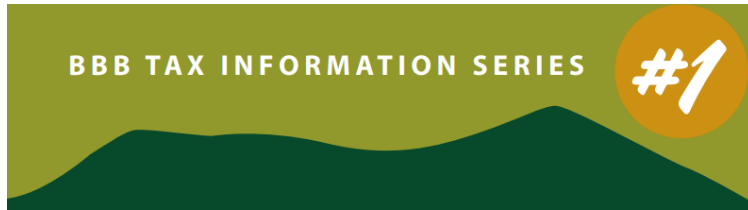




BBB Tax Renewal Educational Campaign



Elements on BBB Print Ads:



Let's the reader know there are several information ads to read

Did you Know?...

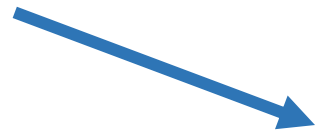
Some of the things you may **CARE ABOUT IN FLAGSTAFF** are funded by the 2% BBB tax paid by customers at every **hotel/motel, campground, short-term rental, restaurant and bar** in the city.



Let's the reader understand how the BBB is collected



Let's the reader get more information at BBBrenewalflagstaff.com

A large green print ad with a white mountain silhouette at the top. It features the BBB logo (a circular seal with "CITY OF FLAGSTAFF" and "BBB TAX FUNDS" in the center, surrounded by "PARKS & RECREATION", "RECREATION", "ARTS & SCIENCES", "TOURISM", and "ECONOMIC DEVELOPMENT"). The text "BBB TAX INFORMATION SERIES #1" is at the top right. The main headline reads "The BBB provides and maintains TRAILS for RUNNING, WALKING, HIKING & BIKING". Below this are three small photos: a trail entrance, a lake, and people hiking. A list of bullet points follows: "60 miles of Flagstaff Urban Trail System (FUTS).", "68% of the collected BBB is paid by the VISITOR.*", "BBB tax funds are re-invested back into our community for services.", and "BBB lessens the burden on the City's budget, so more dollars are provided to police and fire, libraries, housing, and other community essential needs." At the bottom, there is a QR code, the text "Enhancing our community's quality of life since 1988. Learn more: BBBrenewalflagstaff.com", and the City of Flagstaff seal.

Let's the reader know specifically what is paid for with the BBB, so they have the information necessary to vote.

BBB Campaign Examples:

BBB TAX INFORMATION SERIES #5



**The BBB creates and maintains
PLAYGROUNDS like BUSHMASTER,
FOXGLENN & THORPE**



Did you Know?...

Some of the things you may **CARE ABOUT IN FLAGSTAFF** are funded by the 2% BBB tax paid by customers at every **hotel/motel, campground, short-term rental, restaurant and bar in the city.**

- **Playground equipment** purchased and maintained.
- 68% of the collected BBB is **paid by the VISITOR.***
* Source: NAU Economic Policy Institute
- BBB tax funds are **re-invested back into our community for services.**
- **BBB lessens the burden on the City's budget**, so more dollars are provided to police and fire, libraries, housing, and other community essential needs.



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Learn more: BBBrenewalflagstaff.com



BBB TAX INFORMATION SERIES #13



**The BBB provides and maintains facilities
like the JAY LIVELY ACTIVITY CENTER
for ice skating and hockey**



Did you Know?...

Some of the things you may **CARE ABOUT IN FLAGSTAFF** are funded by the 2% BBB tax paid by customers at every **hotel/motel, campground, short-term rental, restaurant and bar in the city.**

- BBB also **maintains other parks, recreation, open space areas and events.**
- 68% of the collected BBB is **paid by the VISITOR.***
* Source: NAU Economic Policy Institute
- BBB tax funds are **re-invested back into our community for services.**
- **BBB lessens the burden on the City's budget**, so more dollars are provided to police and fire, libraries, housing, and other community essential needs.



Enhancing our community's quality of life since 1988.
Learn more: BBBrenewalflagstaff.com



BBB Campaign Examples:

<https://www.flagstaffarizona.org/pledge-wild/>

<https://www.flagstaffarizona.org/pledge-wild/flg-ecotourism/>

We share these fire safety principles and more...



PLEASE BE FIRE AWARE

1. If campfires are permitted, check for restrictions.
2. Properly dispose of cigarettes.
3. Don't let chains drag.
4. Leave no trace.

WE'RE COUNTING ON YOU!

A partnership with VisitArizona.com



BBB TAX INFORMATION SERIES #18

CITY OF FLAGSTAFF
BBB
BED | BOARD | BEVERAGE
TAX FUNDS
Since 1988

The BBB helps to CONSERVE FLAGSTAFF'S NATURAL ENVIRONMENT with safe and responsible visitation messaging.

Did you Know?...

Some of the things you may **CARE ABOUT IN FLAGSTAFF** are funded by the 2% BBB tax paid by customers at every **hotel/motel, campground, short-term rental, restaurant and bar in the city.**

BE FIRE AWARE
KNOW BEFORE YOU GO

PLEDGE FOR THE WILD

ECOTOURISM
FLAGSTAFF

- **Be Fire Aware** campaign shares how to properly distinguish fires and more.
- **Pledge for the Wild** campaign keeps our wild places wild.
- **Ecotourism** campaign shares a **Leave No Trace** message.
- 68% of the collected BBB is **paid by the VISITOR.***
* Source: NAU Economic Policy Institute
- BBB tax funds are **re-invested back into our community for services.**
- **BBB lessens the burden on the City's budget**, so more dollars are provided to police and fire, libraries, housing, and other community essential needs.

Enhancing our community's quality of life since 1988.
Learn more: **BBBrenewalflagstaff.com**



BBB Campaign Examples:

BBB TAX INFORMATION SERIES #2



Did you Know?...

Some of the things you may **CARE ABOUT IN FLAGSTAFF** are funded by the 2% BBB tax paid by customers at every **hotel/motel, campground, short-term rental, restaurant and bar** in the city.

The BBB helps to educate visitors and locals on the importance of our community's **CULTURE & HERITAGE**



 *WATCH THE VIDEO TO LEARN MORE.*

- 68% of the collected BBB is **paid by the VISITOR.***
* Source: NAU Economic Policy Institute
- BBB tax funds are **re-invested back into our community for services.**
- **BBB lessens the burden on the City's budget**, so more dollars are provided to police and fire, libraries, housing, and other community essential needs.

 *Enhancing our community's quality of life since 1988.*
Learn more: BBBrenewalflagstaff.com



Please watch the video...it's impressive and shares how we view our surroundings.



WATCH THE VIDEO TO LEARN MORE.



BBB Campaign Examples:

BBB TAX INFORMATION SERIES #10



The BBB helps inspire RESPONSIBLE VISITATION which in turn creates ECONOMIC GROWTH for our businesses



Did you Know?...

Some of the things you may **CARE ABOUT IN FLAGSTAFF** are funded by the 2% BBB tax paid by customers at every **hotel/motel, campground, short-term rental, restaurant and bar in the city.**

- **Most businesses can't thrive on local spend alone.**
- **68% of the collected BBB is paid by the VISITOR.***
* Source: NAU Economic Policy Institute
- **BBB tax funds are re-invested back into our community for services.**
- **BBB lessens the burden on the City's budget, so more dollars are provided to police and fire, libraries, housing, and other community essential needs.**

Enhancing our community's quality of life since 1988.
Learn more: BBBrenewalflagstaff.com






QR CODE

EMERGING CHIEF
ETHEL RESTAURANT

JAMES BEARD SEMIFINALISTS
Best Chef
FOUR FIVE
Outstanding Restaurant
PAPER MEATS + PRODUCTIONS

EMERGING CHIEF
SHIRT KITCHEN + B&B



AS GRAND  IT GETS

A MEMORABLE STAY AT 7,000 FEET, AND JUST A SHORT DRIVE TO THE WORLD'S GRANDEST CANYON AND 7 MORE MUST-SEE NATIONAL PARKS & MONUMENTS




Arizona's destination for all seasons

LEARN MORE. REQUEST YOUR FREE OFFICIAL VISITOR GUIDE AT DISCOVERFLAGSTAFF.COM
DAILY NONSTOP FLAGSTAFF (FLG) FLIGHTS TO/FROM PHOENIX (PHX) AND DALLAS (DFW)

STAY & PLAY RESPONSIBLY

GRAND CANYON NATIONAL PARK

BBB Campaign Examples:

BBB TAX INFORMATION SERIES #4



The BBB provides INCENTIVES TO AID LOCAL BUSINESSES with workforce and development needs



Did you Know?...

Some of the things you may **CARE ABOUT IN FLAGSTAFF** are funded by the 2% BBB tax paid by customers at every **hotel/motel, campground, short-term rental, restaurant and bar** in the city.

- chooseflagstaff.com/business-incentives
- 68% of the collected BBB is **paid by the VISITOR.***
* Source: NAU Economic Policy Institute
- BBB tax funds are **re-invested back into our community for services.**
- BBB lessens the burden on the City's budget, so more dollars are provided to police and fire, libraries, housing, and other community essential needs.



Enhancing our community's quality of life since 1988.
Learn more: BBBrenewalflagstaff.com



BBB TAX INFORMATION SERIES #12



The BBB provides THE ADAPTIVE REUSE PROGRAM which guides businesses to the right resources at the right time



Did you Know?...

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- chooseflagstaff.com/business-incentives
- 68% of the collected BBB is **paid by the VISITOR.***
* Source: NAU Economic Policy Institute
- BBB tax funds are **re-invested back into our community for services.**
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Enhancing our community's quality of life since 1988.
Learn more: BBBrenewalflagstaff.com



BBB Campaign Examples:

BBB TAX INFORMATION SERIES #11



The BBB provides GRANTS to our community for BEAUTIFICATION & ARTS PROJECTS



- **Beautification in Action (BIA) Grants**
 *LEARN MORE ABOUT BIA GRANT OPPORTUNITIES*
- **68% of the collected BBB is paid by the VISITOR.***
* Source: NAU Economic Policy Institute
- **BBB tax funds are re-invested back into our community for services.**
- **BBB lessens the burden on the City's budget, so more dollars are provided to police and fire, libraries, housing, and other community essential needs.**

Did you Know?...

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Enhancing our community's quality of life since 1988.
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BBB TAX INFORMATION SERIES #3



The BBB provides annual operating and project GRANTS TO LOCAL ARTS & SCIENCES AND CULTURAL NON-PROFITS



Did you Know?...

Some of the things you may **CARE ABOUT IN FLAGSTAFF** are funded by the 2% BBB tax paid by customers at every **hotel/motel, campground, short-term rental, restaurant and bar** in the city.

- **\$400,000 annually is distributed amongst 40+ Flagstaff visual, performing arts and sciences, and cultural organizations** for operations and projects.
- **68% of the collected BBB is paid by the VISITOR.***
* Source: NAU Economic Policy Institute
- **BBB tax funds are re-invested back into our community for services.**
- **BBB lessens the burden on the City's budget, so more dollars are provided to police and fire, libraries, housing, and other community essential needs.**



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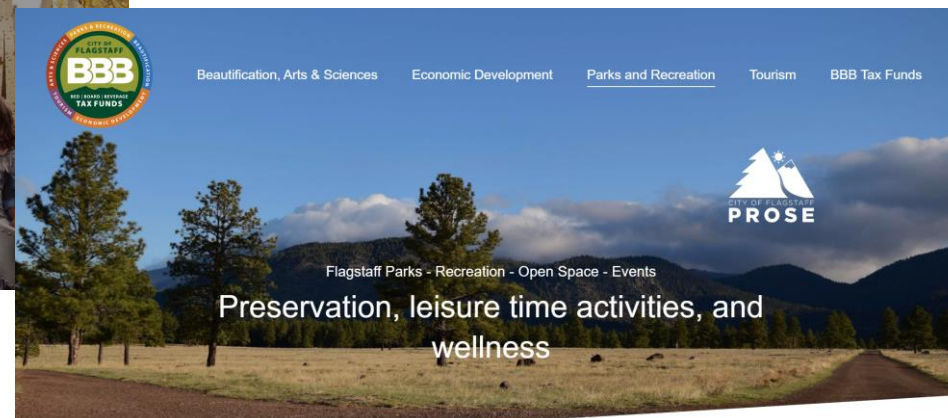
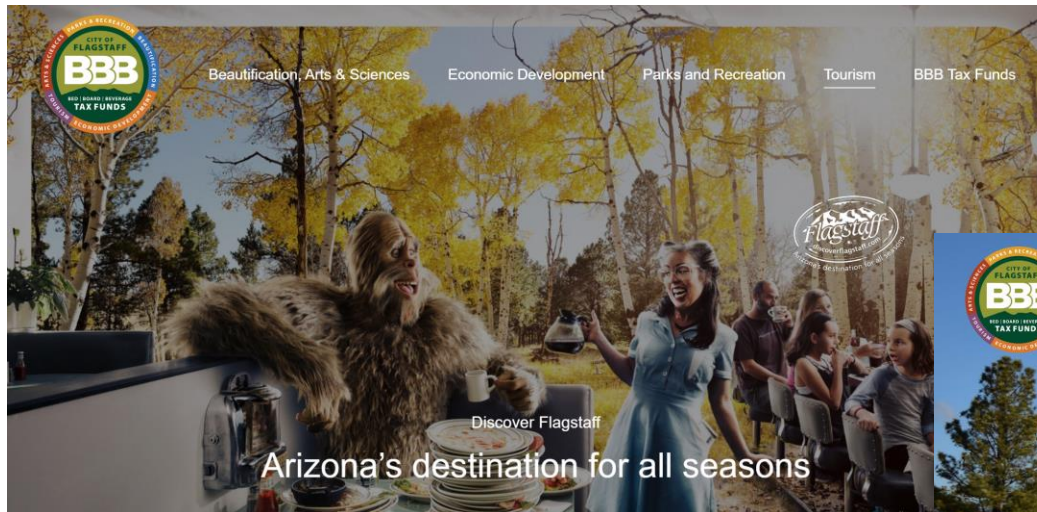
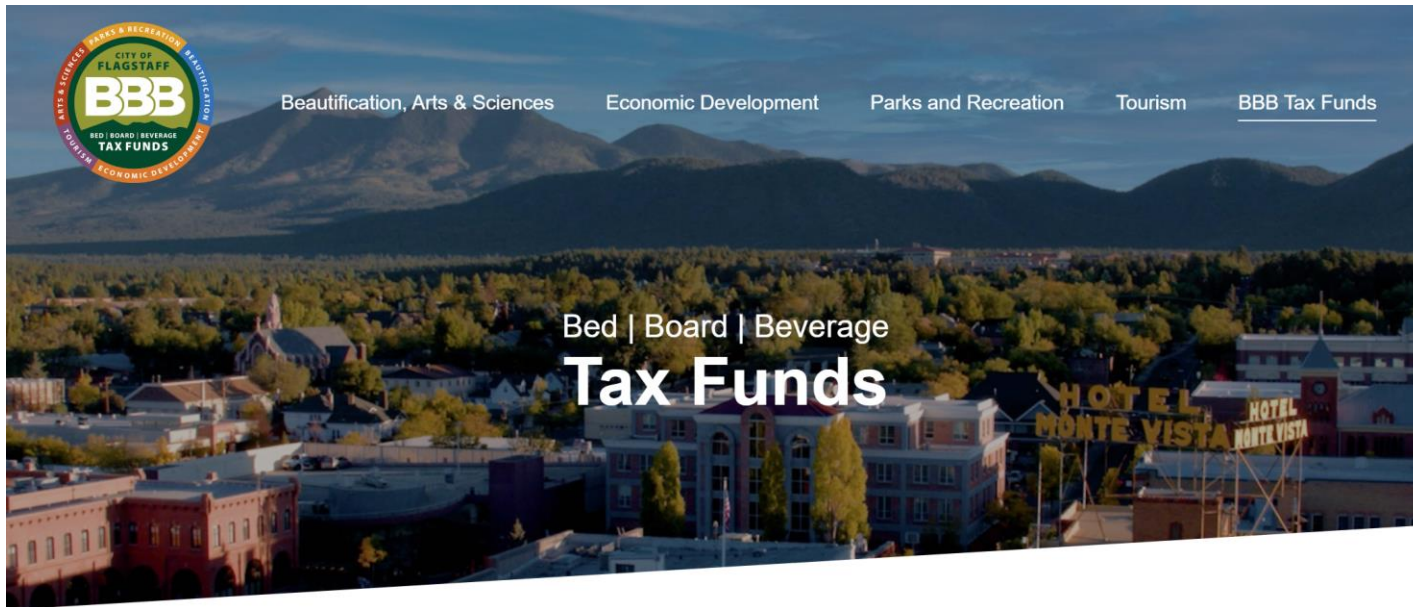


BBB Educational Campaign Outreach:

- Print Ads in local media
- Social Posts on all social platforms
- Digital Ads – using Datafy
- Email Messaging
- Harkins Theatre Ads
- Mountain Line Bus Ads
- NAU Marketing & Outreach
- Business Card & More

- NOTE: Ads will be condensed and adapted depending on what medium we are using.

BBBrenewalflagstaff.com



Extensive website created to explain the funding and who receive it.



QUESTIONS?

THANK YOU!