



Flagstaff Downtown Business Alliance Annual Update

Presented to:

City Council

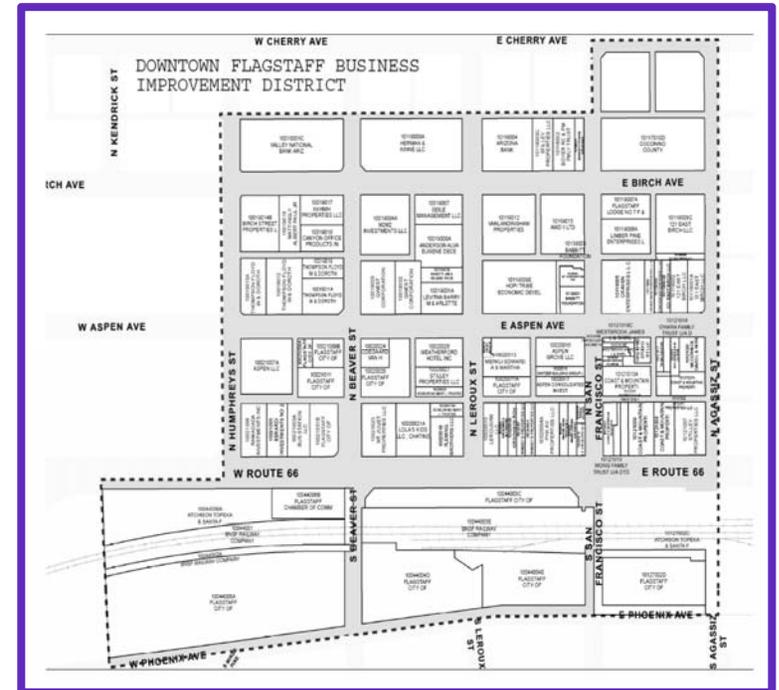
March 8, 2016

Background:

2 Different Organizations:

1. Flagstaff Downtown Business Improvement and Revitalization District (FDBIRD)

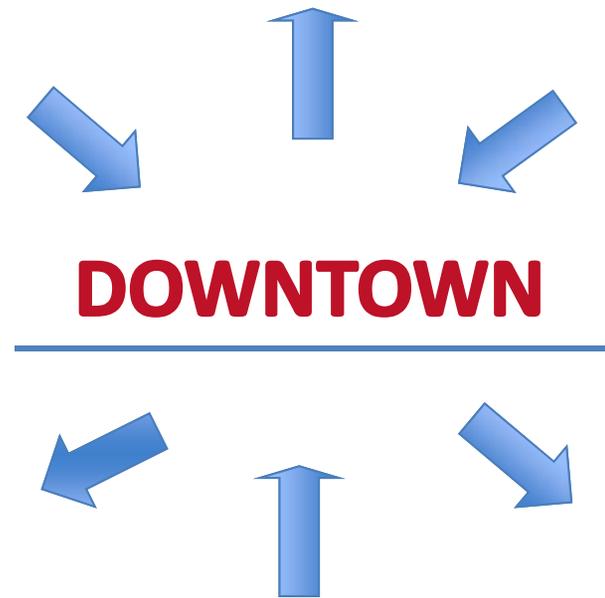
- Property owners pay assessment for enhanced services to manage increased activity
- City Council unanimously created district in Feb. 2014
- City and County, and all property owners in district participate
- Board comprised of 5 property owners, meets quarterly



North – Beaver (mid-block + County)
South – Phoenix Ave.
West - Humphries St.
East – Agassiz St.

2. Flagstaff Downtown Business Alliance (FDBA)

- No defined boundaries
- Contracts with FDBIRD to provide services
- Engage, Connect, Sense of Community
- Develop unified voice
- Increase Flagstaff's position within region, nation





The FDBA is committed to enhance the vitality of Downtown Flagstaff, while also providing enhanced services to the area defined by the FDBIRD.

Areas of Emphasis:

- Management
- Advocacy
- Parking

Management:

- Implemented Organizational Structure
- Established first FDBA office - high energy, centrally located, co-work location
- Wrote Policies and Procedures & Employee Manual approved by board
- Promote / Market the downtown area, businesses & events
- Host weekly stakeholder meetings

Events:

- MOTS – highly engaged despite low sponsorship
- FDDBA's role as facilitator - ensure business involvement & minimize impacts: Earth Day, Dew Downtown, Tequila Sunrise
- Activate public space, create vibrancy
- Attract people Spend \$\$
- Engage local audience – low hanging fruit



Kim Ake I love that it is something fun and FREE to do with your family!!

Unlike · Reply · Message · 👍 1 · September 9 at 12:04pm



Amanda Rene Steavenson We love getting together and just spending time with our little one. It's also nice to spend time with those in our community. It's overall a wonderful experience! We wish to keep coming back in the years to come. 😊



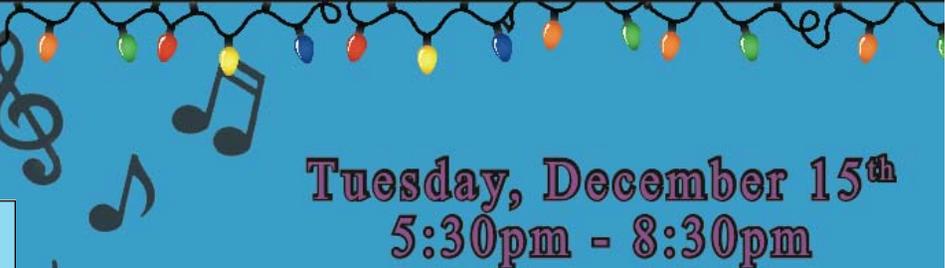


FLAGSTAFF
DOWNTOWN
FOR THE HOLIDAYS



FLAGSTAFF
DOWNTOWN
FOR THE HOLIDAYS

Shop, Rock and Roll



Tuesday, December 15th
5:30pm - 8:30pm



SA^TURDAY WINTER
MOVIE SERIES

Presented by: The Flagstaff Downtown Business Alliance & The Orpheum

- Created Holiday brand
- Programmed events
- Engaged businesses



Holiday Lights:

- Wrapped 30 street trees
- Installed more than 20 wreaths
- Coordinated parapet lighting
- Added lights at Heritage Square
- Supported use of Arizona's Winter Wonderland designation



Website -

- ✓ Post blogs
- ✓ Promote events/business promotions
- ✓ Text-heavy

Flagstaff Downtown Business Alliance
They don't make Downtowns like this anymore!

Search

Home Where is Downtown? Movies on the Square About Flagstaff Newsletters Membership
Contact Us

FLAGSTAFF
DOWNTOWN
BUSINESS ALLIANCE

[Log In](#) To use Facebook's social plugins, you must switch from using Facebook as DBA (Flagstaff Downtown Business Alliance) to using Facebook as Terry Madeksza.

Five Best New Year's Eve Parties in Downtown Flagstaff

Posted on **December 29, 2015** by **Brooke Eekhoff**

New Year's Eve is the last day to enjoy 2015 and celebrate the beginning of 2016 with all of your closest friends and family! If you're looking for the best New Year's parties in Downtown Flagstaff, then you have come to the right place.

Great Pinecone Drop / Weatherford Hotel / Thursday, Dec. 31 @ 10pm & 12am

At both 10PM and midnight the pinecone will be dropped from the top of the

Advocacy:

Chief Advocate...

- One-Stop-Shop for stakeholders, partner organizations and community members
- Represent stakeholder interests - construction, events, parking
- Develop unified voice
- Increase FDBA's influence with NAU, Police, City, County etc. through positive relationships



...and Chief Irritant

- Don't wait to be invited to important meetings
- Increase FDBA's influence with NAU, Police, City, County, etc. through "persistence" and demonstrated relevance

Parking, Parking, Parking, Parking, Parking Parking, Parking, Parking, Parking, Parking

Collaborated on ***Comprehensive Downtown Parking Management Program*** that supports the continuous revitalization of downtown Flagstaff, including support for strong residential neighborhoods, tourism where over 90% arrive in a private vehicle, commuters, mixed-use developments, and NAU students, faculty and staff.

Achieve a first-rate downtown parking management system with community support

Parking:

- Collaborated on development and implementation of Comprehensive Parking Plan
- Supported development of ordinances that establish office of the Parking Manager and Special Revenue Fund adopted by Council on February 2
- Advocated for Capital Fund and goal of maximizing revenues for future parking facilities
- Outreach to businesses

2016 Priorities - Management:

- Implement Clean Team / Ambassador Programs
 - Uniformed, visible and trained presence
 - Focus on litter and trash removal, graffiti removal, sidewalk sweeping
 - Beautification
 - Create memorable experiences for all
 - Fee for Services
- Business Attraction / Investment





With outstanding shopping, lodging, restaurants, services and entertainment & events, not to mention the best people watching in the state, Downtown Boulder offers authentic experiences for everyone.



2016 Priorities - Management:

New Website

- ✓ Interactive
- ✓ Searchable Business Directory
- ✓ Comprehensive
- ✓ Dynamic – photos change
- ✓ Colorful
- ✓ Designed by locals, built by downtown pros



2016 Priorities - Management:

- Develop Downtown Brand / Identity used on all platforms (banners, website, social media, etc.)
- Manage Leroux Street construction impacts & implement mitigation/assistance program
- Provide clean, welcoming, vibrant downtown
- Complete block-by-block inventory
- Selected as project manager for 2 City infrastructure jobs
- Increase stakeholder communication – bi-weekly email update to begin January
- Strengthen coordination – CVB, Events, Police, City staff

...Result:



2016 Priorities - Advocacy:

- Continue to be part of conversation – even when not invited!
- Single point of contact for downtown issues
- Position DBA as Partner, Advocate, Influencer
- Build upon “unified and amplified voice”
- Participate in issues/policy discussions that effect downtown
- Continue to strengthen relationships with partner organizations

2016 Priorities - Parking:

- Focus on end goal = more supply
- Stick to plan, adjust as necessary
- Stay on track
- Launch customer-friendly PARK FLAG website that informs, promotes and explains system
- Develop public parking map that can be utilized by partner organizations
- Consider feasibility of fee for service – employee permits, off-street lots evenings/weekends??



Questions??

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