

WHY PARKING MATTERS

A well-planned and efficiently managed parking system is essential to the vitality of downtown Flagstaff. It plays a critical role in supporting the success of small businesses, attracting future investment, and enhancing the overall experience for residents and visitors. As a premier destination and economic hub, downtown continues to grow in popularity, but the current parking supply falls short of demand. This

imbalance creates challenges for stakeholders, deters potential investors, and diminishes the convenience of visiting or doing business in the area. ParkFlag offers a strategic solution by investing in expanded parking infrastructure and optimizing the management of existing resources. Through these efforts, ParkFlag helps ensure that downtown remains accessible, welcoming, and economically resilient for all who live, work, and visit.

BENEFITS OF PAID PARKING

Effective parking management is a powerful tool for advancing key community goals in Downtown Flagstaff. Through ParkFlag’s efforts, we are able to:

Maximize Use of Limited Parking Resources
Ensure fair and efficient access to existing parking spaces for all users

business owners, visitors, and customers

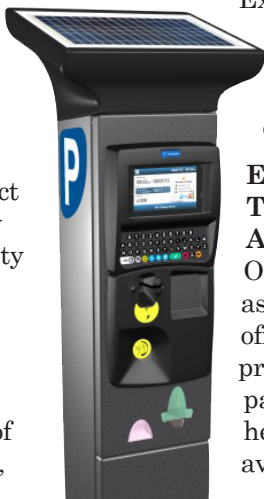
Enhance the User Experience
Deliver a more convenient, welcoming, and stress-free parking experience for everyone

Create a Sustainable Funding Source
Generate dedicated revenue to invest in new parking infrastructure and improvements

Promote Multi-Modal Transportation
Expand options with additional bike racks and FREE VIP Bus Commuter Passes for downtown employees

Strengthen Downtown’s Economic Vitality
Support small businesses and attract future investment by improving accessibility

Serve All Stakeholders
Take a holistic approach that considers the needs of residents, employees,



SPECIAL REVENUE FUND

ParkFlag operates as a City-run initiative within the Economic Vitality Division, in close partnership with the Flagstaff Police Department. To ensure transparency and accountability, the Flagstaff City Council passed an ordinance establishing a separate accounting structure for the parking system. This means that all revenues and expenses generated by ParkFlag are maintained independently from the City’s general fund.

departments, initiatives, or services.

Investment in Future Parking Solutions
The ordinance also mandates that a minimum of 20% of gross parking revenues be placed into a separate reserve fund, commonly referred to as the “lockbox.” This fund is specifically designated for the acquisition and development of additional parking infrastructure to meet growing demand.

Dedicated Use of Funds
Revenue collected through ParkFlag is exclusively allocated to the operation, maintenance, and improvement of the parking program. These funds cannot be diverted to other City

Since ParkFlag’s launch in 2017, the lockbox fund has steadily grown, reinforcing the City’s long-term commitment to expanding and enhancing parking resources for the benefit of all users.

AS OF JUNE 30, 2025
THE LOCKBOX HAS \$2.068 MILLION

WEBSITE UPDATES

Visit **ParkFlag.org** to explore the latest updates designed to improve your experience, including a streamlined mobile web interface for easier access on the go, a comprehensive FAQ page that answers common questions, a step-by-step guide for using parking kiosks, updated maps to help you navigate more efficiently, and more.



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SUMMARY

This report provides an overview of ParkFlag’s financial performance for the fiscal year July 1, 2024, through June 30, 2025. It also highlights why parking management matters, outlines the benefits of paid parking, and describes the important role of ParkFlag Parking Aides as community ambassadors.

The purpose of this report is to promote transparency, accountability, and collaboration with the Flagstaff community.

To access a comprehensive version of our annual report, please visit **ParkFlag.org**, where you can explore topics such as:

- **Program Enhancements**
 - **Parking Operations Overview**
- **Future Plans**
 - **Detailed Financial Reporting**

MISSION STATEMENT

ParkFlag is dedicated to delivering exceptional customer service to all members of the community: businesses, residents, and visitors alike. Our team of ParkFlag Aides serves as trusted City Ambassadors, embodying professionalism, integrity, and a commitment to public service.

- ParkFlag Aides play a vital role in:**
- Creating a welcoming & helpful experience for parking users
 - Ensuring fair and consistent enforcement of parking regulations
 - Educating the public on responsible and efficient parking practices
 - Supporting the city’s broader goals of accessibility, mobility, and community engagement
- Through these efforts, ParkFlag fosters a parking environment that is safe, equitable, and responsive to the needs of Flagstaff’s vibrant community.



FINANCIALS

Summary of Resources & Expenditures/Uses

Resources	FY24-25
Pay to Park Revenue	\$1,156,042 72.84%
Parking Permit Revenue	\$74,213 4.67%
Interest Income	\$108,299 6.82%
Other Miscellaneous	\$441 0.03%
Parking Contributions*	\$248,472 15.65%

Total Resources \$1,587,467

Expenditures/Uses	FY24-25
Salaries & Wages	\$278,567 30.51%
Employee Benefits	\$147,251 16.13%
Utilities	\$6,004 0.66%
Rent	\$38,037 4.17%
Credit Card Fees/Other Fees	\$97,942 10.73%
Other Misc. Services	\$84,217 9.23%
Maintenance	\$25,358 2.78%
Operating Supplies	\$4,554 0.50%
Computer Equipment & Software	\$115,978 12.71%
Debt Service Payments	\$115,025 12.60%

Total Expenditures/Uses \$912,933

Lockbox Contributions (Restricted Funds)
20% of Parking Revenues +
Parking Contributions \$516,271

Total Expenditures and Restricted Funds \$1,429,204

*Parking Contributions were one-time funds paid to ParkFlag by Mountain Line for the purchase of parking spaces within the existing Phoenix Avenue lot for the continued construction of the Downtown Connection Center.

