'd scheduled to broadcast this summer.**



## WEBSITE:

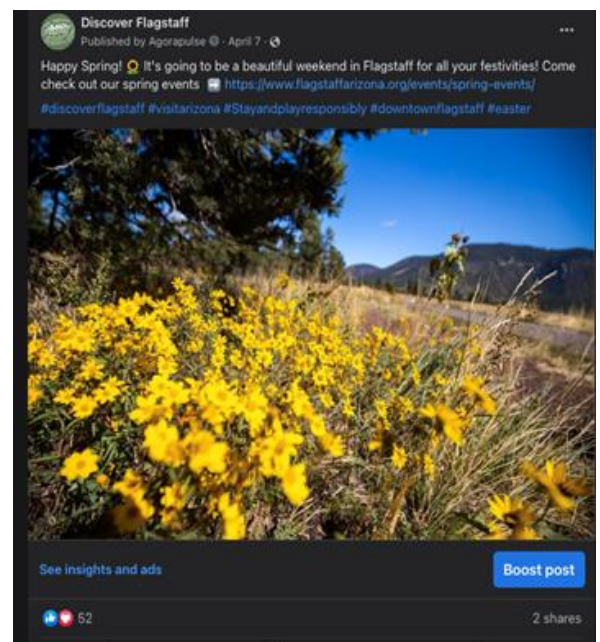
Comparisons are made YOY to 2022:

- **Domestic sessions** were up 16% -- from 47,233 to 57,995. The increase is seen from: Metro Phoenix, primarily Tempe from 695 to 1,888, and Columbus, OH from 300 to 3,361 (you may recall Columbus had a strong showing in March and April, too.)
- **International sessions** saw increases from Canada from 411 to 466 users, Germany from 166 users to 246 users, and France increased from 135 users to 154 users. There were decreases from some markets including UK, MX and Australia.
- **#1 landing page** was Webcam with more than 13,298 views, events page was second with 11,680 views, things-to-do was third with 11,567 views, festivals page was fourth with 6,016 views and dining and/nightlife/restaurants page was fifth at 3,968 views.
- **Top partner referrals or outbound links** went to AZ Game & Fish, Continental Country Club (Blues and Brews festival location), The Arb, and AZ Snowbowl. Alpine Pedaler, AZ Segway Tours and All-Star GC Tours rounded out the top 10.

## EMAIL CAMPAIGN:

Discover Flagstaff:

- May's results for Discover Flagstaff subject matter had 14% increase in reach because of continued opt-ins through our website as well as from lead generating efforts.
- Top clicks went to the Festival Sweepstakes entry page, the Astrotourism landing page, and the Dining/Nightlife landing page.
- Runner-up was accommodations which shows intent to plan a stay. This is great to see as it supports the Astrotourism and Gastronomy grants and is increasing



the entries for the festival sweepstakes as it's behind YoY which we are hoping to change to surpass last year's numbers.

### Flagstaff Local – My Actions Matter:

- May's results for Flagstaff Local showed a 98% increase in opt-in readers with the most clicks going to the High-Country Humane intro paragraph.
- May email received a whopping 7% click-through! Many clicks, 45% went to the High-Country Humane link.

### FLAGSTAFF TRAILS PASSPORT:

- Flagstaff Trails Passport results show even distribution amongst 19 trails, with a total of 43 check-ins between our 16 active users out of 169 total opt-ins.



#### FLAGSTAFF TRAILS PASSPORT


- Mobile exclusive
- Instantly delivered via text and email
- No apps to download
- Explore the best trails in Flagstaff
- Please enable location tracking in the pop-up to receive the best service

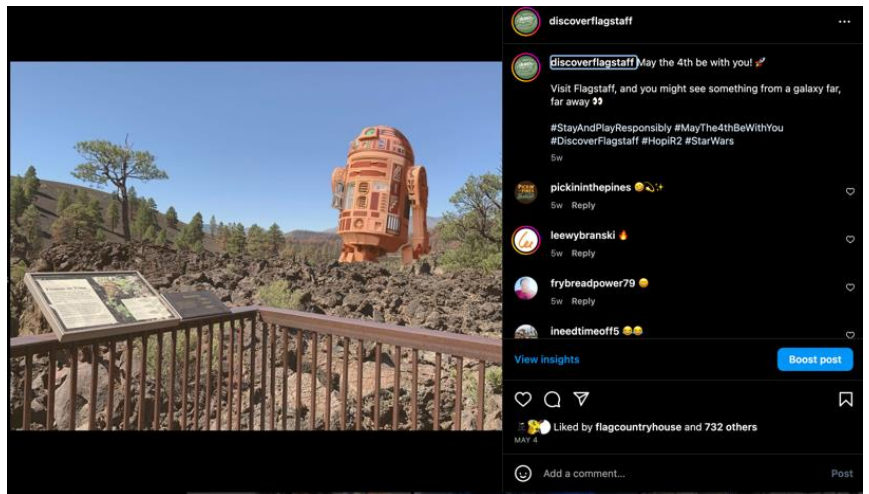
FREE

Sign Up Now!

Learn More

### SOCIAL MEDIA:

- Discover Flagstaff Instagram had a 147% gain in new followers, engagement increased by 246%.
- Flag Local up in engagements by 259%.
- Discover Flagstaff, Flagstaff 365 and Milligan Facebook accounts had growth in new followers.
- Continues slow climb back up in engagements from a period of not posting. Needs consistent posting to stay within the algorithm's sights, now posting at least three times a week, and reposting on Facebook, plus posting to Stories.
- Began posting on Flagstaff 365 in accordance with Flag Happenings events.
- **Top Facebook 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. We are currently 82% below expectations. I have asked that social media posts are shared on stories and reels too, moving forward.

## **SALES:**

### **INTERNATIONAL TRAVEL TRADE:**

#### **MEETINGS/EVENTS:**

- **IPW International Trade Show – 82 appointments!!!!!!**
- AOT Pre-IPW Australian Fam Tour
- AOT Post-IPW German trade Fam Tour
- Site/Richard Harrington, Newmarket Holidays, UK
- **Signed contract with Aiden for 30 tours/year beginning 2024**
- Americana Motor Hotel site
- Ascend CM stakeholder meeting
- Tourism Service Day
- Go2Travel, Zurich site

#### **MARKETING & MEDIA:**

- Visit USA Germany May newsletter content
- Hotelbeds Fall Campaign content submitted



*Picture: Discover Flagstaff 2023 IPW San Antonio Booth*

### **MEETINGS/EVENTS/CONFERENCES:**

#### **CONFERENCE/ROOMS LEADS/BOOKINGS:**

3 Leads were sent in the month of May for a total of 3,655 room nights and total estimated economic impact of \$1,092,845.

#### **MEETINGS/CONFERENCE SERVICES:**

Staff attended Creative Flagstaff Board/Committee Meetings, FLP Board Meetings, had meetings with two upcoming groups to answer questions/assist in any planning and hotel room needs.



#### **MEETINGS MARKETING/SALES/CONFERENCES:**

- Staff attended the Destination West Conference and had appointments with 20 Meeting Planners. This conference is for planners that have open RFPs for groups and are looking for destination options in the West. 2 RFP's have been a result of this conference so far.
- Staff also attended an AZMPI Meeting and networking event and a CRM system training in the month of May.

*Pictured: Staff at Destination West Conference*



## VISITOR SERVICES:

May	2022	2023	YoY Change
Walk-ins	13,382	13,222	-1%
Retail Sales	\$40,477	\$45,360	12%

### Model Train

- The Model Train ran 226 times during the month of May.

### Brewery Trail

- Visitor Center gave out 148-pint glasses for the Flagstaff Brewery Trail redemptions!

### Flagstaff Train Day

- Visitor Center hosted Flagstaff Train Day on May 13<sup>th</sup> walk-ins for that day were over seven hundred people! **Mayor Daggett kicked off the event** by cutting the cake and talking about the importance of trains to Flagstaff. We had displays from Operation Life Saver, Verde Canyon Railroad, Grand Canyon Railroad, Flagstaff Model Train Club and train themed arts and craft activities. Participants were happy to have a free family friendly event to attend.



**First Friday Artwalk:** Visitor Center hosted four artists for First Friday Artwalk and had 178 walk-ins during the event.

### Indigenous Art Market

- Visitor Center continued to look for artists for the Indigenous Art Market.



## Festivals

- Visitor Center was a collaborator location for the ArtX Festival and had quilts on display for the duration of the event and let visitors know other locations they could enjoy the festival.

## Google Reviews

- Visitor Center received many positive reviews on our Google listing below are a few examples.



**Wayne Mossop**  
Local Guide · 87 reviews · 172 photos  
★★★★★ 2 weeks ago **NEW**  
Very helpful and knowledgeable, a must for all your info needs on the area  
Reply Like

**sherrie dickinson**  
7 reviews  
★★★★★ 3 weeks ago **NEW**  
Very friendly knowledgeable staff. Well organized and extremely clean.  
Reply Like


**kevin kerry**  
Local Guide · 62 reviews · 26 photos  
★★★★★ a month ago  
Always a good thing to visit for information about the place you are in. Photo op outside which we did. Gift shop and easy parking. Also has EV CHARGING.



Reply Like

## CREATIVE SERVICES:

### ADVERTISING:

- **LOCAL ADS:** Created print and digital ads for the AZ Daily Sun, 99 Things to Do, Progress, Health and Medicine, and the Flagstaff Business News promoting the Airport and local restaurants and breweries.
- **MAY ARTWALK & CALL TO ARTISTS:** Created the June ArtWalk and a Call to Artists flyers for the Visitor Center.
- **NAU SKYDOME BANNER:** Designed a large vertical banner promoting local restaurants and breweries. 
- **DISC GOLF BROCHURE:** Designed a brochure for the PDGA Masters Disc Golf World Championships in Flagstaff featuring things to do, dining, trails, fire aware, parking, and more.
- **RESPONSIBLE VISITATION:**
  - Worked closely with Outlive Creative to plan for a Responsible Visitation video production.



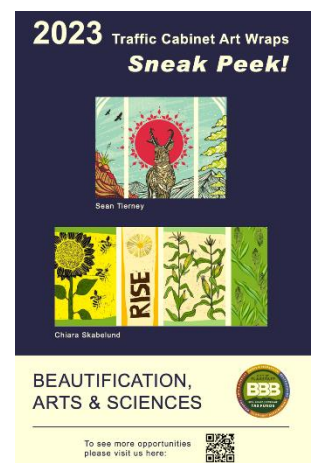
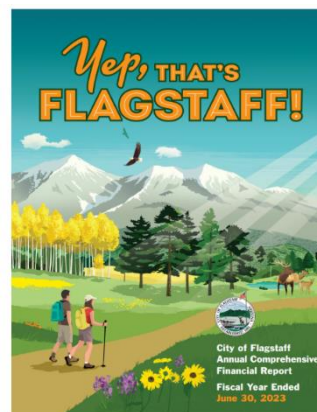
- Designed three coasters to promote Pledge for the Wild and the Trails Passport.
- Designed a sticker for the Trails Passport prize.
- Designed homepage takeover and ads for azfamily.com promoting the Trails Passport.
- Continued work on an interactive wall display at the Visitor Center to promote responsible visitation. This includes working with multiple vendors and the design of the interactive experience.
- **PRINT ADVERTISING (DRIVE MARKET/OUT-OF-STATE):** Produced ads for *San Diego Magazine* and *Discovery Map*.
- **DIGITAL ADVERTISING (DRIVE MARKET/OUT-OF-STATE):** Produced ads for June Datafy (Father's Day on the Patio, BE Fire Aware, As Grand AZ it Gets, Festival Sweepstakes, 4<sup>th</sup> of July events/festivals, Orpheum concert).
- **FIRE AWARENESS CAMPAIGN:** Produced news tickers and digital ads to run on 12News and 12news.com; Orpheum screen ads to run before events.
- **GASTROTOURISM AOT VAI GRANT:** Produced series of digital ads and carousels to run with Datafy.
- **RESPONSIBLE VISITATION AOT VAI GRANT:** Produced print ad for *Global Heroes* section of the *Wall Street Journal* (CA audience).



- **PRIDE PARADE:** Produced 1 “heart” FLG t-shirts for staff to wear during Pride Parade and a banner for staff to carry.
- **2023 FESTIVALS:** Produced 2023 Festival Calendar for distribution.

#### CITY JOBS:

- **CITY SECURITY BADGES:** Created a temporary employee security badge template for IT.
- **BEAUTIFICATION:**
  - Designed a Call-to-Artist’s poster for BAS.
  - Designed a Sneak Peek flyer for BAS.
- **AIRPORT:** Updated the Airport Summer 23 brochure.



- **HUMAN RESOURCES:** Assisted with a video for the HR come together event.
- **BUSINESS RETENTION:** Designed and ad for Economic Development Week
- **COF 23-24 BUDGET/23 FINANCIAL REPORT:** Conceived and produced book covers (Purchasing)
- **DOWNTOWN PLANTER BOX SIGNAGE:** Produced magnetic signage to attach to planter/street barriers to direct shoppers through Aspen Ave alley. (Beautification, Arts & Sciences)
- **PICTURE CANYON WAYFINDING SIGNAGE:** Produced multiple signs for Picture Canyon (PROSE)



**WEBSITE:**

- **UPDATED CONTENT:** Updated listing photos, 2023 festival information, new blogs, and page content on DiscoverFlagstaff.com
- **MOUNTAIN MOJO WEBSITE AUDIT:** Continued to make website updates based on an audit from Mountain Mojo
- **TOURISM ACADEMY:** Attended Tourism Academy 2023 in Mesa, AZ and learned trends and features for our website.
- **TRAILS PASSPORT:** Assisted with various needs to get the Trails Passport launched including building a [landing page](#) and [trails page](#).



Gastrotourism Facebook Carousel A - DATAFY  
 Geofence along I-40 between Ashfork and Winslow (50 mile radius - excluding Flagstaff)  
 May 2023  
<https://www.flagstaffarizona.org/doing-nightlife/restaurants/>



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

