

**SPECIAL MEETING OF THE  
FLAGSTAFF DOWNTOWN BUSINESS IMPROVEMENT  
AND REVITALIZATION DISTRICT**

**Tuesday, June 20, 2023 – 10:00 AM**

**The public and the board members may access the online meeting  
via Microsoft Teams Video Conference at:**

**[Click Here to Join the Meeting](#)**

**A G E N D A**

**NOTICE OF OPTION TO RECESS INTO EXECUTIVE SESSION**

*Pursuant to A.R.S. §38-431.02, notice is hereby given to the members of the FDBIRD Board of Directors and to the general public that, at this meeting, the Board may vote to go into executive session, which will not be open to the public, for legal advice and discussion with the District's attorney on any item listed on the following agenda, pursuant to A.R.S. §38-431.03(A) (3).*

1. Call to Order
2. Roll Call
3. Approval of Minutes from Prior Board Meetings.
  - A. April 11, 2023
  - B. May 23, 2023
  - C. June 6, 2023
4. Consideration and Adoption of Resolution No. 2023-04: A resolution of the District Board of the Flagstaff Downtown Business Improvement and Revitalization District (District) adopting the property tax assessments for fiscal year 2023-2024.
5. FDBA Director Report (if needed)
6. PUBLIC PARTICIPATION

*Public Participation enables the public to address the Board about an item that is not on the agenda. Comments relating to items that are on the agenda will be taken at the time that the item is discussed.*
7. Adjournment

**CERTIFICATE OF POSTING OF NOTICE**

The undersigned hereby certifies that a copy of the foregoing notice was duly posted at Flagstaff City Hall on \_\_\_\_\_, at \_\_\_\_\_ a.m./p.m. in accordance with the statement filed by the Board with the District Clerk.

\_\_\_\_\_  
Stacy Saltzburg, MMC, District Clerk

**REGULAR MEETING OF THE  
FLAGSTAFF DOWNTOWN BUSINESS IMPROVEMENT  
AND REVITALIZATION DISTRICT**

**Tuesday, April 11, 2023 – 10:00 AM**

**M I N U T E S**

**NOTICE OF OPTION TO RECESS INTO EXECUTIVE SESSION**

*Pursuant to A.R.S. §38-431.02, notice is hereby given to the members of the FDBIRD Board of Directors and to the general public that, at this meeting, the Board may vote to go into executive session, which will not be open to the public, for legal advice and discussion with the District's attorney on any item listed on the following agenda, pursuant to A.R.S. §38-431.03(A)(3).*

1. Call to Order

Chairman Dave Stilley called the Regular Meeting of April 11, 2023 to order at 10:01 a.m.

2. Roll Call

Chairman Dave Stilley - ABSENT  
Vice Chairman Steve Chatinsky (virtually)  
Member Patricia Ginsberg (virtually)  
Member Jerry McLaughlin (virtually)  
Member John VanLandingham (virtually)

Others present: District Attorney Ashley DeBoard; District Clerk Stacy Saltzburg

3. Approval of Minutes from the Regular Board meeting of January 31, 2023.

It was requested Ms. Patty Ginsberg be noted as in attendance at the meeting as a potential board member.

**Member John VanLandingham moved to approve the minutes from the Regular Board meeting of January 31, 2023 as amended; seconded by Member Jerome McLaughlin; passed unanimously.**

4. Acceptance and Approval of Monthly Financial Reports.

- A. November 2022
- B. December 2022
- C. January 2023

Ms. Suda stated that the reports looked good and there was nothing of concern. Vice Chairman Chatinsky stated that the final number in 2023 was about \$10,000 less than 2022. Ms. Suda explained that it is more of a timing issue with payments made and tax collection coming in. There is an influx of revenue in November and then again in April or May.

**Member John VanLandingham moved to approve the monthly financial reports as presented; seconded by Member Jerome McLaughlin; passed unanimously.**

5. Acceptance of FY2022 Financial Statement and Annual Report

Ms. Suda stated that they are required to file the FY2022 Financial Statement and Annual Report with the County on an annual basis. The Annual Report references the reviewed financial

statements. They ended the year with expenditures exceeding revenues by \$973; they try to focus on a zero or net income and they came really close. They had a higher than usual delinquent property taxes that had not been collected from the state; usually there is around \$5,000 in delinquencies but this year it was \$10,000. Most of that has been collected since June 30 but it is something that we will keep our eye on to see if it is a trend or just a one-time occurrence. They have a track record of collecting everything in prior years.

Vice Chairman Chatinsky asked if there is no payment on the taxes how that is accounted into the next year's budget. Ms. Suda stated that the delinquency can be offset by the fund balance or future adjustments to the tax rates.

**Member John VanLandingham moved to accept the FY2022 Financial Statement and Annual Report; seconded by Member Jerome McLaughlin; passed unanimously.**

6. Consideration and Approval of Payment of the Semi-annual Payment to the FDBA in the Amount of \$88,250.

Member VanLandingham stated that the management contract in place with the Flagstaff Downtown Business Alliance provides services for the District.

**Member Jerome McLaughlin moved to approve the semi-annual payment to the FDBA in the amount of \$88,250; seconded by Member Patty Ginsberg; passed unanimously.**

7. Review of 2023 Budget Calendar

Ms. Suda reviewed the calendar and timeline for budget adoption.

8. FDBA Director Report (if applicable)

Ms. Madeksza was unable to attend the meeting but provided the attached materials for the Board to review.

9. PUBLIC PARTICIPATION

*Public Participation enables the public to address the Board about an item that is not on the agenda. Comments relating to items that are on the agenda will be taken at the time that the item is discussed.*

There were no members of the public in attendance.

10. Adjournment

The Regular Meeting of the Flagstaff Downtown Business Improvement District of April 11, 2023 adjourned at 10:25 a.m.

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Chairman

ATTEST:

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Stacy Saltzburg, District Clerk

# STAFF ACTIVITY REPORT

## EVENT RECAP

**The Holiday Event Season brought record crowds to Downtown Flagstaff**

- 9,500 at Winter Wonderland
- 200 at each Saturday Winter Movie
- Three sold out weekends of Breakfast with Santa
- 12 Bars of Christmas participation more than doubled
- 100 people and pets at Howlidays. \$800 raised for local humane associations
- Holiday Shopping Passport tracked over \$50,000 in spending and 80% of returned passports were Flagstaff residents
- 2,500 at Noon Year's Eve
- Record crowds of 15k+ for both the 10pm and Midnight pine cone drops



## DECEMBER STAKEHOLDER MEETING

The December Stakeholder Meeting took place after a busy month of holiday events, but still resulted in a strong showing of business owners and representatives. A smaller group was very beneficial as it allowed for more conversation and sharing of ideas. Business representatives expressed a need for a break from events and instead discussed social media campaigns around easy-to-implement activities such as a snowman trail connecting participating businesses. The next meeting is scheduled for Wednesday, January 25, 8:30am, at Drinking Horn Meadery.





# STAFF ACTIVITY REPORT

## KEY PROJECTS

- The FDBA was approved for a \$10,000 grant from ARPA funds administered by the City of Flagstaff to support holiday events in December.
- We were also awarded up to \$20,000 in a matching grant from the City of Flagstaff's Arts & Science BBB Fund and Flagstaff Arts Council to program Music on the Square every Thursday and Sunday this summer.
- A new sponsorship packet for 2023 is in the works. PNC has already been secured as a presenting sponsor at the \$15,000 level for Movies on the Square.
- Terry will be meeting one-on-one with Council members to discuss the work of the FDBA and FDBIRD, 2023 priorities, and partnership opportunities with City staff.
- We are working with our web developer to design and implement updates to the Downtown Flagstaff website. These changes will allow us to present information in different ways, make it easier for businesses to submit recurring sales and specials, and allow us to accept payment for events, merchandise, and more.
- The website updates are integral in the further transition of FDBA's role in First Friday ArtWalk. We are now collecting information and payment through our website, which will be a simpler process for businesses and will ensure the money paid to participate will fully be used to support the event.

## CLEAN TEAM STATS

Pounds of Trash Removed	218
Stickers & Graffiti Tags Removed	205
Alleys & Blocks Cleaned	446
Bin Tops Cleared	153
Dog Poos Removed	33
Time Spent on Snow Removal	21 Hours
Residents & Visitors Assisted	80



# STAFF ACTIVITY REPORT

## MARKETING

\*% increase from previous month

### Instagram

49.9k Accounts Reached +44%

7,248 Accounts Engaged +28%

31.5k Followers +1.2%

### Facebook

41.9k Accounts Reached

1.1k Page Visits

7.7k Page Likes/Followers

4 Ads with over 20k responses

### TikTok

31.6k Accounts Reached +1.8%

47.7 Views +16%

2,514 Followers

### Email

MONTHLY PUBLIC NEWSLETTER

1,082 Opens, 47.5%

144 Clicks, 6.3%

Both open & click rate have increased

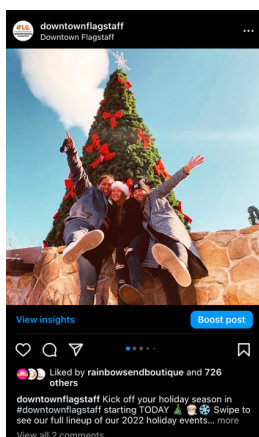
### PRINT

Monthly Calendars, ArtWalk Maps, Holiday Event Flyer, Window Decorating, Shopping Passports, and Bar Crawl flyers were distributed

## BUSINESS UPDATES:

### Musical Businesses in Downtown

- Plantasia has opened at 126 W. Cottage Ave.
- Foram Bar, Grill & Nightclub has opened at 30 S. San Francisco St.
- Matty G's at 6 E. Aspen Ave. is planning to reopen by the end of the month
- Wee Scotty has moved to 15 N. San Francisco, Ste 208
- Dlux Barbershop has moved from the Artist Lofts into the former Wee Scotty location at 18 N. Leroux St.
- Salon Brio has moved into the former Alley Cats location at 19 N. San Francisco St
- Yogaert, a new frozen yogurt + art concept will be opening soon in the former Salon Brio location at 3 E. Aspen Ave.
- Bandoleros has moved from 11 E. Aspen to 409 S. San Francisco St.
- Space Available for Lease:
  - 11 E. Aspen Ave (formerly Bandoleros 66)
  - 7 E. Aspen Ave (formerly Downtown Diner)
  - 109 N. Leroux (2 spaces - formerly Elara & Long Realty/Miramonte)
  - KCS Building, 121 E. Birch Ave



Featured here are two of our highest grossing Instagram posts from December



# STAFF ACTIVITY REPORT

## KEY PROJECTS

### EVENTS

The team is in various stages of planning for upcoming promotions and events including: ArtWalk (monthly), March Madness Burger Bracket (3/7 - 4/3), Shamrock Shuffle (3/18), Gear and Beer (5/17), Movies on the Square, Music on the Square (Thursdays, Fridays and Sundays), and Kids Squared (Tuesdays and Thursdays), and a new event to keep people downtown after the parade on July 4.

#### Updated ArtWalk Website

First Friday ArtWalk has been integrated into the FDDB's website. Sign-ups and payments are now handled directly through the FDDB website providing convenience for businesses signing up, efficiencies for staff, and payment collection that can be applied to marketing efforts. We have had very positive feedback about the new website from artists and gallery owners.

#### Collaboration with ArtX

ArtX: Art & Ideas Festival will occur in Downtown Flagstaff May 26-27, 2023. The FDDB is represented on the Festival Committee and the Exhibition Selection Panel in an effort to keep the interests of downtown businesses and stakeholders at the forefront of the conversation.

## JANUARY STAKEHOLDER MEETING

Representatives from more than 15 businesses attended, plus ParkFlag and FPD. Much of the conversation focused on upcoming events, strategies to promote downtown through the winter season, and how businesses can participate to drive traffic and spending. Julie Sokol, ArtX Director, joined the meeting and was able to speak about the festival and answer questions about business participation.



# STAFF ACTIVITY REPORT

## KEY PROJECTS

### Grant Funding

The FDBA was awarded up to \$20,000 in a matching grant from the City of Flagstaff's Arts & Science BBB Fund and Flagstaff Arts Council to program Music on the Square every Thursday and Sunday this summer. The team created a Call for Musicians which has 32 responses, so far, from interested artists.

The FDBA also applied for and received \$10,000 in ARPA funds administered by the City to cover holiday event expenses.

### Sponsorship

A new sponsorship packet for 2023 is nearly complete. PNC has already been secured as a presenting sponsor at the \$15,000 level for Movies on the Square.

### Advocacy

Terry is beginning to meet one-on-one with Councilmembers to discuss the work of the FDBA and FDBIRD, 2023 priorities, and partnership opportunities with City staff. A monthly meeting with the Mayor, Vice-Mayor and City Manager has also been scheduled to ensure a coordinated approach to downtown issues and projects.

Ongoing efforts include:

- Noise Mitigation
- Downtown Vision
- Alley Activation
- ParkFlag Coordination and beginning Annual Report
- Support of Hospitality Sector

### Work Program

Updates to the FDBA team's Work Program are on-going. New events have been added, some goals and deliverables have been changed based on 2022 outcomes, and staff time committed to each event or project has been updated for accuracy.

## CLEAN TEAM STATS

Pounds of Trash Removed	115
Stickers & Graffiti Tags Removed	132
Alleys & Blocks Cleaned	346
Bin Tops Cleared	68
Dog Poos Removed	14
Time Spent on Snow Removal	37 Hours
Residents & Visitors Assisted	52





# STAFF ACTIVITY REPORT

## MARKETING

\*% change from previous month

### INSTAGRAM

28.4k Accounts Reached -41.4%  
6,318 Accounts Engaged -8.50%  
31.9k Followers +1.1%

### FACEBOOK

13.9k Accounts Reached  
702 Page Visits  
8.2k Page Likes/Followers

### TIKTOK

31.6k Accounts Reached +1.8%  
22k Views -50.63%  
2,552 Followers

### EMAIL

MONTHLY PUBLIC NEWSLETTER  
1,096 Opens, 47.10%  
134 Clicks, 5.80%

### OTHER

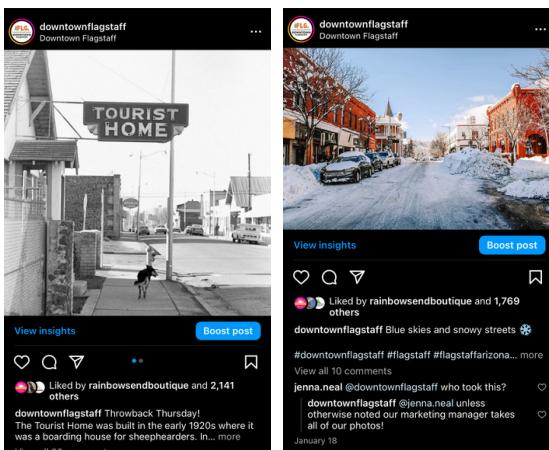
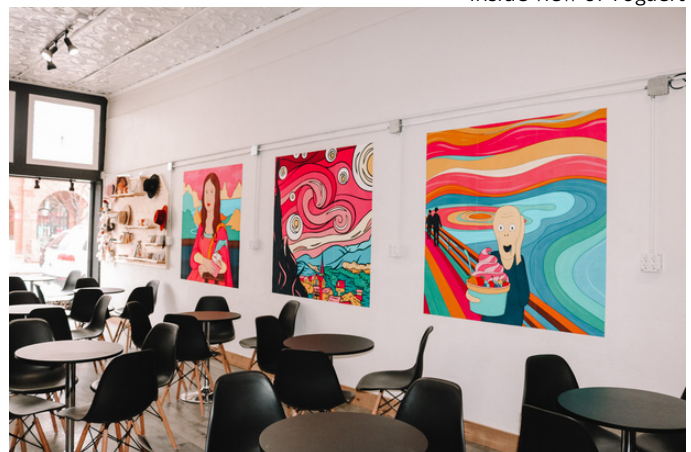
\*Work has begun on activating the @DowntownFlag Twitter account

\*A new "Master Content Schedule" was created to ensure cohesive success across all platforms

## BUSINESS UPDATES

- Yogaert opened on Friday, February 17th to lines that wrapped around the corner and more than 3,000 customers over the three day weekend.
- Bondi Bowls is operating their truck from the patio behind Downtown Diner while they renovate the interior space with the intention of utilizing the space and offering a wider menu.
- Meteor Crater is opening a storefront space at 109 N Leroux St.
- Teatro is open for Lunch, Monday - Friday 11:00am - 4:00pm.
- Creative Spirits is opening a location at 13 N San Francisco St Suite #104 (former Rad Stuff location).
- Matty G's at 6 E. Aspen has re-opened with new management in place.
- Space Available for Lease:
  - 11 E. Aspen Ave - (formerly Bandoleros 66) - vacant while repairs take place
  - 109 N. Leroux (1 space - former Long Realty/Miramonte)
  - 121 E. Birch Ave

inside view of Yogaert



Featured here are two of our highest grossing Instagram posts from January



# STAFF ACTIVITY REPORT

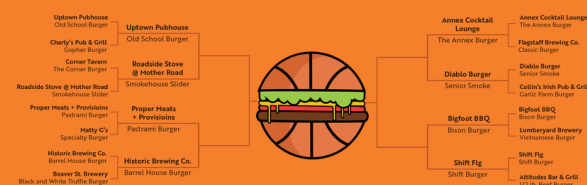


## CURRENT HAPPENINGS

### MARCH MADNESS BURGER BRACKET

The second annual March Madness Burger Bracket is underway. There were more than 460 voters in the first round, three times the amount from the first round of last year's tournament. Businesses have reported their social media engagement is up and the level of business-to-business engagement is noticeable, as well.

### MARCH MADNESS BURGER BRACKET



### SHAMROCK SHUFFLE

The third annual Shamrock Shuffle bar crawl took place on Saturday, March 18th. There were 19 participating businesses and more than 150 tickets were pre-sold.

# STAFF ACTIVITY REPORT

## KEY PROJECTS

### GRANT FUNDING

The FDBA was awarded up to \$20,000 in a matching grant from the City of Flagstaff's Arts & Science BBB Fund and Flagstaff Arts Council to program Music on the Square every Thursday and Sunday this summer. The team created a Call for Musicians which has over 40 responses, so far, from interested artists. The team will begin reviewing and contacting musicians soon to secure the season's schedule.

### UPDATING BUSINESS INVENTORY

The team is in the process of updating the property & business inventory. This will ensure up to date information on our website and across our data storage platforms. Staff also plans to create a Vacant Space Profile to highlight available office and retail space.

### SPONSORSHIP

An updated sponsorship packet is complete and the team has begun seeking sponsors for 2023 events. PNC Bank has been secured as the \$15,000 presenting sponsor for Movies on the Square. If interested in sponsoring any FDBA event or activity, or just helping to support our efforts, please contact Terry at [Terry@downtownflagstaff.org](mailto:Terry@downtownflagstaff.org).

### ADVOCACY

Terry is beginning to meet one-on-one with Councilmembers to discuss the work of the FDBA and FDBIRD, 2023 priorities, and partnership opportunities with City staff. She is also meeting monthly with the Mayor, Vice-Mayor and City Manager to ensure a coordinated approach to downtown issues and projects.

### DOWNTOWN VISION

The Advisory Committee, comprised of funding partners, is scheduled to meet late in March to discuss next steps and a timeline for completion. A revised draft will be provided to the board, stakeholders and interested members of the public for feedback prior to being presented to Council for adoption.

# STAFF ACTIVITY REPORT

## KEY PROJECTS

### ON GOING EFFORTS

- Noise Mitigation
- Alley Activation
- ParkFlag Coordination and beginning Annual Report
- Support of Hospitality Sector
- Downtown Security Efforts

### WORK PROGRAM

Updates to the FDBA team's Work Program are on-going. New events have been added, some goals and deliverables have been changed based on 2022 outcomes, and staff time committed to each event or project has been updated for accuracy.

### FDBA REPRESENTATION

The FDBA is represented on committees for ArtX: Art & Ideas Festival, Global Festival and the Regional Plan Technical Advisory Group. The intention of this representation is to keep downtown interests and businesses top of mind during preparations for these events and planning activities.

### FEBRUARY STAKEHOLDER MEETING

The February Stakeholder Meeting focused on business opportunities and upcoming events. Audra Travelbee of Culture Connection AZ discussed Global Festival, planned for September, and how downtown businesses can be involved. There was also good conversation among the business representatives about their upcoming events and how they can collaborate.

### ARTWALK

We are continuing to receive positive feedback about website updates. Our team met with gallery owners to review the website and receive their input on marketing strategies. April 7th First Friday ArtWalk will be a big event. We are partnering with the Northern Arizona Association of Realtors for the 2nd Annual Youth Art Contest and Pizzicletta will be serving from their mobile pizza oven in Heritage Square. The winner of the Coconino Center for the Arts Youth Battle of the Bands competition will also be performing.

# STAFF ACTIVITY REPORT

## SUMMER PREPARATION & EVENTS

Planning is underway for a full line up of events this summer, including:

### **NORTHERN ARIZONA BOOK FESTIVAL**

Northern Arizona Book Festival is taking place March 28 - April 2, with activities at many downtown businesses. The FDBA is also working with organizers to have a full line-up of activity at Heritage Square on April 1.

### **GOLDEN WEST POPS BAND**

The Golden West Pops Band is touring through Flagstaff on Saturday, April 22. This will be a free, family friendly concert in Heritage Square.

### **GEAR AND BEER**

Gear and Beer is a partnership with the Overland Expo on Wednesday, May 17th. The FDBA is working with downtown gear shops to attract Overland Expo attendees into downtown.

### **MOVIES ON THE SQUARE**

PNC was secured as the Presenting Sponsor for Movies on the Square at \$15,000. Marketing has begun for the event and the team is planning for the 15 week season.

### **MUSIC ON THE SQUARE**

Music on the Square takes place over 18 Thursdays, 15 Fridays, and 18 Sundays beginning Memorial Day Weekend and going through the end of September. Our Call for Musicians has received more than 40 submissions so far and we will begin responding to submissions and confirming the schedule by the beginning of April.

### **KIDS SQUARED**

Outreach to community partners for Kids Squared has begun. Kids Squared is scheduled every Tuesday and Thursday from June 6 - July 27. The goal is to secure the season by the beginning of May.

Additionally, the FDBA team is working on a robust schedule for Fall, including a new Hispanic Heritage Celebration for September, Flagstaff Music Festival, and more live music for Family and Homecoming weekends.



# STAFF ACTIVITY REPORT

## STAFF

The team welcomed a new member in February. Alexia Stein is a Sophomore at NAU studying Strategic Communications with a focus on Advertising and Public Relations. She is working with us as a Marketing Intern and her efforts are focused on supporting marketing for Movies on the Square and general social media content.

We have also interviewed two potential interns who will begin working with us either in the Summer or next Fall.

Congratulations to Terry on her Athena nomination. It was a well deserved recognition of her great work and an opportunity to highlight the FDBA's efforts in front of an influential audience.

## CLEAN TEAM STATS

Pounds of Trash Removed	233
Stickers & Graffiti Tags Removed	197
Alleys & Blocks Cleaned	266
Bin Tops Cleared	46
Dog Poos Removed	27
Time Spent on Snow Removal	12 Hours
Residents & Visitors Assisted	47

## CLEAN TEAM

Clean Team Ambassadors were integral to helping with snow removal efforts this month. They focused attention on clearing crosswalks, shoveling sidewalks and alleys, and making cut-throughs in the snow berms so parkers could safely access sidewalks. Ambassador Noah also assisted Parks and Recreation with snow removal in the alley adjacent to Shift. Amy Hagin, Assistant Director of PROSE, sent a written Thank You expressing her gratitude for Noah's help and hard work!





# STAFF ACTIVITY REPORT

## MARKETING

\*% increase from previous month

As trends & algorithms change we are seeing that people are changing the way they use and interact on social media. So, although our engagement is dropping there continues to be an increasing number of people viewing our content.

### INSTAGRAM

29.6k Accounts Reached +1.9%

5,343 Accounts Engaged -16.4%

32.2k Followers +0.8%

### FACEBOOK

26.5k Accounts Reached

4.6k Post Engagement

43k New Page Likes/Followers

### TIKTOK

16k Views +58.29%

2,684 Followers +120

### EMAIL

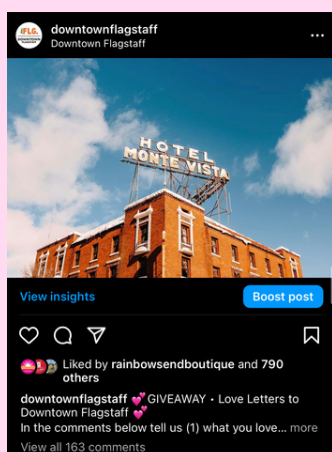
MONTHLY PUBLIC NEWSLETTER

1,104 Opens, 47.4%

149 Clicks, 6.4%

Both open & click rate have increased

We are currently working to reactivate our presence on both Twitter and LinkedIn which will help us reach entirely new demographics.



## BUSINESS UPDATES:

- Creative Spirits opened at 13 N. San Francisco St, Ste #104 (Former Rad Stuff space)
- Bondi Bowls is operating their Bondi Truck from the patio off Aspen Alley while they renovate 7 E Aspen Ave. (Former Downtown Diner)
- Planet Science is opening at 109 N Leroux St.
- Foret, located at 2 S. Beaver Street #170, is expanding their hours and plans to offer lunch and dinner.



March 8th was International Women's Day. To celebrate we decided to not only recognize the amazing women who own, co-own & manage downtown businesses but to also acknowledge the women behind the DBA.

In February we conducted a giveaway entitled "Love Letters to Downtown Flagstaff". In order to enter you had to comment your favorite parts of downtown. This engaged over 850 account with 150+ comments.



**FLAGSTAFF DOWNTOWN BUSINESS ALIANCE**

# **2023 SPONSORSHIP OPPORTUNITIES**



# THE IMPACT OF YOUR SPONSORSHIP

WHO WE ARE

The Flagstaff Downtown Business Alliance (FDBA) is a nonprofit organization dedicated to creating vibrancy, activating public spaces, and supporting more than 150 locally-owned downtown Flagstaff businesses. We offer **more than 125 free, family-friendly events** and activities throughout the year that **attract tens of thousands of residents and visitors** downtown time and time again. With support from our community partners, nearly all FDBA events are offered free of charge.

Sponsoring our signature downtown events gives you **direct contact with event attendees, passersby and our large social media audience**. This exposure allows you to have "top-of-mind" awareness with visitors and the broader Flagstaff community. We think of our sponsors as partners - working together to help fulfill our mission of creating a thriving Downtown Flagstaff.

As a nonprofit organization, we rely on the support and partnership of sponsors to contribute towards **creating a healthy, vibrant downtown**. We are always looking for like-minded collaborators who want to ensure high-impact event programming, and who are ready to invest in a dynamic and welcoming downtown.



# FDBA'S COMMUNITY REACH

**150,000+** **10,000**  
**ATTENDEES AT DOWNTOWN EVENTS** **MINUTES**  
**OF LIVE MUSIC**

**160+** **150+**  
**FREE, FAMILY-FRIENDLY EVENTS** **LOCALLY OWNED**  
**& PROMOTIONAL ACTIVITIES** **BUSINESSES**

## OUR VIRTUAL REACH



**WEBSITE  
VISITS**

**145K**



**EMAIL  
SUBSCRIBERS**

**3.3k**



**INSTAGRAM  
FOLLOWERS**

**32.2K**



**FACEBOOK  
FOLLOWERS**

**15.8k**



**TIKTOK  
FOLLOWERS**

**2.5k**



**TWITTER  
FOLLOWERS**

**3.1k**

# FDBA 2023 EVENT LINE UP

## SUMMER

MOVIES ON THE SQUARE  
MUSIC ON THE SQUARE:  
THURSDAY NIGHT JAZZ  
FRIDAY NIGHT CONCERT SERIES  
SUNDAYS ON THE SQUARE  
KIDS SQUARED  
YOGA ON THE LAWN  
SPIN ON THE SQUARE  
4TH OF JULY POST PARADE PICNIC & MOVIE  
HARRY POTTER SCAVENGER HUNT

## HOLIDAYS

SLACK FRIDAY  
HOLIDAY SHOPPING PASSPORT  
BREAKFAST WITH SANTA  
WINTER MOVIE SERIES  
WINTER WONDERLAND & TREE LIGHTING  
12 BARS OF CHRISTMAS BAR CRAWL  
HOWLIDAYS  
SANTA SIGHTINGS  
DECORATED TREES & LIGHT POLES  
NOON YEAR'S EVE

## OTHER

FIRST FRIDAY ARTWALK  
SHAMROCK SHUFFLE BAR CRAWL  
FLAGSTAFF MUSIC FESTIVAL  
DOWNTOWN DISCO BAR CRAWL  
HISPANIC HERITAGE CELEBRATION  
HALLOWEEN TRICK-OR-TREAT TRAIL



# ANNUAL INVESTOR PACKAGES

An opportunity for recognition as a year-round supporter of Downtown Flagstaff

## DOWNTOWN VISIONARY SPONSOR \$20,000

- **Top sponsorship billing** with logo **prominently** placed on ALL digital and print materials for FDBA signature programs, events, and promotions (includes event flyers, dedicated landing page on website, social media tags and mentions, inclusion in monthly newsletter, etc.)
- Tailored partnership package, including **Presenting Sponsorship** opportunities
- Onsite **branding activations and tabling** opportunities at **ANY** FDBA event
- **30 second video** before Summer and Winter Movies (18 total)
- **VIP access** to desired FDBA events

## DOWNTOWN CATALYST SPONSOR \$15,000

- **Logo placement** on ALL digital and print materials for FDBA signature programs, events, and promotions (includes event flyers, dedicated landing page on website, inclusion in monthly newsletter, social media mentions, etc.)
- Tailored partnership package, including **Presenting Sponsorship** opportunities
- Onsite **branding activations and tabling** opportunities at **8** FDBA events
- **VIP access** to desired FDBA events

## DOWNTOWN VITALITY SPONSOR \$10,000

- **Logo placement** on ALL digital and print materials for FDBA signature programs, events, and promotions (including event flyers, dedicated landing page on website, inclusion in monthly newsletter, social media mentions, etc.)
- Onsite **branding activations and tabling** opportunities at up to **5** FDBA events

# SIGNATURE SUMMER EVENTS

## Movies on the Square

For more than 20 years, the Flagstaff Downtown Business Alliance has hosted this beloved event which includes music and fun activities followed by family-friendly movies.

- FREE
- 15 Saturdays between Memorial Day and Labor Day
- 1,000 in-person interactions each week with visitors and residents alike

## Music on the Square

Local and regional musicians perform concerts in Heritage Square every Thursday, Friday and Sunday June - September.

- FREE
- 18 Thursday Nights featuring Jazz, Funk and Blues
- 15 Friday Nights featuring high energy local bands
- 18 Sunday Afternoons featuring emerging local musicians
- Attracts visitors and residents alike

## Kids Squared

Offers art, music, stories, science and more hands-on activities to entertain our youngest residents.

- FREE
- Tuesdays and Thursdays June - July
- Opportunity to interact with young families, both local and visiting
- Positioned alongside partners including Lowell, Willow Bend, local artists, downtown business owners, Library and more.

## Yoga on the Lawn

All-levels outdoor yoga class on the Historic County Courthouse lawn.

- Saturday mornings May - September
- Frequently partner with local Humane Associations
- Attractive \$5 drop-in fee

## Harry Potter Scavenger Hunt

An incredibly popular event for all ages, this annual scavenger hunt takes place on the last Saturday of July to celebrate Harry Potter's birthday. Thousands attend, wearing costumes and searching for hidden magical objects throughout downtown.

- FREE
- Thousands attend from far and wide
- Your logo included on commemorative t-shirt in addition to other benefits
- Strong business participation (over 40)
- Harry Potter movie follows at Movies on the Square

# MOVIES ON THE SQUARE

Sponsorship Levels	Presenting Sponsor \$15,000	Gold Series Sponsor \$7,500	Silver Screen Sponsor \$5,000	Community Sponsor \$2,500	Movie Sponsor \$1,000	Friend of Downtown \$100 - \$750
Naming rights for entire movie series	♥					
Pre-Movie commercial	♥					
Pre-Movie announcements	♥	♥				
VIP Treatment	All Movies	6 Movies				
Mention in all press releases	♥	♥				
Mention in all radio ads	♥	♥	♥			
Logo on selfie frame	♥	♥	♥			
Logo on print materials	♥	♥	♥	♥		
Logo prominently displayed on website	♥	♥	♥	♥		
Logo on Thank You Banner	♥	♥	♥	♥		
Post event report	♥	♥	♥	♥		
10x10 table space	All Movies	6 Movies	4 Movies	2 Movies	1 Movie	
Your banner displayed at movie	All Movies	6 Movies	4 Movies	2 Movies	1 Movie	
Name/Logo on social media	♥	♥	♥	♥	♥	♥
Logo on screen during pre-movie loop	♥	♥	♥	♥	♥	♥
Name listed on website					♥	♥

For a custom sponsorship package please contact Terry Madeksza:  
[terry@downtownflagstaff.org](mailto:terry@downtownflagstaff.org)

# MUSIC ON THE SQUARE

Live music featuring Jazz, Funk, Blues, Rock and more every Thursday, Friday and Sunday June through September - 51 days of programming to celebrate local and emerging musicians in the heart of Downtown.

## SUPERSTAR SPONSOR

**\$7,500**

- Title sponsor for either Thursday Jazz Series or Sunday Music Series
- Your banner displayed at ALL 51 events
- Name/logo prominently displayed on digital and print materials for ALL events
- Dedicated social media post announcing sponsorship
- Mention in all radio ads and press releases
- Top billing on dedicated event page on FDBA website
- Tagged and mentioned in social media posts throughout the season
- 10x10 table set-up at any Thursday, Friday and Sunday music event (51 available dates)
- Banner thanking sponsors with your logo prominently displayed at each event
- Mention in FDBA monthly newsletters
- Multiple announcements at each event naming sponsor

## HEADLINER SPONSOR

**\$3,500**

- Name/logo on dedicated event page on FDBA website
- Your banner displayed at either the Thursday, Friday or Sunday music series
- Name/logo on all digital and print materials
- 10x10 table set-up at up to 20 events
- Banner thanking sponsors prominently displayed at each event
- Tagged and mentioned in social media posts
- Mention in FDBA monthly newsletters
- One announcement during event naming sponsor

## ROADIE SPONSOR

**\$1,500**

- Name/logo on dedicated event page on FDBA website
- Name/logo on select digital and print materials
- 10x10 table set-up at up to 5 events
- Banner thanking sponsors prominently displayed at each event
- Tagged and mentioned in social media posts
- Mention in FDBA monthly newsletters



# HARRY POTTER SCAVENGER HUNT

SUMMER: HARRY POTTER

## TRI WIZARD SPONSOR \$1,000

- Your banner displayed at event
- 10x10 table space at event
- Logo on selfie frame
- VIP treatment at movie after scavenger hunt
- Logo on custom giveaways (ex. t-shirts)
- Logo featured in public newsletters
- Mention in press releases
- Mention in radio ads
- Tagged and mentioned in social media posts
- Name/logo featured prominently on website
- Name/logo on print materials

## DIAGON ALLEY SPONSOR \$500

- Mention in press releases
- Mention in radio ads
- Tagged and mentioned in social media posts
- Name/logo featured on website
- Name/logo on print materials
- Mentioned in public newsletters

## DAILY PROPHET SPONSOR \$250

- Name listed on website
- Name/logo on print materials
- Tagged in social media posts
- Mention in public newsletters





# SIGNATURE HOLIDAY EVENTS

## Slack Friday

No need to wake up early and wait in lines at big box stores! Through marketing efforts, the FDBA encourages Flagstaff residents to “Slack Off on Black Friday”, sleep in & take advantage of sales and specials at all of their favorite downtown businesses. Shop Local, Spend Local, Support Local.

## Holiday Shopping Passport

This promotional event encourages residents and visitors to shop at downtown businesses throughout the holiday season. Shop at 5+ businesses or spend at least \$250 and you can be entered to win up to \$350 in gift cards from downtown businesses! Passport participation continues to increase each year, and more than 80% of submitted passports are from Flagstaff residents.

## Decorated Trees & Light Poles

Help make the season Merry & Bright! While the City of Flagstaff contributes to some holiday decor downtown, it is up to the FDBA and our community partners to complete the transformation into Arizona’s Winter Wonderland! Sponsored trees are wrapped in strands of holiday lights and light poles are wrapped with lit garland and a giant red bow. Both include a large customized tag!

## Breakfast with Santa

Our only ticketed, family friendly event is a partnership with The Historic Weatherford Hotel. The first three Saturdays of December, families join us for breakfast and more with Santa! He walks through to greet each group, reads a story, sings festive songs, and then sits by the fireplace for everyone to take a family photo!

## Winter Movies Series

The first three Saturdays in December, the FDBA partners with The Orpheum Theater to show a family friendly holiday movie for FREE to 200+ attendees.

## Winter Wonderland & Tree Lighting

A signature event in Downtown Flagstaff, that attracts almost 10,000 people. On the first Saturday of December, The FDBA and the City’s PROSE Division set up Free crafts, cookie decorating, hot cocoa, caroling, and more from 3:00pm until the Tree Lighting at 6:00pm.

# SIGNATURE HOLIDAY EVENTS

## 12 Bars of Christmas Bar Crawl

This holiday themed bar crawl is a hit that keeps growing! Downtown bars craft specially themed drinks just for this event.

## Howlidays

This pup-centered event originated in 2022 and was an immediate success! It is an opportunity for residents to bring their four-legged friends to a downtown business for a photo-op with Santa! It also serves as a fundraising event for our local humane societies.

## Santa Sightings

The FDBA brings Santa to Downtown Flagstaff on various days in December to walk around, visit businesses, take photos with people, and spread holiday cheer

## Noon Year's Eve

A free, family-friendly event to ring in the new year! More than 2,000 Flagstaff residents and visitors join us in Heritage Square on New Year's Eve morning for crafts, cookie decorating, and a selfie station. They all gather just before noon as the Mayor and other elected officials countdown to Noon Year's Eve! The celebration is complete with a sparkling apple cider toast.



HOWLIDAYS



WINTER MOVIE SERIES



WINTER WONDERLAND & TREE LIGHTING



NOON YEAR'S EVE

# HOLIDAY SPONSORSHIP LEVELS

Sponsorship Levels	Rudolph \$15,000	Vixen \$7,500	Dancer \$5,000	Prancer \$2,500	Comet \$1,000	Friend of Downtown \$100 - \$750
Event Sponsor	All Holiday Events	4 Holiday Events	2 Holiday Events	1 Holiday Event		
Pre-movie commercial on screen before Winter Movies	♥					
Mention in radio ads	♥	♥				
Logo on screen and verbal recognition before Wiinter Movie	♥	♥	♥			
Mention in press releases	♥	♥	♥			
Mention and logo in monthly newsletter	♥	♥	♥			
Logo on all holiday promotional material	♥	♥	♥	♥		
Logo on thank you banner and displayed on website	♥	♥	♥	♥		
Post event report	♥	♥	♥	♥		
Table space at holiday events	All Holiday Events	4 Holiday Events	2 Holiday Events	1 Holiday Event	1 Holiday Event	
Your banner displayed at events	♥	♥	♥	♥	♥	
Tree & light pole lit in your name	♥	♥	♥	Tree Only	Light Pole Only	
Name/Logo on social media	♥	♥	♥	♥	♥	♥
Name listed on website					♥	♥



# WINTER WONDERLAND & TREE LIGHTING

## HOLIDAY CHEER SPONSOR \$5,000

- Naming rights of one signature activity (e.g., hot cocoa station, crafts, audio/music)
- Prominent logo placement on ALL digital and print materials and promotions (includes event flyers, dedicated landing page on website, monthly newsletter, social media mentions and tags, etc.)
- Logo on selfie frame
- 10x10 booth space
- Two personalized announcements during event

## SNOWFLAKE SPONSOR \$2,500

- Logo placement on ALL digital and print materials and promotions (includes event flyers, dedicated landing page on website, monthly newsletter, social media mentions and tags, etc.)
- Logo on selfie frame
- 10x10 booth space
- One personalized announcement during event

## CANDY CANE SPONSOR \$100 - \$750

- Logo placement on website
- Social media mentions and tags commensurate with level of sponsorship



# FIRST FRIDAY ARTWALK SPONSORSHIP

A partnership of The Flagstaff Downtown Business Alliance and Creative Flagstaff, this celebrated event takes place on the First Friday of each month. Downtown galleries and businesses feature musicians, painters, jewelry makers, photographers, and many more talented local artists. April through October, we program Heritage Square with live music and other interactive art exhibits.

## PRESENTING SPONSOR

**\$7,500**

- Year-round promotion
- Prominent recognition on all ArtWalk collateral: signage, website, physical map, and social media
- 10x10 tabling opportunity at any ArtWalk
- Designated social media post bi-monthly on ArtWalkFLG social, with additional recognition throughout the year on FDBA & CF social media
- Social media, newsletter and press release announcing sponsorship to ArtWalkFLG, CF and FDBA audiences
- Recognition in monthly FDBA and CF public newsletters
- Announcement by entertainers in Heritage Square during musical or performing art April - October (weather permitting)
- Highlighted ArtWalk map listing each month (if applicable)

## HERITAGE SQUARE SPONSOR

**\$3,000**

- Logo on all ArtWalk collateral: including signage, website & physical map
- 10x10 tabling opportunity in Heritage Square for 3 ArtWalks (February - December ) of your choice
- Recognition in monthly FDBA and CF newsletters
- Highlighted ArtWalk map listing each month (if applicable)

## ARTWALK MAP SPONSOR

**\$1,000**

- Name included on monthly ArtWalk website & physical map
- Social media post announcing sponsorship to ArtWalkFLG social media pages
- Highlighted ArtWalk map listing each month (if applicable)



# BAR CRAWL SPONSORSHIP

The FDBA hosts bar crawls throughout the year with the goal of increasing business at Downtown bars during slower times of the year. With a timeframe of 2pm - 6pm, we attract a diverse crowd. Our crawls are fun, themed, and an opportunity to enjoy cocktails specially crafted for these events!

## LIFE OF THE PARTY SPONSOR \$1,000

- Name/logo on all branded items including tshirts and lanyards
- Table set up and presence at check-in
- Name/logo on all digital and print materials
- Featured in FDBA monthly newsletter the month of bar crawl
- Mention in all radio ads and press releases
- Tagged in all related social media posts
- 4 complementary tickets (to the bar crawl of your choice)

## DRINKING BUDDY SPONSOR \$500

- Name/logo on digital and print materials for ONE bar crawl (sponsor choice)
- Featured in FDBA monthly newsletter the month of bar crawl
- Mention in radio ads and press releases for ONE bar crawl
- Tagged in all related social media
- 2 complementary tickets (to bar crawl of your choice)





# FLAGSTAFF MUSIC FESTIVAL SPONSORSHIP

Flagstaff Music Festival celebrates Flagstaff's thriving, artistic community by showcasing local bands and emerging artists. This event offers a full day of free, family friendly entertainment in the heart of Downtown.

## PLATINUM SPONSOR

**\$2,500**

- Name/logo prominently displayed on all digital and print materials
- Dedicated social media post announcing sponsorship
- Mention in all radio ads and press release
- Name/logo on dedicated event page on FDBA website
- Tagged and mentioned in social media posts
- 10x10 table set-up at the event
- Mention in FDBA monthly newsletter
- Four announcements during event naming sponsor

## GOLD SPONSOR

**\$1,000**

- Name/logo on dedicated event page on FDBA website
- Name/logo on all digital and print materials
- 10x10 table set-up at the event
- Tagged and mentioned in social media posts
- Mention in FDBA monthly newsletter
- One announcement during event naming sponsor





# HALLOWEEN TRICK OR TREAT TRAIL SPONSORSHIP

Downtown is the most popular place to trick-or-treat! Our community turns out in large numbers to safely trick-or-treat at more than 40 Downtown businesses. Between the costumed kids and their families, we welcome more than 2,000 locals as they enjoy a fun holiday with us, starting in Heritage Square and then walking throughout Downtown.

## PUMPKIN SPONSOR

\$500

- Name/logo on Trick-or-Treat Trail map
- Name/logo on dedicated event page on FDBA website
- Name/logo on promotional materials
- Mention in all radio ads and press releases
- 10x10 table set-up at the event
- Customized announcements made during event
- Tagged and mentioned in social media posts
- Mention in FDBA monthly newsletter

## SKELETON SPONSOR

\$250

- Name/logo on dedicated event page on FDBA website
- Name/logo on promotional materials
- Tagged and mentioned in social media posts
- Mention in FDBA monthly newsletter



# THE FLAGSTAFF DOWNTOWN BUSINESS ALLIANCE SPONSORSHIP SELECTION

BUSINESS NAME \_\_\_\_\_

CONTACT NAME \_\_\_\_\_

PHONE NUMBER \_\_\_\_\_

EMAIL \_\_\_\_\_

**\*For a custom sponsorship package please contact [terry@downtownflagstaff.org](mailto:terry@downtownflagstaff.org)\***

PAYMENT METHOD: CHECK \_\_\_\_\_ CARD \_\_\_\_\_

## **ANNUAL INVESTOR**

- \_\_\_\_\_ Downtown Visionary (\$20,000)
- \_\_\_\_\_ Downtown Catalyst (\$15,000)
- \_\_\_\_\_ Downtown Vitality (\$10,000)

## **WINTER WONDERLAND**

- \_\_\_\_\_ Holiday Cheer (\$5,000)
- \_\_\_\_\_ Snowflake (\$2,500)
- \_\_\_\_\_ Candy Cane (\$100 - \$750)

## **MOVIES ON THE SQUARE**

- \_\_\_\_\_ Presenting (\$15,000)
- \_\_\_\_\_ Gold Series (\$7,500)
- \_\_\_\_\_ Silver Screen (\$5,000)
- \_\_\_\_\_ Community (\$2,500)
- \_\_\_\_\_ Individual Movie (\$1,000)
- \_\_\_\_\_ Friend of Downtown (\$100-\$750)

## **ARTWALK**

- \_\_\_\_\_ Presenting (\$7,500)
- \_\_\_\_\_ Heritage Square (\$3,000)
- \_\_\_\_\_ ArtWalk Map (\$1,000)

## **HARRY POTTER SCAVENGER HUNT**

- \_\_\_\_\_ Tri-Wizard (\$1,000)
- \_\_\_\_\_ Diagon Alley (\$500)
- \_\_\_\_\_ Daily Prophet (\$250)

## **MUSIC ON THE SQUARE**

- \_\_\_\_\_ Superstar (\$7,500)
- \_\_\_\_\_ Headliner (\$3,500)
- \_\_\_\_\_ Roadie (\$1,500)

## **BAR CRAWLS**

- \_\_\_\_\_ Life of the Party (\$1,000)
- \_\_\_\_\_ Drinking Buddy (\$500)

## **HOLIDAYS**

- \_\_\_\_\_ Rudolph (\$15,000)
- \_\_\_\_\_ Vixen (\$7,500)
- \_\_\_\_\_ Dancer (\$5,000)
- \_\_\_\_\_ Prancer (\$2,500)
- \_\_\_\_\_ Comet (\$1,000)
- \_\_\_\_\_ Friend of Downtown (\$100-\$750)

## **FLAGSTAFF MUSIC FESTIVAL**

- \_\_\_\_\_ Platinum (\$2,500)
- \_\_\_\_\_ Gold (\$1,000)

## **HALLOWEEN**

- \_\_\_\_\_ Pumpkin (\$500)
- \_\_\_\_\_ Skeleton (\$250)



**SPECIAL MEETING OF THE  
FLAGSTAFF DOWNTOWN BUSINESS IMPROVEMENT  
AND REVITALIZATION DISTRICT**

**Tuesday, May 23, 2023 – 10:00 AM**

**M I N U T E S**

**NOTICE OF OPTION TO RECESS INTO EXECUTIVE SESSION**

*Pursuant to A.R.S. §38-431.02, notice is hereby given to the members of the FDBIRD Board of Directors and to the general public that, at this meeting, the Board may vote to go into executive session, which will not be open to the public, for legal advice and discussion with the District's attorney on any item listed on the following agenda, pursuant to A.R.S. §38-431.03(A) (3).*

**1. Call to Order**

Chairman Dave Stilley called the Special Meeting of May 23, 2023 to order at 10:01 a.m.

**2. Roll Call**

Chairman Dave Stilley - ABSENT  
Vice Chairman Steve Chatinsky (virtually)  
Member Patricia Ginsberg (virtually)  
Member Jerry McLaughlin (virtually)  
Member John VanLandingham (virtually)

Others present: District Attorney Ashley DeBoard; District Clerk Stacy Saltzburg

**3. Acceptance and Approval of Monthly Financial Reports.**

- A. February 2023
- B. March 2023
- C. April 2023

Ms. Suda noted that the reports all looked good with no concerns.

**Member John VanLandingham moved to approve the monthly financial reports as presented; seconded by Member Jerome McLaughlin; passed unanimously.**

**4. Consideration and Adoption of Resolution No. 2023-02: A resolution of the District Board of the Flagstaff Downtown Business Improvement and Revitalization District (District) adopting the tentative estimates of the amounts required for the public expense for the District for the Fiscal Year 2023-2024; adopting a tentative budget; setting forth the receipts and expenditures; the amount proposed to be raised by District Property Taxation; and giving notice of the time for hearing taxpayers**

Ms. Suda explained that the resolution is for the tentative budget adoption and will start the budget process and tax assessment. The tentative budget sets the maximum appropriation for the District. Final adoption of the budget will occur at a special meeting on June 6, 2023. Following final budget adoption, the tax assessments will be adopted by resolution as well on June 20, 2023.

Ms. Suda reviewed the budget document and noted that everything is right on track for payments in lieu from Coconino County and the City of Flagstaff. The largest portion of the expenditures is the management fee for the Downtown Business Alliance (DBA), and there are other costs related to dues, insurance, advertising, as well as contracting services. The budget is based on a flat revenue assessment meaning that the District will collect the same dollar amount as the prior year. With a flat revenue for the District that means the overall rate will be decreasing from 1.4960 to 1.4767.

Member McLaughlin asked about the increase in legal expenses. Ms. Suda stated that there was additional funding budgeted in anticipation of additional legal services related to the renewal of the District.

Member McLaughlin also requested information about the services provided by the DBA. Ms. Madeksza stated that she can provide the Board with a copy of their budget and provide information on their work program and expenditures.

Member VanLandingham noted that it will be their tenth vote on the budget and tax rate, of that ten, only one has had an increase in revenue. It demonstrates that the District has been good stewards of the intent of the district and there is a lot to show for those efforts. Ms. Suda stated that if property values continue to increase they will likely be able to continue with a flat revenue approach.

Ms. Suda also noted that there was discussion at the last meeting about delinquent tax assessments; to date, they have collected everything through the 2022 assessment and that there is a little over \$27,000 to collect for the 2023 assessment.

**Member Jerome McLaughlin moved to adopt Resolution No. 2023-02; seconded by Member Patty Ginsberg; passed unanimously.**

5. Authorization to reschedule the regularly scheduled Board meeting of July 11, 2023, to June 20, 2023.

**Member Patty Ginsberg moved to reschedule the regularly scheduled Board meeting of July 11, 2023 to June 20, 2023; seconded by Member Jerome McLaughlin; passed unanimously.**

6. FDBA Director Report

Ms. Madeksza reported that there will be over 150 free, family friendly activities held downtown through the end of September. Activities include:

First Friday Artwalk on the first Friday of each month.

Kids Squared on Tuesdays and Thursdays; includes hands on activities in partnership with Lowell, Museum of Northern Arizona, and Willow Bend.

Live music on the Square on Thursdays, Fridays, and Sundays.

Movies on the Square through Labor Day weekend.

The intention is to bring people downtown and they are focusing on keeping as many events free as possible. People are looking at the economy experience of traveling with their money being used for eating and shopping, the activities in downtown enhance that experience and gives travelers something to do. She also stated that they are heading into summer with a focus on the aesthetic of downtown with attention on curbs, cinders, broken tree grates, etc. They are

working with the Public Works team on these efforts and with the Police Department on making sure downtown is safe and secure.

Ms. Madeksza indicated that she has been part of conversations with residents about downtown music and bar noise. They are working on developing a compromise to help businesses be successful while maintaining downtown as a place that people also want to live. There will be a proposal for the DBA Board and City Council in the next few months.

7. PUBLIC PARTICIPATION

*Public Participation enables the public to address the Board about an item that is not on the agenda. Comments relating to items that are on the agenda will be taken at the time that the item is discussed.*

There were no members of the public in attendance.

8. Adjournment

The Special Meeting of the Flagstaff Downtown Business Improvement District of May 23, 2023 adjourned at 10:37 a.m.

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Chairman

ATTEST:

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Stacy Saltzburg, District Clerk





FOR IMMEDIATE RELEASE

Contact

**Faith Manion**

**Faith@downtownflagstaff.org**

**480-340-5920**

### **Summer in Downtown Flagstaff - 2023**

FLAGSTAFF, Ariz. (25 May, 2023) – Memorial Day weekend kicks off a summer filled with more than 80 FREE family-friendly activities in Downtown Flagstaff!! From beloved Movies on the Square, to our new Music on the Square - Downtown Flagstaff is the perfect spot to enjoy summer in Flagstaff. Terry Madeksza, Executive Director of the Flagstaff Downtown Business Alliance (FDBA) says, “We are excited to see the return of our favorite summer events, plus some new family-friendly activities. We invite locals and visitors of all ages to join us, shop local and create some memorable experiences in the heart of Downtown Flagstaff!”

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#### **Music on the Square: May 26 - September 29, 2023: FREE**

Join us for FREE concerts on the Square all summer long! Starting on Friday, May 26th, enjoy live music in [Heritage Square](#) every Thursday, Friday and Saturday. Jam out to jazz, blues and funk from local bands from 5pm-7pm, every Thursday for Thursday Night Jazz. Enjoy Friday Night Concerts presented by Heritage Square Trust, in partnership with the FDBA every Friday night from 6pm-8pm. Grab some lunch and dine outdoors with live music in the Flagstaff sun from 12pm-2pm for Sundays on the Square. A full lineup for all summer concerts in Heritage Square can be found [here](#)!

#### **Movies on the Square: May 27 - September 2, 2023: FREE**

FREE and family friendly movies ALL summer long? That’s right! Every Saturday, starting on May 27, the FDBA produces Movies on the Square, presented by PNC Bank! Join us in [Heritage Square](#) - Flagstaff’s downtown living room for a FREE family-friendly evening to watch your favorite movies on our big screen! There will be live music and activities starting at 4pm, followed by the movie at dusk. Pick up dinner from your favorite downtown spot, or grab popcorn and treats from the FDBA concession stand for the best movie experience. Be sure to bring blankets, and meet us under the stars for movie night in Downtown Flagstaff! To see the 2023 full movie lineup and for additional information, click [here](#)!

**Yoga on the Lawn: May 27 - September 30, 2023**

Get moving this summer with Yoga on the Lawn, beginning on Saturday, May 27th! Enjoy yoga with Holly Zamora in beautiful Downtown Flagstaff every Saturday at 9am on the County Courthouse Lawn ([219 E. Cherry Ave](#)). There is a \$5 dollar drop in, and be sure to bring your own yoga mat and towel. No matter your experience, Yoga on the Lawn is fun fitness for all! For more information click [here](#)!

**Spin on the Square: May 28 - August 27, 2023**

Every Sunday, starting May 28, enjoy the sun and fresh air while getting your legs moving in [Heritage Square](#)! Athletic or not, all are welcome for Spin on the Square with [The Box Studio](#)! Don't forget your sunblock, and join us from 9am-9:45am. Afterwards, enjoy brunch or coffee from a nearby Downtown business! To book your spot, click [here](#)!

**First Friday Art Walk: Every FIRST Friday of the Month: FREE**

First Friday ArtWalk, presented by Desert Financial Credit Union and a partnership of FDBA and Creative Flagstaff, takes place on the first Friday of every month. From 5 p.m.- 9 p.m., art galleries and local businesses in historic Downtown Flagstaff feature special art exhibitions, performances, live music, treats, and much more! For each month's listings, click [here](#)!

**Kids Squared: June 6 - July 27, 2023: FREE**

Are you looking for something fun and free to do with your kids this summer? From 10am-11am on Tuesdays and Thursdays, starting on June 6th, join the FDBA and a variety of community partners for some fun in the sun in [Heritage Square](#)! For kids ages 4-9 (big and little siblings are welcome to join!) we will have hands-on, fun activities courtesy of local organizations, artists and other community partners. From crafts, outdoor education, book days, and yoga - Kids Squared is sure to be a fun time for all. To see the schedule for activities, click [here](#)!

**Downtown Community Market: June 7 - July 26, 2023: FREE**

Stroll through the Downtown Community Market every Wednesday from 4pm-8pm in June and July. In partnership with the Flagstaff Community Market and FDBA, enjoy a weekly market full of produce, arts, food trucks and more in the parking lot across Beaver Street from the Orpheum Theater ([15 N. Beaver St.](#)) For more information, click [here](#).

For more information and updates about summer events in Downtown, head to our website <https://downtownflagstaff.org/events/summer-in-downtown-flagstaff>

###

The Flagstaff Downtown Business Alliance (FDBA) is a nonprofit organization dedicated to the preservation and promotion of Historic Downtown Flagstaff. FDBA sponsors free family events to encourage visitation to our downtown businesses. Through these activities, we add to the economic viability of the area, and the community in general. FDBA also advocates for important business issues, providing education to the public and a strong voice to our City regarding the health of our economy.

**SPECIAL MEETING OF THE  
FLAGSTAFF DOWNTOWN BUSINESS IMPROVEMENT  
AND REVITALIZATION DISTRICT**

**Tuesday, June 6, 2023 – 10:00 AM**

**MINUTES**

**NOTICE OF OPTION TO RECESS INTO EXECUTIVE SESSION**

*Pursuant to A.R.S. §38-431.02, notice is hereby given to the members of the FDBIRD Board of Directors and to the general public that, at this meeting, the Board may vote to go into executive session, which will not be open to the public, for legal advice and discussion with the District's attorney on any item listed on the following agenda, pursuant to A.R.S. §38-431.03(A) (3).*

1. Call to Order

Chairman Dave Stilley called the Special Meeting of May 23, 2023 to order at 10:05 a.m.

2. Roll Call

Chairman Dave Stilley (virtually)  
Vice Chairman Steve Chatinsky (virtually)  
Member Patricia Ginsberg (virtually)  
Member Jerry McLaughlin (virtually)  
Member John VanLandingham - ABSENT

Others present: District Attorney Ashley DeBoard; District Clerk Stacy Saltzburg

3. Public Hearing for 2023-2024 Final Budget and Property Tax Levy of Flagstaff Downtown Business Improvement and Revitalization District.

Chairman Stilley opened the public hearing.

Ms. Suda reported that the resolution is the adoption of the 2023-2024 Final Budget and Property Tax Levy.

There being no public comment, Chairman Stilley closed the public hearing.

4. Recess into Special Meeting

At 10:05 a.m. the Board recessed into a Special Meeting

5. Consideration and Adoption of Resolution No. 2023-03: A resolution of the District Board of the Flagstaff Downtown Business Improvement and Revitalization District (District) adopting the budget for fiscal year 2023-2024

**Member Jerome McLaughlin moved to adopt Resolution No. 2023-03; seconded by Member Patty Ginsberg; passed unanimously.**

6. Reconvene Regular Meeting

The Board reconvened into the regular meeting at 10:08 a.m.



7. FDBA Director Report (if needed)

Ms. Madeksza reported that the summer is off to a great start; two Movies on the Square have been completed with strong attendance. Music on the Square has started and the Kids Squared events are kicking off that week. She also reported that she did a walkabout with the City Public Works Director, Assistant Parks, Recreation, Open Space, and Events Director, and the City Manager to look at infrastructure downtown to make sure there is attention to the needs of the downtown. They also discussed a yearly process to head into each summer.

8. PUBLIC PARTICIPATION

*Public Participation enables the public to address the Board about an item that is not on the agenda. Comments relating to items that are on the agenda will be taken at the time that the item is discussed.*

No members of the public were in attendance.

9. Adjournment

The Regular Meeting of the Flagstaff Downtown Business Improvement District of June 6, 2023 adjourned at 10:11 a.m.

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Chairman

ATTEST:

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Stacy Saltzburg, District Clerk

**FLAGSTAFF DOWNTOWN BUSINESS IMPROVEMENT  
AND REVITALIZATION DISTRICT OF FLAGSTAFF, ARIZONA**

RESOLUTION NO. 2023-04

A RESOLUTION OF THE DISTRICT BOARD OF THE FLAGSTAFF  
DOWNTOWN BUSINESS IMPROVEMENT AND REVITALIZATION  
DISTRICT OF FLAGSTAFF ADOPTING THE PROPERTY TAX  
ASSESSMENTS FOR FISCAL YEAR 2023-2024

**WHEREAS**, by the provisions of State law, the resolution levying taxes for fiscal year 2023-2024 is required to be finally adopted not later than the third Monday in August, and

**WHEREAS**, the County of Coconino is the assessing and collecting authority for the Flagstaff Downtown Business Improvement and Revitalization District of Flagstaff, Arizona ("District").

**NOW, THEREFORE, BE IT RESOLVED BY THE DISTRICT BOARD OF THE FLAGSTAFF DOWNTOWN BUSINESS IMPROVEMENT AND REVITALIZATION DISTRICT OF FLAGSTAFF, ARIZONA AS FOLLOWS:**

Section 1. There is hereby levied a secondary property tax which is a sum certain based on the 2023 Tax Year assessed value of all real property within the boundaries of the Flagstaff Downtown Business Improvement and Revitalization District of Flagstaff, Arizona, except such property as may be by law exempt from taxation or is excluded from the District, which includes any story above the second floor, for the fiscal year ending on the 30th day of June, 2023.

Section 2. That the District Clerk is hereby directed to transmit a certified copy of this resolution to the County Assessor and the Board of Supervisors of the County of Coconino, Arizona.

Section 3. Effective Date. The tax levy imposed by this Resolution shall take effect August 1, 2023.

PASSED by the District Board of the Flagstaff Downtown Business Improvement and Revitalization District this 20th day of June, 2023.

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Chairman

ATTEST:

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District Clerk

APPROVED AS TO FORM:

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Attorney for the District

ATTACHMENTS:

Attachment A: Legal Description of District

Attachment B: Assessment by Parcel within the District

## EXHIBIT A

The following is a description of parcels of land as shown on the Flagstaff Plat as recorded in Book 1 of Maps, Page 16, Coconino County Records, situate in the SE¼ of section 15 and the SW¼ of section 16, Township 21 North, Range 7 East, G.& S.R.M., Flagstaff, Coconino County, Arizona being more particularly described as follows:

Lots 1 through 12, Block 3A of said plat;  
Lots 1 through 12, Block 34 of said plat;  
Lots 1 through 12, Block 33 of said plat;  
Lots 1 through 24, Block 32 of said plat;  
Lots 1 through 27, Block 2A of said plat;  
Lots 1 through 26, Block 19 of said plat;  
Lots 1 through 24, Block 18 of said plat;  
Lots 1 through 24, Block 17 of said plat;  
Lots 1 through 24, Block 1A of said plat;  
Lots 1 through 24, Block 6 of said plat;  
Lots 1 through 24, Block 5 of said plat;  
Lots 1 through 24, Block 4 of said plat;

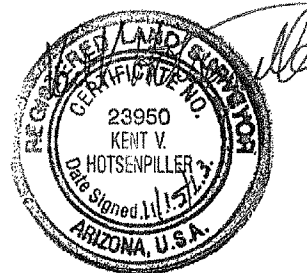
Assessor Parcel 100-44-006A, ATSF Railroad;  
Assessor Parcel 100-44-001, BNSF Railroad;  
Assessor Parcel 100-44-002A, BNSF Railroad;  
Assessor Parcel 100-44-006B, Flagstaff Chamber of Commerce;  
Assessor Parcel 100-44-005A, City of Flagstaff;  
Assessor Parcel 100-44-004D, City of Flagstaff;  
Assessor Parcel 100-44-003E, BNSF Railroad;  
Assessor Parcel 100-44-003C, City of Flagstaff;  
Assessor Parcel 100-44-004E, City of Flagstaff;  
Assessor Parcel 101-27-002D, City of Flagstaff;  
Assessor Parcel 101-27-002C, ATSF Railroad;  
Assessor Parcel 101-27-001C, BNSF Railroad;

Including the Rights-of-Way as shown.

Exclusions from District:

1. With respect to any multi-story building located in the district, any story above the second floor shall be excluded from the district. In the event a new building is constructed after formation of the district, the same rule shall apply. For district purposes, the property value of that portion of a multi-story building located within the district shall be determined by the Coconino County Assessor.
2. All personal property, as determined by the Coconino County Assessor.

Said parcels shown on the attached Exhibit B which by this reference is made a part hereof.



Expires: 3/31/15

**Mogollon** Engineering and Surveying, Inc.

411 W. Santa Fe Ave. Flagstaff, AZ 86001- P.O.-Box 1952 Flagstaff, AZ 86002-mogollon99@aol.com- 928-214-0214



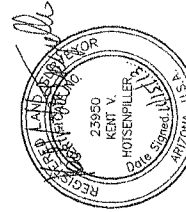
**FLAGSTAFF BUSINESS  
IMPROVEMENT AND  
REVITALIZATION DISTRICT  
LEGAL DESCRIPTION EXHIBIT**

FLAGSTAFF TOWNSITE, BOOK  
1 OF MAPS PAGE 16,  
COCONINO COUNTY RECORDS  
LOCATED IN THE SE1/4  
SECTION 16 AND THE SW1/4  
SECTION 15, T 21 N, R 7 E,  
FLAGSTAFF, COCONINO  
COUNTY, ARIZONA

Including the Rights-of-Way as shown.

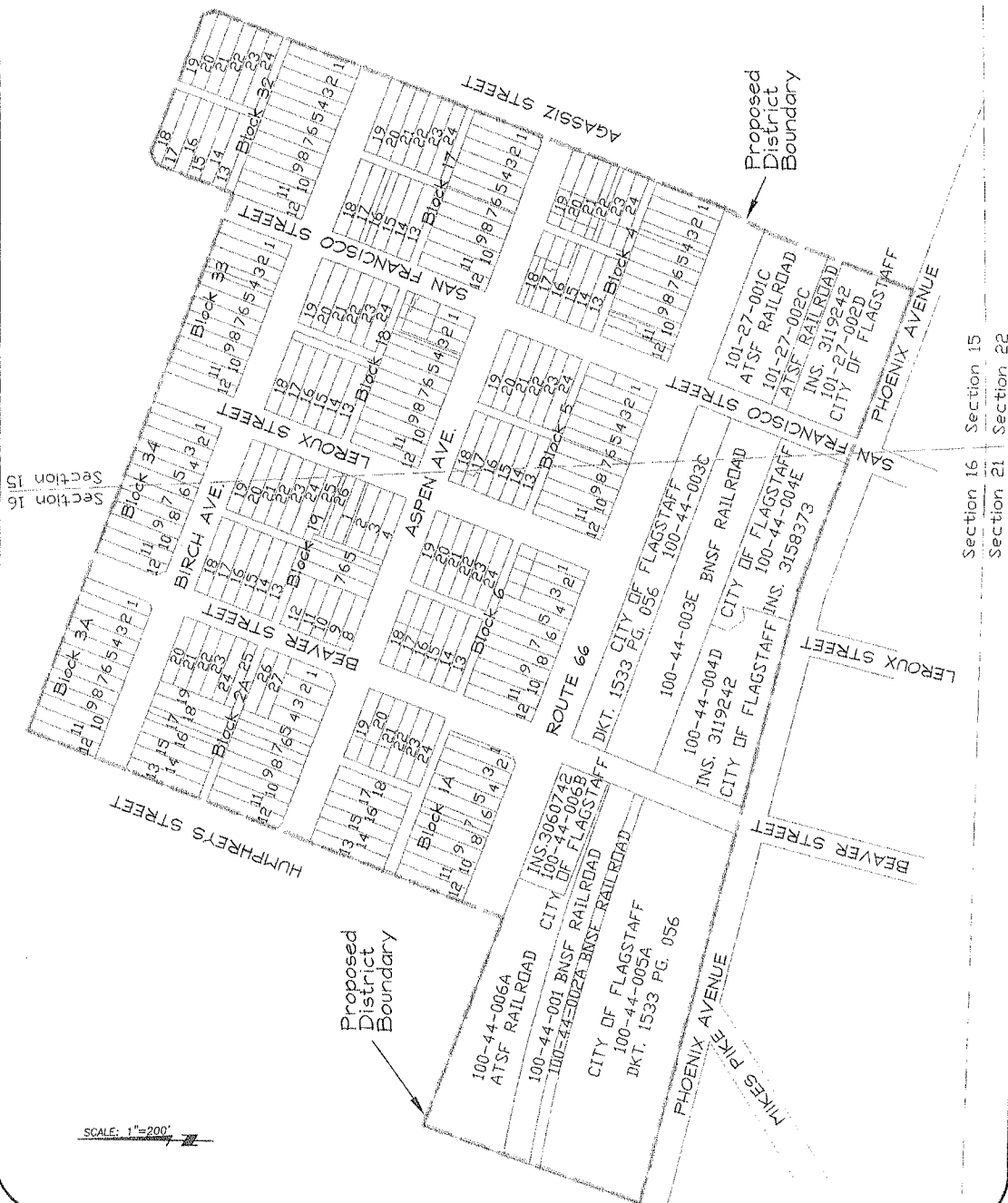
**Exclusions from District:**

1. With respect to any multi-story building located in the district, any story above the second floor shall be excluded from the district. In the event a new building is constructed after formation of the district, the same rule shall apply. For district purposes, the property value of that portion of a multi-story building located within the district shall be determined by the Coconino County Assessor.
2. All personal property, as determined by the Coconino County Assessor.



Expires on 3/31/16

Information shown hereon is from City of Flagstaff G.I.S. No field work was performed by **Mogollon Engineering & Surveying, Inc.**



SCALE: 1"=200'

**Flagstaff Downtown Revitalization District  
Special Assessments**

20001 - FLAG DWTN REV DIST				*Note: Salmon highlight indicates adjusted value calculated.
Tax Year:	2023			
Budget:	\$ 155,927			
Factor	1.4767			
Account Number	Parcel Number	Primary Net Assessed	Assessment Amount	Owner
C0000058	99956795	32	0	CENTURYLINK COMMUNICATIONS LLC
C0008407	99956729	484,463	7,154	QWEST CORPORATION
C0030049	99954650	208,408	3,078	ARIZONA PUBLIC SERVICE COMPANY
C0039313	99964650	119	2	ARIZONA PUBLIC SERVICE COMPANY (EPF)
C0055218	99951701	21,200	313	BNSF RAILWAY COMPANY
C0056344	99954660	22,914	338	UNISOURCE ENERGY CORPORATION
C0056345	99964660	481	7	UNISOURCE ENERGY CORPORATIO (EPF)
C0061761	99965650	1,213	18	ARIZONA PUBLIC SERVICE COMPANY (CWIP)
C0224631	99965660	156	2	UNISOURCE ENERGY CORPORATION (CWIP)
R0010378	10020018	127,487	1,883	FLEMING BROTHERS LLC
R0010379	10020019A	46,168	682	ROSALES A & R FAMILY TRUST DTD 11-05-20
R0010380	10020021A	122,771	1,813	LOLAS KIDS LLC
R0010381	10020023	98,967	1,461	MT JULIET PROPERTIES LLC
R0010382	10020024	59,222	875	ODEGAARD VAN H
R0010383	10020025	150,368	2,220	ORPHEUM HOLDINGS LLC
R0010384	10020026	181,902	2,686	WEATHERFORD HOTEL INC
R0011648	10118001	11,535	170	BOYER RONALD C & PATTIE M TRUST DTD 10-09-98
R0011649	10118002	88,284	1,304	BOYER RONALD C & PATTIE M TRUST DTD 10-09-98
R0011650	10118003C	122,500	1,809	DOWNRIVER ADVENTURES LLC
R0011651	10118004	213,208	3,148	ARIZONA BANK
R0011655	10118008A	408,931	6,039	HERMAN & KINNE LLC
R0012364	10019007	150,937	2,229	GEILE MANAGEMENT LLC
R0012365	10019008A	89,402	1,320	LEROUX RETAIL LLC
R0016235	10121012	82,660	1,221	COAST & MOUNTAIN PROPERTIES
R0016236	10121013A	141,744	2,093	COAST & MOUNTAIN PROPERTIES
R0016237	10121016A	27,203	402	PUCHTECA INVESTMENT GROUP LLC
R0016238	10121016B	34,326	507	FLAG RETAIL CENTER LLC
R0016239	10121016C	36,658	541	WESTBROOK FAMILY TRUST U/D/T DTD 2-24-2000
R0016240	10121016D	54,868	810	DA VINCI INVESTMENTS LLC

**Flagstaff Downtown Revitalization District  
Special Assessments**

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Tax Year:	2023			
Budget:	\$ 155,927			
Factor	1.4767			
Account Number	Parcel Number	Primary Net Assessed	Assessment Amount	Owner
R0016241	10121016E	16,956	250	WESTBROOK FAMILY TRUST U/D/T DTD 2-24-2000
R0017152	10121017	37,482	553	TANN SANDRA
R0017153	10121018	39,047	577	POUENMUANG ARIN & CHENNAPHA
R0017154	10121019	50,329	743	MCCORMICK DAVID
R0017155	10121020	106,085	1,567	MCCORMICK DAVID
R0017236	10127002C	11,815	174	BNSF RAILWAY COMPANY
R0023890	10020017	136,364	2,014	15 N SAN FRANCISCO ST INVESTMENT LLC
R0027573	10121007	104,552	1,544	STILLEY PETER B & MOLLY W
R0027574	10121008	25,701	380	COAST & MOUNTAIN PROPERTIES
R0027575	10121009	105,424	1,557	COAST & MOUNTAIN PROPERTIES
R0027576	10121010	52,925	782	WONG FAMILY TRUST UA DTD 07-01-10
R0027577	10121011	32,219	476	104 EAST ROUTE 66 FLAGSTAFF LLC
R0027698	10121021A	78,071	1,153	COAST & MOUNTAIN PROPERTIES
R0027699	10121022	10,245	151	STILLEY PETER B & MOLLY W
R0028358	10019014B	146,832	2,168	MOAR PROPERTIES LLC
R0028359	10019016	63,142	932	MATTINGLY ALBERT PAUL JR & PATSY S
R0028360	10019017	75,129	1,109	KKMH PROPERTIES LLC
R0028361	10019018	92,247	1,362	ABLE BUILDING LLC
R0030400	10019001A	129,169	1,907	LEVITAN FAMILY TRUST DTD 10-15-98
R0030401	10019001B	74,905	1,106	ASPEN GROVE LLC
R0033992	10138001	93,297	1,378	BABBITT FOUNDATION
R0033993	10138002	62,557	924	107 CORPORATION
R0033994	10138003	77,720	1,148	BABBITT FOUNDATION
R0042526	10119002	21,693	320	121 EAST BIRCH LLC
R0042527	10119003A	10,542	156	CRAVEN ENTERPRISES LLC
R0042528	10119003B	10,846	160	121 EAST BIRCH LLC
R0042529	10119004	11,151	165	CRAVEN ENTERPRISES LLC
R0042530	10119005	253,920	3,750	CRAVEN ENTERPRISES LLC
R0042531	10119006A	227,102	3,354	LIMBER PINE ENTERPRISES II LLC



**Flagstaff Downtown Revitalization District  
Special Assessments**

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Tax Year:	2023			
Budget:	\$ 155,927			
Factor	1.4767			
Account Number	Parcel Number	Primary Net Assessed	Assessment Amount	Owner
R0042532	10119007A	197,296	2,913	FLAGSTAFF LODGE NO 7 FREE & ACCEPTED MASONS
R0043118	10044006A	15,691	232	BNSF RAILWAY COMPANY
R0043119	10044006B	135,997	2,008	FLAGSTAFF CHAMBER OF COMMERCE
R0046285	10020027	72,725	1,074	STILLEY PROPERTIES LLC
R0046286	10020028	22,739	336	ROSALES A & R FAMILY TRUST DTD 11-05-20
R0046288	10021003A	88,493	1,307	SILO HOLDINGS LLC
R0046289	10021005	90,704	1,339	BERARDI INVESTMENTS NO 2 LLC
R0046290	10021006	93,513	1,381	TULSI 1 LLC
R0053276	10010001C	406,669	6,005	VALLEY NATIONAL BANK ARIZONA
R0055571	10119001A	44,108	651	121 EAST BIRCH LLC
R0056732	10019004A	337,821	4,989	M2M2 INVESTMENTS LLC
R0061631	10020001A	42,860	633	L & D BUILDING LLC
R0061632	10020001B	26,800	396	TIRAKUL SUCHADA
R0061633	10020002	47,311	699	PUCHTECA INVESTMENT GROUP LLC
R0061634	10020003	95,312	1,407	KRAISORN INVESTMENT LLC
R0061635	10020004A	131,523	1,942	PHX AV PROPERTIES LLC
R0061636	10020006A	50,410	744	RAMSEY'S PROPERTIES LLC
R0061637	10020007	29,471	435	RAMSEY'S PROPERTIES LLC
R0061638	10020008	35,855	529	ASPEN CONSOLIDATED INVESTMENTS LLC
R0061639	10020009	41,730	616	GEE BARBARA & LAU "PAUL" YIK PONG LIVING TRUST DTD 10-01-19
R0061640	10020010	87,184	1,287	LEROUX 66 LLC
R0061642	10020013	113,381	1,674	MERKLI VELASCO RENTALS LLC
R0061643	10020014	29,215	431	STILLEY PETER B & MOLLY W
R0061644	10020015	134,050	1,980	ASPEN GROVE LLC
R0061645	10020016	79,042	1,167	SWITZER BUILDING GROUP L L C
R0064323	10119008B	7,356	109	121 EAST BIRCH LLC
R0064324	10119008C	333,394	4,923	121 EAST BIRCH LLC
R0064325	10119009E	722,831	10,674	HOPI TRIBE ECONOMIC DEVELOPMENT CORPORATION
R0064326	10119012	432,851	6,392	VANLANDINGHAM PROPERTIES LLC

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Special Assessments**

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<b>Budget:</b>	<b>\$ 155,927</b>			
<b>Factor</b>	<b>1.4767</b>			
<b>Account Number</b>	<b>Parcel Number</b>	<b>Primary Net Assessed</b>	<b>Assessment Amount</b>	<b>Owner</b>
R0064327	10119013	570,561	8,425	RINK REALTY TRUST UDT DTD 8-1-78
R0352001	10019011C	837,578	12,369	FMH ENTERPRISES LLC
R0352002	10021007B	59,229	875	FMH ENTERPRISES LLC
<b>89</b>		<b>10,559,294</b>	<b>\$155,927</b>	