



## LIBRARY | CITY & COUNTY

### YOUTH SERVICES:

#### **SUMMER READING PROGRAM:**

- Staff geared up for Summer Reading and are hosted more school visits as summer approaches.
- A Summer Reading Challenge promotional video has been created by staff.



**PALSMOBILE:** PALSmobile users explored the collection and selected books to read on their topics of interest.



### REFERENCE:

**JOB FAIR:** The library partnered with the City of Flagstaff Human Resources Department to offer a job fair on May 2 at the Downtown Library. The event offered job seekers the opportunity to speak with representatives from City departments including HR, police, fire, customer service, public works, water services, library, parks, and recreation and more. Attendees also learned about current job openings and how to create a cover letter.



**CRAFTING:** The Origami Flower Take-and-Make Kits were the most popular yet reaching a total of 175 kits given away at EFCL, Downtown, Hope Cottage, and the CATs Pop Up Care Village.



**SENIOR OPEN HOUSE:** Staff held another Virtual Reality for Seniors Open House at the Joe C. Montoya Senior Center. Andrea and Mary helped seniors and staff members to virtually visit Venice and play games. *The best part was when two 77-year-old twins were both doing VR in Venice together and asking each other what they were seeing.*

**RECYCLING:** An informative program about what is and is not recyclable in Flagstaff was offered at the Downtown Library. One example was about plastic, which instructed attendees to ignore the number and focus on shape. Only bottles, jugs, and jars (plastic lids included) can be recycled in Flagstaff. Staff is planning to schedule a repeat of this program at EFCL in the summer to answer everyone's recycling questions.



**TAX ASSISTANCE:** Staff received a thank you note from AARP regarding the tax help programming offered at the library. The note stated that they assisted with the completion of 282 total returns with a total of \$297,130 in refunds to taxpayers.

## **PUBLIC RELATIONS & MARKETING:**

**NORTHERN ARIZONA BOOK FESTIVAL:** Staff promoted library resources and services at the Northern Arizona Book Festival.

## **CMS:**

**BRILLE COLLECTION:** Staff is wrapping up cataloging for the recently donated Braille collection. It features several Christian books as well as children's educational toys to help with learning the Braille alphabet and numbers.

## **EAST FLAGSTAFF COMMUNITY LIBRARY (EFCL):**

**CRAFTY CORNER:** Crafty Corner events included beading and making magic wands out of popsicle sticks. Each event had 15 participants.



## **COUNTY LIBRARIES:**

**FOREST LAKES:** The local school district has approved to assist in funding Story time this summer and to purchase additional reading materials for young adults in the community.

### **GRAND CANYON LIBRARY**

- Staff has received positive feedback from several patrons on the reorganization of collections and shelving.
- Library Supervisor, Amy Zink, taught a library user how to use the Libby app to access audiobooks. He said he prefers audiobooks because he has trouble focusing when reading and that being able to download them will be "life changing."
- The children's area is getting a lot of use by visiting families taking a break from hiking or escaping the rain and cold. Some of them have come back multiple times to check out books or for Storytime.
- Seasonal staff are arriving in the park and library staff are signing up new users.

**TUBA CITY:** Children cleaned up around the library for Earth Day. They volunteered and did a great job! Staff fed them lunch afterwards. This was a great project to get families involved and was also a good learning experience for young children. A truck load garbage was collected.



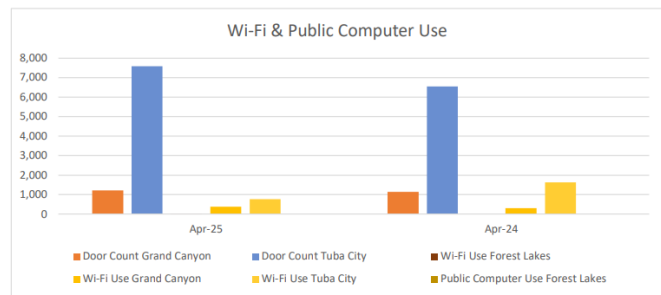
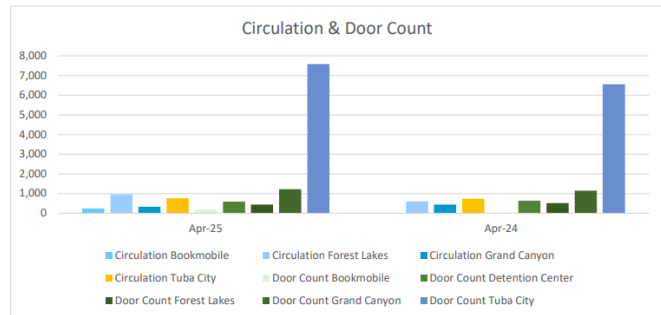
### **BOOKMOBILE:**

- The bookmobile continues to adjust and expand routes and made its first visits to Silver Saddle, Cameron, Kaibeto, Bitter Springs, Cliff Dwellers, Lee's Ferry, Marble Canyon, and Bodaway Gap since 2019 in April. A day of stops in Jacobs Lake and the North Rim will be added in May.
- Bookmobile patrons have been excited to see the bus out again and have been returning items they've had since 2019.
- Staff have gotten the books and DVDs back on the shelves, reversed fines, and renewed library cards to make them active for once again checking out materials.



# LIBRARY STATS:

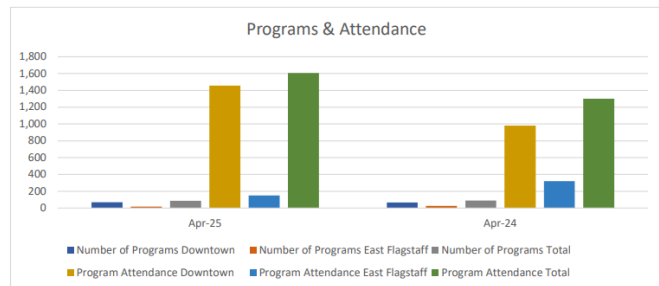
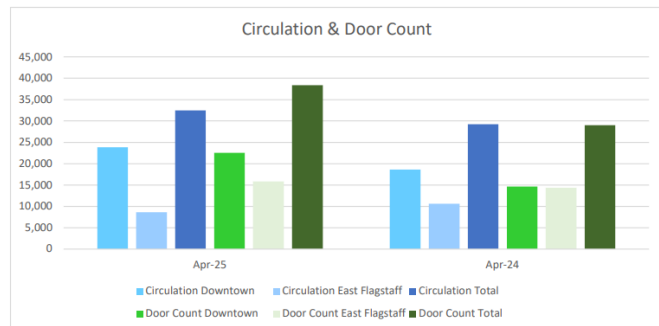
Branches		Apr-25	Apr-24	Difference
Circulation	Bookmobile	239	0	2389900.00%
	Forest Lakes	960	603	59.20%
	Grand Canyon	327	438	-25.34%
	Tuba City	759	731	3.83%
In-House Use	Detention Center	1,148	1,317	-12.83%
	Forest Lakes	109	6	1716.67%
	Grand Canyon	267	89	200.00%
	Tuba City	142	136	4.41%
Door Count	Bookmobile	178	0	1779900.00%
	Detention Center	581	645	-9.92%
	Forest Lakes	438	513	-14.62%
	Grand Canyon	1,220	1,140	7.02%
Wi-Fi Use	Tuba City	7,585	6,556	15.70%
	Forest Lakes	20	12	66.67%
	Grand Canyon	385	296	30.07%
	Tuba City	771	1,622	-52.47%
Public Computer Use	Forest Lakes	0	0	0.00%
	Grand Canyon	110	0	1099900.00%
	Tuba City	418	305	37.05%
Number of Programs	Bookmobile	0	0	0.00%
	Forest Lakes	0	0	0.00%
	Grand Canyon	3	4	-25.00%
	Tuba City	11	19	-42.11%
Program Attendance	Bookmobile	0	0	0.00%
	Forest Lakes	0	0	0.00%
	Grand Canyon	16	4	300.00%
	Tuba City	61	67	-8.96%
Reference Help	Bookmobile	23	0	229900.00%
	Detention Center	68	68	0.00%
	Forest Lakes	127	365	-65.21%
	Grand Canyon	460	189	143.39%
Tuba City	450	348	29.31%	



## STATISTICS

Countywide		Apr-25	Apr-24	Difference
Overdrive Circulation	All Libraries & Sora	9,739	8,433	15.49%

Downtown & EFCL		Apr-25	Apr-24	Difference
Circulation	Downtown	23,824	18,627	27.90%
	East Flagstaff	8,626	10,650	-19.00%
	<b>Total</b>	<b>32,450</b>	<b>29,277</b>	<b>10.84%</b>
Value of Loaned Materials	Downtown	\$408,175	\$280,398	45.57%
	East Flagstaff	\$146,249	\$186,749	-21.69%
	<b>Total</b>	<b>\$554,424</b>	<b>\$467,147</b>	<b>18.68%</b>
In-House Use	Downtown	19,408	19,424	-0.08%
	East Flagstaff	5,999	6,725	-10.80%
	<b>Total</b>	<b>25,407</b>	<b>26,149</b>	<b>-2.84%</b>
Door Count	Downtown	22,552	14,657	53.87%
	East Flagstaff	15,807	14,373	9.98%
	<b>Total</b>	<b>38,359</b>	<b>29,030</b>	<b>32.14%</b>
Wi-Fi Use	Downtown	4,381	4,095	6.98%
	East Flagstaff	2,117	1,967	7.63%
	<b>Total</b>	<b>6,498</b>	<b>6,062</b>	<b>7.19%</b>
Public Computer Use	Downtown	2,519	1,610	56.46%
	East Flagstaff	1,771	1,954	-9.37%
	<b>Total</b>	<b>4,290</b>	<b>3,564</b>	<b>20.37%</b>
Number of Programs	Downtown	69	65	6.15%
	East Flagstaff	18	25	-28.00%
	<b>Total</b>	<b>87</b>	<b>90</b>	<b>-3.33%</b>
Program Attendance	Downtown	1,457	980	48.67%
	East Flagstaff	150	320	-53.13%
	<b>Total</b>	<b>1,607</b>	<b>1,300</b>	<b>23.62%</b>
Reference Help	Downtown	2,585	2,564	0.82%
	East Flagstaff	1,561	1,629	-4.17%
	<b>Total</b>	<b>4,146</b>	<b>4,193</b>	<b>-1.12%</b>





# TOURISM & VISITOR SERVICES

## TOURISM METRICS: APRIL 2025

### YOY RevPAR for the Month of April:

The total RevPAR drop for April YOY was -2.1%. This can be attributed mostly to a **decline in international visitation.**

**Rationale:** On a typical year, international represents about 15% of our overall visitor economy for Flagstaff. Experts in travel data are saying that western Europe is currently at a decline of 17% to the US and Canada is at a 30% decline YOY. We are working hard to fill in this gap seen in the international markets with our domestic customers – both drive-market and fly-drive from medium haul origins.

Following is a snapshot of the metrics for April 2025:

April	2024	2025	Diff
OCC	74.2%	74.1%	-.2%
ADR	\$121.09	\$117.85	-2.7%
RevPAR	\$89.87	\$87.27	-2.9%

## MARKETING:

- Be Fire Aware marketing plan is prepared and tactical execution is in place for Discover Flagstaff to message Be Fire Aware/Stay & Play Responsibly reaching our #1 drive markets beginning in May. Creative is often situational meaning educational messaging could support overall wildfire general awareness or active staged restrictions.
  - NBC affiliate Channel 12 partnership goes live the week of May 18 which includes :15 commercials, news tickers, home page takeovers, 12news.com banner ads and a lifestyle segment airing May 20 with a Flagstaff wildland fire team member as spokesperson
  - *The Arizona Republic* will include a four-page Discover Flagstaff insert on May 18 reaching 200,000 subscribers, run a ½ page ad on May 21, and digital ads will be served beginning May 15
  - Digital ads will be served before people leave their home, reach is in target markets and served to people showing a propensity to visit– A know before you go educational approach with Be Fire Aware
  - AZ Department of Transportation will post Be Fire Aware Discover Flagstaff signage at rest areas: Sunset Point, McGuireville, Christensen and Parks.
- Discover Flagstaff met with partners to discuss marketing plans during a wildfire. The team shared, discussed, and showed examples of this year’s plans as well as previous years tactical execution utilizing owned, earned, and paid media. Overall, partners were pleased.

## **WEBSITE:**

Comparisons are made YOY to 2024

- **Domestic engaged sessions grew 1.75%.**  
Phoenix was up 24% at 13,604 engaged sessions, Scottsdale increased 16.7%, Glendale increased 62% to 908 vs. 560, Los Angeles was down 38% to 1,622 vs LY 2,621, while Las Vegas was up 21% to 1,463 vs. 1,207, while Chicago decreased 29% to 478 eng sessions vs 670 LY.
- **International engaged sessions showed growth** from MX which increased 144% to 773 vs 317, Japan increased 1000% to 550 from 47, France was flat, while Canada decreased 43% to 535 engaged sessions from 937, Germany decreased 37% to 315 vs. 498, Australia had a slight 2% tick down.
- **Top performing landing pages:**
  - Webcams sessions increased 36% and average engagement time per session also increased to 10.4%
  - Things-to-Do sessions decreased 11% (Google's changed algorithms are impacting this page topic across many DMOs) but average engagement time increased 5.74%
  - Snow-ometer sessions increased 195% which is a telling story supported through the success of the webcams page. Engagement time per session was flat.
- **Events were flat and had a 5% increase for engagement time, while festivals increased 43%.**

Pages enhanced and optimized for search success:

- Optimized Dining and Nightlife page
- Updated some festival content and Memorial Day blog
- Enhanced the Grand Canyon page

## **EARNED MEDIA:**

- **Media assists in April: 15** (2024: 8).
- **Journalists hosted in April: 5** (+46 for day trip only). (2024: 3)
- **Total articles generated: 135.** (2024: 124)
- **Discover Flagstaff marketing themes supported in coverage:** Freaky Foot Tours expansion/10-year anniversary, Lowell and Lyrids/Comet SWAN, Overland Expo, restaurants.

## **Highlights of media coverage:**

**Neon News Las Vegas: Flagstaff beckons with beer and recreation.** DF hosted the beer writer in fall in anticipation of a story to promote AZ Beer Week. However, his initial publication folded, and he found a new publication in which to publish this story, which highlights all 8 FLG brewers.

<https://neonnews.vegas/road-trip-flagstaff-beckons-with-beer-and-recreation/>

**Best of the Southwest: Tinderbox profile.** DF hosted the writer for a story about Arizona Snowbowl and these two stories were spinoffs from that trip.

<https://www.thebestofthesouthwest.com/dining/arizona-dining/flastaffs-tinderbox-kitchen-surprises-on-every-plate/>

**Americana profile:** <https://www.thebestofthesouthwest.com/travel/arizona-travel/retro-vibes-and-modern-comforts-at-americana-motor-hotel/>

**Just a Pack:** Under the radar destinations: <https://www.justapack.com/best-underrated-cities-to-visit-in-the-us-in-2025/>

**Stargazers Delight:** DF hosted SJ Morgensen, who also was a judge in the Newsweek Science Museum contest and who also covered Fat Olives for the national food writer's magazine.  
<https://shebuysttravel.com/best-dark-sky-spots-usa/>

**AZCentral/Arizona Republic: Are Arizona cities prepared to evade wildfire?** COF described as "the example to follow as far as wildfire prevention in Arizona."  
<https://www.azcentral.com/story/news/local/arizona-environment/2025/04/25/arizona-cities-aim-to-avert-urban-wildfire-disaster/83084112007/>

**AZFamily: History, impact of Flagstaff becoming first international dark sky city.**  
<https://www.azfamily.com/video/2025/04/22/history-impact-flagstaff-becoming-first-dark-sky-city/>

**Sydney Morning Herald/The Age magazine: Feature on train travel in N. Ariz.:** Referenced Residence Inn in Flagstaff. DF hosted the journalist. <https://www.smh.com.au/traveller/inspiration/a-legendary-train-leads-to-one-of-america-s-most-stunning-sights-20250404-p5lp6q.html?ref=rss>

#### **FILM OFFICE**

- **Film permits issued: 1** (April 2024: 2)
- NAU student film project, Bustos, Buffalo
- **Film assists: 4** (April 2024: 2)

#### **EMAIL CAMPAIGN:**

- **Discover Flagstaff**
  - **Reach 30,233**
  - **Open rate 43%**
  - **Top clicks went to the Flagstaff Festival Sweepstakes, the Flag365 events calendar, and Accommodations.** The next top clicked link was Route 66. Seeing a 16% increase in reach and an 8% increase in open rate is exciting to see as we post monthly on social media encouraging fans of Flagstaff to subscribe.
- **Dining drip**
  - **Reach 490**
  - **Open rate 51%**
  - **The dining drip had a high click-through rate of 9%**, the highest of all the drip emails, even though we saw a slight dip in open rate.

- **Events drip**

- **Reach 1,616**
- **Open rate 56%**
- The events drip saw a higher click-through rate of 7% even though the open rate had a decrease of 11%, but there is a 181% increase in reach YoY which shows the master list recipients are interested to learn more about upcoming events.

Outdoor Drip Apr25  
Published | Email | Published Apr 27, 2025 at 10:00am MST  
1,862 sends • 717 (39%) opens • 39 (2%) clicks • 41 (2%) bounces • 5 (...)

Dining Drip Apr25  
Published | Email | Published Apr 26, 2025 at 10:00am MST  
490 sends • 246 (51%) opens • 43 (9%) clicks • 12 (2%) bounces • 1 (1...)

Event Drip Apr25  
Published | Email | Published Apr 25, 2025 at 10:00am MST  
1,616 sends • 902 (56%) opens • 116 (7%) clicks • 19 (1%) bounces • 6 (...)

FINAL April 2025  
Published | Email | Published Apr 24, 2025 at 10:30am MST  
30,233 sends • 12,400 (43%) opens • 475 (2%) clicks • 1,414 (5%) bounce...

- **Outdoor drip**

- **Reach 1,862**
- **Open rate 39%**
- **The subject headline in 2024 was "What's Coming - This May in Flagstaff" and the 2025 headline was more specific being "Overland Expo Festival this May 2025" which showed the drip audience is likely to engage with somewhat specific content callouts.**

- **Flagstaff Local**

- **Reach 1,443**
- **Open rate 32%**
- Top clicks went to the new Sosta restaurant listing on the Discover Flagstaff website, the eco-friendly restaurants landing page on the Discover Flagstaff website, and to the NAU clothes drive for young professionals. The runner-up for top link clicks was the Flag365 calendar.

Flagstaff Local e-Newsletter April 2025  
Published | Email | Published Apr 22, 2025 at 8:30am MST  
1,443 sends • 462 (32%) opens • 17 (1%) clicks • 16 (1%) bounces • 1 (1%) unsubscribe...

## PASSPORTS:

- **Trails Passport**

- **Sign-ups 49**
- **Check-ins 2**
- A social media post launched supporting trails in April and received positive engagements from Discover Flagstaff followers, this is being attributed to the 23% increase in trails passport sign-ups. However, we are seeing a 75% decrease in check-ins YoY, this is being attributed to the rain and snow received in April 2025.

- **Route 66 Passport**

- **Sign-ups 76**
- **Check-ins 238**
- One of the top clicked links in the Discover Flagstaff email campaign was Route 66, which directs people to the passport; this is being attributed to the 4% increase in sign-ups. The 40% increase in check-ins is being attributed to the popularity of Flagstaff's historic downtown, downtown locations have the highest check-ins among all locations included in the passport.

## SWEEPSTAKES:

**Flagstaff Festival Sweepstakes:** The 76% decrease in entries is being attributed to lack of trust to win sweepstakes online through 3rd party websites. Discover Flagstaff runs sweepstakes on a sweepstakes platform, Woobox. Sweepstakes are increasingly present on social media with simple steps being like, share, and comment on the sweepstakes post, follow all businesses involved with the sweepstakes, tagging friends, and reporting to homepage or sharing on stories.

## SOCIAL MEDIA:

- Top post this month was a post highlighting celestial happenings for the month of April, this post garnered 35,567 impressions and 686 engagements. The second top post was supporting Starlight on the Square, with 2,298 impressions and 59 engagements.
- Posted in support Calan Mai finding volunteers and a Mick Foley show at The Orpheum on Flag Local.
- Top post on Instagram this month was in support of the Trails Passport - Meme Style! This garnered 12,190 impressions and 1,307 in engagements. Second top post was hopping on the "Almost forgot that this is the whole point" trend, which garnered 5,803 in reach and 382 engagements!
- One video on YouTube this month - an Arizona's family segment on International Dark Sky Week. This had on average more views than our normal content, with 721 views compared to a 100-view average!

## TOP FACEBOOK POSTS:

 **FlagstaffArizona**  
Apr 8, 2025 at 11:00 am

Look up! 🌌 Here are two out-of-this-world celestial events for you to check out!

- 🌕 **Pink Moon (Full Moon)** - April 12, this full Moon is a micromoon—just before it reaches apogee on April 13.
- 🌠 **Lyrid Meteor Shower** - peaks April 21–22 with little moonlight and a chance of fireballs—best viewed before dawn near Vega.
- 🌌 **International Dark Sky Week** - April 21-27, celebrate Flagstaff's designation of the World's First (and largest!) International Dark Sky City with us!

Don't miss your chance to witness the wonders above—Flagstaff's dark skies are putting on a show this April! 🌌🌠🌕

#DiscoverFlagstaff #StayAndPlayResponsibly #Astrotourism #DarkSkies #InternationalDarkSkyCity



 **FlagstaffArizona**  
Apr 24, 2025 at 09:00 am

Starry skies, glowing lights, and cosmic vibes 🌌

Join [Downtown Flagstaff AZ](#) and [Flagstaff Dark Skies Coalition](#) for Starlight in the Square in Downtown Flagstaff—a dreamy celebration during International Dark Sky Week, happening TONIGHT, April 24.

- 🌌 Think twinkling amber lights, out-of-this-world bites and drinks, and celestial music filling the night air.
- 🔭 Tour the skies with lasers and telescopes trained on Mars, Jupiter, and more!
- 🎫 Stargazing is free with RSVP! Get tickets for food, drink, and limited-edition t-shirts—all benefiting local dark sky efforts.

Don't let this night slip into the stars...  
[downtownflagstaff.org/events/starlight-in-the-square](https://downtownflagstaff.org/events/starlight-in-the-square)

👤 Kevin O'Donnell

#DiscoverFlagstaff #StayAndPlayResponsibly #DarkSkiesMatter #CelestialCelebration #StargazingVibes #InternationalDarkSkyWeek #DarkSkyCity #AstroTourism #GalacticGathering



## **TOP INSTAGRAM POSTS:**

“Almost forgot this is the whole point” -

[https://www.instagram.com/p/DI\\_6XFOv7iY/](https://www.instagram.com/p/DI_6XFOv7iY/)

Flagstaff Symphony Support - <https://www.instagram.com/reel/DIMOPn8JvJV/>

## **SALES:**

### **INTERNATIONAL TRAVEL TRADE:**

#### **HOSTED ARIZONA OFFICE OF TOURISM AEROMEXICO TRADE FAM**

- The Arizona Office of Tourism and Discover Flagstaff hosted ten agents, one Aeromexico Rep and one CWW Rep (AOT’s contracted media and trade vendor.)
- The goal of the FAM was to promote the new Aeromexico flight between Phoenix and Mexico City. The group visited Phoenix, Flagstaff and Scottsdale.
- The Flagstaff FAM itinerary included a hosted two-night stay at Courtyard by Marriott with a beautiful welcome reception provided by Courtyard.
- They visited the Flagstaff Visitor Center, Route 66, Tourist Home All Day Café, Lumberyard Brewing Co, the Museum of Northern Arizona, Oakmont, Museum Club, Starlite Lanes, area national monuments, Grand Canyon National Park, and Lowell Observatory.
- Topics and talking points were specific to the Flagstaff Route 66 Centennial, Outdoors and Astrotourism.



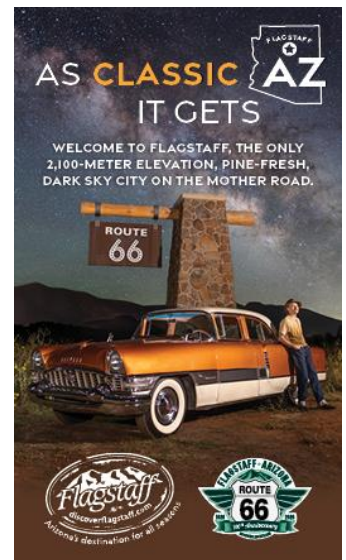
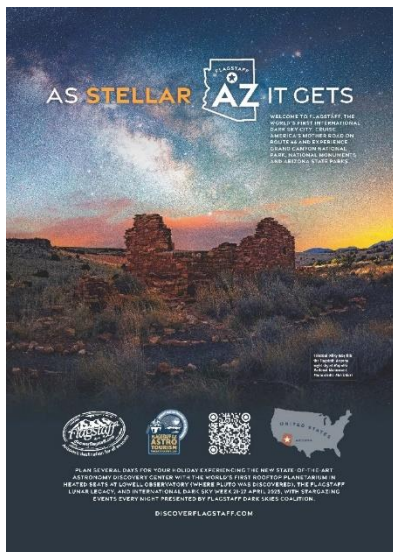
#### **CONGRATULATIONS TOUR OPERATORS!**

- Congratulations to the lucky grand prize winners from the CCRA webinar with Discover Flagstaff and Experience Scottsdale! It included a two-night stay in Flagstaff with two tickets to Lowell Observatory, the Museum of Northern Arizona, and two lift tickets for Arizona Snowbowl Ski Resort.
  - CCRA Winners: In April, Tania Kitchen with Seas 2 Day and Travel was hosted at High Country Motor Lodge, and Dawn Webber with Destinations by Dawn was hosted at Little America Hotel.

- The Arizona Office of Tourism sponsored an Air France Event and the winner was Noemie Greaux with Visiteurs. In April, she received a two-night stay at Little America Hotel, welcome gifts, and admission tickets to Lowell Observatory.

**PUBLISHED –**

- National Geographic Traveller UK
  - Full Page Ad April 2025 Issue
  - Astrotourism “AS STELLAR AZ IT GETS” (Page 169/Right Read)
  - Average print run: 60,000 copies per issue with 10 issue-per-year
  - This is UK’s leading consumer travel publication.
- Visit USA Committee Germany E-Newsletter
  - Digital Content: City of Seven Wonders
  - Distribution: Visit USA Germany Members April Issue
- Visit USA UK Website
  - Route 66 focused “AS CLASSIC AZ IT GETS” web banner ad
  - Frequency: 20,000 visits per month on high traffic blog pages
  - April ad appeared on the home page and throughout the website



**MEETINGS/EVENTS/CONFERENCES:**

**CONFERENCE/ROOMS LEADS/BOOKINGS:** 2 Leads were sent in the Month of April for a total of 120 rooms and an estimated economic Impact of \$35,880.

**MEETINGS/CONFERENCE SERVICES:** Staff attended the AzSAE Board Meeting, CEC Meeting, Woman’s Leadership Summit, STEP Academy, EAC Meeting, presented at Tourism Commission Meeting, provided conference services/assists for 5 groups including staffing and information table with NAPITA at the AZTA Conference, and had meetings/site visits with 2 partners.



**DESTINATION WEST TRADESHOW:** Staff attended the Destination West Conference & Trade Show. This Conference/Trade Show is for Conference Planners that are looking to plan conferences, retreats, and other events in the West.



**AZMPI GLOBAL MEETINGS INDUSTRY DAY CONFERENCE:** Staff attended the AzMPI GMID Conference with 2 partners. The event included education, networking, and a tradeshow.

## VISITOR SERVICES:

April	2024	2025	YoY Change
Walk-ins	12,196	11,563	-5%
Retail Sales	\$46,854	\$45,232	-3%

**WALK-INS & RETAIL SALES:** Both were down slightly in April...

**MODEL TRAIN:** The Model Train ran 190 times during the month of April.

**BREWERY TRAIL:** Visitor Center gave out 89-pint glasses for Flagstaff Brewery Trail redemptions!

**REVIEWS:** Visitor Center received many positive reviews on our Google and Yelp listings below are a couple examples.

**Clyde H (Habanero)**  
Local Guide • 716 reviews • 2040 photos

★★★★★ 3 weeks ago **NEW**

Flagstaff's visitor center in half of the Amtrak train station. Includes a gift shop. Bathrooms, and all the brochures you could ever need for the area. The staff were very friendly and informative. Definitely worth a stop if you're in the area and need some information.

**Grace Cheng**  
2 reviews • 0 photos

★★★★★ 4 days ago **NEW**

This place is very helpful if you are visiting Flagstaff for the first time! The staff is very accommodating and provides you with very valuable information. They have a bunch of brochures available for you. If you need any help, make sure to talk to Judith - She is extremely courteous and helpful. She even went above and beyond and helped me mail the keychains I wanted across the country. Thank you so much Judith!

## CREATIVE SERVICES:

### ADVERTISING:

- **BE FIRE AWARE ADS:** Created Be Fire Aware – Know Before You Go print and digital ads for the AZ Daily Sun and Flagstaff Business News.
- **AZ REPUBLIC NEWSPAPER INSERT:** Designed a 4-page insert for the AZ Republic featuring: Lowell Observatory, trails, Be Fire Aware, Route 66, restaurants, and festivals.
- **TOURISM WEEK AD:** Designed a half-page 'National Eco-Tourism Week' print ad for Flagstaff Business News
- **AWARD SUBMISSIONS:** Created 2 award submissions (Astrotourism Partnership and The Weatherford Hotel Hall of Fame) for the 2025 Governor's Conference on Tourism (GCOT)
- **FIRE AWARE:** Printed and delivered fire awareness posters for ADOT rest stops.
- **ROUTE 66 CENTENNIAL:** Continued planning and organizing for Route 66 centennial video production.
- **PHOTO:** Provided photos for various media requests.
- **COLORING BOOK:** Continued work on a coloring book themed Route 66.
- **VIDEO:** Created a [video](#) commercial to support the "Pets Welcome Here" episode on Flagstaff, airing June – September 2025.
- **MEETINGS:** Updated the [meetings planner guide](#) for print and updated online.
- **DRONE SHOW:** Assisted with creative for the storyboard and marketing and planning.
- **VIDEO:** Collaborated with videographer to produce our 2025 Festivals videos.
- **DRIVE MARKET/NATIONAL CAMPAIGNS:** Produced digital ads for May **Datafy**, **Woobox Sweepstakes**, **12News.com (Be Fire Aware)**, **AZCentral.com**; news tickers for **12News Broadcast**, print ad for *Phoenix New Times*, *AZ Republic*, *US Route 66 Passport*, *Albuquerque Magazine*, and **digital billboards (Phoenix)** promoting various festivals in May-June.
- **JULY 4<sup>TH</sup> CELEBRATION:** Created detailed map for the July 4<sup>th</sup> Drone Show.



### CITY JOBS:

- **RECRUITMENT:** Finalized a magnet design for Flag Fire Department to promote recruitment.
- **RECRUITMENT:** Conducted a photoshoot with Flag PD for the recruitment campaign.
- **BUSINESS CARDS:** Processed business cards requests for various city divisions.
- **ECONOMIC DEVELOPMENT:** Created a full-page ad for AZ Business 100 Best.
- **OPEN SPACE:** In progress - a 3 x 2' draft for the interpretive sign to be located by the Pit House Overlook



at Picture Canyon. Working with local paleo-illustrator for the sign. Sign to be installed this Spring.

- **ARTS, SCIENCES & BEAUTIFICATION:** The Flagstaff Public Art Map Guide is being reformatted into a brochure for ease of use. Guide still to be printed in June. Also created invitation to the Multicultural County Park Sculpture Exhibition.



**WEBSITE:**

- **DRONE SHOW:** Updated the [4<sup>th</sup> of July web page](#) featuring the upcoming drone show (will be live 5/19)
- **MEDIA:** Updated the [media pages](#) including the [Archived Press Releases](#)



**AIRCRAFT RESCUE FIREFIGHTING (ARFF):** ARFF crews conducted annual fire extinguisher training with employees from Wiseman Aviation, fulfilling a federal requirement for companies that distribute aviation fuel at the airport.

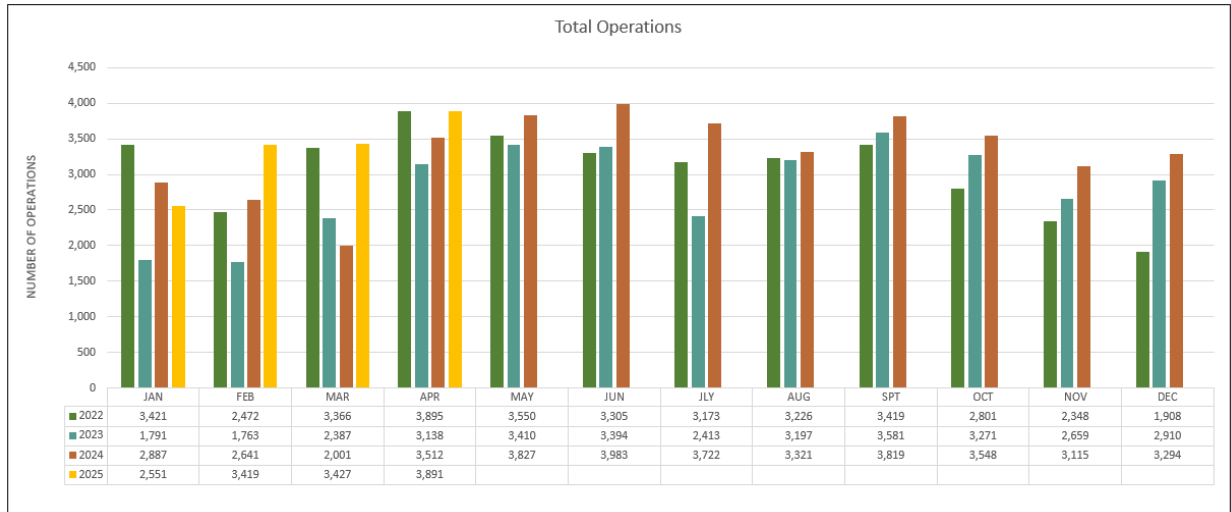
**EXPRESS VISITOR'S CENTER:** Work is ongoing at the Express Visitor's Center. The contractor has furnished and installed the beam necessary for the storefront installation. Installation of the IT infrastructure required for the point-of-sale (POS) system is now underway. Construction is expected to be completed by late May or early June.



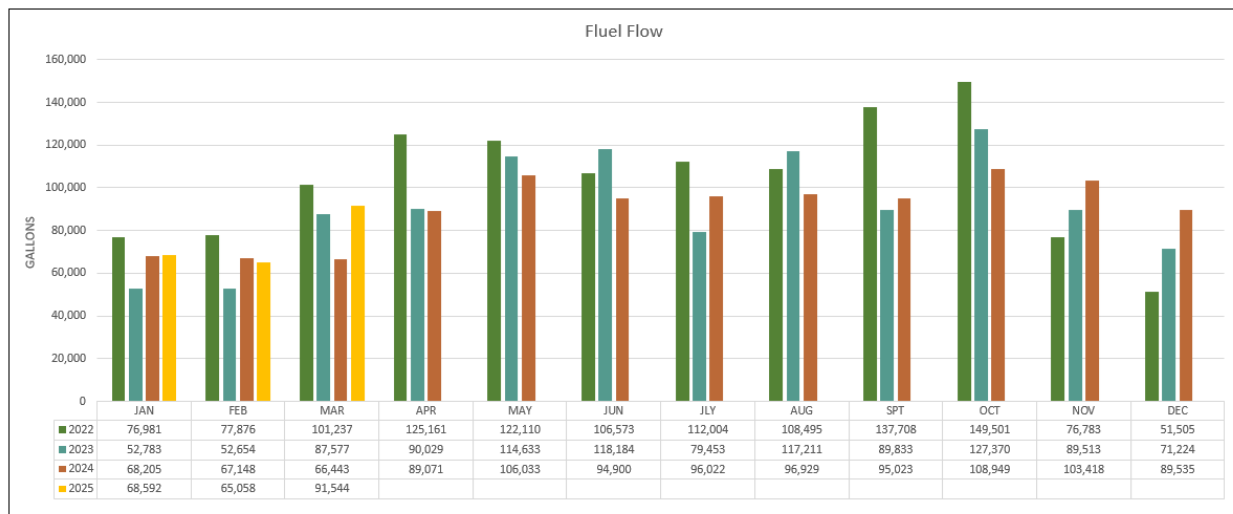
**GRAB & GO/MICRO-MARKET:** The vendor, Hi-Line, has installed vending machines and coffee kiosks in both the former café space and the hold room (located just past the TSA checkpoint). A soft opening was held for the public, and the machines are performing well, with positive feedback from passengers. The remaining portion of the café vending setup is currently in route to Flagstaff and will be installed as soon as it arrives.



Each aircraft takeoff or landing is counted as an operation. April's operations were up 11% from 2024.



April's fuel flow was up 12% from 2024.



## ECONOMIC DEVELOPMENT

### WORKFORCE DEVELOPMENT:

- **Future Businessmen Seminar** was hosted by the W.A. Franke College of Business and attended by staff. The event provided valuable networking opportunities and featured presentations from faculty members, offering insights into current business trends and professional development for emerging women leaders.

### BUSINESS RETENTION AND EXPANSION:

- **Informational Session for Relocating Businesses** was held by Economic Development staff in partnership with ECoNA; the informational session was for tenants of 1300 S. Milton. The session provided an opportunity for tenants to meet with a commercial real estate broker and explore available properties in the area. With leases set to expire on July 30th, staff have been actively supporting tenants in their relocation efforts. Most have successfully secured new spaces, and staff continue to work closely with the remaining few to ensure a smooth transition.
- **Quality Connections** led a facility tour with staff to gain a deeper understanding of their programs and services. Quality Connections supports individuals with disabilities and employs over **100** team members across a variety of operations, including group homes, a call center, a radio station and podcast studio, and a comprehensive office supply service offering thousands of products. In addition to providing employment opportunities, the organization assists clients in securing jobs, affordable housing, and access to social services. They also operate Evergreen Academy Preschool, further extending their impact in the community.

## BUSINESS ATTRACTION:

**DEVELOPER MEETINGS:** Staff met with several developers regarding potential sites in Flagstaff and continue to respond to inquiries from businesses that want to relocate here.

**VENTURE STUDIO at NAU:** Staff attended a NAU Venture Studio event, which featured Dr. Heidi Jannenga, founder of WebPt. Dr. Jannenga shared her journey in developing WebPT, an online platform for physical therapy services and resources. During the event, four NAU students presented their business ideas, and two were selected to advance to a pitch competition at Arizona State University, where they will compete for cash awards.

**HOUSE BILL 2722:** Staff continued to follow the progress of legislation affecting economic and workforce development, including House Bill 2722. The Bill contained a clause that would have prohibited economic development organizations from providing incentives to businesses. The Bill was approved by the House



and transferred to the Senate. The Bill was approved by two Senate Committees. Fortunately, the Bill was never placed on the Senate consent calendar and was never scheduled for a Senate Floor vote, which means the Bill became inactive for this legislative session.

#### **SUSTAINABLE ECONOMIC DEVELOPMENT:**

- **Brownfields:** The City of Flagstaff recently hosted the kickoff event for the next phase of the Route 66 Property Reuse and Revitalization Coalition. Led by the City’s consultant, **Stantec**, the event brought together representatives from all four participating counties—Coconino, Yavapai, Navajo, and Mohave. The initiative is supported by the Northern Arizona Council of Governments, which serves as the grant administrator. This marks the third cycle of Brownfield funding received by the City of Flagstaff, continuing a long-standing commitment to revitalization efforts that began in 2008.
- **Innovate Green:** Flagstaff business **TechGenie**, led by Flagstaff entrepreneur Jay Jones, was awarded first place and the full \$30,000 cash prize for its patent-pending design of a vertical food-growing system. Jay’s pitch stood out among the competitive field of community members and contributes to community resilience by creating new local food options while utilizing fewer resources like water. The prize funds can go towards further concept development, purchasing equipment or materials, manufacturing, marketing, or implementing the concept.



#### **ARIZONA ASSOCIATION FOR ECONOMIC DEVELOPMENT: AAED Spring Conference:**

Staff attended the Arizona Association for Economic Development (AAED) Spring Conference, held in Oro Valley. The conference featured a series of in-depth workshops and presentations focused on key topics shaping economic development in Arizona. Sessions included guidance on conducting feasibility studies, strategies for attracting and engaging developers, and best practices for advancing sustainable economic development.



#### **CHOOSE FLAGSTAFF LinkedIn:**

Economic Development continues to share resources, events, and even some laughs on LinkedIn. During the month of April posts garnered 742 impression, and one video SLAYED with 138 views.

#### **MOONSHOT:**

**Access Control:** A new access control system has been successfully installed on the Moonshot Campus. The implementation enhances safety, streamlines access for authorized personnel, and ensures compatibility with citywide security protocols. With installation now complete, the campus is aligned with

the broader municipal approach to secure facility management.

### CAMPUS ACTIVITIES:

- **4/8** - WE Mean Business with Mariah Zavala - Marketing.
- **4/9** - Hosted Arizona Community Foundation Grant workshop.
- **4/11 - 4/12** - Innovate Green event on Moonshot Campus (pictured right).
- **4/15** - Founders Forum with Paul Sciame.
- **4/28** - Quarterly Campus Meeting/Bobby Fendley presented.
- **4/28** - Community Stop the Bleed class.
- **4/30** - Corvention ribbon cutting.



## BEAUTIFICATION, ARTS & SCIENCES:

### Beautification/Public Art Capital Projects in Process

- **Art Glass at the DCC:** Staff addressed tariff issues and lack of supply of designated non-reflective feature and final fabrication steps went forward. New ship date is May 20<sup>th</sup>, installation will occur in first two weeks of June.
- **Cleo Murdoch Park 3D art:** Design incorporating community phrases (image right) received from artist and presented to Southside Community Association for comment, which was very positive. Staff pursued on-call engineering firm to design the foundation, conducted a site visit from said firm and requested a proposal for scope of work.
- **Eastside Streetscape Study:** Exploring collaboration with overlapping effort by Metroplan and the City for safe walking routes for schools.
- **Historic Dunbar School Plaque:** Staff presented artwork concepts and requested feedback at the Southside Community Association board meeting. Staff met with artist on site afterwards to discuss revisions.
- **Lone Tree Overpass:** Requested pricing adjustment on art elements to exclude base costs of items, that is a standard railing and paint.
- **Multicultural County Park Sculpture Exhibition:**
  - Old interpretive signage deinstalled and new signage installed.
  - Sculpture pads prepped for new exhibition, installation details and methods finalized for each artist, and installation schedule for May created and sent.
  - Staff presented to Coconino County Parks & Recreation Commission for 26/27 selection panel representation.
- **Phone Booth Library:** With slight measurement changes, new addition of free library proposal accepted.



- **Southside Grove Sculpture @ the DCC:** Fabrication completed. All components, the



telescope trunks, branches, needle clusters and prisms, and tree ring timetable installed. The prisms allow you to catch a rainbow in your hand.

- **Spruce Wash Wedge:** Selection panel held, scores submitted and verified their recommendation to BPAC. Conducted site visit with recommended artist. Artist contract requests sent to legal. Landscape architect team reviewed preliminary cross sections of the promontory with staff.
- **Switzer Canyon Roundabout 3D Art:** Reached agreement with procurement to issue RSOQ for artist on May 20<sup>th</sup>. Staff sent revision request to on-call landscape architect for their scope of work.
- **Traffic Signal & APS Utility Cabinets:**
  - Selection panels held for APS utility cabinet on Route 66 near Postal Boulevard and for Route 66 near Fourth Street; staff reviewed the scoring results with each selection panel and verified their recommendations to BPAC.
  - Pre-selection panel meeting held for second Call to Artists for 4 locations. Seventeen artists in attendance. Call closed on April 15<sup>th</sup> and 53 proposals received. Two of the four selection panels held.
  - Vendor RFIP (to print and install vinyl wrap with artist designs) and sample contract finalized with legal and procurement.

### Programming, Grants, Maintenance + Outreach

- **ArtX @ The Arb:** Ribbon cutting of *Plateau Perspectives: Nature Through Art at the Arboretum of Flagstaff* featuring site-specific installations exploring the ecology and conservation of the Colorado Plateau.
- **Art Map:** Staff met with designer to refine art map
- **Arts & Sciences Non-Profit GOS Grants:** Staff scored 29 applicants, submitted questions and reviewed applicants' answers.
- **BAS Budget FY26:** Carryforwards completed. Beautification + Arts/Sciences Accomplishments, Initiatives and Measures submitted to Finance.
- **BPAC:** April meeting held. Action items included a recommendation to Council to approve the Lead Arts Agency & Grantmaking Contract, approval of artwork for two APS utility cabinets on Route 66, approval of Haddad|Drugan as the Spruce Wash Wedge Artist team, and recommendation to Council to approve the FY 26 and 5yr Plan Budget. Discussion items included the Arts, Sciences & Cultural Non-Profit Project Grants and BPAC questions for Beautification in Action (BIA) Grant Applicants.
- **Beautification in Action (BIA) Grant Program:** Staff met with Finance to discuss tax implications for artists. Applications reviewed and staff clarification requests sent. Applicants notified of BPAC presentation dates for May and June meetings. Met with Parks on viability of Handball Court application given contract terms applicant sent back.

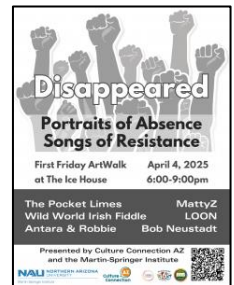
- **Collections Management:** Spring condition reporting performed for collection. Staff identified a painting (image left) gifted to the city from Redwing Ted Nez in conjunction with his commission to paint the *Centennial Mural* at the Visitor Center. Accession number 2025.4 has been added to the collections database and is the first piece of 2D (portable) art to officially join the collection. Staff will be adding an interpretive label for the artwork and consider a future display location with more public access.
- **Creative Flagstaff Viola Awards:** Staff and BPAC supported arts and science culture in Flagstaff by attending awards ceremony and presenting Best Local Artisan
- **Downtown Flowers Program:** Staff submitted insurance information from vendor to ADOT for Route 66 hanging baskets. Staff began to coordinate the delivery of spruce trees to facilities. Council approved contract renewal for Summer 2025/Winter 2026, which vendor signed. Vendor collected the needed supplies for this year from the warehouse. Old coconut liners offered to Sustainability for repurposing.
- **Lead Art Agency RSOQ:** Selection Panel confirmed scoring results. Procurement notified top scorer Creative Flagstaff. After BPAC approval of recommendation to Council, **contract** addendum agreement reached with Creative Flagstaff and reviewed by Legal. Council Package submitted for May 20<sup>th</sup> meeting.
- **Maintenance:**
  - **Among Trees:** IT ticket submitted to repair broken audio link on BAS webpage.
  - **City Hall Staircase:** Stone sidings cleaned of residue from recent staircase renovation, as well as repairing the masonry.
  - **Gandy Dancer and Timeless Apparitions:** Bronze foundry assessed conservation needs of both sculptures and submitted proposal.
  - **Library Entry Handrails:** Staff considering coating metal handrails at library with insulating coat to protect patrons from heat
  - **Monument Signs:** Staff received quote for annual wood treatment.
  - **Motion:** Staff submitted a draft of an RFIP for the refurbishment to legal for review.
  - **Route 66 Preservation Park:** Received PROSE approval for refurbishment of the park's amenities and signage per landscape architect scope. New image for the east facing interpretive sign identified. Set site meeting at Flagstaff mall for May to explore expansion of scope to include signage at eastern access point to FUTS trail with designated parking spots and selfie photo pad at monument sign.
- **Outreach:**
  - **Art in Public Places Issue, Sculpture Magazine:** Our placement looks great (image right).
  - **BAS Mugs & Stickers** provided to legal for the annual Arizona City Attorney's Association Conference.
  - **Cleo Murdoch Park 3D Art:** Proposed artwork sent to community participants who shared memories for review and feedback.
  - **Downtown Connection Center:** Tour for BPAC and staff held.
  - **Downtown Mile, Milton Railroad Underpass:** Connect Flagstaff Survey published and running til May 7<sup>th</sup> (147 submissions received to date). Press release published by local media and is a top story: [Flagstaff seeks input on Milton underpass artwork | Local News | azdailysun.com](#)



- **E-subscribers** added to BAS listserv and 2 e-blasts sent in April. First highlighted the CoF/APS public art initiative, Culture Connection AZ First Friday Event, and Calls to Artists for Canal Convergence and Danny Lopez Park in Tucson; and second highlighted Downtown Mile/Milton Underpass survey, 25/26 Multicultural County Park Sculpture Exhibition, Albuquerque Public Art Opportunity, and CCA's artist registry.
- **Multicultural County Park Sculpture Exhibition:** Exhibition flyer designed, and opening reception social media posts scheduled. Southwest Contemporary sent press release and invitation to opening reception.
- **NAU Symposium:** Staff attended event to cross-pollinate with arts & culture student projects
- **Professional Development:** Staff attended a webinar on emergency preparedness for art collections.

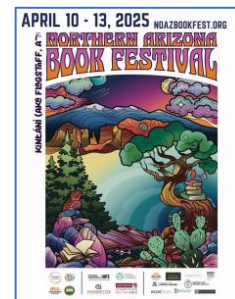
### Highlighted Arts & Science Grant Recipient Program

**Held Friday, April 4, 6-9 pm**  
**Disappeared: Portraits of Absence Songs of Resistance**  
**201 E. Birch Avenue**  
**Was free and open to the public (\$10 suggested donation)**  
 Presented by [Culture Connection AZ](#)



*Disappeared: Portraits of Absence, Songs of Resistance* was an interdisciplinary exhibit highlighting the phenomena of forced disappearance, and the women-led movements for awareness and justice across the globe in response to these crimes. The exhibition featured photography, poetry, music, and historical information about the contexts of these movements.

**Held April 10-13, 2025**  
**2025 Northern Arizona Book Festival**  
**Various events throughout downtown Flagstaff**  
**Was free and open to the public**  
 Presented by [Northern Arizona Book Festival](#)



Participants enjoyed a festival of literary art, culture, and community on the Colorado Plateau with more than 30+ events featuring readings, panels, workshops, exhibits, contests and more.

**Held Friday, April 18, 2025. 7:30 pm**  
**Verdi's Requiem**  
**NAU Ardrey Memorial Auditorium**  
**\$12.50-\$79**  
 Presented by [Flagstaff Symphony Orchestra](#)

Verdi's Requiem is a powerful and emotional piece of classical music that blends opera with the traditional Roman Catholic mass for the dead. It's dramatic, intense, and filled with contrast, capturing the range of human emotion - from fear and



despair to hope and redemption. The Flagstaff Symphony performed alongside the NAU Shrine of the Ages Choir, Mater Chorale of Flagstaff, and four guest vocal soloists!

**Held Sunday, April 27, 3:30 pm**  
**State 48 Hour Film Project Screenings**  
**Coconino High School 2801 N. Izabel Street**  
**Was free + open to the public**  
Presented by [Flagstaff International Film Festival](#)



View movies made by participants in just three days. 48-Hour Film Projects are a worldwide filmmaking competition where teams embark on the entire filmmaking journey—scripting, filming, and editing a short film within a 48-hour timeframe.

## **PARKFLAG:**

### **PARKFLAG OPERATION UPDATES:**

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**FLOWBIRD PAYMENT ISSUES:** Staff is actively working with our kiosk vendor, Flowbird, who also provides the parking app, to resolve ongoing payment issues that some users are experiencing.

**STAFF PROFESSIONAL DEVELOPMENT:** Four parking aides attended the annual Frontline Enforcement Conference in Tempe, hosted by the Southwest Parking and Transportation Association (SWPTA). This year's theme was *Frontline Enforcement and Safety & Other Important Considerations*. Training sessions included Situational Awareness & Officer Safety Training, De-escalation Skills Techniques, and Wellness and Resilience Training.

**SPRING CLEANING:** Staff began their annual spring cleanup in the downtown pay-to-park district. Staff have cleared and cleaned the parking lot located between Beaver Street and Humphreys Street on Cherry Avenue. Staff continues to remove graffiti and have started deep cleaning the kiosks. The kiosks have received the special treatment of having screens, keyboards, card readers all cleaned, and routine maintenance on internal components performed. Customers can expect squeaky clean touch points and improved processing.

**COMMUNITY RELATIONS:** After receiving feedback from businesses and Mountain Line regarding West Phoenix Avenue, a large portion of the curb on both the north and south side of Phoenix Avenue was repainted. Park Flag staff worked with Streets and Engineering for approval, and Public Works supplied paint for a result of a freshly painted curb. These efforts deter vehicles from parking over the bridge, which creates challenging visibility and driving conditions for bus drivers.

### **FINANCIAL PERFORMANCE AND PARKING STATS:**

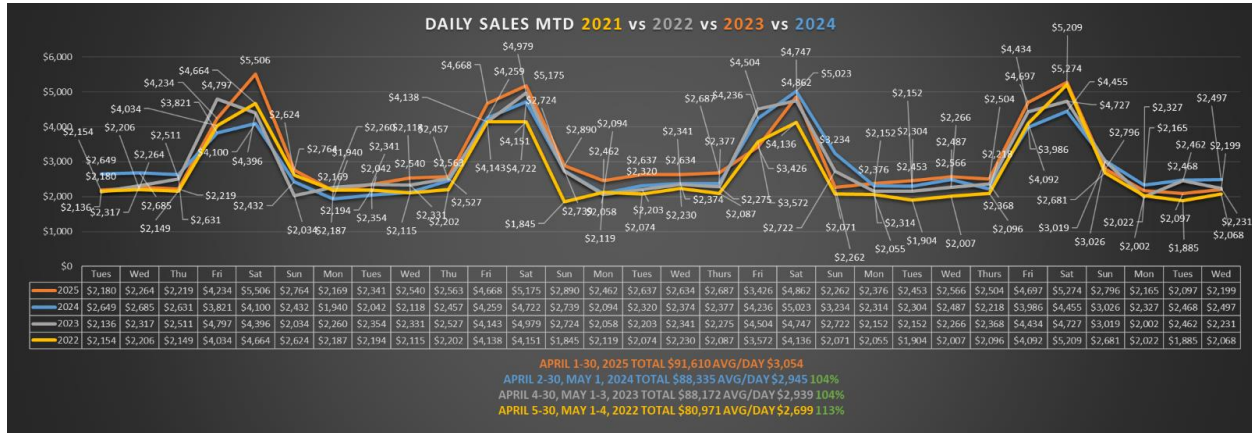
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- *Revenue Overview:* ParkFlag generated \$91,610 in pay-to-park revenue in April,



reflecting an approximate 3.3% increase as compared to April 2024.

- **Permit Sales:** Permit sales totaled \$5,386, reflecting an increase in sales monthly permit sales compared to March, and the highest permit sales month since August of 2024.
- **Parking Stats:** In April, vehicles parked a total of 91,610 hours within the pay-to-park district, with the average session lasting 2 hours and 2 minutes.



April Month to Date Year over Year Revenues

**COMING SOON – 4<sup>th</sup> of JULY DRONE SHOW!!!!**  
 Brought to you by PROSE and DISCOVER FLAGSTAFF



THANK YOU FOR YOUR CONTINUED SUPPORT OF THE ECONOMIC VITALITY DIVISION!