



Council Executive Report

Charles P. Potucek, City Manager

September & October 2023

Highlights

- ➔ Placer data shows more than 22,800 people visited the park during Oktoberfest 2023 event hours.
- ➔ The City's compost facility will be closed the week between Christmas and New Year's Day. City residents can drop-off or arrange for a free special pick-up of their cut tree when the facility is open.
- ➔ The City's Instagram posts increased by 23.5%, Facebook posts decreased by 25.1%, and post video views increased by 49%.

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City Manager's Message

Although this is the September & October report, it's coming to you at the beginning of December which usually means a time of reflection on the past year and thinking about the upcoming year.

Receiving the America the Beautiful grant was one of the most recent accomplishments this year, and a significant one. The press conference on November 15 at the San Pedro House celebrated the award of \$1,050,000, and welcomed guest Chair Brenda Mallory of the White House Council on Environmental Quality. The partners of the SPRNCA Adaptive Management Committee and Sentinel Landscape shared progress over the past few years, project information, and plans for the funding before a tour of the Environmental Operations Park for Chair Mallory. More information about the grant is in the Public Works section. Public Works Director Sharon Flissar contributed significantly to the team writing and putting the application together, and I commend her, and the entire team, for their hard work.

While it's the time of year to reflect on the past year, it's also the time of year to look forward at the new one. January also brings the official start of the budget preparation process, and there are a few areas of especial concern when looking at the new budget year. Potential impacts to the City's revenue streams by the state legislature, up-and-down revenue in the current fiscal year, and rising costs on nearly everything continue to concern me. Staff are paying close attention to all funds, but enterprise funds in particular are showing strain as staffing, fuel, and parts costs rose significantly over the past couple years. It may be necessary to increase refuse rates again, in addition to expected sewer rate increases after the new sewer master plan concludes. If the state legislature is successful in eliminating food tax at its upcoming session, a sales tax increase may also be necessary. Staff and I will of

Upcoming Council Meetings

(City Hall Council Chambers except where noted)

Dec. 12, 3:00 p.m. – Work Session

Dec. 14, 5:00 p.m. – Council Meeting

City offices will be closed on Monday, December 25th in observance of the Christmas holiday.

City Offices will be closed on Monday, January 1st in observance of New Year's Day.

Jan. 9, 3:00 p.m. – Work Session

Jan. 11, 5:00 p.m. – Council Meeting

Jan. 23, 3:00 p.m. – Work Session

Jan. 25, 5:00 p.m. – Council Meeting

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course continue to keep a very close eye on the situation, and please expect more information at your mid-year budget review.

The water situation in heating up once again as well with the SPRNCA Gila River Adjudication decision announced in August, and a recent decision on Fort Huachuca's water conservation easements announced by the Ninth Circuit. We are working with our attorneys to interpret both decisions, and I expect to have more information for you on both of those in the coming months.

I hope you all can join us for the City's Christmas staff lunch on December 13 from 11-1pm at the Ethel Berger Center! Staff will be serving up ham, turkey, prime rib, and all the fixings as well as enjoying some holiday bingo.

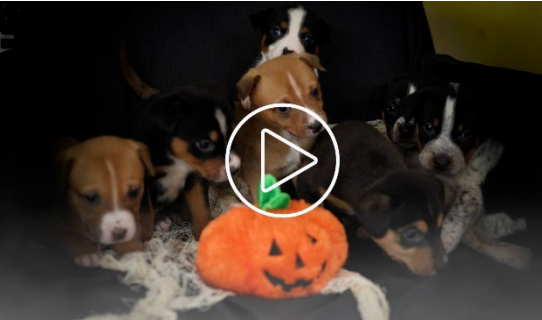
As always, if you have any questions or concerns, please don't hesitate to reach out to Victoria or me. I wish all of you a peaceful and joyful Christmas season and a happy New Year!

Chuck Potucek, City Manager

Communications

Staffing: The Communications Division welcomed Elizabeth Wrozek as its new Public Information Officer in late October. Wrozek formerly served as the curator of the Henry F. Hauser Museum where she had great success marketing to and engaging new audiences with museum programming and exhibits. We are thrilled to welcome Elizabeth to the Communications team!

Providing marketing and communications services to all departments: The Communications team provides promotional services for all City departments, to include flyers; business cards; posters; brochures; and print, digital, and broadcast advertising. In addition to maintaining the City's websites, staff completed the following City projects during September and October 2023:

- **Animal Control:** Assisted with the marketing of the Nancy J. Brua Animal Care Center's Howl of a Pawty Open House in October. This included print materials, digital advertisements, and video production. Communications staff also filmed a recent training, which builds b-roll for use in the future for potential recruitment videos. In addition, Communications staff assisted with drafting a statement to accompany the shelter's recent "We Are a No-Kill Shelter" certificate from the Best Friends Network to clarify what that designation means.
- 
- **Aquatics:** Completed print and digital marketing materials for The Cove's Pooch Pool Pawty. Communications staff also assisted with a media inquiry on the pool's winter maintenance, which resulted in a story on Cool FM Online detailing the maintenance being performed.
 - **City Manager's Office:** Produced a Spanish-language version of a City of Sierra Vista tourism video to share at the City of Cananea's Government Report and Mexican Independence Celebration. The video was produced at the request of Cananea City Manager Jesus Maytorena to help promote tourism between the sister cities of Sierra Vista and Cananea. Staff also developed talking points for multiple speaking opportunities and completed fliers and online marketing of City Council Meet & Greets.
 - **Community Development:** Arranged print and radio advertising for the Vista 2040 General Plan campaign. Assisted with a media inquiry tied to King's Court that resulted in an article in the Herald/Review.
 - **Cochise County Tourism & Economic Council:** Communications staff assisted with about one dozen projects including print and digital advertisements, a promotional flyer, and tabletop banners.
 - **Economic Development & Sierra Vista Tourism:** For Economic Development, Communications staff prepared certificates, drafted articles, took photos, and published materials for the Business Recognition Program. Assisted with a joint press release announcing the winner of the University of Arizona Center for Innovation Sponsored Launch program fueled by the City of Sierra Vista and Southeastern Arizona Chamber Foundation. Produced an article and accompanying advertisement for Business Facilities Magazine promoting Sierra Vista's cyber opportunities and high quality of life. On the City of Sierra Vista tourism-side, staff updated the City's new resident packets and produced several ads.

- **Library & Cultural Events:** Projects included creating numerous Facebook events for division programs, streaming a weekly storytime, and producing digital/print marketing materials for events/programs.
- **Finance:** Posted budget materials to the website and updated the budget narrative online. Designed the final budget book cover.



- **Henry F. Hauser Museum:** Designed a flyer and tour ticket for Dusk with the Dead event. Also captured photos of that event. Designed a kiosk for the Fry Pioneer Cemetery. Designed multiple items for the Hunt for Horcruxes Escape Room Box. Produced an instructional/promotional video for the escape room box. Designed a research room sign.

- **Parks & Recreation:** Designed promotional materials for Oktoberfest and coordinated advertising. Produced a social media promo video for Oktoberfest. Designed promotional materials for the Skate Park Party. Created promotional materials for several other recreational programs. Communications staff also produced a short social media video promoting Vineyards in the Park and ran a digital ad campaign to promote that event.

- **Police:** Produced promotional materials for several events including: National Night Out, VIN Etch, Sierra Vista Faith and Blue, and the Child Identification Program. Communications filmed interviews and collected b roll for ongoing updates to SVPD's video recruitment materials.
- **Procurement:** Assisted with media inquiries and produced social media content promoting donations of surplus City vehicles to Cananea and the Southeast Arizona Law Enforcement Training Academy.
- **Public Works:** Provided design guidance on the slide being installed at Soldiers Creek Park.
- **Sierra Vista Metropolitan Planning Organization:** Produced a video to help get support at the Rural Transportation Summit for outside funding needed to maintain Buffalo Soldier Trail.
- **Sierra Vista Fire & Medical Services:** Produced promotional and event materials for the department's 9/11 remembrance ceremony. Designed a pop-up canopy for SVF&MS recruitment.
- **Vista Transit:** Design, copywriting, and project management for weekly print ad. Assisted with production of the Vista Transit Ride Guide and Paratransit Riders' Guide in English, Spanish, Brialle, and large print. Assisted with a variety of other updates performed as part of Vista Transit's triannual review by the FTA.

eNewsletter. The City's **weekly eNewsletter** is sent to nearly 4,700 subscribers. Over the September-October period, the eNewsletters received an open rate of 43% with a 2% click rate. The open rate was 2% better than the industry average and the click rate was 1% lower than the average.

Local Communications. In addition to marketing and communications project noted in the above list, the Communications division continued efforts to reach local audiences.

The fall issue of **Vistas** was completed in August/September and mailed to local residents in early September. The cover story describes how business owners have invested in the West End as part of the City’s West Sierra Vista Partnership Program and overall revitalization efforts. This issue also provides an update on the Better Work Program launched by Better Bucks Sierra Vista. A digital version of *Vistas* is on the website and print copies are available in most City buildings. Production of the holiday issue began in late October and that issue will be published in mid-November.

Communications continued promotion of the **Vista 2040 General Plan**. MarCom completed paid social media promotion in July and August. A paid radio campaign launched in September, as well as both organic and paid advertising through Cool FM Online. Newspaper ads ran in October. As of Nov. 2, 161 people completed the Vista 2040 survey. A final advertising push on social media is planned for November/December.

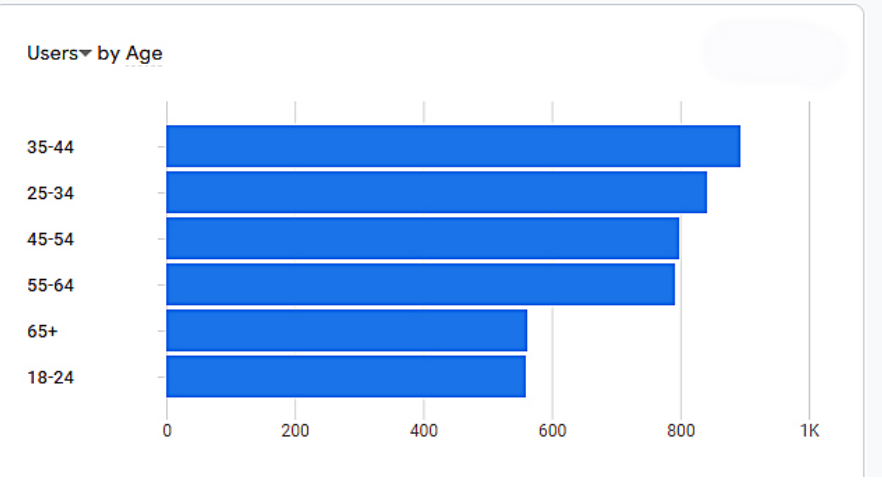
Communications staff participated in several earned media opportunities to include appearances on Cool FM Online and the First Watch radio show. Staff also assisted with numerous local and regional media inquiries, most notably regarding a decision in the Gila River Adjudication concerning the San Pedro Riparian National Conservation Area.

Multimedia Projects. Staff produced a number of multimedia communications projects in the September - October 2023 period, including:

Project	Media	Department
Vineyards in the Park promo	Video	Parks, Rec, & Special Events
Oktoberfest promo	Video	Parks, Rec, & Special Events
Oktoberfest	Photos	Parks, Rec, & Special Events
Police Recruitment Interviews & B roll	Video	Police
BST Reconstruction Project Pitch	Video	SVMPO
Tourism Video (Spanish)	Video	Tourism & Econ Dev
Adoption Reels (4)	Videos	Animal Care & Control
Howl of a Pawty Promo	Video	Animal Care & Control
Hunt for Horcruxes Escape Room Box	Video	Library, Rec, & Cultural Services
Dusk with the Dead	Photos	Museum
Meeting Broadcasts	Livestream	City Council
Weekly Storytime	Livestream	Library

Website performance. Google Analytics stopped recording data as the company transitioned to Google Analytics 4. Communications staff integrated Google Analytics 4 on Sept. 22, so the following data reflects the Sept. 22 – Oct. 31 period.

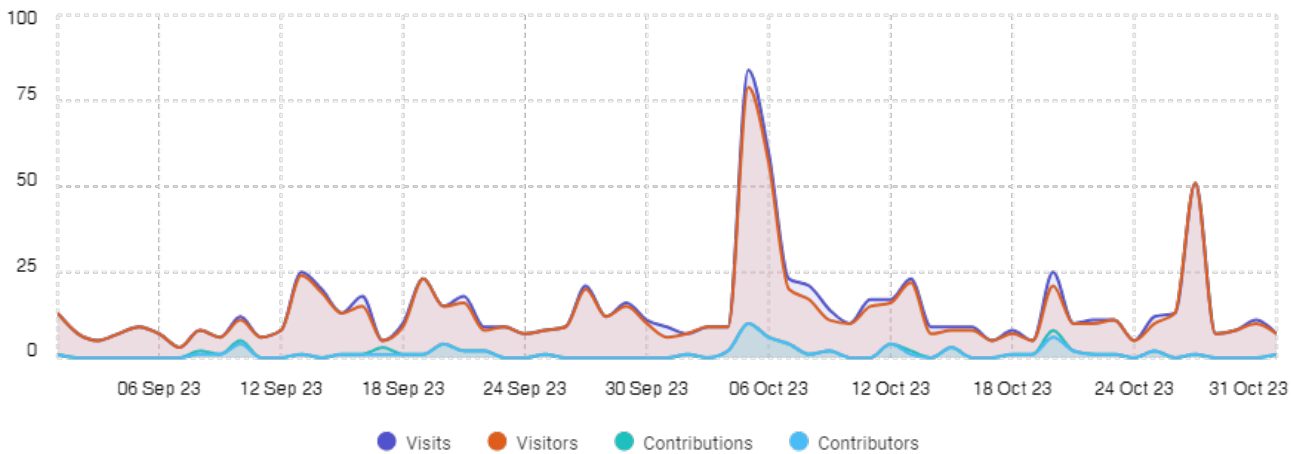
Website Visits, By City (top 10 cities)	
State	# Users
Sierra Vista	11,989
Unlisted	4,734
Phoenix	4,098
Las Vegas	2,442
Tucson	1,420
Tempe	1,257
Los Angeles	895
New York	526
San Jose	479
San Diego	287



Date Range	Users (thousands)	Sessions (thousands)	Page Views (thousands)	Average Duration
Sept. 22.-Oct. 31 2023	38	54	103	50 seconds

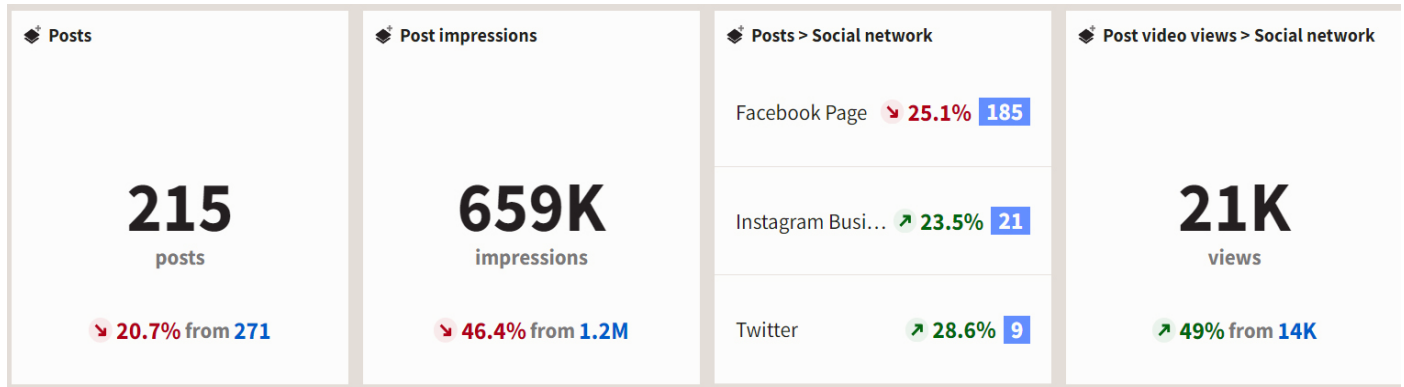
Engage. The **Engage.SierraVistaAZ.gov** website saw 858 total visits, 79 contributions, and 78 new registrations during September-October 2023. This engagement was primarily tied to the Vista 2040 General Plan campaign, with just six contributions relating to another project page. The graphic below is a Visitors Summary report from Engage. As of Nov. 2, 161 people have completed the General Plan survey.

Activity over time



Podcast. The Let’s Talk Sierra Vista podcast has been on break due to limited staffing. With the PIO position filled, Communications staff is now planning podcast content for the 2024 calendar year. The podcast will resume in January.

Social Media. Social media posts for all 10 of the City’s social media pages on Facebook, Instagram, and Twitter, received 46.4% fewer impressions for the period September-October 2023 over the same period last year. There were also about 20% fewer posts over that period. Instagram posts increased by 23.5% and video views increase by 49%. The decline in Facebook posts is largely due to limited staffing, as the newly filled Public Information Officer position is heavily focused on social media, to include coordination with teams in other departments. The increase in video views is despite a lack of reporting for reels posted on Facebook and Instagram in Hootsuite, which is used to aggregate social data as seen below. The 21,000 total views would roughly double with reels included. The increase in video views despite limited staffing is encouraging as Communications staff has emphasized producing more short videos in coordination with other departments and is seeing good results.



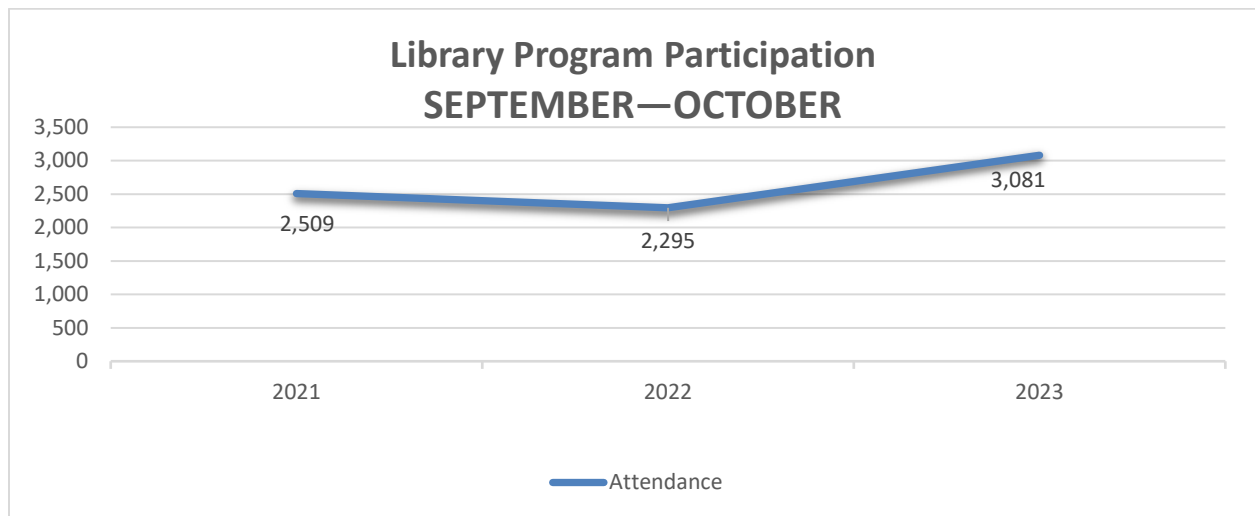
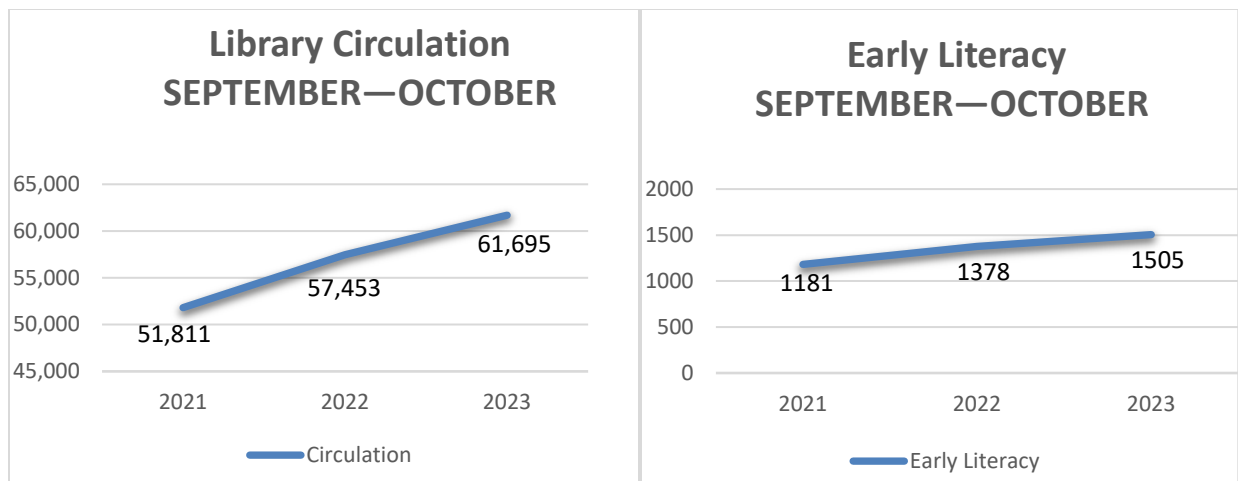
The City’s **YouTube streaming** page, where Council meetings and work sessions are both streamed live and archived, has 341 subscribers. The total viewership for meetings held in September and October is up by more than 400% (1790 views), up from the total viewership for the same period in 2022 (345 views). There were three fewer meeting held in this period last year.

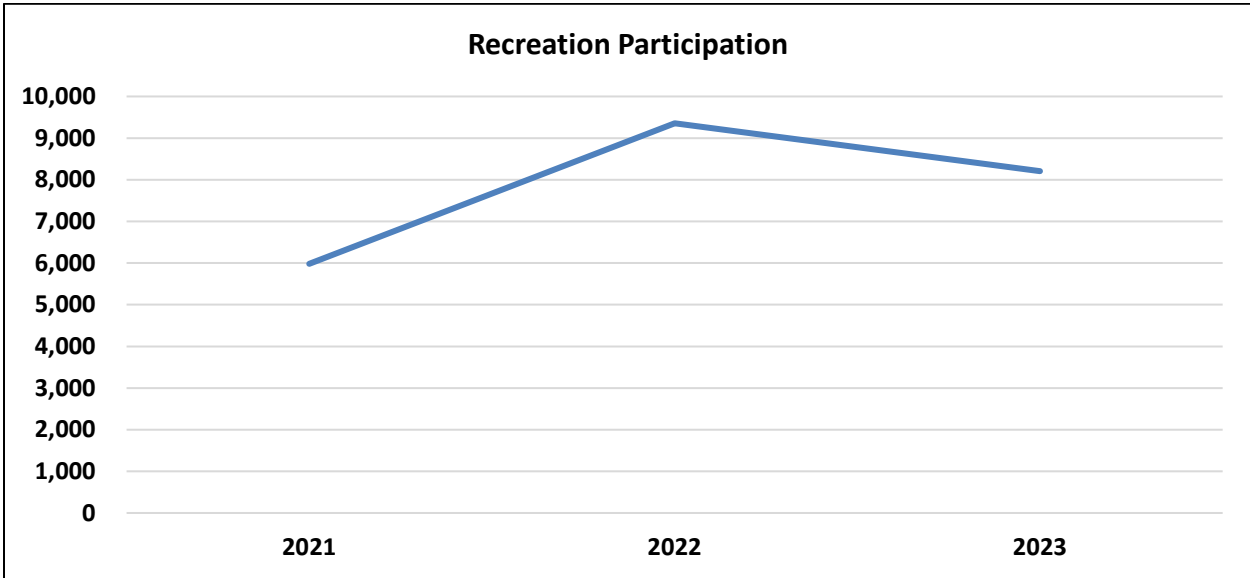
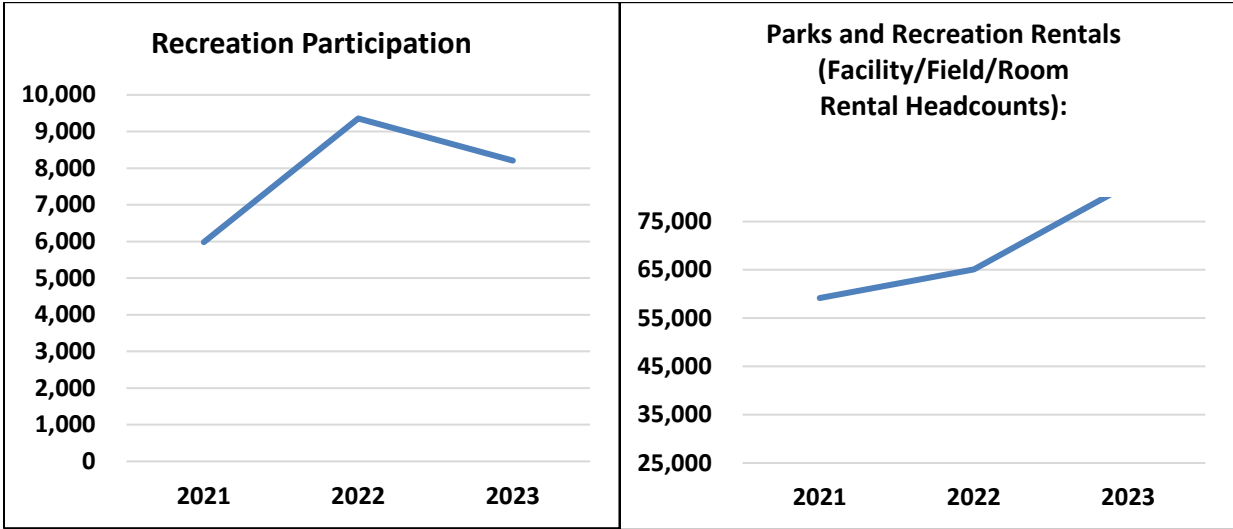
Date (2023)	Broadcast Description	Views
Sept. 12	City Council Work Session	65
Sept. 14	City Council Meeting	120
Sept. 26	City Council Work Session	333
Sept. 28	City Council Meeting	758
Oct. 10	City Council Work Session	83
Oct. 12	City Council Meeting	113
Oct. 24	City Council Work Session	118
Oct. 26	City Council Meeting	200

Department of Parks, Recreation, and Library

September – October Dashboard (Years: 2022 vs. 2023)

Library Circulation:	61,695
Library Program Attendance:	3,081
Early Literacy Attendance:	1,505
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Parks, Recreation & Special Events Revenue:	\$218,295
Parks, Recreation & Special Events Program Attendance:	8,219
Parks, Recreation & Special Events Rentals:	82,643





Oktoberfest 2023

On September 15th and 16th, the Annual Oktoberfest event had another successful year! Placer data shows that more than 22,800 people visited park during event hours. Sauekrauten Glockenspielen Oompah-pah-pah band entertained the crowd during the day with traditional oompah melodies while the Hamptons did a great job entertaining the crowd after dark. Everyone had a fantastic time, and we can't wait for next year!



Vineyards In The Park



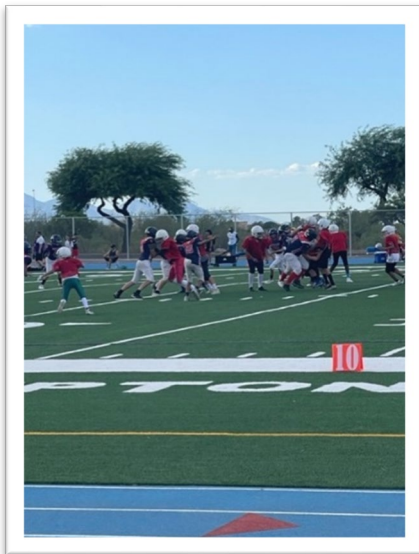
Vineyards in the Park, in partnership with The Huachuca Art Association during their annual Art in the Park event, returned for its third year! Presale efforts had a great response with 277 orders (more than double last year) and 382 onsite tasting and glass purchases. Everyone enjoyed the overall ambience and the great weather perfect this year. Six wineries were featured at the event: Wilhelm Family Vineyard, Twisted Union, Charron Vineyards, Su Vino Winery, Elgin Vineyards and Distillery, and Sonoita Vineyards.

Concerts In The Park



This year, the concerts in the parks series expanded into the Fall season during the month of October. Over the course of four Thursdays more than 700 patrons came out to enjoy the musical talents of local musicians. We appreciate our entertainers for generously donating their time and talents during our concert series. October concerts featured the band RockUs, Bill Cassidy and Susan Dominguez, Bipolar, and concluded with Desert Fever.

Veterans Memorial Park Sports Complex - Hampton Field



If you have driven down Martin Luther King Jr. Boulevard any evening in the past two months, you have seen many activities on the new stadium field. Youth Football, Youth Soccer, Semi-Pro Soccer practices and games have all called the new field home. To close out this year's football season, Sierra Vista was chosen as the hosting city to the first round of playoffs for one of the leagues on October 14th. One local team participated, and nine teams from the Tucson area traveled here to compete. The hosting organization brought in local food trucks, and everyone seemed to love the facility and had a great time. Staff look forward to being the host location for more playoff games next season.

Partnerships

The department's partnership with Coronado Athletic Club for youth recreational soccer continues to be a huge success. More than 550 youth signed up to play soccer this season, and they are practicing at both Domingo Paiz and Cyr Center Soccer fields on a nightly basis. Games are typically played all day on Saturdays. The turf soccer fields have been a game-changer for all of the local soccer programs.

Adult Softball

The 2023 Fall Adult Softball program concluded in late October with 12 Men's and 10 Coed Teams. The Sports Division staff worked to implement new policies and expectations for our adult programs, and so far, it has been a success. Sports staff are looking forward to another excellent adult softball season in the Spring.



2024 Youth Basketball

Registration for the 2024 season is underway. Last year, over 300 children participated in the City's youth basketball program. Registration is starting to pick up, and over 100 kids are currently registered. Late fees begin on November 19th, and registration ends on December 5th. Staff hope to have more participation this season.

Staff Spotlight

Matthew Ojerio is one of two full-time General Laborer Workers under the Parks, Recreation, and Library Department. He works out of the Sports Division but is involved with all departmental divisions. Matt's job is to support all of the department's programming with setup and tear down of equipment, facility support, and general labor assistance. From changing out banners on the west end light poles to picking up trash, or even cleaning up a dilapidated shed (pictured), Matt can be found all over town supporting the myriad of different programming the department offers. With Matt's knowledge and diverse support our programs, the department is able to run things smoothly. We think he's pretty great and we appreciate his efforts more than he'll ever know. Thanks Matt!



Veterans Memorial Park Sports Complex



Construction of the sand volleyball courts at the Veterans Memorial Park Sports Complex is now complete! The poles, nets, and edging have been installed and it looks fantastic. Staff is preparing to launch its status to the public so that it can begin to be used.

STEAM To Go Kits at the Library

The Sierra Vista Library is excited to add STEAM To Go kits to the always growing “Library of Things.” The library was able to purchase 18 of these kits for preschool through elementary school-aged children thanks to the generosity of the Little Library Bookstore--the Friends of the Library Bookstore located next to the library building. The kits are in sturdy plastic tote bags and contain a variety of books, games, puzzles, activities, and more for children to learn and play with. Patrons will be able to check them out for 2 weeks at a time and may place them on hold with their library card.



Erica Merritt, the Children’s Librarian, had a lot of fun going through all the kits in the online catalog, picking out the ones that she thought everyone would enjoy the most. She predicts that the most popular kid choices will be “All About Dinosaurs” and “Explore the Outdoors.” Both kits encourage imaginative play and exploring the world around us. Her other prediction is that the most popular parent choices will be the “Phonics Kit” and “Ready, Set, Kindergarten.” These kits include fun and educational items like a talking electronic pen and hands-on activities for the entire family to try together. Erica’s personal favorites are the “Learn to Move and Play” and “Yoga for Mindfulness.” As a yoga enthusiast, she enjoys the kits that encourage flexibility and motion.

The children’s staff looks forward to making these available for checkout very soon and encouraging our youngest patrons to explore all their varied interests at the library.

Solar Eclipse Party @ the Library

On the morning of Saturday, October 14th, an annular eclipse crossed the sky – the first in 11 years! It was the perfect opportunity for the Sierra Vista Public Library to partner with the Huachuca Astronomy Club (HAC) – a local organization that promotes interest in astronomy and related science through crafts, education, and outreach throughout the community. After attending an Arizona State Library workshop featuring STAR Library Network (STAR Net), a hands-on learning network for libraries across the country, Assistant Youth Services Librarian Rachel Gardner reached out to HAC who jumped at the chance to support a Solar Eclipse Party in the library garden.



500 solar eclipse glasses were generously donated to the library by HAC, who also brought and manned two solar telescopes for public viewings. The library provided an information booth with handouts detailing the science behind the eclipse and maps of its trajectory, while HAC volunteers provided interactive demonstrations on the fly. Various self-service craft stations were set up around the perimeter, from UV beaded bracelets and DIY pinhole projectors to eclipse art and more. With 376 people in attendance throughout the 2-hour event, the library garden walls became covered with vibrant chalk art from patrons of all ages. The community truly was inspired by the

partial ring of fire, and what a joy it was to come together to witness and celebrate this rare event with patrons new and old.

Museum Closed For Renovation

The Henry F. Hauser Museum is temporarily closed while awaiting contractor bids and updates to begin. Staff has moved out exhibits, furniture, and cabinets to make way for updated items in that space—thanks in large part to a donation made by the Sierra Vista Historical Society for \$100,000 last year. New lighting, flooring, and interactive displays utilizing modern technology will grace the space upon reopening this Winter/early Spring.

In addition to the gracious Historical Society donation, the museum was notified of a pending award for a grant in the amount of \$60,000 by the Tohono Odham Nation to create a permanent children’s area to enliven the space for our youngest visitors. The department is awaiting a formal agreement specifying the grant requirements and will then proceed with taking out some non-load bearing walls to begin creating a magical area for history to come alive in.

The museum expects to have the grant and its resolution before City Council in December once the official award correspondence is received.

Upcoming:

**December 9 – Yuletide Market Bazaar – EBC
9:00AM – 3:00PM**

**December 16 – Dinner Murder Mystery
Comedy Show – EBC – 1:00PM to 3:00PM**

Public Works

Administration

Grants. The Engineering and Administrative Sections in conjunction with the Community Development Department submitted a variety of grants so far this calendar year and are waiting to hear back. Below is a brief description of each grant which is currently pending:

Airport Improvement Program, Federal Aviation Administration, Master Plan Update: About \$500,000 with a 4.47% match - Staff is currently working with the Federal Aviation Administration on an update to the City's Airport Master Plan. The Master Plan is typically updated every ten years, and Sierra Vista's current Plan was completed in 2013 and accepted by the FAA in 2014. The City has received and signed the grant offer from the FAA for 91.07% of the project cost and a grant offer from ADOT for 4.47% of the project cost. A notice to proceed has been issued to the City's Airport planning consultant, and a kick-off meeting was held in September.

America the Beautiful, National Fish and Wildlife Foundation, Adaptive Management of Water Resources for the San Pedro Riparian National Conservation Area: \$1,050,000 with no match - A pre-proposal application was submitted as a collaborative effort among a variety of Cochise Conservation and Recharge Network and Fort Huachuca Sentinel Landscape partners. The grant funds final engineering, design, and permitting for the CCRN's Bisbee effluent project, permitting for the Riverstone effluent project, and a coordinator position to oversee the work of the SPRNCA Memorandum of Understanding group. The grant award was announced in November.

Congressional Appropriations Applications, about \$3,700,000, plus \$8,100,000 in state earmark requests - Applications were submitted by Engineering for design and reconstruction of about 3,000 feet of Buffalo Soldier Trail. The reconstruction effort along BST is desperately needed and staff anticipates phasing the segment between 7th Street and Hatfield into six separate phases in order to tackle the reconstruction effort one piece at a time. In a visit to Sierra Vista in early September, Congressman Juan Ciscomani announced that the project had been included in a federal budget bill making its way through Congress and was very likely to receive funding. The City also received favorable news from Senator Kelly's office. Two additional segments of roadway were submitted by the SVMPO for potential state earmarks in 2024.

Water Infrastructure Finance Authority (WIFA), State of Arizona: \$1,825,000 with match provided by others - If awarded, the grant would fund additional modeling needs along the San Pedro River and ongoing monitoring expenses for Cochise Conservation and Recharge Network (CCRN) sites. The application was developed in cooperation with The Nature Conservancy (TNC) with TNC as the primary author. The application was selected for consideration by the selection committee in mid-November, but given that several rounds of applications have already received funding, there may not be a lot left for remaining applications.

Wastewater

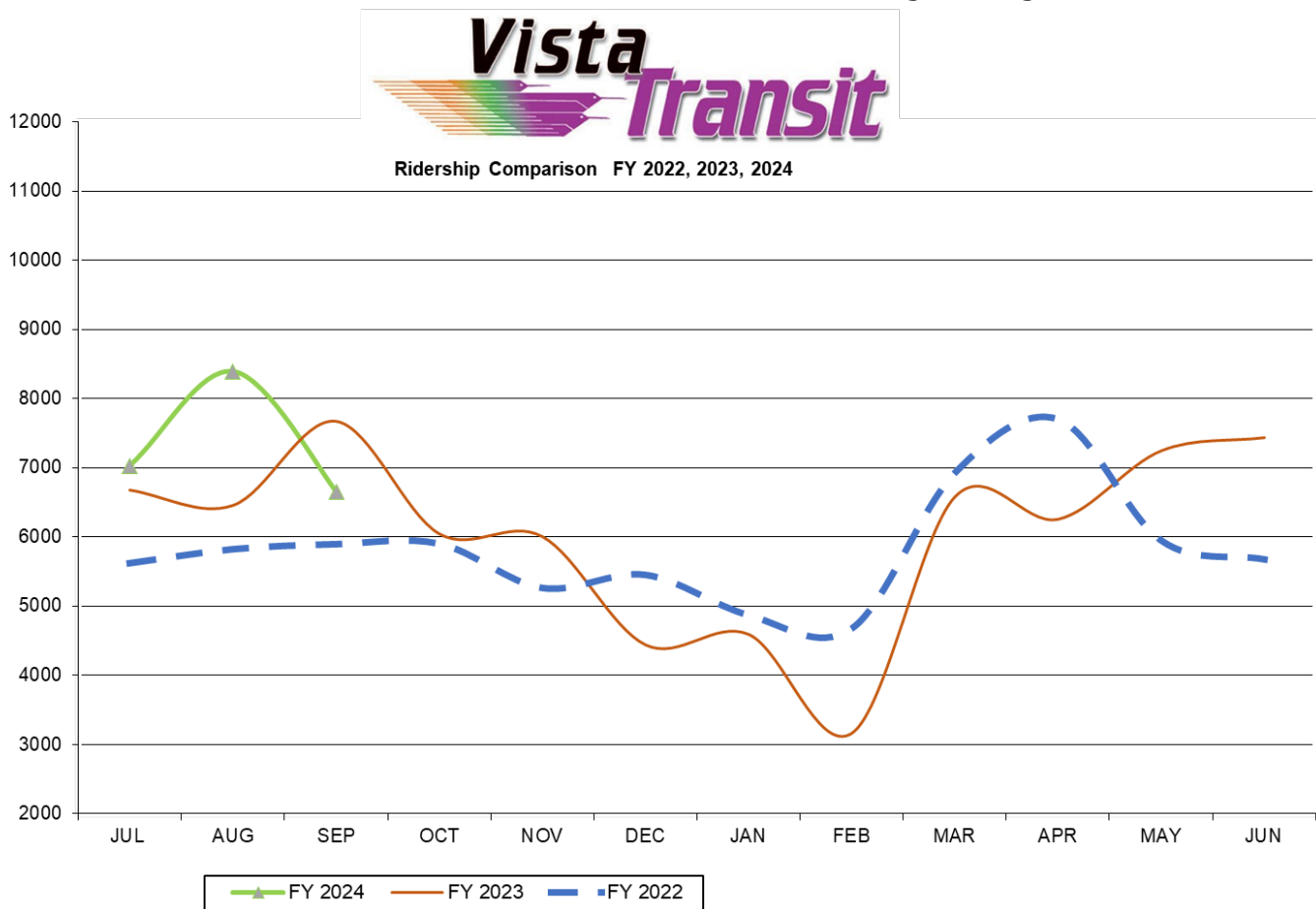
Liner Replacement. An emergency basin liner repair was completed at the Environmental Operations Park in one of the basins, and the plant has been returned to regular operations. The problem was detected when one of pumps failed, and when the pump was removed, it was found to have pulled in pieces of the liner. Staff believes that the "welds" on the liner failed due to age and possibly a workmanship issue with the original construction, which then allowed the pump to catch the loose edge and pull it in. It has been more than twenty years since the current EOP

opened, and the facility is starting to show its age. A Master Plan is currently underway to determine both the cost and timeline of future improvements at the site.

Transit

Fare Reduction. Vista Transit’s fare free pilot program started on March 1st and was extended by Council in September. Like many other small Transit providers, fare box revenues for Sierra Vista tend to be small. However, when the costs associated with collecting the fares are considered, profit is negligible if any. For those passengers who are low income and transit dependent, the savings from free fares are meaningful.

Based on the data we have been monitoring, ridership has been on a general upward trend with ridership more than doubling from February to March 2023. The increase in ridership has taken place while route reductions have remained in effect due to staffing shortages.



Airport

Fueling. Effective early November, the City is utilizing a new fueling company out at the Airport. Staff is happy to partner with EPIC Fuels and look forward to providing reliable fueling service to our customers.

Compost

Closure. The City's compost facility will be closed the week of Thanksgiving and the week between Christmas and New Year's Day. Demand tends to be low these weeks as residents spend time with their families, and closing the facility will allow the limited staff which are available over the holidays to focus on other priorities and to prepare for the post-holidays Christmas tree rush! Don't forget, City residents can drop-off or arrange for a free special pick-up of their cut tree. The trees will be chipped and turned into beneficial compost. Only cut trees are accepted, and all ornaments and lights need to be removed. For questions, please call the Public Works Department at 520-458-5775.

Commissions

Transportation. The Transportation Commission now has a quorum and met in both October and November. Items of discussion included the City's General Plan and transit service to Fort Huachuca, as well as expansion plans for the Fry Boulevard streetscape. The next meeting will be held on December 6th at 3:30 p.m. in the Second Floor Conference Room at City Hall.

Environmental Stewardship. The Environmental Stewardship Commission has been meeting for several months and has had great turn-out with several members of the public at each meeting. The primary item of discussion has been the City's General Plan, but the commission has also discussed integrated pest management. A field trip to the Environmental Operations Park will be coordinated after the new year. The next meeting is scheduled for November 27th at 4:00 p.m. in the Second Floor Conference Room at City Hall. There will not be a meeting in December due to the holidays.

Tourism and Economic Development

Economic Framework Strategy Development

Mayor and Council formally adopted the six objectives and staff continues to work to activate these objectives. The framework objectives were not entirely captured within the new strategic plan and will be reviewed in 2024 by the Economic Development Commission.

- Tourism and Retail Development with Mexico
- Maximize economic impact of municipal airport
- Improve and sustain parks and community events
- West End redevelopment
- Increase awareness of Sierra Vista
- Expand awareness and opportunity of military missions on Fort Huachuca

Priority 7: Enhance and improve infrastructure that supports Economic Development

The following economic development ad was published in FDI International.



Continue Ongoing Efforts to Revitalize the West End

ED Staff continues to work with Community Development to share the West End Partnership Grant opportunity with West End businesses and prospective businesses. The West End welcomed Tell Mama Cocktail Bar with a ribbon cutting on Sept. 15th. Other new West End businesses include Jam N' J's Auto Repair and Tire Shop, Peak Integrity Mortgage, DTFI Partners, Sierra Vista Weddings & Events, and K-Spice Restaurant. Be on the lookout for a ribbon cutting at the new location for Avigail Designs and a ribbon cutting for Rage Quit Games, both on the West End.

Maximize Economic Impact of the Municipal Airport

ED Staff continues to pursue attracting business at the municipal airport with a focus to prepare the available land for development. Staff continues to work with two potential tenants at the municipal airport in coordination with Fort Huachuca and ACA. Staff finalized the RFP for the spaceport reentry license feasibility study that was released in November to explore 14 CFR Part 433 License to Operate Reentry Site. Currently there is only one approved site in the US approved solely for reentry and the second reentry location is part of Space Florida Launch and Landing Facility.

Priority 10: Actively engage economic development stakeholders, especially current and future potential businesses

Expand support of, awareness of, and opportunity for military missions on Fort Huachuca

The Economic Development Director attended and participated in two Huachuca 50 meetings and calls. These meetings inform staff of the initiatives pursued by the Huachuca 50 in support of the Fort, and allows for the City to collaborate and support these efforts within the community. Staff also continues to support and participate in various lines of efforts established in Ft. Huachuca's strategic plan.

Staff looks forward to attending the November Association of Defense Communities Conference in Orlando in November to network and learn about new initiatives and collaborative opportunities for the community and its relationship with Fort Huachuca.

Economic Development Activities and Key Engagements

Engagements. The economic development department continues to participate in SV Area Chamber of Commerce events, as well as Southeast Arizona Hispanic Chamber of Commerce events. Staff supported and attended several meetings, supported two Business at Twilights, one Southeastern AZ Hispanic Chamber Mixer, and two business walks with the SBDC. Staff also supported two courtesy inspections and four zoning compliance inspections in coordination with Community Development.

Staff also supported and participated in the SBDC's Women in Business Conference as part of a kickoff for Women in Business month. The conference saw attendance of over 120 women business owners, leaders, and entrepreneurs from wide array of industries and was a resounding success by all accounts.



Economic Development staff attended the International Economic Development Council Annual Conference in Dallas. The conference was a good opportunity to network with other economic developers, discuss best practices, and learn. Staff was also able to meet with the CEO of our

CRM platform, Bludot, as well as other municipal Bludot users to discuss updates and improvements.

Business Retention, Expansion, & Support

UACI Sponsored Launch. Economic development staff, along with the Southeastern Area Chamber Foundation, members of the Economic Development Commission, and UACI representatives recently sent out a press release announcing the sponsorship of Port 194 into the incubator program. UACI informed staff that Founder, John McCary, has been assigned a mentor and is diligently working with their team. We are working on coordinating a date for their presentation to Council.

Staff will continue to work with UACI, the Chamber Foundation, and the IDA on initiatives to build tech-based entrepreneurial capacity in our area to further promote and develop the program in hopes of generating more interest and applications for the sponsorship program moving forward. We are hopeful to begin the search for another round of applications in April of 2024.

Moonshot 2024. The Moonshot Pioneer Pitch Competition is returning to Cochise County April 4-5, 2024! Economic Development staff is working with the Cochise SBDC, to cultivate entrepreneurial capacity and continue to build our entrepreneurial ecosystem. As part of Moonshot 2024 we are working with the local high schools to create a student presentation and pitch competition. Part of this initiative will begin next month with a day of guest teaching the Buena High DECA classes with the SBDC and AZ@Work.

Economic Development Commission

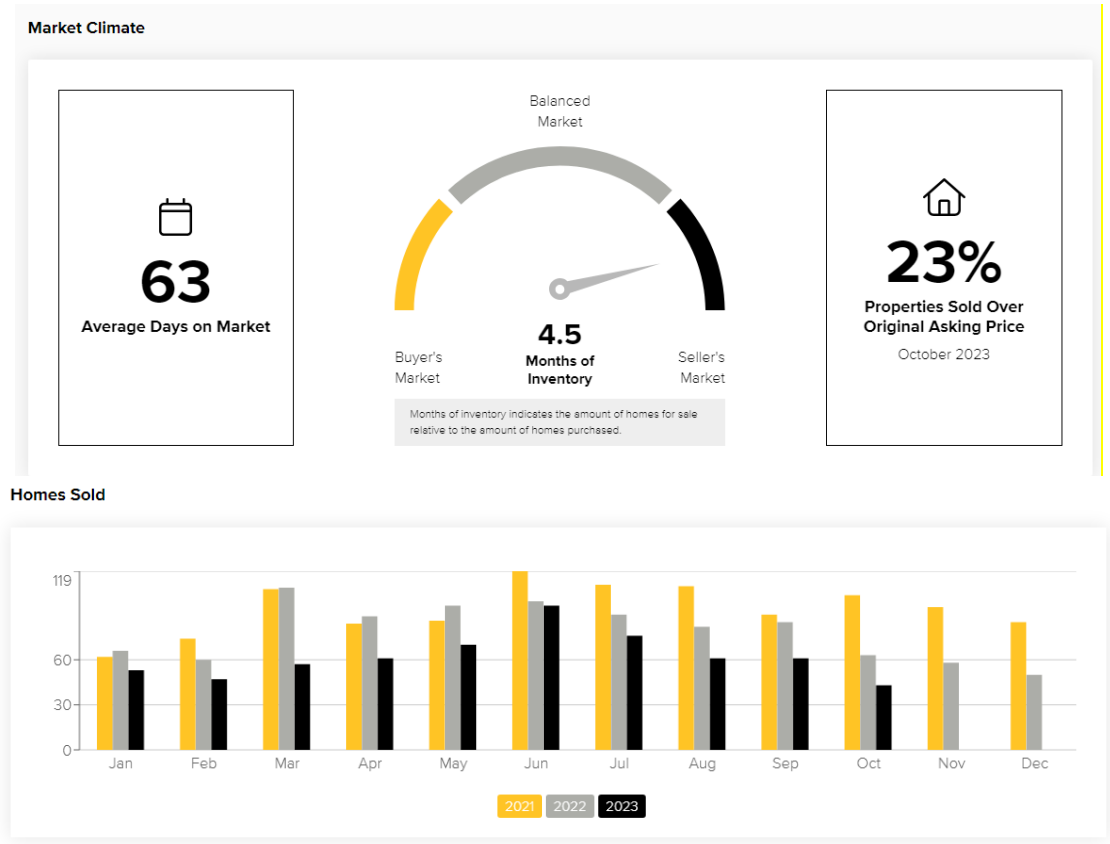
The Economic Development Commission met on September 25th. During this meeting they were presented with and discussed information and objectives of the economic development elements of the general plan by Community Development. The Commission will be reviewing the plan and elements in greater detail between meetings and will formalize recommendations by the end of the year. The Commission also solidified a commission charter and provided the updates from their industry sectors. They are scheduled to meet again on Nov. 2nd.

Jobs Report

Sierra Vista jobs report is currently showing 346 openings in the City, and 1,099 county-wide. Nearly 35% of the openings are medical, and 20% are in education.

Housing Report

The Sierra Vista housing market continues to enjoy high sale to list price ratios and median sales prices, meaning that home values are continuing to remain high. Sales volume and number of homes sold however has dipped approximately 30% since last month, as well as year over year.



Tourism Commission

Staff has been working to coordinate and seat the four commissioners on the tourism commission. The first meeting of the Tourism Commission is scheduled for November 13th at 1:00pm to select the chair and vice-chair.

Initiative 14.2: Evaluate and consider Visitor’s Center and Museum Options

Staff have been working with the Parks and Rec personnel to streamline the purchasing of items from the visitor center through Rectrac and also Square. This effort will better support our visitors and open up additional opportunities within the future. Staff will continue to work with Parks, Recreation, and Library on options for both the visitor’s center and museum.

Initiative 14.4: Conduct Feasibility study for a regional convention center

Staff will begin review of the convention center study next spring in preparation for inclusion in the next budget year.

Advertising

The following is the advertisement within the “Phoenix with Kids” newsletters in preparation for Winter Magic. Additionally, the ads are on their website in several locations.



Sierra Vista ARIZONA
EXTRAORDINARY SKIES. UNCOMMON GROUND.

Welcome to Extraordinary!

VisitSierraVista.com

Winter Magic
Dec. 1, 2023 – Jan. 2, 2024
Veterans Memorial Park



Arcadia Pediatric Dental
ARCADIAPEDIATRICDENTAL.COM

Voted Best Pediatric Dentist

Best of 2021

Ways to Save

PogoPass: Save on Attractions in Phoenix and Tucson. This is a great way to try different activities in the area for an amazingly low price! They offer

In support of tourism and specifically birding, the following ad ran in Living Bird's magazine autumn edition and also Bird Watcher's Digest.



BIRD FRIENDLY TRIPLE CERTIFIED COFFEE
CRAFTED WITH PURPOSE, BREWED FOR CHANGE
LOGAN, UTAH | COFFEEIS.COM

- Raptors
- Waders
- Waterbirds
- Field Trips
- Workshops
- Small Groups

Keynote: **Erro Lehnert**
PresqueisleAudubon.org

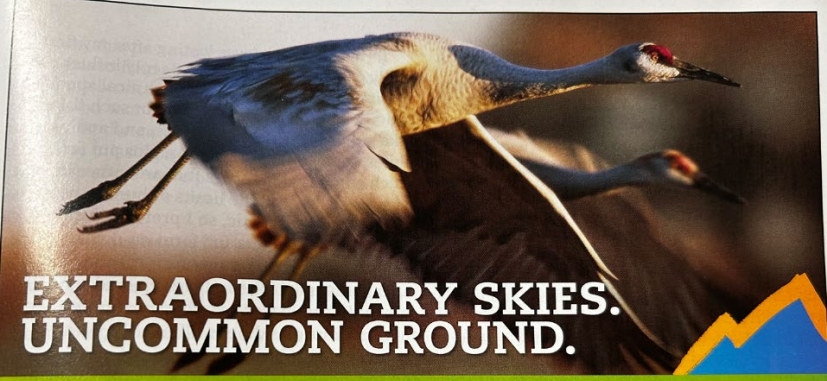
EXTRAORDINARY SKIES. UNCOMMON GROUND.
Elevate your birding experience in the official Hummingbird Capital of Arizona — where ecologically diverse Sky Islands are home or "hub" to over 350 bird species. Welcome to Extraordinary!
Sierra Vista ARIZONA VisitSierraVista.com | 800-288-3861

Experience South Texas!
Visit the legendary King Ranch for a one of a kind birding experience!
KING RANCH
• 350+ species found on the Ranch
• 25 years of bird and wildlife tours
• 800,000+ acres of habitat
• Close to the Rio Grande Valley and Corpus Christi
For tour information, visit our website: www.King-Ranch.com/Venue-tours or call (361) 692-8855
USE PROMO CODE **LIVING** FOR 15% OFF ANY TOUR

64 LIVING BIRD • AUTUMN 2023

billion observations of birds!

work, but may have a couple books in her yet.



EXTRAORDINARY SKIES. UNCOMMON GROUND.



Majestic mountains soar above the high desert and make for extraordinary biodiversity in Sierra Vista's backyard. Elevate your birding experience with life list birds and familiar favorites that are right at home in the official Hummingbird Capital of Arizona. Discover some of the 350+ bird species that call the area home or "hub" throughout the year. Welcome to Sierra Vista. Welcome to extraordinary!

VisitSierraVista.com | 800-288-3861

Pictured: Sandhill Cranes



ExploreCochise.com

Cochise County Tourism and Economic Council (Explore Cochise)

The activities of the CCTEC are defined through an intergovernmental agreement (IGA) between the participating communities and Cochise County. Funds received from each entity are cooperatively invested in marketing efforts to promote Cochise County as a destination for tourists and economic investment. The Council committee members, defined through the IGA, are the Cochise County administrator and city managers from each invested community, which include Bisbee, Douglas, Sierra Vista, and Willcox.

RED HOT GROUPS: EBLAST PROMOTIONS.

Once again, CCTEC will send out three Eblasts with Red Hot Groups, focused on Tour Operators. The Eblasts are being sent with the National Tour Association's annual convention - "Travel Exchange" - dates in mind. This helps CCTEC capitalize on the organization's attendance and sponsorship at the conference. Two Eblasts focus on the Western Region, and one is a National Eblast.

AOT VAI GRANT.

In late 2021, CCTEC submitted for the VAI Grant through AOT. The AOT VAI grant review committee awarded CCTEC a pre-award status in the amount of \$159,666.32 – over 60% of the initially requested amount – for the two grant projects CCTEC submitted.

- **MONEY PROVIDED (June 2022)**
- **END OF GRANT (NOVEMBER 11, 2023)**
- **PROJECT 1 (Channel 12)**

Final evergreen video was produced and launched for Chicago, Ft. Worth, LA, Tucson, and Phoenix. Campaign was complete as of 11/11/2023.

Stat highlights for Project 1 include

Digital Ads / Retargeting Banners

- 5,117,000 impressions delivered
- 12,222 clicks to ExploreCochise.com
- Click Through Rate (CTR) .25% - which is 2.5 times the average CTR

Streaming TV Commercials

- Delivered over 1 923,037
- View to Completion Rate (VCR) of 97.23%
- 15,582 total watched hours (incredible "BIG SCREEN" exposure)
- 1,263,790 unique households reached

- **PROJECT 2 (Herrmann-Global)**

Logos developed for Biking and Birding Initiatives, and the microsites for each, we're launched on social media platforms for Explore Cochise in October 2023. Microsites are:

- Bird.ExploreCochise.com
- Bike.ExploreCochise.com



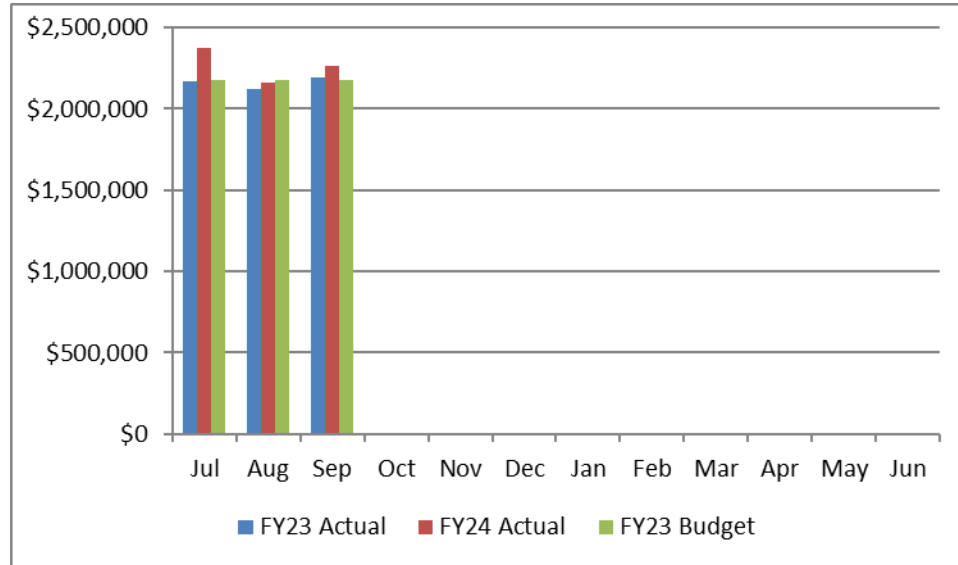
Stat highlights for Project 2 include:

- Impressions – 683,0000
- Engagement- 52 % (incredible!)
- Link clicks – 14,200

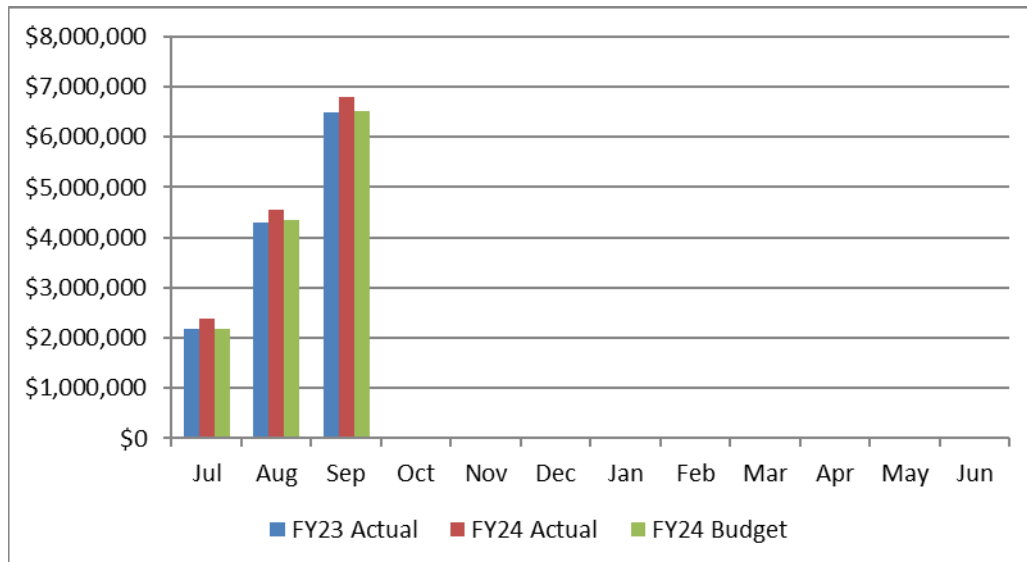
Administration

Sales Tax Collection. Gross privilege tax collections were up \$207,347, or 9.55%, for July, \$42,189, or 1.99% for August and \$70,173, or 3.20% for September over last fiscal year.

The chart below provides a monthly comparison of FY24 actual, FY243 budget, and FY23 actual.



Through September, collections are up \$319,708, or 4.25%, over last fiscal year. The chart below provides a monthly comparison of FY24 actual, FY24 budget, and FY23 for the Fiscal Year.



Description	Oct-22	Nov-22	Dec-22	Jan-23	Feb-23	Mar-23	Apr-23	May-23	Jun-23	Jul-23	Aug-23	Sep-23
Utilities	99,830.25	102,301.14	119,437.48	132,534.40	140,026.22	121,840.48	94,523.90	93,410.06	112,555.20	122,248.00	131,483.50	118,956.49
Communications	11,823.34	11,432.90	10,555.75	11,271.73	18,819.75	23,840.73	15,295.16	19,600.02	19,638.22	19,231.63	19,531.13	19,105.63
Publication	703.58	715.02	839.53	761.04	655.89	23.80	1,487.80	735.01	741.67	680.95	801.86	718.61
Restaurant & Bar	242,228.95	233,825.05	258,477.18	255,158.77	255,599.89	268,325.60	275,167.47	256,474.71	258,788.79	252,670.96	245,886.18	271,752.44
Contracting - Prime	43,443.80	91,771.58	67,748.69	42,287.68	162,781.35	71,864.69	110,855.75	94,862.27	65,755.25	86,755.79	62,204.66	54,757.88
Retail Sales	1,024,609.09	1,149,704.19	1,330,616.35	997,747.43	1,063,833.30	1,166,373.00	1,183,181.81	1,086,573.28	1,102,109.78	1,224,444.77	989,047.41	1,122,527.21
Use Tax Purchases	50,785.95	65,303.90	64,746.19	63,584.87	72,734.54	51,712.10	51,917.06	61,508.57	72,850.86	(3,361.75)	58,367.67	47,589.86
Use Tax from inventory	144.69	1,730.58	630.98	737.42	607.93	1,556.73	243.26	248.03	3,064.98	2,559.72	230.97	1,035.92
Residential Rental	47,621.41	49,888.00	78,345.26	35,527.28	42,656.03	49,346.63	41,040.66	38,839.46	47,697.21	39,820.07	36,843.09	48,370.88
Retail Food for home consumption	267,849.31	289,573.65	391,212.06	277,905.26	274,883.65	303,143.04	293,333.27	301,921.61	282,883.94	292,156.47	297,761.63	285,413.86
Commercial Rental	34,089.64	26,611.37	34,092.34	35,187.93	30,910.61	35,508.87	28,324.57	31,117.72	29,009.39	28,570.64	28,712.34	31,760.19
Tangible Property Rental	40,812.72	20,451.72	24,670.67	19,477.43	18,177.34	22,393.96	22,304.09	25,162.22	22,514.20	25,652.04	25,071.90	24,195.84
Extended Stay	111,179.77	107,878.27	84,022.20	108,432.39	105,905.23	137,247.65	130,744.28	119,649.03	108,493.96	118,078.82	111,648.41	96,205.93
Online sales	113,552.02	124,501.28	144,563.46	103,768.78	107,110.05	124,299.19	108,939.36	114,751.92	110,392.75	124,950.95	112,616.93	110,110.84
Other	28,884.76	23,646.32	26,478.77	25,623.39	23,816.99	27,024.33	32,164.18	31,580.59	32,889.13	43,003.85	40,606.67	29,610.86

Community Development

- **Development Agreement for BST Improvements.** On September 4, 2023, the City Council approved a Development Agreement with Sierra Charter School, LLC and Castle and Cooke Arizona, Inc. for the design, construction, dedication and conveyance of necessary right of way improvements to Buffalo Solider Trail from SR 92 to Ben Franklin Drive. The roadway improvements are needed to support a new charter school (American Leadership Academy) being built within the Tribute Specific Plan Area.
- **CDBG PY 22 Consolidated Annual Performance Evaluation Report (CAPER).** On September 28, 2023, the City Council approved the PY 22 CAPER which describes the activities undertaken during the past program year using CDBG funds. As reported, the City expended \$173,636 in CDBG funds to carry out a parking lot expansion at St. Vincent De Paul, replacing cabinets and countertops at the Good Neighbor Alliance Emergency Shelter, assisting eleven low-income homeowners with emergency repairs or improving accessibility, and a range of relief funds distributed by the United Way of Sierra Vista and Cochise County, Inc.
- **Neighborhood Commission Update.** The Neighborhood Commission met three times in September and once in October to continue their review of the adopted goals and strategies in the Housing and Neighborhoods and Infill and Redevelopment Elements of the General Plan and formulate recommended amendments. The Commission also reviewed the initiatives contained in the City Council's Two-Year Strategic Plan.
- **Commission on Disabilities Issues (CoDI).** On September 13, 2023, CoDI held a meeting that heard from Auttum Smith, a local student at Cochise College, about her current education and passion for advocating for disability. CoDI discussed upcoming public events, including the Harvest Fest at Echoing Hope Ranch, NAMI's participation in the Sky Island Tour, and the Hispanic Heritage festival at Veterans' Memorial Park. No Vistability Award applications were submitted for vote, though members did suggest that Walmart might be a possible choice, noting its accommodations with sensory hours from 8-to-10 AM on Saturdays. CoDI members discussed possible initiatives for additional disability and CoDI awareness around town, such as artwork/banners in local schools, during Christmas parades, and in the West End. Discussion is anticipated to continue at the next meeting. Staff requested input on potential city policy adoptions for new residential development. Staff asked CoDI members to investigate or consider other municipalities that have policies and programs that could potentially be adopted by Sierra Vista. Discussion is anticipated to continue at the next meeting.

Building & Inspection Services

The following projects were reviewed/inspected during September/October 2023:

PLANS UNDER REVIEW		
PROJECT NAME	PROJECT TYPE	PROJECT ADDRESS
Boys & Girls Clubs	Tenant Improvement	1746 Paseo San Luis
Circle K	Commercial New	5058 Highway 90
Cochise Vista	Tenant Improvement	2151 Hwy 92 Ste 120
Don8it	Tenant Improvement	650 E. Wilcox Dr
Good 2 Go	Commercial New	2632 E Fry Blvd
Haws & Haws	Commercial New	2091 Paseo San Luis
Jackson Dental	Tenant Improvement	1906 S Highway 92
Medical Office	Tenant Improvement	2250 El Mercado Loop
Oasis Foursquare	Tenant Improvement	4699 Hwy 90
Pioneer Title	Tenant Improvement	3511 Canyon De Flores
Short Street	Tenant Improvement	365 Short St
Tidal Wave Auto Spa	Commercial New	3216 El Mercado Loop
U-Haul Propane Tank	Accessory Commercial	2011 E Fry Blvd
Wanderlust	Tenant Improvement	84 S 2nd St
PLANS APPROVED		
PROJECT NAME	PROJECT TYPE	PROJECT ADDRESS
Garden Canyon Clubhouse	Commercial New	405 South Garden Ave
Freddy's	Commercial New	572 N Highway 90
Park Professional Building Remodel	Tenant Improvement	2700 E Fry Blvd
Popeyes Chicken	Commercial New	467 E. Hwy 90
PERMIT ISSUED/UNDER CONSTRUCTION		
PROJECT NAME	PROJECT TYPE	PROJECT ADDRESS
550 W Fry	Tenant Improvement	550 W Fry Blvd
American Leadership Academy - Classrooms	Commercial New	4400 East Buffalo Soldier Trail
American Leadership Academy - Field House	Commercial New	4400 East Buffalo Soldier Trail
American Leadership Academy - Admin Bldg.	Commercial New	4400 East Buffalo Soldier Trail
Arbenz Pickleball - Restrooms	Accessory Commercial	2830 Tacoma Street
AZ20527 Cell Tower	Cell Tower New	1300 Fort Ave
Bath and Bodyworks	Tenant Improvement	629 N Highway 90 Ste 1
Canyon De Flores - Dental Office Expansion	Tenant Improvement	3477 Canyon De Flores (B)

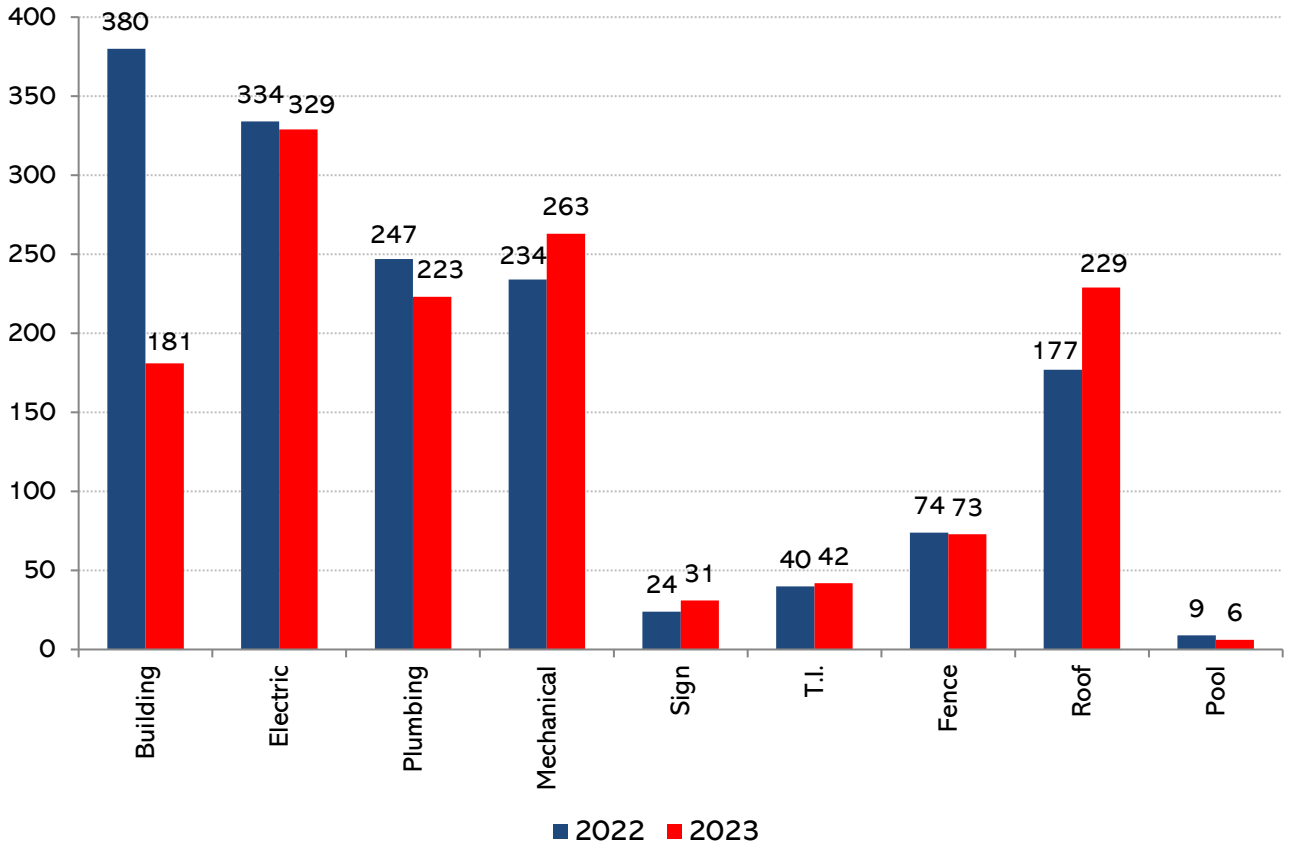
Casa De La Sierra - Stairs & Landing Repair	Tenant Improvement	500 S. Coronado Dr
Casa Del Sol - Phase 2	Apartment New	1020 S Carmichael Ave
Coldstone Creamery	Tenant Improvement	480 N Highway 90 Ste A1
Comfort Inn - electrical changes	Tenant Improvement	3500 E Fry Blvd
Commercial Financial Office	Tenant Improvement	500 N. Garden Ave
COSV Cyr Center Soccer Nets	Tenant Improvement	111 Cyr Center
COSV Shower	Tenant Improvement	2900 MLK PKWY
COSV Veteran's Park Storage Tank	Accessory Commercial	3105 E Fry Blvd
Divided Homes Façade	Addition - Commercial	3827 S. Highway 92
Dollar General	Commercial New	10749001Q
Edward Jones	Tenant Improvement	3410 canyon De Flores D
Embrace Life	Tenant Improvement	4116 Avenida Cochise, #F-G-H-I
First West	Tenant Improvement	956 E Fry Blvd
Former Sun & Spokes I - Façade	Tenant Improvement	156 E Fry Blvd
Former Sun & Spokes II - Façade	Tenant Improvement	164 E Fry Blvd
Former Fast Auto Loans - Façade	Tenant Improvement	148 E Fry Blvd
EMS Substation	Cell Tower New	2155 S 7th St
Fry's Food - Remodel	Tenant Improvement	4351 E Highway 90
Fry's Food - Fire Sprinkler System	Tenant Improvement	4351 E Highway 90
Garden Ave & Fry Improvements	Addition - Commercial	1011 N Coronado Ave
Girls Home	Tenant Improvement	1850 Paseo San Luis
Gyfted Creations	Tenant Improvement	209 W Fry Blvd
Gymnasium - ADA Compliant Bathrooms	Addition - Commercial	382 E. Wilcox Dr
Haven Health	Addition - Commercial	660 N Coronado Drive
Haven Health - Fire System	Tenant Improvement	660 N Coronado Drive
HCS Connect to City Sewer	Tenant Improvement	150 N Canyon Dr
Hummingbird Assisted Living - Kitchen Hood	Tenant Improvement	2047 Highway 92
Juan's Barber Shop - expanding	Tenant Improvement	11 E. Wilcox Dr B
Michaels	Tenant Improvement	493 N Highway 90 Ste 130
Northrop Grumman	Tenant Improvement	4067 Enterprise Way
Panda Express Hood	Tenant Improvement	480 Highway 90 A1
Rendezvous Remodel	Tenant Improvement	40 Avenida Escuela
Rothery Sports Complex - Fire Alarm	Tenant Improvement	3305 Est Fry Blvd
Rothery Sports Complex	Tenant Improvement	3305 Est Fry Blvd
Safelite	Tenant Improvement	4148 Industry Drive 1104

SAIC	Tenant Improvement	665 N Garden Ave
Sierra Evangelical Church Canopy Cover	Accessory Commercial	101 N Lenzner Ave
Sierra Suites Beam	Tenant Improvement	391 E Fry Blvd
Sierra Suites Elevators	Tenant Improvement	391 E Fry Blvd
Sierra Vista Surgical Center	Commercial New	1940 E Wilcox Dr
S.V. Public School - Shed	Accessory Commercial	5225 Buena School BLVD
T-Mobile	Cell Tower	1300 Fort Ave
Tractor Supply - Remodel	Tenant Improvement	4860 E. Highway 90
Tropical Smoothie	Commercial New	562 S. Highway 92
Vacant Suite - Remodel	Tenant Improvement	942 E Fry Blvd
Veteran's Park - Restrooms	Accessory Commercial	3405 E Fry Blvd
Verizon Wireless - Cell Tower	Cell Tower	4253 Enterprise Way
Proposed Transformer Stepdown	Accessory Commercial	7250 E Highway 90
Public Works Fleet Bathroom	Tenant Improvement	401 Giulio Cesare Ave
US Towers 433	Cell Tower	532 Suffolk Drive
Leawood Loop House - Electrical	Tenant Improvement	2685 Leawood Loop
Tractor Supply - Fire System	Tenant Improvement	4860 E. Highway 90

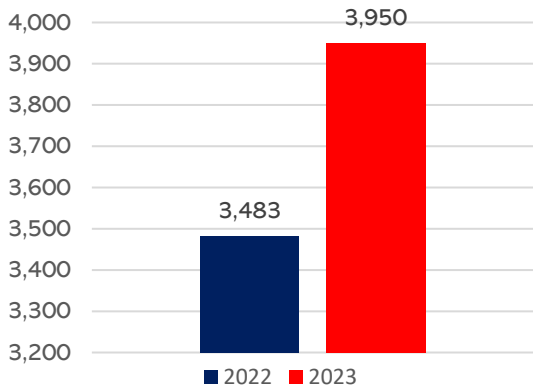
PROJECT COMPLETED

PROJECT NAME	PROJECT TYPE	PROJECT ADDRESS
Center for Academic Success	Tenant Improvement	900 Carmelita Dr
Tell Mamma	Tenant Improvement	325 W Fry Blvd F
KS Hair	Tenant Improvement	3410 Canyon De Flores A
SSVEC Construction Office	Tenant Improvement	1348 Giulio Cesare Ave
4251 Enterprise Way	Tenant Improvement	4251 Enterprise Way
Casa Sierra Bella	Tenant Improvement	1555 E Busby
P3 Medical Group	Tenant Improvement	1590 Paseo San Luis 101
SV Lutheran	Tenant Improvement	101 N Lenzner Ave
Taco Bell	Commercial New	3466 Canyon De Flores

PERMIT BY TYPE JAN-OCT



INSPECTIONS JAN-OCT



CONSTRUCTION TRENDS (JAN-OCT)

CONSTRUCTION TYPE	NEW CONSTRUCTION	
	2022	2023
SINGLE-FAMILY UNITS	46	47
SINGLE-FAMILY ADDITIONS	12	2
MANUFACTURED HOME UNITS	69	38
MULTI-FAMILY UNITS	62	0
NON-RESIDENTIAL (SQ. FT.)	17,864	58,817

Code Enforcement

As documented in the following table, Code Enforcement handled 129 complaints during the reporting period. The top complaint categories represented two thirds of the cases involved: sidewalk obstruction (23); overgrowth (22); abandoned property (21); and blight (20).

Code enforcement staff supervised three Better Work cleanup details during the reporting period involving 15 homeless individuals that removed 5,380 pounds of junk and debris from the following locations:

- State Trust Land west of Wal-Mart
- State Trust Land east of SSVEC Substation near Coronado and Carmelita
- 7th Street right-of-way between Golf Links and Savanna Drive
- State Trust Land south of Lemn Academy of Excellence
- Culvert under Wilcox Drive, west of Lenzner Avenue and surrounding State Trust Land

Year to date, the Better Work program has conducted 17 details that has removed 34,920 pounds of trash from State Trust Land and City properties.

The most significant abatement project carried out during the reporting period was carrying out demolition and removal of dilapidated structures, utilities, junk and debris from six properties along N 1st Street between Fry Boulevard and Denman Avenue via court order and an administrative consent order signed by the new property owner. The cases leading up to the abatements involved significant support from both the police and fire departments.

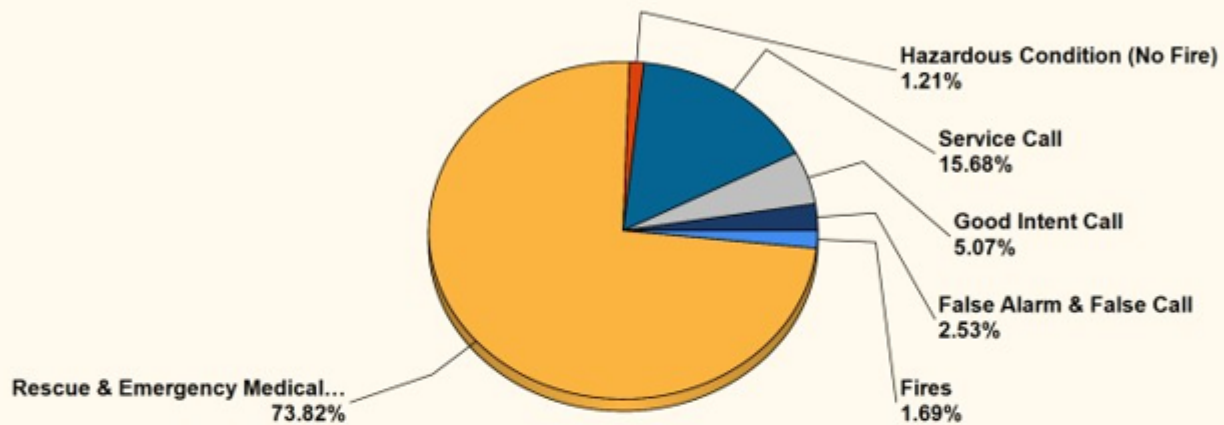


CODE REFERENCE	COMPLAINT	REPORTING PERIOD	DESCRIPTION
		SEPT-OCT 2023	
150.15.C	ABANDONED PROPERTY	21	SHOPPING CARTS LEFT ON ROADWAY
150.25.4	ALLEYWAY MAINTENANCE	7	OVERGROWTH, OBSTRUCTION, DEBRIS INTERFERING WITH USE OF ALLEYWAY
150.23.3	ANIMAL WASTE	1	EXCESSIVE ANIMAL WASTE ON PRIVATE PROPERTY
150.23.21	ATTRACTIVE NUISANCE	2	MAINTAINING A CONDITION THAT IS DANGEROUS TO YOUNG CHILDREN AND WHICH MAY ATTRACT THEM
150.23.20	BLIGHT	20	UNSIGHTLY, UNSAFE, OR UNSANITARY CONDITIONS
150.23.10	GENERAL SIGN VIOLATION	1	NON-CONFORMING ELECTRONIC SIGNS
90.11	DOMESTIC FOWL	1	COOP LOCATION, CONDITION, ODORS, NUMBER
150.23.22	GRAFFITI	3	UNAUTHORIZED INSCRIPTION, FIGURE OR DRAWING OR OTHER DEFAACEMENT
150.24.A	ILLEGAL DUMPING	3	DEPOSITING LITTER OR DEBRIS ON ANY LAND
150.23.16	INFESTATION	1	BEEES
150.23.17	INOPERATIVE VEHICLE	7	NO REGISTRATION, FLAT TIRES, DISABLED MOTOR
110.01.A	NO BUSINESS LICENSE	3	UNAUTHORIZED HOME- BASED BUSINESS
150.25.5	OVERGROWTH	22	TALL GRASS & WEEDS (OVER 12")
91.11.B.1	RIGHT-OF-WAY ENCROACHMENT	3	OBSTRUCTION, NON-PERMITTED IMPROVEMENT IN PUBLIC RIGHT-OF-WAY
150.04.015	RV LIVING	2	OCCUPYING AN RV FOR MORE THAN 14 DAYS IN RESIDENTIAL ZONING DISTRICT
150.25.1	SANITATION	5	NO SANITATION SERVICE/TRASH BUILD UP
150.23.13	SIDEWALK OBSTRUCTION	23	ANYTHING OBSTRUCTING A 36" WIDE PATHWAY OR 80" OVERHANG
150.25.10	SWIMMING POOL	1	GREEN AND STAGNANT POOL
150.18.A	UNSAFE STRUCTURE	3	UNFIT FOR HUMAN HABITATION/STRUCTURALLY COMPROMISED
TOTAL		129	

Sierra Vista Fire and Medical Services (SVFMS)

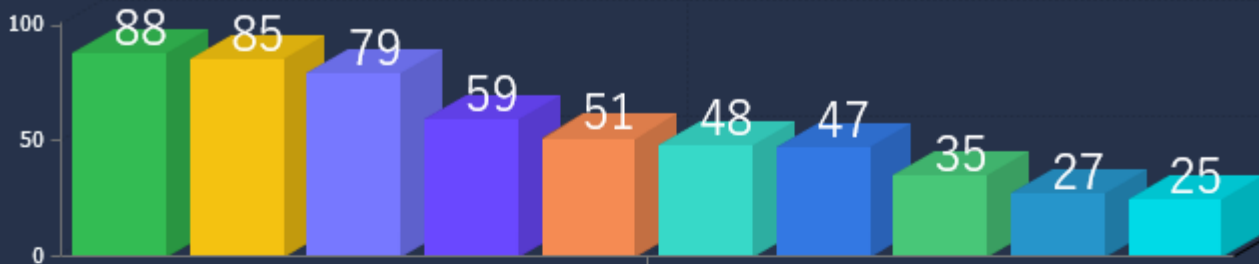
Calls for service in September

829



612	EMS calls
130	Service calls
42	Good Intent
21	False Alarm
14	Fires
10	Hazardous Condition

Top 10 calls for Service



- Fall Injury
- Sick Person
- Breathing Problem
- Lift Assist
- Chest Pain
- Code 1 Transport
- Altered LOC
- Snake Removal
- Fire Assist
- Fire Alarm

There are 544 calls for service in the Top 10

The top 10 calls represent 65.6% of the calls for service

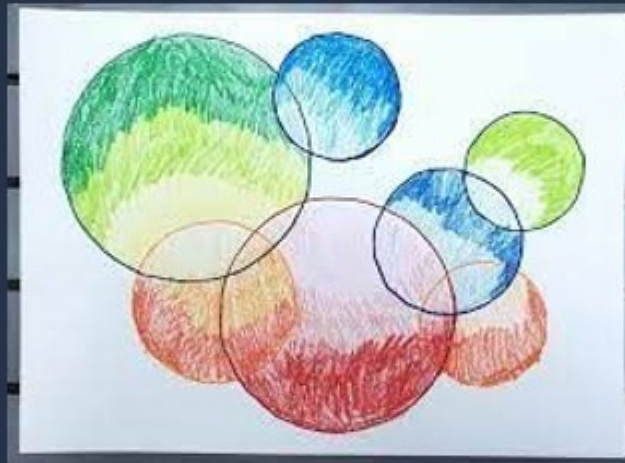
Total Calls per Apparatus



- E201
- TK202
- E203
- M201
- M202
- M204
- M205
- M206
- BN203
- EMS204

Overlap

SVFMS had 647 calls that overlapped during the month. This represented 78.5% of the monthly call volume.



Overlap is defined as two or more calls for service occurring at the same time.

S201 Stats

Top 10 calls in S201's area



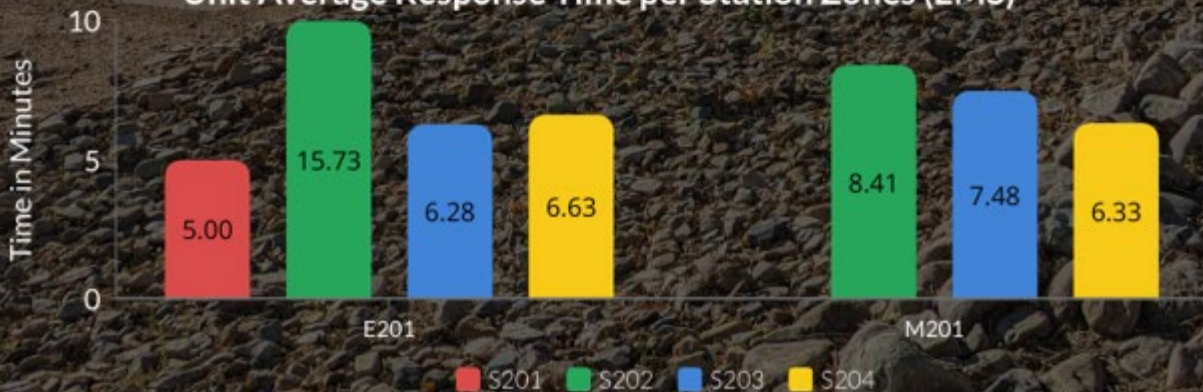
- Breathing Problem
- Sick Person
- Fall Injury
- Chest Pain
- Altered LOC
- MVA
- Fire Alarm
- Heart Problem Up
- Seizures
- Stroke/TIA

There were 260 calls for service in S201's area

This is 31.3% of the total calls for October

There were an average of 8.6 calls/day in S201's zones

Unit Average Response Time per Station Zones (EMS)



S202 Stats

Top 10 calls in S202's area



- Fall Injury
- Lift Assist
- Sick Person
- Snake Removal
- Altered LOC
- Breathing Problem
- Fire Assist
- Fall Injury Up
- Fire Alarm
- Stroke/TIA

There were 145 calls for service in S202's area.

This is 17.5% of the total calls for October

There were an average of 4.7 calls/day S202's zones

Unit Average Response Time per Station Zones (EMS)



S203 Stats

Top 10 calls in S203's area



There were 189 calls for service in S203's area

This is 22.7% of the total calls for October

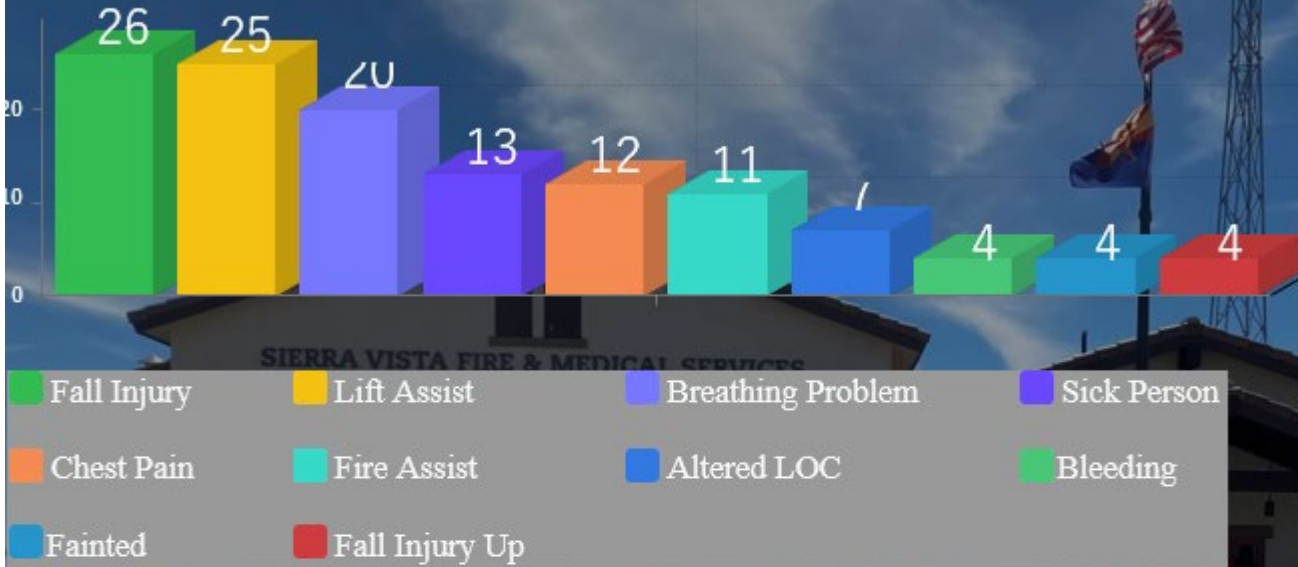
There were an average of 6.1 calls/day S203's zones

Unit Average Response Time per Station Zones (EMS)



S204 Stats

Top 10 calls in S204's area



There were 173 calls for service in S204's area

This is 20.1% of the total calls for October

There were an average of 5.5 calls/day S204's zones

Unit Average Response Time per Station Zones (EMS)



S205/S206 Stats

Top calls in S205/S206's area



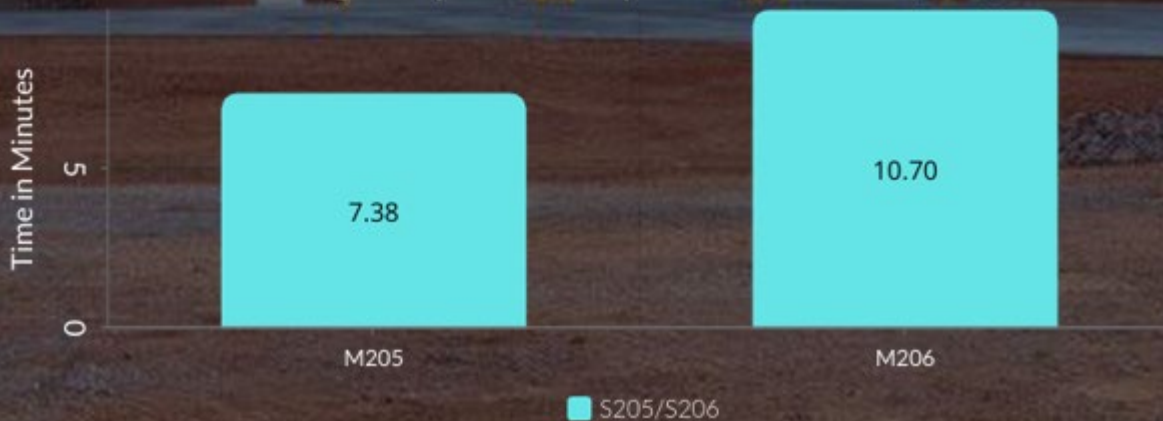
- Sick Person
- Chest Pain
- Suic/Psych
- Fall Injury
- Unconscious
- Allergy
- Medical Alarm
- Medical Emergency
- Seizures
- Suic/Psych Up

There were 21 calls for service in S205/S206's area

This is 2.5% of the total calls for October

There were an average of 0.7 calls/day

Unit Average Response Time per Station Zones (EMS)





Sierra Vista Fire and Medical Services has responded to 8005 calls for 2023. This is a 9.2% increase in call volume over 2022.

The department is running an average of 26.3 calls/day for 2023

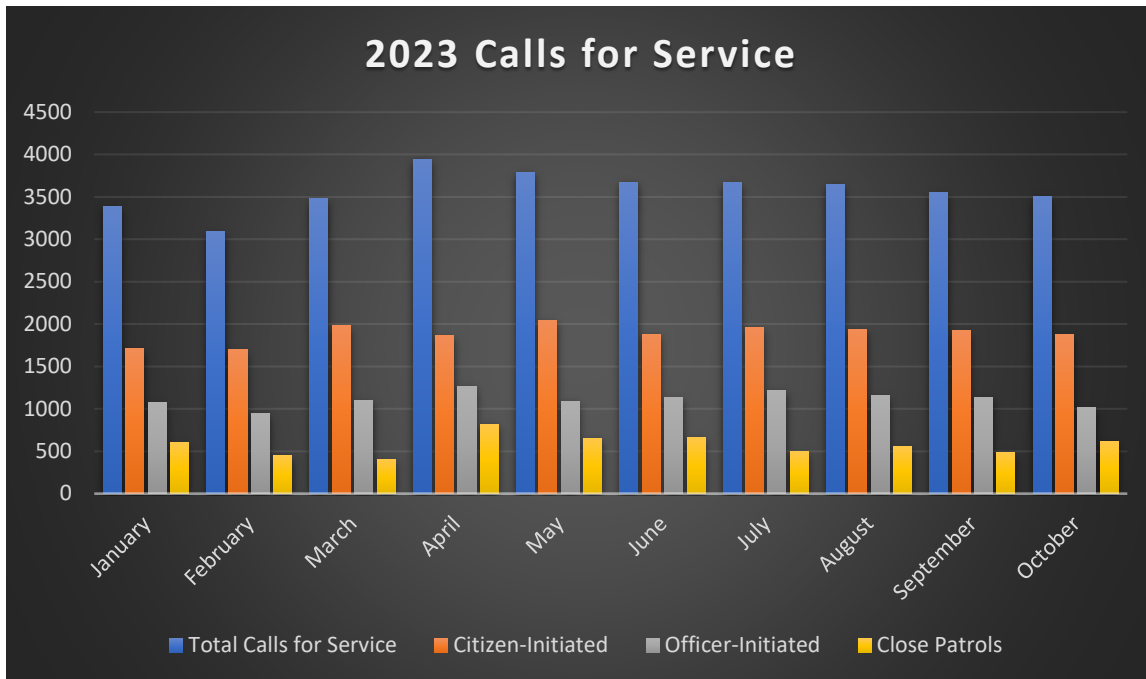
If the current call volume continues, the Department will run 9,600 calls for 2023.

There were 40 calls (4.83%) that were not in SVF&MS primary response area.

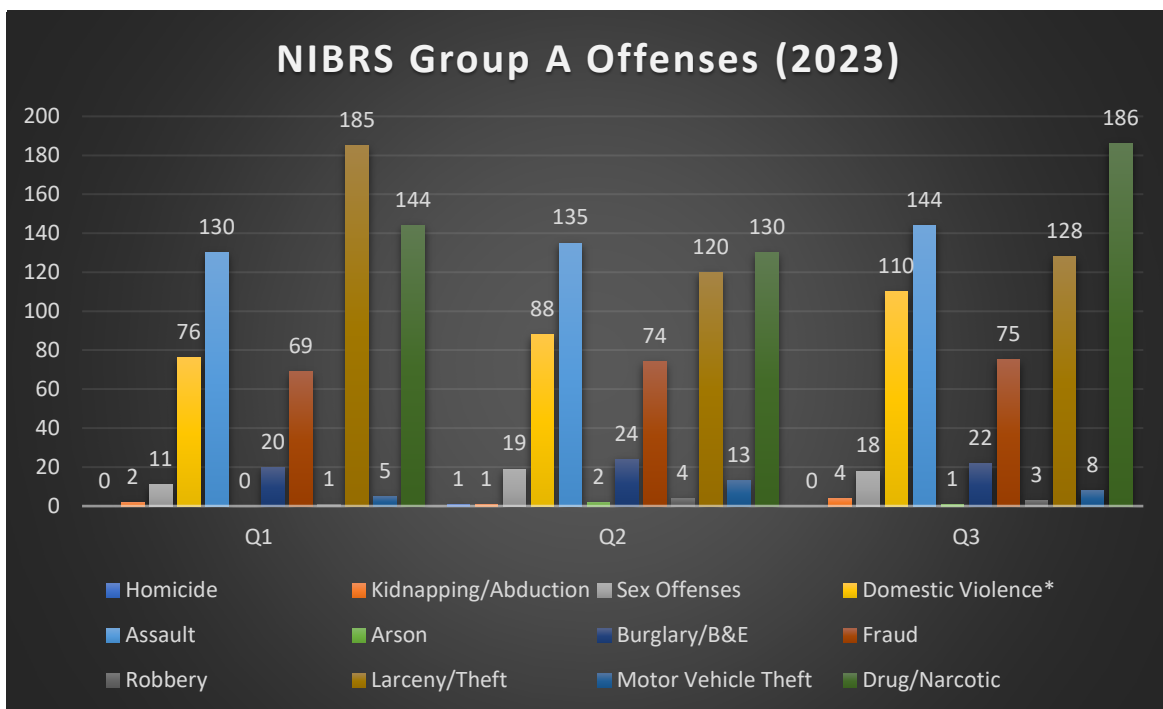


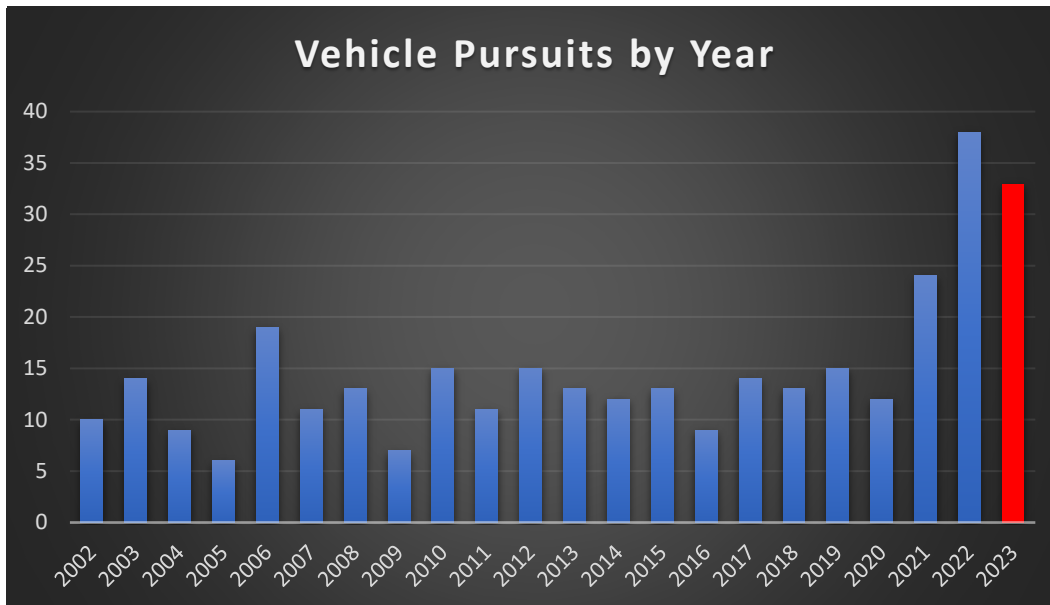
Police Department

Calls for Service



Total calls for service for the year are averaging at 3,574 monthly. Citizen-initiated calls are averaging at 1,887 monthly. Officer-initiated calls are averaging at 1,114 monthly. Close patrols are averaging at 512 monthly.





*2023 data does not yet include November and December. An additional analysis forthcoming is the number of assists to other agencies for pursuits coming into the city. The numbers above only reflect pursuits in which SVPD is the primary agency.

Recap of Exceptional Incidents (Sept-Oct)

9/6/23: Officers investigating multiple commercial burglaries arrested 22-year-old Destiny Huerta of Tucson for five counts of burglary, one count of theft of means of transportation, and one count of possession of burglary tools. Stolen property was recovered in this case.

9/6/23: Officers conducting a check welfare at an apartment in the 400 block of Lenzner Avenue discovered a 42-year-old woman and her seven-year-old daughter deceased from gunshot wounds. Detectives took over the scene and determined the incident was a murder-suicide.

9/9/23: At approximately 2020 hrs., officers responded to the intersection of State Route 90 and Industry Drive for a pedestrian struck by a vehicle. A 17-year-old male pedestrian was found deceased at the scene. A traffic reconstructionist was called out to the scene. No charges have been filed against the operator of the vehicle.

10/9/23: Officers responded to the 2700 block of Player Avenue for a domestic violence call in which a 47-year-old male was armed and barricaded inside the residence with children also inside. The SVPD Tactical Unit was activated and the children were brought to safety. Through deploying both a police K9 and a less lethal bean bag round, the suspect was successfully apprehended. Jesse Wilmot was charged with domestic violence kidnapping, domestic violence aggravated assault, cruelty to animals, and misconduct involving weapons.

10/19/23: After a narcotics investigation spanning over a month, 43-year-old Nathaniel Rainer was arrested on charges of possession of narcotics for sale, resisting arrest, weapons misconduct, and aggravated assault. A search at the time of arrest revealed cocaine packaged for sale.

10/23/23: Officers responded to a report of shots fired on Giulio Cesare Avenue at approximately 12:40 p.m. This was a drive-by shooting targeted toward a known subject by the suspect. No injuries were sustained. The suspect's identity was quickly ascertained and the SVPD Tactical Unit was activated to search the nearby apartment complex in the 100 block of Toscanini Avenue. After not locating the suspect at that location, he was later located and apprehended that same day after a short foot pursuit on Freihage Drive. Quincy Brown, 18, was charged with four counts of

aggravated assault, four counts of endangerment, five counts of unlawful discharge of a firearm, and one count each of drive by shooting, misconduct with a weapon, and disorderly conduct with a weapon.

Animal Control

The Animal Control Section continues to be busy as the shelter remains full or near capacity. The shelter staff hosted a Halloween open house with the opportunity to have pets photographed in costume with a Halloween backdrop. Any animal can be adopted for at least a \$5 donation.

A volunteer appreciation lunch was recently held at the shelter to honor all the great volunteers that donate their spare time to the operation. Volunteer dog walkers and cat cuddlers improve the quality of life for animals at the shelter and also help make animals more adoptable. The shelter relies heavily on the support of volunteers. We thank them for their dedicated service. The shelter is currently accepting applications for more dog walkers.



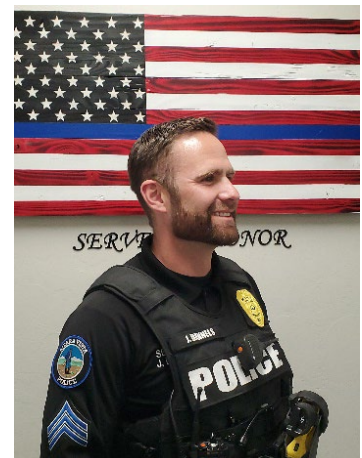
Volunteer appreciation lunch

Congratulations to Shelter Supervisor Arleen Garcia! She was appointed by President of the State Senate Warren Petersen to serve on a joint study committee on statewide animal control standards. Her selection to this twelve-member committee is quite an honor.

The New SVPD Look

Over the next couple months, some SVPD officers will be donning a slightly different appearance as we cautiously and professionally loosen traditional restrictions placed upon officers in uniform. The two main changes involve facial hair and visible tattoos. Many police agencies across the nation have allowed officers to grow facial hair and display tattoos in uniform, including CALEA accredited agencies. A professional image can still be maintained with adequate guidance in place. Moreover, there is a benefit to police officers more closely resembling the members of the community they serve. It helps to break down barriers and ensure officers are approachable.

Regarding facial hair, the SVPD is participating in *No Shave November* for health awareness and also as a way to pilot a new grooming policy. Throughout the pilot, all officers participating in *No Shave November* are required to keep a shave kit in their patrol vehicle in case



Sgt. Dannels with an acceptable beard

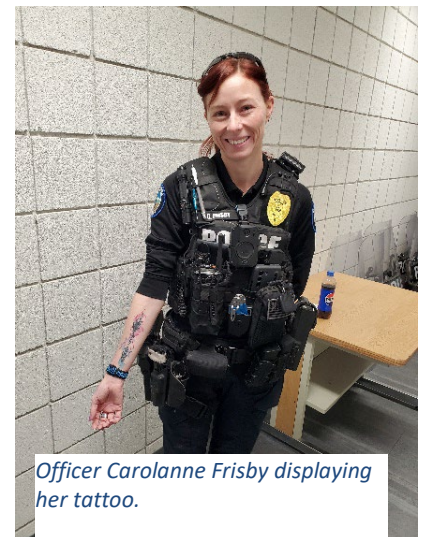
they must deploy with a gas mask. This ensures our compliance with safety standards related to maintaining a proper gas mask seal. Gas mask fit testing will take place at the conclusion of the pilot to evaluate different facial hair styles and the ability to maintain an adequate gas mask seal. A new grooming policy will be developed, specifying acceptable facial hair styles, designated growth periods, and an acceptable facial hair length of at least ¼ inch and not to exceed ½ inch.

The PD is currently drafting a new policy that will allow visible tattoos in uniform, with restrictions. Sample policies have been acquired from other CALEA accredited agencies that allow visible tattoos. Below are some highlights of what the SVPD tattoo policy will look like:

- In order for any tattoo to be visible in uniform, permission must be sought first by the Chief of Police.
- Tattoos containing profane, inappropriate, or offensive language or imagery will not be authorized for display. Further explanations and examples of such content is delineated in policy.
- Visible tattoos while in uniform in general will not be authorized on the head, neck, scalp, face, and hands. Some exceptions may be authorized, such as a tattoo substitute for a wedding ring.

It is anticipated allowing visible tattoos in uniform with proper guidelines will help with the retention of our employees as other law enforcement agencies in the region authorize the display of tattoos. These are the factors that employees consider when deciding at which agency they wish to spend their 25-year career. Moreover, visible tattoos can help officers relate to members of the community in their day-to-day interactions. One such example came up recently in an employee interview with Officer Carolanne Frisby. She has a tattoo on her forearm that has personal significance to her. On a couple separate situations on duty when she has had to calm people in crisis, she has rolled up her uniform sleeve to show her tattoo and relate its significance to navigating success in life. This strategy has helped her in those circumstances.

Under the new policy, tattoos such as the one displayed by Officer Frisby will be authorized to be visible while in uniform.



Officer Carolanne Frisby displaying her tattoo.



A closeup of Officer Frisby's tattoo

Employee Profile- Corporal Scott Borgstadt

Corporal Scott Borgstadt was selected as the employee of the quarter for the quarter ending September 30th. Scott is a 22-year veteran of the Sierra Vista Police Department. Holding the rank of corporal since 2008, Scott is one of the most tenured field training officers (FTO) in the agency. Field training is the next crucial step in developing new officers after completing the police academy.

Corporal Borgstadt consistently excels in his position as a community resource officer. He works hard to maintain excellent working relationships with organizations within the community and serves as a department liaison on several projects. Scott organizes the annual National Night Out event held each Fall at Veterans Park. This year's turnout for the event was one of the largest in history. Scott also spearheaded Better Bucks of Sierra Vista and has grown the program to also include Better Works and Better Meals. Scott is always looking for new ways to grow community partnerships. He is a true professional.

