



HOTEL MONTE VISIT

# Flowers Program 2026 Contract

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# Flowers Program Contract

- Background
- Project Growth and Current Scope
- Vendor Review
- Benefits
- Recommended Contract Approval





# Background: Pilot Season

- Project began as a pilot in 2020 and was well-received by the public.
- Utilizes BBB Funding
- Originally in Downtown only





# Scope: Seasonal to Year-Round



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





# Scope: Southside expansion+



- 2021-2022: Hanging baskets added to Southside; Wine barrel plantings added to Heritage Square and Southside at South Beaver; Large moveable planters added to Downtown; and both year-round and seasonal plantings installed at Heritage square.



# Scope: Eastside Expansion

The Fourth Street Gateway has planter boxes as part of program expansion in 2022.





# Scope: Aspen Alley



- 2023: Three large moveable planters added for Aspen Alley in summer and for Birch/Leroux corners in the winter.





# Scope: Birch Ave. + Route 66



- 2024: Hanging baskets added to Birch Avenue.
- 2025: Hanging baskets added to N. Route 66 between San Francisco and Leroux



# Scope: Infrastructure



- Infrastructure Elements:
  - Moveable planters served as part of the closure infrastructure during early COVID in 2020
  - Plantings in wine barrels as supports for gazebos in Heritage Square
  - Large metal planters for seasonal street/alley closures
  - Removable wayfinding aids



# Scope: Current Elements

- 58 hanging baskets  
Downtown/Southside
- 21 barrel plantings  
Downtown/Southside
- Heritage Square Pollinator Garden  
and permanent fixed planters
- Seven large, metal movable  
planters for street and alley  
closures
- 2 large planters at Fourth Street  
Gateway



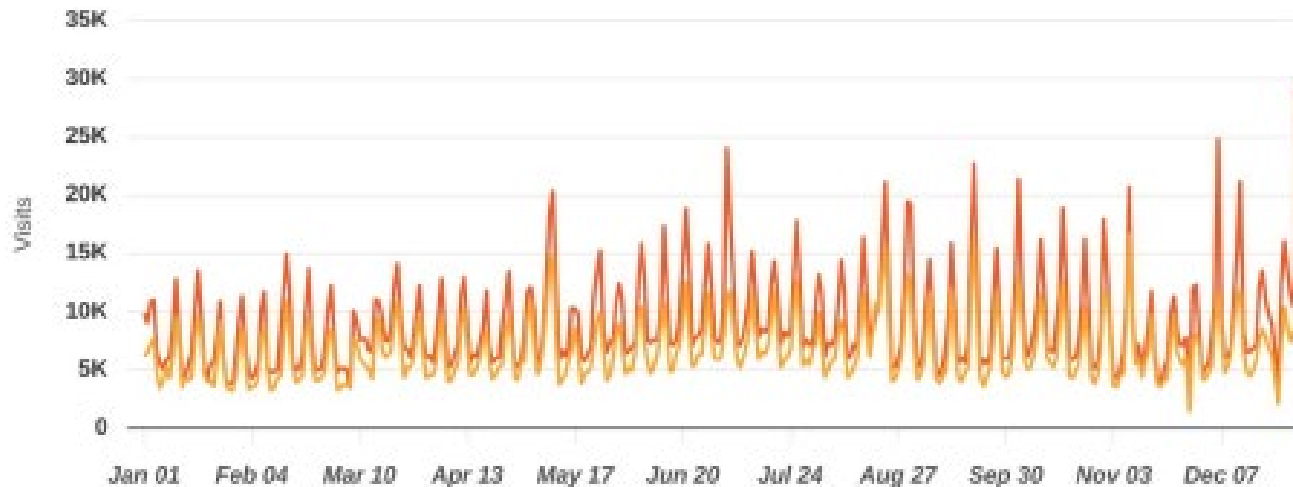


# High Visibility

The project is concentrated in the historic core of Downtown and Southside that received about **5.8 Million visits** (locals and tourists alike) in 2025, per to Placer AI data

## Visits Trend

Southside Flagstaff Parking Distr... East Aspen, Flagstaff, AZ  
Northside Flagstaff Parking Distr... East Aspen, Flagstaff, AZ



	2023	2024	2025
Southside Flagstaff Parking Distr... East Aspen, Flagstaff, AZ	2.2M	2.3M	2.5M
Northside Flagstaff Parking Distr... East Aspen, Flagstaff, AZ	2.9M	3.1M	3.3M



# Procurement Process



- Request for Formal Proposals posted at the end of 2025
- One proposal received
  - Selection panel reviewed materials and approved recommendation of vendor
- Approved for recommendation by BPAC February 9, 2026





# About the Vendor



- Foxglove Gardening provides fine gardening & landscape for plants to thrive in the Northern Arizona climate.
- Foxglove has been a locally owned gardening business servicing Flagstaff since 1981





# Annual Fee Increases



- Regular growth of the program has increased maintenance costs over the years
- Inflation also raises the cost of the program annually



# Project Benefits





# Project Benefits



- **Supports local businesses**, including Foxglove Gardening and local nurseries, metal fabricators, and sign companies
- The **Pollinator garden** in Heritage Square provides a highly-visible example of the citywide Mayor's Monarch Pledge.





# Project Benefits



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

# Recommended Contract Approval

- Suggested Action: Staff recommends Council approval of the contract with Foxglove Gardening
  - Renewable up to four times, not to exceed \$200,000 annually.
- **Total Initial Contract Cost for 2026-2027: \$150,045.66**



# Discussion and Questions?

