

# Downtown Management Plan - Concept Matrix - July 2009

Flagstaff, Arizona

Time Frame	Phase	Part	Task	Governance	Funds (Roughly)	Type	Financial Sources	Triggers or Prerequisites								
Prior to July 2009	0	1	Phoenix Avenue Parking Lot	City of Flagstaff	\$400,000	One-time	Downtown Fund	Completed								
					\$10,000	Annual	Public Works									
		2	Downtown Circulator (Bus Route)	NAIPTA	NAIPTA	NAIPTA	NAIPTA	NAIPTA	Funding							
										2	Solar Trash Cans	City of Flagstaff	\$50,000	One-time	Downtown Fund	Completed
										3	Temporary Signage Enhancement	City of Flagstaff	\$2,500	One-time	Downtown Fund	Currently Underway
4	EDA Grant Application	City of Flagstaff	Staff Time	One-time	BBB - Beautification	Currently Underway										
0 to 6 Mos	1	1	Initiate Inclusion in Bond Election	City of Flagstaff	Staff Time	One-time	Various (Staff Time)	City Council Direction								
		2	1/2 FTE Manager	City of Flagstaff	\$25,000	Annual	BBB - Beautification	Co-payment Amount and Mechanism Finalized								
					\$7,500	Annual	Dntn/4th St/ South Alliance									
			Initiate Formation of PBID (Property & Business Improvement District)	Property Owners & Businesses (City of Flagstaff / Mainstreet)	\$0	N/A	Businesses & Property Owners	None								

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6 to 18 Mos	II	1	Re-stripe On-street Parking (60 Cars)	City of Flagstaff	\$20,000	One-time	Downtown Fund	Technical Design
		2	Install Parking Meters (476 Stalls Served) (2 hours at core, 10 hours at Cherry and 3 and 4 hours Elsewhere)	City of Flagstaff	\$571,200	One-time	Downtown Fund	Re-stripe Parking
					\$6,000	Annual	Seed from Downtown Fund then Parking Revenues	Purchasing and Construction Processes
							Seed from Downtown Fund then Parking Revenues	Hiring and Purchasing Processes
					\$25,000	One-time	Downtown Fund then Parking Revenues	Hiring and Purchasing Processes
					\$1,000	Annual		
					\$80,000	Annual		
		Permit Parking Program (Residential and Business)	\$10,000	One-time	Seed from Downtown Fund	Re-stripe Parking		
			\$0	Annual	then Parking Revenues	None		
		3	Parking Marketing	City of Flagstaff then PBID	\$10,000	Annual	Seed from Downtown Fund then PBID	Re-stripe Parking and Permit Programs
4	Consultant and Legal Services (PBID Establishment)	Property Owners & Businesses (City of Flagstaff / Mainstreet)	\$150,000	One-time	Parking Revenues	Meters Installed and Permit Programs		
1 to 3 Yrs	III	1	Formation of PBID	Property Owners & Businesses and	TBD	One-time	Property Owners & Businesses	None
			PBID Assessments (Incl. Gov't Properties)		\$62,500	Annual		Formation of PBID
		2	Basic Maintenance Contract	PBID	\$250,000	Annual	Public Works	Formation of PBID
			Enhanced Maintenance		\$125,000	Annual	PBID	
			1 FTE Manager		\$57,500	Annual	PBID	
3	Land Development Code (Downtown Provisions)	City of Flagstaff	\$0	N/A	Broader LDC Re-write Project	Incorporated w/ Broader LDC		

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3 to 6 Yrs	IV	1	Garage No. 1 (300 Cars) (w/ 1/3 Meters)	City of Flagstaff	TBD	One-time	In-lieu-of Fees	LDC Provisions Adopted	
					\$6,250,000	One-time	EDA Grant	Grant Awarded	
					\$6,250,000	One-time	Bond Financing	Bond Passage	
			Garage Management (Operations and Maintenance)	PBID	\$87,500	Annual	Parking Revenues	Garage Construction	
					Add to Enforcement Equipment including Hand Held Trackers (2) Ambassadors (2)	City of Flagstaff		Parking Revenues	Garage Construction
							\$15,000		
			\$1,000	Annual					
			\$80,000	Annual					
			Signage Program	City of Flagstaff	\$180,000	One-time	EDA Grant and Bond Financing	Garage Financing	
Increase PBID Assessment	PBID	\$62,500	Annual	Property Owners & Businesses	None				
6 to 9 Yrs	V	1	Garage No. 2 (300 Cars) (w/ 1/3 Meters)	City of Flagstaff	TBD	One-time	In-lieu-of Fees	LDC Provisions Adopted	
					\$6,250,000	One-time	EDA Grant	Grant Awarded	
					\$6,250,000	One-time	Bond Financing	Bond Passage	
			Expanded Garage Management (Operations and Maintenance)	PBID	\$87,500	Annual	Parking Revenues	Garage Construction	
					Add to Enforcement Equipment including Hand Held Trackers (2) Ambassadors (2)	City of Flagstaff		Meter Revenue	Garage Construction
							\$15,000		
			\$1,000	Annual					
			\$80,000	Annual					
			Add to Signage Program	City of Flagstaff	\$20,000	One-time	EDA Grant and Bond Financing	Garage Financing	
Increase PBID Assessment	PBID	\$62,500	Annual	Property Owners & Businesses	None				