

MARCH 2020

Note: Our report includes what was happening in our Division prior to and after the COVID-19 happenings. Thank you!



AIRPORT SECTION

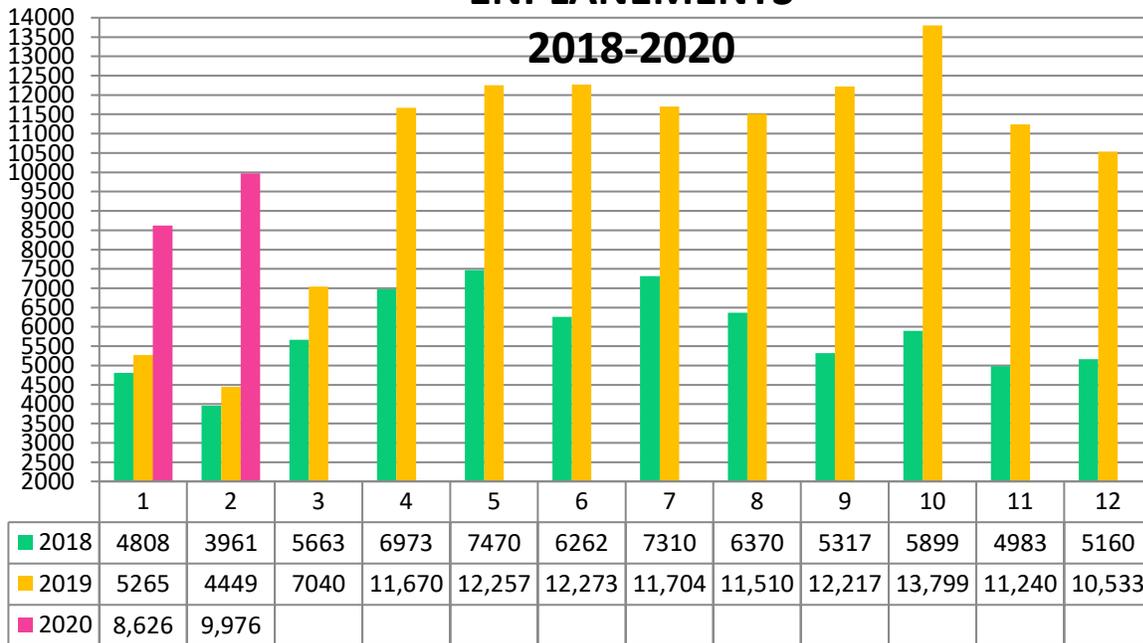


ENPLANEMENTS & AIRLINE ACTIVITY: (YTD percentage comparisons through February)

- 2018: 8.5% increase from 2017
- 2019: 11% increase from 2018
- 2020: 94% increase from 2019

ENPLANEMENTS

2018-2020



PARKING:

- Concept design for a second parking lot is completed. Design discussion and pay-to-park pricing discussion will be presented to Council on April 21, 2020 in a virtual meeting.

LOCAL MARKETING:

Marketing the airport locally is ongoing.

AIRPORT ADJUSTMENTS TO COVID-19:

MEDICAL FLIGHT CREWS:

Recent medical flights arrived at the airport and many had crews get off the aircraft in bio-hazard suits. This brought concerns to our FBO Staff, so we helped assist with setting up a two-restroom trailer equipped with wash bays for cleanup away from the lobby and public.

RENTAL CAR ISSUES: Rental car revenues are way off – they are selling fleets to help make up reserves.

AIRPORT STAFF: We have kept terminal staff separated from the ARFF staff from this time forward. All communications except for emergency response have been via phone. The Terminal offices have been staffed, but the door is locked to prevent walk-ins. Staff still answers all questions for the public.

ARFF VEHICLE: One of our vehicles had to be repaired which was handled and put back to use at the airport.

NAVY VISITOR: A Navy special operations F-5 visited the airport from Nellis Air Force Base. If you remember the movie Top Gun...this plane is the modern-day version.



COMMUNITY INVESTMENT SECTION



BEAUTIFICATION AND ARTS & SCIENCE:

WELCOME JANA WELDON: Newly hired Jana Weldon, Beautification, Arts and Sciences Project Administrator, has on-boarded and here to accomplish great things for our program.

BUFFALO PARK SIGNAGE: Staff finalized the text for the Nate Avery Loop Trail; now it goes to design! Two additional large interpretive panels are also at the printers. Sign completion is anticipated for spring of this year.

ASPEN AVENUE BIKE PARKING NICHE: Staff is working with a contractor for initial ideas for a bike, pedestrian and art "niche" across from the Orpheum. Real Estate staff is finalizing contracts with CenturyLink, the owner of the area the site will be built.

LOWELL OBSERVATORY FUTURE PROJECT: Staff met with a representative from Lowell Observatory about a sculpture honoring the history of the discovery of Pluto in Flagstaff and other science and space-related projects.

EASTSIDE COMMUNITY MURAL: The Beautification and Public Arts Commission approved funding for a new mural in the 'tween section of the library by the Mural Mice. The process will include library user and 'tween

input on the project. It is funded through an existing indoor public art line item. Look for this colorful new addition to grace the walls of this important public space!

NEW COURTHOUSE MOSAIC:

- Staff met with Courts staff to begin discussion about this art piece from their perspective. Staff also toured the existing mosaics of Flagstaff to learn how these materials are holding up in similar projects over time. Staff created a timeline and began internal discussions for a new mosaic facing Beaver Street.
- Staff is identifying selection panel members and drafting a Requests for Statements of Qualifications for review by Procurement. Additional materials such as lithomosaic, water jet cut metal, and porcelain steel received a positive response from the Court stakeholders.

DOWNTOWN ALLEY ART PROJECT: Staff met with interested local artists on the scope and vision for this project. More to share soon.

VIOLA AWARDS: Staff and members of the Beautification and Public Arts Commission attended the annual Viola Awards event that honors artists and the science and culture sectors in Flagstaff. One of our city-funded artists was a finalist for an *Excellence in Placemaking* award – artist Sonja-London Hall for her mosaic at Joel Montalvo Park.

ARTS & SCIENCE/BEAUTIFICATION ADJUSTMENTS TO COVID-19:

RESOURCES FOR THE ARTS AND CULTURE SECTORS: With the COVID-19 situation, many are looking for resources. Here are some compiled resources:

- Donate to the **Flagstaff Art Council's Emergency Fund** [Here](#)
- **Americans for the Arts** sent our **Coronavirus** response information [Here](#)
- See compiled **Emergency Resources for Artists** [Here](#)

ECONOMIC DEVELOPMENT: (Business Attraction, Retention & Expansion)

ECONOMIC DEVELOPMENT TOOLKIT PRESENTATION: The BR&E staff presented the Economic Development Toolkit to Flagstaff City Council recently inviting Buxton Company and the Arizona Commerce Authority to join in the presentation. Staff provided several examples of ways that the Economic Development engages existing and prospective businesses. Buxton shared some of the information from the healthcare gap analysis. The Arizona Commerce Authority (ACA) presented about the tax provisions known as Opportunity Zones.

ARIZONA@WORK COCONINO COUNTY BUSINESS SERVICES TEAM (BST): The BST Law Enforcement Career Day was recently acknowledged in an *Expect More Excellence Tour article for Expect More Arizona: The Movement for World Class Education*. The event, which occurred in November 2019, was presented well in the article including pictures and details on the collaborating entities that delivered the initiative. As a side note, Law Enforcement Career Day II will occur this spring inviting the student participants from the previously mentioned career days event back to experience a more in-depth exposure to law enforcement careers.

COMMUNITY S.T.E.M. CELEBRATION at the DOME: The Community S.T.E.M. celebration at the Skydome was a great success. Initial estimates suggest close to 2,000 people attended the event which convened community partners, businesses, and students of all ages to celebrate all things S.T.E.M. The Flagstaff Police Department attended bringing with them their “bomb robot”. At one point, the operator of the robot said he would be driving the robot over to the COCONUTS Robotics Team just for fun!

ECONOMIC DEVELOPMENT ADJUSTMENTS TO COVID-19:

EXTENSIVE LIST OF SERVICES ARE HOUSED ON OUR CITY OF FLAGSTAFF WEBSITE: Staff continued to partner with the County, NAU, and others to learn about all resources available for our business community. The list is continually updated and housed <https://www.flagstaff.az.gov/4299/COVID-19>.

OUTREACH TO BUSINESSES: Staff all took a role in reaching out to our top 20 employers as well as all business sectors to ask them about their current situation, what they need, and to provide guidance during this unprecedented time. For assistance, please reach out to: Dave McIntire dmcintire@flagstaffaz.gov, John Saltonstall jsaltonstall@flagstaffaz.gov, Jack Fitchett jfitchett@flagstaffaz.gov, or Chad Smith cmith@flagstaffaz.gov.

PARKING - PARKFLAG:

PARKFLAG OPERATIONS:

- Gail Brockman was appointed the interim Parking Manager while waiting to fill the Parking Manager position that John Portillo use to fill. THANK YOU, GAIL!
- Created new signs to better understand parking hour changes that are moving along in our near future.
- The ParkFlag team spent time working on the Kiosks. The Parking Aides are working to install new Sim cards into the Kiosks to improve communication between the Kiosks and their data carriers.
- ParkFlag welcomed Michael McCarthy to the team!
- Employee Permit prices were reduced from \$45.00 to \$10.00 and signs were placed to expand the Employee North permit area.
- Final decisions on the future hours of management were made and sign design and procurement will be underway.



PARK FLAG ADJUSTMENTS TO COVID-19:

PARKFLAG OPERATIONS:

- ParkFlag is suspended for now.
- ParkFlag staff hooded 102 kiosks so that patrons can easily tell they did not have to pay the kiosk when visiting downtown for carry out and more.

- ParkFlag staff continued to work with the Downtown Business Alliance, with input from Community Development, to develop improved loading zone areas within the parking district.

LIBRARY SECTION



LIBRARY OUTREACH TOUCHES LIVES: Staff was presenting at the local domestic violence shelter and while there, handed out free books. When a woman took the book “Just Mercy,” she started tearing up as she told how she hadn’t seen her son in a while, but he had been asking her to read this book. She said, “It was meant to be that you were here tonight to give me this book!” Another example of how our library is positively impacting members of our community.

RETWEET TUESDAY TEEN & TWEEN PROGRAM: With a new program planned every week, it has been wildly successful. The kids literally run from the bus station across to street to get to the community room on Tuesdays. Last month they had an egg drop contest – none of the eggs broke on the first round!

PLANNING AHEAD: Youth Services staff is already planning for the upcoming Summer Reading Challenge. The theme this year is “Imagine Your Story”. There are lots of opportunities with this theme and we are already jumping on it. Speaking of planning, YS staff is also working with CCC’s Native American Student Association to bring more culturally sensitive programming.



GRAND CANYON COMMUNITY LIBRARY: A successful presentation of Romeo & Juliet was put on by the Utah Shakespeare Festival at the Shrine of the Ages in Grand Canyon Village. There was substantial turnout with over 75 attendees.

NEW STAFF: We have welcomed a new part-time Clerk to our EFCL staff - Berk Hendricks. He comes with a wealth of previous library experience and will be a great addition to our team!

LIBRARY ADJUSTMENTS TO COVID-19:

CANCELLATIONS & CLOSURES: The libraries are closed until further notice. There is curb-side pick-up being offered to patrons as well as a library digital platform called HOOPLA. All patrons can check-out up to eight items through this platform. The response has been phenomenal since it’s launch.

TRAININGS: Thanks to our Volunteer & Training Librarian, staff have access to some great training videos. This is a silver lining - it is always a challenge to get staff together for trainings, so we are excited to take advantage of training opportunities from home during this time.

FEATURED IN THE PAPER: On Wednesday, March 11 we hosted the second monthly Cooking the Books program - a cookbook book club & potluck open to all ages. This program began at the Downtown library and

EFCL took it over in February. The AZ Daily Sun did a nice write-up on this program, check it out: <https://bit.ly/3a6uaub>

TOURISM SECTION



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

- **Occupancy** up 5.8%.
- **Average Daily Rate (ADR)** up 1.0%.
- **Revenue per available room (RevPAR)** up 4.9%.

Following are the stats from the month of February 2020. It is heartbreaking that we had such a good start to the year and then COVID-19 happened.

February was a strong demand month when compared to historical data. The strategy for hoteliers was to keep their rates up as they most likely had strong pre-sell for the month. The strategy worked as the demand was good and their occupancy did not falter. RevPAR for the City was up 5.6%! This was possible even though supply was up from last year.

Feb	2019	2020	Diff	YTD
OCC	54.0%	57.1%	+5.8%	+3.8%
ADR	\$84.50	\$84.37	-.2%	+1.0%
RevPAR	\$45.62	\$48.17	+5.6%	+4.9%
Ann. Supply	142,856	144,928		+1.5%
Ann. Demand	77,119	82,743		+5.3%

VISITOR CENTER:

- **Model Train:** The model train ran 93 times this month.
- **Walk This Talk:** Visitor Center Manager completed in training with OnCell to manage the Walk this Talk walking tour.
- **Referral Program:** Delivered referral cards to local accommodations encouraging them to send their guests to the Visitor Center to receive their information on their visit.

- **Snowplay:** Worked with vendor to update hotline messages from winter recreation partners as they closed or changed service levels. Closed out the hotline for the season, see chart and graphs for season totals.
- **COVID-19:** Along with other non-essential City services, the Visitor Center closed on March 17th at 5pm and remained closed through the end of the month. Staff continue to assist visitors remotely over the phone and online.

March	2019	2020	Change	FY19	FY20	Change
Walk-ins	8,510	3,949	-48%	82,993	105,188	27%
Retail Sales	\$22,112	\$10,871	-51%	\$175,947	\$202,744	13%
Visitor Survey	100%	93%	-7%	96%	96%	-
Snowplay Hotline	907	189	-79%	5,499	2,569	-53

VIOLA AWARD WINNERS: *Discover Flagstaff* Team, along with several other community partners, won the **COMMUNITY IMPACT (ORGANIZATION)** award for our 18-month long **LUNAR LEGACY** campaign.



WEBSITE ENHANCEMENTS: DISCOVER FLAGSTAFF: Worked on sub-navigation improvement and video update that will include a **sound option** for discoverflagstaff.com.

PLEDGE WILD: Created a landing page for [Pledge for the Wild](#) on discoverflagstaff.com to promote the program and encourage donations to the Flagstaff Trails Initiative.

ADOT SIGN REVEAL: Economic Vitality Director and Mayor Coral Evans, along with Discover Flagstaff team, have worked with the Arizona Office of Tourism (AOT) for years to market Flagstaff. We were happy to find out that we were one of six ADOT signs that were being revealed and used to replace the Arizona Centennial signs throughout Arizona. Flagstaff's sign shows our majestic, snow-covered San Francisco peaks and our pine forest.

(Picture: Mayor Evans receiving a framed copy of the sign from Debbie Johnson, Director of AOT at a March council meeting).



TRAVEL TRADE:

MEETINGS & ACTIVITIES:

- Webinars w/Connect, US Travel Assn, ABA, County.
- Partner Meetings/Calls (Doubletree, Ascend, Sonesta, Marriott, Greentree), Grand Circle Assn Conference, New World Travel Meeting.

MEETINGS/EVENTS/CONFERENCES:

MEETING AND EVENT LEADS: Staff sent out 2 leads for a total of 781 room nights. The total estimated economic impact is \$168,159.

COLORADO MIC: Staff attended Colorado Meeting Industry Council with one partner. This is a trade show and annual conference for the Meeting associations in the Denver Area. This includes the Rocky Mountain Chapter of Meeting Professionals International, Colorado Society of Association Executives, Colorado Society of Government Meeting planners and more. The booth was designed to promote Flagstaff as a destination with 7 wonders and the direct Denver flights.



MARKETING & MEDIA RELATIONS: (Produced 29 print articles and 462 digital articles)

March Highlights:

Print (circ: 501k/value: \$73k), Broadcast (reach: 14.5m/value: \$1.8m), Digital (reach: 450m/value: \$1.1m)

Below are a few digital highlights:

Forest Service Oks replacement of lift at Arizona Snowbowl (AP story):

<https://www.washingtontimes.com/news/2020/mar/7/forest-service-oks-replacement-of-lift-at-arizona/>

Arizona Snowbowl is adding a high-speed lift for 2020-21 season:

<https://www.azcentral.com/story/travel/arizona/road-trips/2020/03/07/arizona-snowbowl-new-high-speed-ski-lift-2020-21-season/4968983002/>

Fresh Powder at the Arizona Snowbowl resort: <https://www.accuweather.com/en/videos/fresh-powder-at-the-arizona-snowbowl-resort/UbBI9wW2>

Now what's going on with Betelgeuse? The "Future Supernova" just isn't that cool, say astronomers:

<https://www.forbes.com/sites/jamiecartereurope/2020/03/06/now-whats-going-on-with-betelgeuse-the-future-supernova-just-isnt-that-cool-say-astronomers/#437a1eb73368>

COVID19 Coverage Related to Flagstaff Tourism:

Print (circ: 735k/value: \$172k), Broadcast (reach: 444k/value: \$40k), Digital (reach: 306m/value: \$1m)

SOCIAL MEDIA:

SOCIAL MEDIA MARKETING: Staff attended the industry's largest social media conference "Social Media Marketing World" in San Diego at the beginning of the month.

WIPE THE SMILE: Continued promotion of the "Wipe the Smile on your face" campaign. <https://www.flagstaffarizona.org/wipethesmile/>

COVID19 MESSAGING: Published daily stories on Facebook and Instagram to promote the *Carry out & Settle in* message for restaurants.



CREATIVE SERVICES:

ADVERTISING:

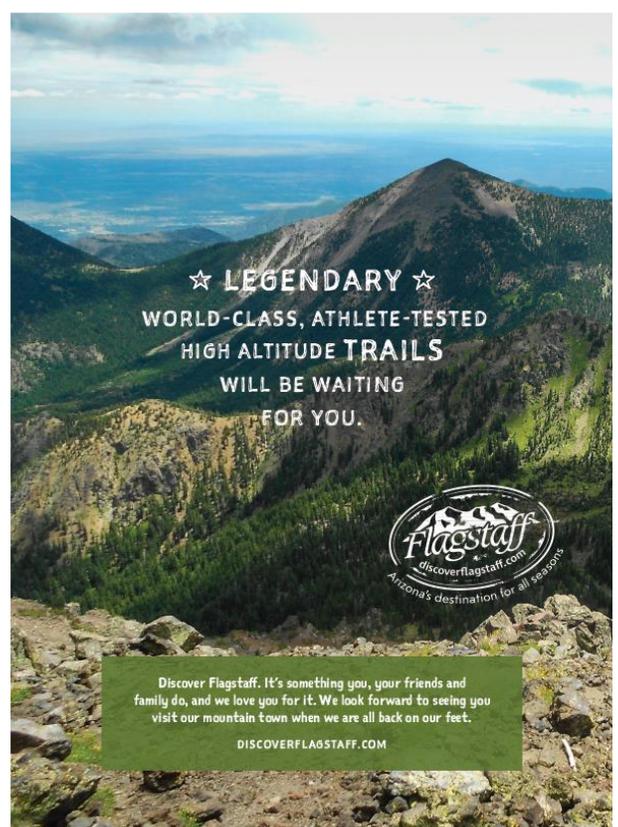
- **WATER CONSERVATION:** Created advertising for Water Services promoting April Water Awareness month.
- **WALKING GUIDE:** Began work to re-design our Historic Walking Guides.
- **PARK FLAG:** Updated and created new parking signs and a mockup of the "cash" sticker for kiosks.
- **POSTER:** Created a new poster for NAU Center for International Education promoting the Visitor Center.
- **CITY JOB:** Designed the cover and InDesign template for the Southside Community Plan.

TOURISM ADJUSTMENTS TO COVID-19:

- **WEBSITE:** Updated discoverflagstaff.com with necessary messaging to address the current COVID-19 outbreak and informing visitors of ongoing changes.



- **ADVERTISING:** Marketing went in many layers – and continues with a variety of outlets and more...
 - First, we found out many travelers couldn't do Spring Training as they had hoped to in Phoenix, so we were letting them know they could go see the Grand Canyon which is on many visitor's lists. **Headline: Sometimes plans change. Come play in our backyard...it's GRAND.**
 - Second, we continued to talk about the trails visitors and locals could go on and still social distance. **Headline: Social distancing is EASY in the World's LARGEST contiguous Ponderosa pine forest.**
 - Third, we added messaging to 'carry out & settle in' to help continue to promote our local businesses.
 - Four, we also worked on messaging to help remind visitors that the trails are waiting for them when the executive order is lifted. The messaging in the ad reads: **DISCOVER FLAGSTAFF. IT'S SOMETHING YOU, YOUR FRIENDS AND FAMILY DO, AND WE LOVE YOU FOR IT. WE LOOK FORWARD TO SEEING YOU VISIT OUR MOUNTAIN TOWN WHEN WE ARE ALL BACK ON OUR FEET.**
 - And lastly, our out of home billboards read: **Discover Flagstaff – We look forward to your visit when we're back on our feet.**



FLAGSTAFF LOCAL – MY ACTIONS MATTER *more than ever!*

- Continued to market the movement, added a Mayor’s Pledge video as well as printed pieces to our locals.
- Created a local video to help encourage social distancing while helping our local business partners. Please check it out below:
 - <https://drive.google.com/file/d/15-ocNR5lvO4HCkKBDthoYyFkLHZCMrfC/view>
- If you haven’t taken the pledge, please do by going to flagstafflocal.com today!



Take the Pledge

We know our locals are taking care of each other. We’ve seen the amazing videos and heard heart-warming stories of meals delivered to our front-line support teams, secluded outdoor walks that include picking up trash, buying online from our community businesses, homeschooling children, and a whole lot more of genuine goodness.

We want to hear from you. Share your actions here.

FLAGSTAFFLOCAL.COM  @FlagLocal

THANK YOU FOR YOUR CONTINUED PARTNERSHIP WITH THE ECONOMIC VITALITY DIVISION FOR THE CITY OF FLAGSTAFF!

April’s monthly report will include a lot more about our efforts for COVID-19 and how we plan to help our community rebound.

Any questions, please don’t hesitate to reach out to me directly.



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