Division 38 - Airport	Description
Council Priority: Maintain and deliver quality, reliable infrastructure.  Goal: Ensure the entire Airport's operational and facility tasks function in concert to promote and support reliable commercial air travel.	Scoring: Percentage of scheduled commercial flights cancelled - 5% or less cancelled – Progressing, average. 5+ to 7% cancelled – Caution, warning. More than 7% cancelled, need to review, discuss. (Goal - 3%)
<b>Objective:</b> Reduce commercial flight cancellations through effective runway and taxiway maintenance, timely snow removal operations and regular maintenance of airfield navigation aids.	<b>Fourth Quarter Outcome:</b> A total of 459 flights were scheduled to depart from Pulliam Airport this quarter. Of those 459 flights, fourteen were cancelled, or approximately 3%.
Council Priority: A sustainable community through economic vitality, environmental protection and social inclusion.  Goal: Provide a safe and secure environment where air passengers have	Scoring: Percentage change in annual passenger enplanements - 3% growth or more — Progressing, average. Less than 3% to zero growth — Caution, warning. Any annual decline — Need to review, discuss. (Goal -
multiple travel destination choices at affordable prices.  Objective: Grow commercial air travel to and from Flagstaff in the form of increased enplanements.	+3%)  Fourth Quarter Outcome: The fourth quarter saw a .5% decrease as compared to the fourth quarter last year. An excessive amount of cancelations and weather issues in December caused a sharp drop in enplanements that month. Airport Management has increased efforts to find an air carrier to partner with the City for new destinations.
Council Priority: Maintain public safety short response times and encourage expanded health services.  Goal: Meet or exceed FAA requirements for Aircraft Rescue Firefighting and on-airport medical responses.	Scoring: Percentage of emergency call responses within three minutes - 100% of responses within three minutes – Progressing, average. 99.9% to 97% response success – Caution, warning. Less than 97% of responses within three minutes – Need to review, discuss.
<b>Objective:</b> Consistently arrive at the scene within three minutes of alert notification.	<b>Fourth Quarter Outcome:</b> There were two alerts and two medical/EMT calls this quarter. All calls were responded to in less than three minutes: 100% response time.

### **Economic Vitality Division**

Fourth Quarter Report - CY 2012 October - December 2012

### Division 84 - CVB

### Description

Council Priority: (1) Sustainable community through economic vitality, environmental protection and social inclusion. (2) Diversity of arts, culture and educational opportunities.

**Goal:** Provide the community with resources that meet or exceed expectations through increased BBB revenues.

**Objective:** Increase visitation and extend the length of stay by positioning Flagstaff as the premier year-round destination while maintaining strong travel patterns on weekends and during high season, and increasing occupancy midweek and in slower shoulder and off-seasons.

**Scoring:** BBB revenues at or above projection. At or above projection is satisfactory; down 1% to 3% indicates caution; down greater than 3% is of great concern.

**Fourth Quarter Outcome:** BBB revenues were projected to increase by 1%. Fourth quarter figures (through December) show that revenues are up 6.7%. CYTD (through December) BBB revenues are up 5.9%.

#### Division 85 - Visitor Center

Council Priority: (1) Sustainable community through economic vitality, environmental protection and social inclusion. (2) Maintain and deliver quality, reliable infrastructure.

**Goal :** Provide excellent customer service which meets and exceeds the City of Flagstaff's mission.

**Objective:** Enhance existing customer service programs to encourage visitors to stay longer and/or revisit Flagstaff.

### Description

**Scoring:** Percentage of survey respondents with satisfaction rating of 4 or above on scale of 1 to 5 (5 being highest) - 96% or above is satisfactory; 90-96% indicates caution; less than 90% is of great concern. Also, number of visitors (walk-ins) that utilize the Visitor Center (Goal: 100,000 by CY end).

**Fourth Quarter Outcome:** Visitor Center surveys for the fourth quarter show a 98.9% satisfaction rating. The Visitor Center assisted 19,704 walk ins during the fourth quarter, a 4.1% increase over the same period last year. Calendar year-end figures show the Visitor Center assisted 87,272 walk-ins, a 10.4% decrease over the same period last year.

Section 18/71/73 - Community Design and Redevelopment	Description
Council Priority: A sustainable community through economic vitality, environmental protection and social inclusion.  Goal: Improve neighborhoods (livability), protect our natural and built environment, and utilize our resources efficiently by stimulating redevelopment and infill.	Scoring: 80% stakeholder satisfaction with facilitation and strategy development.
<b>Objective:</b> Facilitate the stakeholder development of sustainable strategies for resource and operational management for Downtown and East Flagstaff.	Third Quarter Outcome: No survey performed this quarter - stakeholder satisfaction unknown. As of calendar year-end: Previous survey not published; legal formation proceedures not established; district boundaries not established; property owner data not established or sorted; plan not developed; petitions not developed; and no voting activities initiated.
Council Priority: A sustainable community through economic vitality, environmental protection and social inclusion.  Goal: Remove existing environmental hazards, improve neighborhoods (livability), and protect our natural and built environment, by assisting in the clean-up of contaminated properties.  Objective: Continue to provide community education, funding, and technical assistance for the identification, assessment and clean-up of Brownfields.	Scoring: Number of customer properties with Phase I Studies or clean-up completed, or determined not to be required. (Goal - 5 by FY end)  Third Quarter Outcome: Note that with Brownfield specialist position eliminated, this metric is an additional service being provided without COF funding. Significant progress: Grant accepted, signed IGAs with three of four agencies (Fourth underway), and RSOQ issued, evaluated, and administrative consultant selected. Likely will not meet metric of producing ESAs, but will make notable progress toward actual objective.
Council Priority: Diversity of arts, culture and educational opportunities.  Goal: Improve neighborhoods (livability) through the preservation and enhancement of the aesthetic, scientific, and cultural environment of Flagstaff.  Objective: Tangible, accessible preservation or enhancement programs or works in beautification, arts, sciences, or cultural arts.	Scoring: Number of programs or works. (Goal: 32 by FY end)  Third Quarter Outcome: More than 33 works completed through the fourth quarter. This quarter saw selection of the Phoenix Avenue Muralist, initiation of a new Public Art piece at the Aquaplex, installation of the Downtown Thermometer, design of LID Project at City Hall and Concept Plans for the Courthouse in downtown, BPAC and HPC Guidelines developed and documented, additional Historic Facades and Signs Grants considered (one approved), documentation of the Yeager Residence for the Landmark Overlay, and outreach to Camp Verde,

Division 18/78 - Community Investment Economic Development	Description
Council Priority: A sustainable community through economic vitality, environmental protection and social inclusion.  Goal: Create an environment that retains and expands local businesses in Flagstaff.	Scoring: Retaining 95% of Flagstaff's major employers (75 or more employees).
<b>Objective:</b> Monitor health of businesses in the community and provide tools and programs for existing businesses to improve their performance.	Fourth Quarter Outcome: Staff outreach included numerous site visits, facility tours, and business/land owner meetings. Staff continues to work closely with new ACA staff, ECoNA, BR&E Team, NACOG, AAED, and local businesses on retention and expansion efforts including the continued development of a revolving loan fund. Working with local ice cream cone manufacturer, staff succesfully applied for and was awarded grant funding for an expansion of the local facility. In addition, staff has focused on establishing and enhancing contact with numerous local business, i.e. The Lite Company, WL Gore, T-Gen North, Mack Corporation, CEMEX, Walgreen's Distribution Center, Tortilla Lady, Arizona Snowbowl, Community and Corporate Learning, Nestle-PURINA, Orpheum Presents, Joy Cone Company, SBD Contracting.

Council Priority: A sustainable community through economic vitality, environmental protection and social inclusion.  Goal: Create an environment that is attractive to high wage/low impact companies.  Objective: Market aggressively to targeted sectors and utilize incentive policies.	Scoring: Respond to 100% of qualified leads through/from ECoNA, ACA, site locators, and existing companies; and, percentage of total commercial listings on Prospector site (Goal: 85%).  Fourth Quarter Outcome: Staff produced custom, needs focused proposals for the ACA and site selection companies equating to 67,000 Sq.ft., 400 jobs, \$23 million in capital investment and an average wage of \$57,000. Staff reached out to over 200 community and business leaders throughout Arizona interested in supporting economic activity in Flagstaff. Staff contiunes to work with NACET, ECONA, ECONA Attraction Team, AAED, Chamber of Commerce, ACA, STEM Consortium, and other regional and state partners to increase economic vitality. Negotiated the sale of lots 12 and 13 at Flagstaff Auto Park. Showcased Economic Develoment programming and "toolbox" at Innovation Summit and AAED event. Updated flagstaffprospector.com with a redesign. Moderated AAED event in Cottonwood focused on regional economic development partnerships. Hosted a regional science center CEO who is interested in expanding in Flagstaff. Met with three developers interested in building a combined 750 unit student housing complex and commercial buildings adjacent to NACET.
Council Priority: (1) A sustainable community through economic vitality, environmental protection and social inclusion. (2) Effective governance.  Goal: Sustain existing development projects.	Scoring: Based on Economic Development staff contacts from committed projects/tenants, 80% of viable developments and signed leases transitioned to DRB process; and, number of current listings on Prospector site (Goal: 80%).
<b>Objective:</b> Facilitate and support existing developments, developers, leasing agents, and funders by providing assistance in locating appropriate tenants and helping to navigate the DRB process.	Fourth Quarter Outcome: During this quarter, staff received three development projects to transition through the planning process with Community Development (The Lite-Company, W.L.Gore, Auto Park). Currently there are 69 of 104 (66%) properties listed on flagstaffprospector.com. Some properties have not been uploaded since the redesign of flagstaffprospector.com. Transitioning to new metrics for CY 13.