



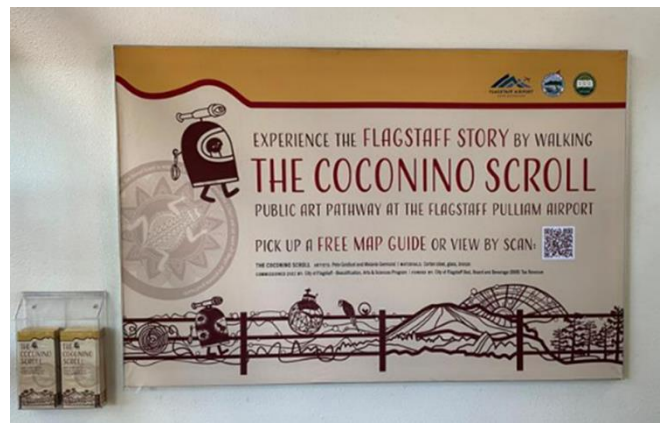
AUGUST 2023
Highlights



AIRPORT

AIRPORT MARKETING:

- **NAU PARTNERSHIP:** Advertising to the parents for Parents Weekend!
- **ADVERTORIALS:** Vice Mayor Aslan did an advertorial that started the celebration for our 75 years and reminding patrons to fill our seats.
- **COCONINO SCROLL FENCE:** Not only is the fence installed, the medallions will be re-set soon, but we added a fabric installation with brochures to share the 'Coconino Scroll' story.



- Staff continues to work on building a City of Flagstaff Facility Advertising policy which will be used for advertising in all City facilities.
- Ads for the National Park Service went up throughout the airport for a campaign focused on the Grand Canyon.



AIRPORT RESCUE FIRE FIGHTING (ARFF):

- ARFF vehicles are in the process of receiving updated vehicle wraps to better identify ARFF activity on the runway and throughout the airport.
- ARFF leadership continues to work on refining a staffing model to fulfill Airport Rescue Fire Fighting and Emergency Response, as well as Airport Operation needs to best serve the airport.



PAID PARKING SYSTEM:

Staff continues to work through minor issues with the parking system. Monsoon storms, with heavy lightning caused gate arms to stay open but that issue has now been resolved.



THUNDER OVER FLAGSTAFF:



Thunder Over Flagstaff took place on Saturday, August 26th. The event hosted by the local Experimental Aviation Association chapter (EAA) included free rides in private planes for youth, static aircraft display, and formation flyovers. An estimated 3,500 people attended the event.

VISITORS:

- Wiseman Aviation hosted military operations associated with President Biden’s visit to northern Arizona to designate Baaj Nwaavjo I’tah Kukveni – Ancestral Footprints of the Grand Canyon National Monument.



- Military aircraft based in southern Arizona and California evacuated to FLG ahead of Hurricane Hilary’s anticipated impact.

- Wiseman Aviation got stairs to better serve all aircraft. They will be able to service a Boeing 737 up to a Boeing 777!



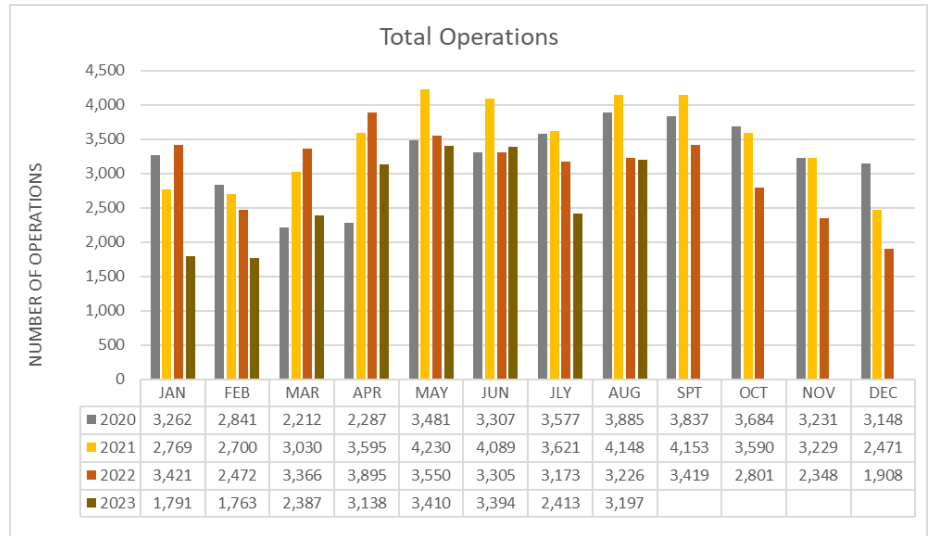
Enplanements:

Enplanements (one paying passenger boarding a commercial flight) rose in August after lower-than-average numbers in July. American Airlines is adding flights in September and October, so the increase is anticipated to continue over the next several months.



Operations:

Each aircraft takeoff or landing is tracked as an aircraft operation. Aircraft operations for August were very close to 2022's numbers.



 **CHOOSE FLAGSTAFF** **COMMUNITY INVESTMENT**

BEAUTIFICATION AND ARTS & SCIENCE:

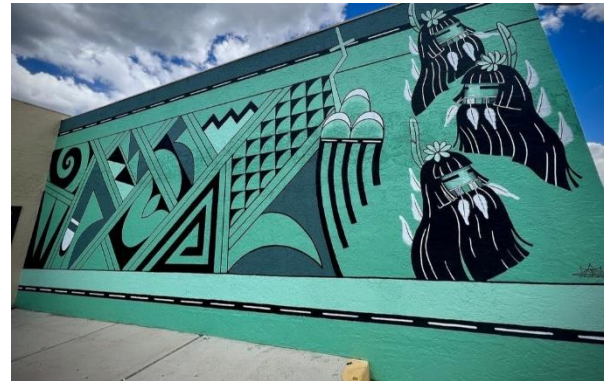
COMPLETED PROJECTS:

Beautification in Action (BIA) Grants

Last spring, community member Margaret Morson was awarded a Beautification in Action grant to beautify the streetscape next to Miramonte at Dale Condominiums (southeast corner of Dale Avenue and Beaver Street). Morson and Miramonte residents selected local artist Jill Sans (in pic to right), owner of the HeArt Box Gallery, to transform two bare utility boxes, which garnered graffiti, into vibrant and engaging artworks. These graphics, printed on vinyl wrap, spark joy for nearby residents and passersby. The designs are a representation of nature and finding the beauty in the mundane. The pieces are inspired by the artist's mandala work and affinity for the varied shapes and colors of plants.



BIA GRANT, Chocolita Mural: Last fall, Chocolita Café owner Sara Ann Lesslie was awarded a Beautification in Action grant to enliven a large wall adjacent to her business in Kachina Square (northeast corner of Route 66 and Steves Boulevard). Lesslie commissioned artist Duane Koyawena (Hopi-Tewa) to complete a mural to beautify the wall and create a community space to be enjoyed by neighborhood residents and shopping center visitors. Koyawena’s finished artwork depicts Hopi pottery designs and water gods. The geometric patterns and imagery—rendered in a teal, black, and white color palette—reflect the richness of Hopi culture.



Threaded Together Temporary Project at Flagstaff City-Coconino County Public Library:



Threaded Together facilitated and installed a temporary art project in anticipation of the official Flagstaff City-Coconino County Public Library reopening in September. The entrance display, an unlikely pairing of organic craft with the built environment, is a colorful and fun community effort and includes yarn bombing (a first for Flagstaff!) as well as fabric pinwheels, dozens of bookmarks for visitors, and decorative garlands. Threaded Together relied on volunteers to help design and produce the art installation. Hours-long sewing workshops were held at the library where participants created the temporary art pieces. Community members were also encouraged to make items on their own and bring them back for display. The installation is on view through September 20th.

ONGOING PROJECTS:

Airport Medallions: Staff finalized JOC contract to remove 12” plaques and repair sidewalk, which was duly signed and work began. Staff sent the vendor the gravel color choice after visiting Flagstaff Landscaping Products and presenting choices to the artist and airport staff. Staff also finalized and launched RFIP for installation of 21” medallions. Sent to twelve vendors and met with interested vendor on site at a pre-proposal meeting. Deadline for proposals was August 28th and evaluators reviewed on August 31st.



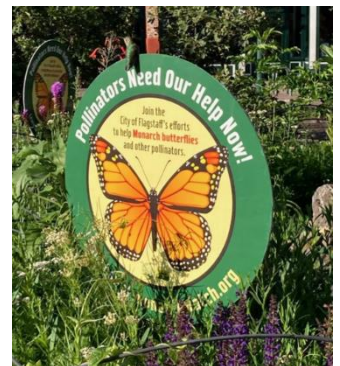
Airport Gateway Monument Sign: Monument surveyed by NOAZ. Staff began drafting scope of work to replace monument wooden beams and re-sand sign.

Aspen (Niche) Bicycle and Pedestrian Enhancements: Staff held design kick off meeting with Morning Dew and Loven Contracting.

Downtown Connection Center: Resource Use Agreement details finalized and signed, Council Package created, and City Council ratified the agreement with Fountain Line for the Art Glass and Southside Gove Sculpture on August 28, 2023. Staff met with the artist team on the Timetable historical list and on the permitting for the sculpture.

Downtown Green: Staff met to establish next steps, anticipated timeline for field APP approach to inventory assets and what was needed for a competitive bid solicitation for the painting vendor. Staff then reviewed formal bid documents with Procurement and Legal.

Flowers Program: Foxglove Gardening continues to replace dead and dying flowers and plants from late-July extreme temperatures. Staff presented at the Sunnyside Neighborhood Association Board of Director’s meeting and discussed program expansion along the Fourth Street Corridor. A hummer shows us an emerald green back while viewing the pollinator garden!



Indigenous Representation at County Park: Staff made project update presentations to the City of Flagstaff Indigenous Commission, Coconino County Hispanic Advisory Council, County Tri-Diversity Council and Coconino County Parks & Recreation Commission. Staff reviewed comments from County on license agreement to send to Legal. Staff finalizing selection panelists, starting with the participants of the project’s Work Group (representatives of various City & County Commissions/Councils). A pre-application meeting was held, and two artist proposals have been received. September 12th is the deadline for proposals.



Lone Tree Overpass: Staff met on memorial plaque for Bret Petersen parameters and initiated outreach to artist.

Murdoch/Southside Park Art: Site meeting to address waterline concerns with Community Development and Engineering. Parameters will be determined to require only an improvement permit rather than a building permit, which will be conveyed to the artists that make proposals. Staff had followed up meeting with Planning and Engineering to outline requirements for permits, lighting, and water line offsets. Alternate locations will also be offered finalists. Staff notified involved parties over delay in the selection process. Meeting held with procurement on way forward after letter of concern by selection panelist, and an outline of next steps reached consensus. Notice sent to the two selection panelists with outstanding scoresheets with a deadline of August 23rd.

Photography: Completed photoshoot for Kayley Quick's *Mountain Lion* traffic cabinet. Photographer retouched photos, staff reviewed photos and provided feedback to photographer. Fourth contract finalized with Legal and sent to Procurement to initiate signature with vendor.

Switzer Canyon Roundabout: Staff reviewed roundabout engineering criteria report from Traffic and received rendering showing grade requirements for the Call to Artists. Staff canvassed for selection committee members.

Traffic Cabinet Art Wraps: There was a cabinet replacement by the owner at Beulah & McConnell (middle cabinet). Staff approved a quote from FILMTEQ to replace the art wrap at the new (middle) cabinet at Beulah Avenue & McConnel Drive and informed the artist of the replacement. Staff met with APS to discuss partnership and program expansion.

Visitor's Center – Phone Booth Library: Staff met with Loven Contracting to review the new layout for the British phone booth library and benches within the new boundaries of the established property line. Notice to proceed given for design development and budget costing review. Staff attended IDS meeting and provided project updates.

PROGRAMS & OUTREACH:

Beautification in Action Grants: Staff reviewed a final grant report from 2023 grant recipient Flagstaff Downtown Business Alliance for the Leroux Alley Art Installation.

El Pueblo Navajo Code Talker Project: Staff met with Historic Preservation and Indigenous Initiatives concerning the rehabilitation of the El Pueblo Inn on Route 66 and its significance to the World War II initiation of the code talker project that was instrumental to the Pacific theatre during the war. There is a desire to include a sculpture on the site. Staff requested more information on timing and owner permission. This will likely be a future BPAC discussion item.

Outreach:

- BIA Grants: Staff continued outreach to include: a targeted eblast to 375+ subscribers and flyer distribution to local businesses and organizations; received a feature in Creative Flagstaff's weekly e-newsletter; presented at the Sunnyside Neighborhood Association's Board of Director's meeting; announced the opportunity at Discover Flagstaff's monthly Coffee Klatch, and staff conducted an interview on KAFF Country/The Legend.
- Indigenous/Multi-Cultural Representation Project: staff conducted project marketing/PR to include:

- a targeted eblast to 375+ subscribers; personalized emails to 75+ organizations, galleries, museums, university sculpture programs, and arts colleagues
- flyer distribution to local city businesses/organizations
- in person flyer and RFIP distribution at select Tuba City Flea Market and Gallup Flea Market vendors
- a feature in Creative Flagstaff's weekly e-newsletter.
- Staff met with Culture Connection AZ to discuss targeted outreach to the organization's artists.
- Staff conducted an interview on KAFF Country/The Legend as part of continued outreach for BIA Grants and Indigenous/Multi-Cultural Representation project.
- Beautification, Arts & Sciences Program hosted a tabling event in Heritage Square for the First Friday Art Walk hosted by staff and BPAC Commissioners. On hand were project art stickers, the current call to artist flyers, and various program and project info.
- Daily Sun Article: One of our new route 66 monuments creates a great backdrop: <https://click1.email.azdailysun.com/ViewMessage.do;jsessionid=6C8B0F3B0AAD69F7D36725BE88052849>

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

STARRY NIGHTS: A FREE FAMILY SUMMER CLUB

Happened on August 7 @ 6:00 pm - 8:00 pm

Starry Nights: A Free Family Summer Club

It was an out-of-this-world experience with Lowell Observatory at the Orpheum Theater.

It was a day of exciting and educational activities focused on the red planet itself: Mars. Each activity was designed to take you on a journey to explore the mysteries of Mars. From learning about the rovers that have explored the planet's surface to the rockets that launched them there, they got you covered.



Flagstaff Mountain Film Festival 'Get Out There' Adventure Film Showcase

Happened on August 8, 2023

Presented by [Flagstaff Mountain Film Festival](#) and [Theatrikos Theatre Company](#)

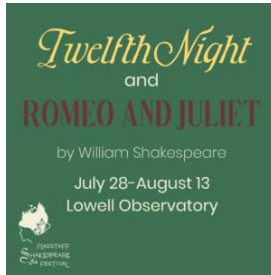
Celebrating 21 years of the best in documentary film, our much loved summer and fall showcases were back!

Summer meant epic adventures must be had!

Location: Theatrikos Theatre

11 W Cherry Ave, Flagstaff, AZ 86001





Twelfth Night

Happened on July 28-August 6

Presented by [Flagstaff Shakespeare Festival](#)

\$12 Youth, \$23 Senior/Student/Military, \$28 General Admission

“If music be the food of love, play on.” So begins Shakespeare’s famous comedy Twelfth Night, a story about finding love, overcoming adversity, and yellow stockings! For its first full-scale production since March, FlagShakes produced one of Shakespeare’s most beloved plays. The cast included eight incredible actors from across the country, and renowned Shakespeare director Jim Warren, founding Artistic Director of the American Shakespeare Center, joined the FlagShakes team.



Horseback Writing Ekphrastic Poetry Workshop

Happened on Saturday, August 12, 1-3:30 p.m.

Presented by [Coconino Center for the Arts](#)

\$40 per person

It was an experience of art at a new level and it inspired writing. Poet Jodie Hollander taught the workshop, in which participants responded poetically to the Equus exhibition at Coconino Center for the Arts.

25th Annual Flagstaff Open Studios Tour

Presented by [Artists' Coalition of Flagstaff](#)

Happened on August 26 & 27, 2023 • 10 am-5 pm

Free and open to the public

A self-guided tour of the studios and workspaces of select Artists' Coalition of Flagstaff's member artists throughout the greater Flagstaff area happened. Patrons delighted in artist demonstrations, discussed techniques and inspiration, and purchased one-of-a-kind pieces directly from participating artists.



PARKFLAG:

Program Updates:

- ParkFlag met with the Downtown Business Alliance several times in August. During our work sessions we drafted content for our annual report and updated the residential permit section on our website, www.parkflag.org. The updates include detailed information on what permits are available, who qualifies, and where to apply.
- We conducted several interviews to fill two parking aide positions and have made offers to two qualified candidates.

- Staff was busy during August with the return of NAU students. ParkFlag issued reserved parking permits to the Jack housing development to accommodate the increased demand for parking during the Jack move-in weekend. Parking Aides were present in the Phoenix Ave parking lot to assist the public with parking information, directions, and education. Staff continues to handle multiple daily phone calls about parking options close to NAU.
- Team ParkFlag continues to ensure that our red curbs and kiosks are in optimal working condition. Currently, all 103 kiosks are in working order and staff has completed red curb painting on Aspen Ave, Birch Avenue, Beaver, Leroux, San Francisco, WC Riles, Elden and Verde Streets. Team members will continue **red curb painting** and general maintenance in September.

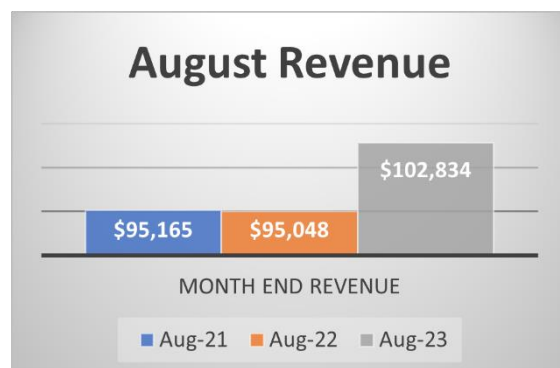
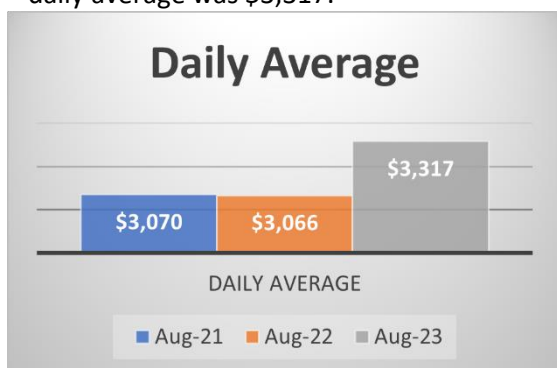


Community Updates

- ParkFlag and Community Development collaborated on a survey project for the Southside Neighborhood. Sara Dechter from Community Development shared her expertise on how to design and conduct a survey effectively. The survey’s goal is to evaluate the need for a more **comprehensive parking management plan in the Southside Neighborhood**.
- ParkFlag attended the regular monthly Flagstaff Downtown Business Alliance Stakeholder Meeting, where we were able to answer questions from downtown business owners and managers. Our specific topics of discussion this month were employee permits and bus passes for new employees and the availability of encroachment permits for delivery needs outside of designated loading zones and zone hours.

Parking Statistics:

- Parkers parked a total of 103,286 hours during the month of August at an average of 2.05 hours per parking session.
- Our pay-to-park revenue totals for the month of August were \$102,834, up 8% over 2022. Our daily average was \$3,317.



BUSINESS ATTRACTION:

Recent Attraction Efforts: This month the attraction team has worked with several different companies to help them Choose Flagstaff.

- Arizona Liver Health' a research and medical provider has acquired property to open a new location in Flagstaff.
- Staff was able to coordinate with Moonshot at NACET to provide a tour of their available space to a potential bio-pharmaceutical company that is interested in developing in Flagstaff.
- A petroleum-based R&D company has inquired about available sites in Flagstaff. If the attraction is successful, they will create 40+ new high-quality jobs for our community.
- There continues to be significant interest from the retail, restaurant, and hospitality sectors. Staff has provided information to several new businesses that are exploring opening their first location in Flagstaff.

Incentives: The Development Reinvestment Incentive offers new businesses a portion of the city construction sales tax back to them to be used for a variety of uses including employee relocation, training, workforce development, and various public infrastructure improvements. If you are a new business that is considering constructing a facility in Flagstaff please visit: [Development Reinvestment Incentive | Choose Flagstaff](#) to get all the details related to this great opportunity.



Upcoming Event:

- The Arizona Association for Economic Development (AAED) will be hosting their 'Fall Forum' conference this year in Flagstaff at the Little America hotel. The conference begins the evening of Oct. 25th and concludes on Oct. 27th. Please consider attending if you are interested in familiarizing yourself with economic development best practices. The current agenda addresses some of Arizona's most challenging economic hurdles and will provide novel ideas on how to address them. To learn more about the conference and register please visit: [Arizona Association for Economic Development \(AAED\)](#)



Other Economic Development Highlights:

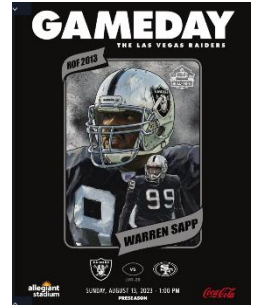
- The newest version of the Development Status Report is officially available. This document illustrates all the current development that is navigating through the city's planning processes. To view the new report please visit: [DSR-Sept-01-2023 \(az.gov\)](#). A huge thank you to our planning team for updating this incredibly useful document!

- Staff is working to contract with a consultant to deliver the first official economic development strategic plan for Flagstaff. The contract is expected to go before Council during the September 19th meeting for approval.

BUSINESS RETENTION & EXPANSION:

MARKETING:

2023 LAS VEGAS RAIDERS GAME PROGRAM: BR&E and Business Attraction Managers secured season-long advertising to all home games of the Las Vegas Raiders. The program is sold at games and is delivered complimentary to all box seats. The program has a 4:1 rate of share (one program is passed on to four more people) which demonstrates the longevity of the advertising and maximizes the Economic Development Office advertising dollar: it is a great deal that amplifies impact!



PROJECT UPDATES:

BUSINESS RETENTION AND EXPANSION (BR&E) INCENTIVE: Six area business applied for the BR&E Incentive by 11:59PM on August 31. Staff will convene a review team to score the applications and to determine awards in September.

MOONSHOT@NACET: As a summer wrap-up, staff has collaborated with Moonshot@NACET to facilitate the entrepreneurial challenge known as the Innovate Waste: The Carbon Neutrality Challenge 2023 (Innovate Waste). Innovate Waste served as the Flagstaff component in Moonshot's statewide entrepreneurial pitch tour that culminated in the Showmaker Awards in June. The year-long march across the state celebrated entrepreneurship at every step and brought the grand celebration to Little America. Moonshot@NACET continues to put Flagstaff on the map as a community that grows entrepreneurs!

WORKFORCE DEVELOPMENT RSOQ: Staff received four responses to the request for statements of qualifications to conduct a workforce development analysis that will inform staff and council and will drive impactful policy development. Working with Procurement and Attorney's offices, staff has identified a top scoring entity to conduct the analysis. Staff will bring the contract to council in September.

INNOVATE WASTE: THE CARBON NEUTRALITY CHALLENGE 2024: Community Investment and Sustainability staff have been working to market the opportunity with refined and enhanced messaging. Creating an application, administrative procedures, and samples of successful applications that are consistent with other organization programs will accomplish this marketing effort for the 2024 program.

ECONOMIC DEVELOPMENT SOFTWARE PLATFORMS: Staff continues to receive numerous solicitations from software vendors pitching their wares to assist economic development programs. BR&E and Business Attraction Managers have been exploring the opportunities as they arise and have been collaborating to ensure that the economic development offices have the most robust, comprehensive, and cost-effective tools available for the small but mighty team of two and a half people.

ARIZONA COMMERCE AUTHORITY (ACA): Arizona Commerce Authority (ACA) Rural staff came to Flagstaff to meet a few manufacturers. The ACA connected with Joy Cone Company, UACJ Whitehall, and Katalyst Space Technologies. The businesses and the ACA were grateful for the time to meet as such meetings enhance the connectivity between industry in Flagstaff and the state resources designed to assist industry and workforce.

JOY CONE COMPANY: Staff worked with an internal team to develop a new license agreement that will allow Joy Cone Company to continue their use of the rail spur adjacent to the city owned property formerly managed by Norton Environmental. Joy Cone Company is currently reviewing the agreement.



LIBRARY | CITY & COUNTY

Statistics:

		Aug-23	Aug-22	Difference
Circulation	Downtown	25925	25,834	0.35%
	East Flagstaff	10635	10,521	1.08%
	TOTAL	36560	36,355	0.56%
Value of Loaned Materials	Downtown	\$462,566.17	\$487,442.25	-5.10%
	East Flagstaff	\$196,695.92	\$204,578.95	-3.85%
	TOTAL	\$659,262.09	\$692,021.20	-4.73%
In-House Use	Downtown	21831	21,767	0.29%
	East Flagstaff	6879	7,258	-5.22%
	TOTAL	28710	29,025	-1.09%
Door Count	Downtown	26965	26,929	0.13%
	East Flagstaff	15170	13,671	10.96%
	TOTAL	42135	40,600	3.78%
Wi-Fi Use	Downtown	3005	3,525	-14.75%
	East Flagstaff	1743	1,999	-12.81%
	TOTAL	4748	5,524	-14.05%
Public Computer Use	Downtown	3333	3,204	4.03%
	East Flagstaff	2366	2,259	4.74%
	TOTAL	5699	5,463	4.32%
Number of Programs	Downtown	20	12	66.67%
	East Flagstaff	3	-	300.00%
	TOTAL	23	12	91.67%
Program Attendance	Downtown	362	131	176.34%
	East Flagstaff	43	-	4300.00%
	TOTAL	405	131	209.16%

Reference Help	Downtown	4346	3,288	32.18%
	East Flagstaff	1332	1,886	-29.37%
	TOTAL	5678	5,174	9.74%

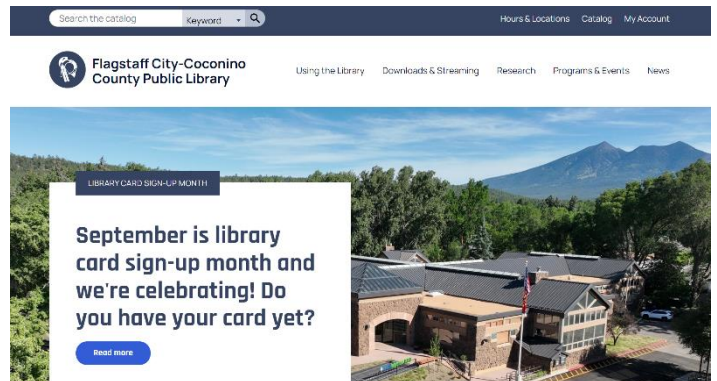
Branch & Department Updates:

Downtown Departments

ADA Main Library Entrance Ribbon Cutting Ceremony will be held 9/29! Please join us from 10:00 a.m. – 11:00 a.m.

IT:

- IT traveled to Grand Canyon to set up the internet and move the computers to the new location.
- **The website went live, still more content updating to go, but great strides so far!**
- Working on adding and moving Wi-Fi connection points throughout the Downtown Library!
- Getting the library card printers set up for Tuba City, Forest Lakes, and Grand Canyon libraries!



Reference:

- **LIBRARY OF THINGS:** The Library of Things continues to grow! A bicycle pump, two-disc golf sets, an engine code reader, a label maker, a laminator, a monocular telescope, an orbital sander, a sewing kit, a sewing machine, a radon meter, a rotary cutter kit, and two tennis racket sets were recently introduced at the Downtown Library. [Check out the full collection here!](#)



GAME NIGHT: Library game nights continue to be popular! **The program takes place on the first Wednesday of every month at 5:00 PM** and alternates between the Downtown Library (odd numbered months) and East Flagstaff Community Library (even numbered months). 20 patrons participated in the last game night – see photos below!



WILD IRISH FIDDLE: The Wild Irish Fiddle program featuring Kate Rose at the Downtown Library on August 8th had over 80 people in attendance, spilling into the hall before we lost count! We had to turn at least 30 people away, so, we'll do a repeat of this program. Look for it on November 2nd at EFCL, with reservations this time, plus some new content. See photos from the August program below!



TIN CAN LANTERNS: We also had a fun Crafternoon on August 23rd where participants made tin can lanterns! The cans were filled with wet sand and frozen ahead of time to allow nails to be driven in without denting them. The best part about this program was that it represented a true cross-section of our patronage: a teenage boy, a mom with her teen daughter and adult son, a husband and wife, and many older ladies!



YOUTH SERVICES:

- **TEEN ZONE:** The Teen Zone has been revamped with funding from Friends. We have added a new couch and chairs, a new rug, pillows, and cushions and even a plant by teen request.
- **BOARD GAMES:** YS added a table and board games for kids and teens to borrow for in-house use.



- **PROGRAMMING:** We are busy prepping for the return of our regular programming in the fall semester including storytimes, Creation Station, Lego Club, Game Time and Bards and Nobles. We will also be doing a few programs for the Flagstaff Festival of Science such as Let's Build a Solar Eclipse Viewer and Magnificent Mammals.
- **WEEDING:** The lull in programming in August allowed us to weed the entire department. There are lots of sale items for the upcoming Friends of the Library book sale and the collection is clean, current, and well-organized.



EFCL:

- **ARIZONA STATE LIBRARY SCHOLARSHIPS:** Three staff members were awarded continuing education scholarships from the Arizona State Library. Two will be attending the Arizona Library Association Conference in October and the third will be attending an 8-week Library Journal Management Training for new and aspiring library managers.
- **LIBRARY CARD SIGN UP MONTH:** The Flagstaff libraries are celebrating Library Card Sign Up Month! We've organized bingo cards, punch cards, library tours, and more at both locations to celebrate the month and promote signing up for a library card. We are also offering free replacement cards this month!
- **SWITCH GAMES:** We recently went through our collection of Nintendo Switch games to figure out which ones needed replacements. With about 60 games catalogued and only ~10 on the shelf, we figured many of them were lost, damaged, or missing. However, we were only missing a few games and all the rest are checked out. The collection is just extremely popular and gets tons of use from our patrons! We will be purchasing the few replacements that we need and buying new games soon!
- **MEET US AT THE TRAILHEAD:** For our August Meet Us at the Trailhead program we had a great group of 17 hikers. The group ended up only hiking to the wilderness boundary because we had so many mushrooms to discuss. It was wonderful! More college-aged kids joined this hike than have previously, which was fun. Feedback was great as well. The next hike is going to be October 14th at Bismark Lake.





TOURISM & VISITOR SERVICES

TOURISM METRICS: AUGUST 2023

Attached you will find the latest Smith Travel Report for the month of August 2023 and the Trend Report which offers historical perspective.

For August 2023 the city's traditional accommodations (and likely the same for non-traditional accommodations) experienced strong demand; both occupancy and ADR were up YOY.

Discover Flagstaff has been working on the ongoing promotion of our festivals, restaurants and breweries, 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 August 2023:

August	2022	2023	Diff
OCC	70.8%	73.5%	3.8%
ADR	\$124.32	\$127.30	2.4%
RevPAR	\$88.00	\$93.52	6.3%

MARKETING & MEDIA RELATIONS:

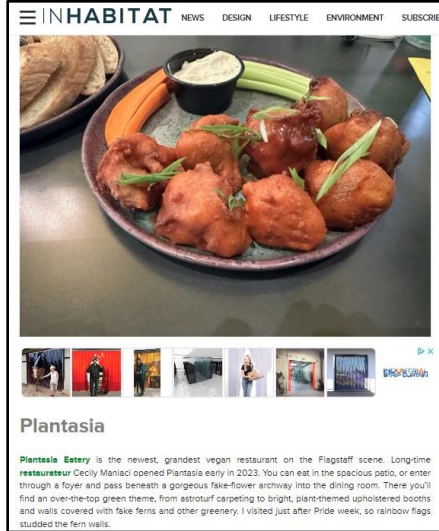
12 print and 55 digital articles 7 procured stories, 4 media assists

- August media coverage included national monuments, outdoors, trails, dining, things to do, and stargazing.
- A few media highlights included USA Today.com "5 ways to get outside in Flagstaff, Arizona," broadcast included Moveable Feast showcasing Flagstaff's chefs.
- Discover Flagstaff continues to work with travel writer, Alison Bailin, publishing more stories about Flagstaff, for example, So Scottsdale published the article "Say Cheese."
- Discover Flagstaff hosted Phoenix Magazine gathering content for a story scheduled to publish in September.
- In addition, Travel and Leisure was also hosted and focused on Dark Skies, Culture, and the outdoors. Journalist, Leslie Camhi, attended Indigenous Code Talker's Day and interviewed, Steve Darden, regarding the indigenous perspective about dark skies astronomy.

- A special thanks to the City of Flagstaff Coordinator for Indigenous Initiatives, Rose Toehe, for arranging the interview with Mr. Darden from the Navajo Nation. The story will publish Fall 2024.
- Print (circ: 1.9m/value: \$36k) Broadcast (reach: 1m/value: \$262k) Digital (reach: 368m/value: \$700k). July 2023 decreased in media REACH and AVE compared to July 2022 (please note vendor change from Meltwater to Cision.) There were 2,173 digital article social echo shares on Facebook, Twitter and Redditt.



Travel & Leisure Interview Re: Indigenous Astronomy



Enjoy more highlights:

- **Flagstaff, Arizona is an excellent vegan town to try**
<https://inhabitat.com/flagstaff-arizona-is-an-excellent-vegan-town-to-try/>
- **Explore curious cliff dwellings at Walnut Canyon National Monument**
<https://outdoorswire.usatoday.com/2023/08/10/walnut-canyon-national-monument/>
- **Glimpse into the lives of Pueblo people at Wupatki National Monument**
<https://www.msn.com/en-us/travel/tripideas/glimpse-into-the-lives-of-pueblo-people-at-wupatki-national-monument/ar-AA1f9Q7B>
- **5 Ways to get outside in Flagstaff Arizona**
<https://outdoorswire.usatoday.com/lists/outdoor-recreation-flagstaff-arizona/>
- **Say Cheese! Sensational selfie spots across Flagstaff**
<https://issuu.com/richmanmediagroup/docs/ss-0823/58>

FILM:

- Film Commissioner attended the Arizona League of Cities and Towns Tucson Conference as a panelist for the film session on Wednesday, August 30 at 1:30 p.m. "Lights, Camera, Cash: Harnessing the Power of Arizona's Film Industry."



- Film Commissioner toured Tucson Old Studios with Vice-Mayor Austin Aslan, Film Tucson, and the Arizona Commerce Authority (ACA.)
- Film Commissioner continues to work on the American Film Market planning and logistics.
- Film Commissioner presented a Discover Flagstaff Film Office PowerPoint as a guest speaker on August 23 at 11 a.m. at the Coconino Community College Workforce Training Production Assistant Intensive workshop to more than 40 students.
- The Discover Flagstaff Film Office sponsored the first Flagstaff International Film Festival and the Discover Flagstaff video was shown at the event.
- Film Commissioner responded to film location inquires.
- Film Commissioner approved **two film permits in August: Arrow International Media LTD and Hey Autumn Production.**



WEBSITE:

Comparisons are made YOY to 2022

- **Domestic users increased 55% to nearly 70,000 people. Strongest US interest is from the drive market -- Phoenix increased 49% to 12,478, Tempe increased 15% to 2,713, Los Angeles was flat, Las Vegas increased by 91% to 1,334, other top increases included Mesa, AZ, Scottsdale, Denver, San Diego and Dallas.**
- **International sessions had increases, too -- Canada had 856 sessions, UK had 602 sessions and Germany had 462 sessions.**
- **Primary website traffic acquisition resulted from organic search, paid search and display.**
- **Top landing pages included: Things to Do, Leaf-ometer, Events, Scenic Drives/Route 66, festivals and outdoors/hiking.**
- **There were 3,537 partner referrals or outbound links to partner sites -- AZ Snowbowl, BnBs, and national monuments were top performers.**
- **277 VG requests.**
- **205 newsletter sign ups.**
- **Booking engine had 701 sessions with origin destinations ranking highest in AZ, CA, TX and CO.**

EMAIL CAMPAIGN:

- **Discover Flagstaff**
 - August's results for Discover Flagstaff subject matter and grant support had an increased opt-ins up 10% YoY because of website sign-ups as well as from lead generating efforts. Top clicks supported intent to visit for upcoming events.
- **Flagstaff Local**
 - August's results for Flagstaff Local showed a 2% increase in YoY in open rate to 49%. Top clicks went to local donation and volunteer efforts requested by businesses to be included. One of the top clicks was from our new "Pet of the Month" section.

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 47% below expected entries. A list has been created for efforts to be made in FY24 for the next festival sweepstakes to ultimately surpass the 2022 festival sweepstakes benchmark, as the current sweepstakes is concluding in early October.

TRAILS PASSPORT:

- Flagstaff Trails Passport results show the trails most popular with our hikers throughout August were the Nate Avery FUTS Trail (Buffalo Park) trail, the Arizona Trail - Picture Canyon trail and the Griffith's Spring Trail.
- Month-over-month, there is a 30% increase in trail passport signups, 26% increase of active users, and 35% more trail check-ins than in July.
- We are in the process of adding Fall-recommended hikes suggested by FTI that are “less traveled”.

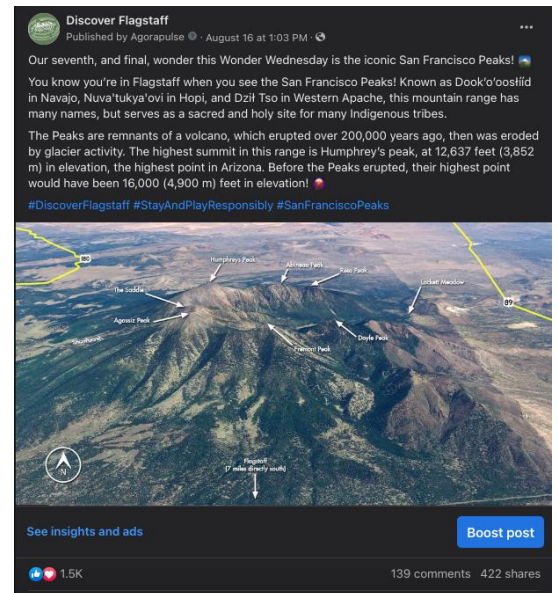
- Top post on Facebook this month – the final Wonder Wednesdays post - garnered 346,883 impressions, and 10,632 engagements, all organically – this closed out Wonder Wednesdays wonderfully!



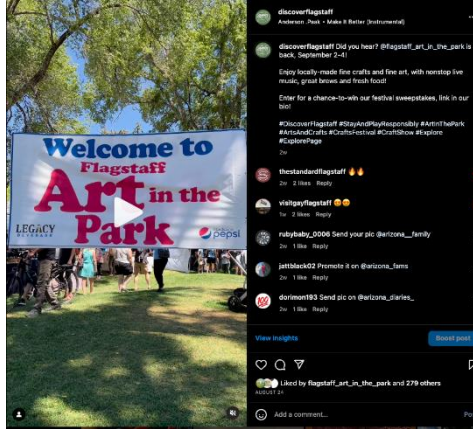
- Had two collaborative reels with Locale Magazine, garnering 15.7k and 17.1k plays respectively.

- Posted 4 reels this month, garnering 16k views in total.

- Had one collaborative reel with @beaubullardaz, garnering 6,562 views.
- Flagstaff 365 is gaining more traction after continued consistent posting. Top FB posts this month:



Top Instagram Posts this month:



SALES:

INTERNATIONAL TRAVEL TRADE:

* RTO: Receptive Tour Operator; OTA: Online Travel Agency; FIT: Flexible Independent Traveler

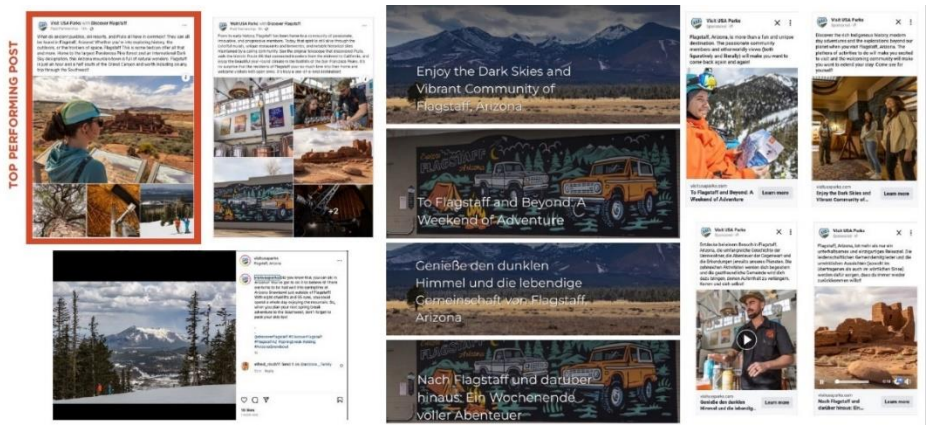
• TOP FIVE TRADE ACCOUNTS

- American Tours International (ATI) – RTO
- Hotelbeds – OTA
- Destination America – RTO
- Go West Tours – RTO
- WebBeds – RTO

• American Tours International (ATI) Annual FIT Flagstaff Booking Results August 2022-2023*

*ATI provided the booking results below to the Arizona Office of Tourism for our report.

- 2,050 Room Nights
- \$287,351 Hotel Revenue
- **Brand USA 2024 Global Inspirations Program Assets Provided**
 - This program inspires awareness and consideration in travelers and the travel trade industry around the world through one robust program
 - 400,000 Global media impressions via carousel ad links to content
 - Global reach with targeted distribution includes France, UK, and German markets
- **Brand USA Travel Week Scheduled October 16-19, 2023**
 - Discover Flagstaff Global Travel Industry Sales Manager will travel to London in October for Brand USA Travel Week where U.S. exhibitors and U.K. and European buyers unite. The annual event brings together key players in the U.S., U.K., and European travel industry to discuss trends, challenges, innovations, and the opportunity to drive future visitation to the United States from the U.K. and Europe. This exclusive event offers the opportunity to participate in one-to-one appointments. As the only tourism event in Europe dedicated to travel in the United States, Brand USA Travel Week provides a rare opportunity to reach this influential audience.
- **VISIT USA Parks Summer 2023 Ambassador Campaign Concluded with outstanding results!**
 - **Impressions:** 565,000, several times the 150,000 estimated in the contract!
 - **Engagement rate:** 22%, exceeding the industry average of 8–12%
 - **Link clicks:** 6,000, well beyond the 4,000 estimated in the contract!



MEETINGS/EVENTS/CONFERENCES:

CONFERENCE/ROOMS LEADS/BOOKINGS: 2 Leads were sent in the month of August for a total of **380 room nights** and **total estimated economic impact of \$113,620.**

MEETINGS/CONFERENCE SERVICES: Staff had meetings with 4 partners and 2 planners/conferences. Staff attended the Little America 50th Anniversary Celebration, the Grand Opening/Ribbon Cutting for The Americana Motor Hotel and the Chamber Mixer at the Aiden Hotel.

CONFERENCES: Staff attended the Arizona Society of Association Executives Annual Retreat and the Arizona Chapter of Meeting Professionals International Annual Education Conference.



VISITOR SERVICES:

August 2023

August	2022	2023	YoY Change
Walk-ins	10,820	11,725	8%
Retail Sales	\$27,577	\$39,082	42%

Model Train

- The Model Train ran 240 times during the month of August.

Brewery Trail

- Visitor Center gave out 128-pint glasses for Flagstaff Brewery Trail redemptions!

First Friday Artwalk

- Visitor Center hosted 5 artists for First Friday Artwalk and had 62 walk-ins during the event. Our featured artist this month was Brandi Therese she is the owner of Flagstaff School of Tea and Tarot and was offering handmade gifts and tarot readings.

Google Reviews

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



Linda Colwell

Local Guide · 378 reviews · 812 photos

★★★★★ a month ago

Perfect place to start!



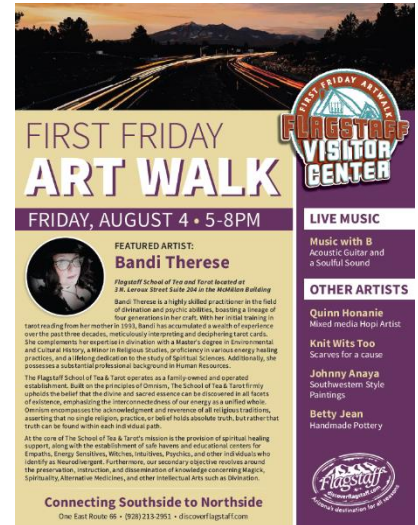
Kathy Foster

Local Guide · 611 reviews · 259 photos

★★★★☆ 6 days ago **NEW**

Plenty of information about local places of interest.

← Reply 👍 Like



CREATIVE SERVICES:

ADVERTISING:

- **PRINT ADVERTISING (DRIVE MARKET/OUT-OF-STATE):** Produced ads for *AOT Official Arizona State Visitors Guide* and *Arizona Drive Guide*
- **DIGITAL ADVERTISING (DRIVE MARKET/OUT-OF-STATE):** Produced ads for September **Datafy**, **12News** broadcast news tickers and banners (Be Fire Aware) and **Legends District** (Phoenix) outdoor digital news tickers
- **BBB OUTREACH:** Working on BBB outreach/educational ads.
- **FY2023 ANNUAL REPORT:** Working on design/layout of annual and event display posters
- **LOCAL ADS:** Created print and digital ads for the AZ Daily Sun and the Flagstaff Business News promoting the Airport
- **NAU DIGITAL ADS:** Designed digital ads for an NAU site promoting Flagstaff airport/flights
- **LABOR DAY SECTION:** Created print and digital ads for the airport, dining, festivals, and city career recruitment for the AZ Daily Sun special Labor Day section
- **VIDEO:** Finalized work with Outlive Creative to wrap-up video production for the responsible visitation video

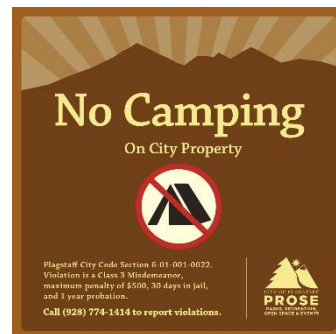
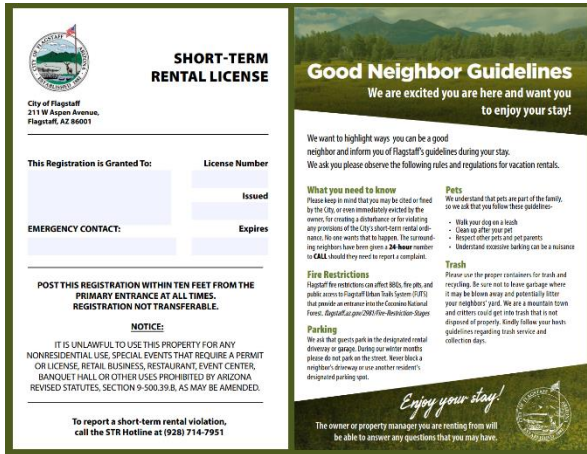


- **ANNUAL MEETING:** Created a digital form for the Sustainability Awards
- **ANNUAL MEETING:** Created a digital RSVP [invite](#) with Greenvelope
- **ASTROTOURISM:** Created digital ad for LOCALE Magazine promoting Astrotourism



CITY JOBS:

- **INNOVATE WASTE LOGO:** Created the first round of logo comps for the Innovate Waste competition
- **INNER BASIN LOGO:** Designed several logo comps for the Inner Basin Waterline Project
- **PICTURE CANYON SIGN:** Deigned a “No Camping” sign for Picture Canyon
- **BEAUTIFICATION, ARTS & SCIENCES:** Logo drafts in review
- **BUSINESS RETENTION:** Created a 1 Stop Shop logo BOSS
- **BBB TAX RENEWAL:** Continued work on the BBB Tax info website: <https://www.bbbsrenewalflagstaff.com>
- **AIRPORT:** Continued work on two vehicle wraps for the airport
- **CITY:** Created an editable PDF for the new short-term rental properties
- **ENGINEERING:** Created business cards
- **BUILDING INSPECTION:** Created business cards
- **WATER SERVICES:** Created business cards



WEBSITE:

- **MOUNTAIN MOJO WEBSITE AUDIT:** Continued to make website updates based on an audit from Mountain Mojo

- **CONTENT UPDATES:** Add a new Labor Day blog, updated the partners and stakeholders' pages, and uploaded new photos on discoverflagstaff.com

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