

Digital Ad Server

Discover Flagstaff | 6-2-26





Digital Ad Server



- 1,000 digital ads annually produced by Discover Flagstaff
- Strategic media placement with data-driven decision-making with Ad+Genuity
- 12.5M impressions served in CY 2025 producing awareness and visitation demand for Flagstaff businesses



Paid digital ad creative



AS **GRAND** **AZ** IT GETS

FLAGSTAFF

Flagstaff
discoverflagstaff.com
Arizona's destination for all seasons

STAY & PLAY RESPONSIBLY

AS **STELLAR** **AZ** IT GETS

See why we're celebrating
25 YEARS AS THE FIRST
INTERNATIONAL DARK SKY CITY

Flagstaff
discoverflagstaff.com
Arizona's destination for all seasons

STAY & PLAY RESPONSIBLY

LEAF-ometer
DISCOVER FLAGSTAFF

GET YOUR FREE
**FLAGSTAFF
TRAILS
PASSPORT**

Flagstaff
discoverflagstaff.com
Arizona's destination for all seasons

STAY & PLAY RESPONSIBLY

After catching an MLB game at the Field, plan a visit to **THE PARK.**

Just a short, scenic drive from Flagstaff.

Flagstaff
discoverflagstaff.com
Arizona's destination for all seasons

Grand Canyon National Park

STAY & PLAY RESPONSIBLY

Do the **2025 Great Pinecone Drop!!**

DECEMBER 31 NOON, TOP & MIDNIGHT
THE WEATHERFORD ROTEL

Flagstaff
discoverflagstaff.com
Arizona's destination for all seasons

STAY, PLAY & HOLIDAY RESPONSIBLY

PLAN YOUR **STAYCATION**
(WE CAN HELP)

FLAGSTAFF ARIZONA
ROUTE 66
1926 2026
100th Anniversary
DISCOVERFLAGSTAFF.COM

National Plan your Vacation Day
January 27

See why people are talking about Flagstaff's Route 66 nostalgia.

STAY & PLAY RESPONSIBLY



Paid digital ad creative



FLAGSTAFF
365
EVENTS CALENDAR .com

Coconino Center
for the Arts Exhibit:
**The Future
is Indigenous**
THROUGH JUNE 7

JAY REDHOUSE STAY & PLAY RESPONSIBLY

FLAGSTAFF
365
EVENTS CALENDAR .com

**2025 HOLIDAY
PARADE OF LIGHTS**
HISTORIC DOWNTOWN
DECEMBER 13

STAY & PLAY RESPONSIBLY

FLAGSTAFF
365
EVENTS CALENDAR .com

**FLAGSTAFF I ♥ PLUTO
FESTIVAL**
• PLUTO PUB CRAWL • NIGHT OF DISCOVERY
• FAMILY ACTIVITIES
FEBRUARY 12-16

STAY & PLAY RESPONSIBLY

FLAGSTAFF
365
EVENTS CALENDAR .com

**THEATRIKOS
PRESENTS:**
**ROUTE 66 TO THE
GRAND CANYON**
A HILARIOUS NEW ONE-ACT PLAY

FLAGSTAFF, AZ
ROUTE 66
Route 66 to the Grand Canyon

STAY & PLAY RESPONSIBLY

FLAGSTAFF
365
EVENTS CALENDAR .com

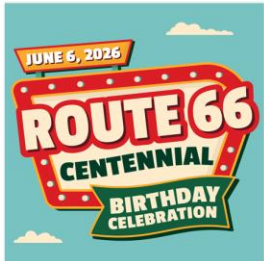
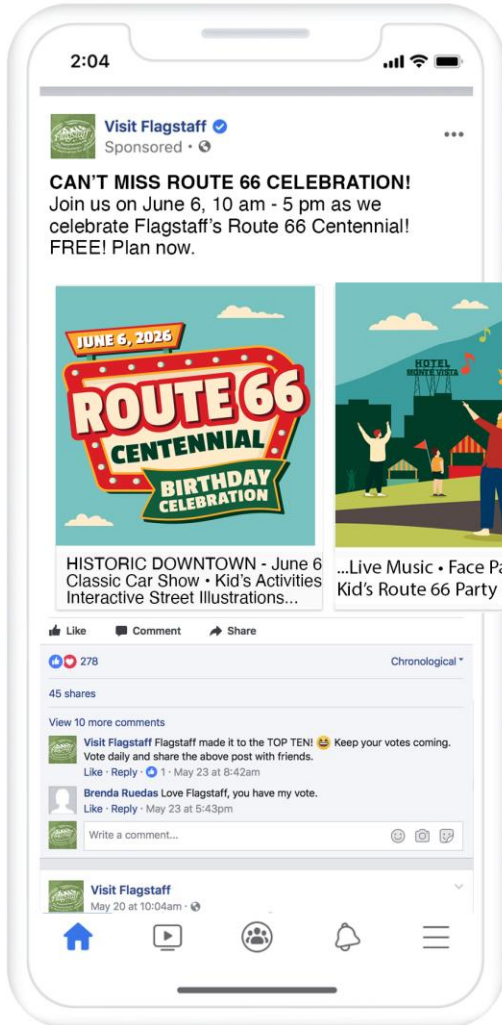
★ **FREE! JULY 4** ★

- Parade
- Art in the Park
- **Outdoor Concert**
- **Drone Show**
& Family Activities

STAY & PLAY RESPONSIBLY



Paid digital ad creative



HISTORIC DOWNTOWN - June 6
Classic Car Show • Kid's Activities
Interactive Street Illustrations...



...Live Music • Face Painting
Kid's Route 66 Party Hat-Making...



...Era reminiscent cruisers with
costumed actors, music & dancing...



...FREE cupcakes at 2 pm to the
first 100 kids at Heritage Square...

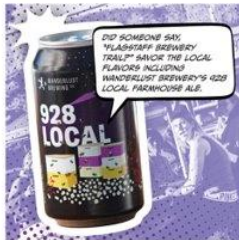


...PLUS Street Illustrations at the
Flagstaff Mall & enjoy games at the
Visitor Center!

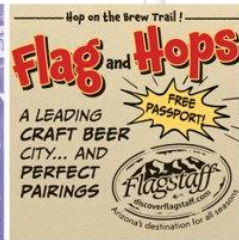




Paid digital ad creative



Wanderlust Brewery's 928 Local Farmhouse Ale



ARIZONA BEER WEEK FEBRUARY 22-26, 2026



Historic Brewery's India Pale Ale



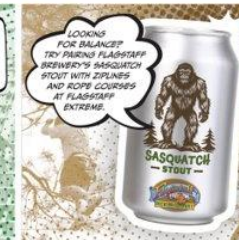
The Grand Canyon Brewery's Sunset Amber Ale



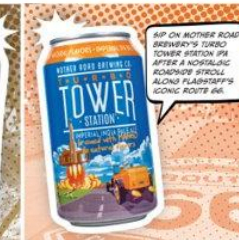
Lumberyard Brewery's Humphreys Hefeweizen



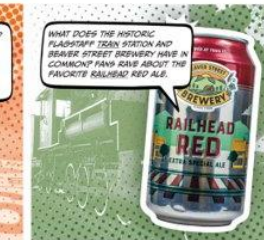
Dark Sky Brewery's After Thought Ale



Flagstaff Brewing Company Sasquatch Stout



Mother Road Brewing Co.'s Turbo Tower Station IPA



Beaver Street Brewery's Railroad Red Ale





Paid digital ad creative



BE FIRE AWARE
 KNOW BEFORE YOU GO
Click to learn more

Be aware dragging chains or tow straps can spark a wildfire.

STAY & PLAY RESPONSIBLY

BE FIRE AWARE
 KNOW BEFORE YOU GO
Click to learn more

Be aware dragging chains or tow straps can spark a wildfire.

STAY & PLAY RESPONSIBLY

Get Your Free **FLAGSTAFF** WINTER RECREATION MAP

Stay & Play Responsibly

Get Your Free **FLAGSTAFF** WINTER RECREATION MAP

Stay & Play Responsibly

THE PATH TO ADVENTURE ISN'T ALWAYS PAVED.

GET YOUR FREE FLAGSTAFF TRAILS PASSPORT **HERE** AND WIN PRIZES!

STAY & PLAY RESPONSIBLY | BE FIRE AWARE



Paid digital ad creative



WATER
AWARENESS MONTH

FLAGSTAFF
WATER SERVICES
WATER RESOURCES & CONSERVATION

LEARN MORE

**YOU LOVE FLAGSTAFF,
WE LOVE FLAGSTAFF.**

NOW HIRING

FLAGSTAFF
REGIONAL PLAN 2045

*What is the
Regional Plan?*

The Regional Plan is a policy guide for the Flagstaff Region, influencing land use decisions, growth, development, conservation, housing, transportation, and other long-term community priorities.

MORE HERE.

SPECIAL ELECTION
QUESTION 492

HOUSING • WILDFIRE • FLOODING
WASTEWATER • TOURISM

FlagstaffBonds2022.com
PROP 441 & 442

FLAGSTAFF VOTERS WANT TO KNOW...

Q: **WILL PROPS 441 & 442 INCREASE MY TAX RATE?**

A: **CLICK HERE**

CITY OF FLAGSTAFF
BBB
BED | BOARD | BEVERAGE
TAX FUNDS
Since 1988

Some of the things you may CARE ABOUT IN FLAGSTAFF are funded by the 2% BBB tax which is set to expire.

LEARN MORE ABOUT THE UPCOMING RENEWAL



Paid digital ad creative



ARE YOU & YOUR HOME PREPARED?
LEARN FIRE PREVENTION MEASURES **NOW**

Keep our wild places

WILD.
Learn how.

**BE FIRE AWARE
STAY & PLAY RESPONSIBLY**

ARE YOU & YOUR HOME PREPARED?
LEARN FIRE PREVENTION MEASURES **NOW**

DAILY NONSTOP FLAGSTAFF FLIGHTS
TO/FROM PHOENIX & DALLAS-FORT WORTH

FLAGSTAFF AIRPORT
GRAND DESTINATIONS
FLYFLAGSTAFFAZ.COM

DAILY NONSTOP FLAGSTAFF FLIGHTS
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GRAND DESTINATIONS
FLYFLAGSTAFFAZ.COM

Digital Ad Server Vendor: Ad+Genuity

Reoccurring budgeted item:

- \$190,000 annually
- \$ 95,000 annual contingency fund

Ad+Genuity will:

- Optimize to high-value travelers who stay longer and spend more
- Be responsible for media placement, data-driven decision-making and clear measurement of outcomes aligned with community values and sustainable destination growth.



Digital Ad Server
Vendor:
Ad+Genuity

Request to approve
selected contract.



Digital Ad Server Contract

Thank you.

