



April 2016

**FLAGSTAFF CITY COUNCIL MEETING**





# Designation

- Proclamation was drafted and submitted to Brewer administration - 2014
- Updated and resubmitted to Ducey administration - 2015
- With help from City Lobbyist and partners, including NAU
- Signed October 27, 2015



Douglas A. Ducey  
Governor

# Office of the Governor

## WITH SPECIAL RECOGNITION

**WHEREAS**, Arizona is a unique state with a vast cultural and geographical diversity that appeals to visitors from around the world; and

**WHEREAS**, the travel and tourism industry is the number one ranked export industry for the state of Arizona, generating \$2.6 billion in local, state and federal tax revenues; and

**WHEREAS**, Flagstaff provides a unique experience within the state, receiving more than 100 inches of snowfall each winter, providing a range of activities for residents and visitors and is one of the snowiest cities in America; and

**WHEREAS**, Flagstaff is home to the Arizona Snowbowl, Flagstaff Nordic Center, Northern Arizona University and the North Pole Experience and hosts winter events such as the Little America Holiday Lights display, Northern Lights Holiday Parade, Weatherford Hotel Great Pinecone Drop, Dew Downtown Urban Ski and Snowboard Festival, the Grand Canyon State Games Ski and Snowboard competition, Kahtoola Agassiz Uphill race and Flagstaff Winterfest; and

**WHEREAS**, Flagstaff is the destination for all seasons highlighting the diversity of the state through these winter-related activities; and

**WHEREAS**, Flagstaff receives more than four million visitors per year, many of which plan their stay during the winter for snow play activities.

**NOW, THEREFORE, I**, Douglas A. Ducey, Governor of the State of Arizona, do hereby recognize Flagstaff, Arizona as Arizona's Winter Wonderland.

IN WITNESS WHEREOF, I have hereunto set my hand and caused to be affixed the Great Seal of the State of Arizona



*Douglas A. Ducey*  
GOVERNOR

DONE at the Capitol in Phoenix on this twenty-seventh day of October in the year Two Thousand and Fifteen and of the Independence of the United States of America the Two Hundred and Fortieth.

ATTEST

*Michelle Reagan*  
Secretary of State



# Promotion

- Proclamation reading at Little America Holiday Lights
- Winter Wonderland activation in downtown Phoenix
- Local – window decal, earned and owned media
- BCS Championship Game Campus with AOT
- Dew Downtown booth



# Flagstaffwinter.com



[WINTER RECREATION](#) | 
 [RECREATION AREAS](#) | 
 [SNOWPLAY MAP](#) | 
 [RENTALS](#) | 
 [SAFETY TIPS](#) | 
 [WINTER EVENTS](#) | 
 [WEBCAM](#)

## ARIZONA'S OFFICIAL WINTER WONDERLAND



Flagstaff was designated Arizona's official winter wonderland by Governor Ducey this year. Below you will find tips for visiting in the winter months and resources for enjoying our snowy playground. An average of 100 inches of snow falls annually in town, while the surrounding ponderosa forests are blanketed with even more, welcoming winter enthusiasts to partake in winter activities, such as skiing, snowshoeing, sledding and snowbiking.

For directions to winter recreation areas use this interactive Google



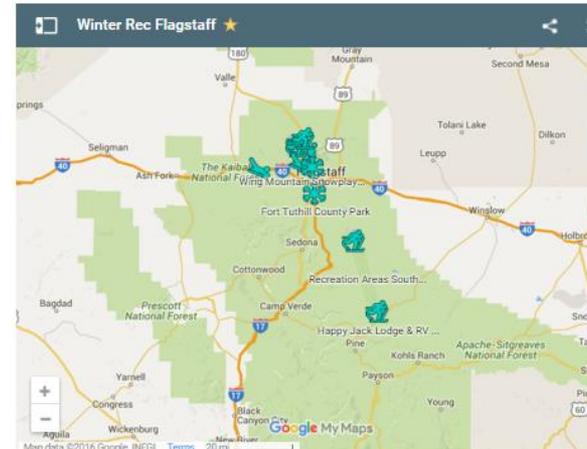
Known as Arizona's Winter Wonderland, Flagstaff is located at the base of the San Francisco Peaks and provides a winter escape for family, friends and loved ones. From skiing at Arizona Snowbowl and sledding with the kids, to holiday events and New Year's Eve celebrations, Flagstaff is the destination for your winter retreat.



map or download a [printable version](#).

### KEEP FLAGSTAFF BEAUTIFUL

Please remember to pick up trash and recycle broken sleds. Thank you!



### PLAN YOUR TRIP

In the midst of the world's largest Ponderosa pine forest, at an elevation of 7,000 feet (2,135 m), Flagstaff is a four season hub of activity where an eclectic mix of small town charm and endless outdoor adventure beckons.



# Snowplay Map



## RECREATION AREAS

### NORTH OF FLAGSTAFF

#### ACCESS FROM MILTON RD

- ▶ I-17 North turns into MILTON RD, continue following north until MILTON merges into ROUTE 66
- ▶ Turn Left onto HUMPHREYS ST
- ▶ Turn Left onto FORT VALLEY RD /HWY 180

#### ON RETURN TO MILTON RD

- ▶ From FORT VALLEY RD use HUMPHREYS or BEAVER

#### ACCESS FROM BUTLER AVENUE

- ▶ From I-17 North, exit onto I-40 East
- ▶ Take exit 198 to BUTLER AVE
- ▶ Turn left on BUTLER AVE
- ▶ Straight onto PONDEROSA PKWY
- ▶ Turn Left onto ROUTE 66
- ▶ Turn Right onto SWITZER CANYON RD
- ▶ Continue into FORT VALLEY RD / HWY 180

### WEST OF FLAGSTAFF

#### ACCESS FROM I-40 TO OAK HILL SNOWPLAY AREA

- ▶ From I-40 West go 17 miles, take EXIT # 178
- ▶ Turn Right and go to Historic Route 66
- ▶ Turn Left on Historic Old Route 66
- ▶ Go 4 miles to Oak Hill Snow Play Area on left

### SOUTH OF FLAGSTAFF

#### ACCESS FROM I-17 TO FORT TUTHILL PARK

- ▶ From I-17 North., take EXIT #337
- ▶ Turn left, proceed through roundabout
- ▶ Continue straight onto FAIRGROUNDS RD

#### MORMON LAKE LODGE

- ▶ From I-17 North, take EXIT #339 / LAKE MARY RD/MORMON LAKE
- ▶ Turn Right on S LAKE MARY RD go 21 miles
- ▶ Turn Right on Mormon Lake Village exit
- ▶ Continue 7 miles to lodge.

#### HAPPY JACK LODGE

- ▶ From I-17 N., take EXIT #339
- ▶ LAKE MARY RD / MORMON LAKE
- ▶ Turn Right on S. LAKE MARY RD
- ▶ Cont. 38 miles to MILE POST 292.5

PLEASE HELP KEEP FLAGSTAFF BEAUTIFUL AND CLEAN

Dispose of your trash and recycling appropriately.



flagstaffwinter.com | 877.878.9377

#azwinterwonderland



# Advertising

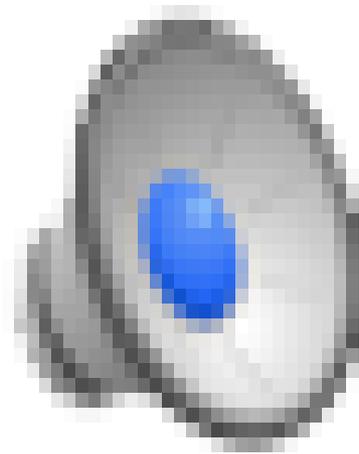


This advertisement shows a child in a red jacket sledding down a snowy hill. Another child is visible behind them. The scene is set against a backdrop of evergreen trees under a clear blue sky. At the top center, there is a logo for "ARIZONA'S Winter Wonderland FLAGSTAFF" with snowflake graphics. At the bottom left, there is a smaller version of the "Flagstaff" logo. To the right of the logo, the text reads "TAKE A SEAT, AND ENJOY THE SNOW." in a mix of bold and regular fonts.

This advertisement features a close-up of a young child wearing a purple snow jacket and a colorful knit hat, holding a large snowball. The background is a soft-focus snowy landscape. At the top left, there is a logo for "ARIZONA'S Winter Wonderland FLAGSTAFF" with snowflake graphics. At the bottom left, there is a smaller version of the "Flagstaff" logo. To the right of the logo, the text reads "IF YOU WERE A SNOWFLAKE, YOU'D HANG AROUND LONGER." in a mix of bold and regular fonts. At the bottom right, there is contact information: "800.956.6123 | [social media icons] #azwinterwonderland" and "Visit flagstaffwinter.com for a full listing of winter activities and events."



**NATIONAL**   
**TRAVEL &**  
**TOURISM**  
**WEEK** MAY 1-7, 2016





Awareness

Inspire

Motivate

Experience more



# Tourism Matters For Flagstaff

*Economic Impact*



The average party spends **\$553** per day

- Lodging 28%
- Restaurant/Grocery 17%
- Recreation/Tour 16%

Annual visitation  
**4.6 million**

*How did you hear about Flagstaff?*

Been here before **42%**

- Word of mouth 28%
- Online/website 23%



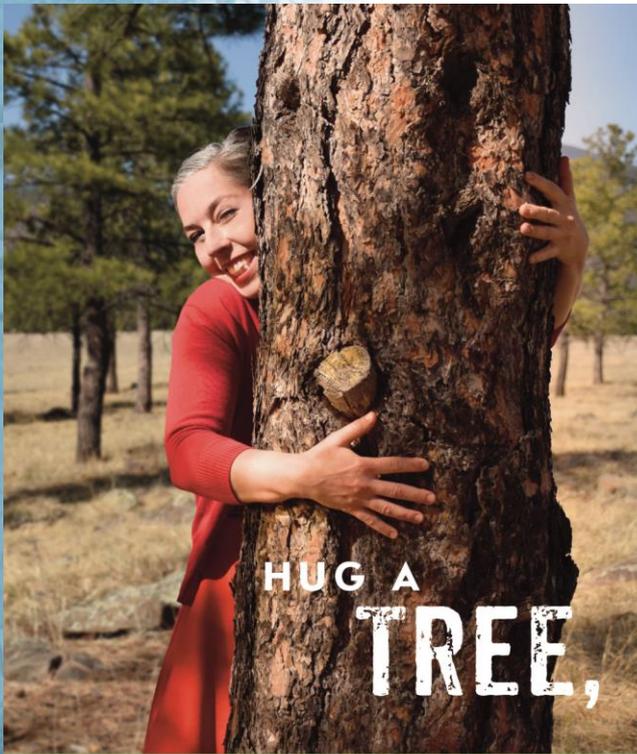
**\$575,121,000**  
Total Economic Impact

**\$458,691,000** Direct Effect



**\$38,842,000**  
State & Local Taxes Produced

**7,311** Total Jobs Created  
(direct/indirect)



HUG A  
**TREE,**



HUG A  
**VISITOR.**

Emma Gardner | Local Flagstaff Artist



### National Tourism Week, May 1 - 7

- **\$2.3 MILLION** tourism dollars go towards keeping our parks beautiful annually  
— City of Flagstaff
- **7,500** jobs are supported through tourism in Flagstaff  
— Northern Arizona University
- **\$1,200** is the amount you save annually on your taxes thanks to tourism in Flagstaff  
— Arizona Office of Tourism

[flagstaffarizona.org/hugavisitor](http://flagstaffarizona.org/hugavisitor) |



# Thank you

Flagstaff Convention & Visitors Bureau