



**MAY
2025**



TOURISM & VISITOR SERVICES

TOURISM METRICS: MAY 2025

YOY RevPAR for the Month of May:

The total RevPAR drop for May YOY was -9%. This can be attributed mostly to a decline in international visitation. *Efforts are underway for the Route 66 Centennial Celebration in 2026 to help capture back our international travelers.*

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 minimum of 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 May 2025:

May	2024	2025	Diff
OCC	79.1%	75%	-5.2%
ADR	\$144.92	\$139.14	-4%
RevPAR	\$114.59	\$104.30	-9%

MARKETING:



Out-of-home signage was activated in our #1 drive market, metro-Phoenix, with creative motivating responsible visitation. **Be Fire Aware** creative educates visitors with a 'know before you go' message and ran 5.17 – 5.25 covering the Memorial holiday.

Festival content ran 5.23 – 5.31, and various festivals content will continue to run in rotation through October.



WEBSITE:

Comparisons are made YOY to 2024

- Domestic and International engaged sessions experienced weak performances: Phoenix had a slight uptick of .24% with 11,921 engaged sessions, Los Angeles was down 32%, NY increased 46% to 1,257 engaged sessions, Las Vegas decreased 25% to 1,177, Chicago and Dallas were both down by 50%.
- International engaged sessions experienced decreases: Canada was down 41%, UK down 13%, MX down 10%, Germany down 50%, while China increased 91%. Sessions for top performing landing pages: Things to do decreased 16.3% to 4,643, web cams increased 5.6% to 4,483, events decreased 7% to 2,853, and festivals decreased 16% to 1,237.
- Users by interest included: avid news readers, travel buffs, food and dining, and shopping.
- 3,631 outbound links to partner sites, 356 Visitor Guide requests, 43 opt-in email addresses collected
- User attributes included: 51% female, 49% male, top three age demographics were 25-34 which had 2,338 users, the 55-64 age bracket had 2,231 users, while ages 35-44 had 2,178 users.
- Pages enhanced and optimized for search success:
(Optimized generally includes title tag and meta description, query key words, image alt text, headlines, adding additional content and inbound links)
 - Optimized 4th of July Events, Weather page, Beer Festival page
 - Highest rated restaurants blog published – created with the strategy of the headline being preferred by search engines

All Blogs > The Highest Rated Restaurants in Flagstaff

THE HIGHEST RATED RESTAURANTS IN FLAGSTAFF

Enjoy a plethora of diverse cuisines and flavors in Flagstaff, where you can satisfy your cravings and find the best eats.



When you think of Flagstaff, you may only think of [Route 66 activities](#), skiing, hiking, and other [outdoor fun](#), but we're here to tell you that there's also a top-tier culinary scene. As you make your way through an out-of-this-world observatory, downtown shops, the ski runs of Arizona Snowbowl, or the nearby Grand Canyon National Park, satiate your adventurous spirit with exceptional restaurants, eateries, and bars.

We've gathered the highest ranked restaurants and excerpts of the top reviews from TripAdvisor, Yelp, and Google for your meal planning schedule. Thumbs up and star ratings have been given! You can dine like a local and eat your way through Flagstaff's hidden gems and unique restaurants serving up one of a kind culinary experiences.

EARNED MEDIA:

- **Media assists in May 2025: 13** (May 2024: 11)
- **Journalists hosted in 3:** (May 2024: 3)
 - Lauren Wong, Cities Sun Media
 - Ulrich Cleff, German travel magazine dist mostly via airlines/airports
 - Michael Juhran, Germany newspaper, Circ. 100k+
- **Total articles generated: 191** (per Cision, our media tracking software provider).
 - (2024: 112)

Discover Flagstaff marketing themes supported in coverage: Dark skies/astrotourism and Route 66 were the themes covered in publications with the highest readership for the month. The large jump in the total number of stories featuring Flagstaff can be attributed to news releases from vendors at the Overland Expo that generated many short stories that were widely syndicated. Freaky Foot Tours similarly issued a news release celebrating its 10-year anniversary that resulted in several pickups, and an MSN story about an uncertain international tourism market this year published in multiple sources.

Highlights of media coverage:

Explore the Wild Side of Route 66 with these natural wonders: Discover Flagstaff hosted the reporter, Sage Scott, last fall. Her story was syndicated by the AP and ran nationwide on 25+ newspaper, TV, and travel websites, including in Seattle, Iowa, Kentucky, Columbia Missouri, Wyoming. The story lists 12 natural wonders along the entire Chicago-California route, and four of them are near Flagstaff, (Petrified Forest, Walnut Canyon, Meteor Crater, and the city of Flagstaff itself thanks to Lowell Observatory). This link is to a publication without a subscriber paywall: <https://fooddrinklife.com/route-66-natural-attractions/>

Daily Telegraph (London)/Yahoo News: The definitive guide to America's best old-school diners.

Galaxy Diner was ranked No. 7. Discover Flagstaff hosted the journalist last year and included Galaxy on her Route 66 itinerary. <https://www.yahoo.com/lifestyle/definitive-guide-america-best-old-150000851.html>

ABC 15: Exploring Walnut Canyon National Monument. DF worked with the reporter to coordinate this story with NPS and joined him to provide on-camera commentary.

<https://www.abc15.com/entertainment/absolutely-arizona/hike-through-history-explore-the-cliff-dwellings-of-walnut-canyon-national-monument>

Die Weltwoche: Shining example. Feature on dark-sky places. DF coordinated with the writer and photographer in 2024, including for a permit allowing overnight access to Buffalo Park.

<https://weltwoche.ch/story/leuchtendes-vorbild/>

AZCentral/Arizona Republic: Top summer road trips. Barefoot Trail, First Friday ArtWalk included. DF assisted the reporter: <https://www.azcentral.com/story/travel/arizona/2025/05/16/summer-road-trips-in-arizona-2025/83609094007/>

AZDaily Sun: The stargazer's getaway. Part of the 99 Things to do edition. DF provided editorial. https://azdailysun.com/99things/the-stargazers-getaway-take-advantage-of-flagstaff-s-famous-night-sky/article_dd3cb646-1e56-41c9-8977-dae57a04e371.html

Flagstaff Business News: Picture perfect scenery draws filmmakers to N. Ariz.: DF assisted reporter with quotes. [https://www.flagstaffbusinessnews.com/picture-perfect-scenery-draws-filmmakers-to-northern-](https://www.flagstaffbusinessnews.com/picture-perfect-scenery-draws-filmmakers-to-northern-arizona/?fbclid=IwY2xjawKLbhRleHRuA2FlbQlxMABicmlkETE4OU1mRFhmUXY0MmJRZE80AR6mdCUkej7787z6afITAP6syeHGdz4dM1cpDpk8TTtR5GuPgEuF7zcuwZoDECg_aem_0HgNyH44Brx0H22n0AofVg)

[arizona/?fbclid=IwY2xjawKLbhRleHRuA2FlbQlxMABicmlkETE4OU1mRFhmUXY0MmJRZE80AR6mdCUkej7787z6afITAP6syeHGdz4dM1cpDpk8TTtR5GuPgEuF7zcuwZoDECg_aem_0HgNyH44Brx0H22n0AofVg](https://www.flagstaffbusinessnews.com/picture-perfect-scenery-draws-filmmakers-to-northern-arizona/?fbclid=IwY2xjawKLbhRleHRuA2FlbQlxMABicmlkETE4OU1mRFhmUXY0MmJRZE80AR6mdCUkej7787z6afITAP6syeHGdz4dM1cpDpk8TTtR5GuPgEuF7zcuwZoDECg_aem_0HgNyH44Brx0H22n0AofVg)

U.S. News and World Report: Most underrated travel destinations. FLG was No. 16. AZCentral, AZ Family and other outlets also reported on the accolade. <https://travel.usnews.com/rankings/best-underrated-destinations-usa/>

AZCentral, many publications across the country: May Hicks Curtis House among most endangered. DF

provided news release from city hall to AZCentral.

<https://www.azcentral.com/story/news/local/arizona-history/2025/05/13/2-historic-az-buildings-are-among-most-at-risk-in-us/83499275007/?tbref=hp>

ABC 15 (and other outlets): Fat Olives is No. 35 on most family friendly restaurant list from Yelp.

<https://www.abc15.com/news/business/six-arizona-restaurants-make-yelps-top-100-family-friendly-list-gilbert-eatery-ranks-no-2>

Phoenix New Times: Five Arizona brewers among best in the world:

<https://www.phoenixnewtimes.com/restaurants/arizona-craft-beers-named-among-best-in-the-world-21673018>

FILM OFFICE:







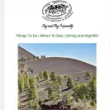

Film permits issued: 1 (May 2024: 4)

Ghost Adventures, Tupelo Entertainment, filmed 5 days across the city

Film assists: 4 (May 2024: 4)

EMAIL CAMPAIGN:

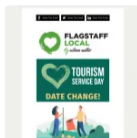
- **Discover Flagstaff**
 - Reach 30,474
 - Open rate 34%
 - The 2025 subject headline was "Plan NOW to enjoy - cool summer temps in Flagstaff" so to encourage itinerary building and hotel bookings. The top three clicks were City of Seven Wonders, Accommodations, and the Festival Sweepstakes.
- **Dining drip**
 - Reach 507
 - Open rate 48%
 - The Dining Drip email was repurposing our mocktail content with the subject headline "Sip Smart this Summer - Discover Flagstaff" so to keep the content fresh and top of mind year-round opposed to solely in "dry January" and holiday season.
- **Events drip**
 - Reach 1,718
 - Open rate 48%
 - The 2024 subject headline was "Live music in the pines - this stunning outdoor venue..." while the 2025 subject headline was "Outdoor Activities - Discover Flagstaff" which

	Dining Drip May 25 Published  Email • Published May 27, 2025 at 10:49am MST 507 sends • 238 (48%) opens • 18 (4%) clicks • 14 (3%) bounces • 1(1...)	Copy ...
	Outdoor Drip May 25 Published  Email • Published May 26, 2025 at 10:30am MST 1,876 sends • 639 (35%) opens • 50 (3%) clicks • 42 (2%) bounces • 2...	Copy ...
	Event Drip May 25 Published  Email • Published May 24, 2025 at 10:30am MST 1,718 sends • 808 (48%) opens • 84 (5%) clicks • 20 (1%) bounces • 7...	Copy ...
	May 2025 Published  Email • Published May 22, 2025 at 10:35am MST 30,474 sends • 9,740 (34%) opens • 334 (1%) clicks • 1,482 (5%) bounces...	Copy ...

shows the audience might want more specifics about each event and its unique qualities.

- **Outdoor drip**
 - Reach 1,876
 - Open rate 35%
 - The 2024 subject headline was "Stellar Views - Early Birds and Night Owls" while the 2025 subject headline was "Outdoor Activities Downtown - Discover Flagstaff" so thinking the audience preferred the variety of opportunity in the 2024 subject headline.

- **Flagstaff Local**



Flagstaff Local e-Newsletter May 2025

Published • Published May 20, 2025 at 8:30am MST
 1,434 sends • 621(44%) opens • 31(2%) clicks • 19(1%) bounces • 0(0%) unsubscribes

- Reach 1,434
- Open rate 44%
- Top clicks went to the 4th of July Drone Show, Puppy Yoga with Dark Sky Brewery and High Country Humane, and the Flagstaff 365 Calendar. It was sent the same day/time as usual so thinking "puppy yoga" in the subject headline inspired opens.

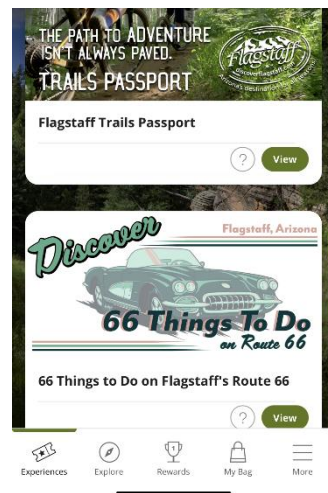
PASSPORTS:

- **Trails Passport**

- Sign-ups 65
- Check-ins 18
- A post went out on social media promoting the trails passport, it is nice to see 65 sign-ups, but it is disappointing to see the decrease in signups YoY. A segment featuring the trails passport is going out in June 2025 so hopefully that boosts signups and check-ins.

- **Route 66 Passport**

- Sign-ups 80
- Check-ins 61
- A booklet is being created to be handed out at the Visitor Center and will hopefully increase the number of sign-ups and check-ins with people who are already on Route 66.



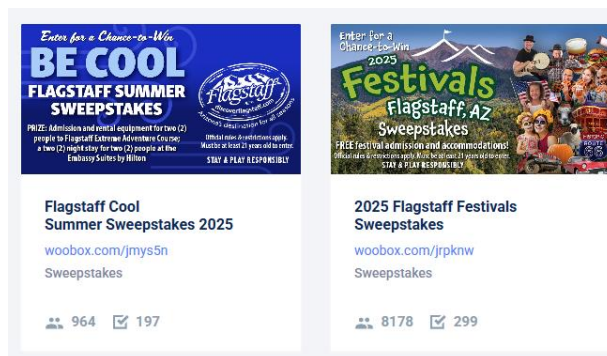
SWEEPSTAKES:

- **Flagstaff Festival Sweepstakes**

- 299 entries
- Sweepstakes are always shown to people with high propensity to visit Flagstaff, but maybe featuring the sweepstakes on Flagstaff Local will increase entries.

- **Be Cool Summer Sweepstakes**

- 197 entries



- Sweepstakes are always shown to people with high propensity to visit Flagstaff, but maybe featuring the sweepstakes on Flagstaff Local will increase entries.

SOCIAL MEDIA:

- **Top post** this month was highlighting **National Astronaut Day**, with 10,560 in reach and 368 engagements. The second top post earned 5,765 in reach and 243 engagements, promoting the 66 Things to Do Passport.
- Posted in support of the May Tourism Service Day cleanup, Festivals, and the Electric Vehicle Ride and Drive.
- Top post on Instagram this month was a meme with Owen Wilson, which gained 7,033 in reach and 678 in engagements. Another top post was promoting Fire Safety, with 5,809 in reach and 233 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
May 5, 2025 at 09:00 am

🎉 Happy National Astronaut Day from Flagstaff, Arizona! 🎉

Did you know? Every astronaut who has walked on the Moon trained right here in Flagstaff!

From the rugged terrains of Sunset Crater and the volcanic fields to the meticulously crafted lunar landscapes at Cinder Lake, Flagstaff played a critical role in preparing astronauts for one of humanity's greatest adventures.

As the birthplace of lunar training and a proud part of space exploration history, Flagstaff continues to inspire dreamers, explorers, and future astronauts every day. 🌌 🚀

Here's to the pioneers who reached for the stars!

#DiscoverFlagstaff #StayAndPlayResponsibly #AstronautDay #Astronauts #FlagstaffLunarLegacy #Space #Astrotourism



FlagstaffArizona
May 26, 2025 at 09:00 am


Get your kicks in Flagstaff! 🚗

Discover 66 iconic, quirky, and classic spots along Route 66 with our 66 Things to Do Digital Passport—a self-guided journey that mixes vintage charm with modern vibes.

- 🌲 Breathe in fresh mountain air
- 🍺 Check in at breweries & roadhouses
- 📸 Snap selfies under neon signs
- 🍴 Dine at James Beard-nominated spots
- 🏆 Earn points and win prizes!

Sign up today and explore Route 66 like never before—only in Flagstaff 📄 bit.ly/3SDdPoJ

#DiscoverFlagstaff #StayAndPlayResponsibly #Route66Flagstaff #GetYourKicks #MotherRoadMagic #DiscoverFlagstaff



Top Instagram Posts: “Us when we see the San Francisco Peaks”
<https://www.instagram.com/p/DJpltPzSURd/>



Discover Flagstaff May the 4th be with you! 🌌
 Visit Flagstaff, and you might see something from a galaxy far, far away 🌌
 #StayAndPlayResponsibly #MayThe4thBeWithYou #DiscoverFlagstaff #HopiR2 #StarWars
 May 4, 2025 at 09:00 am



Discover Flagstaff As temperatures rise, it's important to stay vigilant and #BeFireAware.

Here are some key tips to keep Flagstaff safe during your visit:

- 🔥 Know Your Restrictions: Stay informed about fire restrictions and bans in our area. Check with local authorities and the Coconino National Forest Service for the latest updates.
- 🔥 Practices Safe Outdoor Activities: Whether you're camping, hiking, or having a barbecue, always use designated fire pits and grills. Never leave fires unattended - it is illegal to abandon a campfire in Flagstaff - ensure they are fully extinguished before leaving.
- 🔥 Stay on the Trail: Only use designated open forest roads and trails for recreation.
- 🔥 Smoking is Prohibited in Public Areas: Smoking use of e-cigarettes is prohibited in the city's public spaces.
- 🔥 Be Aware of Chains and Parkings: Dragging chains or tow straps can spark wildfires. Secure your chains and straps before traveling. Parking over grassy areas can spark wildfires, park in areas clear of grasses and foliage.
- 🔥 Report Suspicious Activity: If you see something, say something! Report any signs of smoke or suspicious activity to authorities immediately.
- 🔥 Stay Prepared: Have an emergency evacuation plan in place for your family, and keep important documents and belongings ready to go in case of evacuation.

Lets work together to keep Flagstaff and its surrounding natural beauty safe. Remember, only you can stop forest wildfires!

📍 Coconino National Forest
 #DiscoverFlagstaff #StayAndPlayResponsibly #FireAwareness #WildfireAwareness #Nature #FireSafety
 May 24, 2025 at 11:00 am

SALES:

INTERNATIONAL TRAVEL TRADE:

● **HOSTED ARIZONA OFFICE OF TOURISM DER TOURISTIK TRADE FAM**

- The Arizona Office of Tourism and Discover Flagstaff hosted twelve agents and one AOT German Representative from Travel Marketing Romberg TMR GmbH.
- The focus of the FAM was to promote northern Arizona. The group visited Kingman, Williams, Page, and Flagstaff.
- Der Touristik is a top German Tour Operator. The group travelled from Las Vegas to Arizona and stayed at the Aiden by Best Western while in Flagstaff.
- Their itinerary included the Flagstaff Visitor Center, Route 66, area national monuments, and Lowell Observatory.
- The feedback received was outstanding! *“It was the first time in Arizona for most of the participants (2 or 3 have been to AZ once 15-20 years ago) and the group really appreciated their stay and everything they were able to see.”*

● **MARKETING-**

- Visit USA Committee Germany and Visit USA Committee Switzerland May E-Newsletter published content about Flagstaff’s Astrotourism as the First Dark Sky City.
- FVW Travel Talk Akademie E-Newsletter
 - German Market with digital content was published about Arizona with lead photo as Flagstaff’s Galaxy Diner.
 - “Klassiker und Geheimtipps” – translates to English as “Classics and Insider Tips”



- Discover Flagstaff concluded the Arizona Office of Tourism FVW Akademie German campaign. The year-long campaign launched May 28, 2024, that educated and inspired 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. The course program had travel experts engaged with Arizona content on 21,600 individual web pages. It issued more than 1,200 Arizona certificates with Flagstaff garnering 228 certificates.
- Visit USA Committee UK May E-Newsletter published content about the "Best Route 66 Road Trip."

USA-News für den Counter - Neuigkeiten unserer Mitglieder (Teil 2)

Discover Flagstaff – Die erste internationale Dark Sky City der Welt

Flagstaff ist die erste internationale Dark Sky Stadt der Welt! Das Lowell Observatory, der Geburtsort des Pluto, bietet interaktive Ausstellungen und eine Aussichtsplattform mit beheizten Sitzen. Beobachte die Sterne vom weitläufigen Buffalo Park oder den dramatischen Landschaften des Sunset Crater Volcano National Monument und Meteor Crater aus. Flagstaff bildete Astronauten wie Neil Armstrong und Buzz Aldrin aus, die schließlich den Mond betreten. Buche noch heute eine Reise! [Mehr erfahren](#)

[View this email in your browser](#)

VUSA INSIDER
MAI 2025
Brand USA

FVW AKADEMIE

Arizona
Klassiker und Geheimtipps

Der Grand Canyon, der Monument Valley Navajo Tribal Park und der Antelope Canyon gehören zu Arizonas Top-Zielen. Etwas weniger bekannt, aber einen Besuch wert: die Metropole Phoenix und kleinere Orte entlang der legendären Route 66 oder inmitten bewaldeter Berge wie Prescott, Williams oder Flagstaff.

[Zur Anmeldung](#)

Latest Travel Opportunities in the USA...

Visit USA <info@visitusa.org.uk>
To Meg Roederer

[If there are problems with how this message is displayed, click here to view it in a web browser.](#)

May 2025

Welcome to the latest Visit USA Newsletter, containing ideas and information about traveling to and within the USA over the coming months.

Best Route 66 Roadtrip!

Flagstaff is known as the only 100% solar powered city in the US and is the best place to take the Route 66 Roadtrip. From the largest, highest peaks of Mount Wilson and cross-country with national parks and monuments to the gateway to the road trip including Grand Canyon, Sedona and indigenous arts.

[Discover Flagstaff](#)
[Discover Sedona](#)

MEETINGS/EVENTS/CONFERENCES:

CONFERENCE/ROOMS LEADS/BOOKINGS: 2 Leads were sent in the Month of May for a total of 80 rooms and an estimated economic Impact of \$23,920. At time of reporting both groups had booked in Flagstaff.

MEETINGS/CONFERENCE SERVICES: Staff attended the AzSAE Board Meeting, CEC Meeting, EAC Meetings, provided conference services/assists for 2 groups, and had meetings/site visits with 4 partners.

CONFAB FOR PLANNER’S TRADESHOW: Staff attended the ConFab for Planners Tradeshow with two partners. This was a one-day trade show for Phoenix area Planners to learn about different destinations and properties for their meetings.



VISITOR SERVICES:

May	2024	2025	YoY Change
Walk-ins	15,584	14,097	-10%
Retail Sales	\$53,394	\$47,864	-10%

Model Train

- The Model Train ran 107 times during the month of May.

Brewery Trail

- Visitor Center gave out 75-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.



Rick White
Local Guide • 1271 reviews • 10015 photos

★★★★★ 2 weeks ago **NEW**

The visitor center inside the train station has lots of travel and tourist information. There are numerous freight trains that roll through Flagstaff each day along with Amtrak which is perfect for rail fans. There is also lots of Route 66 nostalgia and easy access to restaurants.

PDiane Osby
Local Guide • 99 reviews • 22 photos

★★★★★ 3 weeks ago **NEW**

Wow lots of great things that I was looking for. Very interesting place. Staff Very friendly and helpful.

Randy Brown
Local Guide • 191 reviews • 7 photos

★★★★★ 2 weeks ago **NEW**

Worth stopping in to gather information on the area, Friendly, gave helpful recommendations for lunch and shopping.

CREATIVE SERVICES:

ADVERTISING:

- **ROUTE 66 CENTENNIAL:** Assisted with video and photoshoots for the Route 66 Centennial promo video.
- **GCOT:** Created a t-shirt design for GCOT.
- **PHOTO:** Provided photos for various media requests.
- **IPW:** Created a patch to represent Flagstaff for AOT at IPW.
- **DRONE SHOW:** Assisted with planning and storyboard for the drone show.
- **LOOK BOOK:** Updated and ordered new look books for Media.
- **GREEN BOOK:** Finalized plaques installation for the Green Book Tour.
- **COLORING BOOK:** Continued work on a coloring book themed Route 66
- **DRIVE MARKET/NATIONAL CAMPAIGNS:** Produced digital ads for May **Datafy**, **2News.com (Be Fire Aware-Stage 1)**, **AZCentral.com**; news tickers (Stage 1) for **12News Broadcast**, print ad for **Certified Traveler Info Guide-Route 66**, **LMGI Compass Magazine (Film)**, **Discovery Map**, **Phoenix Times Summer Guide**.
- **PHOENIX BILLBOARD:** Produced refreshed creative for the Legends District vinyl billboard that will be accompanied with new 7 feet high 3-D hiking boots. Installation expected to happen within the next few weeks.
- **JULY 4TH CELEBRATION:** Continue work on detailed map for the July 4th Drone Show to include additional viewing areas and construction routes.



WEBSITE:

- **DRONE SHOW:** Updated the [4th of July web page](#) containing details for the upcoming drone show in Flagstaff

CITY JOBS:

- **LOCAL PRINT ADS:** Created a “Fly Easy, Fly FLG” Flagstaff Airport ad and a 4th of July Drone Show badge ad for June’s Flagstaff Business News and “Be Fire Aware” ad for the Arizona Daily Sun
- **DISCOVER FLAGSTAFF CAR WRAP:** Designed a new Chevy Traverse wrap design featuring “As Grand AZ it Gets” on the sides and Route 66 on the back.
- **OPEN SPACE:** In review - a 3 x 2’ draft for the interpretive sign to be located by the Pit House Overlook at Picture Canyon.
- **ARTS, SCIENCES & BEAUTIFICATION:** The Flagstaff Public Art Map Guide has been reformatted into a brochure for ease of use. Guide to be printed in June.
- **FLAGSTAFF PD RECRUITMENT:** Created a recruitment popup banner and tablecloth for Flagstaff Police.
- **PD:** Provided PD with various magnet ideas to promote recruitment with photos from a photoshoot we conducted.
- **FIRE DEPARTMENT:** Assisted the Fire department with vectorizing a new logo.
- **BUSINESS CARDS:** Processed business cards requests for various city divisions.






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POLICE OFFICERS & DISPATCH




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JOIN TEAM FLAGSTAFF





THE ONLY 7,000-FOOT ELEVATION, PINE-FRESH, DARK-SKY CITY ON THE MOTHER ROAD.

FOR A FREE VISITOR GUIDE, VISIT DISCOVERFLAGSTAFF.COM

OFFICIAL FLAGSTAFF VISITOR CENTER'S EXPERTS ARE READY TO ASSIST YOU WITH YOUR ITINERARY.

FLAGSTAFF VISITOR CENTER | One E. Route 66 | Flagstaff, Arizona 86001
928.213.2951 | 800.842.7293 | Open Monday-Saturday 8 am-5 pm, Sunday 9 am-4 pm

2025 Festivals Flagstaff, AZ

MAY
OVERLAND EPPO WEST | 5/16-5/18
WINE & FIBER FESTIVAL | 5/29-31

JUNE
HOLLARADO | 6/7-6/8
FOLK FESTIVAL | 6/14-6/15
PRIDE IN THE PINES | 6/21
BEER FESTIVAL | 6/21
HERITAGE FESTIVAL OF ARTS & CULTURE | 6/28-6/29

JULY
FLAGSTAFF SOCIETY | 7/4
ART IN THE PARK | 7/4-7/6
SHAKESPEARE FESTIVAL | 7/10-11
AZ HIGHLAND ECLECTIC FESTIVAL | 7/19-7/20

AUGUST
CHILI FESTIVAL | 8/2-8/3
MOTOR ROAD CLASSIC CAR SHOW | 8/16
INTERNATIONAL FILM FESTIVAL | 8/16-8/17
HOPI ARTS & CULTURAL FESTIVAL | 8/23-8/24
ART IN THE PARK | 8/29-9/1

SEPTEMBER
PICKIN' ON THE PINES BLUEGRASS & ACoustic MUSIC FESTIVAL | 9/12-9/14
FLAGSTAFF FESTIVAL OF SCIENCE | 9/18-9/20
MUSIC FESTIVAL | 9/20
FLAGSTAFF STARB PARTY | 9/25-9/27
BARS & BREWS | 9/27
CONCORDIA FALL FESTIVAL 9/27-9/28

OCTOBER
OCTOBERFEST | 10/4
SHAKESPEARE FESTIVAL | 10/17-10/19
CELEBRACIONES DE LA GENTE | OCTOBER

BOOK YOUR ACCOMMODATIONS EARLY!
DISCOVERFLAGSTAFF.COM



BE FIRE AWARE
KNOW BEFORE YOU GO
Arizona's destination for all seasons
Stay & Play Responsibly

FREE FLAGSTAFF JULY 4TH CELEBRATION
★ PATRIOTIC DRONE SHOW ★ PARADE ★ OUTDOOR SYMPHONY CONCERT ★ ART IN THE PARK
ENJOY 200+ RESTAURANTS & 8 AWARD-WINNING BREWERIES.

WE KNOW YOU CARE



BE FIRE AWARE
KNOW BEFORE YOU GO

- Be aware and knowledgeable of fire restrictions.
- Be aware dragging chains or tow straps can spark a wildfire.
- Be aware parking in dry, grassy areas can spark a wildfire.
- It is illegal to abandon a campfire.
- Smoking is prohibited in Flagstaff's public places.
- Only use designated open forest roads & trails for recreation.

For a free map, visit fs.usda.gov/coconino



Scan or visit discoverflagstaff.com/fireaware to learn more.



Arizona's destination for all seasons
STAY & PLAY RESPONSIBLY



AIRPORT

AIRCRAFT RESCUE FIREFIGHTING (ARFF)

A new Airport Operations/ARFF Specialist has been hired and will be replacing a current Specialist who is set to be promoted to Airport Operations/ARFF Lead (Captain) in July, following an upcoming retirement.

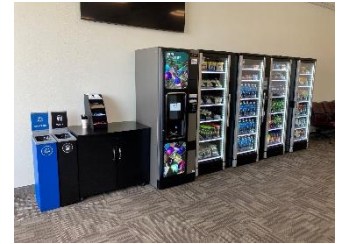
EXPRESS VISITOR’S CENTER

Construction of the Airport Visitor Center is nearing completion, and a soft opening is expected in June. The contractor has installed the glass storefront and doors and is completing the final touchup work.



MICRO-MARKET

The micro-markets and coffee kiosks (both pre- and post-security) are operational. Additional vending units have been shipped and will be installed once they arrive. Instructional and wayfinding graphics are being designed and will be installed soon.



AIR SERVICE ATTRACTION

Staff attended an air service attraction roundtable in North Carolina and received updates from eight airlines. Airlines continue to tighten capacity, particularly in U.S. regional markets, contributing to an average fare increase of approximately 15% in Q2 2025. Additionally, some carriers are delaying aircraft deliveries due to newly imposed tariffs.

MARKETING + ADVERTISING

The new general awareness campaign, Fly easy, fly FLG, launched in mid-March. In May, the digital campaign generated 3,163,480 impressions.

FLAGSTAFF AIRPORT
GRAND DESTINATIONS

Fly easy, fly FLG.

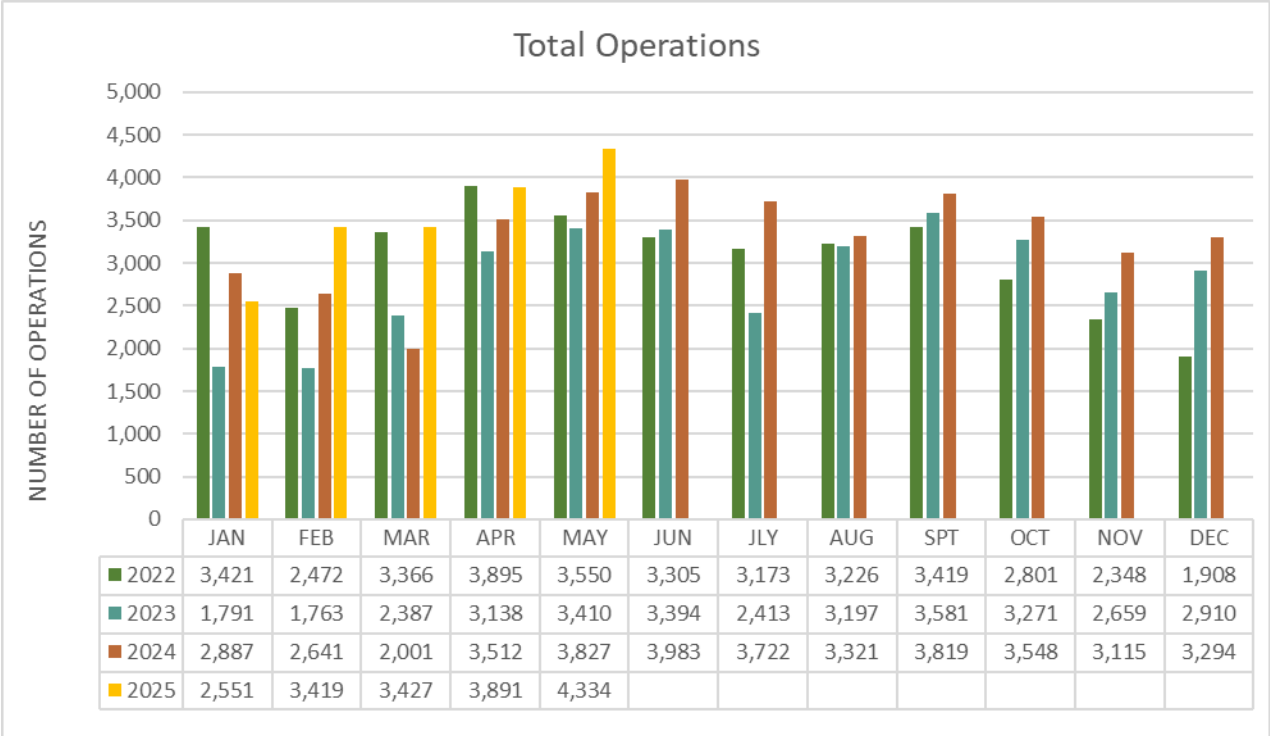
Closer. Faster. Friendlier.

Your vacation starts here.
Skip the drive and enjoy the conveniences of your local airport.
Service to PHX and DFW on American Airlines.
Book now at flyflagstaffaz.com.

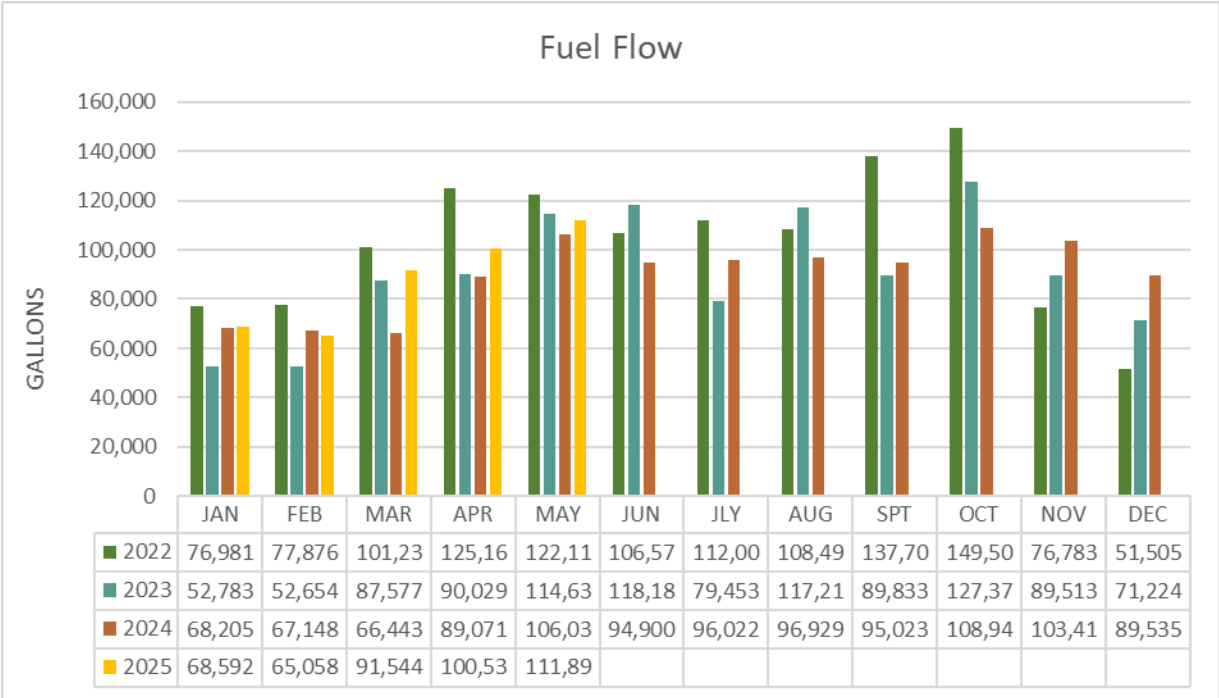
AIRPORT ENPLANEMENTS, OPERATIONS, AND FUEL FLOW:



Enplanements are defined as revenue passengers boarding flights. May’s enplanements were up 9.5% over 2024.



Each aircraft takeoff or landing is counted as an operation. May's operations were up 13% from 2024.



May's fuel flow was up 5.5% from 2024.



ECONOMIC DEVELOPMENT:

WORKFORCE DEVELOPMENT:

- **The Arizona State Veterans Home** recently hosted a resource and employment fair, providing an opportunity for regional employers to showcase their services and job openings. Economic Development staff attended the event and engaged with both job seekers and facility representatives. During the event, staff met with the facility administrator to discuss ways to strengthen future collaboration. One idea that emerged was the possibility to schedule a follow-up meeting in November to coincide with the one-year anniversary of the facility's opening. This milestone could serve as a meaningful opportunity to reflect on the year's progress and explore expanded partnership opportunities.
- **Coconino County Workforce Development Board** had staff attendance. Several key topics were discussed, including conflicts of interest, updates on the One Stop Shop, financial reports from the Board, and the review of applications for prospective new Board members. The meeting provided valuable insight into ongoing workforce initiatives and highlighted opportunities for greater regional alignment and collaboration.



ECONOMIC DEVELOPMENT WEEK:

- **Economic Development Week** was celebrated, May 11th -17th. The City of Flagstaff honored Quality Connections for its significant role in fostering inclusive economic growth. The City Council's proclamation highlighted Quality Connections as a "community leader for over 25 years," emphasizing its dedication to empowering individuals with disabilities through job training, inclusive employment, and social enterprises like QC Office. By employing over 200 staff, Quality Connections not only supports its members but also contributes to Northern Arizona's economy. This recognition underscores the organization's commitment to creating opportunities for individuals with disabilities and enhancing the community's economic vitality.



BUSINESS RETENTION AND EXPANSION:

- **Business retention efforts** continue. Staff continue to support tenants at 1300 S. Milton by assisting with their transition and exploring available office space options for relocation. All current leases are set to expire at the end of July, and staff are working to ensure a smooth and timely move.



SUSTAINABLE ECONOMIC DEVELOPMENT:

- **Northern Arizona Mayoral Roundtable** was hosted by staff, held in Williams, Arizona. The event brought together mayors and vice mayors from across the region to share updates on community accomplishments, sustainable economic development efforts, and ongoing challenges. Discussions highlighted opportunities for regional collaboration, particularly around infrastructure, workforce development, and strategic growth.

The event also featured remarks from the Arizona Association for Economic Development and the Arizona Commerce Authority's broadband initiative. It provided a valuable forum for networking and aligning local priorities across Northern Arizona communities.



- **Local Layers**, a visual platform that uses Augmented and Virtual Reality to bring Flagstaff's architectural history to life, is being developed by Chase Wheeler. Wheeler, a recent graduate of Northern Arizona University, is developing an innovative venture that enables users to take immersive historical tours of existing buildings, view archival photographs, and access curated summaries detailing each site's past. Economic Development staff met with Chase and representatives from NAU's Venture Studio to explore potential ways the city can support this creative and culturally enriching initiative in the Sustainable Tourism market.
- **Green Business Boot Camp in Flagstaff**, hosted by Local First AZ, provides hands-on training and practical guidance for sustainable business practices tailored to our local community. Participants are learning actionable strategies for reducing waste, conserving energy, and minimizing their carbon footprint while enhancing brand value. The event fosters peer networking and collaboration opportunities, empowering business owners to adopt greener operations and contribute to Flagstaff's environmental sustainability. This cohort will graduate next month, stay tuned for more information on the projects the businesses are working on!

BUSINESS ATTRACTION:

- **FireFlight** held their grand opening at Moonshot. The event was followed by a class on the basics of AI, taught by Areil Strong. FireFlight is a Flagstaff-based business and an awardee of the 2024 Innovate Waste & Carbon Neutrality Challenge. Founded by Ariel Strong, this company designs and deploys AI-centered drones that help manage forest health, flooding, and firefighting capabilities.



LAND AVAILABILITY USE:

- **City of Flagstaff Community Development** held a project update on the Land Availability and Sustainability Study accompanying Code Analysis, Economic Development staff attended. The initiative involves a comprehensive review of available land, ongoing and planned housing projects, and potential code revisions aimed at improving development processes. The project's goal is to identify opportunities to streamline regulations and maximize the use of vacant land parcels within the city, supporting more efficient and strategic growth.

CHILDCARE INITIATIVES:

- **Childcare discussion** continues- a collaborative working group composed of local organizations has come together to explore innovative solutions to address the growing childcare challenges in the community. Economic Development staff are actively participating in this effort, which aims to expand access to quality childcare options for families while supporting and strengthening existing childcare providers. The group is focused on identifying sustainable strategies that not only increase availability but also uphold the highest standards of care and early childhood education.
- **Rebecca Cirzan**, Director of the Early Learning and Development Center (ELDC) at Northern Arizona University, delivered a presentation to City Council focused on the challenges and gaps in local childcare resources. She emphasized how the limited availability of affordable, high-quality childcare significantly contributes to rising costs and adds stress to working families across the community. Her remarks underscored the direct connection between childcare access and workforce stability. Rebecca also shared that the ELDC is actively exploring new partnerships, funding opportunities, and program enhancements aimed at easing the burden on working parents while continuing to provide top-tier early childhood education and care.

Choose Flagstaff LinkedIn:

- During the month of May, Choose Flagstaff LinkedIn garnered **1,510 organic impressions**, 89 reactions, 6 comments, and 2 reposts. Choose Flagstaff LinkedIn is nearing 300 followers, a 25% increase since January 2025. Choose Flagstaff shared pictures, text posts, and a video interview with the 2025 Innovate Green winner.

Moonshot:

CAMPUS ACTIVITIES:

- **5/13** - WE Mean Business with Kathrine O'Donnell - Communication in business/Fundraising.
- **5/13** - Hosted Arizona Hispanic Chamber Job and Resource Fair event
- **5/14** - Founders Forum with Paul Sciame.
- **5/28** - FireFlight Open House/Ribbon Cutting



BEAUTIFICATION, ARTS & SCIENCES:

Completed Projects

Multicultural County Park Sculpture Exhibition, Year Two: Elizabeth "Liz" C. Archuleta County Park, 703 E. Sawmill Rd.



The *Multicultural Park Sculpture Exhibition* honors outstanding artistry and brings multicultural visibility to the forefront of shared public spaces. Large-scale immersive installations by Oliverio Balcells, Isaac Caruso, Joe Ray, Adrian Wall, and Lance Yazzie represent compelling perspectives, individual or collective, and transform the park into a space of discovery and joy for residents and visitors. Featured artists were recommended by a selection 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, Hispanic Advisory Council, and the African Diaspora 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. The project is presented in partnership with Coconino County. To learn more visit <https://www.flagstaff.az.gov/4935/Multicultural-County-Park-Sculpture-Exhi> (From left to right, *The Thunderstorm* by Adrian Wall, *Changing Woman* by Lance Yazzie, *Celestial Juggler* by Joe Ray, *Wings of Ancestors* by Isaac Caruso, and *Atl-Tlachinolli* by Oliverio Balcells.)

BIA Grant, Utility cabinet wrap at Fort Valley Road and Meade Lane:



Jillian Sander's design was installed at Ft. Valley and Meade, which illustrates local fungus enjoy recreational activities within the familiar landscape of the San Francisco peaks. The artist says, "Flagstaff is home to a wonderfully unique biome and foraging and mycology is a common interest that binds members of the community together." Her design highlights the connective network among mushrooms, utility boxes, and inhabitants of Flagstaff.



Beautification/Public Art Capital Projects in Process

- **Art Glass at the DCC:** Art Glass delivered to DCC site.
- **Cleo Murdoch Park 3D art:** Staff approved a proposal on-call engineering firm to design the foundation and set project timeline.
- **Downtown Mile, Milton Railroad Underpass:** Survey submissions compiled (148 contributors/161 contributions) and sent to designer.
- **Historic Dunbar School Plaque:** Marie Jones submitted revised renderings based on community feedback which was reviewed by staff. Updated renderings will be presented to BPAC for approval at July meeting.
- **FUTS Trail Sculpture:** Proposal solicited and received for *Rockman and Pebble* sculpture by Craig Grey.
- **Joe C. Montoya Community Center:** Staff and Prose determined feasibility for a sculpture garden project at the Community Center utilizing artwork chosen for Multicultural County Park Sculpture Exhibitions. Will present to BPAC as a new project idea this summer.
- **Southside Grove Sculpture @ the DCC:** Landscape installed.
- **Spruce Wash Wedge:** Artist team design contract language finalized and sent for signatures.
- **Switzer Canyon Roundabout 3D Art:** RSOQ issued on May 21st, closes on July 1st. Proposal reviewed and revisions requested of landscape architect.
- **Traffic Signal & APS Utility Cabinets:**
 - RFIP for Utility Cabinet Vinyl Artwraps sent to vendors FILMTEQ, NOAZ & Signarama. One response received; selection panel set in June to review.
 - For the four locations, selection panels met, and scores submitted. Scoresheets compiled and sent to Procurement for review. Recommendations of the panels finalized for BPAC meeting in June.

Programming, Grants, Maintenance + Outreach:

- **Art Donation:** Exact location determined at Frances Short Pond in Thorpe Park and cement footing installed for the sculpture donated by Gene Galazan. At the artist's request, staff collecting nominations for titling the sculpture from BPAC Members and BAS staff.

- **Arts & Sciences Non-Profit General-Operating-Support Grants:** Staff’s selection panel service included applicant presentations, final scoring, and recommended allocations.
- **BPAC:** May meeting held. Action items included approval of BIA grants (part one of two) after listening to applicant presentations, and approval of Beth Nybeck’s final design of *Rustle* (image right), the sculpture for the Cleo Murdoch Park. Discussion items included presentations by Mountain Line, PROSE, and Community Investment regarding the programming elements at the new Civic space at the Downtown Connection Center, and a presentation by Laura Mielcarek of Wheat Design Group for a public art project at the Milton Street overpass in conjunction with the Downtown Mile project.
- **Beautification in Action (BIA) Grant Program:** All applicants reviewed by BPAC on May 12th meeting notified of outcome.
- **Collections Management**
 - Staff research conducted regarding Councilmember request regarding “Two-Spot” Train in the collection. Will work in conjunction with Historic Preservation.
 - Five works were added to the Public Art Archive public-facing site.
 - **Southside Grove/Art Glass:** Staff, artist team, and Mountain Line determined direction of plaque content and installation location.
- **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.
- **Downtown Wayfinding:** Staff met with FDBA to discuss way finding needs.
- **Festival of Science:** Staff partnering with Flagstaff Family Food Center for a proposal based on BIA grant project, including an open house and cooking class.
- **Lead Art Agency RSOQ:** Council approved contract for Creative Flagstaff on May 20th meeting.
- **Maintenance:**
 - **Library Entry Handrails:** Staff purchased insulating coating for Library metal railings to reduce summer heat.
 - **Motion refurbishment:** Staff requested proposal from a vendor from a list of potential vendors identified with Procurement staff.
 - **Route 66 Preservation Project:** Landscape architect and staff reviewed potential scope expansion for designated parking, selfie pad at monument sign, and accessible crossings to the FUTS trail that leads to the Preservation Site. ADA issues were identified as prohibitive of all but the selfie pad, which will be included as an add-on option.
- **Outreach:**
 - **E-subscribers** added to BAS listserv and e-blast sent highlighting the Multicultural County Park Sculpture Exhibition, Call to Artists for the Contemporary Indigenous Artisan Market, and Call to Artists for the State of New Mexico Large-Scale Purchase Initiative.



- **Multicultural County Park Sculpture Exhibition:** Social media posts highlighting the opening reception ran across CoF social media platforms. Press release featured as a top story in the Arizona Daily Sun: [City of Flagstaff, Coconino County partnering for 2nd year of Multicultural County Park Sculpture Exhibition | Local News | azdailysun.com](#). Staff



- executed, the opening reception. Attendees included CoF/Coconino County staff; CoF Mayor, Vice-Mayor and select councilmembers; select County Board of Supervisors; selection panel representatives; community members; and all artists. Photos prepared and sent to City Manager.
- **PROSE:** Staff attended a PROSE Commission meeting and addressed upcoming art projects, including the Gene Galazan donation, temporary sculpture exhibition, and the ineligible BIA Grant application for Public Art Walls at handball courts.
- **Route 66 Preservation Project:** Staff responded to AZ Family Channel 3 Media Request regarding lack of parking near project. Subsequent article and news story garnered statewide attention. The refurbishment plans do not include adjacent parking but do include designated parking at the Flagstaff Mall and directional signage.
- **Switzer Canyon Roundabout 3D Art:** Staff sent RSOQ opportunity to Albuquerque Public Art, Americans for the Arts, Arizona Commission on the Arts, Arts Foundation of Tucson & Southern Arizona, California Arts Council, Colorado Creative Industries, Creative Flagstaff, Denver Public Art, Fort Collins Public Art, Nevada Arts Council, PAN Listserv, Public Art Exchange, Santa Fe Arts Commission; opportunity uploaded to the BAS webpage; personalized email sent to 30 Multicultural County Park Sculpture Exhibition applicants; CoF social media graphic in design and posts scheduled, and eblast and press release being designed and written.

[Highlighted Arts & Science Grant Recipient Program:](#)



Mother's Day Appreciation Event at the Arboretum

4001 S. Woody Mountain Rd.

Held Sunday, May 11 from 10am to 1pm

Standard admission fee, \$12/adults; \$6/youth; Children under 5 free; members free.

Participants enjoyed springtime flora with refreshments, local music, crafts for kids, and family portraits.

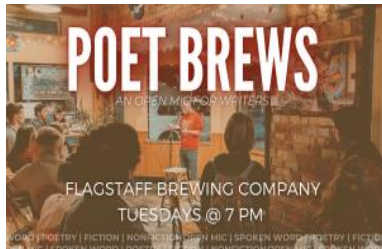
Ugly Dolls Workshop

Held Friday, May 16, 1pm

\$45/sliding scale, Ages 16+

Threaded Together, 2710 N. Steves Blvd. Suite 2, Flagstaff, AZ 86004

Participants learned basic sewing skills like hand sewing, machine sewing and appliqué techniques. Opportunity provided to design, sew, and stuff a unique “ugly” doll to keep. This workshop was offered for beginners and experienced sewists alike. All materials and tools were included.



Poet Brews

Held May 27, 7pm (Weekly), sign up began at 6:45pm

FREE; 21+ or accompanied by guardian.

Presented by **Northern Arizona Book Festival** at Flagstaff Brewing Company, 16 East Route 66

Participants could read up to ten minutes...anything from fiction, poetry, nonfiction, a text sent to an ex, something written while listening to others, a standup routine. This stage welcomed ALL readers and writers at any stage and encouraged new writers or readers to come out.

PARKFLAG:

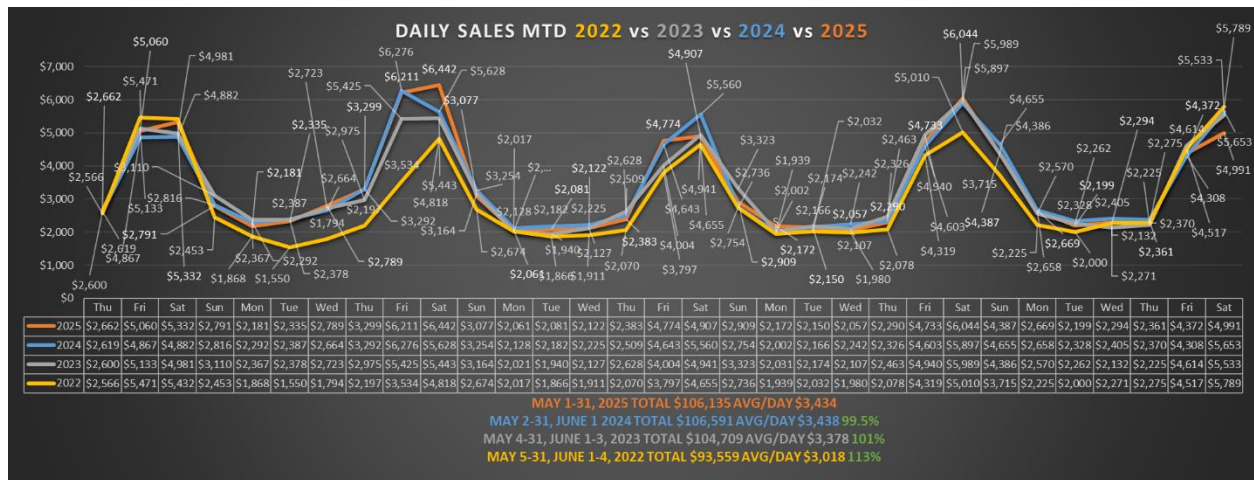
PARKFLAG OPERATION UPDATES:

- **Spring Cleaning:** Staff continued spring cleaning efforts throughout the Parking District. Kiosks were cleaned, and a major cleanup of the Flagstaff Senior Living (FSL) Cherry Avenue lot (pictured right) was completed. This included trimming trees, pulling weeds, and removing a significant number of debris and trash, which was taken to the dump.
- **Parking Rate Study:** In collaboration with the Legal and Finance departments, staff began collecting data necessary to conduct a comprehensive parking rate study. This effort will help evaluate current rates and support future planning.
- **Request for Proposals: Curbside Parking Management Plan:** Proposals were received from two consulting firms for the development of a curbside parking management plan. We will move forward with the selected proposal and begin negotiations in June.



FINANCIAL PERFORMANCE AND PARKING STATS:

- **Revenue Overview:** ParkFlag generated \$106,135 in pay-to-park revenue in May, reflecting an approximate 0.5% decrease compared to May 2024.
- **Permit Sales:** Permit sales totaled \$6,801, reflecting an approximate 4% decrease in monthly permit sales compared to March.
- **Parking Stats:** In May, parkers parked a total of 106,135 hours within the pay-to-park district, with the average session lasting 2 hours and 4 minutes.



May Month to Date Year over Year Revenues



YOUTH SERVICES:

A large crowd of kids, teens and parents showed up for the Summer Reading Challenge kickoff to sign up and to participate in a variety of activities and crafts.



REFERENCE:

The Wily Writers group continues to have steady attendance, and attendees take an active role in the program, setting up a calendar of who will bring work for critique in the coming months. They have also expressed interest in other, one-time writing workshops with a specific focus. Staff is looking forward to offering some of these in the fall. On May 17th, eighteen hikers met staff at the trailhead



to explore

Hart Prairie. During the hike, Roving Rangers and library staff spoke to participants about the geology of the area (maar volcano), the settler homesteading history (Michelbach family), the historic crops grown in the area, and thinning projects being done to both protect the rare Bebb Willows and reduce the risk of catastrophic fire. Participants also saw and identified many birds and plants.



PR and Marketing:

- Staff hosted a table to offer information about library resources and services at the High-Country Veterans Standdown. The event was attended by many people and staff had a chance to discuss and promote a variety of library services, resources, events, and programs.
- Library resources and services were also promoted by the library director who was the featured speaker at the Flagstaff Rotary Club meeting on May 20th.

East Flagstaff Community Library:

- Crafty Corner participants used pipe cleaners to make fun creations. A fan favorite was the butterfly rings. Other creations included pipe cleaner dogs and cats.



- Spring sessions for Lego Club and Game Day ended strong with solid attendance and kids excited for the new games and controllers that are coming this summer for Game Day.

- The May Climate Conversation covered "Multimodal Transportation" in Flagstaff with a presentation lead by MetroPlan. The presentation discussed their vision, the problems Flagstaff faces as a community, and ways for all to help improve the wellbeing of the community, while also helping the environment.
- Queer Board Game Night at EFCL went well. The group played Here to Slay and another group, that meets weekly played, euchre.

Collection Management Services:

The library received a large donation of Manga graphic novels and will be adding about seventy titles to the collection.

Staff News & Training:

- Andrea Barrantes was hired to fill the vacant Jail Library Specialist position. Prior to this Andrea was serving as an Outreach Specialist at the Downtown Library.
- EFCL hired two new part-time temporary clerks, Elias Lindstrom, and Fallon Fruchey along with a full-time permanent clerk, Carrie Begay.
- Andrea Barrantes attended the training "Beyond the Pizza Party: A Panel Discussion on How to Maintain Staff Morale" on Thursday, May 8th.

County Libraries:

Forest Lakes:

Forest Lakes Library is working with the fire department to supply emergency response radios. The radios alert people 24/7 on all safety issues. People coming in for the radios are being encouraged sign up their kids and grandkids for the reading map this summer.



Grand Canyon Community Library:

- This month GCCL had a little shout out in the weekly National Parks Service Newsletter when an employee, who was being interviewed was asked what they had recently read. The person said, "I just read *Brave the Wild River: The Untold Story of Two Women Who Mapped the Botany of the Grand Canyon*. It was really really good! I returned it to the library so go check it out!"
- A visitor to the park came into the library to use the Wi-Fi and asked about a book set in the Grand Canyon that his teacher had read to his class when he was a child. Staff was able to identify the book as *Brightly of the Grand Canyon*, which was available in the library collection. He then signed up for a library card and checked the book out to read during his stay.
- A mother and child were playing with the doctor toy set in the children's area and the little boy used the stethoscope to check the heartbeat of his favorite book.

Bookmobile:

- The bookmobile did its first visit to the North Rim in May since resuming service this year and library users were super excited to see it.

- Staff was given free cookies at Jacob's Lake and met some very nice young people at the North Rim residential stop.

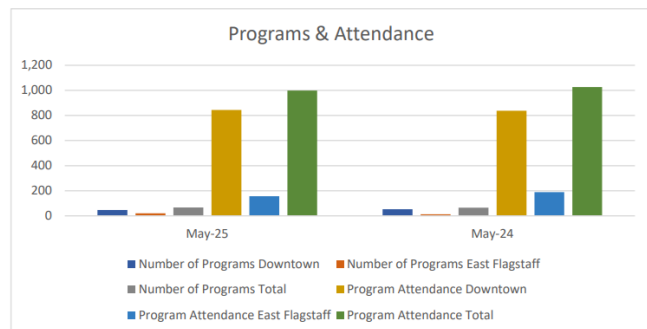
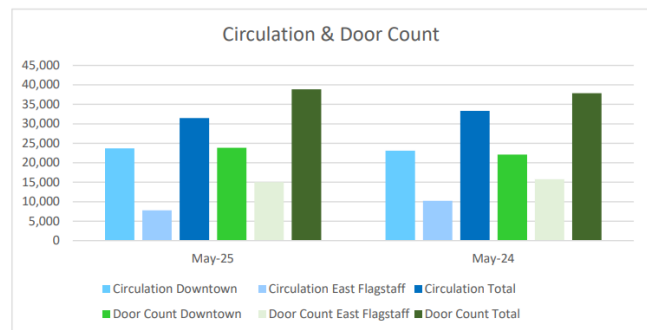


LIBRARY STATS:

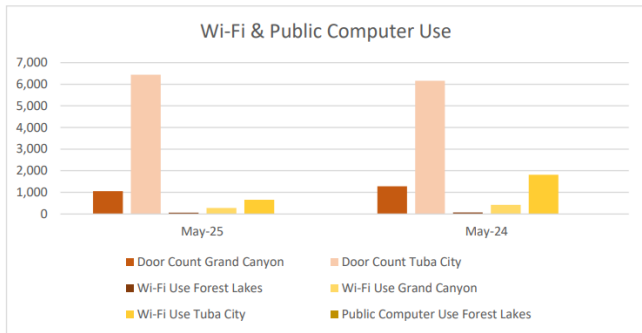
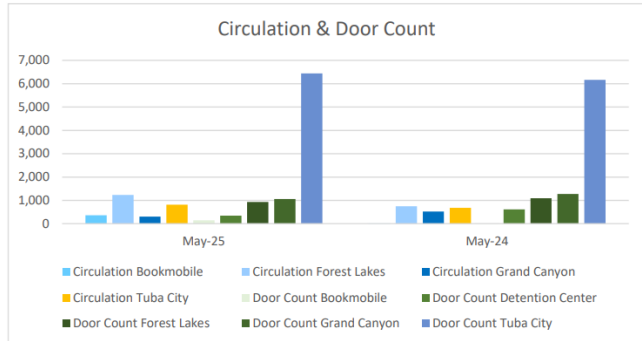
STATISTICS

Countywide		May-25	May-24	Difference
Overdrive Circulation	All Libraries & Sora	10,560	9,219	14.55%

Downtown & EFCL		May-25	May-24	Difference
Circulation	Downtown	23,678	23,108	2.47%
	East Flagstaff	7,804	10,242	-23.80%
	Total	31,482	33,350	-5.60%
Value of Loaned Materials	Downtown	\$412,277	\$410,713	0.38%
	East Flagstaff	\$133,150	\$170,466	-21.89%
	Total	545,427	581,179	-6.15%
In-House Use	Downtown	20,060	18,439	8.79%
	East Flagstaff	6,521	7,047	-7.46%
	Total	26,581	25,486	4.30%
Door Count	Downtown	23,861	22,090	8.02%
	East Flagstaff	15,011	15,781	-4.88%
	Total	38,872	37,871	2.64%
Wi-Fi Use	Downtown	3,218	5,808	-44.59%
	East Flagstaff	2,556	1,871	36.61%
	Total	5,774	7,679	-24.81%
Public Computer Use	Downtown	2,397	2,415	-0.75%
	East Flagstaff	1,588	1,820	-12.75%
	Total	3,985	4,235	-5.90%
Number of Programs	Downtown	47	53	-11.32%
	East Flagstaff	20	12	66.67%
	Total	67	65	3.08%
Program Attendance	Downtown	843	838	0.60%
	East Flagstaff	156	189	-17.46%
	Total	999	1,027	-2.73%
Reference Help	Downtown	2,491	3,111	-19.93%
	East Flagstaff	1,588	2,318	-31.49%
	Total	4,079	5,429	-24.87%



Branches		May-25	May-24	Difference
Circulation	Bookmobile	366	0	3659900.00%
	Forest Lakes	1,237	746	65.82%
	Grand Canyon	303	519	-41.62%
	Tuba City	813	682	19.21%
In-House Use	Detention Center	867	1,340	-35.30%
	Forest Lakes	17	12	41.67%
	Grand Canyon	228	131	74.05%
	Tuba City	72	99	-27.27%
Door Count	Bookmobile	149	0	1489900.00%
	Detention Center	351	612	-42.65%
	Forest Lakes	937	1,089	-13.96%
	Grand Canyon	1,057	1,278	-17.29%
	Tuba City	6,444	6,164	4.54%
Wi-Fi Use	Forest Lakes	63	68	-7.35%
	Grand Canyon	277	418	-33.73%
	Tuba City	656	1,814	-63.84%
	Public Computer Use	Forest Lakes	0	0
	Grand Canyon	105	0	1049900.00%
	Tuba City	337	332	1.51%
Number of Programs	Bookmobile	0	0	0.00%
	Forest Lakes	0	4	-99.75%
	Grand Canyon	6	0	59900.00%
	Tuba City	5	6	-16.67%
Program Attendance	Bookmobile	0	0	0.00%
	Forest Lakes	0	0	0.00%
	Grand Canyon	23	35	-34.29%
	Tuba City	34	68	-50.00%
Reference Help	Bookmobile	31	0	309900.00%
	Detention Center	43	65	-33.85%
	Forest Lakes	215	1,241	-82.68%
	Grand Canyon	544	253	115.02%
	Tuba City	488	294	65.99%



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



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