



Flowers/Enhanced Landscaping Contract Renewal

Beautification, Arts & Sciences

Jana Weldon, Program Manager



Flowers and Enhanced Plantings Contract Renewal

- Background
- Project Evolution and Scope
- Benefits
- Recommended Contract Approval





Background



- Project began as a pilot in 2020 and is well-received by the public.
- Core partners include Parks, Streets, Discover Flagstaff and the Downtown Business Alliance.
- Funded through Bed, Board & Beverage tax funds that must be spent on Beautification (projects such as these)



Project Evolution and Scope

Past Increased Scope:

- Beyond aesthetics to providing infrastructure (see next slide)
- Downtown ➡ Inclusion of the Southside and the Fourth Street Gateway
- Seasonal Project ➡ Year-Round Project (including Holiday elements)
- All maintenance now being carried out by the contractor

May 2025 – April 2026 Contract Renewal Increased Scope: Eight Hanging Baskets on northside of Route 66 between Leroux and San Francisco





Scope: Aesthetics & Infrastructure



- Infrastructure Elements:
 - Plantings served as part of the closure infrastructure during early COVID in 2020
 - Plantings in wine barrels as supports for gazebos in Heritage Square
 - Large metal planters for street/alley closures
 - Infrastructure for pilot 'parklets' for local businesses



Scope: Geographic Expansion

Project pilot was originally only downtown, with hanging baskets, barrel plantings, and a pollinator garden and plantings in the permanent fixed planters in Heritage Square.



Photo Credit: Downtown Business Alliance.



Geographic Expansion: Southside

Southside plantings include hanging baskets on South San Francisco and wine barrel plantings on South Beaver Street.



Photo Credit: Long Realty.



Geographic Expansion: Eastside

The Fourth Street Gateway was added to the project with two tall planters in 2022.





Scope: Elements

- 58 hanging baskets with Birch and Route 66 between Leroux and San Francisco being the newest additions in the Downtown.
- Over 20 barrel plantings
- Heritage Square Pollinator Garden and permanent fixed planters
- Four large, metal movable planters (and growing) for street and alley closures
- Ability for businesses to purchase additional elements





Scope: Seasonal to Year-Round



- Project began with seasonal plantings in the spring and summer
- Project now includes evergreen fall/winter plantings (that also serve as part of our Holiday elements)



Scope: Increased Maintenance

- Increased scope = increased maintenance.
- All maintenance performed by contractor.
- In 2022 the project grew to the extent that it is not possible for the City to share maintenance duties with current staffing levels.



Project Benefits



TEAM FLAGSTAFF
WE MAKE THE CITY BETTER





Project Benefits



- Moved from aesthetics to infrastructure.
- Supports local businesses, including Foxglove Gardening and local nurseries, metal fabricators, and sign companies
- The Pollinator garden in Heritage Square provides a highly-visible example of the citywide pollinator garden project.





Project Benefits



- A Bloomberg study (2019) found that the more beautiful a City is, the more jobs and residents it attracts.
- Data analytics from [Urban3](#) found that the neighborhoods with the highest financial productivity (regardless of the economic status of the neighborhood) are the oldest neighborhoods.
- A high visibility project with Public Support: Voters have clearly shown they want a beautiful community here, and this project has received positive feedback from the public.







High Visibility

The project is concentrated in the historic core that received about 6.3 Million visits by over 1.8 million visitors (locals and tourists alike) in last 12 months according to Placer AI data

Metrics

<i>Metric Name</i>	 Downtown Flagstaff Flagstaff, AZ	 Southside Downtown Flagstaff West Benton Avenue, Flagstaff, AZ
Visits	3.2M	3.1M
Visitors	1M	852.2K

Recommended Contract Renewal Approval

- Suggested Action: Staff recommends Council approval of the contract renewal with Foxglove Gardening (a local family-owned business) for 2025-2026.
- Total for Contract Renewal: \$131,083.35





Discussion and Questions?