



2019 YEAR END REVIEW



MARKETING EFFORTS WERE STRONG

ALWAYS FLY FLAGSTAFF FIRST & I ALWAYS FLY FLAGSTAFF FIRST campaigns increased enplanements by 9%!



Book Now!
Fly Denver, Dallas & Phoenix Nonstop
 8 FLIGHTS PER DAY - 7 DAYS PER WEEK
 American Airlines • United Airlines

To make your flying experience better:

- Be dropped off at the airport vs. parking
- Arrive 2 hours prior to flight
- Check luggage
- Print boarding pass
- Begin TSA screening ASAP
- Place liquids in a clear plastic bag for screening

Thank you for Flying Flagstaff First

MEDIA STORIES THAT WENT VIRAL

- Fox Business: Shared how American Airlines was expanding to smaller airports like Flagstaff with Dallas Fort Worth
- Denver's Mile High Magazine: It's Time to Fly to Flagstaff
- Arizona City & Town: Received the front cover graphic and two-pages inside



SECOND AIRLINE ATTRACTION & NEW ROUTES

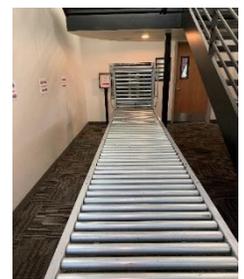
- UNITED AIRLINES – Direct flights to Denver
- AMERICAN AIRLINES – Direct flights to Phoenix, Dallas Fort Worth, and a seasonal route to Los Angeles

NEW AIRPARK TENANT

- SWIFT TRAVEL CENTER: Opened in the airpark.

AIRPORT TERMINAL ENHANCEMENTS:

- NEW AIRPORT SIGNAGE INSTALLED
- LAVATORY DUMPING STATION INSTALLED
- TSA BAG SCREENING ROOM RELOCATED
- HOLD ROOM RESTROOMS CREATED
- TEMPORARY AIRPORT PARKING CREATED



BUSINESS ATTRACTION:

NEW JOBS:

- 300 created with the opening of 22 new businesses including 10 new restaurants
- Wellbrook Senior Living Facility – 125 new jobs created

TRIPS:

- Delegation Trips Attended: Attended 2 trips to increase commerce between Canada and Mexico

ENTREPRENEURS:

- NACET – Moonshot: 20 new jobs created with 23 companies housed in the City's NACET facilities with more than \$2 million in acquired capital investment

ECONOMIC DEVELOPMENT CONFERENCES:

- Attended conferences involving retail, bioscience, consumer technology and much more.

COMING SOON:

- Under Construction: Flagstaff Collision Center in the Auto Park and the State of Arizona Veteran's Home

BUSINESS RETENTION & EXPANSION:

Efforts focused on leveraging partnerships to market existing community resources, and to connect businesses and workforce together.

EXPANSIONS/INVESTMENTS/DEVELOPMENT: Assisted the expansion of 2 manufacturing facilities and 1 agribusiness startup. Supported the expansion of a medical device company and added 300 new manufacturing jobs.

- W.L.Gore & Associates expansion and modernization investments; Northern Arizona Healthcare exploring expansion; Kahtoola exploring expansion; Lowell Observatory delivered the Giovale Open Deck Observatory; Drinking Horn Meadery expansion; Prent Thermoforming connected to workforce support; Wet Dream River Supply connected to business development support and capital; Mack Automation exploring expansion; Northern Arizona Adaptive Sports Association expanding services; FEROX Pet Food startup support.

INITIATIVES:

- Transforming the Flagstaff Internship Network into broader Future Readiness Network through collaborative and productive working meetings;



- Continued redevelopment of the ChooseFlagstaff.com economic development website;
- Implemented **Council Business Listening Tours** for healthcare and tourism sectors;
- Innovate Waste Challenge which merged economic development and sustainability in a program that has engaged the regional entrepreneurial ecosystem delivered the first winner, Praxis Plastics;
- Comprehensive Economic Development Strategy Update successfully adopted by Northern Arizona Council of Governments (NACOG).



EVENTS: Supported and/or created 7 business events

- Industrial Technologies Summit in October; Employer Resource Event in March; Job fair for Rehabilitation Hospital of Northern Arizona in April; National Police Week event in May; Economic Development Week in May; Supported Arizona Association of Economic Developers Mayoral Economic Update in Flagstaff in May; 12 news Everywhere A-Z event in May; & Law Enforcement Career Days in November;



MARKETING/PRESENTATIONS: Delivered content to 7 local and national publications

Beautification Arts & Sciences

COMPLETED PROJECTS:

MCCONNELL DRIVE BRIDGE BEAUTIFICATION:



DOWNTOWN BENCHES:



Before



After

MOSAIC DEDICATION IN SUNNYSIDE



WALK THIS TALK: Route 66 & Lunar Legacy

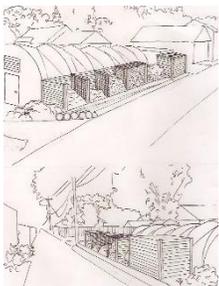


Ted Danson, Actor and Flagstaff Native, agreed to be the introduction speaker on our Walk this Talk tour

LAKE MARY ROAD GATEWAY SIGN INSTALLED



ROOTS MICRO FARM ALLEY BIA GRANT



VISITOR'S CENTER LUMBER WHEEL & PLAQUES RESTORED:



HOLIDAY WREATHS WERE UPDATED IN DOWNTOWN:



MANCUSOS BOOTS MURAL RESTORATION ALONG ROUTE 66



THE FLAGSTONIAN SCULPTURE ALONG THE FUTS



GARDEN OF NATIVE PLANTS IN FRONT OF USFS PUBLIC OFFICE





PARKFLAG OPERATIONS:

- Electric Vehicle purchased
- Validation codes implemented
- Cash kiosks implemented
- ADA Parking assigned
- Pay-to-Park signage added
- Park Flag Application changed to Flowbird
- ParkFlag moved to 6 E. Aspen Avenue, Suite 200
- Added 10 new lighted keyboards to kiosks
- Reduced the APP fee from \$.35 to \$.23
- Update on residential installations
- Outreach activities: ParkFlag participation in the Southside Community Plan



Future changes coming... Assessing hours of operation, Employee permits fees, and more!!!



PATRON COUNT: The Libraries were visited 1,091,897 times (more than twice the number of people who attended Cardinals home games in the 2019 season)

CIRCULATION: 1,260,019 items were checked out (both physical and e-materials)

CARDHOLDERS: 139,145 have library cards with a Coconino County Library (82,265 current users)

SUMMER READING CHALLENGE: 1,417 youth participants (52% completed the program) with a total of 1,244,182 minutes read. 573 adult participants (40% completed) with 870,856 minutes read

BOOK GIVEAWAYS: We gave away 711 books and Flagstaff Fun Folders

YOUTH PROGRAMS: 865 programs had 19,035 attendees

GRANTS: The Libraries were awarded 3 grants totaling \$33,000 as well as \$31,921 of E-Rate funding

GOOGLE @ YOUR LIBRARY: The Flagstaff Public Library was selected as a partner with Google and the American Libraries Association to 'Grow with Google'. **We had 222 participants in the Grow with Google event.**





TRADITIONAL ACCOMMODATIONS MEASUREMENTS WERE STRONG FOR CALENDAR YEAR 2019!

- Occupancy: Held steady for the year, especially considering the increase in hotel supply;
- Average Daily Rate (ADR) was \$105.76 which is a 2.9% increase over 2018 and the highest in recorded history for Flagstaff;
- Revenue Per Available Room (RevPAR) was \$77.09 which is a 2.5% increase over 2018.

Occupancy (%)		YTD
2019		72.9
2018		73.1
Percent Change		-0.3
Average Daily Rate (ADR)		YTD
2019		105.76
2018		102.78
Percent Change		2.9
Revenue per available room (RevPAR)		YTD
2019		77.09
2018		75.18
Percent Change		2.5

VEHICLE WRAP: CVB vehicle wrap was completed and shows our majestic peaks and pine trees. It also says: Discover Amazing.



TOURISM SERVICE DAYS WERE A SUCCESS! Staff, along with stakeholders and volunteers, held three litter pick-up days throughout our community.

COFFEE KLATCH MONTHLY PROGRAM: Staff held 12 klatches where all tourism stakeholders were invited. Great time to hear what the *Discover Flagstaff* team does as well as a lot of networking!



ECOTOURISM: Flagstaff Ecotourism site fully transferred from outside adobe platform to under the new Discover Flagstaff site navigation.
<https://www.flagstaffarizona.org/flg-ecotourism/>



VISITOR CENTER:

- The Visitor Center assisted **120,383** visitors for an increase of **36%** over 2018.
- Visitor Center **retail sales were \$258,606** an increase of **16%** over calendar year 2018.
- Visitor Center created and held **4 successful events** and participated in First Friday Artwalk in the summer months.
- Visitor Center received a Certificate of Excellence from TripAdvisor for consistently positive reviews.
- Visitor Center completed the process with the Arizona to be an Official Arizona Visitor Information Center program.



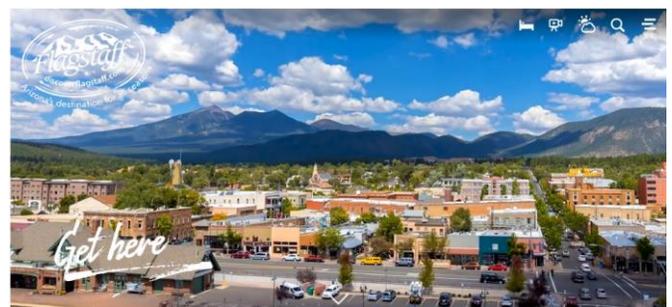
office of Tourism under their new



MARKETING & ADVERTISING:

WEBSITE RE-DESIGN: A fully redesigned, responsive and very versatile website – discoverflagstaff.com -- went live April 18 with many improvements and fresh approaches:

- The new responsive design detects the user's device and adjusts the imagery for an optimum user experience, Google optimizes websites that are responsive.
- The Partners & Stakeholder page is more user friendly providing easy access to research, meeting dates, Visitor Guide listing forms and special event information.
- The intuitive navigation is easy with the help of a "hamburger menu" that condenses information
- Large and rich graphics are engaging
- Year-over-year analytics include: 1,079,405 sessions and 1,939,347-page views.



The web site's design and development were awarded a 2019 Adrian Silver Award by the Hospitality Sales and Marketing Association International (HSMAI)



Discover Flagstaff

Website Design & Development - Silver

The Discover Flagstaff website user experience captures the unique, fun-loving character of Flagstaff by focusing on the building block of its community: its people.

FLAGSTAFF LUNAR LEGACY:

- 15,818 impressions delivered on YouTube.
- 151K theater impressions delivered.
- 35K jumbotron impressions from the July 20, 2019 AZ Diamondbacks "space day" game. *This was free.*

Community Collaboration:

- 1.7M reached through a nine-minute segment on C-Span which resulted from a collaboration with Economic Vitality and local cable TV provider Suddenlink/Altice. *This was free.*
- 4M impressions were delivered with outdoor billboards on I-10 north of Sky Harbor Airport and also on I-17 near Pinnacle Peak Road. These were a result of a partnership with Meteor Crater. *This was free.*
- Programming included 75 community events ranging from lectures and tours to movies and specially branded menu items.
- Arizona Diamondbacks "Space Day" provided for Rally Backs distribution of Lunar Legacy themed merchandise, and the first pitch opportunity. *This was free.*



Earned Media:

- CBS This Morning New York: 42M viewers which was broadcast in US, UK, Australia and Canada.
- LA Times: 38.2M newspaper impressions and unique views.
- NY Times: 30.5M newspaper impressions and unique view.
- Travel and Leisure: 3.1M unique viewers.
- C-Span reaching 1.7M viewers.
- Lunar Legacy total impressions: 238M.
- DiscoverFlagstaff.com link is live on [NASA's calendar of events](#) page.



Astronaut Charlie Duke visited Flagstaff

Social Media:

- 36,351 impressions on Twitter.
- 101,513 impressions on Facebook.
- 22 posts, 209 followers, 37 comments
- 267 likes on Instagram
- 185,922 total impressions on social media.



Lunar Legacy Awards Earned:

- Arizona Governor's Tourism Award for Outstanding Tourism Partnership, rural
- Destination Marketing Association (DMA) West for Outstanding Achievement, Best Idea Program
- Arizona Lodging and Tourism Association (AzLTA) Stars of the Industry Award, Special Events, On-going



DIGITAL:

216 individual digital banners, carousels and email blasts - Discover Flagstaff, Airport

BROADCAST:

- 11 lifestyle segments were produced and aired in our #1 drive market, Phoenix:
 - 6 KPNX/NBC lifestyle TV segments supporting DBA events, New Year's Eve, dining and attractions
 - 5 KPHO lifestyle TV segments aired supporting Beer Week and brewers, retailers and accommodations, and economic vitality
 - Networks also posted on their social media channels which resulted in 1.7M impressions, and four website takeovers 250K impressions.

SWEEPSTAKES:

8 Woobox sweepstakes were supported with XX banner graphics that resulted in 14,500 sweepstakes entries and more than 50,000 website visits.

PRINT:

- 49 print ads – Discover Flagstaff, Airport
- 44 local print ads (Tourism Week, Airport, Train Day, EV- Visit. Discover. Grow)

OUT OF HOME:

- 2 newspaper inserts dropped in drive markets with content supporting Flagstaff as AZ Winter Wonderland, New Year's Eve events, and campaigns: Wipe the Smile and Dog-gone Friendly.
- The Arizona Republic insert arrived at 343,000 households and provided 500,000 digital impressions.
- The Las Vegas Review Journal arrived at 137,000 household and provided 100,000 digital impressions.
- Billboards:
 - Rancho Cucamonga, CA – 9.6M impressions
 - Palm Springs – 5.3M impressions
 - Downtown Phoenix – 16.7M impressions
- Movie theaters supporting Lunar Legacy
 - Phoenix AMC and Flagstaff Harkins - 151K impressions
- 7 NAIPTA bus panels supported Tourism Week and new airport flights
- 25 festivals were supported with a social media influencer program which provided:
 - 72 posts, 131,461 reach, 45,000,000 impressions generated

SOCIAL MEDIA:

- Facebook Likes: 92,410 = for the year, increase of 4%
- Twitter Followers: 9,182 = for the year, increase of 11%
- YouTube Upload Views: 521,250 = for the year, decrease of 9%
- Instagram Likes: 37,189 = for the year, increase of 42%



Social Post: "We love our dark sky city."

- Flagstaff Happening eblast subscribers: 5,050, increase of 4%

VIDEOS:

41 videos (Monthly, Festivals, Beer week, time lapse, Dog-gone Friendly, website videos, Lunar Legacy ...)

PHOTO SHOOTS:

4 Photo shoots (Wipe the Smile on Your Face)

PUBLIC RELATIONS/COMMUNICATIONS:

- 5,923 print and digital articles mentioning Flagstaff with a total circulation/reach of 7.8 billion and publicity value of \$20.8 million;
- 853 total broadcast programs mentioning Flagstaff with a total reach of 126.5 million and publicity value of \$3.9 million;
- 2019 was a banner year with a **90% increase in publicity value** and **150% circulation/reach increase across all media platforms** compared to 2018.

MEETINGS AND EVENTS:

- **LEADS:** Staff sent out 18 leads for a total of 14,875 room nights. The total estimated economic impact is \$3,598,915. This lead was a direct result of the Navajo Nation Sales Mission in November 2019.
- **CONFERENCE ASSISTS:** Meetings Sales Staff assisted 20 groups/conference throughout 2019 with conference materials, planning assistance & other conference needs.
- **TRADE SHOWS/MISSIONS:** Meetings Sales Staff attended 4 Trade Shows and Coordinated 2 Navajo Nation Sales Missions.
- **CRU SITE VISIT:** Meetings Sales Staff hosted a site visit for CRU over 2 days. This lead was sent out through the CVB in 2019. The group is approximately 8,000 attendees and would utilize facilities on NAU Campus including residence halls. They would also need 700 sleeping rooms on peak over 7+ nights in hotels and some additional meeting spaces for banquets and rent rooms through FUSD if Flagstaff is selected. This group is estimated for a total of 7,000 room nights in hotels and total estimated economic impact of 10 million dollars overall to NAU and the Community. This group is looking for a new location for this bi-annual event and if Flagstaff is chosen it will come back to our community every other year.
- **KADAMPA BUDDHIST RETREAT CENTER:** Meetings Sales Staff worked with Flagstaff businesses to create a welcome brochure that included area information and discounts for the 3,000 attendees coming in from all over the world for the retreat centers grand opening.
- **SOCIETY OF GOVERNMENT MEETING PLANNERS:** Meetings Sales Staff hosted the Arizona Chapter of the Society of Government Meeting Planners (SGMPAZ) for a weekend FAM retreat that showcased Flagstaff as the premiere four season conference destination to the group.

The collage features three distinct promotional items:

- Vegan & Vegetarian Specials:** A map of Flagstaff highlighting various dining spots with green and orange markers.
- Retail Discounts:** A list of local businesses offering special rates, such as 10% off at the Flagstaff Mall and 15% off at the Flagstaff Farmers Market.
- Flagstaff Arizona:** A brochure for the Kadampa Buddhist Center, featuring a scenic mountain view and the text 'KADAMPA BUDDHISM' and 'NKT-IKBU'.



INTERNATIONAL TRAVEL TRADE:

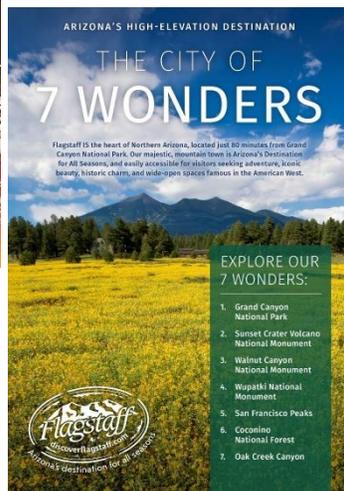
- Total Leads: 41
- Potential Room Nights: 8,410
- Potential Revenue: \$1,080,712
- Definite Room Nights: 5,045
- Definite Revenue: \$648,430

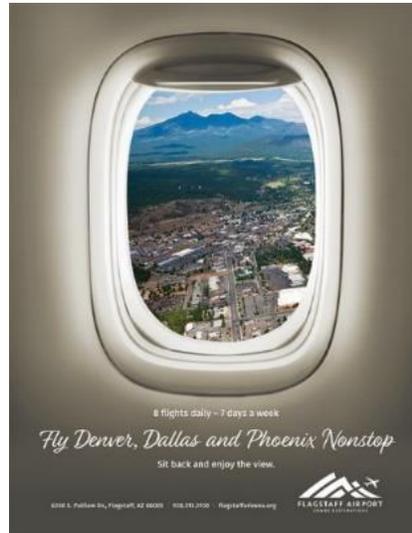
HIGHLIGHTS:

- More Fam Groups than any year before - Total of 10 from UK, National Park Express, Mexico, Japan, Australia, Germany, and China
- First year of Quarterly Partner Breakfast Meetings
- First year for Quarterly E-Newsletter to all trade accounts worldwide

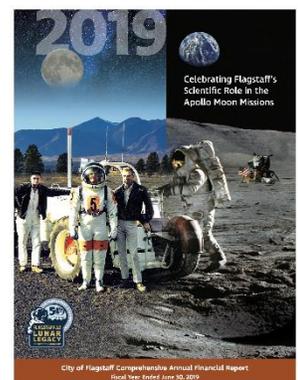
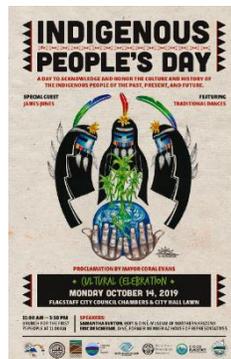
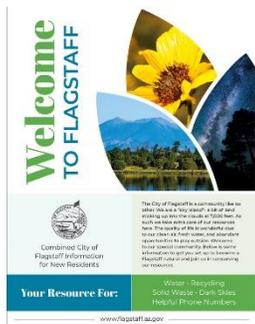
CREATIVE SERVICES:

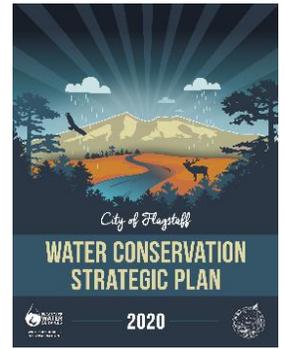
- Designed CVB and City campaigns for multiple platforms and several target markets:
- Here are some examples of our Creative (Please note this is not an exhaustive showing):





City of Flagstaff OTHER projects:





**THE ECONOMIC VITALITY DIVISION WOULD LIKE TO
THANK YOU FOR A GREAT 2019!
WE LOOK FORWARD TO 2020...**

Please start the 2020 off right and **sign up today** at

<https://www.flagstafflocal.com/>

to join this **free** movement .



**FLAGSTAFF
LOCAL**
My actions matter

Please log your actions, earn rewards, and spread the word!