



AIRPORT

AIRPORT RESCUE FIRE FIGHTING (ARFF):

- ARFF staff attended a firefighting foam workshop at the Dallas Fort-Worth Fire Training Research Center on the new Florine-Free Foam (F3). Staff got to speak with the manufacturer of the new foam as well as see application techniques on its effective use on training fires.
- ARFF staff attend a Fire Officer Leadership Program (FOLP) session this month put on by the Greater Flagstaff Regional (GFR) Fire Departments. This is one of many sessions being put on over the next few months.

AIRPORT MARKETING AND AIR SERVICE ATTRACTION:

- Staff attended an air service data seminar to learn more about attracting additional air service. The air service data seminar prepared staff for the largest annual air service attraction conference in May.
- Ads running in print and digital in Arizona Daily Sun and Flagstaff Business News, as well as on NAIPTA busses throughout the city.

PROJECT & GRANT UPDATES:

- The fire sprinkler project has started, and the contractor has begun setting up site laydown and facility work zones.
 - The contractor and their subcontractors are scheduled to begin in full force starting on February 20 and the first phase of construction will be conducted during daylight hours. Subsequent phases are expected to be conducted in the late evening hours. The duration of the project is expected to last to the first of June.
- The fencing project is on a winter hold until the contractor can access the fence and gates areas. The project is approximately 75% complete.
- The terminal parking lot improvement project (two phases) is anticipated to begin in the Spring.

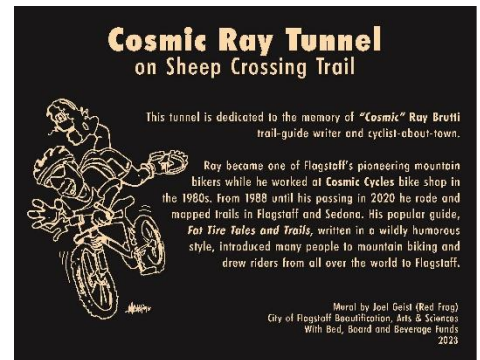
ENPLANEMENTS & OPERATIONS: January numbers increased over 2.5% this JANUARY!!! Total operations increased by 60%. Lots of activity at the airport.



BEAUTIFICATION AND ARTS & SCIENCE:

ONGOING PROJECTS

- **Aspen (Niche) Bicycle and Pedestrian Enhancements:** Staff worked on cement diamond size with the design team. The smallest recommended is 2'x2', which was chosen. Design outcome shared with property owner Century Link. Questions arose over vehicular gate design.
- **City Lawn:** Staff met with Council Liaison Miranda Sweet to discuss raising the profile of this project via Council.
- **City Hall Railings:** A new project. Staff met with Public Works staff to scope the railing replacement for the front steps. Railings need to be attractive and ADA compliant. There are currently 3 rails. The new steps will have 7 rails. Staff reached out to a consultant to create specs and choose attractive railing. Staff reviewed and accepted their proposal.
- **Cosmic Ray Tunnel & Sheep Crossing Plaques:** Staff reviewed revised artwork from graphic designer. Graphic designer revising Basque Shepherd plaque based on staff and BPAC Chair feedback.
- **DCC Southside Grove Sculpture:** Staff worked with Contractor and Artist Team on schedule for sculpture permit.
- **Downtown Green:** Staff worked with the Downtown Business Alliance on inventory schedule and met with the Clean Team on inventory progress. The team received training from IT on how to use the app and aim to have the inventory wrapped up first week of February.
- **Flowers Program:** Artisan Metals fabricated 4 brackets to be installed on light poles along Birch Avenue, which will result in eight new hanging baskets will be added to the program in 2024. Staff received and reviewed the 2024/25 proposal from Foxglove Gardening and is working with procurement/legal on the contract amendment.
- **Multicultural Park Sculpture Exhibition, formerly known as Indigenous Representation Project:**
 - o Staff met with Coconino County Operations & Maintenance Manager to determine placement of sculptures and discussed interpretive signage. Two more artist contracts were executed, and initial payments invoiced.
 - o Staff received sculpture installation plan from final artist and sent to Coconino County Operations and Maintenance Manager for review and approval. Final contract will follow.
 - o Staff worked with artists to obtain bios and headshots for upcoming project marketing/PR and drafted initial exhibition press release.
 - o Staff submitted videography and photography scope of work to Outlive Creative for project estimate and they met with them to review three options. After a round of revisions, contract was sent to legal for review
- **Utility Cabinets, formerly known as Signal Traffic Cabinets:** Staff scouted locations and reached out to APS for permissions. Staff wants to beautify APS cabinet in *pic left*, amongst others! Staff also attended meeting with ADOT re potential traffic signal cabinet locations on Route 66. Initial reaction from ADOT was negative. They raised concern of overheating and having to have a



statewide standard in all climates. There have been no issues of overheating in the 3-4 years for the City owned cabinets in Flagstaff.

PROGRAMS & OUTREACH

- **Arizona Forward Award:** *Touch home, reach sky*, the library entry sculpture, has been nominated as a finalist for this prestigious environmental excellence award in the Art in Public Places category. The application emphasized the universal inclusiveness, the low water plantings, and the lighting modeling best practices for dark skies (diminishing light pollution). More information on the award and its history can be found here. <https://arizonaforward.org/environmental-excellence-awards/>. There will be many opportunities to promote Flagstaff through this nomination. BAS will purchase a table at the event for the project team.
- **Beautification in Action (BIA) Grants:** Staff met with provisionally approved grantee and Visitor Center staff to determine location for the Historic Train Rail Bench and provided input on BPAC presentation. After BPAC approval and comments, artist revised graphics and staff conferred with Visitor Center staff on the final choice. Staff received a revised budget for the Historic Train Rail Bench and submitted first project invoice.
- **Cultural Sector/Non-Profit Study:** Staff met with consultant and began planning Café Conversations. Tentative dates are February 22 and March 14. Venues and were explored and first review of topics.
- **STAFF PROMOTION:** Cristen Crujido was promoted from Coordinator to Project Administrator. Budget team granted request to reclassify vacant Coordinator position to Project Administrator level.



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



January Contra Dance, newcomer lesson

Saturday, January 6, 7:30-10pm

Jazzercise Flagstaff, 1798 E Route 66

Was presented by [Flagstaff Friends of Traditional Music](#)

All were invited to grab dancing shoes and bring friends for an evening of dance! Live music was provided by Just Desserts. Cost was \$5 for members; \$7 for non-members.

Ceramics Orientation at the Coco-Op

Saturday, January 13, 3-4 pm

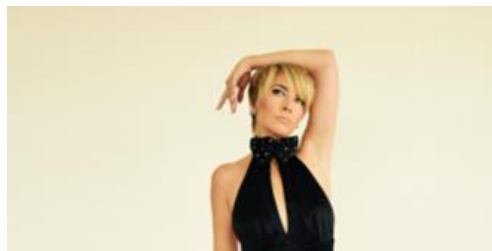
Plus, Open House & Tours each Sunday from 2-4 pm

Free and open to the public

1155 W. Kaibab Lane

Presented by [Flagstaff Coco-Op](#)

Participants learned how the ceramic studio operates at Flagstaff's Coco-Op and all were invited to not miss the weekly open house each Sunday. From the Tool Library, Clay Studio, and Digital Fabrication Lab to the Wood Shop, Metal Shop, and Textiles Room! No RSVP was necessary.



Symphonic Soul: Morgan James

Performance was Saturday, January 20, 7:30 pm

\$12.50-\$79.00

Ardrey Auditorium, Northern Arizona University

Presented by [Flagstaff Symphony Orchestra](#)

Performance was a love letter to one of the great American birthplaces of soul and featured brand-new arrangements of Memphis classics by Al Green, Otis Redding, Ann Peebles, Sam, and Dave, and, of course, Elvis. Attendees heard favorite soul tunes come to life in a brand-new way and Morgan rounded out the evening with her own Memphis soul originals and storytelling.

Fleece Mittens: Kids Workshop (Two-part workshop)

Monday, January 29 & Monday, February 5, 3:45-5:15 pm

\$90 (Sliding scale pricing + scholarships available) • For ages 8+

Presented by [Threaded Together](#)

Participants learned to keep fingers warm this winter by making their very own pair of fleece mittens! Designs of own making decorated the mittens using a sewing machine. Skills learned included pattern drafting, sewing with stretchy fleece fabric, and applique methods. This class was designed for beginners with some prior sewing machine experience and practiced young sewists alike. All materials and tools were included. Registration 48 hours in advance was required to make sure that classes have enough enrollment to go forward.



PARKFLAG:

Operational Updates

- Six kiosks required either updates, repairs, or both during the month of January. Staff Members continue to conduct regular cleaning and maintenance tasks.
- Team members are working together to make language changes on the reverse sides of violations in preparation for ordinance clarification, which will be presented to the Council in February and March.



ECONOMIC DEVELOPMENT:

PROJECT UPDATES:

FINANCIAL FITNESS IN ACTION: BR&E staff participated in the first Financial Fitness in Action (FFA) event which occurred at the Summit High School in Flagstaff. These events sponsored by the Arizona Council on Economic Education and NAU'S Economic Policy Institute, invite students to participate in this hands-on financial planning journey in which they are challenged to manage their finances as they create a monthly budget. Each student was randomly assigned an occupation profile budget sheet, including monthly income and marital status, providing all the information they need to choose their expenses. Staff served as one of the facilitators of the Home Table which challenged the students to develop a financial plan to accommodate their housing needs. The picture shows students moving from the various tables which represent a different element of managing a personal budget. The event was very instructive and engaging, and not just for the students!



LOCAL FIRST GREEN BUSINESS BOOTCAMP: BR&E staff is supporting the Community Investment Director and Sustainability Analyst in partnership with Local First Arizona to deliver the first Green Business Bootcamp. The Bootcamp will convene area businesses and will teach conservation practices that will result in lowering some of the costs of doing business. This is very timely as inflation and related costs continue to increase.

JOY CONE COMPANY: BR&E Staff convened Joy Cone Company, the BNSF, and interdepartmental staff to navigate the ADOT grant process that will deliver improvements to the rail spur that is used to deliver raw materials to Joy Cone Company. Joy Cone Company will work to deliver plans and a scope of work. Staff will administer the delivery of the improvements. There are several moving parts on this project. Fortunately, the team knows how to keep the project advancing in preparation of the upcoming construction season as soon as the snow stops flying.

INNOVATE WASTE: Staff has been growing the internal team to include Sustainability and Water Services as we prepare for the next round of the Innovate Waste Challenge. Still being discussed is the name. Last year, we used the longer name of Innovate Waste: The Carbon Neutrality Challenge which is a mouthful. We are contemplating cutting it back for now. We have also incorporated a water element to invite entrepreneurs to explore enhancements to water use, management, reclamation, or the like. The internal team has also discussed developing a scope of work to secure an administrator who will be able to formally manage

INNOVATE WASTE
CARBON NEUTRALITY CHALLENGE

Ready to win your share of **\$30,000?**

Apply Today!

Join the Innovate Waste: The 2024 Carbon Neutrality and Water Conservation Challenge!

Compete to win \$30,000 in cash prizes if you live in Flagstaff, Arizona and your product or service idea:

- converts waste into marketable products,
- and/or conserves water,
- and/or reduces and/or removes carbon dioxide.

The competition will be held **May 3 & 4, 2024** during Moonshot's Rural AZ Pitch Competition four stop event in Flagstaff, Arizona. This event is for Flagstaff, Arizona area residents and businesses only.

May 3 & 4, 2024

To apply, candidates must submit an online application by May 1, 2024. Applicants must have a business pitch idea in the following categories:

- Clean Electricity
- Building Fuel Switching
- Reduced Building Energy Use
- Sustainable Consumption & Waste Mgmt
- Carbon Dioxide Removal
- Community Resilience
- Equitable Systems
- Decreased Dependence on Cars
- Electric Mobility
- Water Conservation

Presented by The City of Flagstaff Economic Development Group in conjunction with Flagstaff Sustainability, Water Services, & Moonshot

the pitch event for the City of Flagstaff in the coming years.

KATALYST SPACE TECHNOLOGY - GRAVITY LABS: Ghonhee Lee, President and Founder of Katalyst Space Technologies, is inviting members of the various science sectors to serve as forum to advance collaborations and entrepreneurial success. Collider Events are proposed to bring people together once a month to discuss ideas and technologies that may be supported by the attendees. The Gravity Labs will fill a gap that exists between the Small Business Development Center and the services at the Moonshot@NACET Campus. Gravity Labs is a venue for someone to bring an idea and to potentially develop a team that may then feed into the partner services mentioned above. The Katalyst Team is making their mark on Flagstaff, and we all are benefitting from their efforts.

PULLIAM INNOVATION CENTER: BR&E and Real Estate staff met with the new owners of the Pulliam Innovation Center to discuss expansion possibilities. The new owner is very interested in growing the businesses that currently make the Pulliam Innovation Center their home and wanted to learn more about the possibilities to do so. Staff has done some work to compile information that may help while also directing the owner to take time to build solid working relationships with his tenants.

INTERNATIONAL ECONOMIC DEVELOPMENT COUNCIL (IEDC) – BASIC ECONOMIC DEVELOPMENT COURSE (BEDC or Basic): Staff presented the topic of Business Retention and Expansion to the recent IEDC Basic class. The class was attended by economic development practitioners and supporters mostly from Arizona but also from as far as Alaska. It was a great opportunity to highlight the successes of the industry practices and the Flagstaff program which started from ground zero almost 15 years ago.

HELIOS-ASU DECISION CENTER: Mayor Daggett recently invited several representatives and supporters of education and workforce development to explore the robust data offered by the ASU Decision Center at the Helios Facility in Phoenix. The Decision Center uses Lightcast Data connecting various data points to present coherent insights into the relationships between education and employment outcomes. Staff invited Keen Independent Research to attend as they are the consultants delivering our Workforce Development Analysis. Their presence was very impactful to the dialogue. Staff will support the effort as needed.



LIBRARY | CITY & COUNTY

Downtown and EFCL Libraries

YOUTH SERVICES:

- The winter programming session began in January and features six weekly storytimes as well as the biweekly programs of LEGO Club, Creation Station, Game Time Hang Time, Bards & Nobles,

and the new Chess Club. Attendance at programs has been great. Saturday storytimes have been especially busy during the cold weather with up to 40 attendees.

- Willow Bend Environmental Education Center had a program on puppet making on 1/20 that was a big success. FCCCPL is partnering with them on a grant they received for doing a touring puppet show about environmental issues.
- A special storytime for Read Across America Day will be held on Saturday on March 2nd. The program will feature stories read by special guests including Flagstaff Mayor, Becky Daggett.

CIRCULATION:

- Three new staff members, Amanda Teague, Ava Jones, and Janice Danforth joined the Circulation Department, which is now fully staffed.
- Zanna followed up the gorgeous paper tree she crafted for the holiday season with another bookish botanical paper sculpture to beautify the Circulation desk. Patrons have loved these creations and frequently share praise and compliments for her artistry!

IT:

- Flagstaff City Council approved the purchase of security cameras at the Feb 6th meeting. The cameras will be installed at the Flagstaff, East Flagstaff and Tuba City Libraries. The installation will require additional wiring which IT is currently working to procure.
- The library card printers for the branch & affiliate libraries are up and running. New cards have been delivered to the Grand Canyon Community Library.
- The vertical files project is back in the mix. Dave is making the docs ADA compliant before they can be back up on the website.

REFERENCE:

Staff completed a major shifting move of the fiction, biography, new books, and science fiction collections. Graphic Novels, Braille, and Foreign Languages will be the next collections moved, and then Large-Type will be back shifted.

Another round of inventory for all circulating adult collections is complete. The various reference collections will be inventoried next.



Quilt Show - The Coconino Quilters' Guild is showcasing their quilts at the Downtown Library. The quilts, including one created by library patrons for last year's Summer Reading Challenge, can be viewed throughout the library. Library patrons can view the Guild's work and vote on their favorite quilt from February 2nd to March 21st.



EAST FLAGSTAFF LIBRARY:

- Crafty Corner is off to a good start this session. Participants have made pipe cleaner ninjas and designed and created paper toy squishies.
- Spring Programming session will feature Family Storytime, Game Day, Crafty Corner, Climate Conversations, Pride in Your Community programs, and Lego Club.



STAFF UPDATES:

- Richard Tutwiler won the Aspen award for Leadership at the City of Flagstaff City Manager Awards.
- Reference has a new Temporary Library Specialist, Isabella Qualls and Circulation has two new staff members: Ava Jones, Temporary Page, and Janice Danforth, Temporary Clerk.



Branch Libraries:

FOREST LAKES:

Forest Lakes Public Library is planning to expand their biography collection this month to prepare for summer.

LIBRARY STATS:

Downtown & EFCL		Jan-24	Jan-23	Difference
Circulation	Downtown	24,448	21,786	12.22%
	East Flagstaff	9,230	10,178	-9.31%
	Total	33,678	31,964	5.36%
Value of Loaned Materials	Downtown	\$476,972	\$380,996	25.19%
	East Flagstaff	\$164,157	\$186,839	-12.14%
	Total	641,129	567,835	12.91%
In-House Use	Downtown	19,132	16,939	12.95%
	East Flagstaff	6,414	6,372	0.66%
	Total	25,546	23,311	9.59%
Door Count	Downtown	17,841	15,630	14.15%
	East Flagstaff	14,349	11,920	20.38%
	Total	32,190	27,550	16.84%
Wi-Fi Use	Downtown	3,235	2,915	10.98%
	East Flagstaff	1,453	1,049	38.51%
	Total	4,688	3,964	18.26%
Public Computer Use	Downtown	2,359	1,684	40.08%
	East Flagstaff	1,933	2,203	-12.26%
	Total	4,292	3,887	10.42%
Number of Programs	Downtown	24	44	-45.45%
	East Flagstaff	17	17	0.00%
	Total	41	61	-32.79%
Program Attendance	Downtown	377	470	-19.79%
	East Flagstaff	168	189	-11.11%
	Total	545	659	-17.30%
Reference Help	Downtown	2,560	1,854	38.08%
	East Flagstaff	1,936	1,905	1.63%
	Total	4,496	3,759	19.61%

Countywide		Jan-24	Jan-23	Difference
Overdrive Circulation	All Libraries & Sora	9,455	7,041	34.28%

Branches		Jan-24	Jan-23	Difference
Circulation	Grand Canyon	171	463	-63.07%
	Forest Lakes	450	593	-24.11%
	Tuba	882	285	209.47%
In-House Use	Grand Canyon	100	141	-29.08%
	Forest Lakes	39	0	38900.00%
	Tuba	115	292	-60.62%
Door Count	Detention Center	2,400	1,390	72.66%
	Grand Canyon	704	386	82.38%
	Forest Lakes	238	145	64.14%
	Tuba	3,875	1,263	206.81%
Wi-Fi Use	Detention Center	867	570	52.11%
	Grand Canyon	186	62	200.00%
	Forest Lakes	4	11	-63.64%
Public Computer Use	Tuba	1,577	1,807	-12.73%
	Grand Canyon	103	54	90.74%
	Forest Lakes	2	1	100.00%
Number of Programs	Tuba	473	148	219.59%
	Grand Canyon	0	1	-100.00%
	Forest Lakes	0	0	0.00%
Program Attendance	Tuba	3	0	2900.00%
	Grand Canyon	0	4	-100.00%
	Forest Lakes	0	0	0.00%
Reference Help	Tuba	31	0	30900.00%
	Grand Canyon	181	62	191.94%
	Forest Lakes	320	173	84.97%
	Detention Center	81	23	252.17%



TOURISM & VISITOR SERVICES

TOURISM METRICS: *JANUARY 2024*

YOY RevPAR for the Month of January:

The RevPAR number of \$54.31, although down January 2023, is up by \$9.45 to January 2019. The demand for traditional accommodation in January this year was 90,300 room-nights; demand for January 2023 was 92,314. This slight difference, coupled with the fact that there was 3.3% more supply in the marketplace, is what contributed to the -11.9% number we are seeing.

Rationale:

The city of Flagstaff did reasonable in terms of **demand** for the traditional accommodation's product in January. If it were not for an increase in available rooms, RevPAR would have only been down slightly to

the highest year on record in 2023. [Also, snowfall for January 2023 was 61.4" compared to January 2024 with 19.6".](#)

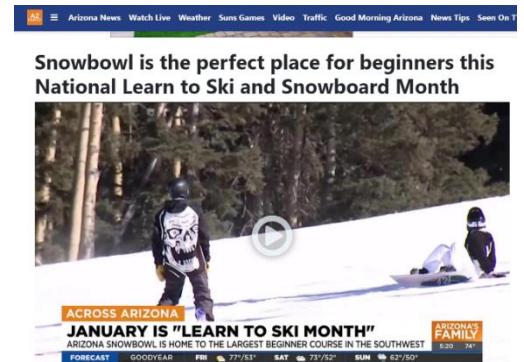
Following is a snapshot of the metrics for January 2024:

January	2023	2024	Diff
OCC	58.6%	55.4%	-5.3%
ADR	\$105.32	\$97.99	-7%
RevPAR	\$61.67	\$54.31	-11.9%

MARKETING & MEDIA RELATIONS:

Highlight coverage included:

- **Arizona Republic:** These Arizona chefs and restaurants are semifinalists for James Beard awards 2024. <http://tinyurl.com/y8ksvmjk> (4.5M readership)
- **Axios:** These Arizona restaurants are 2024 James Beard award semifinalists <https://www.axios.com/local/phoenix/2024/01/24/arizona-james-beard-semifinalist-restaurants-chefs> (15.2M readership)
- **Smithsonian:** Most anticipated museum openings of 2024 <https://www.smithsonianmag.com/travel/the-most-anticipated-museum-openings-of-2024-180983604/> (5.7M readership)
- **3TV/CBS 5:** Snowbowl is the perfect place for beginners this National Learn to Ski and Snowboard Month <https://www.azfamily.com/2024/01/18/snowbowl-is-perfect-place-beginners-this-national-learn-ski-snowboard-month/> (2.5M total readership)
- **2 AOT media FAMS** were hosted in tandem with Arizona Office of Tourism:
 - 1) Freelance writer who has written for Conde Naste and dozens of other publications
 - 2) Journalist group of 5 from Mexico



EMAIL CAMPAIGN:

- **Discover Flagstaff**
 - January's results for Discover Flagstaff subject matter saw a decreased open rate by -2%, but a 13% increase in opt-ins. We went back to sending the email at an earlier time in the day and experimented with sending on a different day; while we still sent one email on a weekday, we sent the resend to non-openers on the weekend to see if that would help improve open rate. We will continue experimenting with send days/times to increase our open rate. Top clicks went to the Route 66 things to do page, the Winter

Stay and Play Responsibly sweepstakes, the Flag365 calendar and the runner up was Accommodations.

- **Flagstaff Local**
 - January's results for Flagstaff Local showed a -6% decrease in YoY open rate, however, this is an increase from December. Like the Discover Flagstaff email, we experimented with the send days and sent one send on a weekday and one send to non-openers on the weekend. We will continue experimenting with send days/times. NAU landing page for volunteer opportunities in Flagstaff, the City of Flagstaff Sustainability Community Stewards Program page, and to the Flag365 calendar. While open rate is ultimately down, CTR is high at 3% whereas in 2023 it was only at 2%.

FILM:

FILM PERMITS ISSUED: 1

- Film Commissioner issued a permit for a documentary with the Arizona Department of Health Services which will do a walk-and-talk interview with a local doctor downtown in February as well as film at the Weatherford and climbing gym.

FILM SCOUTING:

- **Discover Flagstaff** conferenced with two location scouts who the former Film Commissioner met at the FOCUS London conference. Scouts Melissa "Zippy" Downing (Shrinking, Yellow Jackets) and Miranda Carnassale (Killers of the Flower Moon, Barbie) both plans to visit Flagstaff this year in coordination with Flagstaff Film Office.
- Location scout from the production company behind Love Island is considering a private-property location to film in Flagstaff.

STATE FILM OFFICE:

- Communicated with the state film office seeking input on their experience with paid media. This interest was also shared at a routine state film office call attended by Tucson and PHX film offices.
- They'll be sending paid media info by mid-February.
- There may be multiple AZ film office interest for a co-op, perhaps in June.
- They are working on an AZ location scouts data base and will soon share.
- Potential of AZ film office co-ops - Screens International has an annual mag issue titled World of Locations. If the state, Tucson, and Phoenix participate, then FLG would also co-op. In general, Film Flagstaff will focus on domestic publications.

WEBSITE:

Comparisons are made YOY to 2023

- **Domestic engaged sessions** decreased 18% from 120,237 to 96,865 primarily from metro-Phoenix and Los Angeles. Cities with increases included Las Vegas up 32% from 1,277 to 1,681; San Diego up from 668 to 1,431; Chicago up from 1,357 to 1,372; NY up 18% from 805 to 952.
- **Int'l markets had increased engagement sessions:** MX had 2,187 from 1,613; Canada had 1,316 from 1,286; UK had 657 from 599; while Germany decreased 9% from 407 to 370.
- **The engagement rate increased 21% from 54.34% to 65.76%.**
- **Top performing landing pages' sessions (and please note Google has made changes with added widgets above the organic search results which is impacting URLs beyond Discover Flagstaff):** Things to do increased 17% from 5,726 to 6,704, Webcam decreased 31% from 98,930 to 64,970; Snowometer increased to 6,559 from 5,957; Nature and Winter Adventure had a 12% increase, dining and nightlife and restaurant had a big increase to 1,844 landing page visits. Events and winter rec map also had nice increases.
- **There were 246 newsletter opt-in addresses received, and 353 visitor guide requests.**

SWEEPSTAKES:

- **Flagstaff Winter Stay and Play Responsibly Sweepstakes**
 - Unfortunately, there was an issue with an abundance of spam entries effecting our total results. A bird's eye view shows a total of 121,989. Woobox is our sweepstakes provider and was contacted to make aware of the issue and find a remedy. They added a column to our exported spreadsheet report process so that we could eliminate spam entries. Woobox said that because our sweepstakes entry process was designed for one entry per person per day it made our sweepstakes a prime target for scammers. Moving forward we will be designing our entry processes to be one entry per person to hopefully combat spam entries. This will also lead to a more accurate representation of true entries, true entries being different people entering opposed to the same people entering multiple times. With the entries being an 18% decrease compared to 2023, the content callout was originally lower on our homepage which we later moved up to a higher position on the page to hopefully attract more entries. Content callouts will always be put up higher on the page the first time so to receive the most views and entries from the start. We will also be utilizing social media stories more.

SOCIAL MEDIA:

- **Top post this month on FACEBOOK** was a post congratulating Chef Sam Greenlaugh on receiving a James Beard Award nomination for Best Chef Southwest, this garnered 11,585 impressions and 624 engagements.

- **Second top post on FACEBOOK** was the first post of the Flagstaff Then and Now series, with 11,487 impressions and 307 engagements. This campaign has not been posted as regularly as I would like, so will be posting on a bi-weekly basis until the spring.
- Giving **FLAG LOCAL** a bit more love this month, trying to post more consistently. Top post was an adoption listing in collaboration with High Country Humane.
- We had an **INSTAGRAM** Reel go viral! This Reel was a video done for Bearizona, as we thought it could get a bit of love from us, and boy, did it! Currently (as of 01-05), it has about 2.4 million plays, with 1.7 million impressions and over 250k interactions. This is currently our top post ever made regarding impressions, views, and interactions. We also gained about 8,000 followers from the video! 🍌

Here is the link to the video:

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

Top FACEBOOK posts this month:

Discover Flagstaff
Published by Agorapulse · January 4 ·

Happy National Trivia Day! 🎉

Here are some Flagstaff trivia facts to kick off 2024!

- ▲ Flagstaff was founded July 4, 1876, named after a stripped pine tree made into a flagpole placed at Old Town Spring, now called Old Town Spring Park.
- ▲ Flagstaff is the world's first International Dark Sky City, receiving this designation on October 24, 2001.
- ▲ Pluto was discovered at Lowell Observatory in Flagstaff on February 18, 1930.
- ▲ Flagstaff smells of vanilla or butterscotch during the summer, due to the terpenes in the Ponderosa Pine Trees.
- ▲ Flagstaff is located in the world's largest contiguous Ponderosa Pine forest.
- ▲ Flagstaff is home to about 15 miles of The Motherroad, Route 66.
- ▲ 100 to 150 trains pass through Flagstaff each day.

Arizona Historical Society - https://azhsarchives.contentdm.oclc.org/_id/13/rec/2

#DiscoverFlagstaff #StayAndPlayResponsibly #Trivia #FunFacts #History

See insights and ads

Boost post

157 18 comments 30 shares

Discover Flagstaff
Published by Agorapulse · January 25 at 10:00 AM ·

ANOTHER culinary triumph for Flagstaff!

Congratulations to James Beard Award Semifinalist, Sam Greenhalgh from Forêt! 🍌

This prestigious honor reflects the exceptional tastes and creativity you've infused into Flagstaff's dining scene. 🍷 We're thrilled to see a Flagstaff favorite receiving national acclaim.

Here's to savoring more local delights and celebrating the culinary excellence of Forêt!

#DiscoverFlagstaff #StayAndPlayResponsibly #JamesBeardAwards #Foodie #FlagstaffFoodie #Semifinalist

Discover Flagstaff
Published by Agorapulse · January 11 at 1:00 PM ·

Welcome to Flagstaff Then and Now, a historical look into Flagstaff! 🏡

We will kick off this campaign with a look at where it all began: Old Town Spring.

The first non-native settlement was by Edward Whipple, who established a combined saloon and restaurant in 1871. Then, Thomas F. McMillan settled north of present-day downtown Flagstaff in 1876. McMillan then became a key developer of Flagstaff, bringing his sheep rearing knowledge to the town.

Flagstaff was founded on July 4th, 1876 with a flag raising, tying a flag to a stripped Ponderosa Pine tree to celebrate the Centennial. The name "Old Town" was given to the original settlement before or after a fire destroyed it, then the settlement, "New Town", was moved by half a mile, following the railroad depot.

Moenkopi red sandstone was used in building the foundations of newer structures after the fires, as it is fire resistant. The name Flagstaff was reinstated in 1884 with the establishment of a post office building in the train depot.

Today, you can visit Old Town Spring park, where a plaque and flagpole commemorates the original Flagstaff townsite.

Arizona Historical Society - https://azhsarchives.contentdm.oclc.org/_id/13/rec/2

#DiscoverFlagstaff #StayAndPlayResponsibly #OldTownSprings #OldTown #Historic #ArizonaHistoricalSociety

See insights and ads

Boost post

77 2 comments 9 shares

Top INSTAGRAM posts for this month:

discoverflagstaff
Father John Misty · Real Love Baby

discoverflagstaff Welcome to Bearizona! 🐾

Embark on a one-of-a-kind adventure with Bearizona's drive-thru wildlife park! Beam through the park in the comfort of your car and marvel at North American wildlife - from bears and lions to wolves, caribou, and more - all thriving in their natural habitats!

For an even closer encounter, step out of your car and enter the walk-through area. Here, meet fascinating creatures like otters, foxes, jaguars, and more in a captivating stroll.

Bearizona is more than a wildlife park; it's a fusion of education and conservation, offering an immersive and delightful experience for wildlife enthusiasts of all ages!

#DiscoverFlagstaff #StayAndPlayResponsibly #Bearizona #WildlifePark #Visit #Bear #Cub #Paw #Paw #Paw #Paw

east.coast.jungle It snows in Arizona?

to: 87 likes · Reply

to: 1 like · Reply

to: 2 likes · Reply

View insights

Boost post

Liked by satchmoosbq and 170,991 others

January 25

Add a comment...

discoverflagstaff
@heart, redsohil · snowfall

discoverflagstaff Sit back, relax, and enjoy the snow with us.

Don't forget to check out our SNOW-meter for updates on snow accumulation at winter hotspots like Arizona Snowbowl, AZ Nordic Village, Flagstaff Snow Park, and the Flagstaff Visitor Center downtown.

Snow what's up, link in our bio.

Check out our 2024 Winter Recreation Map, link in our bio.

#DiscoverFlagstaff #StayAndPlayResponsibly #WinterWonderland #SNOWmometer #Winter #Snow #Snowplay #Peace #Peace!

to: 1 like · Reply

to: 2 likes · Reply

View insights

Boost post

Liked by planetsciencemuseum and 980 others

January 23

Add a comment...

SALES:

INTERNATIONAL TRAVEL TRADE:

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

- **Top Trade Accounts**
 - Hotelbeds – OTA
 - American Tours International (ATI) – RTO
 - Destination America – RTO
 - WebBeds – RTO
- **Successful Results from Visit USA France Programs**
 - Visit USA France Experts e-Learning online program reported 174 Flagstaff module graduates.
 - Visit USA France Western U.S. Training Day in Paris reported 64 travel agents attended the presentation and luncheon. The Discover Flagstaff PowerPoint and was presented by Olivier Barthez from Rep and Co.



Discover Flagstaff at Visit USA France Paris Event

- **Published Vacations & Travel Magazine, Website and E-newsletter Advertorials**
 - Vacations & Travel is Australia’s leading publisher of travel content with a commitment to support responsible tourism and sustainability.
 - Publication Demographics: Australian Readership 63% couples, 37% Millennials, 48% Families; 81% travel internationally each year; 400,000 Reach
 - Content featured Flagstaff’s astro-tourism and seven wonders to stay, play and stargaze in Flagstaff, Arizona in digital and print as a half-page editorial in Vacations & Travel “40 Adventures.” Flagstaff was listed as number six.

3
Foiling in Fiji
Fiji is a paradise of white sand beaches, turquoise water, and lush greenery. It's a perfect spot for a tropical getaway. Discover the best of Fiji with our expert guide to the island's top attractions, from the stunning beaches to the vibrant culture. [Read more](#)

4
Wandering in the Jungfrau
The Jungfrau region in Switzerland is a dream destination for nature lovers. With its iconic peaks, pristine lakes, and charming villages, it offers a truly unforgettable experience. Explore the region's hidden gems and enjoy the breathtaking views. [Read more](#)

5
Classic rides
Experience the thrill of a classic horse ride through the beautiful countryside. From scenic landscapes to expert guides, it's a perfect way to enjoy the outdoors. Discover the best riding spots and the most comfortable horses. [Read more](#)

6
Stay, play and stargaze in Flagstaff
Flagstaff, Arizona, is a hidden gem for travelers seeking a mix of adventure and relaxation. From its rich history to its stunning desert views, there's something for everyone. Discover the best places to stay, play, and stargaze in this unique town. [Read more](#)

8
REACH FOR THE SKY
Experience the thrill of skydiving over the stunning landscape of Flagstaff. From the moment you jump to the exhilarating descent, it's an unforgettable experience. Discover the best skydiving spots and the most professional instructors. [Read more](#)

Vacations & Travel Advertorial

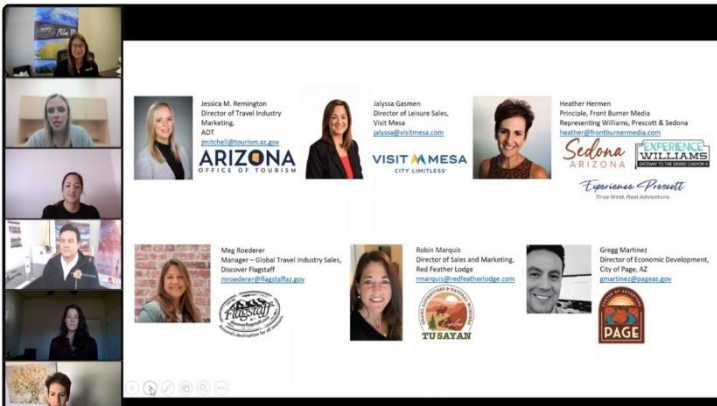
- An additional full feature “Why Flagstaff is the world’s best astrotourism destination” was also featured online and included with their e-news.
<https://mailchi.mp/signaturemedia/27-jan-2023>

- **Notable Partner & Industry Meetings**

- Conducted partner meetings with the Americana Motor Hotel and Lowell Observatory.
- Conducted industry meeting with Hotelbeds.
- Our partner in Flagstaff is why we do what we do. The Discover Flagstaff sales team met with new General Manager, Belen Mendez and Assistant General Manager, Jaime Schmaing from the DoubleTree by Hilton Flagstaff to discuss industry news, hotel updates and sales strategies. The outcome of the meeting produced new insight on this top producing Flagstaff hotel such as the new Burger & Bourbon Bar, Woodlands Restaurant featuring some of the finest steaks found in our town and Sakura continuing to provide outstanding Tappanyaki experiences.

- **Arizona Office of Tourism (AOT) & American Tours International (ATI) Campaign**

- Discover Flagstaff joined the AOT/ATI Co-Op 2023/2024 Campaign with Visit Mesa, Red Feather Lodge (City of Tusayan), City of Page, and Front Burner Media (Sedona, Williams, Cottonwood, and Prescott.)
- There are several deliverables in the campaign for example Drive America road trip packages, destination itineraries on Travel Mole, press release, digital ad campaign an ATI webinar and more.
 - On January 31, 2024, a live ATI hosted webinar was broadcasted to ATI's domestic travel advisors and to ATI's international clients, focused on product managers. The webinar secured 122 registrations and more that 40 attended live. Destinations provided a PPT and trivia question during the webinar session providing insightful and valuable knowledge encouraging Arizona bookings.



AOT/ATI live webinar presenters



Presentation slide during live webinar

- **Arizona Office of Tourism Greater Los Angeles Receptive Tour Operator Sales Mission**

- This mission offered participants to interact with trade Receptive Tour Operators from the European, Japanese, and other International markets to promote Arizona as a single state itinerary. The events included networking, presentations, luncheon, trade show components and meeting with attendees at a display table.

- Participants of this AOT mission included Discover Flagstaff, Ascend Capital Management, Little America Hotel, Experience Scottsdale, Discover Gilbert, and Front Burner Media (Sedona, Williams, Cottonwood, and Prescott.)
- This successful sales mission connected with 33 Receptive Tour Operators.



Arizona Office of Tourism Sales Mission Group at K1 Speed Event



Presenting at K1 Speed Event



C Tour Holiday Appointment at LAX Cambria



Presenting at Top Golf Event

MEETINGS/EVENTS/CONFERENCES:

CONFERENCE/ROOMS LEADS/BOOKINGS: 3 Leads were sent in the month of January for a total of 1,907 room nights and total estimated economic impact of \$570,193. At time of reporting 1 Lead booked for a total of 500 room nights and total estimated economic impact of \$149,500. This Program booked with the It Pays to Meet in Flagstaff program.

MEETINGS/CONFERENCE SERVICES: Staff attended the EAC Meeting, AzSAE Board Meeting, Tourism Commission Meeting, Route 66 Centennial partner presentation, and the Citizen of the year awards. Staff organized a site visit for a planner that resulted in 2 bookings. The Sales team met with Doubletree staff and their new Director of Sales.



DoubleTree Meeting at Tourist Home

VISITOR SERVICES:

January	2023	2024	YoY Change
Walk-ins	4,978	5,712	15%
Retail Sales	\$13,941	\$16,187	16%

Model Train

- The Model Train ran 42 times during the month of January.

Brewery Trail

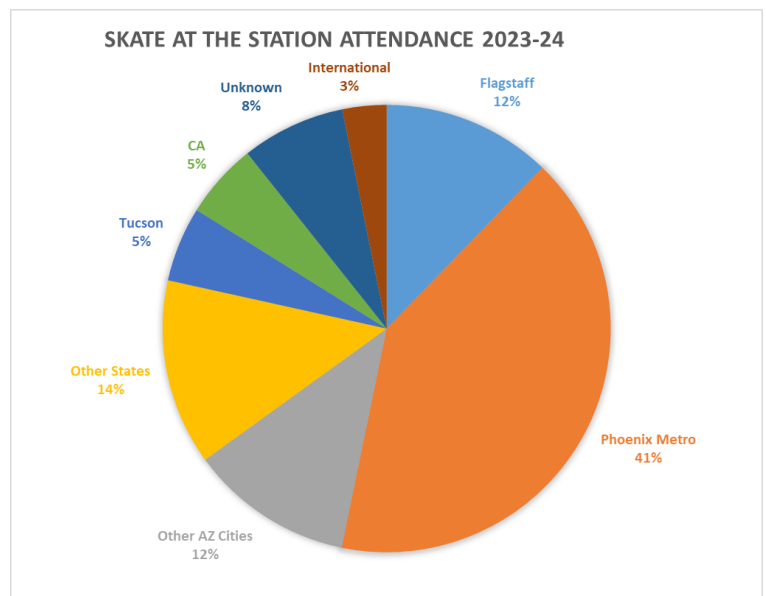
- Visitor Center gave out 89-pint glasses for Flagstaff Brewery Trail redemptions!

Winter Recreation Hotline

- The Winter Recreation Hotline received 519 calls in January; this resource provides callers with updated information on current conditions at Winter Recreation Sites in our area.

Skate at the Station

- Skate at the station closed out its final season on January 7th. This season we had 1161 participants with the largest number of skaters coming from the Phoenix metro area.





Beer Week Carousel - DATAFY
 Serve Metro Phoenix only
 February 1-22, 2024

<https://www.flagstaffarizona.org/events/festivals/arizona-beer-week/>



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