

# AUGUST 2020



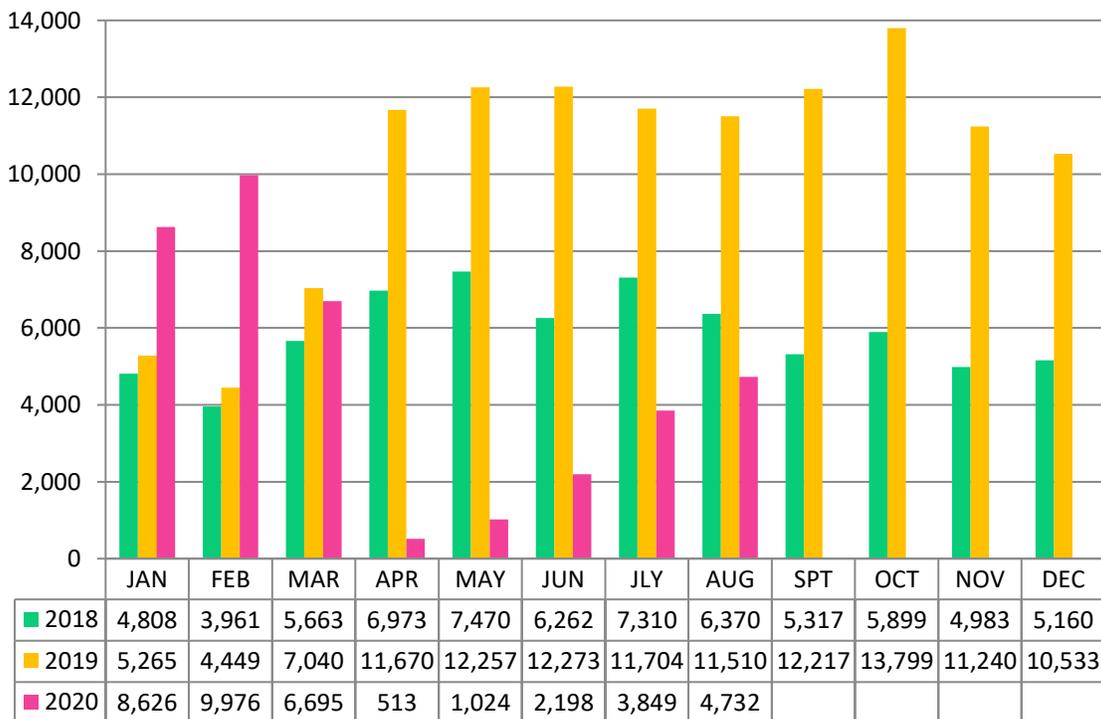
## AIRPORT SECTION



### *ENPLANEMENTS & AIRLINE ACTIVITY: (YTD percentage comparisons through AUGUST 2020)*

- Only 4,732 total enplanements for August, down -6,778 from prior year. Enplanements continue to increase though, which is a good thing! Please book your flights.
- Nationally Passenger counts for August were only slightly better than July but dropped slightly toward the last week of the month. For our airport, we are still down by over 65% from a year ago.
- Rental car numbers are like airline passenger numbers. One significant difference is the rental cars locally have been able to reduce staffing to almost a break-even number. They are down approximately 70% from a year ago.

### ENPLANEMENTS 2018-2020



## *TRAINING:*

- Staff attended an annual Airport Rescue Fire Fighting (ARFF) recertification which had been extended due to COVID shutting down the Certification Schools. This month those who had their certifications extended, were able to travel to Dallas and complete their recertification.
- Staff held the Airport Annual safety tabletop meeting this month. The FAA requires a tabletop exercise every year and a live drill every third year.

*CARES ACT TO DO'S:* Staff began working with City Procurement on many of the projects that will be reimbursed with CARE's Act funding. This included painting the ramp, some work on hangars (awaiting the JOC for larger projects), and maintenance on our Foam 9 ARFF truck to name a few.

*SOUTHWEST CHAPTER OF AMERICAN ASSOCIATION OF AIRPORT EXECUTIVES:* The Airport Director was invited to be part of a committee that will work on a new Strategic plan for the Southwest Chapter of the American Association of Airport Executives (SWAAAE). This plan helps offer a guide to airports and shares best practices.

*AIRPORT DRAINAGE STUDY:* City Procurement released the Request for Qualifications (RSOQ) for an updated Airport Drainage Study. The FAA requires airports to have their drainage study updated every 10 years. Our last study is just over 10 years old. The new study will also help in the preparation of the future extension of JW Powell from Pulliam Drive to Lake Mary Road.

*AIRPORT 31.45 ACRE PROPERTY:* The Request for Qualifications (RSOQ) for a master developer regarding the airport parcel (31.45 Acres) went out on Planet Bids for all master developers to inquire.

*MARKETING:* We continue to market the airport and our routes. This will be the new NAIPTA bus wrap for the airport reminding our locals and visitors to please FLY FLAGSTAFF FIRST!



## COMMUNITY INVESTMENT SECTION



## *PARKING:*

### Program Updates:

- Paid Parking remains suspended until further notice. ParkFlag continues to work closely with City Leadership, City Council, the Downtown Business Alliance (DBA), and local business owners to determine the right time to bring the program back online.
- ParkFlag went to Council on August 18<sup>th</sup> for the approval of a contract with Passport Labs Inc. With the approval of this contract, we will now be able to implement a new operating software system that will benefit both ParkFlag and the community.
- ParkFlag awarded a local vendor the contract for manufacturing kiosk hoods...***Congratulations to Armored Outdoor Gear.*** We recently met with the owner and are looking forward to seeing a prototype soon.

**Enforcement Updates:**

- The office received many phone calls concerning parking such as lack of available parking downtown, complaints about poor parking in the neighborhoods, and so on. Our staff responded diligently and to these calls.
- Staff began conducting a small parking capacity study. We are currently showing parking at 85%+ capacity on a regular basis. We are using this information to help direct our next steps.



**Community Activity:**

- ParkFlag continued to work alongside Parks and Recreation and Public Works in monitoring the litter in Heritage square, as well as other downtown areas. We worked together to create an enjoyable downtown experience.
- ParkFlag staff worked with the DBA to construct homemade disinfectant wipe buckets for placement in the open space area located at Heritage square and in the Aspen alley.
- All Parking Aides continued to be ambassadors for the City of Flagstaff. We answered questions, gave directions, and occasionally educated the public on proper parking procedures.



***BEAUTIFICATION AND ARTS & SCIENCE:***

**EAST FLAGSTAFF COMMUNITY LIBRARY INDOOR MURAL (COMPLETED):**

**Hope through Kinship and More:** Staff at the EFCL worked with Mural Mice on community outreach and a resulting indoor mural for the 'Tween section of the library; the children and teen section already have murals, and this added to the collection. Arts and Science funds were used for the project, and our arts staff assisted with logistics such as contracts for the mural. A 'kid's committee' selected elements for inclusion in a set of final designs, and hundreds of community members voted for the mural design. The elements were inspired by our current times with COVID and the youth missing the library and their friends.

The text is in Hopi, Navajo and Spanish, and translated means: "***Hope through Kinship***", "***To come together to help and benefit one another with no expectation of reward***", and "***We are united in the hope of the world.***"



## THANK YOU, VIDEO, to the CITY FROM THE ARTS, SCIENCE & CULTURE SECTOR:

Flagstaff Arts Council created a 'thank you' video for City Council and the City for this year's grants and the support of the sector. Staff was also interviewed for the video. Watch it here:

<https://www.youtube.com/watch?v=Bw2r-gLtrSY>

## WELCOME TO OUR VISTA AmeriCorps Member Erin Kaczmarowski who joined the Beautification, Arts and Sciences Team:

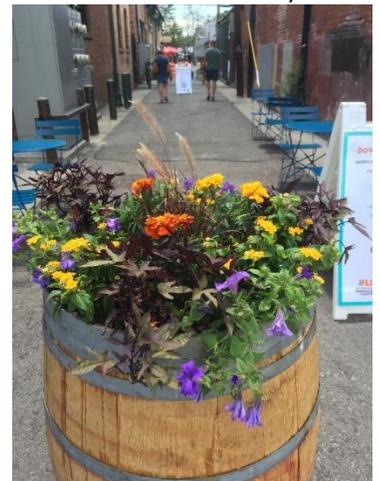
Erin grew up in Glendale, Arizona, and attended Northern Arizona University to study Environmental Science and Biology. As a student, she became immersed in the culture and community of northern Arizona, falling in love with Flagstaff in the process! In the past, she worked with some amazing local organizations including the Flagstaff EcoRanch and Center for Ecosystem Science and Society, as well as led a youth climbing program at Flagstaff Climbing Center. When Erin is not working, she loves being outside in any capacity – hiking, mountain biking (still a rookie!) and climbing included. Erin expressed she is so excited to be a part of the City of Flagstaff community as a VISTA Member for the upcoming year!

## PROJECT UPDATES:

- **Main Library Entry Project:** The call to artists, a formal Request for Solicitation of Qualifications (RSOQ) went live on August 4. This call is to have an experienced public artist join the design team for integrated art in the new outdoor entry area for the downtown library.
- **Downtown Connection Center/Transportation Hub:** Staff continued its work with procurement on refining the call to artists, including discussions on necessary federal language.
- **Courthouse Exterior Art Piece:** Staff worked with an artist selection panel to determine the process for moving forward – the finalist artists were asked to prepare secondary applications for the panel's consideration. Installation is expected in 2021.
- **Traffic Signal Cabinets:** Staff submitted a press release on this project. Staff continued search for community stakeholder selection panelists.
- **Expanded Use of Right-of-Way and Flower Project:** Staff worked with the downtown flower vendor to expand plantings for part of the alley and street closures near Heritage Square, see picture above. Staff also met with Streets and a fencing vendor on Aspen to finalize the installation of decorative fencing to create a pedestrian walkway in the Aspen partial closure and the barrel planting locations.
- **Alley Art:** Staff is continuing conversations with Historic Preservation staff on what is possible for temporary and permanent art and beautification of our historic alleys. Staff presented to Property and Development on a pilot project for alley activation.
- **Existing Airport Entry Sculpture:** Staff visited the sculpture to determine if repainting or repair is needed. Repainting is needed of this piece. Staff will work to find the artist to begin conversations on repair.

## PROGRAM UPDATES:

- **National Endowment for the Arts Proposal Submitted:** Staff finalized city elements for a grant to the National Endowment for the Arts to support the art, culture and science sectors with a 2023 Flagstaff art week and the





The team has significantly advanced work-based learning opportunities and capstone course work while rolling out the innovative Career Exploration Series. During the meeting, the team engaged school counselors and administrators in a brainstorming session on ways to influence the trajectory of the efforts, to broaden the reach of efforts, and to enhance connectivity between the CCR team and Arizona@WORK Coconino County Workforce Development Board. Big ideas resulted from the brainstorming session including the potential to engage the state educators on the topic of modifying graduation requirements to set students up for greater success and more post-secondary opportunities. The Flagstaff Unified School District Superintendent attended the meeting and was very supportive of the efforts of the group and excited for the progress so far.

**ARIZONA STATE UNIVERSITY INDUSTRIAL ASSESSMENT CENTER:** BR&E Staff was invited by Interim Business Attraction Manager to learn about a new program designed to assist businesses in finding greater efficiencies in their operations. The program is completely funded and puts experts together with manufacturers to discover aspects of production for which energy solutions exist. This program may be eligible for water and sewer facilities at a municipal level as well. Great things happen when innovation and industry meet!

**GLOBAL ENTREPRENEURSHIP WEEK AZ 2020 and STARTUP WEEKEND AZ:** Staff has been contacted by representatives from both organizations regarding potential participation in these two separate events. Staff will be exploring the opportunities and requirements of participation. It is encouraging to know that these events are getting started. It may serve as an opportunity to revisit the Innovate Waste Challenge.

---

## LIBRARY SECTION



**GROW WITH GOOGLE:** The Downtown Library partnered with Grow with Google to host the webinar "Use YouTube to Grow Your Business" on August 3rd in support of the local business and nonprofit community. Participants learned best practices for creating a YouTube Channel and compelling video content to promote their products and services and drive engagement with their brand. 19 patrons attended the live program, and another 23 patrons received a copy of the presentation via email.



**PLOTTING THE PLATEAU AUTHOR TALK:** The Downtown Library's Plotting the Plateau book club hosted author Nathaniel Brodie for a discussion of his book *Steel on Stone: Living and Working in the Grand Canyon* on August 24<sup>th</sup>. 10 patrons, including a representative from the Museum of Northern Arizona, engaged in a lively Zoom discussion with the author.

**BOOK CLUB KITS:** The Downtown Library's book club kit collection is getting an upgrade! New, easy-to-carry canvas tote bags with the Library logo are replacing the bulky plastic kit containers. In addition, over 20 new kits are currently being processed by staff to add to the collection. Each kit contains multiple copies of a book, biographical information about the author, and discussion questions. Kits are generated from the Library's monthly book discussions as a means of assisting local reading groups.



**YOUTUBE:** The Library's [YouTube channel](#) surpassed 100 subscribers in August!

**WRITER IN RESIDENCE GRANT:** For the second year, the Downtown Library was awarded a Writer in Residence grant from the Arizona State Library. The grant paid for two local writers to facilitate community programming and work on their craft at the Library. Over the six-month grant period, the two writers hosted 131 write-ins and 12 workshops for

500 total attendees. Lisa Hardy is volunteering as the Writer in Residence for September and will serve the community by helping to facilitate 16 write-ins and one workshop this month.

**FRANK TALKS:** we have offered 2 virtual Frank Talks in the month of August. These are brief pre-recorded lectures on relevant topics followed by a facilitated discussion amongst community members. The talk on Not Racist vs. Anti-Racist by Rowdy Duncan had 9 participants, and the talk on The History of Police and Policing in the U.S. by Dr. Matthew Whitaker had 21 participants. These talks are offered through the generous support of the Arizona Humanities and the Arizona State Library. Please join us on 9/17 at 6p for a talk on Understanding Systemic Oppression by Rory Gilbert!

**CURBSIDE HOLDS AT EFCL:** Our curbside holds service continues to be popular; user counts have leveled off at about 12 patrons served per hour of service (almost double from when we began this service), but item counts continue to rise, going from 39 items per hour in June to 50 items per hour in August!

**ONLINE LIBRARY CARDS:** The Circulation Department Downtown started a process for online library card applications which EFCL staff are helping with on Tuesdays, Thursdays, and Saturdays. We created 72 new library cards in August.



**TOURISM SECTION**



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

- **Occupancy** down -19%
- **Average Daily Rate (ADR)** down -17.2%
- **Revenue per available room (RevPAR)** down -32.9%

The occupancy and ADR (average daily rate) is improving YOY since the low of April '20. This is due to a few factors; the new normal setting in with people; pent-up demand to travel; and, heat in the southern part of the state.

The team continued to message responsible travel and safety in-market; virtual tours via [www.flagstaffarizona.org](http://www.flagstaffarizona.org); and, our partners that are offering virtual tours, virtual entertainment, and the like.

July	2019	2020	Diff	YTD
OCC	84.2%	68.2%	-19.0%	-29.1%
ADR	\$115.61	\$95.73	-17.2%	-21.4%
RevPAR	\$97.34	\$65.30	-32.9%	-44.2%

**VISITOR CENTER:**

- **Walk-ins** down 53%, **Retail** down 39%.
- **Model Train:** Model Train ran 142 times in the month of August.

- **Visitor Information:** Provided visitor assistance in person, over the phone and via email while educating visitors on masking requirements and fire restrictions. See common questions received below:
  - What's open a Grand Canyon?
  - What local attractions are open?
  - Outdoor recreation ideas such as hiking, biking, and National Monuments.
  - What restaurants are open for dine in or patio service?
- **Flagstaff Local:** attended meetings and went through remaining prizes for Flagstaff Local to work on planning for the movement going forward.

August	2019	2020	Change	FY20	FY21	Change
Walk-ins	15,255	7,231	-53%	41,366	14,557	-65%
Retail Sales	\$30,190	\$18,488	-39%	\$65,653	\$37,663	-43%

## TRAVEL TRADE:

### MEETINGS:

- International client check-ins: Bonotel, Destination American and Top Deck,
- Local stakeholder meetings: Sonesta, Eagle Rider, Galaxy Diner, Ascend

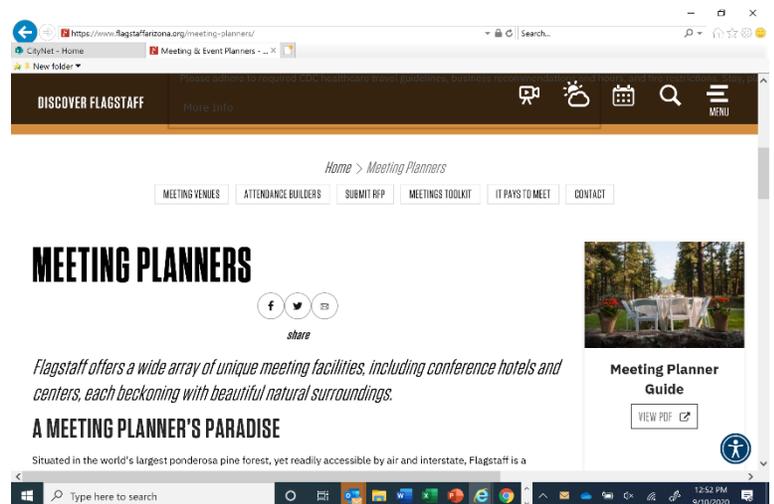
### ACTIVITIES:

- 20 webinars through Go West Summit, Arizona Office of Tourism, Brand USA, Tempest, Arizona Lodging and Tourism Association, US Travel, Expedia, and ESTO.
- Website edits, NAU Field Trip calls and content submissions

## MEETINGS/EVENTS/CONFERENCES:

**MEETING AND EVENT LEADS:** Staff sent out 1 lead for a total of 90 room nights. The total estimated economic impact is \$22,410.

**MEETING AND EVENT ASSIST:** Staff assisted a family reunion for 2021 to find accommodations in hotels, campgrounds and cabins as well as provided area information to assist them in planning their daily activities.



## *MARKETING & MEDIA RELATIONS: (AUGUST produced 24 print articles and 158 digital articles.)*

Print (circ: 1.5m/value: \$354k) Broadcast (reach: 666k/value: \$7k) Digital (reach: 773m/value: \$7.1m).

- Media exposure and publicity values were up over August 2019.
- August coverage focused on road trips, fall, outdoors and the Perseid Meteor Shower.
- Lowell Observatory experts continue to receive earned media attention both nationally and internationally when it comes to space as satellites begin to fill our skies. And, Lowell's continued attention to provide the public virtual events and livestream broadcasts such as the Perseid Meteor Shower keeps them in the news.
- Flagstaff received attention as a popular destination for travelers to take road trips in order to experience national monuments and highway freedom.
- Broadcast programming included more Seeing the USA segments across the nation. The Arizona Daily Sun and the Arizona Republic articles highlighted Flagstaff trails, wildflowers and outdoor recreation. The Arizona Daily Sun article on trail/hiking etiquette was picked up nationally and published digitally on websites such as the Washington Post and US News.

### **Below are a few digital highlights:**

**Fall in love with Flagstaff:** <https://fabulousarizona.com/summer-vacations/2020/08/07/fall-in-love-with-flagstaff/>

**9 Ways to spend a beautiful fall weekend in Flagstaff:** <https://www.travelawaits.com/2551817/how-to-spend-a-fall-weekend-in-flagstaff-az/>

**Best Fall Vacations:** <https://www.foodandwine.com/syndication/best-fall-vacations>

**Six stunning national parks you can reach by Amtrak:** <https://www.forbes.com/sites/lealane/2020/08/20/six-stunning-national-parks-you-can-reach-by-amtrak--in-private-rooms/>

**7 National Parks and Monuments you might not know about, but should:**

<https://www.travelawaits.com/2552539/national-parks-and-monuments-you-might-not-know-about/>

**3 Flagstaff summer hikes with mountain views and fields of flowers:**

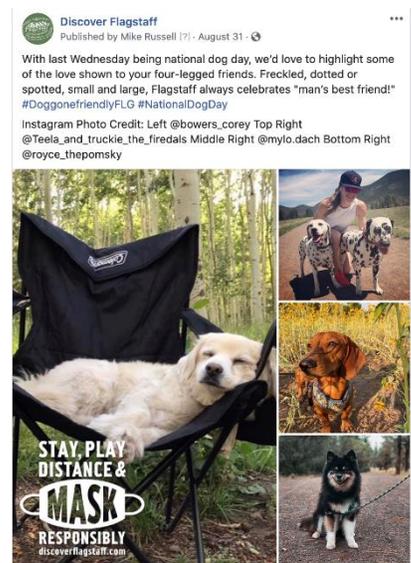
<https://www.azcentral.com/story/travel/arizona/hiking/2020/08/20/best-wildflower-summer-hikes-flagstaff-az-coconino-national-forest/5612676002/>

## *WEBSITE:*

- US sessions were flat, drive and flight markets were up and included: AZ +5%, CA +27%, TX+46%, NV +84%, and CO +65%.
- Webcam page increased 11.4%, travel advisories and City of 7 Wonders landing pages were top performers.
- Organic search increased 51%.

## *SOCIAL MEDIA:*

- **SPDM MESSAGING:** Continued to incorporate Stay, Play, Distance and Mask messaging badge on all outgoing social media.
- **FACEBOOK STORIES:** Provided fun story segment pushing carry-out messaging for "Olive the Best" downtown Flagstaff.
- **DOG GONE FRIENDLY:** Collected UGC from National Dog Day to share on social.



## CREATIVE SERVICES:

### ADVERTISING:

- Designed the Flagstaff Airport NAIPTA bus ads
- Designed print and digital ads for local publications promoting 'Carry Out, Settle In' and 'I Heart Flag' postcards
- Created the new FSO program and promoting Flag Local
- Designed the new **Walk this Talk** brochure with historic images
- Produced digital ads for AdTaxi including Flagstaff365 supporting the Virtual Festival of Science. Current ads supporting CDC safety guidelines, fire restrictions and carry-out options will continue to run through September.
- Finalized and produced "Tween" area signage for library to match new public art mural by Mural Mice.
- Produced digital ads for AdTaxi with a revised **Carry-out & Settle In** message; and **stay, play, distance and mask responsibly** with addition of fire restrictions messages; 8 National Parks & Monuments messages to Denver and Dallas flight markets
- Established partnership with Leave No Trace Center for Outdoor Ethics ([LNT.org](http://LNT.org)) stewardship initiative. This will allow Discover Flagstaff professional DMO access to resources, toolkits and Leave No Trace education.
- Worked to create three follow up drip emails - dining, outdoors and accommodations.
- Finalized designs for the biodegradable litter bags promoting Leave No Trace and Pledge wild.

### WEBSITE:

- Resolved a malfunctioning widget for booking referrals.
- Added another blog promoting "High Altitude Training".
- Updated the Flagstaff Local website and researched Phase II social media engagement tactics.

### CITY JOB:

- Created the Key Community Priorities poster for City Hall
- Finalized a postcard for the 2020 Census.

# FLAGSTAFF LOCAL

*My Actions Matter... more than ever!*

SHOP FLAGSTAFF  
 VOLUNTEER  
 BE ECO-FRIENDLY  
 DONATE  
 MENTOR  
 SUPPORT EDUCATION  
 VOTE

**FLAGSTAFF LOCAL.COM**  
*My actions matter*

PLEASE STAY, PLAY DISTANCE & **MASK** RESPONSIBLY  
 discoverflagstaff.com

Please adhere to required CDC healthcare travel guidelines, business recommendations and varied hours, and fire restrictions. Stay, play, distance and mask responsibly.

STAY, PLAY DISTANCE & **MASK** RESPONSIBLY

**Flagstaff**  
 discoverflagstaff.com  
 Arizona's destination for all seasons

**FIRE RESTRICTIONS IN EFFECT**  
[firerestrictions.us/az](http://firerestrictions.us/az)

## CARRY-OUT & SETTLE IN

**Flagstaff**  
 discoverflagstaff.com

PLEASE ADHERE TO REQUIRED CDC HEALTHCARE TRAVEL GUIDELINES. STAY, PLAY, DISTANCE AND MASK RESPONSIBLY.

SOCIAL DISTANCE WITH EASE

# 8 NATIONAL PARKS & MONUMENTS

**Flagstaff**  
 discoverflagstaff.com  
 Arizona's destination for all seasons

DAILY DIRECT FLAGSTAFF (FLG) FLIGHTS TO/FROM DALLAS (DFW)

PLEASE ADHERE TO REQUIRED CDC HEALTHCARE TRAVEL GUIDELINES AND FIRE RESTRICTIONS. STAY, PLAY, DISTANCE AND WEAR A MASK RESPONSIBLY.

**Flagstaff**  
 discoverflagstaff.com  
 Arizona's destination for all seasons

PLEASE STAY, PLAY DISTANCE & **MASK** RESPONSIBLY

*We'll be waiting for you*

# Tweens

**DEADLINE IS SEPTEMBER 30TH**

**I COUNT. YOU COUNT. COMPLETE THE CENSUS AT:**

**iCount2020.info**  
1-844-330-2020

Shape your future START HERE >

**United States Census 2020**  
**COCONINO COUNTY**

**TRAVEL ADVISORY**

Let the content within serve as inspiration for future travel. If you're planning a visit to our mountain town sooner than later, please be sure to stay, play, distance and mask responsibly.

Please adhere to required CDC healthcare travel guidelines, business recommendations and hours.

**CARRY-OUT & SETTLE IN**

**DISCOVER YUM**

Carry-Out and settle in with some Flagstaff goodness or make these local favorites in your kitchen. Recipes included!

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

**STAY WELL!**

**WILD**

THE BUREAU OF LAND MANAGEMENT today is made a must-visit to the Flagstaff area visitors, who's looking for a scenic landscape and great views.

ENJOY THE WORLD'S LARGEST CONTIGUOUS PONDEROSA PINE FOREST

*Keep our forest beautiful. Leave no trace.*

**Flagstaff**  
 discoverflagstaff.com