

# JANUARY 2020



## AIRPORT SECTION



**YEAR END NUMBERS:** We are excited to report that we had our busiest year in the history of the airport with a total of 123,957 enplanements, and 124,337 total deplanements. **This is a 76% increase since 2018!** Although we are excited about the growth, it has put pressure on resources. Staff continue to work on parking and more. Look for more changes in the near future.

### PARKING:

- The temporary parking lot we installed is working out better. We have freed up parking for our patrons for now. Signs were added to our temporary parking lot.
- We continue to look at another parking lot and are in concept design. These designs will be brought to Council in March.



**LOCAL MARKETING:** Staff continue to market the airport to fill seats. This advertisement included NAU colors and was directed to students and faculty.

6 FLIGHTS PER DAY – 7 DAYS PER WEEK

**FLG**  
DEN PHX DFW

**Fly Denver, Dallas & Phoenix Nonstop**  
*Please consider being dropped off as parking is limited.*

**FLAGSTAFF AIRPORT**  
GRAND DESTINATIONS

6200 S. PULLIAM DRIVE | 928.213.2930  
DISCOVERFLAGSTAFF.COM

**MILITARY:** We had several military aircraft stay with us this month. Two C130s parked on our ramp and we also hosted 3 helicopters.



## Business Attraction, Retention & Expansion

**NACET INCUBATOR AND ACCELERATOR:** New wireless access points and cables were installed in the Business Accelerator and have significantly enhanced the wireless signal and speeds of internet service in the facilities.

**INTERNSHIPS and YOUTH TALENT PIPELINE DEVELOPMENT:** BR&E staff has been involved in numerous efforts to enhance internship opportunities as part of the development of youth talent pipelines. From being a member on the Coconino County Workforce Development Board, the Arizona@WORK Coconino County Business Services Team, and the S.T.E.M. City Board of Directors, staff works across sectors and networks to deliver enhanced connectivity and productivity. Staff recently met with a manufacturer who has great interest in having high school interns in their local facility that serves the western United States. A lack of liability and insurance coverage for people under 18 years of age has been a non-starter in the past. Staff is working with the Career Exploration Instructor/Coordinator at Flagstaff Unified School District (FUSD) and the Superintendent of the Coconino Association of Vocational Arts and Technology (CAVIAT) for Coconino County to deliver coverage for students under the age of 18 so that they may acquire authentic work experience via internships with our local businesses in all sectors. Success in this endeavor is critical to youth talent pipelines, internships, and work-based learning opportunities. More to come!

## Beautification, Arts & Sciences

**OUTREACH AND PARTNERSHIPS:** Staff connected with the youth artists that won the Vans shoe design contest and their graphic design teacher at Flagstaff High; they are interested in beautification and art projects at their school and the City may provide opportunity for students to have their designs on NAIPTA buses, etc. Staff also met with a community member about commemorating a special historic tree through a plaque.

**DOWNTOWN FLOWERS:** Staff presented at the Property and Development meeting regarding the downtown flower project. This project will be discussed at an upcoming council meeting.

**INTERNAL PARTNERSHIPS:** Staff met with partners on the Downtown Library Entry project, began discussions with the Eastside library on a potential interior mural project, and joined in on an interdepartmental discussion on the future of the Mogollon public works property.

## Parking

**PARK FLAG MEETINGS:** Staff held several community meetings leading up to the council agenda work session on possible parking adjustments that include hour changes, employee permits, and more. Final changes to come in February/March.

**NEW OFFICE LOCATION:** Hopi building downtown – 6 E. Aspen Avenue, Suite 200 above Heritage Square.



**SAFE SPACES:** 21 library staff members attended a Safe Space training for the LGBTQIA+ community. The training was provided by the NAU Office of Inclusion: Multicultural and LGBTQIA Student Services. The library is proud to make inclusion a priority for the Flagstaff community.

**LGBT+ RESOURCE GUIDE:** Progress is being made with creating a LGBT+ Resource guide for Flagstaff by collaborating with LGBTQIA Commission at NAU.

**AZ DAILY SUN WRITE UP:** The Daily Sun did a nice write-up of the library's local legends program featuring Anna Del Paxton <https://bit.ly/39RtVDP>.

**EFCL AZ HUMANITIES TALK:** Our AZ Humanities application was approved! At the celebration of Women's History Month, Dr. Laura Tohe, Professor Emerita with Distinction at Arizona State University and the Navajo Nation Poet Laureate for 2015-2019, showed how Indigenous American women have contributed service to Arizona and the US, yet remain invisible in the media and stereotyped in early films.

**TEEN TABLE:** East Flagstaff Community Library held another successful Teen Table with 14 teens in attendance. Discussed policies, programming, and played a name game with teens. Teens voted on what posters should be in the teen room. Diary of a Wimpy Kid and a Minecraft poster won.

**LEGO CLUB:** East Flagstaff Community Library's first LEGO Club had 35 in attendance with many children happy to build and play with one another.

**WRITTEN WORLD:** 10 people met at Mother Road on Butler with Writer-in-Residence Dr. Kate Rose to work on prompts for a new year of writing.

**ART IN THE STACKS:** This First Friday program saw 15 people of all ages meet to create candle holders.

**POINT IN TIME COUNT:** The Flagstaff libraries were two of several locations where [Point in Time Count](#) (PIT) surveys were being administered, with library staff administering surveys. The PIT counts the number of sheltered and unsheltered people experiencing homelessness on a given night in January and provides crucial data on progress towards federal goals of preventing and ending homelessness.

**CIRCULATING BOARD GAMES:** Since EFCL's in-house use only board games have been so popular, we are ordering about 10 board games to pilot sending home with folks on a 3-week loan period.

**EFCL YEAR IN REVIEW:** EFCL staff put together a nice year in review slideshow, highlighting many of the accomplishments from the last year, it can be found here <https://bit.ly/2OdFP1q>.





**LODGING METRICS: (From December– note we always report a month behind)**

- **Occupancy** was pretty much flat -0.3%.
- **Average Daily Rate (ADR)** up 2.9%.
- **Revenue per available room (RevPAR)** up 2.5%.

December was all about pushing rate for our hoteliers. The strategy worked as there was some drop-in occupancy, but they matched last year’s RevPAR (revenue per available room), and last year was a good December. Keep in mind that the supply was up 1.5% for December from last year and they are still beating RevPAR. This highly effective small, but mighty, Discover Flagstaff team was hard at work on all fronts - domestic, international, digital, SEO, SEM, earned media and influencing the visitor in-market.

Dec	2018	2019	Diff	YTD
OCC	65.6%	64.3%	-1.9%	-0.3%
ADR	\$107.06	\$109.20	+2.0%	+2.9%
RevPAR	\$70.25	\$70.26	+0%	+2.5%

**VISITOR CENTER:**

- **Walk-ins:** Up 28%
- **Retail sales:** Up 51%
- **Model Train:** The model train ran 127 times this month.
- **Skate at the Station:** This was the third successful year with improvements in place such as new skates and adjusted opening hours. Attendance was like past years with 1800 waivers received and about 3,500 total participants. The largest demographic of skaters came from the Phoenix area.

January	2019	2020	Change	FY19	FY20	Change
Walk-ins	4,057	5,208	28%	68,812	94,582	37%
Retail Sales	\$10,117	\$15,249	51%*	\$140,867	\$140.867	21%
Visitor Survey	94%	100%	6%	95%	96%	1%
Snowplay Hotline	2478	902	-64%	2478	2059	-55%

**6<sup>th</sup> ANNUAL CHOCOLATE WALK:** Chocolate Walk had 28 businesses participating this year with 20+stops on each passport.



**WELCOME SABRINA BEARD:** Newly hired Sabrina Beard, marketing specialist, has on-boarded and in training to do accomplish great things for Discover Flagstaff

## **FLAGSTAFF LOCAL:**

- Finalized a [video ad for Flagstaff Local](#) that promotes the movement and sign-ups Harkins.
- Showcased Bubba Ganter on Local Flagstaff social Media Platforms along with CCC sign up booth.
- Staff participated at the Coconino Community College student day and signed students up for the free movement.

**SPRING TRAINING:** Working on a short video for a pre arrival spring training campaign.

**PLEDGE WILD:** Attended the FTI public open house meeting with a booth promoting donations through Pledge Wild.

## **TRAVEL TRADE:**

**MEETINGS & ACTIVITIES:** Finalized Go West Tours 2020 Brochure A, and copy for AOT February Canadian Eblast; Hosted Quarterly Partner Breakfast Meeting; AZ DMO Phoenix Meeting; Sent content for Australia's Adventure World Travel feature; Flagstaff/Sedona Los Angeles Tour Operator Sales Mission

**LEAD:** Globus/Cosmos - 625 rooms/\$75,000 revenue potential

## **MEETINGS/EVENTS/CONFERENCES:**

**MEETING AND EVENT LEADS:** Staff sent out 2 leads for a total of 200 room nights. The total estimated economic impact is \$53,800. One of these leads was a direct result of the Navajo Nation Sales Mission in November 2019.

## **MARKETING & MEDIA RELATIONS:**

**The month of January produced 41 print articles and 870 digital articles.**

Print (circ: 1.2m/value: \$182k)

Print included local and state publications such as the Arizona Daily Sun, Arizona Republic and Tucson Weekly with national newspapers focusing attention on Lowell Observatory space experts. Wander Az magazine printed multiple pages on things to see and do in Flagstaff.

Broadcast (reach: 32.9m/value: \$3.5m)

Sister Wives programming on broadcast featuring Flagstaff mentions in every episode multiple time. Winter wonderland activities across state-wide media.

**MARKETING & MEDIA RELATIONS CONTINUED:**

Digital (reach: 569m/value: \$1.5m). January publicity value increased more than 1000% and reach increased 132% compared to January 2019

Miami Herald story of a celebrity wedding at Arizona Snowbowl , Lowell Observatory experts in a variety of articles including CBS News about the Quadrantid meteor shower, and ABC News about StarlinksDigital websites included fodor.com and forbes.com with the Museum of Northern Arizona Force is with our People” exhibit, and free admission to the National Parks on MLK day received attention from the press including USA Today.

**Below are digital highlights:**

**We did it: Deco Drive’s Lynn Martinez marries her guy in a secret ceremony in the snow**

<https://www.miamiherald.com/miami-com/miami-com-news/article238904818.html>

**Most educated county in every state**

<https://www.msn.com/en-us/money/education/the-most-educated-county-in-every-state/ss-AACoTv4>

**Get free admission to more than 100 national parks on Martin Luther King Jr. Day**

<https://www.usatoday.com/story/travel/experience/america/national-parks/2020/01/16/mlk-day-national-parks-free-jan-20-martin-luther-king-jr-day/4488682002/>

**SpaceX launches 60 more satellites, trying to tone them down**

<https://abcnews.go.com/Technology/wireStory/spacex-launches-60-satellites-tone-68107610>

**52 Weekend Adventures 2020 Edition**

<https://www.phoenixmag.com/2020/01/22/52-weekend-adventures-2020-edition/>

**The Force is With Our People examines influence of Star Wars on contemporary native artists**

<https://www.forbes.com/sites/chaddscott/2020/01/12/the-force-is-with-our-people-examines-influence-of-star-wars-on-contemporary-native-artists/#7b384d356ea5>

**12 Top-Rated Hiking Trails in Arizona**

<https://www.planetware.com/arizona/top-rated-hiking-trails-in-arizona-us-az-70.htm>

**SOCIAL MEDIA:**

Facebook held it's 4% with 35 posts last year in January and 19 this year. The highest engagement on posts stemming from Snow posts treated as Facebook live stories.

Twitter saw increases from a Gene Shoemaker feed with 1,991 views.

Instagram success was a video of Snowbowl ski slopes generating 909 views.

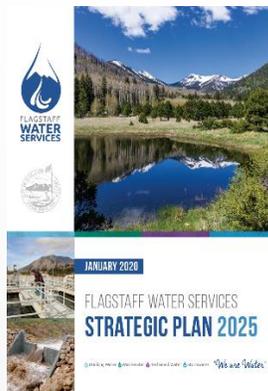


**CREATIVE SERVICES:**

**Flagstaff Official Visitor Guide** – produced and distributed for 2020

**Ads Created:** Arizona Beer Week, Spring Training, Economic Development Entrepreneurship, Internship flyer, recruitment brochure, utilities bill stuffer for Flagstaff Local movement, and more.

**AWARD GALA:** Creative Manager attended the 2019 Hospitality Marketing International (HSMIA) Adrian Awards where discoverflagstaff.com received a **silver medal for the category 'website design and development'**.



**THANK YOU FOR YOUR CONTINUED PARTNERSHIP TO THE ECONOMIC VITALITY DIVISION!**