

# Economic Vitality Division

Enhancing Quality of Life 365 Days a Year

AIRPORT • COMMUNITY INVESTMENT

LIBRARY • TOURISM

# SEPTEMBER 2023 Highlights



## AIRPORT

### AIRPORT RESCUE FIRE FIGHTING (ARFF):

ARFF distributed nine Stop the Bleed kits throughout the terminal, as well as hosted Guardian Air to facilitate the training on how to stop bleeding in a severely injured person. Another training opportunity will help in November for staff at the airport.

### AIRPORT CONCESSIONAIRE:

Staff had an unsuccessful procurement for a new café vendor. Due to that, we will revise the scope and issue a revised RFP soon.

### AIRPORT MARKETING AND ADVERTISING:

Ads ran in Arizona Daily Sun (AZDS) Labor Day edition, as well as throughout the month digitally and in print. Advertising also ran in Flagstaff Business News and on NAIPTA busses. All efforts were to support holiday travel and encouraging locals and visitors to Fly Flagstaff First!



**PAID PARKING SYSTEM:**

The paid parking system has been operating with ParkFlag staff providing customer service and enforcement. Airport staff are working to improve the license plate reader imagery and functionality.



**PROJECT & GRANT UPDATES:**

- Terminal roof repairs have started above the airline and TSA offices.
- The site plan for the Snow Removal Equipment building was submitted for City Staff review and comment.
- Upcoming projects include terminal fire sprinkler maintenance, airfield maintenance, and exterior painting of the ARFF building.



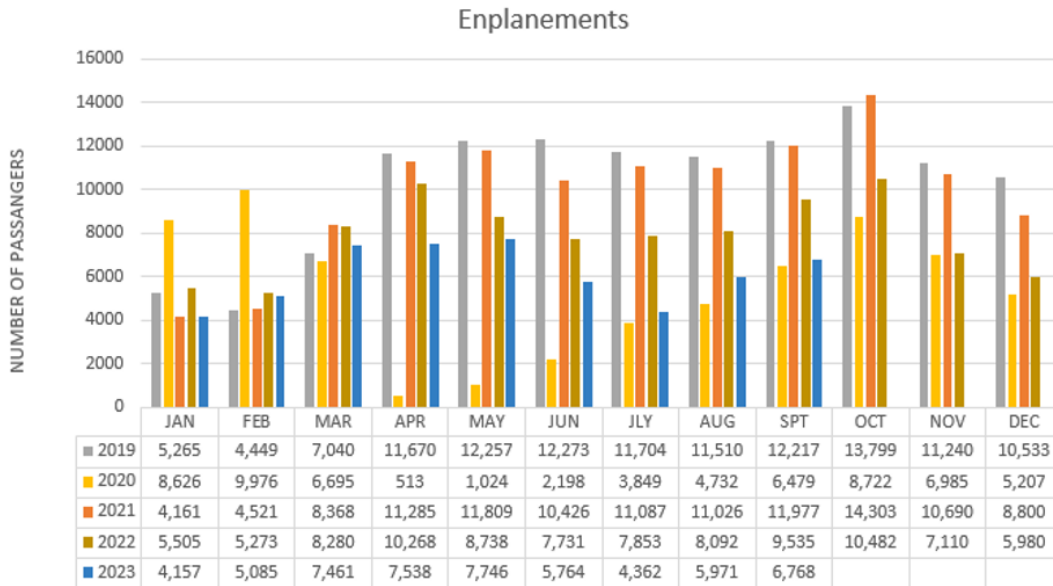
**WISEMAN AVIATION:** Wiseman Aviation purchased a new deicer and set of airstairs to be used for general aviation and charter use.



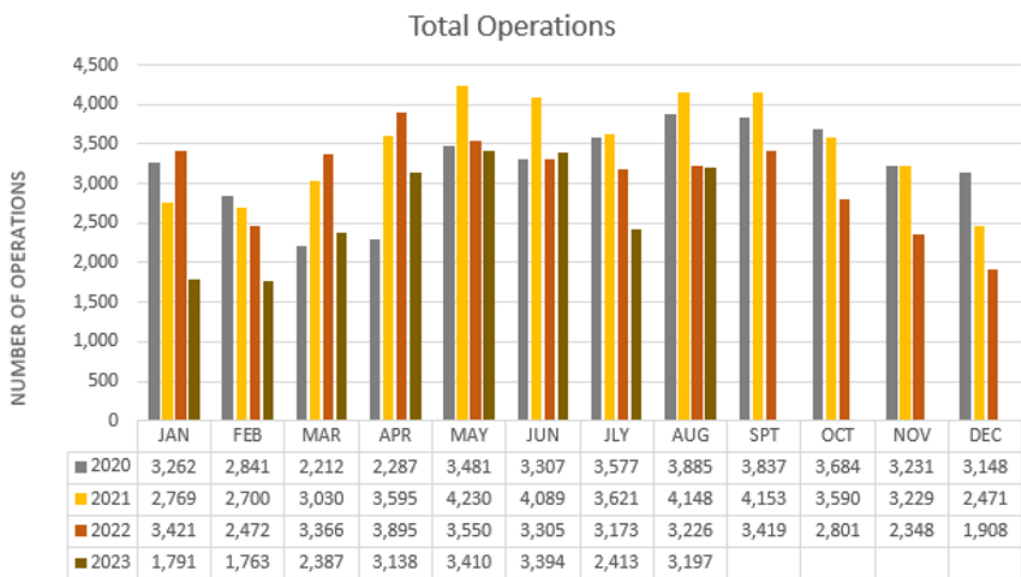
**75<sup>th</sup> ANNIVERSARY CELEBRATION:** The Airport will be celebrating the 75<sup>th</sup> Anniversary with an event in the end of November for airport stakeholders.



**AIRPORT ENPLANEMENTS:** Enplanements were steady for September and better than August. We did experience an increase over 2020 numbers.



**AIRPORT TOTAL OPERATIONS:** Total operations increased from August.



**FELINE FRIEND:** This summer, a feline friend started to appear in the airport terminal and turned into a social media sensation (but never as popular as the Discover Flagstaff page). We had folks sending us messages asking if the kitty would be around when they arrived/departed. Kitty had been a staple at Wiseman Aviation for years, taking care of unwanted mice and other small critters. Once kitty gained the confidence to cross the ramp and enter the terminal, American Airlines staff quickly took to caring for the cat, and he appeared to be very happy with all the attention and treats being provided. Kitty was spotted greeting guests for the first flight out, sunning anywhere he could find some sun, and really enjoyed rides on the luggage cart. Kitty truly had no fear and preferred to have his summer afternoon naps right next to the baggage claim as passengers arrived. A few weeks later, the kitty returned to Wiseman Aviation and seemed to settle back in. This could possibly be due to the fact we asked American Airline employees to stop feeding the kitty in fears that he has become too comfortable and will end up either on a flight to DFW or a much worse fate...all is well with Kitty!



 CHOOSE FLAGSTAFF **COMMUNITY INVESTMENT**

**BEAUTIFICATION AND ARTS & SCIENCE:**

**COMPLETED PROJECTS -**

**BIA GRANT, Mural at Cosmic Ray Tunnel on the Sheep Crossing Trail:**



Joel Geist, of Red Frog Designs, transformed a utilitarian underpass into a vibrant space of creative expression that connects the Ponderosa Trails neighborhood and Fort Tuthill County Park beneath Interstate 17. Geist's artworks honor Flagstaff's pioneering mountain biker and writer Cosmic Ray

(Raymond J. Brutti) and the area’s Basque sheepherding history. The east entry features a brightly painted landscape of ponderosa pines and a cloud-filled sky. Graphically rendered sheep within a meadow of green grass, watched over by their shepherd, complete the summer scene. The imagery is dedicated to the achievements and contributions of Basque sheepherders and the trail’s immediate past. At the west entrance, Brutti is depicted in silhouette, peddling against a setting sun comprised of red and yellow rays. “So, Rolls On...on our Cosmic Ray” frames Brutti and a detail of the cosmos pierces the center of his body. The artworks are connected by an undulating horizontal line that spans the 300-foot tunnel to create one unified mural. Using the icons of the sheep and bike, Geist showcases the “evolution from the past through the present and on to the future,” he says. “The Basque farmers with a herd of sheep at one end and Cosmic Ray leading a herd of cyclists on the other,” he adds.

## ONGOING PROJECTS

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- **Airport Medallions:** Artisan Metalworks chosen as the vendor to install 21” medallions. After meeting with the airport staff to go over connection details for the scope of work, staff finalized the contract, which is circulating for signatures. Baninki, the vendor in charge of the sidewalk, cleaned and boxed up the 12” medallions which were removed last week, repaired the sidewalk, and installed the gravel in the landscape area. Staff anticipates completion of the project around Veteran’s Day.
- **Aspen (Niche) Bicycle and Pedestrian Enhancements:** Staff sent contractor revised design approval schedule. Requirements will push construction to April 2024.
- **Cosmic Ray Tunnel & Sheep Crossing Plaque:** Staff received and reviewed a proposal from Rose Houk to research and craft verbiage for one of two plaques at the Cosmic Ray Tunnel on the Sheep Crossing Trail.



- **Flowers Program:** The Sustainability Office will install updated metal Mayor’s Monarch Pledge signage in the City Hall and Heritage Square pollinator gardens. Staff confirmed meeting date with Sunnyside Neighborhood Executive Director to discuss project expansion along Fourth Street. Staff shared an update on



the fall flower removal and spruce tree planting schedule at the DBA/DF/CI September meeting. Estimated date of transition is October 15-23, depending on frost projections. CoF photographer completed the September photography shoot of downtown baskets, barrels, and planters. This is the first year BAS has documented flower/plant growth through monthly photos.

- **Indigenous Representation at County Park:** Call to artists closed. 14 proposals received. Staff prepped the materials and led a selection meeting with panelists to review the applications. Evaluations are due to procurement on October 2<sup>nd</sup>.
- **Lone Tree Overpass:** Staff met with artist team regarding scope of their upcoming contract for construction oversight.

- **Temporary Art Project at the Library Entry:** *Threaded Together* deinstalled their community created craft and yarn-bombing project on September 21 after a three-week successful installation.
- **Murdoch/Southside Park Art:** All applicants notified of outcome of the first phase of the artist selection. Five finalists are going forward to produce proposals.
- **Rio de Flag:** City Team meeting held to discuss parameters of beautification to the pedestrian bridge that is ADA approach to City Hall.

## PROGRAMS & OUTREACH

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- **Arts & Science Non-Profit Input:** Contract amendment to former Program Manager’s consulting contract to assist with gathering input from the non-profit sector is circulating for signatures. This input will shape upcoming solicitation for contract services to oversee the Arts & Science grants and provide leadership for the sector.
- **BPAC:** September meeting held. Discussions items included an update on the scope and timeline of *The Wedge* and opportunity for a beautification project; ARTx highlights, past and current project support, and a new project idea and funding request; a review of BIA grant guidelines and evaluation criteria; and a discussion of two project ideas—an Arts & Humanities flag and a redesign of the CoF seal and flag. Staff finalized accommodations for Commissioners going to Tucson for Project Administrator’s meeting on October 13<sup>th</sup>.
- **Beautification in Action Grants:** Staff fielded applicant inquiries from community members, assisted community members with applications (Little Lending Libraries in Sunnyside, Route 66 Mural above Noble Herb, Bushmaster Community Orchard, Flagstaff Family Food Center Mural & Garden) and hosted a community grant workshop in partnership with the Sustainability Office. Grant deadline was September 15<sup>th</sup>. Staff completed an initial review to identify ineligible, incomplete, and complete applications, then compiled 10 applications and sent to BPAC to review for their October meeting.
- **Outreach**
  - o **BIA Grants:** Press release highlighting the recently completed BIA mural by artist Joel Geist was sent to local media outlets by the CoF Public Affairs Director. Staff crafted verbiage and took additional photos for CoF social media features. It was immediately picked up by the Daily Sun: [https://azdailysun.com/news/local/new-urban-trail-mural-honors-cosmic-ray-and-local-basque-shepard-history/article\\_521fd978-5722-11ee-93a0-333d28053ad6.html](https://azdailysun.com/news/local/new-urban-trail-mural-honors-cosmic-ray-and-local-basque-shepard-history/article_521fd978-5722-11ee-93a0-333d28053ad6.html) . The project will also receive a multi-image social media feature on CoF social media platforms.



- **Ribbon Cutting Library Entry & Touch Home, Reach Sky:** Staff prepped talking points and produced an informational flyer of art project, **Touch home, reach sky** for the Official Library Ribbon Cutting Ceremony, which happened on September 29<sup>th</sup>! Shout out to all the BPAC, CIAL, selection panel and project team members who came out. And to Capital Project Manager Jeremy DeGeyter, Councilmember Sweet and artist Maria Salenger for their remarks. Truly a wonderful celebration.

This entry way is a point of pride for the City. The art project flyer will remain available for inquisitive library visitors.

#### HIGHLIGHTED EVENTS IN SEPTEMBER BY A NONPROFITS SUPPORTED BY BBB TAX FUNDS

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**Clay Handbuilding 101 classes were held on Thursdays, September 14-October 5 · 5:30-8 pm. Presented by [Coco-Op](#)**

Handbuilding is a ceramics technique to create forms without using a wheel. Coco-Op held this four-class series, where students learned the three main handbuilding methods and created a complete vessel each week. During the final week, students glazed their pieces.



**Nakatani Gong Orchestra performed on Sunday, September 17 · 7:30-9 pm at the Coconino Center for the Arts Presented by [Interference Series](#)**

The Nakatani Gong Orchestra (NGO) is acclaimed master percussionist Tatsuya Nakatani's large ensemble and nomadic sound art project. Consisting of 16 of Nakatani adapted Gongs played with his handmade bows, it is the only bowed Gong Orchestra in the world.



***Designed to Move: Seeds that Float, Fly or Hitchhike through the Desert* Southwest Curator Talk was held on**

**Saturday, September 23 · 2 pm**

**Presented by [Museum of Northern Arizona](#) (MNA)**

Guest curator Heidi Fisher discussed the MNA's newest exhibition "Designed to Move," as well as her biomimicry work at Arizona State University.

## PARKFLAG:

**License Plate Reader:** ParkFlag began weekly meetings with Passport and Minute Man to prepare for the installation of the LPR on the Chevy Bolt. The initial part of the process included detailed naming and GIS mapping of all district streets and parking lots. The second part of the process will involve installation and integration between the LPR and our enforcement software.

**Candidates:** We interviewed, screened, and finalized one Parking Aide applicant in September. The candidate has cleared all background checks and is awaiting a final offer and start date. We will resume hiring more Parking Aides in October.



**ParkFlag Vehicle:** We are pleased to announce that ParkFlag may be one of five recipients of the new Chevrolet Silverado Electric Vehicles. These vehicles will help reduce our environmental impact and save on fuel costs. Fleet will present the consent item to the council on October 16th and seek their approval to acquire the vehicles through an existing cooperative agreement. Electric vehicles are part of the City’s Climate Action Plan.



**Program Maintenance –**

- **Kiosk Repair:** In September, the team successfully identified and fixed several communication problems with the kiosks. The most challenging project was the kiosk specifically designated to sell long term parking permits located at the Amtrak Station. The kiosk required a new data pack, modem, and battery.
- **Sign Maintenance:** Signs, signs everywhere are signs, and a few are down in the parking district. A meeting was held between ParkFlag, Streets and Xcessories Squared, a sign distributor. The purpose was to explore how ParkFlag can fix some signs on their own, without Streets or an external contractor. ParkFlag intends to order spare parts for future repairs. The issue seen in the photo to the left is quite common when a sign is struck down, ParkFlag is unable to complete those repairs and will continue to require outside assistance.

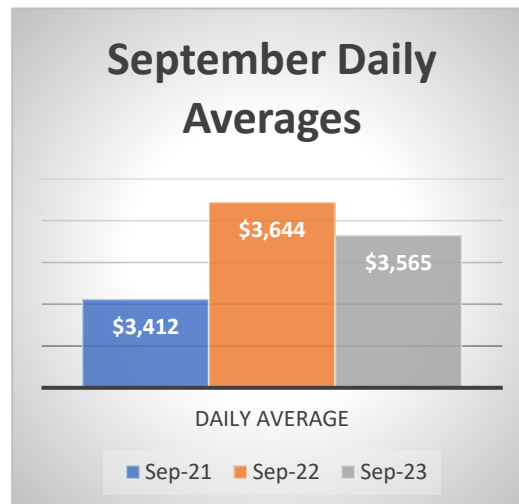
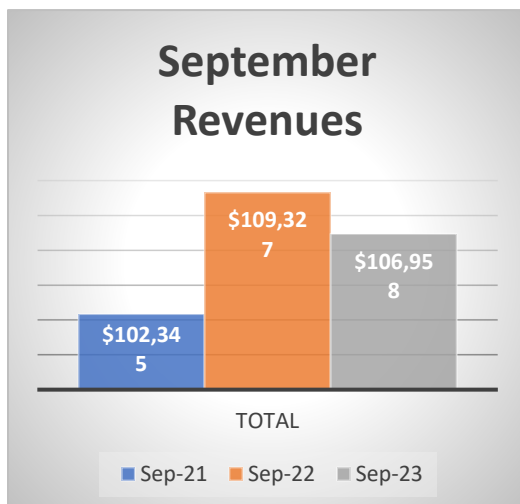


**Community Updates -**

**Monthly DBA Meeting:** 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:**

- Parkers parked a total of 105,953 hours during the month of September at an average of 2.07 hours per parking session, up slightly over August.
- Our pay-to-park revenue totals for the month of September were \$106,958, up 5% over 2022. Our daily average was \$3,565.



## BUSINESS ATTRACTION:

### Recent Attraction Efforts:

- Staff attended an event hosted by the Arizona Commerce Authority and the European Commerce Delegation. Multiple countries expressed an interest in bringing new business to Flagstaff. Staff plans to host delegations from Germany, France, Italy, and Sweden soon to explore additional economic opportunities in northern Arizona.
- An exotic car manufacturer has engaged city staff to locate potential manufacturing sites in Flagstaff. It is expected this employer could create a minimum of 25 new high-quality jobs for the region.
- Staff continues to engage with a multitude of retail and hospitality-based businesses that are eager to enter the Flagstaff market. There has been tremendous interest from these sectors recently.



### Business One Stop Shop (BOSS):

- The City of Flagstaff recently launched a new comprehensive site to assist new, existing, and expanding businesses in our community.
- The new website offers a streamlined way to discover and digest important information. The goal of this platform is to provide a straightforward path for businesses to be successful in Flagstaff. The information ranges from planning assistance to studies encapsulating the market viability of our region. Additional features will be added in the coming months.
- To experience the new site yourself please visit: [Business One Stop Shop | City of Flagstaff Official Website \(az.gov\)](https://www.flagstaffaz.gov/business-one-stop-shop)



### Major Projects:

- City Council recently approved a contract with 'Stiletto', a strategic consultant, to assist the City of Flagstaff with their first official five-year economic development strategic plan. This plan will consist of significant public participation from various industries and businesses. Please stay tuned for opportunities to provide feedback as this plan moves forward.

### Upcoming Events:

- 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. 25<sup>th</sup> and concludes on Oct. 27<sup>th</sup>. **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 \(AAED\)](https://www.aaed.com/event/fall2023).



### Other 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 \(az.gov\)](https://www.az.gov). A huge thank you to our planning team for updating this incredibly useful document!

## BUSINESS RETENTION & EXPANSION:

### PROJECT UPDATES

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#### **BUSINESS RETENTION AND EXPANSION (BR&E)**

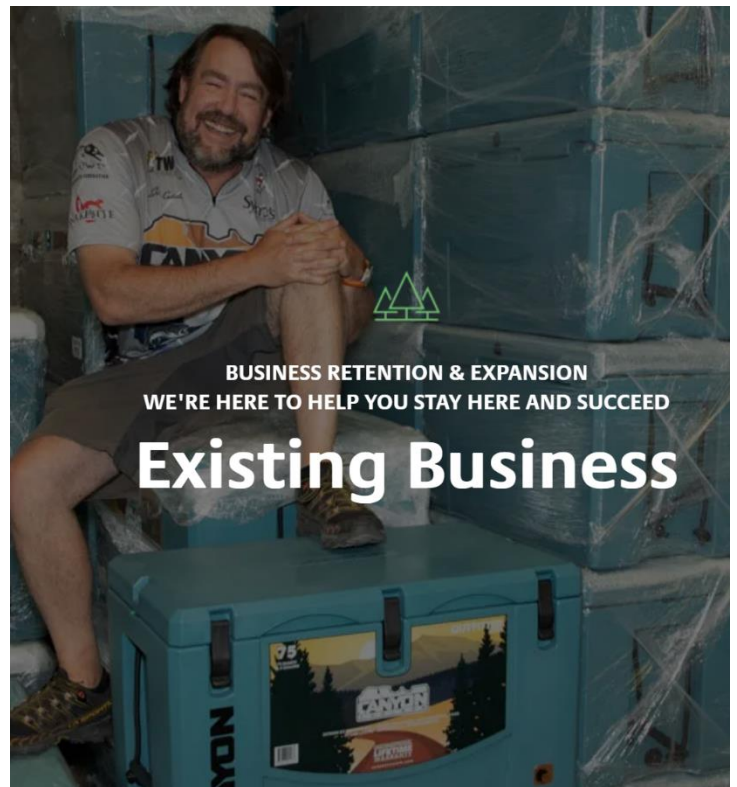
**INCENTIVE:** Staff convened a review team of internal and external stakeholders to score the applications and to determine the awards. Staff has notified all applicants the results. Staff has scheduled follow-up meetings with the three top scoring applicants to meet with the Executive Director of the ARIZONA@WORK Coconino County Workforce Development Board and the Executive Director of the NACET Campus to work on details of their pending contracts relating specifically to workforce development.

#### **AMERICAN RESCUE PLAN ACT (ARPA) SMALL**

**BUSINESS ASSISTANCE GRANT CLOSEOUT:** An interdivisional team has been working to distribute the American Rescue Plan Act funds to area small businesses by way of the Small Business Assistance Grant. During the month of the September, the team contacted all participants to close out the program. The team distributed close to all the

funds to help 42 businesses recover and thrive following the COVID shutdowns

**ARIZONA@WORK COCONINO COUNTY WORKFORCE DEVELOPMENT BOARD (WDB):** Staff attended the regularly scheduled WDB meeting. This was the first times in several years that staff participated solely as a board member having recently stepped down as Vice Chair; in fact, the entire former Executive Board recently changed. Chair Dr. Aaron Tabor and Secretary Beth Caplan also stepped down. The new Executive Board is comprised of Chair Bruce Sobzak, Vice-Chair Gail Jackson, and Secretary Diana White. The Board is in good hands with the new leadership.



**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. [chooseflagstaff.com](http://chooseflagstaff.com)



The graphic features a blue background with a circular icon at the top center containing a globe, a leaf, and the letters 'CO2'. Below the icon, the text 'Innovate Waste & Carbon Neutrality Challenge' is written in white, bold font. Underneath, in a smaller white font, it says 'Help the environment and win your share of up to \$30,000 in cash prizes!'.

**ECoNA BR&E TEAM - VERDE VALLEY TOUR:** Staff joined the BR&E Team for a tour of the Verde Valley economic development offices from various municipalities. The group toured a few projects including the new site of Frame-Tec, a construction framing and truss manufacturer that is revolutionizing the construction industry. Recently locating to the Verde Valley, Frame-Tec will hire between 200 and 300 employees. The tour was very informative and inspiring, and the BR&E Team will likely continue to tour other participating Northern Arizona communities.

**ARIZONA COMMERCE AUTHORITY (ACA):** Staff recently submitted a grant to the Economic Strengths Project grant which is funded by the Arizona Department of Transportation (ADOT). The State Transportation Board reviewed the recommendations from the ACA and approved the City of Flagstaff application. The project will assist Joy Cone Company as they enhance the area around a rail spur that Joy Cone Company uses to receive the ingredients for their world-famous ice cream cones. Staff will work with the ACA, ADOT, and Joy Cone Company to conduct the work.



LIBRARY | CITY & COUNTY

**STAFFING UPDATES:**

**JESSICA ARCHER:** Our very own PALSMobile Librarian, Jessica Archer, has been selected to receive the **Arizona Library Association Outreach Services Award**. This award is for providing exemplary library outreach services to unserved, underserved, or minority populations. Recipients of this award must demonstrate notable and outstanding performance in producing, developing, and promoting programs, services, collections, and reading activities for the unserved, underserved, or minority populations of their community. The award will be presented to Jessica during the AZLA Conference at the awards luncheon on October 20.

**COUNTY SERVICES: LAUREN CLEMENTINO** is serving as Interim Deputy Library Director for County Services!

**September Statistics:**

		Sep-23	Sep-22	Difference
Circulation	Downtown	24580	22,588	8.82%
	East Flagstaff	10079	10,247	-1.64%
	TOTAL	34659	32,835	5.56%
Value of Loaned Materials	Downtown	\$430,453.61	\$411,567.95	4.59%
	East Flagstaff	\$190,166.98	\$184,496.83	3.07%
	TOTAL	620620.59	\$596,064.78	4.12%
In-House Use	Downtown	19413	17,180	13.00%
	East Flagstaff	6331	6,098	3.82%
	TOTAL	25744	23,278	10.59%
Door Count	Downtown	25360	(no door count during front entrance construction)	-
	East Flagstaff	14148	12,473	13.43%
	TOTAL	39508	12,473	216.75%
Wi-Fi Use	Downtown	3442	2,974	15.74%
	East Flagstaff	2016	1,671	20.65%
	TOTAL	5458	4,645	17.50%
Public Computer Use	Downtown	2966	2,615	13.42%
	East Flagstaff	1937	1,963	-1.32%
	TOTAL	4903	4,578	7.10%
Number of Programs	Downtown	77	22	250.00%
	East Flagstaff	26	14	85.71%
	TOTAL	103	36	186.11%
Program Attendance	Downtown	1527	335	355.82%
	East Flagstaff	128	150	-14.67%
	TOTAL	1655	485	241.24%
Reference Help	Downtown	3983	2,073	92.14%
	East Flagstaff	1977	1,716	15.21%
	TOTAL	5960	3,789	57.30%

## Branch & Department Updates:

### Main Library:

- The Downtown Library Front Entrance Ribbon Cutting Ceremony was held on September 29! Speakers included **Mayor Becky Daggett**, **City Manager Greg Clifton**, **Project Manager Jeremy DeGeyter**, **Library Director Linda Tillson**, **City Councilmember Miranda Sweet**, and **landscape artist Maria Salenger**.



### Circulation:

- Received 49 applicants for the 25-hour clerk position!
- For library card sign-up month (September) we added 666 new cardholders between our East Flagstaff and downtown locations. We also renewed a total of 514 expired accounts for existing patrons during this same time frame.

### CMS:

- Reviewing books in YS to possibly update call numbers to be more browsable.
- CMS is looking to potentially reorganize the back area in preparation for the return of the book mobile operations.

### IT:

- The Grand Canyon library move was the big project in the last month!
- New computers (for staff and the public) are going through purchasing right now!
- Finally finished up IT's part of telehealth grant for Tuba City.
- Working with the County libraries on their website updates

### Reference:

- **MARY SOJOURNER COMMUNITY LIVING ROOM:** On September 20<sup>th</sup>, Mary Sojourner, southwestern novelist, essayist, former NPR commentator, and activist for the lands and wildlife of the Colorado Plateau, gave a heartfelt talk at the Downtown Library for the Community Living Room program. Mary Sojourner sent this feedback to staff after the program: "What an incredible gift tonight was. Thank you so much for inviting me and creating such a welcoming and warm venue. I was struck by how the speakers from the audience asked such terrific questions. And how much we all seemed to be aware of how much Flagstaff has changed - and how different these times are. I felt validated for how displaced I sometimes feel. You did a beautiful job of promotion."



- **PEACE DAY:** Library Specialist Pam Packard represented the library at the International Day of Peace celebration on September 23<sup>rd</sup> in Heritage Square and shared information on library resources and events with attendees.
- **ALEBRIJE PAINT NIGHT:** Library Specialist Andrea Barrantes led a guided Alebrije Paint Night at the Downtown Library on September 25<sup>th</sup> in celebration of Hispanic Heritage Month. The 23 attendees painted their pets in the style of Alebrijes – see photos below!



#### Youth Services:

- Youth Services programs are back in full swing for the fall semester!
  - 6 weekly Storytime's – attendance has been great! Up to 32 participants!
  - Biweekly programs such as Creation Station, Lego Club, Game Time Hang Time, and Bards & Nobles.
    - Gaming & Creation Station with 22 attendees, and Bards & Noble with 9 teens for the campaign.
  - Our Science Week programs include solar eclipse viewers, dinosaur centered Creation Station, and Marvelous Mammals.
- The PALSmobile has been very busy already going to 22 schools each month.
  - In addition to our usual preschools, we visited several elementary schools and had classes visit the library including Flagstaff Junior Academy, Haven Montessori, and Pine Forest, seeing about 100 students!

#### EFCL:

- **FALL PROGRAMMING SESSION:** Our fall programming session kicked off in September with the return of our youth programs including Family Storytime, Crafty Corner, LEGO Club, and Game Day in addition to the continuation of our adult programs like LGBT+ Book Club. Our September program offerings also featured several Festival of Science events. We've had especially great turnout at Crafty Corner this session, with over 30 attendees for each program so far!



- **KNITTING IN NATURE:**

On September 2nd, three members of the Forest Service, Sylvia Struss from PROSE, Tasha Griffith from Threaded Together and I met at the Peak View area off Highway 180 to knit in nature (or at least near nature). Even with our event coinciding with both the county fair and rather threatening weather, we still had 12 attendees join us. Most brought their own projects, but quite a few of us joined Sylvia in learning how to spin wool. One family found a few mushrooms nearby which led to an impromptu "mushroom hike and talk." It was a very fun morning, and no one was ready to head back into town at the end of the event.



- **KIDS CAFE:** With the new programming session we also have resumed our Kids Café meal service program through St. Mary’s Foodbank. In September we distributed 23 meals during our after-school programs!
- **LIBRARY CARD SIGN UP MONTH:** September was Library Card Sign Up month and EFCL celebrated with activities, buttons, and incentives for new library card holders! Combined, both libraries signed up over 650 new library card holders this month!

County Branches:

Grand Canyon Community Library:

- Attendance numbers are increasing at the Grand Canyon Community Library’s new, temporary location in the former bank building. The highest traffic month from April 2020 to July 2023 in the previous location was 621 library users. In the new location, we had 735 library users in August and 989 users in September!

Tuba City Public Library:

- **HEALTH FAIR:** On September 21<sup>st</sup>, the Tuba City Public Library hosted a health fair to showcase new telehealth equipment and connect the community with local health resources. Library staff distributed toiletry kits and



representatives from the Arizona State Library, Coconino County, and Arizona Telemedicine Program were also present to on their resources. The health fair and telehealth project are supported by the Arizona State Library with funds from the Institute of Museum and Library Services. See photos below!

- **EARLY CHILDHOOD LITERACY DEVELOPMENT:**

Library Specialist Trish Polacca’s Early Childhood Literacy Development project was selected for funding through the AZ Librarians Fostering Resilient Rural Communities AHEAD AZ mini-grant

opportunity! Through this project, Trish is creating newborn gift packages to promote literacy and educate new parents on their child’s early development. The packages will be distributed through the local hospital and WIC program.



## TOURISM & VISITOR SERVICES

### TOURISM METRICS: SEPTEMBER 2023

For September 2023 the city’s traditional accommodations experienced a slight dip in revenue per available room over the same period last year. This dip is showing up since we had less room-nights in the marketplace last year over the month of September – 1.9% or 2,900 less room-nights. The Smith Travel Report shows a slight increase in demand for 2023.

Discover Flagstaff has been working on the ongoing promotion of our festivals, the Leaf-o-meter [Flagstaff LEAFometer \(flagstaffarizona.org\)](http://flagstaffarizona.org), 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 September 2023:

Sept	2022	2023	Diff
OCC	76.1%	75.0%	-1.4%
ADR	\$130.67	\$129.40	-1.0%
RevPAR	\$99.40	\$97.05	-2.4%

### MARKETING & MEDIA RELATIONS:

14 print and 76 digital articles  
4 procured stories, 6 media assists

- Top performing landing pages: Plan Your Trip and Leaf-ometer - 40,154 views

- September results for Discover Flagstaff subject matter had an increased opt-ins up 30% YoY
- Trails Passport Month-over-month experienced an 8% increase in trail passport signups. There is also a 1550% increase in prize redemptions as people accrue their points and make plans to go downtown to the Visitor Center.
- Phoenix broadcast stations covered the fall colors with leaf peeping opportunities and the Discover Flagstaff LEAF-ometer.
- Instagram hit 27k followers at the end of September.
- September media coverage featured fall colors, LEAF-ometer, Apollo moon missions, Festival of Science, dining, trails, things to do, and stargazing. A few media highlights included Phoenix broadcast stations covering the fall colors with leaf peeping opportunities and the Discover Flagstaff LEAF-ometer. Print experienced some great wins with Phoenix Magazine, and hosted travel writer Madison Rutherford publishing a spread titled Flagstaff Road Trip, Wes-Anderson Style, and relationships with journalists Mare Czar and Roger Naylor at the Arizona Republic keep Flagstaff fall colors and trails top of mind. Digital delivered with articles published at Azcentral.com, phoenixmag.com, arizonafoothillsmagazine.com, travelyourway.com and there was great hotel coverage on High Country Motor Lodge and Aiden Best Western.
- Print (circ: 868k/value: \$56k) Broadcast (reach: 4m/value: \$595k) Digital (reach: 112m/value: \$210k). September 2023 decreased in media REACH and AVE compared to September 2022 (please note vendor change from Meltwater to Cision and a staff vacancy.) There were 634 digital article social echo shares on Facebook, Twitter and Redditt.



## Enjoy more highlights:



- Leaf Peeping in Flagstaff  
<https://www.youtube.com/watch?v=pNixuTqJlVg>
- Aiden debuts in Flagstaff, Arizona  
<https://www.hotelmanagement.net/openings/aiden-debuts-flagstaff-arizona>

- **Flagstaff Road Trip, Wes Anderson-Style**  
<https://www.phoenixmag.com/2023/09/01/flagstaff-road-trip-wes-anderson-style/>
- **Fall colors 2023: Here are the best places to see the leaves change in Arizona**  
<https://www.azcentral.com/story/travel/arizona/2023/09/22/fall-colors-2023-arizona-hiking-sedona-flagstaff/70843739007/>
- **10 Beautiful (And Highly Underrated) Spots To See Fall Foliage That Aren't In Vermont (#6)**  
<https://www.thetravel.com/beautiful-and-underrated-places-to-visit-in-fall-not-vermont/>
- **Exploring Ancient Wonders: Wupatki National Monument and Walnut Canyon in Flagstaff - Travel your way**  
<https://travelyourway.net/exploring-ancient-wonders-wupatki-national-monument-and-walnut-canyon-in-flagstaff/>

## **FILM:**

- Discover Flagstaff staff continues to work on the planning and logistics for film missions coming up with the American Film Market and London Focus.
- Film Commissioner responded to film location inquiries.
- Film Commissioner approved **three permits in September: Blazing Trails Media LLC, Aspen Productions, and Randy Murray Productions.**

## **WEBSITE:**

Comparisons are made YOY to 2022

- **Domestic users increased 58% from 55K to 86K.** Phoenix increased to 16,926 users, Tempe increased to 4,034 users, Los Angeles increased to 2,775 users, Las Vegas increased to 1,492 users, these AZ cities also showed increases: Mesa, Chandler, Scottsdale, and Tucson; San Diego, Dallas, Chicago, Denver were all in the top 20 markets and all reporting increases, too.
- **Good news with Int'l increased sessions, too:** Canada had 783 sessions. UK had 531 sessions, Germany had 391 sessions, MX, Australia, and France were also up.
- **Top performing landing pages:** Plan Your Trip and Leaf-ometer - 40,154 views, events - 13,766 views, webcam - 12,100 views, things to do had 10,096 views, events/festivals had 7,517 views.
- **Booking engine searches** occurred most with filters for stars, cabins and hotels, pet friendly and BnB.
- **3,000 outbound links to partner websites.**
- **179 newsletter opt-in addresses received.**
- **197 visitor guide requests.**

## **EMAIL CAMPAIGN:**

- **Discover Flagstaff**
  - September's results for Discover Flagstaff subject matter had an increased opt-ins up 30% YoY because of opt-ins, however, saw a dip in open rate at -10%. The subject headline is potentially the issue with 2022 including more content. Top clicks supported intent to visit for upcoming events, overnight-stays, and leaf-ometer.

- **Flagstaff Local**

- September's results for Flagstaff Local showed a 21% decrease in YoY in open rate, also possibly related to the subject headline being too long or it blended in with other email campaigns encouraging "open for...". Top clicks went to the Oktoberfest volunteer page, the library card sign-up page and to Flag365.



## **SWEEPSTAKES:**

- **Flagstaff Festivals Sweepstakes**

- The festival sweepstakes has concluded with 44% less entries than last year, our benchmark year. Attributing lower entries to a combination of things: privacy changes and people's attitudes toward privacy, the content calling out appearing lower on the homepage this year and being moved up higher halfway through the year, less posting/boosting on social media during the beginning of the campaign as there was a transition in the social media employee position, and a smaller grand prize regarding the \$ value. Notes have been made for next year to initially post the content callout on the website up high from the get-go, posting/boosting to social media leading up to and at the beginning of the sweepstakes opening for entries, and possibly getting previous entrant winners testimonials on social media to raise awareness about the sweepstakes being from a trustworthy source.

## **TRAILS PASSPORT:**

- Month-over-month, there is an 8% increase in trail passport signups. There is also a 1550% increase in prize redemptions as people accrue their points and make plans to go downtown to the Visitor Center. This may be due to the higher point items – donations in their name and fanny packs.
- Fall trails have been added and a post is going out on social media to raise awareness.

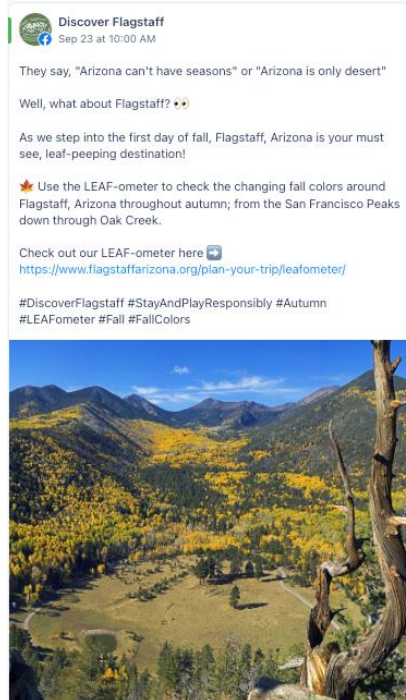


## **SOCIAL MEDIA:**

- Top post on Facebook this month garnered 45k impressions and 2,831 engagements.
- Facebook garnered over 933k impressions in total over the month of September.
- Audience metrics stay the same, with followers mainly being 35–44-year-old women from the US.
- Flag Local continues the Pet of the Month partnership with High Country Humane in conjunction with the FL newsletter.
- Instagram hit 27k followers at the end of September.

- Top post was the same as FB, but garnered over 1k in likes, which I have not seen before in my time managing the DF accounts.
- Influencer collab with @letmeatthis was majorly successful, with over 62k views on one Instagram Reel, and over 1.5k likes.
- Another top Instagram post was a post about the upcoming Annular Eclipse event at Lowell.

**Top FB posts this month:**



In Flagstaff's embrace, where pines kiss the sky,  
The LEAF-ometer whispers, as autumn draws nigh,  
"A symphony of colors, a painter's delight!"  
As leaves turn to gold in the soft, fading light.

In the land of the Lumberjacks, we venture so deep,  
Through forests enchanted, where secrets they keep,  
Each leaf a bold canvas, a masterpiece rare,  
A tapestry woven with the utmost care.

From crimson to amber, to shades of maroon,  
Nature's own palette paints a magical tune,  
With every step taken, a story unfolds,  
In Flagstaff's grand forests, where wonder beholds.

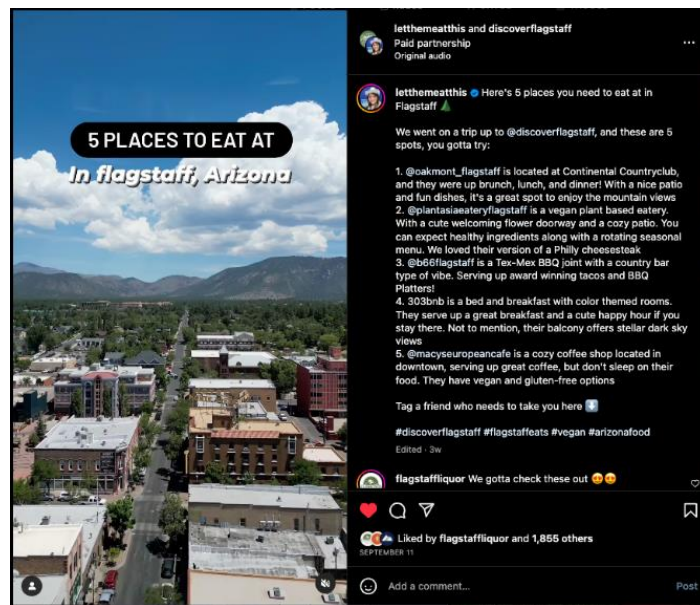
The LEAF-ometer guides, as we wander and roam,  
Through canyons and meadows, we find our way home,  
To a season of change, where the world's draped in grace,  
In Flagstaff, Arizona, nature's sweet embrace. 🍂🌟

🌟 Use the LEAF-ometer to check the changing fall colors around Flagstaff, Arizona throughout autumn; from the San Francisco Peaks down through Oak Creek. Check out our LEAF-ometer here 📄  
<https://www.flagstaffarizona.org/plan-your-trip/leafometer/>

#DiscoverFlagstaff #StayAndPlayResponsibly #Autumn #LEAFometer #Fall #FallColors



**Top Instagram posts for this month:**



## SALES:

### INTERNATIONAL TRAVEL TRADE:

**TOP FIVE TRADE ACCOUNTS:** Hotelbeds – OTA, American Tours International (ATI) – RTO, Destination America – RTO, Go West Tours – RTO, and WebBeds - RTO

- **Hotelbeds reported business has exploded into Flagstaff recently, with 10,265 room nights booked this past year with great growth from key markets like Italy, Spain, France, UK, Germany, and Canada.**
- **\* RTO: Receptive Tour Operator; OTA: Online Travel Agency; FIT: Flexible Independent Traveler**

**FLAGSTAFF MENTIONED:** Gold Medal is an award-winning tour operator featuring tailor-made worldwide holidays and Flagstaff, Arizona is mentioned in the Route 66 itinerary on page 31 and Cities and Canyons on pages 74-75. [Gold Medal's new USA & Canada brochure .](#)

**Route 66 West**

**Itinerary:** Dallas, Grapevine, Choctaw Nation, Durant, Duncan, Oklahoma City, Amarillo, Santa Fe, Albuquerque, Holbrook, Flagstaff, Kingman, Barstow, Santa Monica, Los Angeles

Your journey begins in historic Grapevine, home to shops, galleries and cafes, before heading north to Oklahoma. Stop off at Choctaw Nation and discover the culture and history of the Native American Indians. Zigzag northward to Durant and stop for nostalgic collectibles before moving on to Oklahoma City, a city with great nightlife and entertainment. Relish an original Route 66 gas station, before heading on to Amarillo, where you'll find a variety of dining options including authentic Mexican dishes, to round off your first week.

From Amarillo, follow the route through to New Mexico along the Rio Grande, stopping at Albuquerque, where its old town is the epitome of the 'Old West'. Arizona is next to welcome you with its incredible landscapes. Visit Flagstaff, taking the opportunity to visit the Grand Canyon, and explore the national town of Kingman before heading west to California. Your final destination is Santa Monica, where you can stop at the famous 'End of the Trail' sign on the Pier and take in the amazing coastal views.

**Self-drive**

**Essentials**

- Duration: 18 days, 17 nights

**Highlights**

- Cross five states on a nostalgic cross country drive on the famous Route 66
- Discover the National Cowboy and Western Heritage Museum in Oklahoma

**Includes:**

- 2 nights in Grapevine
- 1 night in Durant
- 2 nights in Oklahoma City
- 1 night in Amarillo
- 2 nights in Santa Fe
- 1 night in Albuquerque
- 1 night in Holbrook
- 2 nights in Flagstaff
- 1 night in Kingman
- 1 night in Barstow
- 2 nights in Santa Monica
- Pre-recorded digital destination and route guide

This itinerary can be enjoyed on a self-drive or motorhome journey, as preferred. Speak to your travel agent about creating your bespoke holiday.

**B2B E-LEARNING PLATFORM:** Successful results continue with the B2B e-learning platform featuring the Flagstaff destination reaching the German Travel market from the FVW USA Experts campaign targeting 13,000 registered users and 6,200 newsletter recipients. The FVW campaign runs from January 2023 – December 2023. Below is a snapshot of the May 2023 quarterly report.



### **FAMILIARIZATION TOUR:**

Hosted Arizona Office of Tourism Trade and Media Familiarization (FAM) tour September 24-25, 2023, with ten participants from Visit USA Austria. The results of the fam will garner earned media and bookings to promote the Flagstaff destination.



### MEETINGS/EVENTS/CONFERENCES:

**CONFERENCE/ROOMS LEADS/BOOKINGS:** 1 Lead was sent in the month of September for a total of 80 room nights and total estimated economic impact of \$23,920.

**MEETINGS/CONFERENCE SERVICES:** Staff was a guest speaker for the NAU Event planning class and had site tours/meetings with 3 partners.

**CONFERENCES:** Staff attended the Small Market Meetings Conference and had appointments with 19 meeting planners. This conference is for planners looking at smaller second tier cities for their conferences and events.



**VISITOR SERVICES:**

**SEPTEMBER 2023:**

September	2022	2023	YoY Change
Walk-ins	11,881	12,908	9%
Retail Sales	\$33,198	\$45,337	37%

**Walk-ins & Sales -**

- Both increased...walk-ins 9% and retail sales 37%

**Model Train -**

- The Model Train ran 187 times during the month of September.


**Brewery Trail -**

- Visitor Center gave out 238-pint glasses for Flagstaff Brewery Trail redemptions!

**Google Reviews –**

**Amanda Branum**  
Local Guide · 21 reviews · 2 photos  
★★★★★ 2 months ago

Our family had fun watching the trains go by! The gift shop was great too. My kids got a toy train and train whistle. I also thought it was nice that they had a public charging station for electronics as well as electric vehicle charging stations.




Reply Like

**Senior Whoopy IRL**  
Local Guide · 53 reviews · 5,281 photos  
★★★★★ a week ago **NEW**

Very cool. This is attached to the Amtrak station and if you stop here, I recommend catching a later train in just enjoying the city. Start with the visited center located in the Amtrak building. They have a lot of cool knickknacks for sale, as well as some local artist stickers and shirts. If you like trains, they do too lol. I loved the toy train riding around on the ceiling and the tiny detailed model.

The downtown is literally right on the other side of the track. You can find thrift, stores, outfitters, stores, bars, and restaurants galore. Downtown Flagstaff is definitely walkable even better on a bike. I recommend letting this visitor center be your starting point to experiencing the city

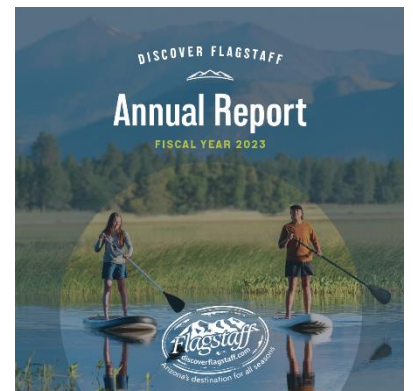
As a Pokémon GO player, this is a great place to start playing. The downtown area is plethora of gyms and PokéStops 🍷



**CREATIVE SERVICES:**

**ADVERTISING:**

- **PRINT ADVERTISING (DRIVE MARKET/OUT-OF-STATE):** Produced ads for *A Taste of AZ Magazine*, *National Park Journal – Grand Canyon edition*, *NAU Pine Magazine*, *East Valley Theater Program*.
- **DIGITAL ADVERTISING (DRIVE MARKET/OUT-OF-STATE):** Produced ads for October **Datafy** promoting Leafometer, Snowbowl Fall Scenic Gondola Ride, breweries, Flagstaff Trail Passport, last of the festivals and Lowell solar eclipse event.
- **FY2023 ANNUAL REPORT:** Draft produced and in review by EV staff.
- **BBB OUTREACH:** Continued work on BBB outreach/educational ads.



- **OPEN SPACE/PICTURE CANYON:** Six new wayfinding signs were sent to the manufacturer and are in production.
- **2024 VISITOR GUIDE:** Began content revisions.
- **LOCAL ADS:** Created print and digital ads for the AZ Daily Sun and the Flagstaff Business News promoting the Airport
- **STAY & PLAY INSERT:** Attended a meeting about the upcoming Arizona Republic winter insert and began mocking up cover options.
- **VISIT USA FRANCE AD:** Designed a dark skies/Grand Canyon ad for Visit USA France.
- **AIRPORT ANNIVERSARY MAGAZINE:** Attended a meeting about the upcoming Airport 75<sup>th</sup> anniversary magazine and began mocking up cover, full page ad, and back page comps.
- **PHOTOGRAPHY:** Scheduled a photo shoot with Santa to promote accommodations in an upcoming FSI
- **REGENERATIVE TOURISM:** Finalized the interactive wall at the Visitor Center



**WEBSITE:**

- Updated our webcam with leaf-ometer messaging
- Updated the trails [passport page](#) to highlight fall hikes

**VIDEO:**

- Compiled and delivered b-roll for a Channel 3 fall segment
- Working with videographer to create a holiday video
- Finalized :30 and :60 second versions of the [regenerative video](#) for social media



**CITY JOBS:**

- **INNER BASIN LOGO:** Finalized two versions of the Inner Basin Waterline Project logo
- **INNOVATE WASTE LOGO:** Continued to work on the Innovate Waste logo design
- **MINIMUM WAGE POSTERS:** Created the 2024 OLS minimum wage posters and forms



**WEBSITE:**

- **MOUNTAIN MOJO WEBSITE AUDIT:** Completed the final August website audit from Mountain Mojo
- **CONTENT UPDATES:** Switched the website content from summer to fall, added new blog content, updated the leafometer page, and uploaded new photos on discoverflagstaff.com



**HOLIDAY  
MARKETING PREP:**



PLAN NOW! REQUEST YOUR FREE OFFICIAL VISITOR GUIDE AT DISCOVERFLAGSTAFF.COM  
DAILY NONSTOP FLAGSTAFF FLIGHTS TO/FROM PHOENIX AND DALLAS | FLVFLAGSTAFFAZ.COM



**Please join us for our annual event** by  
sending an email to  
[cnelson@flagstaffaz.gov](mailto:cnelson@flagstaffaz.gov) to **RSVP today!**

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