



AIRPORT

ACTIVE SHOOTER CLASS: An **Active Shooter Incident Management (ASIM) Advanced class** was held at the Wiseman Aviation Business Complex at the airport. This **3-day comprehensive course** follows the national standard Active Shooter Incident Management Checklist integrated response process. Participants received training on coordinating and managing a multi-discipline response to a wide range of active shooter and hostile event threats, including Complex Coordinated Attacks.



AIRPORT MARKETING AND AIR SERVICE ATTRACTION:

- Staff attended an air service attraction conference, meeting with representatives from Allegiant, American, Breeze, SkyWest, and United. American Airlines shared they will discontinue the weekly LAX route at the end of the year due to low passenger numbers but plan to reintroduce it in May, potentially with increased frequency. Staff will continue discussions with these airlines.
- The U.S. Department of Transportation recently announced selections for the Small Community Air Service Development Program grant, and unfortunately, Flagstaff was not chosen. Selected communities contributed an average of approximately \$540,000 in local matching funds. Staff is already developing ideas to increase community cash contributions in hopes of submitting a stronger application next year.



Be sure to read the [October edition of FLG In-Flight](#), the monthly airport newsletter, for additional information.

EXPRESS VISITOR'S CENTER/GRAB & GO: The design phase services from the airport's Job Order Contractor (JOC) for the installation of a new storefront for the Express Visitor's Center/Grab & Go in the terminal have been approved by staff, and the final contract is currently in routing. The next phase will involve securing a construction contract for the full suite of improvements.

PAID PARKING KIOSK DAMAGE: One of the Terminal Parking Lot entry gates sustained significant damage after being struck by a vehicle. Airport staff, the Flagstaff Police Department, and the parking vendor were immediately contacted and arrived on site to secure the unit and assess the damage. Installation of the replacement equipment is scheduled for the end of November. Both the Terminal and Economy Parking Lots at the airport have redundant entry and exit lanes to allow operations to continue in situations like this, and travelers have been able to access the lot while repairs are pending.

SNOW REMOVAL EQUIPMENT BUILDING (SREB): Staff received the draft Guaranteed Maximum Price (GMP), which is like a construction bid, from the Construction Manager at Risk (CMAR) contractor. Staff reviewed the GMP and continued negotiations with the contractor. Following the negotiations with the contractor, a revised GMP was shared with the Federal Aviation Administration (FAA) for their review and comment. This GMP will be used to apply for federal grants to fund the construction of the building.

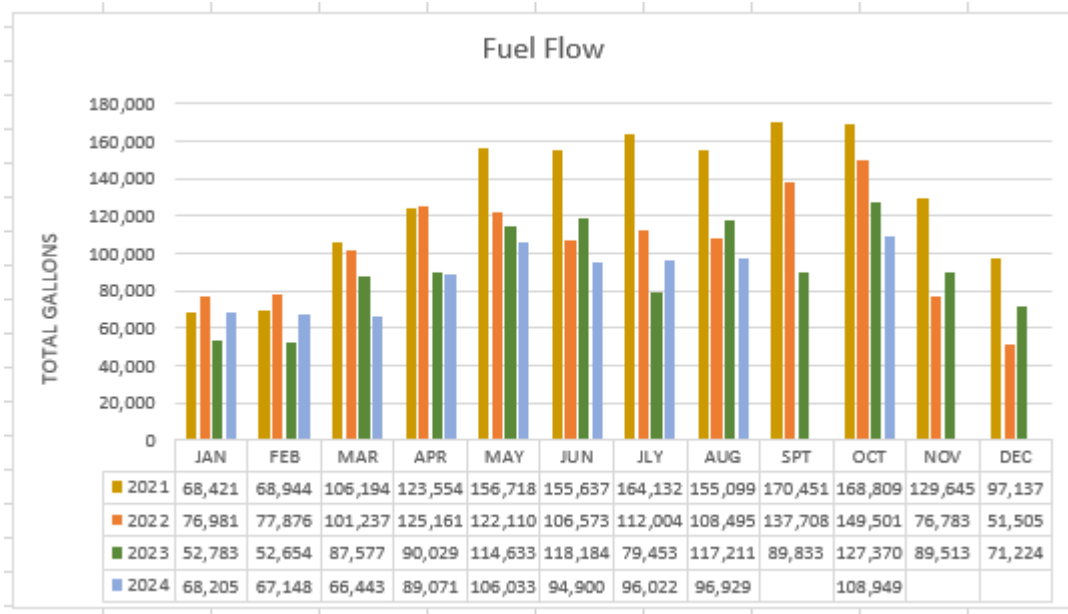
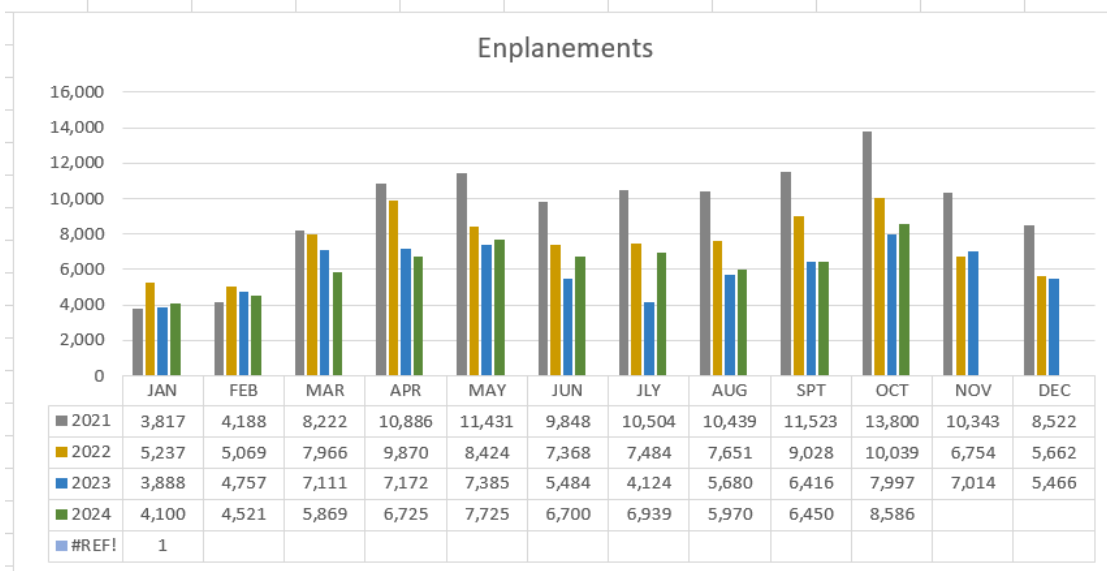
WINTER WEATHER PREP

- Airport staff conducted the annual Snow and Ice Committee meeting this month to review snow and ice control procedures on the airfield and set priorities for the upcoming winter season with airport partners. The Airport Operations staff utilizes a fleet of nine pieces of snow removal equipment to clear snow on the airport runway, taxiways, and aprons.
- Staff also met with Morning Dew Landscaping, the contractor who provides snow removal services for the airport's parking lots and sidewalks, to coordinate best practices and lessons learned from the previous winter. The airport terminal is open 20 hours per day, 365 days per year, and maintaining access for travelers and aircraft during winter storms requires significant effort and coordination.

SPECIAL VISITORS: The Canadian Forces Snowbirds made a quick refueling stop on their way from Nevada to Texas. These skilled pilots, flying CT-114 Tutors, make up the Royal Canadian Air Force's elite aerobatics team.



AIRPORT ENPLANEMENTS & FUEL FLOW: Enplanements were great for October, 5.4% increase!!!



**CHOOSE
FLAGSTAFF**

COMMUNITY INVESTMENT

BEAUTIFICATION:

COMPLETED PROJECTS

**Beautification in Action (BIA) Grant
Flagstaff Family Food Center Community Garden
3805 E. Huntington Dr., Flagstaff:** Flagstaff Family Food Center has completed their BIA grant project with sustainable steel raised



garden beds, trellises, an arch, and benches. The new space was designed to create a space for community members to relax, recharge, and connect with others and the food we eat. The garden provides fresh ingredients for their kitchen which provides thousands of meals daily throughout northern Arizona. In addition to BIA funds, Golden Garden and Landscaping donated supplies and manpower to install a drip irrigation system, making the garden low-maintenance and sustainable for the community, and Viola’s Flower Garden and Forestdale Farms donated seeds and plants. The mural was produced via a partnership with



**Traffic Signal Cabinet Artwrap
Flagstaff Medical Center Pedestrian
Crosswalk**

1200 N. Beaver Street, Flagstaff
Stormrise by local artist Erika Tsouras captures the duality of hardship and hope through vibrant abstract forms. The artwork symbolizes the balance between challenge and hope, illustrating how moments of difficulty can lead to transformation and renewal. Much like a storm that can bring chaos and destruction, this artwork serves as a reminder that

even in tough times, there is potential for brighter days ahead. It is the artist’s aspiration that this imagery resonates with everyone who encounters it—patients, families, employees, and passersby—instilling a sense of strength and resilience.

**BIA Grant
Wildflower Meadow Maze, Friends of Willow Bend Gardens
703 E. Sawmill Road**

Friends of Willow Bend Gardens is a group of volunteers for the Coconino County Parks and Recreation Department that restore, improve, and maintain the Habitat Gardens at the Elizabeth “Liz” C. Archuleta County Park. With this Grant, a maze in the Wildflower Garden was created with native plants providing a place for visitors play and reflect.



Traffic Signal Cabinet Artwrap

**Anjolaoluwa
(Anjola)
Ayodele
N. Fourth
Street & E.
Sparrow
Avenue: A
vibrant**



arrangement of stylized flowers, by emerging Valley artist Anjola Ayodele, burst with bold colors. Rich reds and corals intermingle with vivid turquoise and lavender, creating a kaleidoscope of hues that catch the eye. The composition radiates energy and joy, inviting viewers to immerse themselves in a world of color, and creativity.

BIA Grant

Little Free Libraries in Sunnyside

Various Locations

Five decorative neighborhood libraries brightens both community spirits and the built environment. The Little Free Libraries offer a haven for creativity, community, and literacy promotion. Also, each location is registered within the worldwide database that is offered on the Little Free Library Website and App. This allows those traveling the opportunity to engage with the libraries and its neighborhood.



ADOT Bridge

I17 & JW Powell

The design motifs from 4th street bridge were replicated to enhance the new overpass.



Downtown Green

Last done in 2016, all the municipal hardware in the downtown area received a new coat of municipal green. The new paint assists in a clean and bright looking downtown for all to enjoy.



ONGOING PROJECTS

- **Aspen (Niche) Bicycle and Pedestrian Enhancements:**
Aspen Niche: Project was installed this month but alas, the project is not finished. Instructions to have the cut metal panels everywhere was not communicated to the subcontractor, thus the solid



side panels must be replaced. Change order to cut design into solid panels, as well as the shop drawings, already submitted and approved. Project should be complete by Thanksgiving with a ribbon cutting on December 10th.

- **Collections Management:**

- **AI policy:** Staff drafted an AI policy, met with Legal who will research.
- **Among Trees:** Staff relinked the sculpture QR code to its associated web content after webpage updates.
- **Art Map:** Staff shared draft materials with designer, meeting held and schedule agreed upon. Staff to edit content for designer to begin work in January.
- **Collection Policy:** Staff have begun the process of creating a Collection Policy, beginning with research of other public art collection policies from other Arizona organizations.
- **Collections Database:** New works funded by BBB being identified via City Suite payments and are being added to the collections database.
- **Galazan donation:** A commercial building permit applied for. Artist conducted minor maintenance safeguards (weep holes, mesh) and touched up paint.

- **Flowers Program:** Hanging flower baskets removed last week of October and stored.

- **Maintenance/Conservation:**

- **Clock:** Staff exhausted searching for previously procured parts by previous program manager circa 2021. Staff solicited a proposal from a regional horologist for repairing the clock, including procuring repair parts.
- **Here Comes the Sun traffic cabinet vandalism:** The cabinet has been tagged; FILMTEQ seeing what they can do to remove the paint. Will rewrap if necessary.
- **Library benches/Aspen niche wood:** Staff researching the best treatment options to maintain the wooden benches at the library and Aspen niche.
- **Thermometer:** Staff are considering analog dial thermometer with a custom case from NOAZ, but first need to identify installation location. Project moved to FY26.
- **Motion (Airport):** Staff reviewed color swatches on site and narrowed the selection to five different options. These options sent to the artist who opposed none. Committee formed to recommend a choice to BPAC.
- **Route 66 Sign Repair:** Morning Dew set to begin work, picked up sign parts from staff.



- **Multicultural Park Sculpture Exhibition May 2025-March2026:** Coconino County finalized safety review of sculpture proposals and gave approvals. Staff determined final placements of each sculpture; five artist contracts were executed. Applied to County Parks to remove a boulder for the exhibition and addressed structural engineering needs for one artist. Fabrication is initiating 6 weeks ahead of last year's schedule.
- **Murdoch Community Center Plaque:** Dr. Ricardo Guthrie crafted verbiage for a new plaque to be installed at the Center that tells the history of the Dunbar School. Staff engaged artist Marie Jones to design the plaque and attachment.
- **Route 66 Shields:** 13 shields fabricated. Installation 1st week in November.
- **Spruce Wash Wedge:** Staff met with WLB, the on-call landscape and architect firm, at the site to discuss the scope for their proposal.
- **Thorpe Park Sculpture Exhibition:** Geotechnical specialist contacted to survey the viability of the park's cement pads.

- **Traffic Signal/APS Electrical Cabinets:** Staff crafted verbiage for the recently installed artwrap at Flagstaff Medical Center and sent text/images to Northern Arizona Health Care for internal communications. Staff met with APS and legal to hammer out final details to allow use of 10 electrical cabinets.

PROGRAMS, GRANTS & OUTREACH

- **Arts & Culture Survey:** Staff sent edits to consultant on final report and executive summary. Requested Council Work Session for January 14th.
- **Arts & Sciences Project Grants for Innovation and Capacity Building (Administered by Creative Flagstaff):** One staff and one BPAC commissioner sit on the selection committee. 24 projects reviewed and initial scores and questions for applicants submitted.
- **Beautification in Action (BIA) Grants:** Grant applications reviewed. Of ten submitted, two found ineligible. Applicants have been sent preliminary questions and invited to present at the November BPAC meeting. Staff met with Assistant City Manager re trash receptacle near the African American Mural, which came up at Council.
- **BPAC:** October regular meeting held. Eight BIA grant applications reviewed for questions and concerns. Discussion focused on signage issues. Annual Budget retreat held and BPAC prioritized projects for FY26 & 27 and reviewed projects already in the 5-year plan in further out years and eliminated projects no longer viable.

HIGHLIGHTED EVENTS IN AUGUST BY A NONPROFIT SUPPORTED BY BBB TAX FUNDS



Aimee Plays Amy Presented by [Orchestra Northern Arizona](#)
Held Saturday, Oct. 5, 3:30 p.m.
 Coconino High School Auditorium
 2801 N. Izabel St.
 Was free and open to the public

Attendees enjoyed an afternoon of classical music with pianist Amy Fincher as she performed Amy Beach’s Piano Concerto featuring Brahms - Hungarian Dances 1 & 10, Elgar - Nimrod from Enigma Variations, Ravel - Valses Nobles et Sentimentales plus Amy Beach - Piano Concerto in C-Sharp Minor.

Coming Out Drag Show, Held Friday, Oct. 11, 9 pm
Orpheum Theater, 15 W. Aspen Ave.
Was free and open to the public, Presented by [Northern Arizona Association Pride Association](#)

Attendees joined Flagstaff Pride for an evening of glitter and glamour in celebration of National Coming Out Day. This event was about embracing authenticity, self-expression, and the beautiful spectrum of gender and sexuality.





Adult Workshop: Pine Needle Basket Making, Presented by [Willow Bend Environmental Education Center](#)

Held on Saturday, Oct. 19, 10 am-12:30 pm

Cost was \$45 non-members, \$35 members (Cost includes all supplies)

Marina Vasquez, from the highlands of Huehuetenango, Guatemala, shared her expertise in pine needle basketry. Participants learned about various types of baskets, the materials required, how to collect and cure pine needles, and received step-by-step instructions for crafting their own basket. Each participant had the opportunity to start and complete a small basket and gained the skills needed to create larger or more intricate designs. All participants took home both their basket and supplies.

Marimba Magic and Brahms, Presented by [Flagstaff Symphony Orchestra](#)

Held on Friday, Oct. 25, 7:30 pm

Tickets were \$12.50-\$79

Ardrey Auditorium, 1115 S. Knoles Dr.

Attendees participated in an evening where FSO’s own Brian Hanner showcased the marimba’s cool, rhythmic magic while bringing a Russian tale to life. Then, unwound with Brahms’s Symphony No. 2, a serene and beautiful finale to the night.



PARKFLAG:

Staffing and Recruitment

Hiring Progress: The new Parking Aide will join our team in early November.

Open Positions: We have been actively recruiting for one Parking Aide position. The online application closed at the end of October.

Infrastructure and Maintenance

Kiosk Repairs: Our team addressed several kiosks issues this month, including communication challenges and battery replacements. In addition, several kiosks required software updates. We have also seen an increase in graffiti in the paid parking district, which team members address as it is encountered. Stickers are removed, and paint is scraped and touched up as needed. We will continue proactive maintenance efforts to minimize any potential downtime.



Operations

Immobilization Update: ParkFlag issued the first notice for pending immobilization on a vehicle downtown. The vehicle owner has 15 days to comply with the instructions provided by the Municipal Court. If compliance is not met within that timeframe and the vehicle is encountered downtown, a parking boot will be applied. PAY THE KIOSK, PLEASE! 😊

Training

Staff Training: Two members of the ParkFlag team attended the annual Southwest Parking and Transportation Conference in October.

Financial Performance and Parking Stats

Revenue Overview: ParkFlag generated \$113,221 in pay-to-park revenue in October, reflecting a 3% increase compared to October 2023. Additionally, revenues grew by 10% compared to September.

Permit Sales: Permit sales totaled \$4,050.00, which is still slightly lower than previous months. However, we expect permit sales to normalize as customers lean to use the new customer portal.

Parking Stats: In the pay-to-park district, parkers parked a total of 113,703 hours, with the average session lasting 2 hours and 10 minutes.

DAILY SALES MTD 2021 vs 2022 vs 2023 vs 2024



OCT 5-31, NOV 1-4, 2021 TOTAL \$94,140 AVG/DAY \$3,037 120%
 OCT 4-31, NOV 1-3, 2022 TOTAL \$105,798 AVG/DAY \$3,413 107%
 OCT 3-31, NOV 1, 2023 TOTAL \$110,468 AVG/DAY \$3,563 103%
 OCT 1-31, 2024 TOTAL \$113,221 AVG/DAY \$3,652

ECONOMIC DEVELOPMENT:

Katalyst Space Technologies invited the City to tour the lab space rented at Moonshot. They presented some of the latest advances they have been making in the satellite business and what the future holds for them in Flagstaff.

Indigo8 has been identified as the web developer for the Choose Flagstaff website (chooseflagstaff.com). This will extend the contract for a third year.

Staff attended the **ECoNA Advisory Meeting** held at Coconino Community College. Our own Heidi Hansen presented history and information regarding the BBB funding that is critical to our successes in Flagstaff. Other presentations included NAIPTA on the transportation initiative and an update to the Helios Decision Making Center.



BUSINESS ATTRACTION:

IONNA: The Economic Development team hosted a meet and greeted with [IONNA](http://ionna.com), a new company that has been contracted to build a nationwide network of charging stations for electric vehicles. This gathering allowed the company to connect with APS and ADOT ensuring all criteria will be met and that this service can be brought to Flagstaff.

CERTOSA, INC.: Staff met with Certosa, Inc., the owners of the Flagstaff Mall, and discussed topics for potential upcoming developments. There are revisions happening to the current plans that may assist in bringing new tenants.

COMMERCIAL KITCHEN DISCUSSION: The White Mountain Economic Development Office scheduled some time in Flagstaff to discuss commercial kitchen needs in the region; the vision is being able to create more opportunities for commercial kitchen usage including training, upskilling, certifications, and entrepreneurship in food processing.

NAZTECHPARK: Staff convened with Genterra enterprises to continue working on potential development of the Northern Arizona Technology Park ([NAZTechPark](#)) that is the 31.45-acre parcel near the Flagstaff Pulliam Airport.

OVERALL ATTRACTION: Staff continues to meet with potential businesses that are interested in coming to Flagstaff. These include a logistics company, quick service food restaurants, coffee houses and car washes to name a few.

WORKFORCE DEVELOPMENT:

NAU MECHANICAL ENGINEERING PROGRAM: Staff connected with the Mechanical Engineering program director for NAU and is working on a time to get graduate students some time before City Council at a future work study session. The idea was brought up during the October Gravity Labs workshop to have them more comfortable with their elevator pitches and to help Council know the wonderful work happening in our community. Enhancing our partnership with NAU is a part of the strategies in the new Economic Development Strategic Plan.

BUSINESS RETENTION AND EXPANSION:

BR&E INCENTIVE: This incentive closed on October 31st with 7 eligible applicants. Staff will be convening in November to review and score the applications and select the appropriate awardees. The recipients will be announced next month.




GREEN BUSINESS BOOT CAMP: The Green Business Boot Camp, a program implemented by Local First Arizona with support from the City’s Sustainability and Economic Development teams, graduated its second cohort and had a showcase of the projects. Companies such as Chokolita, Forestdale Farms, and Eat N Run worked to reduce their ongoing energy use to support climate goals and business success.

MOONSHOT AT NACET:

Highlights from the campus:

- 10/1 - Hosted the City and County Flood Mitigation Projects Meeting here in the Accelerator Conference Room.
- 10/15 - WE Mean Business with Mara Gerst on Grants 101. 12 in attendance.
- 10/17 – Moonshot Staff attended the fall fundraiser for the Chamber.
- 10/21 - Quarterly Campus Meeting with Brad from Rainer Recruiting sharing on how his company can help you gain employees. 30 in attendance.

- 10/23 – Held the first of many Founders Forums with Paul Sciamè here in the Incubator Classroom. 7 in attendance.
- 10/24 - Meteor Crater Education Alliance had their open house and ribbon cutting event. They had about 35 in attendance. 
- 10/28 - 3rd Annual Moonshot campus and community blood drive. All slots filled for donations!
- 10/31 - 2nd Auto Tech Entrepreneur Class was held in the Incubator Classroom. 16 high school students from Coconino and Flag High were in attendance.
- Two new companies move in - Mesa Marketing and Trumba.



LIBRARY | CITY & COUNTY

Downtown and EFCL Libraries:

Youth Services:

- **PROGRAMMING:** October programming for Youth Services featured regular programs including storytimes, LEGO Club, Creation Station, Bards & Nobles, Game Time Hang Time, as well as spooky favorites like Locked in the Library. This year “Locked in the Library” was a big hit with max attendance and lots of library after dark fun.
- **PUMPKIN SMASH BASH:** In the beginning of November Youth Services had its Pumpkin Smash Bash program following Halloween. This year Flagstaff Fire Department took part and dropped pumpkins from the ladder of the fire truck.



Reference:

- **LIBRARY OF LITTLE THINGS:** Lauren and Reece have successfully moved the Library of Things into its new home in the glass cases that formerly housed the Arizona Reference oversized section, yearbooks, and periodicals.
- **AI ESCAPE ROOM:** Twenty-one people came to the A.I Escape Room that Andrea and Bennett created.
- **POETRY BOOK CLUB:** Reece's Poetry Book Club is so popular that it has increased from quarterly meetings to every other month. Each meeting includes a discussion of a poetry book followed by a writing exercise.
- **BOOKS & BOOS EVENT:** A Books & Boos event was held at the Drinking Horn Meadery. Attendees received a discount for showing their library card and a Halloween-themed "pairing menu" offered book lists matched with seasonal flavors of mead.
- **HEALTH & WELLNESS FAIR:** Andrea represented the library at the 2024 Flagstaff Mall Health and Wellness Fair. Fifty-eight people stopped by the library table, and many said the library was their favorite place. One lady said her daughter frequented the library when Ana Del worked full time and the daughter is now a paralegal, all thanks to the library.
- **COLLECTION WEEDING:** Weeding of the Spanish collection is completed, and staff is working through the Mystery section. Inventory is up and running again and staff has completed Mystery, New Books, Science Fiction, and part of the Graphic Novels collection.

County Libraries:

- **FOREST LAKES:** Forest Lakes is modifying their rolling shelving units to make them easier to move. Since the library shares the building with the school, quilters, church and other organizations, the carts need to move many times.

- **BOOKMOBILE:** Bekah has been hard at work getting the bookmobile ready. She helped to paint Facilities staff paint the shelving bright colors for the children's collection and has been ordering new materials and removing



outdated ones.

Recruitments: Recruitments currently underway include Marketing librarian, IT Analyst and EFCL Branch Manager.

Library Staff Celebrated Halloween:

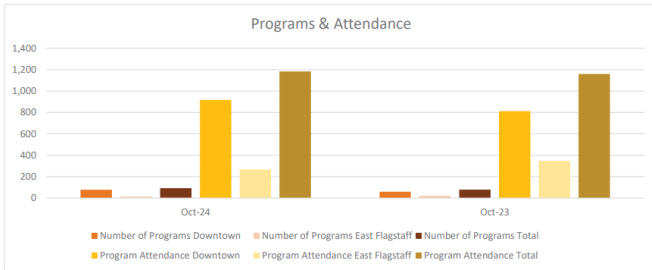
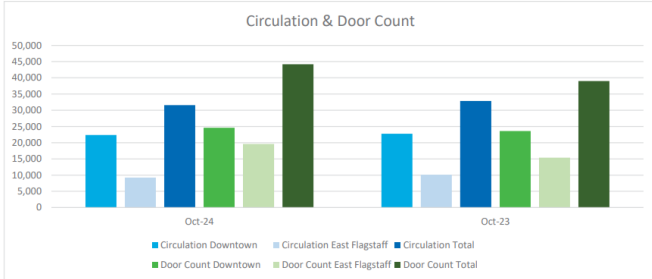


LIBRARY OCTOBER STATS:

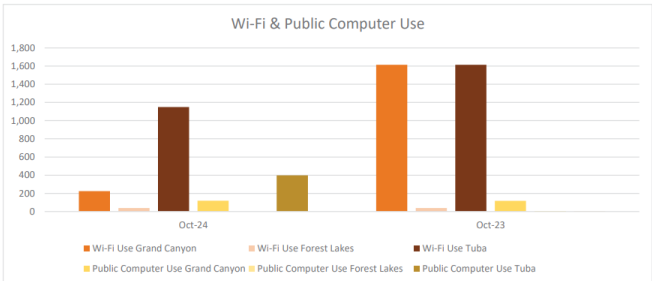
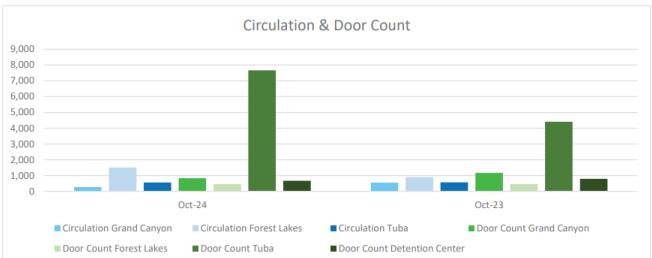
STATISTICS

Countywide		Oct-24	Oct-23	Difference
Overdrive Circulation	All Libraries & Sora	8,772	8,631	1.63%

Downtown & EFCL		Oct-24	Oct-23	Difference
Circulation	Downtown	22,369	22,781	-1.81%
	East Flagstaff	9,217	10,097	-8.72%
	Total	31,586	32,878	-3.93%
Value of Loaned Materials	Downtown	\$374,679	\$393,866	-4.87%
	East Flagstaff	\$160,439	\$201,964	-20.56%
	Total	535,118	595,830	-10.19%
In-House Use	Downtown	21,321	18,841	13.16%
	East Flagstaff	6,365	6,528	-2.50%
	Total	27,686	25,369	9.13%
Door Count	Downtown	24,596	23,589	4.27%
	East Flagstaff	19,585	15,404	27.14%
	Total	44,181	38,993	13.30%
Wi-Fi Use	Downtown	4,719	4,569	3.28%
	East Flagstaff	2,100	1,914	9.72%
	Total	6,819	6,483	5.18%
Public Computer Use	Downtown	2,580	2,637	-2.16%
	East Flagstaff	2,373	1,458	62.76%
	Total	4,953	4,095	20.95%
Number of Programs	Downtown	78	59	32.20%
	East Flagstaff	14	20	-30.00%
	Total	92	79	16.46%
Program Attendance	Downtown	917	812	12.93%
	East Flagstaff	266	348	-23.56%
	Total	1,183	1,160	1.98%
Reference Help	Downtown	2,931	2,817	4.05%
	East Flagstaff	2,367	1,291	83.35%
	Total	5,298	4,108	28.97%



Branches		Oct-24	Oct-23	Difference
Circulation	Grand Canyon	266	547	-51.37%
	Forest Lakes	1,509	895	68.60%
	Tuba	560	572	-2.10%
In-House Use	Grand Canyon	35	117	-70.09%
	Forest Lakes	35	136	-74.26%
	Tuba	263	102	157.84%
Door Count	Grand Canyon	1,353	1,701	-20.46%
	Forest Lakes	831	1,169	-28.91%
	Tuba	457	453	0.88%
Wi-Fi Use	Grand Canyon	7,666	4,405	74.03%
	Forest Lakes	663	791	-16.18%
	Tuba	225	1,614	-86.06%
Public Computer Use	Grand Canyon	38	38	0.00%
	Forest Lakes	1,150	1,614	-28.75%
	Tuba	119	117	1.71%
Number of Programs	Grand Canyon	0	0	3979900.00%
	Forest Lakes	0	1	-100.00%
	Tuba	11	7	57.14%
Program Attendance	Grand Canyon	6	0	59900.00%
	Forest Lakes	0	8	-100.00%
	Tuba	107	23	365.22%
Reference Help	Grand Canyon	269	365	-26.30%
	Forest Lakes	316	1,086	-70.90%
	Tuba	336	273	23.08%
Detention Center	71	63	12.70%	





TOURISM & VISITOR SERVICES

TOURISM METRICS: OCTOBER 2024

YOY RevPAR for the Month of October:

The RevPAR number of \$103.05 is down by 2.3% to October of LY. Demand was near flat YOY for the Month of October (+.4).

Rationale:

Demand is still relatively high for Flagstaff as a destination. Global inflation and the strength of the dollar is curbing the overall demand for international travelers to the US as well as domestic inflation and pending holiday spending is forcing families to narrow their trips to fewer than the previous year. We can see this same trend in our state numbers which show that RevPAR is down YTD through September by -2% (most current published figures by AOT).

The Discover Flagstaff team and all the partners continue to educate, inspire, and motivate visitation to our amazing mountain town. With the centennial approaching and excitement well underway, the Discover Flagstaff team, along with other sections of the Economic Vitality Division, are hard at work making sure Flagstaff is well represented and is a standout among destinations on the route. Also, with the opening of the ADC, we are seeing an increase in interest for all things astrotourism. Discover Flagstaff with all the applicable partners will be leaning into owned, earned, and paid avenues to bolster this amazing new asset.

Following is a snapshot of the metrics October 2024:

October	2023	2024	Diff
OCC	79.1%	79.8%	+0.8%
ADR	\$133.33	\$129.20	-3.1%
RevPAR	\$105.45	\$103.05	-2.3%

MARKETING & MEDIA RELATIONS HIGHLIGHTS:

Marketing:

Between the two sets of billboards, is a featured value-add spot calling attention to Discover Flagstaff's Leaf-ometer. The 'ticker' is in downtown Phoenix on the Jefferson Street Garage, adjacent to Chase Field and Footprint Center earning 89,338 weekly impressions.

Discover Flagstaff marketing themes supported in coverage:

Lowell Observatory was cited in many articles about the comet



near Halloween and the new Executive Director. Leaf-ometer drew broadcast coverage. Oktoberfest and the Celebraciones event at MNA also drew coverage.

- **Media assists in October:** 14
- **Journalists hosted in October:** 17 (10 from “Foodcation” FAM by DF, 6 internationals from AOT Rte. 66 FAM)
- **Total articles generated:** 140 (per Cision, our media tracking software provider).
- **News releases in October:** 0

Highlights of media coverage:

The Radavist: Cycling Guide to Flagstaff

Discover Flagstaff worked with this national mountain biking publication to publish a guide to the region’s trails. (Advertising on this site directed visitors to DF Hiking webpage, Trails Passport).

<https://theradavist.com/cycling-guide-to-flagstaff/>



ABC15: Flagstaff Leaf-ometer shows stages of changing fall leaves: Flagstaff’s online tool can help you plan your trip.

Discover Flagstaff worked with this Phoenix-based journalist for weeks to identify the ideal time to come capture stunning drone footage of fall colors.

<https://www.abc15.com/entertainment/events/explore-arizona-flagstaff-leaf-ometer-shows-stages-of-changing-fall-leaves>



AZ Daily Sun: Proposition 487 seeks continuation of Bed, Board and Beverage tax funding city programs:

As Election Day approached Discover Flagstaff reached out to local media to help inform the city’s voters of the BBB ballot proposition.

https://azdailysun.com/news/local/proposition-487-seeks-continuation-of-bed-board-and-beverage-tax-funding-city-programs/article_3da85c32-8beb-11ef-adca-f3e29deb0dc3.html

The Highest-Rated IPA in Every State (2024):

According to BeerAdvocate, which is kind of like a Yelp review platform for beer, Tower Station is the highest rated IPA in the state of Arizona. This creates a talking point to be used by Discover Flagstaff marketing.

<https://vinepair.com/articles/highest-rated-ipa-state-map-2024/>

AZCentral: Arizona haunted hotels: Spookiest lodgings in Jerome, Bisbee, Flagstaff:

Weatherford and Monte Vista highlighted in this story.

https://www.azcentral.com/story/travel/arizona/2024/10/18/arizona-haunted-hotels/75708246007/?utm_source=azcentral-dailybriefing-strada&utm_medium=email&utm_campaign=dailybriefing-greeting&utm_term=newsletter-greeting&utm_content=pphx-phoenix-nlettero2

WEBSITE:

Comparisons are made YOY:

- **Domestic engaged sessions increased nearly 17%**, however, domestic users decreased 8% from 110,982 to 108,327.
 - Engaged users by DMAs -- Phoenix increased to 26,441 active users, Tempe increased 45% to 9,982 active users, Las Vegas increased 16% to 2,200 users, and Dallas increased their users by 5.43% to 1,184.
 - International markets experienced growth in engaged sessions: Canada had 1,337 engaged sessions vs. LY's 944, MX had 853 engaged sessions vs LYs 424 -- a 101% increase, UK was flat to LY.
- **Top performing landing pages:**
 - Plan Your Trip and Leafometer - 78,607 views
 - Webcam had 26,356 views which is a 99% increase and due to early snowfall
 - Events had 19,687 views a 41% increase to LY. Events had a great climb to 3,278 sessions vs LY's 1,895, fall events increased 26%.
 - Dining/nightlife/restaurants sessions increased 52% to 1,529 sessions and also saw engagement time increase 31%.
 - Hiking page increased pageviews 41% YOY to 1,929 with push from advertising in mountain biking publication. Trackable URL provided 400+ views.
 - 4,086 outbound links to partner websites.
 - 42 newsletter opt-in addresses received.
 - 339 visitor guide requests.
 - Booking engine searches occurred most with filters for stars, price, cabins and hotels, free breakfast, and pet friendly followed by BnB.

FILM:

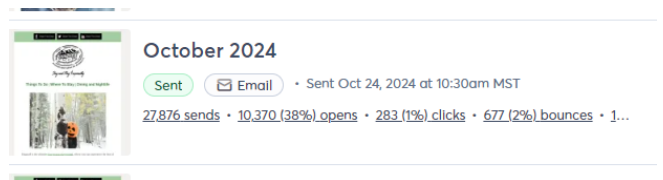
Film permits issued: 1, Red Husky filming Buffalo Park

Film assists: 3

EMAIL CAMPAIGNS:

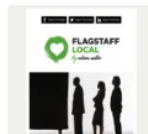
- **Discover Flagstaff**

Top clicks went to the Route 66 landing page, Accommodations, and Christmas and winter holiday events page. Dining and Visitor Guide requests were runner ups for top clicked links. The email was sent out on Thursdays at 10:30am which was shown to be successful in the past. There was a 3% increase in reach and a 3% decrease in open rate YoY.



- **Flagstaff Local**

Top clicks went to the Flag 365 calendar, volunteering for the Boys and Girls Club, and the eco-friendly restaurants landing page on the Discover Flagstaff website. The



Flagstaff Local e-Newsletter October 2024

Sent Email • Sent Oct 22, 2024 at 8:30am MST

1,520 sends • 525 (36%) opens • 23 (2%) clicks • 59 (4%) bounces • 3 (1...)

send time was consistent with what has been successful in the past. It may have been that the subject headline was not interesting enough being that it was "voting, pumpkin tossing, and.."

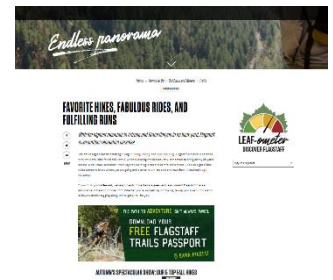
since we have seen an action and a fun local happening paired together have been successful as the opener. There was a 4% decrease in reach and a 31% decrease in the open rate YoY.

SWEEPSTAKES:

Flagstaff Festival Sweepstakes: We are attributing low sweepstakes entries to the increased amount of scams online nowadays. There are several sweepstakes online supporting winning vacations, concert tickets, and other tangible prizes. Hacking is also a large problem online currently. We have boosted festival sweepstakes posts since before it even launched, we are incorporating festival and sweepstakes support on billboards, on social media, in email campaigns, in print ads, in digital ads, and have created a video to increase reach and engagement. We are doing what we have done in previous years and are not sure what more we can do. After conversing with our Tourism Commissioners, it was decided we will include the word "FREE" more prominently on future sweepstakes creative. There is a 64% decrease in entries YoY.

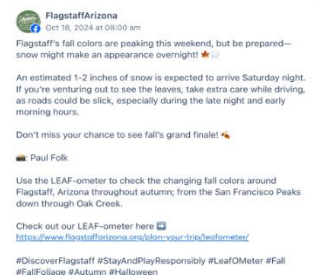
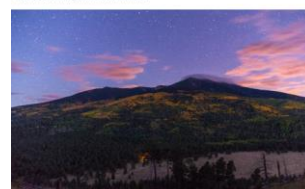


PASSPORTS: Trails Passport - A video was launched on social media supporting the trails passport. Journalists were hosted by the Discover Flagstaff PR team and taught how to use the trails passport. A classroom of 70 NAU students were introduced to the trails passport and might have also signed up. Fall trails were updated and a message was sent out to passholders to highlight leaf peeping opportunities. Passport sign-ups increased 32% and the trail check-ins increased 10%. We also moved the placement of the trail's passport on the hiking trails page to be front and center opposed to on the top right in a card.



SOCIAL MEDIA:

- **Facebook top post was a post highlighting peak fall colors and encouraging urgent visitation,** with 4,000 impressions and 149 engagements. Another top post was a post highlighting Indigenous People's Day, with 5,792 in reach and 293 engagements.
- **Most posts this month on Flagstaff Local are informative posts of the upcoming BBB renewal.** Top post garnered over 500 impressions and 14 engagements.
- **Instagram follows, engagements and impressions carried over from last month's Barefoot Trail video. Top post this month was another Pumpkinhead video,** with over 18,000 views and 1,838 engagements. Second top post was a post highlighting Freaky Foot Tours, with almost 10,000 views and 509 engagements.
- **We made it to 50,000 followers towards the end of the month!**



Top Facebook Posts: Show to the right

Top Instagram Posts:

- Pumpkinhead Video: https://www.instagram.com/reel/DBtv6_cvitg/
- Freaky Foot Tours Video: <https://www.instagram.com/reel/DBMtUUctQ16/>
- Celebraciones de la Gente video: https://www.instagram.com/reel/DBRe_Ywyp-O/

SALES:

INTERNATIONAL TRAVEL TRADE:

Successful Results – AOT Canadian Webinar

- Live webinar coordinated with the Arizona Office of Tourism Canadian trade representative, Christina DeCoppi at GMS Communications Marketing. The live webinar featured Arizona, Discover Flagstaff, and the City of Kingman.
- The Museum of Northern Arizona was the location for the Discover Flagstaff portion of the webinar with a walk and talk about Flagstaff's four seasons, trails, Route 66, astro-tourism, adventure, attractions, hotels, restaurants, breweries and more.
- **More than 30 attendees watched the live webinar and it was also published in their newsletter with 400-500 clicks.**
 - Click [here](#) to view the webinar. *(Discover Flagstaff starts at 16 min)*



- **Hosted AOT Trade FAM**

- Hosted Cercle des Voyages, a top French tour operator, with a passion for travel that specializes in tailor-made travel creating exceptional trips. <https://www.cerclledesvoyages.com/>
- The group of five focused on Arizona National Parks and Monuments with stops in Sedona, Wilcox and Bisbee plus overnight stays and activities in Phoenix, Flagstaff, Pinetop, Scottsdale, and Tucson.
- The Flagstaff FAM itinerary included Little America Hotel, Flagstaff Visitor Center, Route 66, Lumberyard Brewery, Silver Pine Restaurant, Museum of Northern Arizona, Lowell Observatory and Meteor Crater.



- **Attended Brand USA Travel Week in London**

- 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 conducted 36 appointments. I also attended multiple industry workshops, sessions, events and networking opportunities.
- In order to participate in Brand USA Travel Week, the destination must apply and be invited to attend. Discover Flagstaff was in great company with The Arizona Office of Tourism, Visit Phoenix, Visit Tucson, and Experience Scottsdale also present.
- This is the only tourism event in Europe dedicated to travel in the United States providing a rare opportunity to reach an influential audience.



- **Conducted Community Outreach**

- Participated in the Tourism Service Day Downtown Cleanup.
- Met with the new Sonesta ES Suites Director of Sales Kimbra Hill with team member, Jessica Young, Sales & Marketing Manager for Meetings & Events.



MEETINGS/EVENTS/CONFERENCES:

CONFERENCE/ROOMS LEADS/BOOKINGS: 2 Leads were sent in the Month of October for a total of 220 rooms and an estimated economic Impact of \$65,780. At time of reporting 1 lead had booked in Flagstaff for a total of 140 rooms and EEI of \$41,860.

MEETINGS/CONFERENCE SERVICES: Staff attended the AzSAE Board Meeting, Tourism Commission Meeting, Rt 66 Centennial Meeting, and Annual Partner lunch planning meetings, Staff had meetings and provided conference services for 3 groups, had meetings/site visits with 4 partners.

MARKETING: Staff continued to work on two meetings marketing campaigns that are running through November that include an email blast and new blog on Team Building for the Website.



NAVAJO NATION SALES

MISSION: Staff coordinated a sales mission to Window Rock/Fort Defiance to drop information to travel/meeting planners at their offices and hosted a Luncheon Presentation. 5 Hotel/Conference properties participated in the mission.

5 Hotel/Conference properties participated in the mission.

SMALL & BOUTIQUE MEETINGS FALL CONFERENCE: Staff attended the Small and Boutique meetings conference and had appointments 20 meeting planners. This Conference is for planners sourcing meetings with 100 rooms on peak or less.



VISITOR SERVICES:

Visitor Center –October 2024

October	2023	2024	YoY Change
Walk-ins	14,210	13,372	-6%
Retail Sales	\$52,902	\$49,556	-6%

Model Train

- The Model Train ran 208 times during the month of October.

Brewery Trail

- Visitor Center gave out 131-pint glasses for Flagstaff Brewery Trail redemptions!


Snowmelt Construction Update: Construction began on replacing the snowmelt system along the alley in front of the Train Station. Due to issues found when construction began the project was delayed the road closure is now scheduled to be complete at the end of November and project completed at the end of December.

Halloween Bash: Visitor Center held our first Halloween Bash, a kid’s event with Halloween crafts, pumpkin painting, and a costume contest. We had good attendance with over 100 children participating.




Google Reviews:

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

 **ryan stowell**
Local Guide • 368 reviews • 14 photos

★★★★★ 1 week ago **NEW**

Helpful and informative...thanks

 **Dannette Flores**
Local Guide • 222 reviews • 24 photos

★★★★★ 2 weeks ago **NEW**

Cool gift shop and info location. They have a pressed penny machine if u collect. They also have a train that goes around the top of the space. You can start it for a quarter from the corner back wall. It is also a great place to see a train go by.

 **Chris Wilkins**
Local Guide • 198 reviews • 43 photos

★★★★★ 3 weeks ago **NEW**

Super helpful and a fun gift store. They provided us with some good maps and ideas for the day based on what we were looking to do for the day.

CREATIVE SERVICES:

ADVERTISING:

- **DRIVE MARKET/NATIONAL CAMPAIGNS:** Produced ads for November Datafy (digital), special local Datafy campaign supporting wildfire preparedness, and CBS Channel 3 azfamily.com promoting Lowell and the opening of the ADC; print ads for Certified Folder special Route 66 edition, *Travel Weekly*, *Cactus League Spring Training Guide*, and *Arizona Drive Guide*.
- **OUT OF HOME MARKETING (DIGITAL BILLBOARDS):** Produced digital billboards in Palm Springs supporting astrotourism, and in Phoenix supporting Leaf-ometer/fall colors, Sweater Weather, and breweries.
- **FY24 ANNUAL REPORT:** Publication printed as well as posters, handouts and other materials produced for the Annual Marketing Event on November 13.
- **WINTER WONDERLAND INSERT:** Designed a four-page Arizona Republic insert featuring winter recreation, winter and holiday events, Snowbowl hotel specials, and a getaway sweepstakes.
- **AIRPORT HOLIDAY ADS:** Designed “Book your holiday flights” ads for the AZ Daily Sun and Flagstaff Business News
- **TOURISM & ECONOMIC VITALITY ANNUAL EVENT POWERPOINT :** Designed a dark sky themed PowerPoint presentation for the upcoming annual event

NEW ASTRONOMY DISCOVERY CENTER OPENING NOVEMBER 16
MEET A PLANETARY SCIENTIST NOVEMBER 30
LOWELL OBSERVATORY

FLAGSTAFF 365 .COM
EVENTS CALENDAR

STAY & PLAY RESPONSIBLY

ARIZONA'S FAVORITE Winter Wonderland

THE GREAT PINECONE DROP
AT THE WEATHERFORD HOTEL
with Cheryl's Pub & Grub, The Grubler, Heli Pub and Snow Cone Bar
NOON - 10 PM & MIDNIGHT

WINTER WONDERLAND
\$2,450
CHANCE TO WIN

See why Flagstaff is Arizona's Official Winter Wonderland
Holidays
Winter recreation information & some accommodation deals

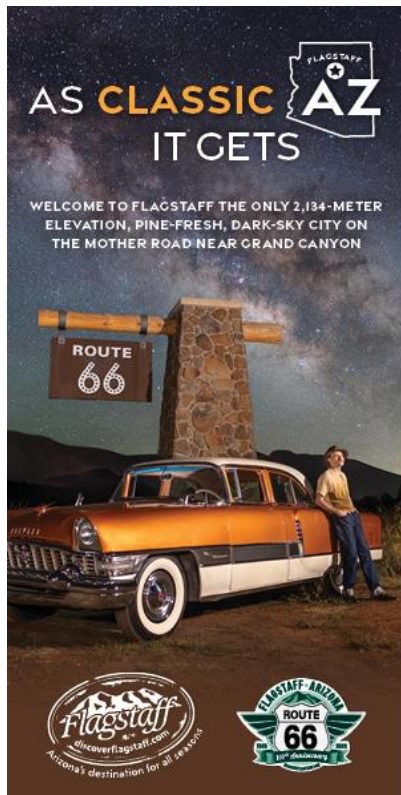
STAY & PLAY RESPONSIBLY

- **ROUTE 66 ADS:** Created several digital ads promoting Flagstaff's Route 66
- **ROUTE 66:** Organized partial street closure and parking lot closures and pressure washing at the VC for Mural refresh
- **FILM:** Worked with videographer on a film reel to promote Flagstaff to location scouts
- **ADOT:** Worked on two posters promoting responsible visitation at ADOT rest stops
- **PHOTO:** Worked with photographer to finalize a foodie shoot promoting Pizzicletta and the foodie campaign
- **BLUEPRINT:** Updated the Discover Flagstaff Strategic Blueprint
- **ANNUAL:** Worked on presentation for the annual
- **RT.66:** Had a crate fabricated for transporting the neon Rt 66 sign to tradeshow
- **BBB:** Worked on a BBB informational mailer



CITY PROJECTS:

- **CITY CAREER AD:** Created a digital city hiring ad to be displayed on athletic club's TV screens
- **IT BUSINESS CARDS:** Updated and ordered business cards for the city's IT department
- **RECRUITMENT:** Finalized a flyer and sticker for vehicles for the Fire Department
- **RECRUITMENT:** Worked on magnets for fleet promoting recruitment
- **CITY MANAGER:** Assisted with a Poem framing idea for the City Manager
- **BUSINESS CARDS:** Business card updated for various city divisions



THANKS FOR READING!

