

CITY COUNCIL REPORT

DATE: December 12, 2022

TO: Mayor, Vice Mayor, and Councilmembers

FROM: Trace Ward, Discover Flagstaff Director  
Lori Pappas, Marketing and Media Relations Manager

CC: Greg Clifton, City Manager  
Sterling Solomon, City Attorney  
Shannon Anderson, Senior Deputy City Manager  
Heidi Hansen, Interim Deputy City Manager

SUBJECT: Green Book History and Marketing  
Indigenous and Spanish Speaking Marketing

This CCR is in response to the October 25, 2022, City Council meeting where a Councilmember asked for and update about completion of the Discover Flagstaff’s Green Book tour, and for information about how the Discover Flagstaff is marketing for indigenous and Spanish-speaking businesses.

Discover Flagstaff is part of the City’s Economic Vitality Division and is funded in large part with local taxes revenues from a 2% local transaction privilege tax on local hotel and restaurant businesses (“the BBB tax”).

Discover Flagstaff’s goal is to educate, inspire and motivate people to drive tourism, promote responsible visitation, and generate visitor spending in Flagstaff. To achieve this, we identify and target tourism sectors, assign staff to key vertical markets; use multiple marketing channels and platforms with owned, earned, and paid media; use a dedicated sales team at domestic and international travel and trade show initiatives; and operate the Visitor Center serves as an in-person point-of-contact expertly advising visitors on their Flagstaff visit.

**Green Book History and Marketing:**

For nearly 30 years, starting in 1936 and ending in 1966, the Travelers’ Green Book provided African Americans with advice on safe places to eat and sleep when they traveled through the United States during the Jim Crow era. The book was published annually and served a vital role until enactment of the Civil Rights Act of 1964, which made it unlawful for public accommodations to discriminate based upon race.

Flagstaff is humbly proud to have been listed in the Green Book. The team at Discover Flagstaff has leaned in to honor this history by creating a Calameo digital flipbook and video featuring Coral Evans, who served as mayor of the City of Flagstaff from 2016 to 2020 and is the first female African American mayor in the state of Arizona.

City marketing efforts related to the Green Book are included in the Discover Flagstaff website, [www.DiscoverFlagstaff.com](http://www.DiscoverFlagstaff.com), and are easily navigated with convenient search bar and outbound links to relevant partner websites, and include:

- Green Book [landing page](#) has rich content:
  - [:30 video](#) narrated by previous Mayor Coral Evans sharing the story of Flagstaff's role in the Green Book, and the experiential walking tour
  - An interactive flip book with content researched and procured by Discover Flagstaff that includes a self-guided foot, car or bike tour with stops and callouts of 11 Flagstaff business locations recognized in Green Book editions and additional related city points-of-interest.

### **Culture and Heritage Marketing:**

City marketing efforts related to Culture and Heritage in Flagstaff are also included in the Discover Flagstaff website, and include:

- Culture and Heritage [landing page](#) tells a story on our Native Peoples, Flagstaff, and folds in Route 66 nostalgia and the city's history of innovation. The page includes "cards" for partners such as Museum of Northern Arizona, national monuments, guided tour operators, etc., which provides a user-friendly experience for the website user.
- [Learn About Native American Culture in Flagstaff](#) -- landing page content speaks of the Colorado Plateau, chock-full of Native American history and culture, inspires people to explore and learn about the region, and Flagstaff is the perfect place to start.
- [Festivals](#) – Discover Flagstaff works with several Flagstaff festival organizers, and the Hopi Arts and Culture Festival is among them, as well as Museum of Northern Arizona's Heritage Festival and Celebraciones de la Gente.
- [FLG365](#) is a community events calendar managed by Discover Flagstaff and is a community and visitor "things to do" resource that often includes programming supporting culture and heritage.
- Social media, organic and paid
- Earned media:
  - Social media influencer Jessica Malone was hosted by Discover Flagstaff and has written a blog, also living on [Discover Flagstaff.com](#)
- Meetings and events: Leveraging a captive travel audience during the largest travel trade show in the US, IPW, Discover Flagstaff partnered with Museum of Northern Arizona and showcased the indigenous culture. Navajo artisan and weaver Marilou Schultz joined the event and spoke to domestic and international journalists and tour operators – telling her and the Navajo story. She demonstrated her craft of weaving, and a German attendee was a lucky winner of one her beautiful rugs.
- Hispanic marketing includes translated materials including El Imparcial display ads, and as mentioned above, festival content in owned, earned, and paid media.
- This year's annual stakeholder meeting included a special opening with the City's Indigenous Coordinator, Rose Toehe, who addressed local partners with a prayer.

The team at Discover Flagstaff is keenly aware of and celebrates both the cultures of our community and the cultures of our visiting public. We translate many different marketing and wayfinding materials into multiple languages – Spanish, Mandarin, Japanese, German, French, etc.

Additionally, we seek the expertise of the local community to help us tell the complete story of our amazing mountain town. When we create content for the website honoring the indigenous peoples of the Colorado

Plateau, we consult with our Coordinator for Indigenous Initiatives, Rose Toehe, and other recommending authorities on the issue. When exploring the Green Book initiative, we worked with the leaders in the African American Community in Flagstaff to be sure that our facts, tone and tenor, and publishing efforts were genuine and thoughtful. And when we connect with our visitors from around the world, we make sure that all marketing pieces are professionally procured.

We pride ourselves in being authentic and collaborative. We welcome feedback and we seek authorities in diversity and inclusion to help us do the best job that we are able in telling the complete story of Flagstaff. All members of the community are welcome to give us input of how best to celebrate diversity and inclusivity.

INFORMATION ONLY