



COUNCIL UPDATE



Economic Vitality Division



The City of Flagstaff's Economic Vitality Division consists of a dynamic group of programs. These programs include the **Flagstaff Pulliam Airport**, **Discover Flagstaff (Convention and Visitors Bureau)**, the **Flagstaff City-Coconino County Public Library system**, and the **Community Investment Section**, which includes **Economic Development, Arts & Sciences, Beautification, and Parking**.



CHOOSE
FLAGSTAFF





AIRPORT



AIR SERVICE:

- Service to LAX resumed...plus, daily service to Phoenix and Dallas Fort-Worth.
- **CY2024 was the airport's 4th busiest year ever** with 77,507 enplanements (highest ever with a single carrier).
- Staff has met with **7 air carriers about starting new air service** (Alaska, Allegiant, Breeze, Delta, Skywest, Southwest, & United).
 - Carriers are interested but would like Small Community Air Service Development Program Grant funding to cover startup costs.

Per the 2021 ADOT Arizona Aviation Economic Impact Study, **the airport generates 971 jobs, \$128M in economic activity, \$33M in visitor spending, \$36M in on-airport activities, and \$7.6M in tax revenue.**





AIRPORT



WHAT CAN YOU DO?

**ALWAYS FLY
FLAGSTAFF FIRST!**



ECONOMIC DEVELOPMENT



INNOVATE GREEN:

- Have a business pitch idea?
- Like carbon dioxide removal, electric mobility and more?
- **Apply** to be part of the pitch competition by **4/7/25**.

INNOVATE GREEN
BUSINESS SOLUTIONS TOWARDS
A MORE RESILIENT FLAGSTAFF

Ready to win you share of \$30,000?

Join the 2025 Innovate Green challenge!

To apply, candidates must submit an online application by April 7, 2025. The competition will be held on April 11 and 12, 2025 in Flagstaff. Applicants must be in Flagstaff and have a business pitch idea in the following categories*:

- Building Electrification/Energy-Efficiency
- Carbon Dioxide Removal
- Community Resilience
- Decreased Dependence on Cars
- Electric Mobility
- Waste Prevention/Reduction
- Water Conservation

*To view the full list & eligibility criteria, visit chooseflagstaff.com/innovate-waste

Learn more & apply here!

CHOOSE FLAGSTAFF

Formerly known as the Innovate Waste: Carbon Neutrality Challenge

ADAPTIVE REUSE PROGRAM INCENTIVE:

- The Adaptive Reuse Program provides \$5,000 to cover the development fees for your new location and your growing business.
- To apply go to chooseflagstaff.com.

Adaptive Reuse Program

INCENTIVE

Guides small growing businesses to the right resources at the right time.



ECONOMIC DEVELOPMENT



INCUBATOR AND ACCELERATOR FACILITIES:

Managed by Moonshot -

See the **2024 Year End Report** at:

<https://heyzine.com/flip-book/f4b0a64894.html>

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PARKING



CURBSIDE MANAGEMENT PLAN:

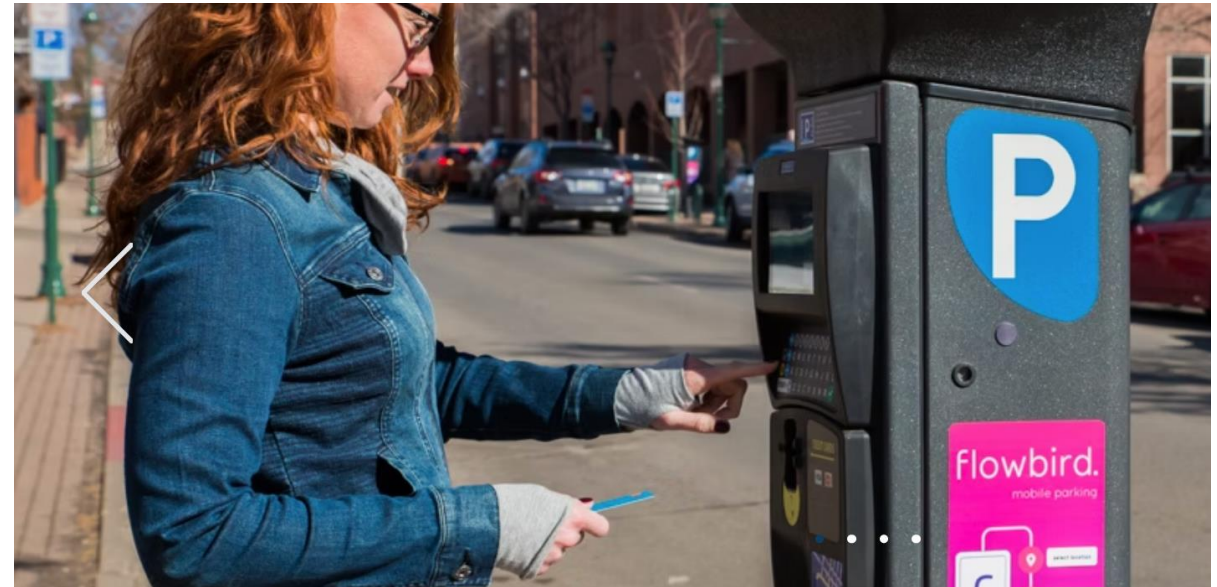
Staff will be releasing a request for proposals (RFP) soon for a consultant to help assist in analyzing our curbside management. This includes loading zones, parking management, occupancy, and potential fee changes.

STAFFING:

ParkFlag is fully staffed since 2019! They also help to manage the paid parking system at the airport.

FLOWBIRD APP:

Staff has been looking into some issues with the APP – Having trouble? Please delete the APP and re-install... or call us!





BEAUTIFICATION/ARTS/SCIENCES



ACTIVE PROJECTS:

- **Multicultural County Park Sculpture Exhibition** - new sculptures coming soon!
- **Spruce Wash Wedge** - Call to Artists is out and live
- **Cleo Murdoch Park 3D Artwork** - Seeking community input
- **Dunbar School History Plaque** - Artist contract in process - design reviewed by BPAC who provided comment and suggestions

BIA grant recipient Randy Gray installed a bench made with repurposed railroad ties at the Visitor's Center. This artistically crafted bench offers travelers, tourists, and locals a site-appropriate respite, incorporating Flagstaff iconography.



Flagstaff monument signs: Two Flagstaff monument-style signs, entries into Flagstaff on 89A and Fort Valley Road,

were completely refurbished with new lumber beams and refinished sign surfaces. All monument-style signs have received wood treatment to help prevent future decay and will be reapplied annually.





Community Investment



WHAT CAN YOU DO?

If a business needs assistance or an area needs some TLC, reach out to us...and pay the kiosk!



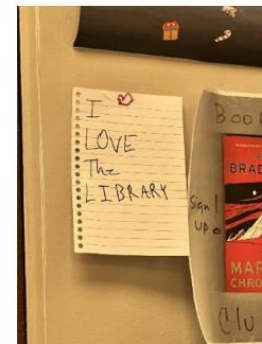
LIBRARY – CITY/COUNTY



- Held Crafty Corner Sessions for Kids
- Added Railing Art – New railing designed to hold art like pinecone garland
- Several book readings occurred
- Weekday Storytimes are back
- Patrons can enjoy the LEGO Club and much more
- The County Bookmobile is back in service



For all our programs go to:
<https://www.flagstaffpubliclibrary.org/>





LIBRARY – CITY/COUNTY



TRUE OR FALSE?

More people came into the Coconino County Libraries in FY24 than attended a Phoenix Suns home game in the 2023-2024 season?



LIBRARY – CITY/COUNTY



WHAT CAN YOU DO?

**Share the services we
offer...donate your
gently used books...**



TOURISM



- Spring Training Ads
- Restaurant and Bar Ads & Stories
- Continued preparation for seasonal campaigns and Route 66 Centennial



SEE WHY FOOD WRITERS LOVE FLAGSTAFF RESTAURANTS

What does Flagstaff's food scene have to brag about? I hope you've got a minute.





TOURISM



TOURISM METRICS: **JANUARY 2025**

Following is a snapshot of the metrics January 2025:

YOY RevPAR for the Month of January:

The RevPAR number of \$50.29 is down to last year by 7.3%. The majority of this decrease is in occupancy.

Rationale:

The obvious answer to the decrease is the lack of snow. People, especially the drive-market, want to experience “Winter Wonderland” and will opt-out of a trip to Flagstaff if there is no snow.



Following is a snapshot of the metrics for January 2025:

January	2024	2025	Diff
OCC	55.4%	52.4%	-5.4%
ADR	\$97.95	\$95.92	-2.1%
RevPAR	\$54.28	\$50.29	-7.3%



Flagstaff's winter starts as one of the driest on record, as fire concerns rise
Thursday 2/6 at 8:00am





TOURISM



NATIONAL TRAVEL & TOURISM OFFICE:

- Flagstaff has been selected to be part of a U.S. Department of Commerce – Flagstaff Collaboration on a **Sustainable Tourism Action Plan (STAP) Project**.
- Flagstaff was selected because we have a **robust eco-tourism campaign** as well as our Sustainability Division has their **Climate Action Plan**. Once this project is finished, we will be a global poster child for sustainable tourism.
- Thank you, CM Aslan for joining the effort!



Green Book
Revised...staff will be
 working to install
 location plaques in
 2025!

PREVIOUS GREEN BOOK LOCATIONS

Andy Womack's Pink Flamingo
 701 S. Milton Rd. • Book: 1994-98
 Located near the Y on historic Route 66 and Milton, The Flamingo Motor Hotel was notably known for its impressive neon sign, which in its time, rivaled Las Vegas neon. The Flamingo forged memories as it became wildly popular as the sign went without repair and embraced the missing "G."

El Rancho
 701 S. Milton Rd. • Book: 1998-04
 Once offering 36 air conditioned units and located on historic Route 66, this parcel can be experienced as a location only. The current building is a Goodwill and Noodle Ground coffee.

Golden Drumstick
 702 S. Milton Rd. • Book: 1992-98
 Golden Drumstick was located at west Route 66 south Milton Rd. Its location explored two 1950s businesses and included The Gallo Restaurant. Through early 2000s, it operated under the name Mandarin Buffet and today is an AMJ parking lot. The Park Plaza Motel was located to the left of the Golden Drumstick.

Park Plaza
 702 S. Milton Rd. • Book: 1998-04
 The Park Plaza Motel lay on the east side of Route 66, north of the intersection of West Route 66 and S. Milton Road (Highway 89). Unfortunately, most of it was torn down to become parking for a neighboring restaurant - The Golden Drumstick. Today, this area is an AMJ parking lot.

Vandevier Motel
 404 W. Santa Fe Ave. • Book: 1992
 Just north of the underpass on Santa Fe, this motel operated with 20 units. Today, the parcel has been rehabilitated and serves as an apartment complex located one block west of Flagstaff City Hall at the cross streets of Santa Fe and Sitgreaves.

FLAGSTAFF GREEN BOOK HISTORIC TOUR

For nearly 30 years, multiple editions of the Green Book provided visitors Americans with advice on safe places to rest and sleep when they traveled through the Jim Crow era. Within this self-guided Flagstaff tour, various locations are highlighted that were included in the Green Book editions.

Experience a self-guided tour on foot or bike!
 The walking tour is approximately 45 minutes and 20 minutes on bike. For convenience, it is recommended to start at the Flagstaff Visitor Center (1 E. Route 66) as it's most central to begin and end the tour. *Note traffic conditions may affect tour time estimates.



TOURISM



Phoenix Magazine: 100 Best Dishes in Arizona



Living Well Magazine



AZ Daily Sun: Photo gallery from VC

Gallery: Horse-drawn carriage rides through downtown Flagstaff



AZ Family (Channel 3 PHX): Great Outdoors:



Arizona has a huge new observatory. Here's a look at what you can see and do at the new Marlyne Maclean Johnson Discovery Center at Lowell Observatory in Flagstaff, Arizona.

19. Astronomy Discovery Center, Flagstaff

Have an out-of-this-world experience at Lowell Observatory thanks to the new Astronomy Discovery Center. The \$55 million building is a state-of-the-art science center featuring interactive exhibits, theater and open-air observatory. The rooftop viewing area uses Flagstaff's dark skies as a natural planetarium dome.

AZCentral/Arizona Republic: 25 things to do in Arizona in 2025:



TOURISM



WHAT CAN YOU DO?

HUG A VISITOR 😊



THANK YOU!

TEAM FLAGSTAFF
WE MAKE THE CITY BETTER

