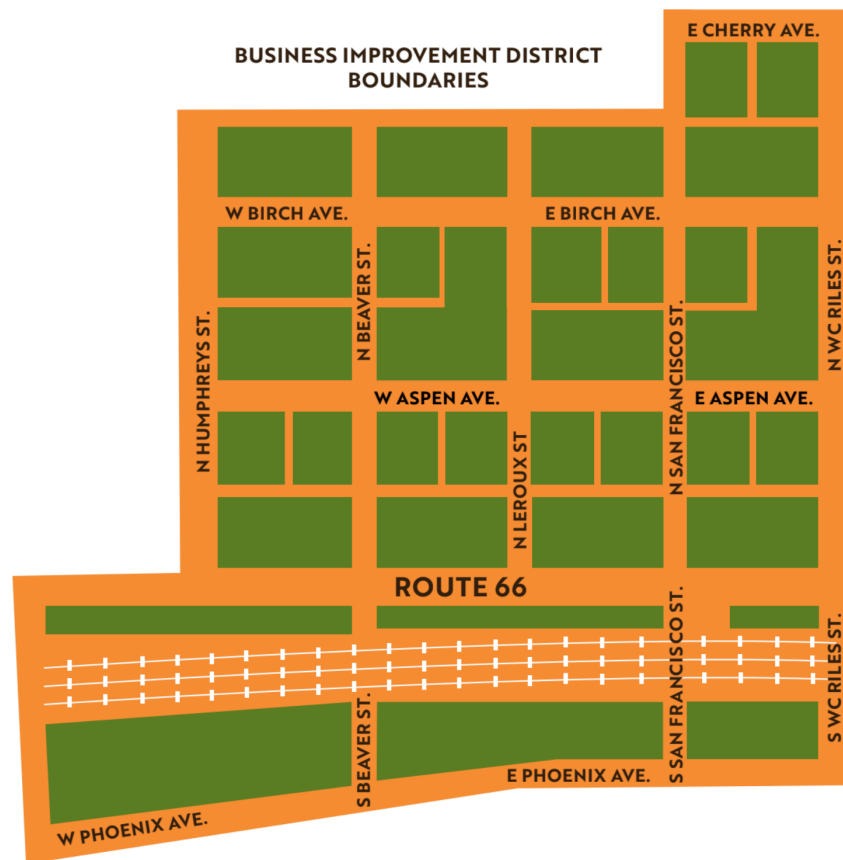


WELCOME TO DOWNTOWN FLAGSTAFF



FLAGSTAFF DOWNTOWN BUSINESS ALLIANCE

The Flagstaff Downtown Business Alliance (FDBA) is a nonprofit organization dedicated to advocating for and preserving Historic Downtown Flagstaff. We organize events and programs that draw visitors to downtown businesses, enhancing the district's economic vitality. Additionally, we tackle key downtown issues by engaging with stakeholders, providing public education, and representing economic concerns to the City.

We are contracted by the Flagstaff Downtown Business Improvement & Revitalization District (FDBIRD), a 20-block area funded by property owners. FDBIRD aims to safeguard and boost the historic district's vitality through effective parking management, increased advocacy, public space maintenance, and creating a vibrant downtown environment.

OUR TEAM

Hunter Hebert
Executive Director

hunter@downtownflagstaff.org
928-421-1096

Manny Hernandez
Program Manager

manny@downtownflagstaff.org
928-224-8964

Brooke Phillips
Marketing & Communications Manager

brooke@downtownflagstaff.org
928-421-3610

BOARD OF DIRECTORS

Kevin Heinonen, Chair
THAT Place Projects

Leslie Belsanti, Vice Chair
da Vinci Realty, and Click Co + Work

Shane Shumway, Secretary
Marriott Residence Inn

Tim Dodi, Treasurer
Alliance Bank of Arizona

Andy Bertelsen
Coconino County Manager

Rich Bowen
The GenTerra Group

Joanne Keene
City of Flagstaff, City Manager

Whitney Cunningham
AWD Law

Maury Herman
Coast & Mountain Properties

Lisa Lamberson
Mountain Sports, and Bright
Side Bookshop

David Stephens
Realty Executives

Dara Wong
Shift FLG, and Oeno Wine Lounge

OUR SERVICES

A CLEANER DOWNTOWN FLAGSTAFF

The Enhanced Services Team keeps downtown clean and welcoming; handling litter removal, pressure washing, graffiti removal, public restroom care, assistance in leaf and snow removal, weed and cinder cleanup, visitor assistance, and more. Downtown ambassadors are on duty 7 days a week from 6am to 9pm. For questions or service requests, call the ambassador hotline at 928-699-7056.

A SAFER DOWNTOWN FLAGSTAFF

The FDBA works closely with the Flagstaff Police Department and stakeholders to advocate for and implement safety initiatives throughout the district. For questions, please contact manny@downtownflagstaff.org

A MORE VIBRANT DOWNTOWN FLAGSTAFF

Through intentional placemaking and coordinated efforts, the FDBA creates a lively and vibrant atmosphere in Downtown Flagstaff; attracting visitors to our district with events, programming, marketing, promotions, and public art. See the full event list on pages 3-4. For event sponsorship or participation opportunities, please contact manny@downtownflagstaff.org

The FDBA is happy to promote your downtown businesses and events on our social media channels and in our e-newsletter at no cost. See page 3 for more info on participating in our marketing. If interested in marketing features, please contact brooke@downtownflagstaff.org



Enhanced Services Team



Enhanced Services Team Ambassadors

OUR REACH

We're here to help promote you! Our social media highlights businesses, activations, and events throughout Downtown Flagstaff. We regularly feature downtown businesses on our feed and actively re-share stories and posts to amplify your visibility. With one of the most followed and organically engaged social media accounts in Flagstaff, we offer a unique opportunity to connect with the local audience and showcase your business.

Want to be featured? Be sure to tag us in your posts and stories so we can see your content and share it across our platforms and other digital marketing channels.

Got an event? Let's share it! Submit your event to our website calendar at downtownflagstaff.org/events/submit-an-event By adding your event, it won't just appear on our website - it could also be featured in our monthly calendar graphic shared on social media or highlighted in our weekly and weekend event promotion posts!



57.3K

Instagram Followers



170K

Yearly Website Users



28K

Facebook Followers



5.1K

Email Subscribers



18.8K

TikTok Followers



150K+

Attendees at Our Events

SIGNATURE EVENTS

The following is a list of our signature events and public space programming.

Second Saturday (January - December)

Second Saturday spotlights local deals, plus fun pop-ups and activations, all designed to bring people downtown to enjoy a variety of activities and specials in one day.

March Madness All-Beef All-Stars (March)

The FDBA hosts March Madness for burgers, where followers vote online to crown the best burger in Downtown Flagstaff.

Shamrock Shuffle (March)

The FDBA celebrates St. Paddy's Day with a themed bar crawl, boosting business in Downtown bars with fun events and specially crafted cocktails that attract a diverse crowd.

Movies on the Square (May-July)

For over 20 years, the FDBA has hosted a beloved event featuring family-friendly movies every Saturday during summer, attracting over 1,000 attendees each week.

Music on the Square (May-September)

Local and regional musicians perform free concerts in Heritage Square every Thursday & Friday, offering 37 days of live music that attract both residents and visitors.

Yoga on the Lawn (May-August)

The FDBA offers an all-levels outdoor yoga class on the Historic County Courthouse lawn every Saturday morning for a \$5 drop-in fee, led by a local instructor.

Spin on the Square (May-October)

Every Sunday morning in Heritage Square, The Box Studio hosts a 45-minute high-intensity stationary cycling class.

Kids Squared (June-July)

The FDBA hosts free Tuesday summer events to entertain children with hands-on activities in art, music, stories, and sciences, in partnership with local organizations like Lowell Observatory and the Flagstaff Public Library.

Themed Scavenger Hunt (July)

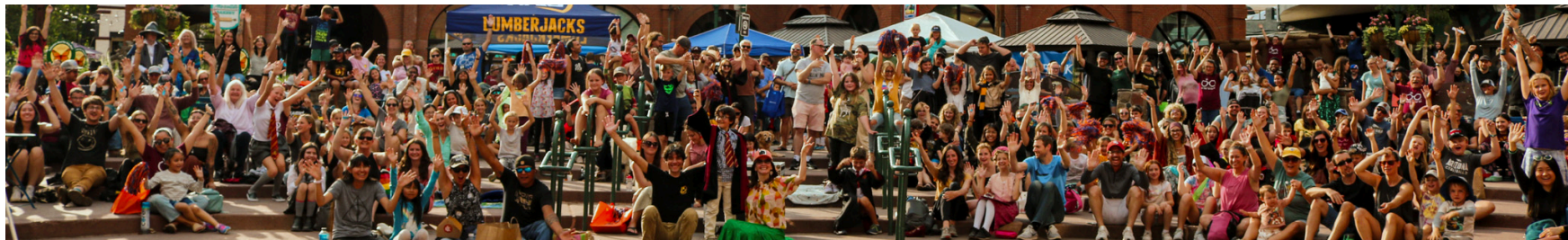
On the last Saturday of July, the FDBA celebrates the end of the Movies on the Square season with a downtown-wide themed scavenger hunt complete with prizes, costumes, and a magical ending with a family-favorite movie!

Fall Bar Crawl (September)

To engage downtown bars and introduce new NAU students to local spots during the fall, the FDBA hosts a themed bar crawl featuring drink specials, karaoke, and more.

Trick-or-Treat Trail (October)

Downtown is the top spot for Halloween trick-or-treating, with over 2,000 locals enjoying the holiday at more than 40 businesses, starting in Heritage Square and walking throughout the area.



Summer Scavenger Hunt

HOLIDAY EVENTS

The following is a list of our signature events and public space programming.

Slack Friday (November)

The FDBA promotes "Slack Off on Black Friday," encouraging Flagstaff residents to sleep in and enjoy sales at local downtown businesses instead of waiting in line at big box stores.

Holiday Shopping Passport (November-December)

This promotional event encourages shoppers to buy their holiday gifts at downtown businesses for a chance to win up to \$350 in gift cards.

Decorated Trees & Light Poles (December)

The City of Flagstaff, the FDBA, and community partners transform downtown into Arizona's Winter Wonderland with light-wrapped trees, garland-covered poles, and large customized tags.



Winter Wonderland & Tree Lighting

Winter Movie Series (December)

On the first three Saturdays in December, FDBA partners with The Orpheum Theater to offer free, family-friendly holiday movies.

Storytime with Santa (December)

A family-favorite where Santa visits local coffee shops on Sunday mornings and reads holiday stories. This free event is a cozy and fun event where families can enjoy a seasonal warm coffee or cocoa and visit with Santa!

Winter Wonderland & Tree Lighting (December)

A signature downtown event attracting over 10,000 people, features free crafts, hot cocoa, and caroling until the Tree Lighting at dusk on the first Saturday of December.

12 Bars of Christmas Bar Crawl (December)

This popular holiday-themed bar crawl grows each year, with downtown bars creating specialty drinks that spread holiday cheer.

Howlidays (December)

Since its successful debut in 2022, this pup-centered event allows residents to bring their pets to Heritage Square for photos with Santa while fundraising for local humane societies.

Santa Sightings (December)

The FDBA brings Santa to Downtown Flagstaff on various days to visit businesses, take photos, and spread holiday cheer.

Noon Year's Eve (December)

This free, family-friendly event, a signature celebration for ringing in the new year at noon, attracts nearly 10,000 attendees to Heritage Square for crafts, music, and a Noon Pinecone Drop with a sparkling apple cider toast.

DISTRICT DATA

VISITS

6.6M

ANNUAL VISITS TO
DOWNTOWN FLAGSTAFF

120MIN

AVERAGE DWELL TIME IN
DOWNTOWN FLAGSTAFF

DEMOGRAPHICS

59%

VISITORS BETWEEN
THE AGES OF 18-34

23%

VISITORS BETWEEN
THE AGES OF 35-54

18%

VISITORS AGES 55+



Kids Squared



Music on the Square

CITY SUPPORT & COMMUNITY RESOURCES

Emergency

9-1-1

Flagstaff Police Department Non-Emergency

928-774-1414

Walking Beat

928-856-9005

Walking Beat Officers are assigned to patrol the greater Downtown Flagstaff area. Call or text for any Downtown activity.

Flagstaff CARE Unit

Call 9-1-1 or non-emergency and request the CARE unit.

The Flagstaff CARE unit is a non-emergency service. The CARE unit is staffed with a team that consists of a Terros Crisis Specialist/Mental Health clinician and a Firefighter/EMT from Flagstaff Fire Department.

Beautification, Arts, & Sciences

(928) 213-2969

jana.weldon@flagstaffaz.gov

City of Flagstaff's program to enhance the city's sense of place, environment, public art, and cultural heritage.

City of Flagstaff City Hall

928-213-2000

Creative Flagstaff

928) 779-2300

hello@creativeflagstaff.org

Flagstaff Arts Council which invests in our creative economy.

Discover Flagstaff

(928) 213-2916

sabrina.beard@flagstaffaz.gov

Discover Flagstaff focuses on developing, promoting and maintaining Flagstaff as a year-round visitor destination.

Flagstaff PROSE

928-213-2300

Sarah.Holditch@flagstaffaz.gov

City of Flagstaff's Parks, Recreation, Open Space, and Events Division

Flagstaff Visitor Center

928-213-2951

Jessica.Lawrence@flagstaffaz.gov

The Visitor Center, located just south of Route 66, provides assistance with local activities, shopping, dining, and more.

Greater Flagstaff Chamber of Commerce

(928) 774-4505

info@flagstaffchamber.com

The Chamber promotes Flagstaff community and its economy.

Park Flag

(928) 213-2960

parkflag@flagstaffaz.gov

Manages on-street parking throughout downtown, employee permits, resident permits, and 2 hour time-limited parking.



We hope this packet is a helpful resource for you! Whether you need marketing support, community connections, or simply a listening ear, we're here to help. We encourage you to engage, connect, and contribute; your ideas make Downtown Flagstaff a vibrant community!

DOWNTOWN FLAGSTAFF



downtownflagstaff.org



928-224-8964



info@downtownflagstaff.org



216 W. Phoenix Ave. Suite 102
Flagstaff, AZ