



AIRPORT

AIRPORT RESCUE FIREFIGHTING (ARFF) AND OPERATIONS:

- The ARFF staff recently completed their annual live-fire certification training at the Dallas-Fort Worth Fire Training Research Center. This training, mandated by the FAA, must be fulfilled within 12 consecutive calendar months for each aircraft rescue firefighter.
- City staff, in collaboration with various surrounding agencies, convened with Emergency Management Partners LLC for a kickoff and planning meeting aimed at updating the Airport Emergency Plan and preparing for the Airport Triennial Full-Scale Exercise scheduled for September.
- The Airport Emergency Plan is a mandatory requirement for commercial airports, while the Airport Triennial Full-Scale Exercise, also mandated under the same regulation, must be conducted every three years.
- Additionally, ARFF staff participated in the second segment of the Fire Officer Leadership Program. This program, which builds upon skills acquired in the initial phase, was extended to members of the surrounding Greater Flagstaff Regional Fire Departments.



AIRPORT MARKETING AND AIR SERVICE ATTRACTION:

- The airport has recently established a [Linktree](#). It serves as a convenient "link-in-bio" solution, particularly useful for social media platforms such as Instagram.
- Staff is gearing up for JumpStart, the annual air service attraction conference scheduled for May. They are currently in the process of

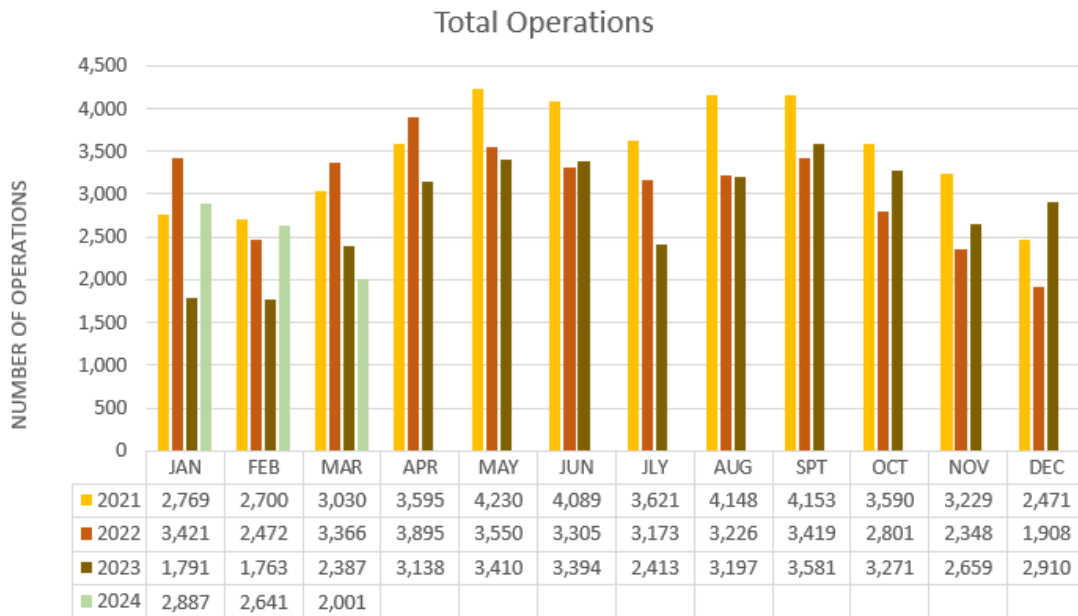
PARDON OUR CONSTRUCTION!
We're Enhancing Your Travel Experience

Work is underway for several terminal maintenance projects. We anticipate completion by early June 2024.

Travelers can rest assured that the majority of the work will take place during overnight hours, reducing any disruption to travel plans.

For further details, please visit flyflagstaffaz.com

Thank you for Flying Flagstaff First!



**CHOOSE
FLAGSTAFF**

COMMUNITY INVESTMENT

BEAUTIFICATION AND ARTS & SCIENCE:

ARIZONA FORWARD AWARD: *Touch home, reach sky* was recognized with an award of distinction at the AZ Forward Environmental Excellence Awards. The artist as well as several City staff, and Vice Mayor Aslan were present to accept the award.



ONGOING PROJECTS

- **Airport Monument Restoration:** Contract executed, notice to proceed given, and replacement vigas have been ordered by vendor, NOAZ.
- **Airport Coconino Scroll Medallions:** Estimate received from Artisan Metals to clean and wax the 25 bronze plaques; agreement finalized. Cleaning has been scheduled for late April/early May.
- **Aspen (Niche) Bicycle and Pedestrian Enhancements:** Meeting with Century Link produced two results: less expensive swing gate and lowering height of fence to 6-7 feet met with owner approval. Details on cement slopes, permits, and fence height continued to be clarified. Contractor will submit

building permit for review to flush out any other requirements. Budget reviewed and approved. Directed designer to bring the fence height down to six feet from eight feet in drawings.

- **City Hall Railings:** Staff sent design rail choices to Public Works for feedback and inquiries about monument step exemption to Permitting staff in hopes of reducing the number of railings required. After consultation, railings will be simplified and reduced in number from 7 to 4. Received step depth changes from Public Works and had designer revise drawings. The railing submitted will have an antique bronze finish.



- **Collections Condition Photography:** A Community Affairs intern, along with the Community Engagement Specialist, will begin photography shortly on CoF public artworks for condition reporting. Photographs will be taken of each piece, including detailed images of specific damage (e.g., vandalism and graffiti, corrosion, deterioration, soiling or tarnishing, etc.). Photographs will inform the BAS conservation and maintenance plan.
- **Cosmic Ray Tunnel on the Sheep Crossing Trail:** Bronze plaques are in production (finally!).
- **Downtown Connection Center:** Stamped Structural Drawings for Southside Grove Sculpture completed.
- **Downtown Mile:** Designer presented three aesthetic directions for the retaining walls under the rail bridge to City staff, who reviewed and gave direction for revisions.
- **Flowers Program:** Hanging baskets, coco liners, and heavy-duty chains for the Birch Avenue flower expansion were delivered and taken to storage. Foxglove Gardening is prepping the native pollinator garden in Heritage Square. NOAZ sent an estimate to replace the signage on all Aspen Avenue Planters that are peeling. Two of the planters are under warranty.

- **Multicultural Park Sculpture Exhibition:**

- o The final signed artist contract amendment was received.
- o A newly created sculpture by participating artist Olivero Balcells has been fabricated and will be painted soon (image at right).
- o Opening Reception Save the Date e-card sent to participating artists, City staff, Mayor & Council, and participating Coconino County/CoF councils and commissions.
- o Staff worked with Outlive Creative on videography project including the project timeline and finalized pre-interview questions for artists and key stakeholders. Outlive Creative completed the pre-interviews with participating artists, CoF staff, BPAC and Coconino County and drafted the video script.
- o Staff reserved space at Coconino Center for the Arts for final interviews tentatively scheduled for May 13th and studio visits with artists confirmed in April
- o Staff is creating a website page which will provide more information about individual sculptures on exhibit. Sculpture signage will include a QR code that links to this page.



- Staff drafted the RFIP for FY25 and is fielding inquiries from potential artists for the FY25 exhibition because of attending the 2024 Tucson Sculpture Show.
- **Murdoch – Southside Park 3D Artwork:** Staff conducted a creative exercise with community focus group, presented status of the project to Southside Community Association, and hosted artist finalists for a site visit that included tours of Southside and Downtown. Proposals for the project are due in May.
- **Rio de Flag:** Meeting held with Design and Engineering consultants. Staff confirmed two form liner designs for cement walls: blue gamma grass motif for near City Hall; and meadow of flowers motif for everywhere else.

PROGRAMS & OUTREACH

- **Beautification in Action (BIA) Grants:** Selection panel meeting held for the BIA funded NAU utility cabinet artwrap with staff participation. Sustainability included BIA grant opportunity included on a flyer for the Food & Farmer Resource Fair put on by Flagstaff Foodlink. Staff worked with current and potential grant applicants on next steps including new vendor registration, invoice processing, and spring grant cycle application inquiries. Staff also worked with APS Public Affairs Manager to secure grant application art wrap permissions. Spring grant deadline of March 15th passed. Ten applications received, of which seven are eligible for consideration by BPAC.
- **BPAC:** March meeting held. Action items included the consideration of a bronze sculpture donation from Ed Reilly of Bronze Smith Fine Art Foundry and Gallery and a gift donation from Gene Galazan. BPAC determined that donations are public art, are appropriate for the public art collection, and to move forward to initiate the process under ordinance 2014-18. Discussion items included a project overview on the Cheshire Slow Street Asphalt Art Project by Metro Plan and artist Kayley Quick, and the status of approved BIA grant projects not yet completed by BAS.
- **Cultural Sector Survey and Outreach:** Café Conversations sessions, each consisting of three conversation topics of thirty minutes each, held with arts/culture/science leaders, artists, and community members (photo of participants of one session, left). Much prep by many staff went into the event details including materials, event flow, room layout, guest list, creation of discussion boards and other needed materials.
- Council: and Mission/Values document completed.
- **Outreach:**
 - Staff attended Tucson’s *Annual Sculpture Festival Show & Sale* to promote the Multicultural Park Sculpture Exhibition opportunity for FY 25-26.
 - New mugs: Staff ordered additional variable logo mugs featuring *Kulila* by Dana Kamberg.



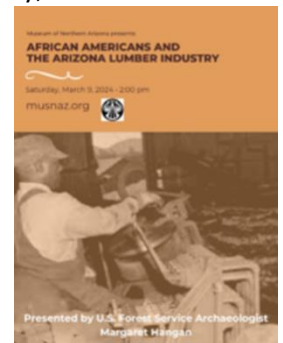


- Design of half-page ad for the May/June *Sculpture Magazine Art in Public Places* edition finalized (photo left).
- **Staffing:** Applicants for Project Administrator scored and submitted to HR. Staff met with a potential candidate for a summer internship to discuss internship parameters.
- **Viola Awards:** BAS was a Viola Sponsor of the event and Project Administrator attended the soiree along with staff from legal and procurement, and BPAC commissioners. Sponsor materials, including use of the BBB logo, were created and present at the event.

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

A presentation on **African Americans and the Arizona Lumber Industry**, presented by Museum of Northern Arizona was held on Saturday, Mar. 9th.

U.S. Forest Service Archaeologist Margaret Hangan presented on a fascinating aspect of Arizona history – the diaspora of skilled African American workers from the lumber towns of the South to Arizona starting in the 1920s. Creating rich diversity in Flagstaff and throughout Arizona, African Americans’ contributions to the region began with the lumber boom. This talk complements the *Seeing People Through Trees* exhibition that closes at the end of April.



On March 16th, Flagstaff Foundary hosted Momentum Aerial

Participants enjoyed a night of live performances, music to make the heart beat, comedy to tickle funny bones, and endless surprises.

In honor of Women’s History Month, **Cultural Connection** hosted an exhibition that was on view through the end of Marth: **Resilience: Women in Flagstaff's Past and Present**



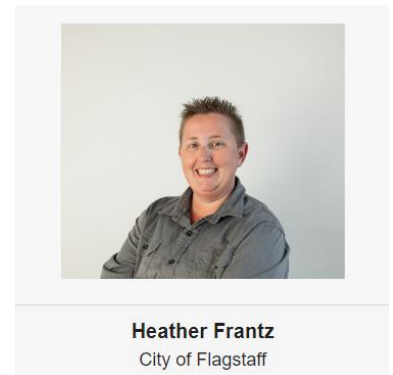
Theatrikos opened The Gods of Comedy on Friday, March 29, 7:30 pm
Runs through April 20 (\$9-\$26)

A young woman calls on the gods of Ancient Greece to save her love life—but it’s not the gods of love who show up to help. Theatrikos favorite playwright Ken Ludwig (Lend Me A Tenor) is back with a hilariously divine farce filled with screwball deities, carnal complexity, conspicuous consumption, madcap mayhem, a touch of roma

PARKFLAG:

Operational Updates:

- During March, multiple kiosks required updates, repairs, or both, including the installation of a new batteries, printers, and a sim card to improve cellular connections. Our dedicated staff members continue to conduct regular cleaning and maintenance tasks to ensure smooth operation.
- **Heather Frantz** attended the PIE, Parking Industry Expo, in Chicago Illinois this past month. Heather participated in a panel interview titled “Frontline Parking Enforcement – Hear firsthand perspective of parking enforcement in your cities. (What’s really happening).” Kudos to Heather for representing the City of Flagstaff!
- ParkFlag continues to collaborate with internal partners to refine the program's citation process and implement an immobilization list, as well as booting and towing procedures. The code rewrites have been completed, presented to City Council, and approved. Currently, we are focusing on the next steps, which include issuing notices to registered owners, rewriting citation instructions, and obtaining approval from the Flagstaff Police Department for MVD access.



Recruitment Update:

The candidate who previously underwent interviews withdrew from the background process. We are currently scheduling interviews for new applicants.

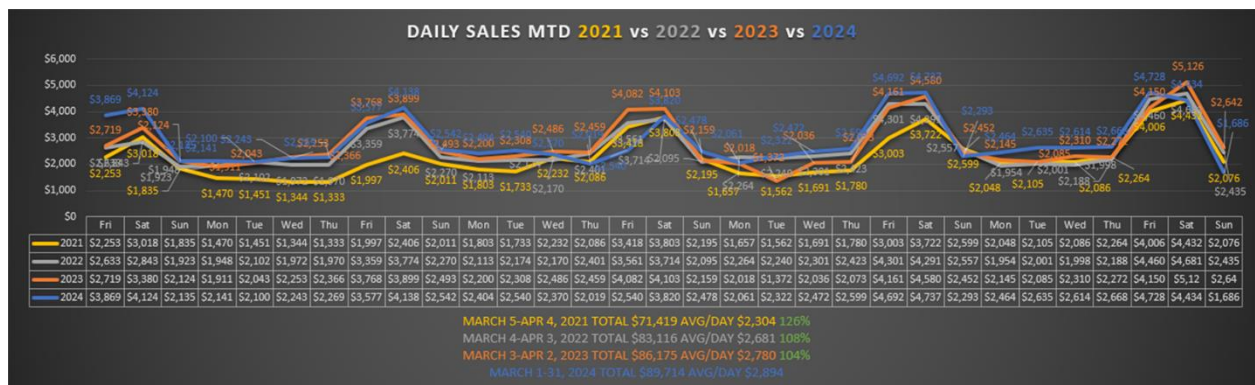
Community Engagement:

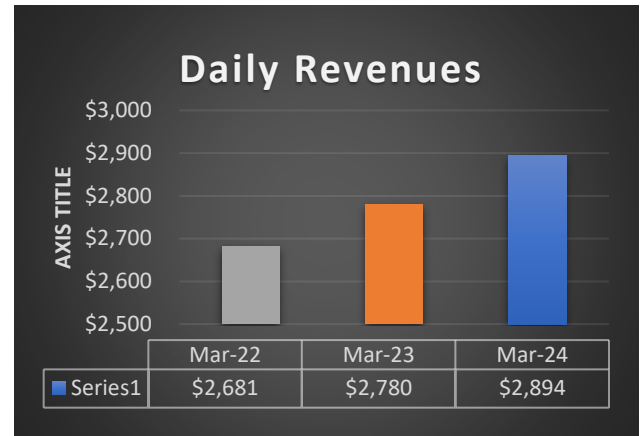
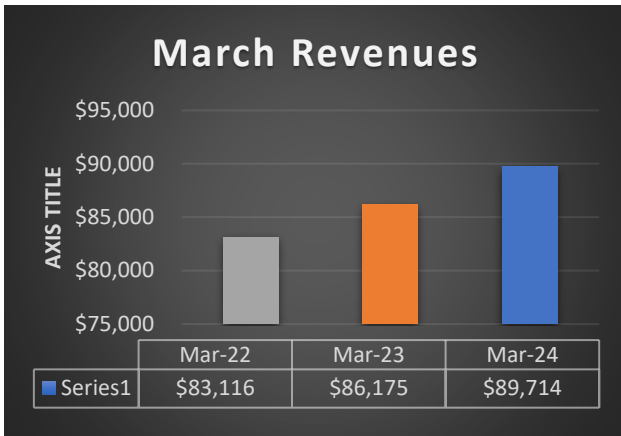
Parking staff participated in the monthly Downtown Business Alliance meeting to provide an overview of the new policy changes concerning repeat offenders of downtown parking regulations.

Parking Revenues:

ParkFlag customers parked a total of 89,952 hours during the month of March with an average of 2.00 hours per parking session.

Parking revenues were up over March of 2022 and March of 2023.





ECONOMIC DEVELOPMENT:

ATTRACTION EFFORTS:

- Staff met with three different businesses that are interested making a home in Flagstaff. Two are production-oriented businesses that would help move Flagstaff into new economic territory and one is a specialty retailer.
- Staff met with one technology business that is seeking to expand in Flagstaff to determine how the City can assist.
- Staff has advanced the Economic Development Strategic Plan and the Workforce Development Analysis and soon will be able to share drafts for comment.

MOONSHOT had several events recently including:

February:

- **2/13 - WE Mean Business** - Round Table/Networking
- **2/15 – Flagstaff Leadership Program at the Campus.**
The Economic Development day for the FLP was held at MOONSHOT
- **2/15 - Senator Kelly visited the campus.**



LIBRARY | CITY & COUNTY

Downtown and EFCL Libraries

Youth Services:

The Youth Services Spring Break programs were a big success:

- Spring Break movie – Super Mario Bros. Movie: 36 attendees

- Teen Minute to Win It – 7 attendees
- Creation Station – 28 attendees
- Mason Bee Houses – 33 attendees
- Saturday Story Stop – 25 attendees

Nick Sones hosted a “**Build a Solar Eclipse Viewer**” program on March 28th which drew 17 attendees. Solar eclipse program hosted by Ryan and Demaris was held at the Downtown Library Entry Plaza. Attendees were provided glasses for watching the eclipse and other devices, such as a colander to project the progress of the eclipse onto the concrete.

Reference:

The last quarter was the biggest so far for the Culture Pass program. The Downtown Library (158 total passes checked out) and East Flagstaff Community Library (135 checkouts) saw their highest per quarter checkouts since the program started and the Forest Lakes Community Library (10 checkouts) launched the program. The most popular destinations were the Desert Botanical Garden (97 checkouts), Museum of Northern Arizona (56 checkouts), and the Arizona-Sonora Desert Museum (48 checkouts). Each pass is valid for two free admissions to one of the 16 participating venues.

A City of Flagstaff Job Fair will be held at the Downtown Library on Friday, April 19th from 11- 1 PM. Attendees can learn about current job openings, how to create a resume and cover letter, and speak with representatives from Human Resources, Flagstaff Police, Flagstaff Fire Department, Customer Service, Public Works, and more!

East Flagstaff Library East Flagstaff Community Library:

Thirty patrons attended the first **Lego Club** of Spring held at EFCL. The theme was "things you can use." Most of the participants opted to come up with their own themes to build around but a few stayed on topic, including a boy who made a very cool Minecraft sword and shield.



The **community Seed Swap** collaboration with Willow Bend and the U of A Cooperative Extension Office was a big success! Patrons came by to drop off and pick up seeds. Approximately 117 people came to the library during the two-hour time span. APS, City Water Services, and Food Link were also there to share their services and seeds.

The Friends approved a request for funding for a new heat-binding machine for use when making book repairs. The machine will be more efficient and effective than just book glue and will help extend the life of repaired materials.



County Branch Libraries

Forest Lakes:

Forest Lakes had a local welder come in to modify the movie carts. This is a huge improvement. Since the library is in a school building, that is also used by a quilters group, AA group, church, and other organizations it is necessary to move the DVD carts often. The old DVD carts took a few people to move. The modified ones can be moved by one person. Books and prizes have been ordered for the adult summer reading program.



Grand Canyon Community Library:

- Coconino County lent Starlink equipment and access, so the library once again was able to offer internet connectivity. The prior vendor removed equipment leaving the library without access and the new vendor, arranged by Library IT, was slow to respond resulting in the GCCL being without access for nearly five weeks. This presented difficulties for staff, residents, and the high volume of visitors to the Canyon. The library is popular during tax season, and many people need to print forms.
- A summer reading program will be held at GCCL this year. Demaris will spend time at the Grand Canyon to assist with programming.
- The National Parks Service wants the library to stay at the bank building rather than returning to its former location. If the library remains at the bank building, the restrooms will need to be remodeled to be ADA compliant.

Tuba City Public Library:

Tuba City Library will be offering a Summer Reading Program for the first time since the pandemic closures. Participants will receive a free book as an incentive.

Staff Training and Development:

Several staff members from throughout the library system attended the State Library Summer Reading Challenge Training held on March 29th.

Staff News:

Kinney Anderson's last day as EFCL Manager was April 10th. Aslyn Wright will begin April 14th as a Library Temp in Youth Services at the Downtown Library.

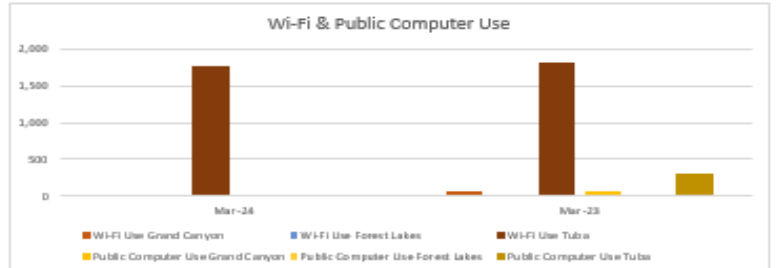
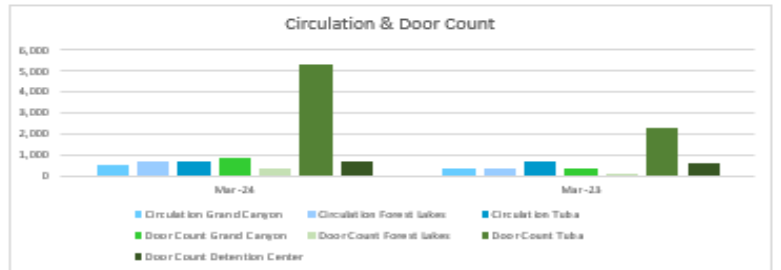
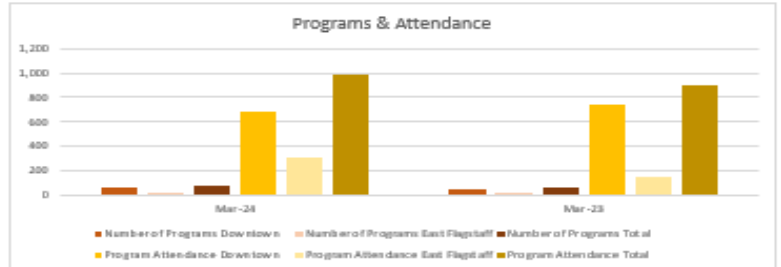
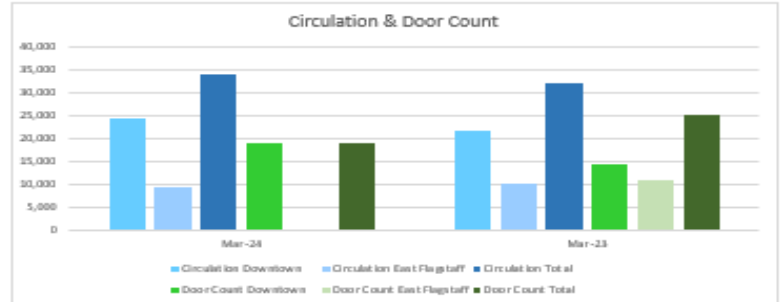
LIBRARY MONTHLY STATS:

STATISTICS

Countywide		Mar-24	Mar-23	Difference
Overdrive Circulation	All Libraries & Sora	3,355	7,276	28.57%

Downtown & EFCL		Mar-24	Mar-23	Difference
Circulation	Downtown	24,554	21,795	12.66%
	East Flagstaff	3,479	10,217	-7.22%
	Total	34,033	32,012	6.31%
Value of Loaned Materials	Downtown	\$419,678	\$410,297	2.29%
	East Flagstaff	\$163,919	\$200,811	-18.37%
	Total	\$583,597	\$611,108	-4.50%
In-House Use	Downtown	23,688	15,714	50.74%
	East Flagstaff	6,176	6,069	1.76%
	Total	29,864	21,783	37.10%
Door Count	Downtown	19,032	14,248	33.58%
	East Flagstaff	10,315	10,315	-100.00%
	Total	19,032	25,163	-24.37%
Wi-Fi Use	Downtown	3,019	2,384	26.64%
	East Flagstaff	1,630	1,034	57.64%
	Total	4,649	3,418	36.02%
Public Computer Use	Downtown	2,265	1,453	55.88%
	East Flagstaff	1,596	1,109	43.31%
	Total	3,861	2,562	50.70%
Number of Programs	Downtown	59	44	34.09%
	East Flagstaff	21	14	50.00%
	Total	80	58	37.93%
Program Attendance	Downtown	680	748	-9.09%
	East Flagstaff	304	151	101.32%
	Total	984	899	9.45%
Reference Help	Downtown	2,702	2,554	5.79%
	East Flagstaff	2,045	1,607	27.26%
	Total	4,747	4,161	14.08%

Branches		Mar-24	Mar-23	Difference
Circulation	Grand Canyon	502	334	50.30%
	Forest Lakes	650	355	83.10%
	Tuba	683	654	4.43%
In-House Use	Grand Canyon	154	38	305.26%
	Forest Lakes	11	0	103300.00%
	Tuba	69	108	-36.11%
Door Count	Detention Center	781	1,394	-43.97%
	Grand Canyon	856	363	135.81%
	Forest Lakes	383	38	290.82%
Wi-Fi Use	Tuba	5,309	2,244	136.59%
	Detention Center	647	582	11.17%
	Grand Canyon	0	73	-100.00%
Public Computer Use	Forest Lakes	2	5	-60.00%
	Tuba	1,761	1,807	-2.55%
	Grand Canyon	0	62	-100.00%
Number of Programs	Forest Lakes	0	0	#DIV/0!
	Tuba	1	0	3300.00%
	Grand Canyon	0	0	#DIV/0!
Program Attendance	Tuba	11	0	103300.00%
	Grand Canyon	3	0	23300.00%
	Forest Lakes	0	0	#DIV/0!
Reference Help	Tuba	65	0	643300.00%
	Grand Canyon	174	53	228.30%
	Forest Lakes	310	291	6.53%
	Tuba	408	329	24.01%
Detention Center	51	18	183.33%	





TOURISM & VISITOR SERVICES

TOURISM METRICS: MARCH 2024

Following is a snapshot of the metrics for March 2024:

YOY RevPAR for the Month of March:

The RevPAR number of \$90.91 is up by 2.3% to March of LY. This is up even though we had 5.2% more rooms in the overall Flagstaff inventory for the month. The demand for traditional accommodation in March was strong – beating STLY by 8.7%.

Rationale:

There was lots of buzz around Cactus League Spring Training this year and the businesses hosted lots of folks who added onto their Valley vacation, Snowbowl numbers were strong – pulling in the ski/snowboarders to visit Flagstaff, and there were plenty of nice days for outdoor recreation.

The Discover Flagstaff team worked hard on both pre-arrival and in-the-month messaging and marketing for the month of March. Lori Pappas, V.P. Marketing and Media Relations, and her team along with the Creative Staff, strategically marketed to ‘team audiences’ in their hometowns with pre-arrival inspiration to *include Flagstaff on their itineraries when they come to AZ for Spring Training*. Furthermore, Discover Flagstaff and Cactus League have a partnership and Flagstaff is the only destination prominently advertised with an outward link to the DF Website on the Cactus League homepage.

Following is a snapshot of the metrics for March 2024:

March	2023	2024	Diff
OCC	71.5%	73.9%	3.4%
ADR	\$124.36	\$123.03	-1.1%
RevPAR	\$88.88	\$90.91	2.3%

MARKETING & MEDIA RELATIONS:

- New programming has included a **Rainy-Day campaign** providing a strategy to message visitors (locals should not receive the ad) while in-market creating awareness and demand of indoor activities.
- March 25 – azfamily.com homepage takeover reaching our #1 drive market messaged Stay and Play Responsibly with winter recreation creative.
- :30 TV spots aired on Ch. 3:



- Feb. 26- March 20: Motivating a Flagstaff visit by targeting audiences in metro-Phoenix which include Cactus League spring training team fans, as well as the locals. [National parks and monuments.](#)
- This month, media relations reporting transitioned into a new format that includes a stronger representation on media Discover Flagstaff specifically had a hand in rather than the entire universe of media coverage. We still will highlight top-tier media coverage of the area and total media hits generated. The annual report will use this new format. With the transition, we won't have year-over-year comparisons until we've been reporting in this format for 12 months. We still will report total media coverage figures simply as a barometer of what is being covered in the destination.

Media assists in March: 7 (AZDS, The Group Travel Leader, Frontdoors Magazine, Essentially America/Mein America, Select Traveler, Road Trip Guide, Time Out Magazine.) (2023: 6)

Journalists hosted in March: Jacqui Agate, Daily Telegraph in London. (2023: 1)

Total articles generated: 99 (per Cision, our media tracking software provider). (2023: 141* Many references in March 2023 were negative. e.g., "From 12 to None: No Arizona Chefs Are 2023 James Beard Award Finalists")

Discover Flagstaff marketing themes supported in coverage: Food and dining (James Beard recognition), astrotourism (devil comet coverage broadly quoted Lowell), museums (culture pass allows free entry received broad coverage).

Highlights of media coverage:

Top dog-friendly vacation destinations: USA Today.

“At an elevation of approximately 7,000 feet, Flagstaff is a four-season climate town with more than 260 days of sunshine each year.

Rank	City	Dog-friendly accommodations / 100,000	Dog-friendly restaurants / 100,000	Dog-friendly bars / 100,000	Vet offices / 100,000	Dog-friendly restaurants / 100,000	Dog-friendly bars / 100,000	Vet offices / 100,000	Dog-friendly beaches	Dog-friendly trails	Scaled score
1	Flagstaff, AZ	56	39	6	382	39	6	382	12	132	100.00
2	San Luis Obispo, CA	32	18	2	699	18	2	699	9	42	98.67

<https://www.usatoday.com/money/blueprint/pet-insurance/dog-friendly-vacations/>

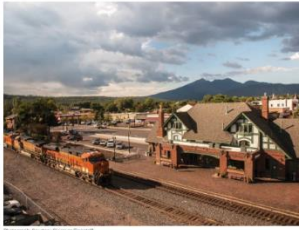
8 best weekend trips from San Diego you must do: San Diego Explorer

Article listed all our marketing messages (astrotourism, Route 66, dining etc.) and. Appears to be spin off from visit more than a year ago that produced one story at that time.

<https://sandiegoexplorer.com/best-weekend-trips-from-san-diego/>

This Arizona Town Has Some of the Best Stargazing in the U.S. — How to Plan a Trip

Feature-length story not only discussed Lowell, Wupatki, Sunset Crater, Meteor Crater, USGS, MNA and other attractions but also highlighted High Country Motor Lodge and several partners including Proper Meats, Dark Sky, Pizzicletta and Atria. <https://www.travelandleisure.com/flagstaff-arizona-stargazing8609670#:~:text=Designated%20in%202001%20as%20the,its%20foresight%20%E2%80%94%20Restricting%20public%20illumination.>



11. Flagstaff Amtrak Station | Flagstaff, AZ

The station here was once one of the most important buildings in downtown Flagstaff and still operates as an Amtrak station and visitors center. Built in 1924 for the Ashcroft, Topoka, and Santa Fe Railway, this adorable Tudor Revival style station showcases half-timbering, gables, pitched roofline, and gables. Inside, a modern interior embraces with miniature locomotives and offers a look at Flagstaff's downtown as it would have looked in the 1920s.

The most beautiful train stations in the US: Time Out Magazine

<https://www.timeout.com/usa/travel/beautiful-train-stations>



FILM:

One permit issued in March for a short film directed by Letitia Wright (Wakanda Forever, Black Panther). The shoot at Buffalo Park was cancelled because of snow.

EMAIL CAMPAIGNS:

• Discover Flagstaff

- Top clicks went to the Flag365 Calendar, Route 66, and Accommodations. The subject headline for the 2024 email called attention to the content being about events that are unique to Flagstaff. The subject headline for the better performing email in 2023 had a subject headline about it being Spring and what that means for Flagstaff. So, with the subject headlines being so similar, I am thinking it may be the day/time sent affecting our open rate. The 2023 email was sent at 11am on a Thursday and the 2024 email was sent at 9am on a Wednesday.
- The click-through rate for 2023 was 1.1% while the click-through rate for 2024 was 1.2%.
- In addition to the dining and outdoor drips, we also launched our first event drip. The event drip showed great success with a reach of 327 people, a 65% open rate and a 15% CTR. The dining drip, previously the highest engaged drip, had a reach of 264, an open rate of 49% and a CTR of 4%. The outdoor drip, with the largest audience of 1,417, received 35% open rate and 3% CTR.

• Flagstaff Local

- Top clicks went to a follow-up result from Sustainability's first fix-it-clinic of 2024, the volunteer page for Overland Expo, and the blood donation appointment page benefiting a young girl from Flagstaff who relies on monthly blood transfusions. Runner-up was our pet of the month from High Country Humane.

- After seeing tremendous success with our send time of 8:30am last month, resulting in 78% open rate, we sent this email at the same time again. We will continue sending at this same time.

WEBSITE:

Comparisons are made YOY to 2023

- Domestic engaged sessions decreased 4% to 85,728 from 89,502. Phoenix increased 18% to 17,953 vs. 15,176, Tempe increased 6.3% to 4,588 from 4,316, Los Angeles increased to 4,176 vs. 2,763, Las Vegas increased 23% to 1,628 from 1,320, Dallas increased to 1,226 from 1,065, Chicago had a small increase of 2% to 1,053 from 1,029 Tucson, ABQ and Denver had decreases.
- Int'l markets had increased engagement sessions: Canada had 1,385 engaged sessions compared to 961, MX had 779 from 441 LY; UK had 559 from 490; while Germany increased from 487 to 382.
- Top performing landing pages' sessions (please note Google has made changes with added widgets above the organic search results which is impacting URLs beyond Discover Flagstaff): Webcams had the most views at 91,679 but was down 12% to LY, Things to do blog increased 121% to 33,392 from 15,122, events increased 74% to 12,819 from 7,367, and dining and nightlife and restaurants increased to 7,854 from 1,275.
- Rounding out the page view reporting -- Route 66/things to do had 4,238 views and a 1:36 engagement time which exceeded the reported average above.
- There were 176 newsletter opt-in addresses received and 314 visitor guide requests.
- From the booking engine, the most searched check-in dates were March 29, April 8, and March 20th. Properties with most page views were Residence Inn, Doubletree, Little America, Courtyard and Hyatt Place.

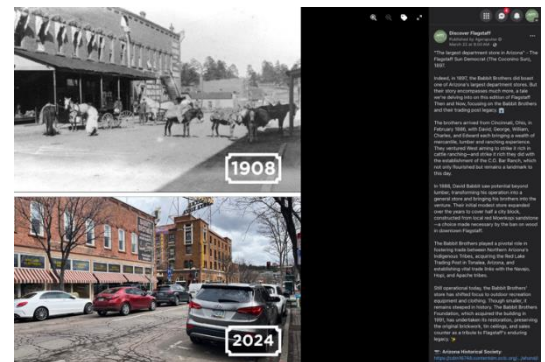
SOCIAL MEDIA:

- Our Facebook had another post go viral! The Flagstaff Then and Now post about the Babbitt Brothers, with an organic reach of 661,602. The Then and Now series also had the first RT 66 post go viral as well, with a reach of 71,000.
- The video we did in collaboration with Bearizona has continued virality. We gained over 17,000 followers with this video, and it has over 5 million plays, and a reach of over 3.4 million non-follower accounts. These numbers are still rising. This video may be a piece of evergreen content, that will live longer in the social media ether, continuously bringing us content for a little while longer.

Here is the link to the video:

https://www.instagram.com/reel/C2ilcw1PO28/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==

- Did collaborative Reels with The Weatherford and Charly's, Morning Glory Café, The Station Café, and Baja Mar, here are the links to those:
- The Weatherford: <https://www.instagram.com/reel/C35c29kxD8I/>
- Charly's: <https://www.instagram.com/reel/C4ORgPHvUVR/>
- Morning Glory: https://www.instagram.com/reel/C4L_O0nysIF/
- The Station: <https://www.instagram.com/reel/C4dYNRNrlhw/>
- Baja Mar: <https://www.instagram.com/reel/C4vo01HRwDL/>
- The Orpheum has become monumental in the Flagstaff 365 Giveaways, really assisting with giveaway prizes this year. Will have giveaways with Pepsi Amp, as well as other locations around Flagstaff!
- **Top FB posts this month:**



SALES:

INTERNATIONAL TRAVEL TRADE:

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

FAM: Familiarization Tour

- **Top Trade Accounts**
 - Hotelbeds – OTA
 - The World's largest B2B Travel Distributer.
 - Jan-March 2024 reports **1,678** Flagstaff room nights from Hotelbeds.
 - 2023 finished with **8,131** Flagstaff room nights from Hotelbeds with the top source markets as the USA, Canada, UK, Spain, Italy.
 - American Tours International (ATI) – RTO
 - Destination America – RTO
- **FAM Tour - Hosted Voyageurs du Monde**
 - Voyageurs du Monde is one of our very best trade partners in France and is also present in Switzerland, Belgium, Canada as well as in the U.K. under the name Original Travel.
 - The three US sales agent specialists stayed at the Americana Motor Hotel to discover Flagstaff and the Colorado Plateau.



- Ms. Vanessa Ferroud (Geneva, Switzerland)
- Ms. Emma Brahim (Paris, France)
- Ms. Clemence Ammeux (Grenoble, France)
- See photo of the group at Lumberyard Brewing Co.



• **FAM Tour - Hosted CRD Touristik**

- CRD Touristik, is a Hamburg, Germany based tour operator specialized in North American travel offering tailor-made FIT trips to the USA and Canada.
- Partnering with the AOT, two representatives visited Flagstaff.
 - Ms. Sara Lemke
 - Ms. Sophie Künzel
- See photo of Sara and Sophie exploring downtown Flagstaff.

• **Published - America Journal Advertorial**

- *America Journal* featured Flagstaff with a front cover mention, full-page five-day itinerary advertorial plus editorial content!
- This *America Journal* campaign was a co-op with the Arizona Office of Tourism.
- *AMERICA Journal* is a German magazine published four times a year.
 - Circulation consists of 35,500 copies and 130,000 readers.
 - Readers are affluent with 67% having a household income of US \$182,000 and above: 23% have a household income of more than US\$ 114,000, and 10% up to 114,000.
 - On average the readers stay for 22 days per visit and they visit the US once a year. They have already been to the US approximately 8 times.
 - *AMERICA Journal* presents its readers through beautiful pictures and exclusive editorial (written by German writers traveling to those destinations with a German point of view) of the newest attractions, scenic drives and trends in shopping and lifestyle.
 - *America Journal* tells it readers where to go, what to visit, where to stay and eat, and what to do.



• **Site Visits**

- Conducted hotel site visits at Hyatt Place Flagstaff, Courtyard by Marriott, Springhill Suites by Marriott, Americana Motor Hotel, and Sonesta ES Suites.



Site visit at Hyatt Place



Site visits at Courtyard by Marriott & Springhill Suites

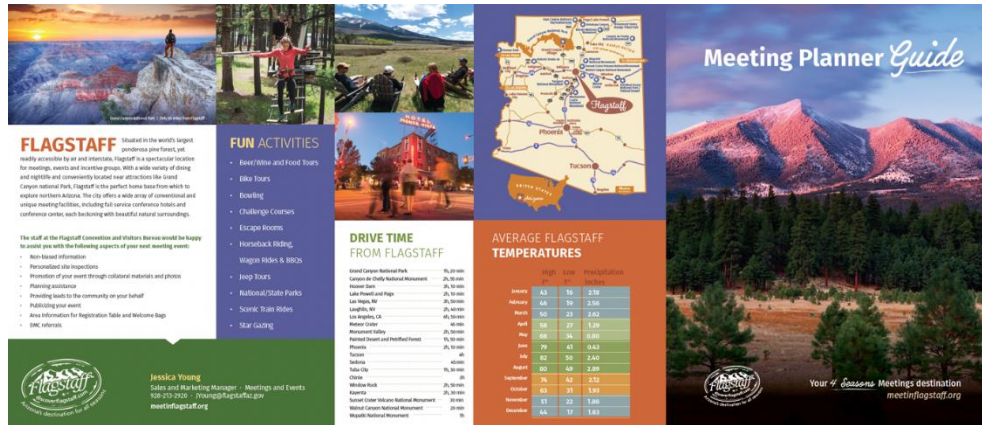


Site visit at Sonesta ES Suites

MEETINGS/EVENTS/CONFERENCES:

CONFERENCE/ROOMS LEADS/BOOKINGS: 2 Leads were sent in the month of March for a total of 46 room nights and total estimated economic impact of \$61,295. At time of reporting 1 Lead booked for a total of 46 room nights and total estimated economic impact of \$13,754.

MEETINGS/CONFERENCE SERVICES: Staff attended the EAC Meeting, AzSAE (Arizona Society of Association Executives) Board Meeting and presented at Tourism Commission Meeting and the Restaurant Marketing Meeting. Staff had meetings with 8 partners and groups/conferences.



VISITOR SERVICES:

Month	2023	2024	YoY Change
March			
Walk-ins	9,767	11,269	15%
Retail Sales	\$31,852	\$35,821	12%

Model Train

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

Brewery Trail

- Visitor Center gave out 90-pint glasses for Flagstaff Brewery Trail redemptions!

Winter Recreation Hotline

- The Winter Recreation Hotline received 205 calls in March; this resource provides callers with updated information on current conditions at Winter Recreation Sites in our area.

Google Reviews

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

陳喬攝夫
Local Guide · 520 reviews · 4,668 photos

★★★★★ 5 days ago NEW

It's a very unique visitor center, and it's on Highway 66. You must stop and visit if you pass by.

Translated by Google · See original (Chinese)



M M Panutai
5 reviews

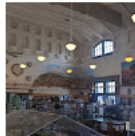
★★★★★ 2 weeks ago NEW

Lots of information about local points of interest available for free. Located next to the rail lines. There is also a small gift shop inside as well. The ladies there were very friendly and helpful!

D Drew Reed
Local Guide · 127 reviews · 80 photos

★★★★★ 3 weeks ago NEW

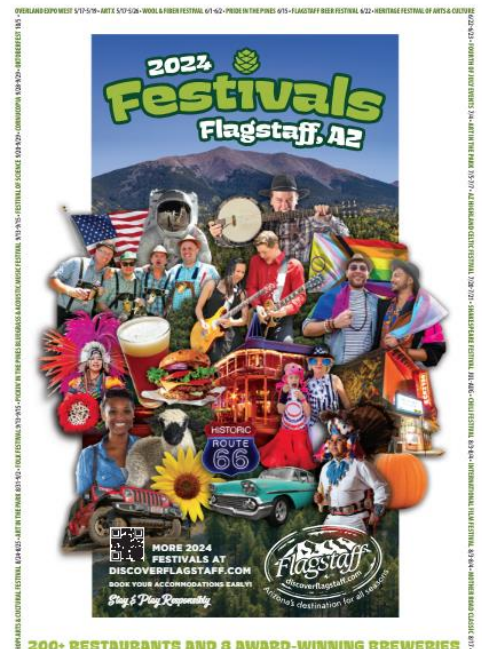
Great visitor center with cool items on sale and knowledgeable employees who can share lots of information about Flagstaff.



CREATIVE SERVICES:

ADVERTISING:

- **LOCAL NEWSPAPER ADS:** Created a Tourism Service Day ad for *AZ Daily Sun* and a “Thank you to local businesses” ad for the *Flagstaff Business News*
- **WIPE THE SMILE AD DESIGN:** Finalized the new Wipe the Smile ad campaign
- **PROGRESS MAGAZINE ADS:** Created 2 full page ads for City’s *Progress* magazine which included: Tourism Service Day, Airport, dining, and the trails passport/be fire aware
- **ARIZONA REPUBLIC INSERT:** Started the first drafts of the *AZ Republic* insert which includes “City of 7 Wonders”, Flagstaff festivals, Stay and Play sweepstakes, trails passport, Be Fire Aware, accommodations, and dining
- **TRAVEL TRADE PRINT ADS:** Designed a full-page ad for *Group Tour Magazine* and half page ad for *Selling Travel*
- **ADVERTISING: DRIVE MARKET/NATIONAL CAMPAIGNS:** Produced digital ads for April **Datafy** and **Woobox**, print ads for **Phoenix Magazine**, and digital billboard for Palm Springs, CA location.
- **2024 VISITOR GUIDE:** Printed and available. Contact Carrie Nelson for quantities: cnelson@flagstaffaz.gov
- **BBB TAX RENEWAL:** Continued work on informative ad series of ads.
- **VIDEO:** Worked with videographer on new High Altitude training video
- **INTERNATIONAL:** Created a postcard for sales
- **ROUTE 66:** Working with NOAZ to create a custom Route 66 neon sign
- **ROUTE 66:** Created small and large Rt. 66 Centennial window clings



- **AIRPORT:** Finalized new creative for the airport
- **MEETINGS:** Updated and revised the meeting planner trifold
-

CITY JOBS:

- **WATER CONSERVATION PRINT MATERIALS:** Designed a pop-up banner for their “Water Efficiency Makeover” and a postcard explaining City water rebates and free residential consultations
- **IT BADGE UPDATE:** Made updated to the city badges for IT
- **COF BUDGET BOOK:** Produced draft of cover for 2024-25 Budget and annual for Finance.
- **BEAUTIFICATION, ARTS & SCIENCES PROJECTS:** Completed Save the Date invite, Art, Culture, Science and the Future of Flagstaff signs, ad for Viola Awards, Call to Artists flyer.
- **HUMAN RESOURCES:** Started work for a new HR logo
- **EMERGENCY MANAGEMENT:** Started work for a new HR logo
- **BUSINESS CARDS:** Designed and ordered multiple cards for Community Planning, Water Services and Engineering



WEBSITE:

- **CONTENT UPDATES:** Updated the festivals page, added social media videos to several pages, and added new listing photos on discoverflagstaff.com

