



## AIRPORT

### **AIRPORT EMERGENCY PLAN (AEP) UPDATE**

The Airport Emergency Plan (AEP) update process continues with workshops held for various sections, including Command and Control/Organizational Responsibilities, Fire Rescue/Health Medical, and Communications. These workshops have begun to identify challenges airport staff may face during an airport emergency. By recognizing these challenges, the plan can be updated to include additional measures to address them. The discussions and updates to these specific sections are also helping drive the preparation and planning of the Airport's Full-Scale Exercise, scheduled for September 2024.

### **AIRPORT RESCUE FIREFIGHTING (ARFF) AND OPERATIONS**

Specialist Brandon Othon conducted a tree rescue training session for the Fire Department's Technical Rescue Team, focusing on rescuing a patient stranded in a tree. Brandon joined the airport last year after spending 23 years with the Phoenix Fire Department.



### **AIRPORT MARKETING AND AIR SERVICE ATTRACTION**

Airport staff attended the annual JumpStart air service attraction conference, where they met with representatives from Delta, Southwest, United, Alaska, American, and Breeze. During a meeting with American Airlines, we learned that American will be adding a seasonal route to LAX, operating weekly on Saturdays from October 12 through March.

Conversations with all airlines were positive, emphasizing that northern Arizona is an underserved community. More updates will follow as discussions continue.

Please enjoy [this video](#) created to share with the airlines during the conference, providing them with deeper insights into Flagstaff Pulliam Airport.

Ads running in print and digital in Arizona Daily Sun and Flagstaff Business News, as well as on NAIPTA busses throughout the city.



**AIRPORT VISITORS:** Several US Navy T-45 Goshawk aircraft stopped at the airport in May. These aircraft provide advanced jet training for the US Navy and US Marine Corps and are capable of operating from aircraft carriers.



**COCONINO SCROLL ARTX EVENT:** As part of ArtX, in partnership with Arts, Science, and Beautification, a historical tour of the Coconino Scroll took place. The event drew a strong attendance, and participants discovered new insights into Flagstaff's rich history.



## PROJECT & GRANT UPDATES

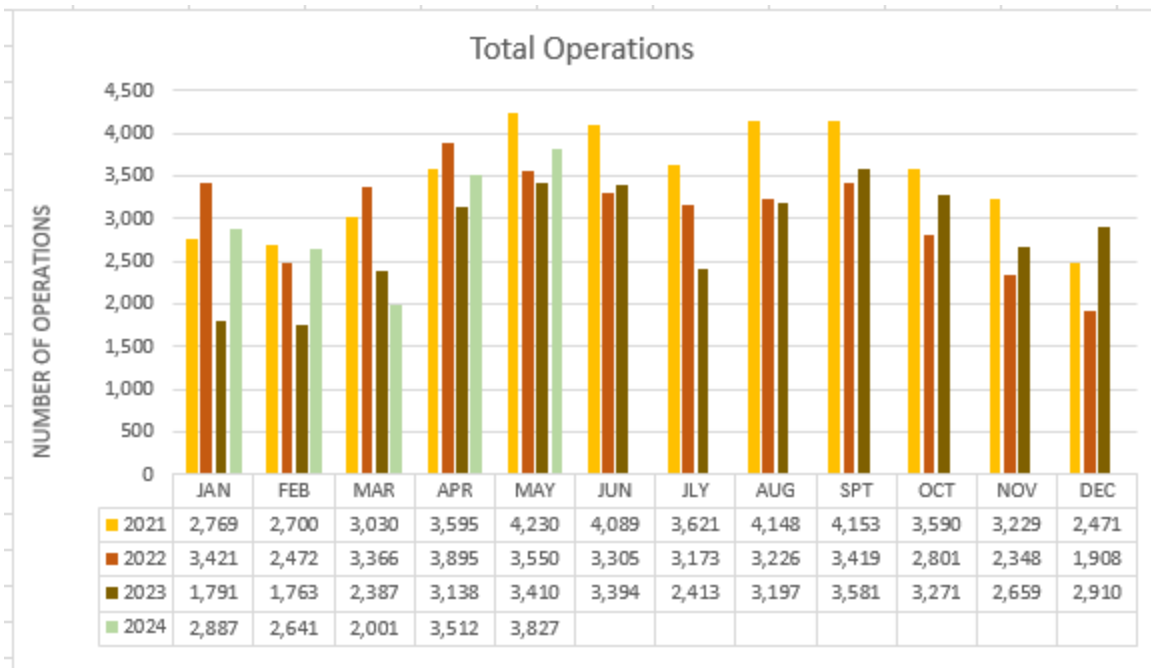
The Terminal Parking Lot reopened three weeks ahead of schedule. It was closed for repairs to curbs and sidewalks, as well as asphalt crack sealing, seal coating, and restriping. During this time, the Economy Parking Lot remained open with plenty of available parking space.



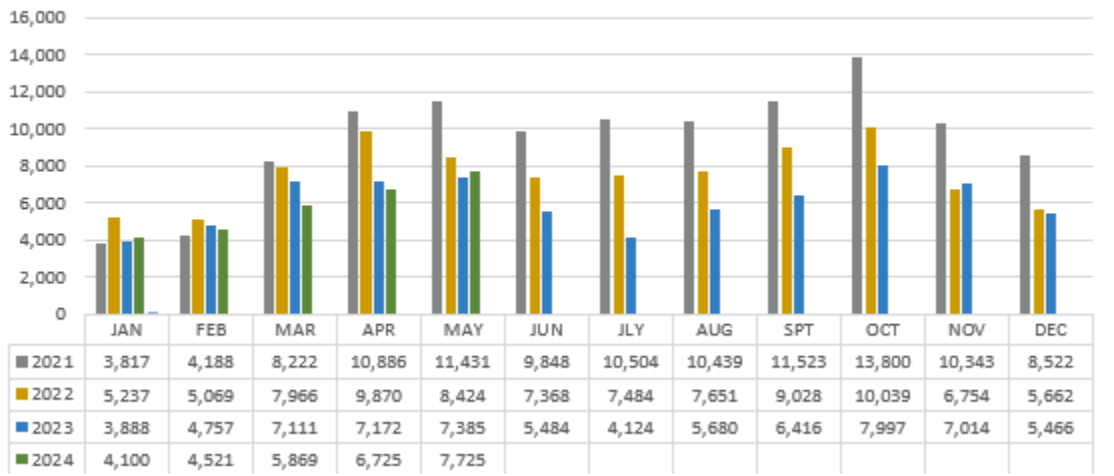
Terminal improvement work is wrapping up, with improved lighting and wayfinding signage installed last month. Over the past few months, the terminal has been enhanced with new doors, foyer carpeting, fresh paint, and more. Stop by to see the upgrades or reach out to staff to schedule a tour.



**AIRPORT ENPLANEMENTS, FUEL FLOW, AND OPERATIONS:** Enplanements trended up in May, with a nearly 15% increase compared to April.



## Enplanements



CHOOSE  
FLAGSTAFF

## COMMUNITY INVESTMENT

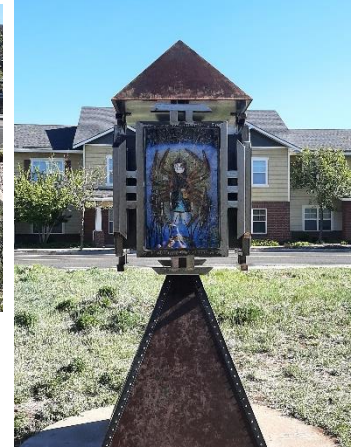
### BEAUTIFICATION AND ARTS & SCIENCE:

#### COMPLETED PROJECTS

**Multicultural Park Sculpture Exhibition, Year One:** May saw a flurry of work to guide the installations of sculpture and signage for five different artists. Also, a celebration for ARTx to prepare. But it was all completed for the opening on May 17<sup>th</sup>.

The *Multicultural Park Sculpture Exhibition* makes visible aspects of Indigenous and other diverse cultural representation, including Black and Latinx art through large-scale immersive installations by established and emerging Arizona artists. Sculptures by Gedion Nyanhongo, Lance Yazzie, Olivero Balcells, and artist team Inok Alrutz, Reggie Fitchett and Meg Kabotie advance essential perspectives and narratives through a myriad of ways—reflecting cultural traditions, iconography and the artists’ connection to nature, land or community. Each sculpture prompts interaction, conversation, and appreciation. The sculptures featured in this first exhibition are exciting artworks that celebrate distinct cultural expressions and amplify new voices. Featured artists were recommended by a 10-person panel, comprised of representatives from the City of Flagstaff Beautification and Public Art Commission, Indigenous Commission and the Commission on Diversity Awareness, and Coconino County Parks and Rec Commission, Indigenous Peoples Advisory Council, and the Hispanic Advisory Council. The panel evaluated the merits of the artists’ proposals, as well as the artistic quality of past work and experience with site specific public art projects. Panel recommendations were approved by the City of Flagstaff’s Beautification and Public Art Commission last fall.

To learn more about the artworks on display, visit [Multicultural Park Sculpture Exhibition | City of Flagstaff Official Website \(az.gov\)](https://www.flagstaffaz.gov/multicultural-park-sculpture-exhibition). Professional pictures forthcoming.



Starting from the left and going clockwise, *Reflection on the Past and the Future* by Gedion Nyanhongo, *Offering to Dookó'osliíd* by Lance Yazzie, *Eagle Sun* by Oliverio Balcells, *Divine Feminine Direction* by artist team Inok Alrutz, Reggie Fitchett and Meg Kabotie, and *Blue Bird* by Oliverio Balcells.

**Restoration Project: Monument Sign at the Airport:** The non-working light fixtures removed, reflective lettering added, metal refurbished, and wood replaced.



#### ONGOING PROJECTS

- **ADOT JW Powell Bridge @ I17:** Formliners (makes shapes in concrete) approved and first piers with pinecone motif are in place. Paint colors reviewed. Construction of the replacement bridge is making significant progress. The designs are like the 4<sup>th</sup> Street Bridge @ I40.
- **Cleo Murdoch Park 3D Art:** Four of the five finalists for the project submitted proposal by deadline. Selection panel review scheduled for June 4<sup>th</sup>.
- **Cheshire Asphalt Art Project:** Our role was minor, but in May we bought environmental-friendly paint and watched the community use it as they completed the project during ARTx.
- **City Hall Railings:** Wraith bronze chosen as the paint color for the new railings that are in fabrication. It will have a little sparkle.
- **The Coconino Scroll:** The bronze waxed, which will happen twice a the celebration tour.
- **Collections Management/Condition Photography:** Staff received initial photos to review from the Community Engagement Specialist of 10 public artworks that record their current condition (graffiti, rust, fading, broken elements, etc.).



medallions were cleaned and year. They were bright and shiny for

- **Cosmic Ray Tunnel on the Sheep Crossing Trail:** The bronze plaques have shipped (finally!) and staff is working on coordinating an installation date with PROSE and Cosmic Ray's family.
- **Downtown Green:** Council package submitted for June 4<sup>th</sup> meeting to approve paint vendor's contract to repaint all the fixtures in the downtown municipal green.
- **Downtown Connection Center Southside Grove Sculpture:** Staff engaged structural engineer to answer questions regarding snow loads on cantilever branches. Timetable text also under review. Staff submitted edits and engaged La Plaza Vieja, Southside & Indigenous representatives to review also.
- **Flowers Program:** Much activity to prepare for the incoming flowers for all the planters and hanging baskets, coco liners and chains from the warehouse, moving of planters back to the alley way to start with. Rock feature in Heritage Square was installed. The delivery of the grasses have been delayed to the region. They were supposed to go in before Memorial Day but will probably be planted along with the flowers in mid-June.
- **Multicultural Park Sculpture Exhibition, Year Two:** The Call to Artists for the 2025/26 exhibition was published; and staff revised the Call to Artists flyer, updated the website, scheduled social media posts, revised the outreach plan, and answered potential applicant inquiries. Presentations for City Commissions and County Councils that participate in the project commenced with a presentation the City's Indigenous Commission. Outlive Creative sent the first draft of the project video. Staff reviewed and provided feedback. This video will promote the project, inclusivity, and Flagstaff as a place for the arts.
- **Regional Plan Art:** Talk and reception held with Artist Sonya London Hall at the HeART Box at First Friday regarding the Create Crates and their role in the Regional Plan process. Pic right is some of the community art produced in a display
- **Traffic Signal Cabinet Artwraps:** Selection panel meeting held for the Lake Mary Road location. Recommended artist proposal will go forward to BPAC for approval in June. The contract amendment for the vendor who prints and wraps the cabinets with the artists' designs was executed. When the artists receive their approvals, the vendor can commence. We should see installations in June, July, and August.



## PROGRAMS & OUTREACH

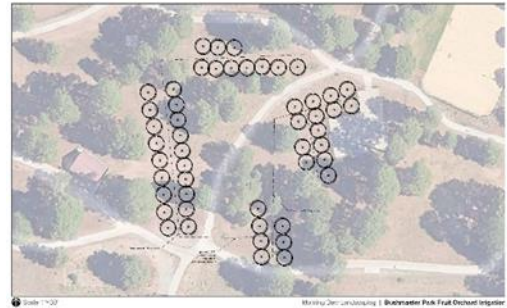
- **ARTx (A Creative Flagstaff Production):** Staff produced three events in conjunction with the festival that ran from May 17<sup>th</sup> through Memorial Day - *Multicultural County Park Sculpture Exhibition Opening Reception* (lots of dignitaries took their pics with the artists), a celebration tour of



Coconino Scroll (good crowd at the Airport Art Fence) and a talk with interactivity with public art catalyst Helen Lessick for upper management staff.

**- Beautification in Action (BIA) Grants:**

- o Grantee Alexi Kimiatek provided an update on the Bushmaster Fruit Orchard. The applicant is working with PROSE and Morning Dew on the orchard layout (at right) and next steps. The site should be ready for planting by August and features up to 50 trees.
- o At May BPAC meeting, new BIA applicants made presentations and BPAC gave final approval to *Bee Generous* by the Assistance League of Flagstaff, *Reviving La Plaza Vieja Park* by La Plaza Vieja Neighborhood Association, and *Utility Box Restoration with Artwork* by Jolene Rohrbacker; provisional approval to *Southside Downtown Art Wrap* by Flagstaff Downtown Business Alliance and *Box Wrap* by Jillian Sander; and contingent approval to the *Sunnyside Labyrinth* by Building Community, LLC.
- o A mural celebration was held at the Murdoch Community Center to dedicate the recently installed Celebrating African Americans in Flagstaff Mural, partially funded by a BIA grant. Singer/songwriter Dom Flemons, whose father is featured on the mural, was a special guest and included a series of images from the dedication and a shout out to the City of Flagstaff in an Instagram post. At left is a photo of Dom and his father. The celebration was organized by BIA grantees Candace Schmid and artist Chip Thomas.



**- Publications:** The CoF/Coconino County join press release on the Multicultural Park Sculpture Exhibition was featured in the Arizona Daily Sun on May 16.

[City of Flagstaff, Coconino County announce opening of the Multicultural Park Sculpture Exhibition May 17 | Local News | azdailysun.com](https://www.azdailysun.com) The City of Flagstaff is featured in the Art in Public Places feature of the May/June issue of *Sculpture Magazine* (pic right)



**- Staffing:** The new Collections, Beautification & Public Art Project Administrator will start on June 10<sup>th</sup>. Staff welcomed Cory Woodall to the program.

## HIGHLIGHTED EVENTS IN MAY BY A NONPROFIT SUPPORTED BY BBB TAX FUNDS

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### **May the Fourth be With You Space Rave & Dance Party**

Was held on Saturday, May 4, 9-11 pm

**Presented by [Northern Arizona Pride Association](#)**

At the Orpheum Theater

Flagstaff Pride Presented May the Fourth Be With You Space Rave and Dance Party, featuring DJ Bear Cole and BG NFTY with performances from Dillon Duvet, Brandy Alexander as Han Solo, Miasma and Planet Cree. Costumes were encouraged and dancing was a must!



### **Heisenberg**

Ran from May 10<sup>th</sup> through May

**Presented by [Stargazer Collaborative Theatre](#)**

A production directed by Michael Rulon with local actors DeLano Hays and Matt Morales. Amidst the bustle of a crowded London train station, Georgie spots Alex, a much older man, and plants a kiss on his neck. This electric

encounter thrusts these two strangers into a fascinating and life-changing game. This one act play ran roughly an hour and twenty minutes and displayed adult themes and languages.



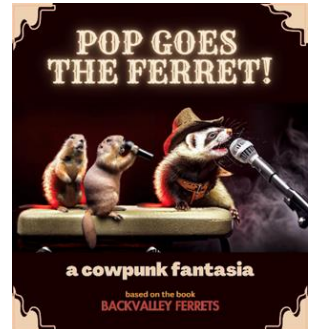
### **Pop Goes the Ferrett**

Was held Friday, May 24 & Saturday, May 25, 7 pm

**Coconino Center for the Arts**

Was free and open to the public

Presented in conjunction with ARTx! Pop Goes the Ferret is a multimedia pop opera about the re-emergence of the black-footed ferret from extinction and a family deciding whether to have a child amid climate change. Rated PG13.



## **PARKFLAG:**

### **Vehicle Processing and Notifications**

- **Scofflaw List Management:** We processed nearly 500 vehicles on our current scofflaw list, creating documentation and verifying that all vehicles listed are accurately identified for follow-up actions.
- **Registered Owner Notifications:** We ran registered owner information for these vehicles and sent out notification letters. This step is crucial in informing vehicle owners of their status and any pending actions they need to take.

### **System Preparation for New Policies**

- **Software Enhancements:** We worked with our back-office software vendor to update and prepare our system. These updates will enable us to process citations differently in line with our

new immobilization policies, which we plan to implement in June. This preparation is essential for a smooth transition and effective enforcement of the new rules.

**Maintenance and Upkeep**

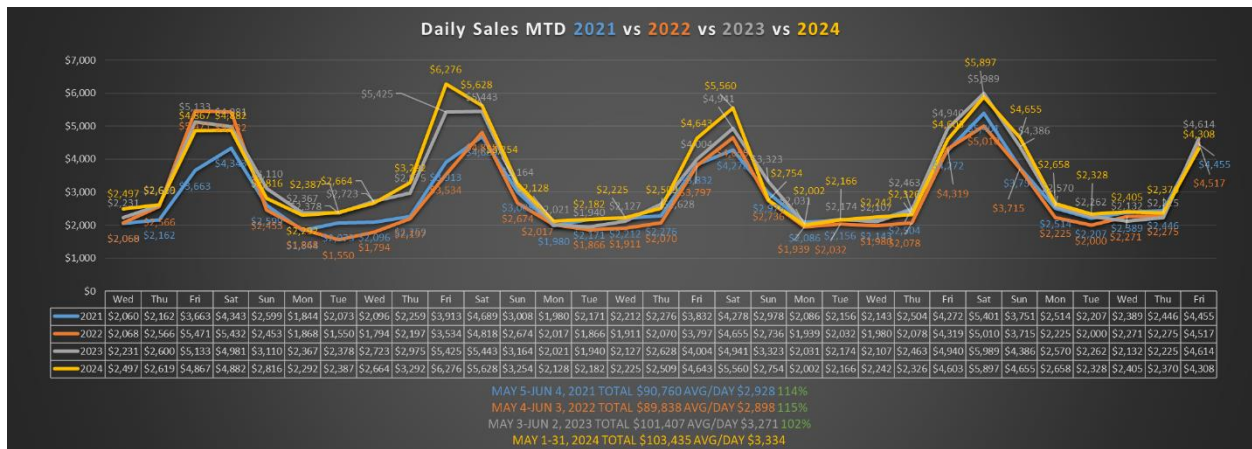
- **Parking Kiosk Maintenance:** Our team continued the spring cleaning of parking kiosks throughout the downtown district. This effort is part of our regular maintenance schedule to ensure all kiosks are clean, functional, and user-friendly. We aim to complete this task by the first day of summer.
- **Kiosk Repairs:** In addition to cleaning, ParkFlag team members also completed repairs on several malfunctioning kiosks. These malfunctions were relatively simple to manage, ranging from stuck dollar bills to communication errors.

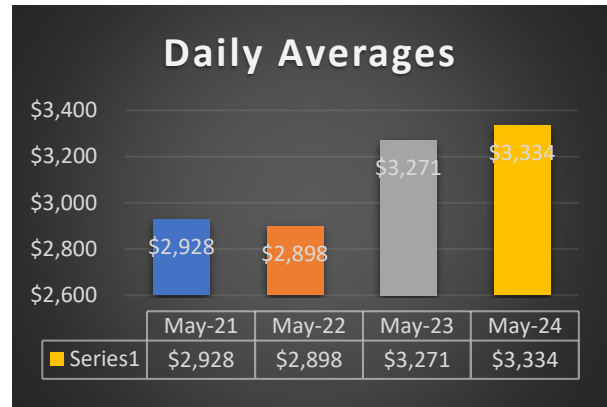
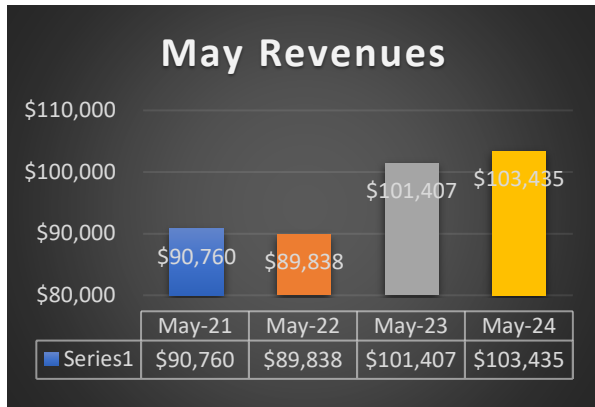
**Community Engagement**

- **Parking Aides as Ambassadors:** Our Parking Aides have been proactive in their roles as ambassadors. They have been fielding numerous questions from the public regarding the new immobilization policy. Their efforts are instrumental in educating and preparing the community for the upcoming changes.
- **Stakeholder Meetings:** We attended the Downtown Business Association (DBA) stakeholder meeting this month. During this meeting, we provided updates on the new immobilization policy and addressed any concerns from local businesses, ensuring that the businesses are well-informed and can prepare accordingly.

**Parking Revenues**

- ParkFlag customers parked a total of 103,946 hours during the month of May with an average of 2.06 hours per parking session.
- ParkFlag revenues were up over the three previous comparison years. It is great to see a 100K May.





## ECONOMIC DEVELOPMENT:

On May 21<sup>st</sup>, City Council approved a new **Economic Development Strategic Plan for 2024-2029**. This is an exciting step as it will guide our program and organization as we work to maintain a vibrant, prosperous, and resilient economy for all in Flagstaff. You can find the plan here for review or to participate. The City will be working to begin implementation this Summer.

[Stiletto FlagstaffEcDevStrategy\\_2024-29-For-521-Council-1 \(az.gov\)](http://Stiletto_FlagstaffEcDevStrategy_2024-29-For-521-Council-1(az.gov))

The Economic Development Team held the annual **Innovate Waste Challenge** on May 3<sup>rd</sup> and 4<sup>th</sup> in collaboration with Moonshot and Sustainability. The second-place winner, FireFlight, has been accepted as a client at Moonshot.



Mayor Daggett proclaimed May 6<sup>th</sup> – 10<sup>th</sup> as **Economic Development Week**. There were a host of activities held around the community with our regional partners.

The City Economic Development and Sustainability Programs partnered to bring the **Local First's Green Business Boot Camp** to northern Arizona. This exciting program has its first cohort underway through May with the "Pitch" event in early June. The intention is to bring down long term cost to the business and reduced climate impact through efficiencies and other techniques.

**The French American Chamber of Commerce** visited Flagstaff on May 31<sup>st</sup> and heard presentations from many community partners. Numerous opportunities for greater partnership or potential businesses were discussed.

**MOONSHOT** provided five classes or networking opportunities including items such as Non-compete Clauses and virtual watch parties with Growth Partners AZ and the Coconino County Small Business Development Center. New boilers were installed at the **MOONSHOT campus** in a continuing effort to provide excellent spaces for business incubation and acceleration.

Staff and consultant Keen presented to Council in a work session on the Draft Workforce Development Analysis and Strategic Plan. It can be found here:

[DRAFTKeenIndependentFlagstaffWorkforceStrategicPlan-for-distribution-May \(az.gov\)](#)



The Economic Development department is pleased to announce the awarding of \$1.5M in funding from the EPA for the next **Brownfields Route 66 Coalition** cycle (excerpt from the [press release](#)):

**Arizona Funding Breakdown:**

The EPA selected the Northern Arizona Council of Governments (NACOG) to receive a \$1.5 million Brownfields Assessment Coalition Grant. The grant will be used to identify potentially polluted sites, complete subsequent environmental assessments, and conduct cleanups, area-wide plans, and community engagement activities to alert residents to potential actions and seek community input throughout the process.

NACOG's assessment activities will focus on the cities of Flagstaff, Kingman, Show Low, Winslow, Prescott, and Munds Park. Additionally, NACOG has already prioritized a former residential mobile home park, a former oil distribution center, a former dry cleaner and laundry constructed in 1945, a 154-acre vacant property near a wood processing plant destroyed by a fire, and an abandoned former food store for this work.

Economic Development Staff met with ECoNA, Coconino Community College and Flagstaff Family Food Center and took a tour of a kitchen at the community college. **Flagstaff Family Food Center** will be under construction in the fall/winter and will need a space to continue operations. Staff is working to find a place suitable for the need.



## LIBRARY | CITY & COUNTY

### Downtown and EFCL Libraries:

#### *Youth Services:*

**RAINBOW READER'S DAY:** Rainbow Reader's Day hosted about 36 different readers. Storytimes were held in Spanish, English, Dine, and American Sign Language. Free books, crafts, and information were provided for the



community as well.

**THE NATURE PUPPET SHOW:** The Nature Tales Puppet show had 63 in attendance and was a fantastic show for all ages. Everyone sang a song in Spanish, learned a Hopi tale, and learned more about nature.



**SUMMER READING CHALLENGE:**

- Youth Services wrapped up the spring programming semester and hosted numerous group visits in preparation for the Summer Reading Challenge. Over 200 students visited Youth Services in May including several classes from Marshall Elementary who made us some delightful thank you cards. Willow Bend's Nature Tales puppet show was a big hit filling up the room with 75+ attendees.
- Youth Services has over 80 programs planned for this Summer Reading Challenge.

**Reference:**

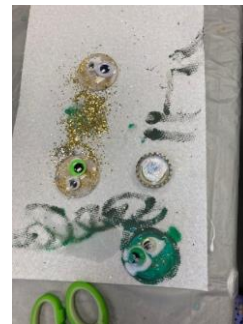
Reference staff has been working diligently to spend grant funding that was awarded for collection materials and programs focusing on BIPOC communities (Black, Indigenous, People of Color) and environmental justice. Staff has purchased many books and will be ordering a variety of native seeds for EFCL's seed library, as well as offering the following programs, courtesy of the Arizona State Library and AZ Humanities:

- June 17th: Art as Resistance with Jihan Gearon and Ed Kabotie
- June 18th: Movie and Discussion: Necessity - Oil, Water & Climate Resistance
- June 20th: Arizona Water Use from Prehistory to the Present
- July 16th: Movie and Discussion: Downwind
- July 22nd: Archaeology's Deep Time Perspective on Environment and Sustainability
- August 29th: Caretakers of the Land: A Story of Farming and Community in San Xavier
- August TBD: a program involving native seeds and/or gardening techniques

Thanks to a generous donation from W. W. Norton & Company, the library has received some complimentary Thursday Night Book Club copies which has freed up funds for staff to offer another Science Book Club for the Flagstaff Festival of Science this year.

**EAST FLAGSTAFF LIBRARY:**

For the final Crafty Corner this spring participants made refrigerator magnets. Using glitter for decorating was a messy endeavor but attendees enjoyed it.



**CLIMATE RESILIENCE:** For the first Climate Resilience/Meet us at the trailhead combo program, staff met about 20 people on Observatory Mesa to learn about fire management practices from Neil Chapman, Wildland Forest Health Specialist. It was a wonderfully informative program, with Rover Ranger Karin Malis-Clark adding insight into the history of Flagstaff's approaches to wildfire.



**County Libraries:**

**FOREST LAKES:** Hawk at Forest Lakes is continuing to run STEM programs including making an FM radio.

**GRAND CANYON:**

- The Grand Canyon library has now been given the go ahead to stay permanently in the new location, where use of the library has been significantly higher.
- Staff is moving the rest of the library shelves and collection to the new location and getting ready for their first summer reading program in some time.

**TUBA CITY:**

The summer reading challenge has returned to Tuba City. About twenty kids have already signed up and recently enjoyed a craft activity.



**Staff News**

- Amelia Mason has accepted the position of Executive Assistant II.
- Ava Jones is starting at EFCL this week as a temp clerk. Ava was originally hired for a temp paging position downtown and was recently promoted to EFCL.
- Meg Eastwood will be the interim CMS supervisor starting Tuesday June 4th.
- Richard Tutwiler's last day as Deputy Library Director – City Services was May 17<sup>th</sup>.



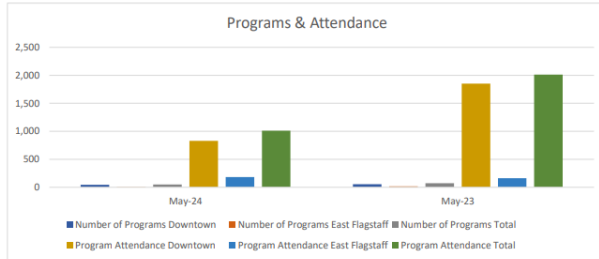
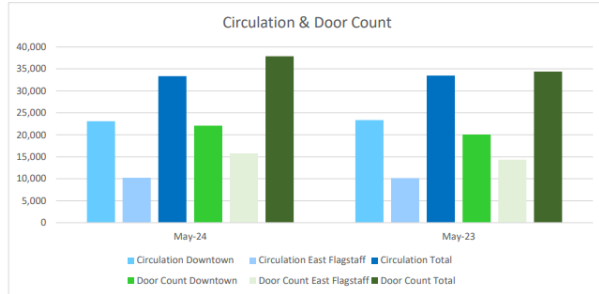
- Isabella's last day was Friday (5/31). She recently graduated from NAU and is moving to California for a new full-time position!

**LIBRARY STATS:**

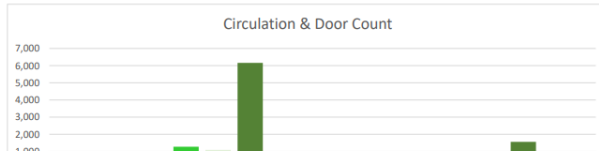
**STATISTICS**

Countywide		May-24	May-23	Difference
Overdrive Circulation	All Libraries & Sora	9,219	7,270	26.81%

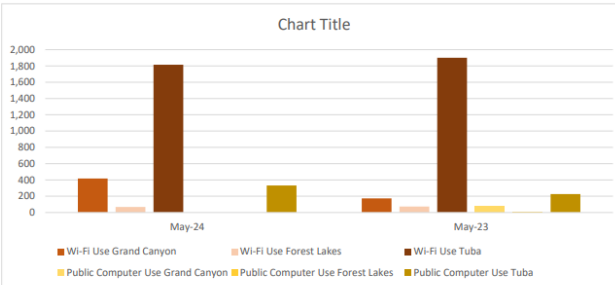
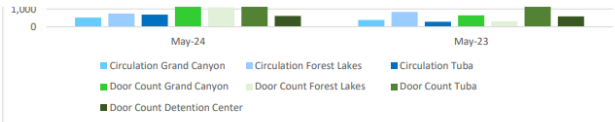
Downtown & EFCL		May-24	May-23	Difference
Circulation	Downtown	23,108	23,348	-1.03%
	East Flagstaff	10,242	10,136	1.05%
	<b>Total</b>	<b>33,350</b>	<b>33,484</b>	<b>-0.40%</b>
Value of Loaned Materials	Downtown	\$415,069	\$422,423	-1.74%
	East Flagstaff	\$172,102	\$194,076	-11.32%
	<b>Total</b>	<b>\$587,171</b>	<b>\$616,499</b>	<b>-4.76%</b>
In-House Use	Downtown	18,320	16,179	13.23%
	East Flagstaff	7,047	6,632	6.26%
	<b>Total</b>	<b>25,367</b>	<b>22,811</b>	<b>11.21%</b>
Door Count	Downtown	22,090	20,079	10.02%
	East Flagstaff	15,781	14,318	10.22%
	<b>Total</b>	<b>37,871</b>	<b>34,397</b>	<b>10.10%</b>
Wi-Fi Use	Downtown	3,872	3,969	-2.44%
	East Flagstaff	1,871	2,344	-20.18%
	<b>Total</b>	<b>5,743</b>	<b>6,313</b>	<b>-9.03%</b>
Public Computer Use	Downtown	1,130	1,920	-41.15%
	East Flagstaff	2,171	1,673	29.77%
	<b>Total</b>	<b>3,301</b>	<b>3,593</b>	<b>-8.13%</b>
Number of Programs	Downtown	44	55	-20.00%
	East Flagstaff	5	17	-70.59%
	<b>Total</b>	<b>49</b>	<b>72</b>	<b>-31.94%</b>
Program Attendance	Downtown	829	1,850	-55.19%
	East Flagstaff	182	161	13.04%
	<b>Total</b>	<b>1,011</b>	<b>2,011</b>	<b>-49.73%</b>
Reference Help	Downtown	3,958	3,032	30.54%
	East Flagstaff	2,318	1,398	65.81%
	<b>Total</b>	<b>6,276</b>	<b>4,430</b>	<b>41.67%</b>



Branches		May-24	May-23	Difference
Circulation	Grand Canyon	519	385	34.81%
	Forest Lakes	746	836	-10.77%
	Tuba	682	286	138.46%
In-House Use	Grand Canyon	131	227	-42.29%
	Forest Lakes	12	16	-25.00%
	Tuba	99	31	219.35%
	Detention Center	1,340	1,416	-5.37%
	Grand Canyon	1,278	639	100.00%



Door Count	Forest Lakes	1,089	308	253.57%
	Tuba	6,164	1,560	295.13%
	Detention Center	612	583	4.97%
	Grand Canyon	418	174	140.23%
Wi-Fi Use	Forest Lakes	68	73	-6.85%
	Tuba	1,814	1,901	-4.58%
	Grand Canyon	4	76	-100.00%
Public Computer Use	Forest Lakes	0	2	-100.00%
	Tuba	332	226	46.90%
	Grand Canyon	4	0	3900.00%
Number of Programs	Forest Lakes	0	0	0.00%
	Tuba	6	0	5900.00%
	Grand Canyon	35	0	34900.00%
Program Attendance	Forest Lakes	0	12	-100.00%
	Tuba	68	0	67900.00%
	Grand Canyon	253	158	60.13%
Reference Help	Forest Lakes	1,241	407	204.91%
	Tuba	294	180	63.33%
	Detention Center	65	26	150.00%





# TOURISM & VISITOR SERVICES

## TOURISM METRICS: *MAY 2024*

### YOY RevPAR for the Month of May:

The RevPAR number of \$115.09 is up by 6.7% to May 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 May was strong – beating STLY by 8.4%.

### Rationale:

The approaching Rt. 66 Centennial is increasing in interest; the national parks and their supporting associations are doing a great job of marketing; outdoor adventure is still a strong motivator for travel; brand recognition for Flagstaff continues to grow internationally.

The Discover Flagstaff team worked hard on social media engagement moving into the month of May; International markets are coming back strong, in-part due to the efforts of our International Travel Trade Sales Manager; and our Marketing and Media Relations team is laser-focused on travel motivators such as Grand Canyon, Festivals, food/breweries, Rt. 66, and astrotourism. Thank you, team, for your hard work!

Following is a snapshot of the metrics for May 2024:

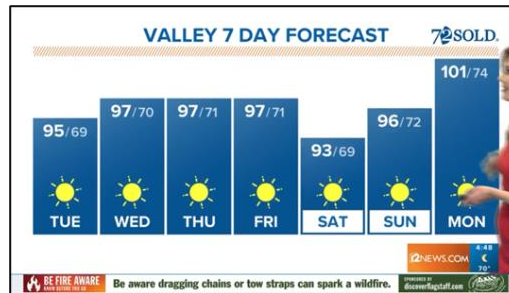
May	2023	2024	Diff
OCC	77%	79.4%	3.1%
ADR	\$140.12	\$145.04	3.5%
RevPAR	\$107.86	\$115.09	6.7%

## MARKETING & MEDIA RELATIONS:

- Earned media – Ryan Randazzo amplified USA Today’s pet friendly #1 ranking of Flagstaff. At times, stories ran verbatim from Ryan’s release, while other outlets chose to recraft while telling our great story! We’re talking pickups in Phoenix, Los Angeles, Denver . . .
- Website – great, great numbers.
- Email – City of 7 Wonders and accommodations were among most clicked.
- Social – top post supported a hotelier – Americana Motor Hotel! Can it get any better?



- More than 200,000 metro-Phoenix households received a Discover Flagstaff 4-page insert in their May 19 or 22 *The Arizona Republic* newspaper with content supporting festivals, restaurants, Flagstaff Trails Passport (creating awareness and motivation for less traveled trails) and Be Fire Aware.
- On May 22, the following ad ran in *The Arizona Republic* leading into the Memorial Day weekend:
- **KPNX, Phoenix NBC affiliate, ran news tickers during morning, 1 pm and 4 pm newscasts from May 20 – 27.**



### Ch. 3

5.21 – This lifestyle [segment](#) reaches 30,000 people in our #1 drive market. The spot has been embedded on the Be Fire Aware [landing page](#) hereo image. Spokesperson Mark Adams, FFD wildland community risk reduction specialist.

5.21 – Homepage Takeover on azfamily.com featured Discover Flagstaff's Be Fire Aware messaging:



## WEBSITE:

Comparisons are made YOY to 2023:

- **Domestic and International engaged sessions had strong performances:**
  - US engaged sessions increased 23.69%, and top cities included: Phoenix was up 36% at 11,892, Los Angeles was up with 2,596, Tempe was up with 2,780, Las Vegas was up with 1,565, Dallas was up 96% with 893
- **International engaged sessions also increased and included:**
  - Canada was up 63% with 759, UK increased 53% and had 506, Germany increased 70% and had 419, MX had 380, and India had 363.
- **Top performing landing pages:** Top 21 things to do had 18,270 views, events had 17,776 views, things to do had 13,172 views, webcams had 12,428 views, events/festivals had 8,700 views, and dining/nightlife/restaurants had 6,485 views, route 66 followed with 6,461 views.
- **Optimized pages:** Scenic Drives and Day Trips, Route 66, High Altitude Training and Flagstaff Beer Festival.
- **Top three age demographics were:**
  - 25–34-year-olds which had 2,945 users
  - 55-64 age bracket had 2,876 users
  - 45–54-year-olds had 2,784 users
- **Users by interest included:** news and politics, travel buffs, food and dining, and shopping.
- **User attributes included:** 53.7% were female, 46.3 were male

## EARNED MEDIA:

Media assists in May: 11.

(May 2023: 17)

Journalists hosted in May: 3.

AOT representative from the U.K., Sydney Morning Herald, CAAC inflight magazine in China.

(2023: 3)

**Total articles generated: 112** (per Cision, our media tracking software provider. This is **excluding** 282 exact pickups of the dog-friendly destination press release, see below.)

(2023: 159)

**Discover Flagstaff marketing themes supported in coverage:** Dog friendly, Overland Expo, astrotourism.

**Press releases in May: 3.**

(2023: N/A)

- Most dog-friendly destination in the country (paid distribution, 281 publications including KTLA Los Angeles, KDVR Denver published exact pickups. Also generated several bylined stories including AZCentral, Route 66 News.)
- Mother's Day in Flagstaff. Local distribution. One exact pickup in AZ Big Media.
- Flagstaff urges visitors to be fire aware.

### Highlights of media coverage:

AZCentral.com: [This Arizona city was named the top dog-friendly destination in the United States](#)

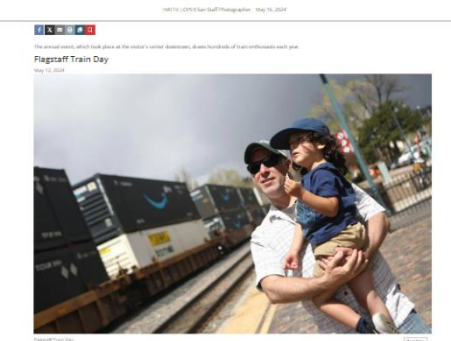
Other publications also published stories based on the news release issued by Discover Flagstaff.



USA Today: [Experience the nostalgia of the open road at these 10 classic motels](#) (Americana was No. 9)



## Gallery: 13th annual Train Day at the Flagstaff Visitor Center



## AZ Daily Sun: [13<sup>th</sup> annual train day at the Flagstaff Visitors Center](#)

### FILM:

#### Film permits issued: 4

(May 2023: 2)

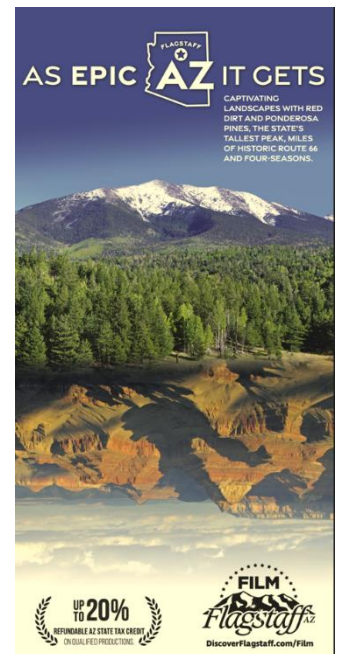
- CNN Dark Skies at Buffalo Park
- Captain en America, Spanish soccer player Joaquín Sánchez at Museum Club
- Top 66 of Route 66, Trick and Mortar TV pilot
- AOT on the Arizona Trail in Buffalo Park

#### Film assists: 4

- India Today (private property location)
- Keanu Reeves at Roden Crater (coordinated local services, airport access)
- Silverback Films (based in Kachina Village filming Sedona, remote forest)
- NASA Documentary (French crew worked with NPS, needed local sound tech only, filming on federal property)

### EMAIL CAMPAIGN:

- **Discover Flagstaff**
  - Top clicks went to City of Seven Wonders, Accommodations, and Live Music. The day and time of sending was the same YoY, so the decreased open rate is being attributed to the subject headline. The 2023 May headline read "Stargazing, Savory Delights, and Sustainability - Elevate Your Journey" and the May 2024 headline read "Plan NOW to Enjoy - Cool summer temps in Flagstaff" which both have a call-to-action, but the 2023 headline did have more specific details about what would be inside the email. Open rate was down 23%.
- **Flagstaff Local**
  - Top clicks went to the Paws for Perfect Taste event, volunteering for Pride in the Pines, and the donation request page for the Sunshine Rescue Mission shelter. I decided to run and A/B test on the May 2024 subject headline. A was "Summer Fun in the Sun" and B was "Summer Fun," and both had "Your Actions Matter" after. B was the winner; it was



short and sweet. I am attributing a lower open rate to the fact that the resend to non-openers did not go out. It used to be a capability so I will investigate to see why the capability suddenly stopped and contact support to get it running again. Open rate was down 24%.

## **SWEEPSTAKES:**

- **Flagstaff Festival Sweepstakes**
  - The sweepstakes is performing strongly, with a 148% increase YoY, with posts on social media having started the day before and the day it opened to entries. There was also a card placed high on the Discover Flagstaff website homepage and on the festivals page which has been linked to from social media and email campaigns since it launched. The first month of the sweepstakes being live has a 30% increase of entries compared to 2023.
- **Flagstaff Summer Stay and Play Sweepstakes**
  - There has not been a Summer Stay and Play Sweepstakes since 2021. The 2021 sweepstakes totaled 3,742 entries. This will be the benchmark for 2024.

## **SOCIAL MEDIA:**

- Began pushing festival support quite heavily, also began pushing Fire Awareness. Top post was a Flagstaff Then and Now supporting the Americana, with almost 58k impressions and over 1,000 engagements. Second top post was Train Day support, with 27,000 impressions and 872 engagements.
- Tested out a new program to create short-form videos with, OpusClip. This program creates vertical videos via AI for you based on the video you upload into the program. It also creates captions for you. This video did very well, with 7k plays and over 250 engagements. We will be using this program in the future to create short-form videos of our longer content, like our news segments.

Enter for a Chance-to-Win SOME PRIZES VALUED up to \$700  
2024 Festivals  
Flagstaff, AZ  
Sweepstakes  
STAY & PLAY RESPONSIBLY

2024 Flagstaff Festivals Sweepstakes  
[woobox.com/hnvotj](https://woobox.com/hnvotj)  
Sweepstakes

12488 2663

Enter for a Chance-to-Win SOME PRIZES VALUED UP TO \$200  
2023 Festivals  
Flagstaff, AZ  
SWEEPSTAKES  
Official rules & restrictions apply. Must be at least 21 years old to enter. STAY & PLAY RESPONSIBLY

2023 Flagstaff Festivals Sweepstakes  
[woobox.com/8znizx](https://woobox.com/8znizx)  
Sweepstakes

56561 13075

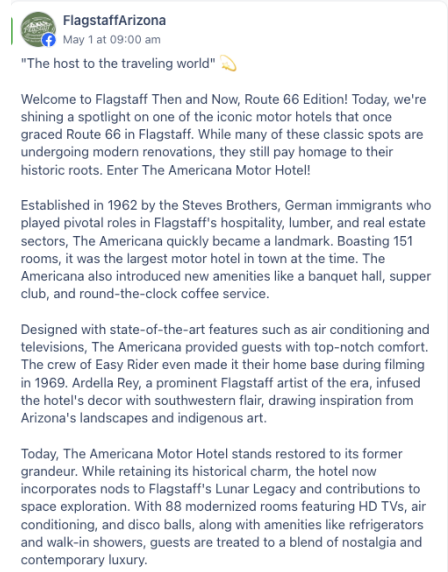
**Top Facebook Posts:**



The hotel's iconic pool, surrounded by lush gardens and cozy fire pits, offers a serene retreat reminiscent of days gone by. Whether you're a history buff or simply seeking a unique getaway, The Americana invites you to experience a slice of Route 66 history firsthand.

Arizona Historical Society: <https://cdm16748.contentdm.oclc.org/digital/collection/cpa/id/9235/rec/2>

#DiscoverFlagstaff #StayAndPlayResponsibly #100YearsOn66FLG #R166 #FLGon66 #R166Centennial #DiscoverR166 #AmericanaMotorHotel #MotorHotels



**Top Instagram Posts:**

Reel made with OpusClip – High Altitude Training: <https://www.instagram.com/reel/C7PCTnRF5G/>

Americana Motor Hotel: <https://www.instagram.com/reel/C7hEHVNx7g2/>

**SALES:**

**INTERNATIONAL TRAVEL TRADE:**

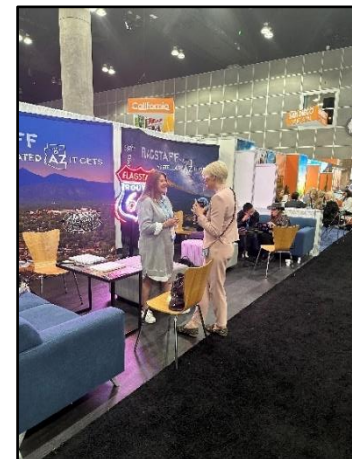
*RTO: Receptive Tour Operator; OTA: Online Travel Agency; FIT: Flexible Independent Traveler  
 FAM: Familiarization Tour; AOT: Arizona Office of Tourism*

- **IPW (International Pow Wow)**
  - IPW is the largest inbound tourism travel show event in the United States organized by the U.S. Travel Association. IPW unites and builds the global travel industry, providing an in-person platform to connect U.S. travel exhibitors with international and domestic travel buyers and journalists, promote products, negotiate future business, and make new and renew relationships around the world. As the leading inbound travel trade show, past IPWs have generated more than



\$5.5 billion in future business. Discover Flagstaff participation includes our trade booth and media marketplace.

- The beautiful Discover Flagstaff double-booth included two large displays with a new Route 66 neon sign in the center and meeting space to conduct appointments. The addition of the Route 66 sign was a showstopper making the Flagstaff booth stand-out from other booths highlighting the upcoming Route 66 Centennial.
- The Discover Flagstaff IPW Trade booth appointments were conducted by Director Trace Ward, Global Sales Manager Meg Roederer and with our partners at Lowell Observatory and Ascend Capital Management.
- IPW 2024 was highly successful resulting in more than 80 scheduled appointments and 100+ industry connections at the IPW special events. IPW 2024 follow-up continues as well as preparations for IPW 2025 in Chicago.



**FAM Tour - Hosted AOT German Representative**

- Post-IPW Fam with Arizona Office of Tourism German Representative, Simone Kreckle. Kreckle stayed at High Country Motor Lodge and visited Lowell Observatory, Riordan Mansion, and area National Monuments. Discover Flagstaff is working with Kreckle and the AOT on a FVW German Academy (FVW Akademie). This is a year-long campaign to educate and inspire travel to our destination. The FVW Akademie is the central and independent portal for training and education in tourism and business travel. The portal's focus lies on travel sales. The FVW Akademie reaches more than 13,300 registered users with average page impressions per month at 78,000, average visits per month at 4,200 and 5,000 users receive the FVW Akademie newsletter. Below are examples of the May Akademie newsletter and the Flagstaff incentive prize.

**FAM Tour - Hosted Voyageurs du Monde**

- Discover Flagstaff hosted U.S. Specialist Senior Agent, Claire Jeanneau from Voyageurs du Monde of France. Claire stayed one night at Little America Hotel and one night at the



Americana Motor Hotel. Jeanneau experienced Lowell Observatory, downtown Flagstaff and was highly interested in the Colorado Plateau.

- In 2023, Voyageurs du Monde booked 22 rooms at the Little America Hotel and in 2024 started offering booking at the Americana Motor Hotel.
- **Published – Selling Travel**



tall peaks | deep canyon

AS GRAND AZ IT GETS

FLAGSTAFF IS THE WORLD'S FIRST INTERNATIONAL DARK SKY CITY AND JUST A SHORT SCENIC DRIVE TO GRAND CANYON NATIONAL PARK, NATIONAL MONUMENTS AND ARIZONA STATE PARKS.

SAN FRANCISCO BEANS  
NEVA THE JILLYM ROAD TO CHASE

Flagstaff  
discoverflagstaff.com  
Arizona's destination for all seasons

PLAN SEVERAL VACATION DAYS TO EXPERIENCE ENDLESS TRAILS, SPECTACULAR STAR GAZING AT LOWELL OBSERVATORY WHERE PLUTO WAS DISCOVERED, AND CRUISE AMERICA'S MOTHER ROAD ON ROUTE 66 FLAGSTAFF, ARIZONA.

DISCOVERFLAGSTAFF.COM

- Selling Travel, the leading travel trade publication which, since its launch in 1990, has provided travel retailers in the UK with the tools, information, and inspiration they need to sell more travel. It reaches 26,000 travel professionals throughout the UK including travel agencies, online agencies, tour operator reservations and contracting departments.
- In May a half-page advertisement in print and digital was published.

*FAM Voyageurs du Monde at Macys  
(Claire & Meg)*

- **Published – Group Tour Magazine**
- Group Tour Magazine connects the decision-makers within the group travel industry to suppliers there are more than 400,000 total trips planned by Group Tour magazine readers annually.
- In May a full-page advertisement in print/digital and an editorial article with a Flagstaff itinerary was published reaching over 24,000 travel planners.

WEST

ITINERARY: FLAGSTAFF ARIZONA

DISCOVER  
Flagstaff has many activities for groups to enjoy in every season. Start with a walk to The Observatory, a serene setting of gardens, orchards, meadows, and trees. Walk, hike, or run through the trails. Enjoy views across the parklands and surrounding meadows. Enjoy a picnic under the stars, and dining tables are available for your group. Consider your itinerary. Flagstaff also offers a range of recreational opportunities, from dining with Summit Dives to staying at Flagstaff Eastern Adventure Center to exploring the beauty of the San Francisco Peaks. Consider booking Flagstaff's Bike Tour to the Apache Redoubt, a two-wheeler riding the best views and dirt roads.

EAT  
Summit Dives is a restaurant in a location of progress and innovation in Arizona. Join us for a delicious meal. Flagstaff's dining scene is vibrant with many unique establishments. The Dining Room features a menu of local, seasonal dishes. The Dining Room features a menu of local, seasonal dishes. The Dining Room features a menu of local, seasonal dishes.

WANDER  
Often referred to as the "City of Seven Wonders," Flagstaff is located in the heart of national parks and monuments at 7,000 to 8,000 feet. For a group visit to Grand Canyon National Park, consider the scenic drive to Grand Canyon National Park. Consider the scenic drive to Grand Canyon National Park. Consider the scenic drive to Grand Canyon National Park.

LEARN MORE  
Discover Flagstaff  
discoverflagstaff.com

tall peaks | deep canyon

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FLAGSTAFF IS THE WORLD'S FIRST INTERNATIONAL DARK SKY CITY AND JUST A SHORT SCENIC DRIVE TO GRAND CANYON NATIONAL PARK, NATIONAL MONUMENTS AND ARIZONA STATE PARKS.

PLAN SEVERAL VACATION DAYS TO EXPERIENCE ENDLESS TRAILS, SPECTACULAR STAR GAZING AT LOWELL OBSERVATORY WHERE PLUTO WAS DISCOVERED, AND CRUISE AMERICA'S MOTHER ROAD ON ROUTE 66 FLAGSTAFF, ARIZONA.

DISCOVERFLAGSTAFF.COM

**MEETINGS/EVENTS/CONFERENCES:**

**CONFERENCE/ROOMS LEADS/BOOKINGS:** 2 Leads were sent in the month of April for a total of 664 room nights and total estimated economic impact of \$198,536.

**MEETINGS/CONFERENCE SERVICES:** Staff attended the AzSAE Board Meeting, EAC Meetings, and the Flagstaff Good Scout Award Luncheon. Staff had meetings and provided conference services (Visitor Guides, Conference program materials & planning assistance) for 4 groups and had meetings/site visits with 4 partners.

**MARKETING OUTREACH:** Staff created an ad for the back cover of Pine Magazine with a shout out to encourage alumni (over 200,000) to book meetings in Flagstaff.



**VISITOR SERVICES:**

May	2023	2024	YoY Change
Walk-ins	13,222	15,584	18%
Retail Sales	\$45,360	\$53,394	18%

**Model Train**

- The Model Train ran 278 times during the month of April.

**Brewery Trail**

- Visitor Center gave out 261-pint glasses for Flagstaff Brewery Trail redemptions!

**Train Day**

- The Visitor Center hosted Flagstaff Train Day on May 11<sup>th</sup>, with a train robbery reenactment and exhibits from local train organizations. Councilman McCarthy joined us and kicked off the event telling participants the importance of trains to our community and cutting our cake. We had over 1,000 walk-ins that day.



## ArtX

- The Visitor Center hosted two art exhibits for the ArtX Ideas Festival, we were a location for the Flagstaff Quilt Trail and the Museum of Northern Arizona's Poetry Maps.



## Google Reviews:

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



**Robert Lipe**

Local Guide · 513 reviews · 146 photos

★★★★★ a week ago **NEW**

Very helpful and loaded us up with stickers to commemorate our visit.  
The quilt is a spectacle!



**Manfred Cornu**

6 reviews · 2 photos

★★★★★ 2 weeks ago **NEW**

Excellent Center for maps of Flagstaff, sun protection hat, information on the NASA activities nearby and good chatting. I liked it at my stay at Flagstaff.  
Manfred Korn



**April**

Local Guide · 22 reviews

★★★★★ 3 weeks ago **NEW**

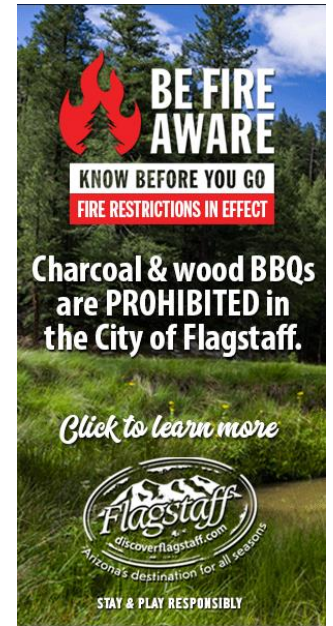
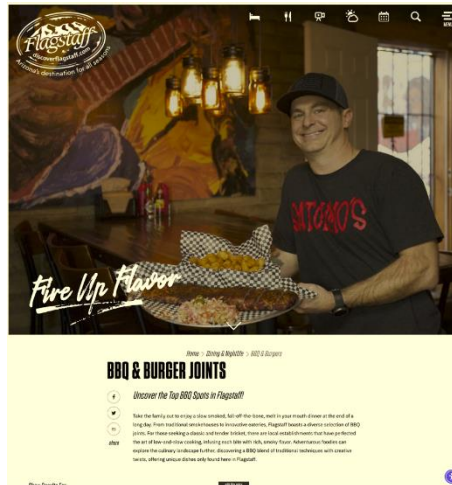
A tourist dream! All kinds of information on Flagstaff to include area info, maps as well as history. Huge variety of shirts, pins, stickers, cups, some collectibles and more. Knowledgeable, friendly staff, as well as being an active train station.

## CREATIVE SERVICES:

### ADVERTISING:

- **INNOVATE WASTE WINNERS AD:** Made an Innovate Waste Carbon Neutrality Challenge winner's ad in the Science and Research special section in the AZ Daily Sun
- **FESTIVALS/PRIDE AD:** Created a Flagstaff Festivals print ad for the Pride edition of FlagLive
- **AIRPORT AD:** Designed a "Thank You for Flying Flagstaff First" ad for Flagstaff Business News
- **ROUTE66:** Created a Rt. 66 centennial police car wrap

- **GCOT:** Designed GCOT award entries for Trails Passport, As Grand AZ It Gets and Sam Green & Henry Taylor
- **MEDIA:** Provided multiple image and b-roll request for media
- **VIDEO:** Worked with team and videographer for final edits for the DF destination video
- **FILM:** Created and submitted an ad promoting Flagstaff as a film location
- **JULY 4<sup>TH</sup>:** Created stickers and ordered US flags for the July 4<sup>th</sup> events
- **VIDEO:** Worked with the videographer to create and finalize a [high altitude training video](#)
- **VIDEO:** Worked with the videographer to finalize four [general fire aware videos](#)

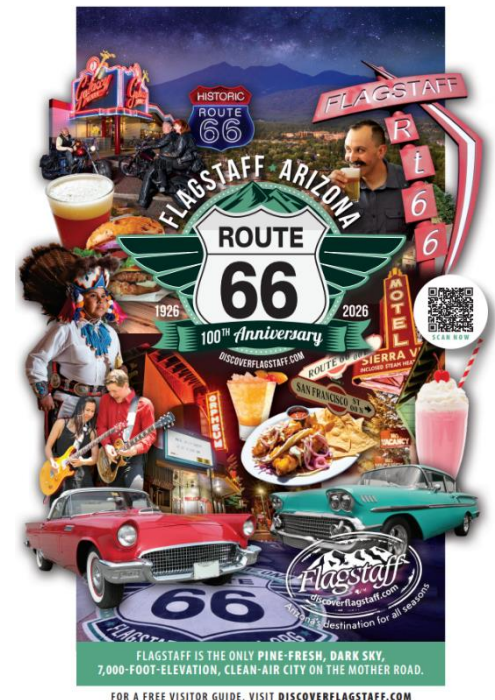


**WEBSITE:**

- **OHV:** Added a new OHV landing page to the outdoor section of discoverflagstaff.com <https://www.flagstaffarizona.org/things-to-do/outdoors-nature/ohv/>
- **BBQ & BURGERS:** Added a new BBQ page to the dining section of discoverflagstaff.com <https://www.flagstaffarizona.org/dining-nightlife/bbq/>
- **ECO-FRIENDLY RESTAURANTS:** Added a list of locally sourced and sustainable Flagstaff restaurants <https://www.flagstaffarizona.org/pledge-wild/flg-ecotourism/ecorestaurants/>
- **BLOGS:** New blogs were added for [High Altitude Training](#) and [Pluto is the Official State Planet](#)
- **ADVERTISING: DRIVE MARKET/NATIONAL CAMPAIGNS:** Produced digital ads for June **Datafy**, **12News**, **AZCentral.com (Ch12 News)**, **AZfamily.com (Ch3 News)** print ads for **Green Living Magazine**, **Route Magazine**, **Discovery Map**, **A Taste of AZ**, **AOT AZ State Official Visitor Guide**, **Visit Phoenix Travel Guide** and Phoenix rotating digital billboards supporting Festivals.

**CITY PROJECTS:**

- **BBB TAX RENEWAL:** Continued work on informative ad series of ads, updated BBB logo, completed BBB outdoor banners.
- **PROSE PROJECTS:** Completed no camping and directional signage for McMillan Mesa Open Space.
- **FIRE DEPARTMENT:** Working on a design for a recruitment guide and the annual report



- **POLICE DEPARTMENT:** Vehicle wrap starting to promote Route 66 Centennial in 2026.
- **HUMAN RESOURCES:** Continued work on new HR logo
- **BUSINESS CARDS:** Designed and ordered multiple cards for Community Planning, Water Services and Engineering



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