

**CITY OF FLAGSTAFF  
MEMORANDUM**

TO: Mayor, Vice Mayor, Councilmembers

FROM: Trace Ward, Convention and Visitors Bureau (CVB) Director  
Lori Pappas, Marketing & Media Relations Manager, CVB

CC: Barbara Goodrich, Shane Dille, Kevin Treadway, Heidi Hansen

DATE: 6/20/18

RE: Flagstaff's Lunar Legacy, an 18-month celebration

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The City of Flagstaff and many of its businesses are collaborating, planning, and preparing for an 18-month celebration paying homage to Flagstaff's many contributions made toward the USA's accomplishment of putting the first man on the moon on July 20, 1969. This iconic event will celebrate its 50<sup>th</sup> anniversary on July 20, 2019.

Locally, because of the significant role the city played in all Apollo Missions, the Flagstaff celebration is scheduled from July 20, 2018 – December 31, 2019. This, along with the community's strong support for science (Flagstaff has the oldest continuous free science festival in the country), positions Flagstaff as a perfect place to celebrate the golden anniversary of this quintessential human achievement.

More than 80 special programs, tours, exhibits, and a variety of products and services offered by local businesses and artisans are already part of the program, and the list of participants will certainly be enhanced through the program's span.

Some components include:

- Programs & tours
  - Lunar Legacy Launch Event at the historic downtown Orpheum Theater, July 20, 2018 featuring guest speakers, kids activities, historic videos of the creation of simulated crater fields and lunar rover testing, and free tribute concert with Planet Sandwich and Lucky Lenny;
  - Lunar Lecture Series featuring monthly presentations about the science of the Moon. This runs from August 2019 through December 2019, and will be shown at the Coconino Community College Lone Tree campus;
  - Space-themed movie series – venues include Meteor Crater, Movies on the Square, the Orpheum Theatre, etc.;
  - Guided hikes and interpretive programs at Sunset Crater Volcano National Monument, Meteor Crater, Lowell Observatory;
  - Telescope viewing events at Lowell Observatory, Meteor Crater, NAU, Sunset Crater National Monument, Walker Observatory at DeMiguel Elementary School;
  - Astrophotography experience at Meteor Crater;
  - Moon book signing events at Meteor Crater and Lowell Observatory, and the Lunar Legacy Launch Event;
  - Educational videos by Lowell Observatory;

- Museum of Northern Arizona is prospecting to host one of the four living Moon walkers to speak to our community.
- Exhibits
  - Moon-themed displays at Flagstaff public libraries, NACET, Flagstaff Airport, Northern Arizona University's Cline Library, Lowell Observatory, Meteor Crater, and US Naval Observatory Flagstaff Station;
  - Coconuts robotics team at Coconino High School will build a lunar rover;
  - K-12 art displays at Brandy's Restaurant, coordinated as a competition by the Flagstaff Arts Council;
  - Online Moon-themed exhibit created by Lowell Observatory;
  - Lunar rover practice vehicle on display at USGS;
  - Art display representing our Dark Sky City and history of heavenly exploration at Coconino Community College.

Marketing efforts will be supported with owned, earned, and paid media including:

- [Flagstaffarizona.org/lunarlegacy](http://Flagstaffarizona.org/lunarlegacy);
- Locally produced video series;
- Media familiarization (FAM) tours hosting domestic and international journalists;
- International sales missions and FAM tours;
- Window decals will easily identify participating restaurants, attractions, etc.
- Two Arizona Daily Sun souvenir special inserts:
  - June 10, 2018
    - Titled: Men Walk on the Moon after training in Flagstaff
    - Content procurement was a collaborative effort with the Lunar Committee which includes several organizations throughout the city
    - 1,000 overruns have been distributed to the Visitor Center, partners, and will be utilized in CVB sales missions, FAM tours, and media pitching.
  - July 14, 2019
    - Special section, magazine style

While programming reminisces on the city's historical role in the Lunar Legacy, opportunity will be leveraged to include our partners and stakeholders as they continue with their involvement in the sphere of space:

- Northern Arizona University – Scientists in the Department of Physics and Astronomy at NAU study impact cratering in the solar system, composition and physical properties of Mars, icy bodies of the solar system, asteroids, dwarf planets, extrasolar planets, astrobiology, planetary atmospheres, laboratory astrophysics, and properties of interacting and merging galaxies.
- Lowell Observatory – Astronomers conduct research spanning the full range of modern astronomy with solar system exploration including comets, asteroids, icy moons and Kuiper Belt objects, studies include properties of stars, exoplanets and newly forming planetary systems, and multiple other structures of the Universe.
- United States Geological Survey, Astrogeology Science Center - Scientists are processing and analyzing data from numerous missions to planetary bodies in our Solar System, assisting in finding potential landing sites for exploration vehicles, and mapping our neighboring planets and their moons.

Information only.