

Economic Vitality Division

Enhancing Quality of Life 365 Days a Year

AIRPORT • COMMUNITY INVESTMENT

LIBRARY • TOURISM

OCTOBER 2023 Highlights



AIRPORT

AIRPORT RESCUE FIRE FIGHTING (ARFF):

- ARFF and other airport staff assisted the Secret Service and an array of law enforcement officers from multiple agencies throughout the state on October 17th when the Vice President flew into FLG to speak at Northern Arizona University.
- ARFF personnel conducted their annual driver training at Camp Navajo. This training is essential in ensuring the safe operation of emergency response apparatus and ARFF vehicles.



AIRPORT OPERATIONS:

- Airport staff conducted the annual Snow and Ice Control Plan pre-winter meeting.
- During this meeting, staff discussed plans and best practices for snow removal and other winter operations at the airport.
- This discussion ensures the airport is as prepared as possible for inclement weather and maintenance compliance with FAA standards.



AIRPORT MARKETING AND ADVERTISING:

- Airport featured in October issue of Flagstaff Business News - [Improvements, Parking Changes Made at Flagstaff Pulliam Airport](#)

- In terminal advertising remains on hold pending the upcoming Council discussion on City Facility Advertising Policy.
- Ads running in print and digital in Arizona Daily Sun and Flagstaff Business News.



AIR SERVICE ATTRACTION:

Staff attended an airport service conference in Lexington, Kentucky and was able to meet with various airlines. Staff connected with United to discuss the community's disappointment of disconnecting Denver service last year and was able to secure a meeting with United about the future of United air service at FLG.

PAID PARKING SYSTEM:

Staff continues to work with the equipment vendor in optimizing the system.

PROJECT & GRANT UPDATES:

Terminal Maintenance – Phase I:

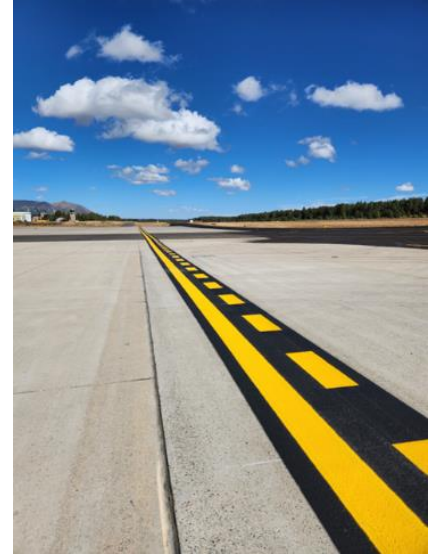
- Terminal roof repairs have started
 - Above the carriers and TSA offices complete
 - Above baggage return nearly complete
 - Above the hold room – To begin during the week of November 13th
- Office carpet replacements
 - United office – complete
 - Directors' office – complete
- Concrete column maintenance – near complete
- Concrete sidewalk replacements – near complete
- Building exit signage – near complete
- Terminal main doorway replacement – Scheduled to begin in the month of December
- Terminal window screening – Scheduled to begin in the month of December



Airfield Maintenance – Phase 4:

General aviation and commercial apron markings refresh – complete
 Staff parking lot:

- Lighting improvements – spring of 2024
- Pedestrian gate – spring of 2024
- Regrading and pothole repairs – spring of 2024
- Oil stabilization of existing pavement – spring of 2024
- Restripe – spring of 2024



Perimeter Fence Maintenance – Phase 1:

- Fence replacement - Ongoing
- Fence top rail replacement - Ongoing
- CMP replacement - Ongoing

Terminal Fire Sprinkler Construction – Phase 1 and 2

In final contract negotiations

Terminal Lighting Replacement

In contract negotiations

Terminal Flooring replacement

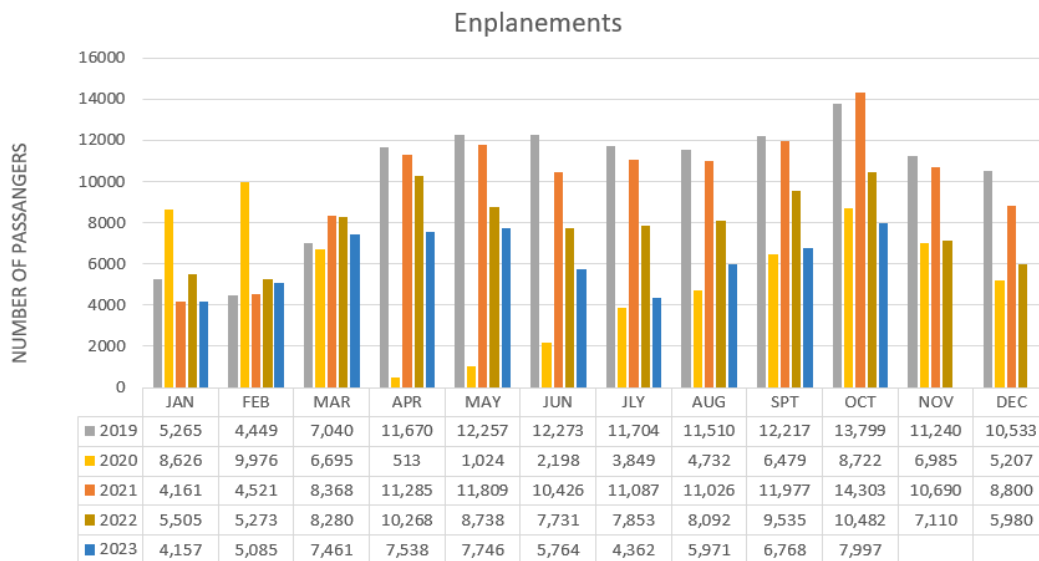
In contract negotiations



CELEBRATING 75 YEARS | 1948-2023

75th ANNIVERSARY CELEBRATION: The Airport will be celebrating the 75th Anniversary with an event on 11/29 for airport partners.

TOTAL ENPLANEMENTS: We're close to 8,000 and higher than September due to American Airlines adding additional flights.





CHOOSE
FLAGSTAFF

COMMUNITY INVESTMENT

BEAUTIFICATION AND ARTS & SCIENCE:

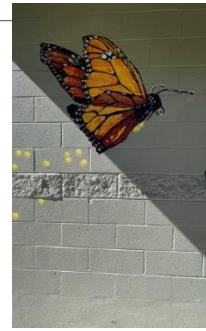
COMPLETED PROJECTS

BIA GRANT, Pollinator Mural at the City of Flagstaff Sustainability Department

Terra BIRDS, a local outdoor education non-profit, partnered with the City of Flagstaff Sustainability Department to produce a mural celebrating local native pollinator species.

Located on the south-facing wall of the

Sustainability building, the artwork by Terra BIRDS illustrator Robert Chambers features nine colorful and richly detailed images of a monarch butterfly, a grey buckeye butterfly, sphinx moth, Mexican bat, rufous hummingbird, three species of bees, and a thick legged hover fly. The mural functions as a backdrop for a future on-site pollinator garden as part of the Sustainability office's ongoing plans to create outdoor education spaces and the City's ongoing commitment to increasing pollinator habitats.



ONGOING PROJECTS



- **Airport Medallions:** Contract ratified, and staff gave vendor notice to proceed to order the Corten steel for the medallion frames. Security bolt location verified, and patina application on completed and approved. Medallion vendor will deliver

medallions to installation vendor in early November. Installation vendor upon receipt will fabricate frames and install at airport circa end of November.

- **Aspen (Niche) Bicycle and Pedestrian Enhancements:** Staff held design sessions with Morning Dew to create renderings for presentation at EUROW in November.
- **British Phone Booth Library:** Final design reviewed and approved with addition of an armrest to the bench. Design will proceed to bidding.
- **Cosmic Ray Tunnel & Sheep Crossing Plaque:** Staff received and reviewed a proposal from Joel Geist to design two plaques, located at each tunnel entrance. Staff reviewed and approved verbiage from Rose Houk for project plaques that highlight the area's Basque shepherding history and Cosmic Ray's legacy.
- **DCC Southside Grove Sculpture:** Staff and artist team reviewed Building Permit requirements. Submission to occur within the next 30 days.

- **Flowers Program:** Staff worked with the CVB/FDBA to determine removal date of the Heritage Square pollinator garden. The garden will be de-installed November 11, prior to the installation of the holiday tree. New signage was installed at the City Hall and Heritage Square pollinator gardens. Hanging baskets were removed by Foxglove Gardening and baskets/basket materials are being prepped for storage. **The Spruce trees arrived** and were planted south of Route 66 on Beaver Street and at the Flagstaff Gateway. Staff approved the fabrication of four double sided brackets which will accommodate eight new hanging baskets on Birch Avenue in 2024. Staff met with the Executive Director of the Sunnyside Neighborhood Association to discuss flower expansion along the Fourth Street Corridor in 2024 as well.



- **Indigenous Representation at County Park:** Scoring sheets received, staff and procurement compiled scoring sheets to determine 5 top proposals and 2 alternates. Staff sent acceptance and rejection notifications to applicants. Staff met with Coconino County to discuss next steps and determine County safety vetting process. Staff sent proposals and licensing agreement draft to Coconino County for review. Staff met with legal and finalized artist contracts.
- **Lone Tree Overpass:** BAS staff met with Capital Projects Manager to review cost sharing. Amount for artist contract agreed upon.
- **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.
- **Photography:** Completed photoshoots for *Sunflowers*, *Kulila*, *Here Comes the Sun*, *Welcome to Sunnyside*, *The Gandy Dancer*, and *Touch home, reach sky* (Library Entry) Staff worked with Parks Manager to ensure weeding and pruning around each artwork was conducted before the photoshoots. Community Engagement Specialist also took photos of library entry for Discover Flagstaff's FY23 Annual Report. Staff selected final 20 images of The Gandy Dancer sculpture, which the photographer will photoshop.



PROGRAMS & OUTREACH

- **Arts & Sciences Innovation & Capacity Grant Program:** Staff participated in selection panel review, which included reviewing and scoring 17 applications.
- **ARTx:** Staff participated in review and scoring of 118 project proposals over three meetings with the selection committee. Project Selection panel approved **30 projects** with \$90,000 total grant funding for the 2024 festival! Very exciting submissions.

- **BPAC:** October meeting held. Discussion items included new projects (Regional Plan Cover and Public Toilet Artwrap), the approval of recommended art proposals for the Indigenous & Multi-Cultural Representation Project, a potential project for BPAC consideration (El Pueblo Navajo Code Talker 3D Artwork), a review of the five finalists to create proposals for the 3D Art & Southside/Murdoch Park, and questions BPAC would like addressed by BIA applicants at the November meeting. BPAC voted to approve the staff conference room for future meetings.
- **Beautification in Action Grants:** Applicants were emailed information for November presentations. Staff finalized the applicant presentation schedule for the November 13 BPAC meeting. Staff met with a Cedar Closet Thrift Shop board member to discuss the grant process and recently completed BIA projects and will present at their November board meeting.
- **Creative Flagstaff:** Staff and Commissioners attended an arts reception co-hosted by Creative Flagstaff and the Arizona Commission on the Arts (ACA). The reception featured members of ACA staff and members of their board of governors listening to ways for the state commission to serve the creative community in Flagstaff.
- **Creative Flagstaff Grantmaking Committee:** Staff attended orientation meeting for non-profit arts & sciences project grants.
- **Gift Proposal for Wheeler Park:** Staff met with Alan Peterson of MNA concerning a Sedona bronze foundry proposal for an elk sculpture for Wheeler Park.
- **Maintenance:** Staff worked with CoF code compliance office to have graffiti removed from the north wing of the Cosmic Ray/Shepherd tunnel's east entrance, across from the newly completed mural.
- **Outreach**
 - o Beautification, Arts & Sciences Program hosted a tabling event in Heritage Square for the First Friday Art Walk.
 - o Student journalists at NAU and ASU recently interviewed staff, a local artist, and our Commission Chair for separate articles on the traffic signal cabinets and BIA grants. ASU one-line: <https://cronkitenews.azpbs.org/2023/10/26/flagstaff-devotes-tax-dollars-urban-beautification-programs/>. NAU Lumberjack: [Flagstaff continues beautified traffic signal cabinets initiative | News | jackcentral.org](https://www.lumberjack.com/news/flagstaff-continues-beautified-traffic-signal-cabinets-initiative)
 - o Staff sent an email to the BAS listserv (400+ subscribers) highlighting the upcoming Public Art in Arizona Forum, which is a workshop for aspiring public artists. Staff registered eight artists for the workshop.

Public Art & Beautification Opportunities

We Need You!



Beautification in Action Grants
Enliven Flagstaff with community led beautification projects!
Pollinator Gardens, Murals & More.



Rotating Art in the Park
Engage community and enhance multicultural communication.
Opening May 2024!
3D Artwork(s) Temporary Exhibition.



Art Wraps
Enrich the banal with color and creativity.
Traffic Signal & Utility Cabinets, plus a Portland Loo.



Roundabouts
Embellish through hardscape and sculpture.
2 locations!





BEAUTIFICATION, ARTS & SCIENCES



- **Professional Development:**

- Staff attended CODASummit in San Jose, CA. Agenda: <https://www.codaworx.com/codasummit-2023/agenda/>
- Both staff and two BPAC commissioners attended the Arizona Administrators Meeting in Tucson, which included discussions of inclusion and maintenance issues as well as a public art tour. After, we discussed what to apply to BAS.
- Staff co-curated this opportunity with the Shemer Arts Center in Phoenix. The Shemer exhibits AZ artists and financial support was given by the Phoenix Office of Arts and Culture. Staff presented two workshop sessions and participated in panel discussions at the Public Art in Arizona Forum in at the Shemer Art Center in Phoenix. In attendance, both BAS staff, four BPAC commissioners, and six Flagstaff artists. The education and networking opportunity included:



- 1) discussions on the state of public art in Arizona by public art leader Greg Esser,
- 2) upcoming public art projects in Flagstaff, Phoenix, Scottsdale, Tempe, Tucson, and Valley Metro Light Rail,
- 3) workshop sessions on design team, selection process insights, and how to break into public art, and
- 4) sessions by leading public art fabricators in the state (steel, terrazzo, lithomosaic, bronze foundry) with whom beginning artists could partner.



Staff designed collateral on CoF public art and beautification opportunities that were distributed to all attendees. Final attendance numbers not yet available, but nearly 100 participants registered. Thanks to Commissioner Garcia for the Flagstaff group photo! Staff has received positive feedback from the artists who attended. One local artist began her email with *I wanted to thank you again for inviting me to the forum on Friday. I was so very stoked to be in the presence of all those great minds. The information I learned from top to bottom will be a game changer for me.*

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

Night Sky Photography Workshop with Stan Honda

Held Saturday, October 7 • 5:30-9 pm

Presented by [Flagstaff Dark Skies Coalition](#)

Participants learned how to photograph the night sky with a master! New York-based Stan Honda was a photojournalist for 34 years and has worked as an artist-in-residence at six national parks. His photography of Chaco Culture National Historical Park in New Mexico and Wupatki National Monument were used in reports that led to them both being designated as International Dark Sky Parks. Honda conducted a three-part workshop introducing basic techniques to capture beautiful night sky photos with modern digital cameras. This session included a short slideshow of Honda's work, learning about



your camera and how to photograph the night sky, and in-the-field instruction and photography.



Adult Workshop: Nature Journaling
Held Saturday, October 14 • 10-11:30 am
Presented by [Willow Bend Environmental Society](#)

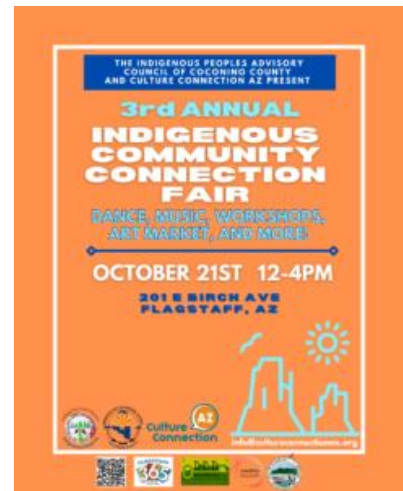
Nature Journaling can help with mindfulness and noticing the world around us. It can be both a relaxing experience and a way to explore. In a world where we spend more and more time in front of screens, it can be helpful to take time away, using physical materials, to notice the seasons, plants, and wildlife around us. This class focused on making a nature journal and using it to practice nature mindfulness throughout the changing seasons. All materials were provided.

Third Annual Indigenous Community Connection Fair
Saturday, October 21, 12-4 pm
Admission was free
Presented by [Culture Connection AZ](#)

Cultural Connection celebrates Indigenous culture! Fair visitors learned about issues important to local Indigenous communities, and enjoyed dance performances, music, art, and more!

Presentation Schedule

- 12-12:45 pm - Derik Yellowhair
- 1-1:45 pm - Hopi Economic Development
- 2-2:45 pm - LivA'ndrea Knoki
- 3- 3:45 - Interactive beading workshop with Luciano Buck



PARKFLAG:

Kiosk Repairs and Graffiti Removal

Efforts to maintain the integrity of our parking infrastructure continue to be a priority. This month, Team members successfully repaired 9 kiosks that were identified with malfunctions and repaired or replaced 4 downed parking signs. Additionally, we have undertaken a comprehensive graffiti removal initiative to enhance the aesthetics of our parking facilities.

Recruitment

We are pleased to announce that we have successfully hired a new Parking Aide, Matthew Garcia. He comes to us with background in fire suppression and customer service. Matthew is enthusiastic about contributing to the efficiency of our parking



program, and will be an invaluable addition to our team, assisting in day-to-day operations and providing support to ensure a positive experience for all patrons.

Annual Parking Conference

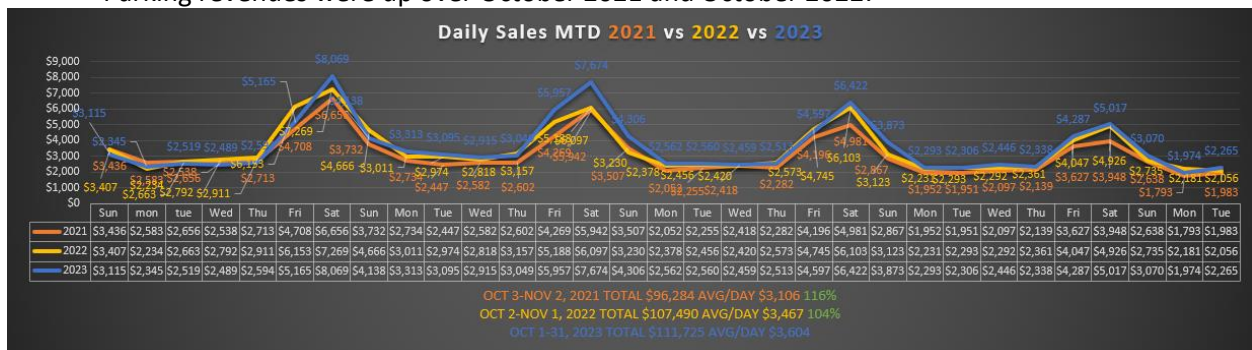
Several members of our parking program team had the opportunity to attend SWPTA, the Southwest Parking and Transportation Association annual conference, held in Las Vegas Nevada. This conference provided valuable insights into the latest trends, technologies, and best practices in parking management. Our staff actively participated in workshops and sessions, bringing back knowledge that will contribute to the continual improvement of our parking services. We are proud to share that during the conference both Gail Brockman, Parking Manager and Heather Frantz, Lead Parking Aide, were invited to speak on municipal panels. Their participation not only highlights the expertise within our team but also allows us to share our experiences and learnings with a broader audience. Topics covered included:

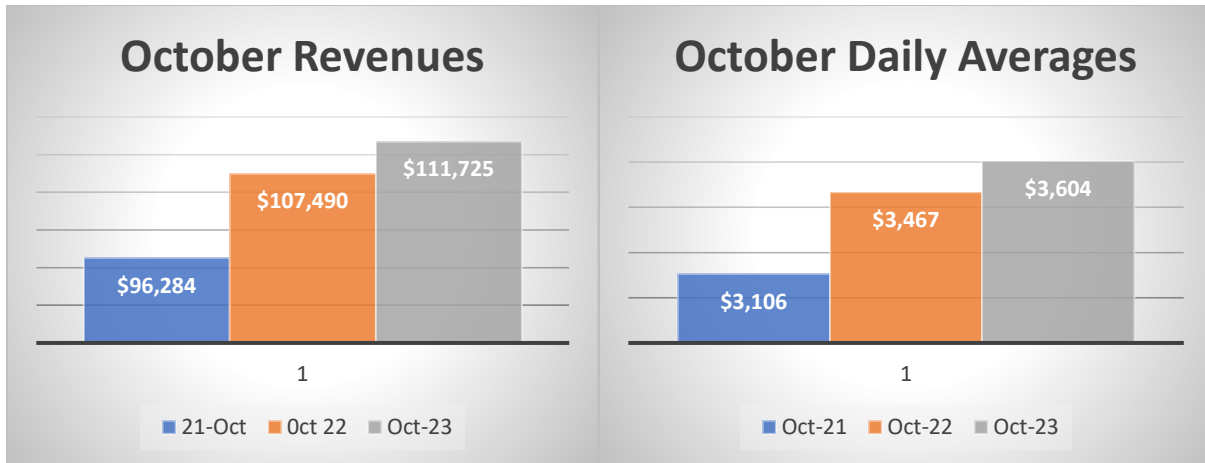


- Challenges Municipal Operations Face
- Politics and Parking
- Pandemic Impacts
- Parking Enforcement and Ambassadorship

Parking Statistics:

- ParkFlag Customers parked a total of 112,843 hours during the month of October with an average of 2.07 hours per parking session.
- Parking revenues were up over October 2021 and October 2022.





BUSINESS ATTRACTION:

Recent Attraction Efforts:

- Staff hosted a site tour for a manufacturing company this month that creates wood/cement products. Their process focuses on taking small diameter timber and adding concrete to produce panels for affordable housing. We are very optimistic that they can find a new home in Flagstaff.
- 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.
- 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. Public outreach for this plan is about to begin and staff is looking forward to working with a wide array of community partners to help determine what the future of economic development will be for Flagstaff.

Other Highlights:

- Jack Fitchett’s last day with the City of Flagstaff will be 11/13/23. He has taken a new position with the City of Winslow as their Economic Development Director. We wish all the best to Jack as he starts his next adventure. In the meantime, please reach out to Creag Znetko, Executive Assistant with any inquiries until the position is filled. CZnetko@flagstaffaz.gov
- 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.flagstaffaz.gov/DSR-Sept-01-2023). A huge thank you to our planning team for updating this incredibly useful document!

BUSINESS RETENTION & EXPANSION:

PROJECT UPDATES

BUSINESS RETENTION AND EXPANSION (BR&E) INCENTIVE: Staff convened a review team of workforce development professionals and the top scoring applicants to develop workforce metrics that will meet the business and community goals. Contracts have been developed and are currently working through the procurement process. The awarded businesses are growing, and one business has already hired ten more employees than originally proposed in their application. The program is having a positive impact on the businesses and on the workforce pipeline.

RESTORATION SOILS: Councilmember Sweet recently requested that staff convene Restoration Soils and Water Services to discuss a potential pilot program in which Restoration Soils makes use of problematic materials from wastewater processing. The discussion that took place was very positive and may enhance operations of both Water Services and Restoration Soils. Should the pilot project occur, the partnership may prove to be a great innovation that enhances industry and community.



ARIZONA ASSOCIATION of ECONOMIC DEVELOPERS (AAED) FALL FORUM: Staff attended the AAED Fall Forum and presented as part of the Workforce Development Panel. Staff provided the first presentation of the day with an overview of the system and various innovative programs to meet area needs. A participant spoke with staff following the presentation who said that he learned more practical information in the one presentation than in a much higher priced course from other economic development organizations.

ECoNA BR&E TEAM – MANUFACTURERS MONTH TOURS: The ECoNA BR&E Team collaborated with FUSD, CCC, and area businesses to invite students from area high schools to tour three different manufacturing facilities. 18 students learned about the various skills that are required in a modern manufacturing facility. Many students indicated that they had no idea that such innovation and

production was occurring in their hometown. One great message that the students heard came from each plant manager on their own and without any prompt at all. They said that automation will take on repetitive tasks while allowing the people to use their talents more completely focusing on higher level work. The message was very encouraging to those who heard it.



LIBRARY | CITY & COUNTY

October Statistics:

		Oct-23	Oct-22	Difference
Circulation	Downtown	23897	22032	8.46%
	East Flagstaff	10097	10565	-4.43%
	TOTAL	33994	32597	4.29%
Value of Loaned Materials	Downtown	\$398,530.57	\$397,319.16	0.30%
	East Flagstaff	\$202,112.08	\$188,584.97	7.17%
	TOTAL	\$600,642.65	\$585,904.13	2.52%
In-House Use	Downtown	18841	18310	2.90%
	East Flagstaff	6528	6458	1.08%
	TOTAL	25369	24768	2.43%
Door Count	Downtown	24045	11630	106.75%
	East Flagstaff	15404	11234	37.12%
	TOTAL	39449	22864	72.54%
Wi-Fi Use	Downtown	4569	2584	76.82%
	East Flagstaff	1914	1097	74.48%
	TOTAL	6483	3681	76.12%
Public Computer Use	Downtown	2637	2489	5.95%
	East Flagstaff	1951	2007	-2.79%
	TOTAL	4588	4496	2.05%
Number of Programs	Downtown	85	53	60.38%
	East Flagstaff	20	18	11.11%
	TOTAL	105	71	47.89%
Program Attendance	Downtown	1797	594	202.53%
	East Flagstaff	471	188	150.53%
	TOTAL	2268	782	190.03%
Reference Help	Downtown	3859	2819	36.89%
	East Flagstaff	2149	1925	11.64%
	TOTAL	6008	4744	26.64%

Branch & Department Updates:

Downtown Departments

Admin:

- Foundation funding awards went out this month!
- We had 5 employees attend the Arizona Library Association Conference in Fort McDowell, AZ.
- We had 1 employee attend the Association of Bookmobile and Outreach Services Conference in Hershey, PA.
- Library Director Linda Tillson visited the Forest Lakes Library.



IT:

Library IT has begun using an endpoint management tool called NinjaOne. This cloud-based system allows IT staff to manage, patch, update, and troubleshoot all computers on all the library networks from anywhere. We've just started, so we're still learning the interface. The goal of implementing this tool is twofold: help IT staff work more efficiently (saving staff hours) while at the same time keep public and staff computer software more up to date.

- IT is working on a lot of purchasing now!
 - Purchasing about 200 desktops and 30 laptop computers to replace all staff and patron computers
 - Security cameras should be ordered
 - RFID equipment should also be ordered
 - Mark is working through Starlink ordering issues for the Grand Canyon
- Working on County website pages, which will be like Flagstaff's website

Reference:

- Staff is almost done shifting all the 900s to the shelves where the travel books were. For them all to fit, we will begin a manual process of checking for non-circulating books that were missed in the report.
- We partnered with Nuestras Raices to do a talk on Ofrendas and the difference between Halloween and Dia de Los Muertos. The presenters discussed the similarities between Day of the Dead and other worldwide death festivals, then created an ofrenda and talked about the meaning of each item on it. Attendance was high.

- Our movie this month, Loving Vincent, had a record breaking 19 attendees! People have requested more indie and art films, and things they wouldn't normally see, as well as discussions after the movie.
- Senior Book Club, Thursday Night Book Club, and Senior Coffee Hour remain popular
- Our funding requests from the Foundation were all fully funded! This includes funds for book clubs, the Arizona collection, the Library of Things, and supplies for arts and crafts programming.
- **Upcoming programs include:**
 - Autumn Wall Art Take & Make Kit (available at the Reference while supplies last.
 - 11/8 Senior Coffee Hour with SeniorCorps. This month the library will present on our services and programs
 - 11/8 Author Talk with J. Eric Smith: Side by Side in Eternity. This is a discussion about side-by-side military graves, and coincides with Veterans Day
 - 11/15 ENCORE! Fiddle with Kate Rose. This is a repeat of a prior program that had an overflowing crowd. Registrations for this occurrence have already filled up.
 - 11/18 AZ Humanities Writing Workshop - Diné Bikéyah, Bee Hózhó (From Beauty is the Land) (Mary)
 - 11/21 Movie Tuesday: Star Wars: Navajo Language Edition
 - 11/30 Paint Night Ornament Decoration. Registration is full, with a waitlist

Youth Services:

- We have hired Jordan Swenson as our new temp. He will begin Nov. 12th.
- Locked in the Library was a success with 29 attendees. Many ghosts were spotted.
- Our Eclipse Viewing party had a huge turn out with 175 people.
- YS programming will end for the Fall semester on 11/17.



East Flagstaff Community Library:

- EFCL completed their Fall Programming Session. They closed out the session with a pumpkin-decorating Crafty Corner on Halloween, plus one last Game Day and Family Storytime for the Fall!
- The final 'Meet us at the Trailhead' program was on Saturday, October 14th at Bismark Lake. 25 patrons drove up specifically to participate in our eclipse viewing hike, but 37 people in total ended up joining. It was an incredible program and attendees were really excited about our next round of hikes.
- October was LGBT+ History Month and EFCL hosted multiple special programs to commemorate the month.
- EFCL hosted a Halloween Scavenger Hunt for the week leading up to Halloween – we gave out treats to over 70 kids who completed the scavenger hunt!



- We received a nice comment card about one of our staff members – the card said staff ***“helped me with problems I was having with the computer. They were knowledgeable, helpful, courteous, pleasant, and professional.”***
- **Upcoming Programs:**
 - 11/13 - LGBT+ Book Club
 - 11/14 - Climate Conversation – Food Sovereignty
 - 11/17 - Pride in Your Community Oral History Project



TOURISM & VISITOR SERVICES

TOURISM METRICS: OCTOBER 2023

For October 2023 the city’s traditional accommodations experienced strong demand – with 5 percentage points above October 2022 RevPAR. This is impressive in part since supply is up YOY, making it even harder to show a gain in overall RevPAR.

Discover Flagstaff is always working into the future as travel plans...well, take planning, and our team is working in a multitude of verticals with different motivators and lead-times. For October it was all about the Leaf-o-meter [Flagstaff LEAFometer \(flagstaffarizona.org\)](http://flagstaffarizona.org), restaurants and breweries, trails passport, Rt. 66, dark skies/astronomy and responsible visitation messaging and the final festivals for our season.

Following is a snapshot of the metrics for October 2023:

October	2022	2023	Diff
OCC	77.5%	79.1%	2.1%
ADR	\$129.67	\$133.38	2.9%
RevPAR	\$100.49	\$105.50	5.0%

MARKETING & MEDIA RELATIONS:

- Website – Fall content and Leaf-ometer’s performance were solid!
- Email campaign – Fall and event content, along with accommodations had the most engagements.
- Trails passport – demand continues demonstrated with a 16% gain in sign-ups. Fall trails have been moved to the top of the trail listing.
- Social media – leveraged a posting trend: the Pumpkin Head trend! We made a video for Instagram Reels and TikTok which garnered a combined 7,414 impressions and 593 engagements.
- Earned media – 1 international and 2 domestic FAMs were hosted in tandem with AOT.



- Highlight coverage included: 2 MSN stories with a readership of 142.8M: Leaf Peeping: 17 US States Perfect for a Colorful Weekend Outdoors, and Where Does US Route 66 Start and End, AZ Midday segment on haunted tours with a reach of 998,363.
- 2 domestic and 1 international media FAMs were hosted with AOT

FILM:

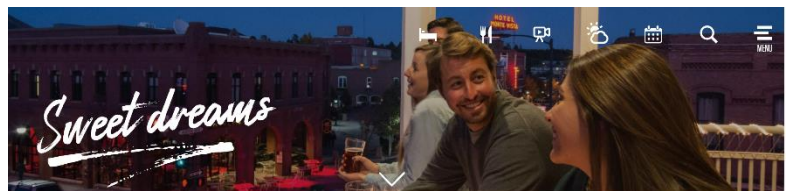
- Missions: Film Flagstaff Staff, along with Vice Mayor Aslan, attended American Film Market to further root Flagstaff as a filming destination and ultimately drive economic development. Most conversations included the recently introduced film tax incentive. Similarly, London Focus will be attended in November.
- Film Commissioner responded to film location inquiries and issued **three** permits:
 - Sidney Poitier New American Film School at Arizona State University for the film project “The In-between Senior Capstone Film”
 - Grumpy Dogs Entertainment for the film project “Journey on Route 66”
 - Aspen Productions for a commercial shoot for HOKA running shoes.



WEBSITE:

Comparisons are made YOY to 2022

- Domestic users increased 47% from 76,279 to 112,067. Phoenix increased to 16,926 users, Tempe/Mesa/Vegas and So. CA round out the top 10 cities; with Dallas + add 'l metro-PHX cities, Tucson, Chicago, New York, and Denver in the top 20 positions.
- Good news with Int'l increased sessions, too: Canada had 1,122 sessions. UK had 548 sessions, MX had 541 sessions, and Germany had 461 sessions.
- Top performing landing pages: Plan Your Trip and Leafometer - 69,916 views, webcam had 7,246 views, things to do had 4,087 views, blog for top 7 places for FLG fall foliage had 2,649 views, and a combination of 3 pages with events, fall events and festivals earned 17,418 views, and dining and nightlife/restaurants had 1,890 views.
- There were 4,216 outbound links to partner websites, 178 newsletter opt-in addresses received, and 194 visitor guide requests.
- Booking engine sessions increased 10.5%



Home > Where to Stay
 HOTELS | BED & BREAKFASTS | HOSTELS | CAMPGROUNDS

WHERE TO STAY

EMAIL CAMPAIGN:

- **Discover Flagstaff**
 - October's results for Discover Flagstaff subject matter a decreased open rate by -24%, seeing the 2022 email was launched later in the day this will be tested in November to see if a later send time might be best in the Fall/Winter months opposed to the earlier send time that has shown positive results in the past but not currently. Top clicks continued support for intent to visit for upcoming events, Fall happenings and overnight-stays with the most clicked links being Accommodations, the Trails Passport and the Flag365 calendar.
- **Flagstaff Local**
 - October's results for Flagstaff Local showed a 2% increase in YoY in open rate, the subject headline was updated to be short-and-sweet but still include multiple content points. Top clicks went to the Stuff the Bus event on the Flagstaff Food Banks website, the Discover Flagstaff website because of sharing results from the Tourism Service Day, and the Pet of the Month bio page supporting adoptions through High Country Humane.



SWEEPSTAKES:

- **Flagstaff Festivals Sweepstakes**
 - The festival sweepstakes has concluded with 48% 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 call-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.

TRAILS PASSPORT:

- Month-over-month, there is a 16% increase in trail passport signups. Fall-recommended trails were added, and a post went out on social media as well as included in the DF newsletter to raise awareness. This resulted in a positive increase in opt-ins specifically in October.



SOCIAL MEDIA:

- Top post on Facebook this month garnered 186,453 impressions and 8,539 engagements, which was a post showing Billy Gibbons' visit to AZ Music Pro.
- Did a campaign for October called #HauntedFLG, which highlighted some haunted spots around Flagstaff. This campaign garnered 38,492 impressions and 1,922 engagements.
- Flag Local had the Housing America Campaign this month in tandem with the Housing Authority/Section, which garnered 241 impressions and 3 engagements on Facebook, and 762 impressions and 10 engagements on Instagram. The higher engagements on Insta can be explained by Instagram's algorithm push for videos.
- Big push for UGC on Instagram, highlighting Leaf Peeping and some beautiful shots that our visitors and residents took!
- Hopped on an awesome fall trend this month: the Pumpkin Head trend! We made a video for Instagram Reels and TikTok which garnered a combined 7,414 impressions and 593 engagements.

Top FB posts this month:

Discover Flagstaff
Oct 3 at 10:00 AM

Happy spooky month! 🎃

Did you know Flagstaff is packed full of haunted history?

We will start this #HauntedFLG tour with the Discover Flagstaff's headquarters, the Milligan House! The Milligan House has a resident spirit named Mabel. Mabel has made her presence known through EVP's, moving items around the office, cold spots, and smells of women's perfume from the past. The Milligan House even had the SPI of AZ come out and do an investigation there in 2022!

Check back in with us for the rest of October for more of Flagstaff's Haunted History, as we highlight different haunted buildings in Flagstaff! 🍁

Check out our article on Haunted Flagstaff here 📄
<https://www.flagstaffarizona.org/blog/haunted-flagstaff/>

#DiscoverFlagstaff #StayAndPlayResponsibly #HauntedFLG #Haunted #Paranormal #Ghosts #Halloween



Discover Flagstaff
Oct 27 at 12:00 PM

Rarely do you find yourself casually browsing for your favorite [Arizona Music Pro](#) gear when you stumble upon a music legend like ZZ Top's very own Billy Gibbons! 🤘🤘

You never know who you might find in Flagstaff!

#DiscoverFlagstaff #StayAndPlayResponsibly #ZZTop #BillyGibbons #AZMusicPro



Top Instagram posts for this month:



SALES:

INTERNATIONAL TRAVEL TRADE:

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

- **TOP FIVE TRADE ACCOUNTS**
 - Hotelbeds – OTA
 - American Tours International (ATI) – RTO
 - Destination America – RTO
 - Go West Tours – RTO
 - WebBeds – RTO
- Hotelbeds September Production Report was a 14% YOY Increase!

Flagstaff Campaign Production September YOY			
Source Market	2022	2023	% over 22
USA	428	474	11%
MEXICO	14	19	36%
UNITED KINGDOM	15	21	40%
CANADA	56	72	29%
Grand Total	513	586	14%

- **Brand USA Travel Week October 16-19, 2023**
 - Discover Flagstaff Global Travel Industry Sales Manager travelled to London in October for Brand USA Travel Week where U.S. exhibitors and U.K. and European buyers unite. This exclusive event offered the opportunity to participate in one-to-one appointments - I had 35 appointments as well as multiple networking opportunities. This is the only tourism event in Europe dedicated to travel in the United States providing a rare opportunity to reach an influential audience.
 - AOT highlighted the event in the Tourism Tuesday newsletter.



AOT Researches International Markets with Brand USA

- Hosted Arizona Office of Tourism Trade Familiarization (FAM) tour October 30, 2023, from the UK. The results of the FAM will bring bookings to our Flagstaff destination. The group experienced downtown Flagstaff, three site visits (Americana Motor Hotel, High Country Motor Lodge and DoubleTree Hilton), Wupatki National Monument, lunch at Martannes, dinner at Lumberyard and a Freaky Foot Tour. This group of UK tour operator VIPs were treated to a champagne reception upon arrival at check-in at the DoubleTree by Hilton Hotel Flagstaff.

Americana Motor Hotel pictured left to right - Matt (AmeriCan & Worldwide Travel), Hazel (Tropical Sky), Karen (Thornton Bespoke Travel Ltd), Astronaut! Ben (Wexas Travel), Olivia (Liv & Travel) and in front Zach (Americana GM)



MEETINGS/EVENTS/CONFERENCES:

CONFERENCE/ROOMS LEADS/BOOKINGS: 2 Leads were sent in the month of October for a total of 150 room nights and total estimated economic impact of \$44,850. At time of reporting 1 lead had booked in Flagstaff for 150 room nights and total EEI of \$44,850.

MEETINGS/CONFERENCE SERVICES: Staff attended Creative Flagstaff Board/Committee Meetings, EAC Meeting, Planning meetings for CVB/EV Annual Meeting, Tourism Service Day, staff had meetings with 6 partners/planners.

VISITOR SERVICES:

OCTOBER 2023:

October	2022	2023	YoY Change
Walk-ins	14,024	14,210	1%
Retail Sales	\$39,656	\$52,902	33%

Walk-ins were up slightly over October of 2023 and **retail sales** were up by 33%, beating July of this year as the highest sales month ever for the Visitor Center Gift Shop.

Model Train

- The Model Train ran 204 times during the month of October.

Brewery Trail

- Visitor Center gave out 92-pint glasses for Flagstaff Brewery Trail redemptions!

Google Reviews

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

Jessica Comfort
Local Guide · 980 reviews · 1,676 photos
★★★★★ a week ago **NEW**

Friendly, helpful people with great pamphlets on different activities in and around Flagstaff. Great resource.

Reply Like

Gary&Rochelle Taber
Local Guide · 133 reviews · 1,567 photos
★★★★★ 2 weeks ago **NEW**

Cute little place right in the middle of downtown Flagstaff. Staff was very friendly, and the gift store had lots of good Flagstaff branded items along with of course trains. If you're making a tour of old downtown definitely stop by.



Denis Aseltine
Local Guide · 341 reviews · 180 photos
★★★★★ 2 weeks ago **NEW**

Run the train around the room. Quarts machine one corner!

Reply Like

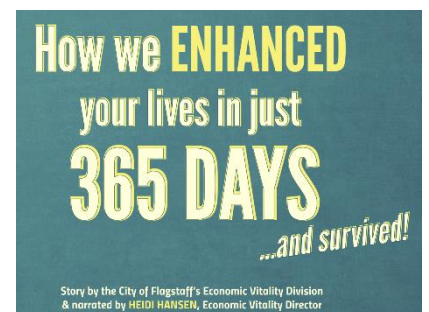
CREATIVE SERVICES:

ANNUAL EVENT:

- **PREZI:** Created Prezi for annual event
- **PLANNING:** Was involved with planning of the event
- **FORMS:** Created an online form for the Sustainability awards
- **POET:** Coordinated a Poet to perform for the Annual event

ADVERTISING:

- **VIDEO:** Worked with Videographer to create a Holidays promotional video
- **VISITOR GUIDE:** Updated the 2024 Visitor Guide Forms
- **PHOTOSHOOT:** Planned photoshoot with Santa, promoting accommodations
- **PHOTOS:** Provided photo assets to Sedona Monthly
- **WEBCAM:** Ordered new Webcam for the Visitor Center
- **DIGITAL ADVERTISING (DRIVE MARKET/OUT-OF-STATE):** Produced ads for November **Datafy**.
- **FY2023 ANNUAL REPORT:** Completed FY 24 Annual Report, ad posters, stakeholder resource takeaways, BBB tax revenue info card and other printed items for the Annual Marketing Event.
- **STAY & PLAY INSERT:** Designed the winter Stay and Play insert for the Arizona Republic
- **AIRPORT 75th ANNIVERSARY MAGAZINE:** Designed the cover, back cover, and two full page ads (Choose Flagstaff and Flagstaff Local/Pledge for the Wild) for the Flagstaff Airport 75th Anniversary Magazine



- **CITIZEN OF THE YEAR AD:** Designed the AZ Daily Sun's Citizen of the Year ad promoting Flagstaff Local **PREZI:** Created Prezi for annual event
- **PLANNING:** Was involved with planning of the event
- **FORMS:** Created an online form for the Sustainability awards
- **POET:** Coordinated a Poet to perform for the Annual event



CITY JOBS:

- **BUSINESS CARDS:** Created multiple business cards for engineering, water services and building safety
- **BEAUTIFICATION:** Created a flyer and Poster for Beautification
- **UNITED WAY:** Assisted with a flyer design for the UNITED WAY campaign
- **CAPITAL IMPROVEMENTS:** Created a percentage graphic for use on presentations



WEBSITE:

- **CONTENT UPDATES:** Updated the leafometer, main mashup, and uploaded new listing photos on discoverflagstaff.com

HOLIDAY MARKETING PREP:



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