



Council Executive Report

Charles P. Potucek, City Manager

January & February 2024

Highlights

- ➔ The City’s annual street maintenance projects include roadways in the Northpark, Eagle Ridge, and Town and Country Estates #6 and #7 subdivisions.
- ➔ The Cove reopened on February 12th!
- ➔ Social media posts for all 10 of the City’s social media pages on Facebook, Instagram, and Twitter (X), received 1 million impressions for the period of January-February 2024, which is up 13.5% from the same period in 2023.
- ➔ ADOT’s website indicates the State Route 90 Rehabilitation Project will begin construction in “early 2024”, and surveying is currently underway, but it is not clear yet which area will move into construction first.

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City Manager's Message

Spring is a great time for projects to bloom! I am excited to see several projects coming into fruition, as well as annual street maintenance to begin soon and annual wash maintenance that is already underway!

In June 2022, the City invited residents to offer input on what features they would like to see in a new 28-acre site, tentatively named Roadrunner Park. Analysis of the survey results from the 1,401 participants proved vital in the development of design concepts for the park. The two designs boast different features. The design goals for concept 1, “Adventurous Play”, include exploring different levels of physical activity, passive and active challenges, and preserving the rich, native vegetation. Concept 2, “Sky Island Vista”, highlights the Sky Island environment, holds interactive and engaging elements, and focuses on habitat restoration and sustainability.

Staff presented the two proposed concepts at the March 12 City Council Work Session and will further discuss the concepts at the March 26 Work Session. A two-week public input period opened for the community to engage and offer their say on the two designs. Staff and I look forward to seeing the survey results and compiling the data to ensure that Roadrunner Park is a good blend of the community’s needs and aspirations.

The spring weather brings the promise of fun along with the busy activity of completing projects. Keep an eye out as community events continue to flourish:

- March 30 – Spring Bazaar at Ethel Berger Center
- April 6 – Elgin Wine Tour
- April 20 – West Fest

Upcoming Council Meetings

(City Hall Council Chambers except where noted)

Apr. 9, 3:00 p.m. – Work Session

Apr. 11, 5:00 p.m. – Council Meeting

Apr. 23, 3:00 p.m. – Work Session

Apr. 25, 5:00 p.m. – Council Meeting

May 7, 3:00 p.m. – Work Session

May 9, 5:00 p.m. – Council Meeting

May 21, 3:00 p.m. – Work Session

May 23, 5:00 p.m. – Council Meeting

Offices will be closed on Monday, May 27, 2024 in observance of Memorial Day.

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- May 25 – Sky Island Summit Challenge and the Wine, Beer, & Spirits Festival

I am also very excited to announce that there are now summer internships available in Community Development, Finance, Human Resources, Communications, and the Police Department. Individuals who are 16 years of age or older that are juniors or seniors in high school, have either a high school diploma or GED, or are enrolled in a degree program are welcome to apply. Applications close on Thursday, March 28th. I appreciate very much Dianna Cameron spearheading this project and developing this formal internship program to offer not just work experience to young people, but also to teach them about city government.

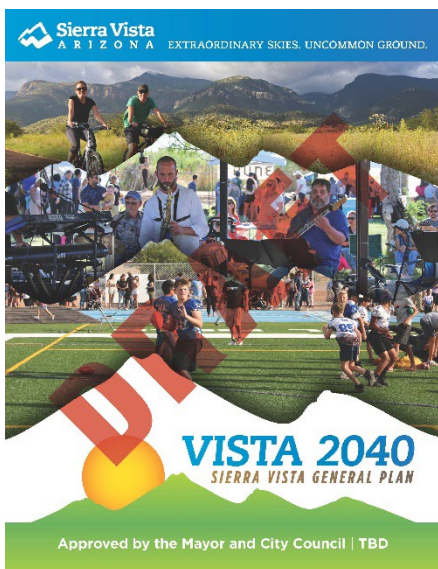
As always, if you have any questions or concerns, please don't hesitate to reach out to Victoria or me.

Chuck Potucek, City Manager

Communications

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

- **Animal Control:** Created a save the date e-card for Celebrating Animals, produced materials and advertisements for the shelter's 16th Anniversary Open House, promoted the shelter's new Saturday hours, and promoted an adoption special in February.
- **Aquatics:** Updated flyers for water workouts and spring hours in advance of The Cove's reopening. Staff also coordinated a media interview about its winter maintenance and reopening that highlighted some of the facility's improvements. In addition, Communications staff designed swim lesson cards and promotional materials for the Spring Break Tsunami Night.
- **City Clerk:** Communications staff, in coordination with the City Clerk's Office and City Manager's Office, selected winners of a photo contest. Staff is currently in the process of having the photos produced for a display in the City Council Chambers, which is anticipated to be complete this spring. The City received more than 430 entries in the contest.
- **City Manager's Office:** Staff developed talking points for multiple speaking opportunities, including the Mayor's speech at a State of the State event, and completed flyers and online marketing of City Council Meet & Greets. Produced a presentation for a local government procurement summit on AI.



- **Community Development:** Designed a cover, back page, and one interior page for the draft Vista 2040 General Plan.
- **Cochise County Tourism & Economic Council:** Communications staff assisted with several ad campaigns, designing ads for print and digital placements.
- **Economic Development & Sierra Vista Tourism:** Completed a Business Facilities magazine article and advertisement focused on the Sierra Vista Municipal Airport. Designed an advertisement for the Chamber of Commerce directory. Assisted with advertisement of the Moonshot Pitch competition. Launched advertising campaigns for the Sky Islands Summit Challenge and Wine, Beer, & Spirits Festival. Designed an advertisement for Airstream Life magazine. Communications staff also assisted with announcements and media interviews concerning Blackstar Orbital and ALLO Fiber expanding into Sierra Vista.
- **Library & Cultural Events:** Projects included creating numerous Facebook events for division programs, updating the City's website calendar, and producing digital/print marketing materials for events/programs. Assisted with ongoing planning for Hummingbird Month in August, to include designing a logo and overarching graphical theme.

- **Henry F. Hauser Museum:** Designed a flyer for a Victorian Tea event planned for April.
- **Parks, Recreation & Special Events:** Began designing materials and scheduling advertising for West Fest. Designed a poster for the Sparks After School Recreation Program. Made updates to the Sky Islands Summit Challenge webpage, created a promotional video for the event, and launched an advertising campaign. Designed flyers for the City’s softball and basketball leagues. Started taking photos of requested sports programs to build the library of local images.
- **Police:** Assisted with press releases, social media, and monthly traffic safety PSAs. Communications staff filmed b roll for ongoing updates to SVPD’s video recruitment materials. Promoted SVPD’s CALEA online portal. Produced digital and print marketing materials for a shred-a-thon and prescription drug takeback event. Coordinated and kicked off a Leash Up Sierra Vista marketing campaign to educate the community on the importance of leashing and responsibly controlling dogs in public spaces. Designed a flyer for an upcoming Tip-a-Cop event. Updated print and digital police recruitment flyers.
- **Public Works:** Designed numerous signs for Vista Transit’s bus bays and bus stops, promoting current route information. Promoted the City’s wash maintenance program. Featured an article from the Environmental Stewardship Commission in the City’s email newsletter.
- **Sierra Vista Fire & Medical Services:** Produced a video/slideshow for the department’s banquet. Supported ongoing social media efforts.

eNewsletter. The City’s **weekly eNewsletter** is sent to more than 4,970 subscribers. Over the January-February period, the eNewsletters received an open rate of 44% with a 3% click rate. These are better than the industry averages of 42% and 2%.



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

The spring issue of **Vistas** was completed in February and mailed to local residents the first week of March. This issue’s cover story highlighted El Tour de Zona, which is bringing hundreds of cyclists to Sierra Vista for the third straight year. This multi-day bicycle festival includes a free public event with live entertainment called Zona in the Park. This issue also highlighted the City’s wash maintenance program, Neighborhood Partner Program, and many events coming in the spring and summer.

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 about two dozen media inquiries.

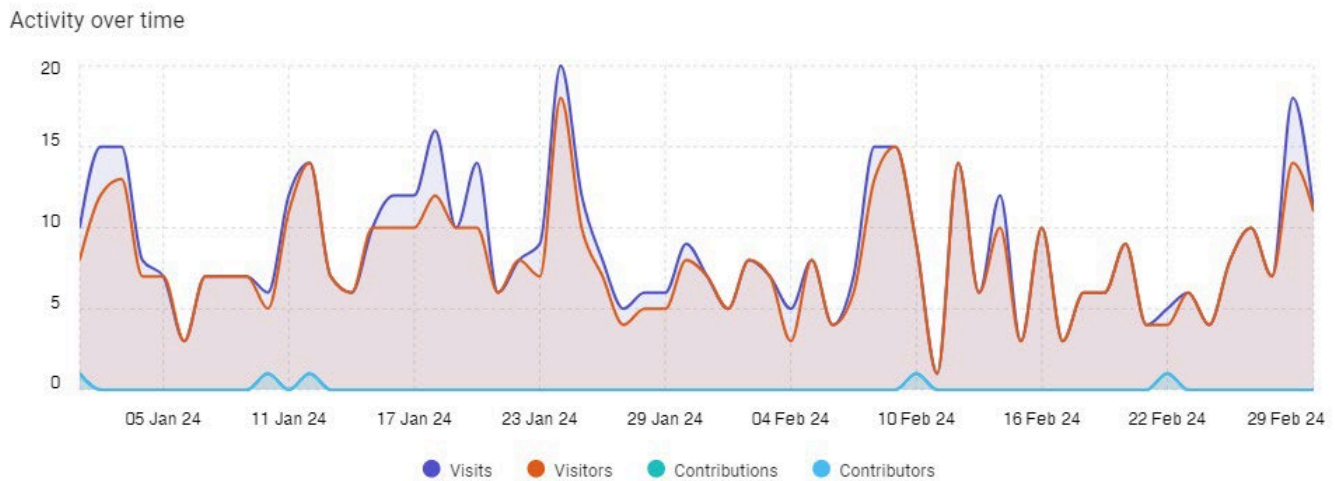
Website performance. The tables below share a snapshot of website data from Jan. 1 through Feb. 29, 2024.

Website Visits, By City (top 10 cities)	
State	# Users
Sierra Vista	17,859
Unlisted	8,047
Phoenix	6,577
Las Vegas	3,249
Tucson	2,189
Tempe	1,952
Los Angeles	1,185
New York	1,091
San Jose	755
San Diego	436

Top Page Views	
Page Title	# Views
Home Page	26,992
Trash & Sewer	8,137
Calendar	7,259
Pay Bills	7,196
The Cove	5,580
Animal Care & Control	5,020
SVPD Incident Reports	4,575
Library	4,070
Pet Adoptions & Licenses	4,014
Trash & Wastewater Utilities	3,949

Date Range	Users (thousands)	Sessions (thousands)	Page Views (thousands)	Average Duration
Jan. 1 – Feb. 29, 2024	59	83.3	165	53 seconds

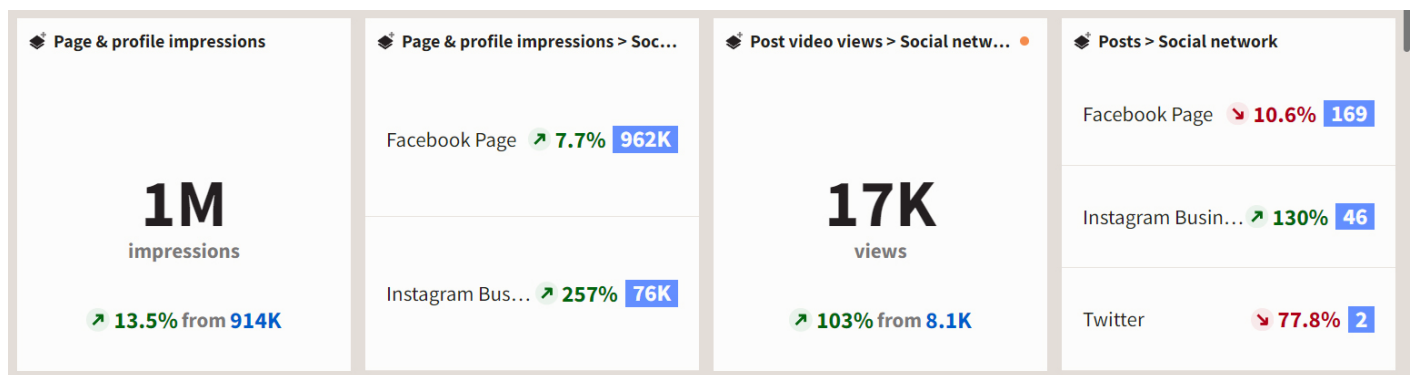
Engage. The **Engage.SierraVistaAZ.gov** website saw 519 total visits, five contributions, and three new registrations during January-February 2024. Projects with contributions included the welcome quick poll, the Roadway Design Manual and Code Amendments, the Vista 2040 General Plan, and the CDBG Consolidated Plan Community Survey 2024-28. The graphic below is a Visitors Summary report from Engage.





Podcast. The Let’s Talk Sierra Vista podcast resumed in 2024 with one episode published in January and another in February. The January episode “SVPD Chief Hiser Talks Being Accountable, Growing Beards, and Cultivating Leaders” has received 300 downloads to-date, making it the most popular of the 29 podcast episodes released so far. February’s episode “Get to Know Sierra Vista Mayor Clea McCaa” has received 103 downloads. Communications staff made improvements to the podcast studio including new microphones and additional sound proofing. This studio is used to record audio for other projects as well and these improvements have significantly improved sound quality, while also reducing the staff time needed to edit audio.

Social Media. Social media posts for all 10 of the City’s social media pages on Facebook, Instagram, and Twitter (X), received 1 million impressions for the period of January-February 2024, which is up 13.5% from the same period in 2023. There were about 10.6% fewer posts on Facebook and 130% more posts on Instagram. Communications staff will be working with teams in other City departments to increase consistent activity on all Facebook pages in 2024 but we are seeing positive results with increased use of Instagram. Video views increased by 103% to about 17,000. This does not include reels, which have become a major focus in the last year.



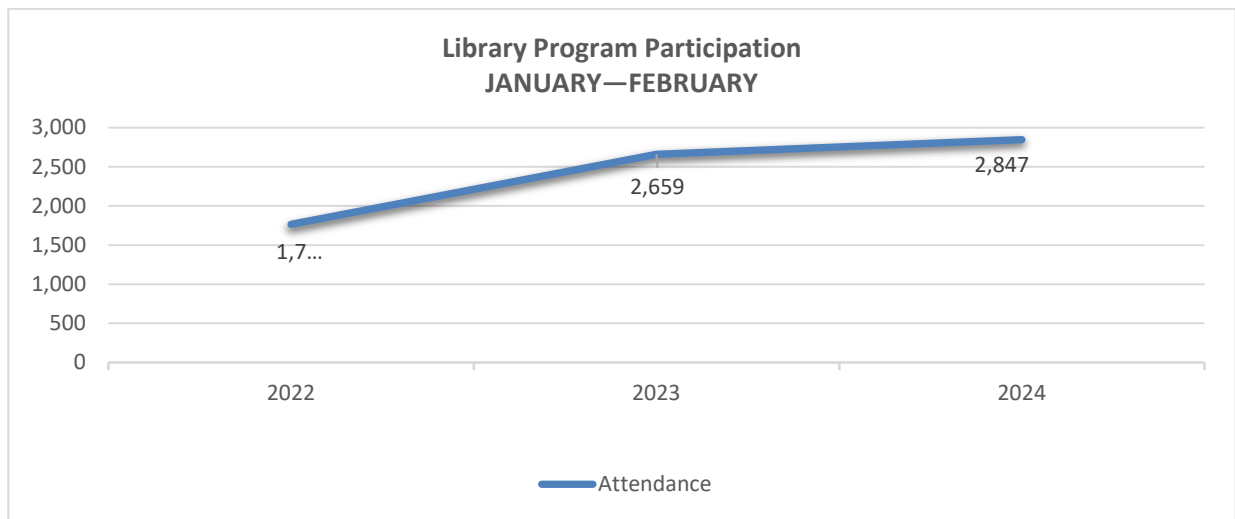
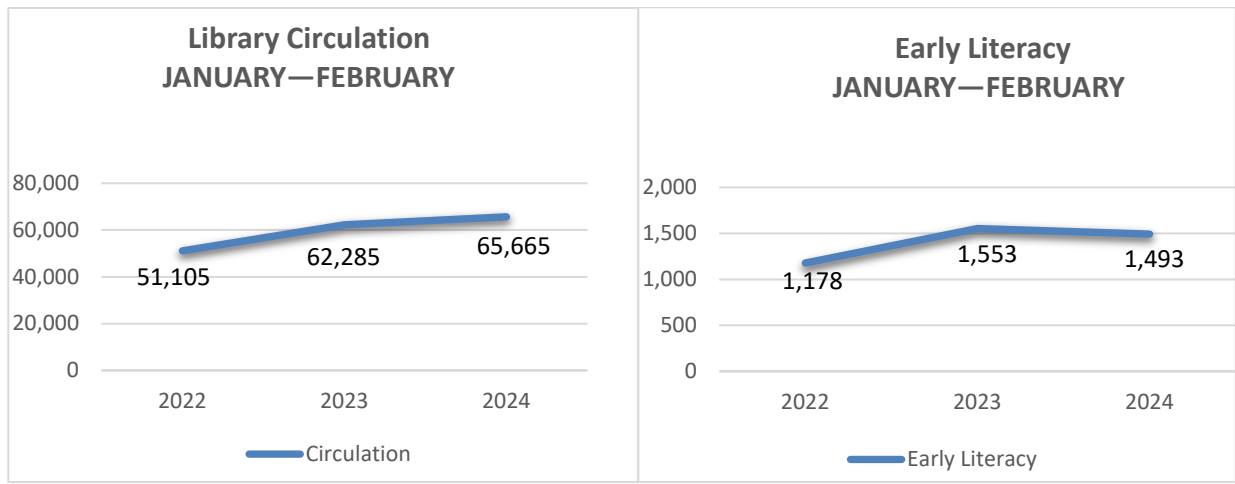
The City’s **YouTube streaming** page, where Council meetings and work sessions are both streamed live and archived, has 352 subscribers. The Dec. 12 Work Session was not streamed over YouTube due to technical difficulties.

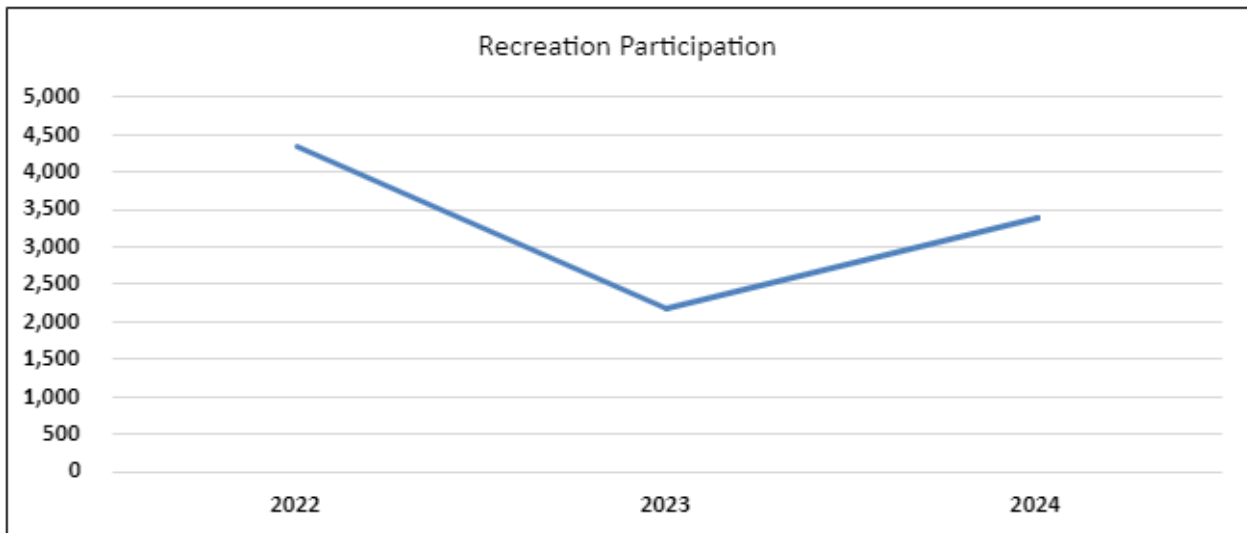
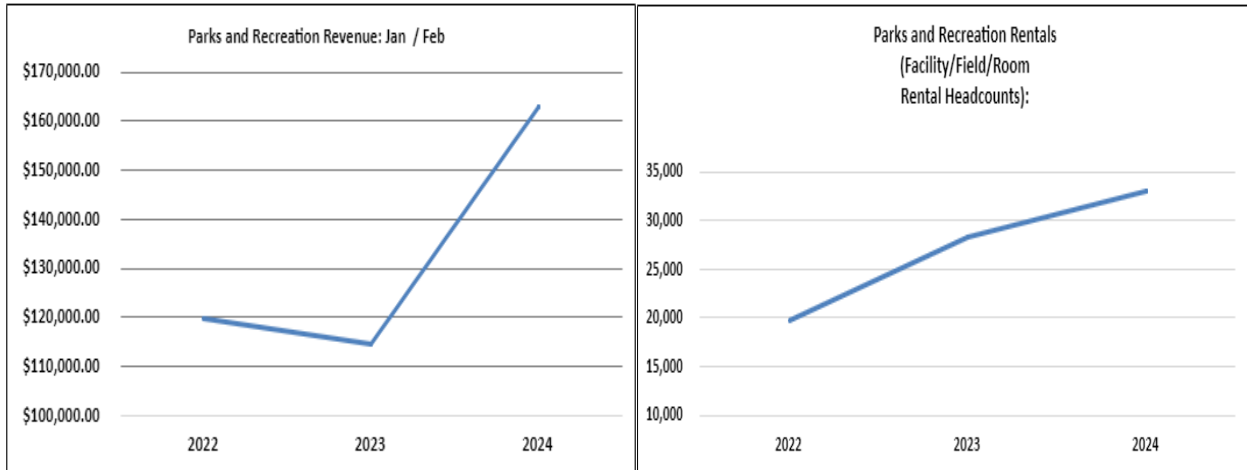
Date (2024)	Broadcast Description	Views
Jan. 9	City Council Work Session	95
Jan. 11	City Council Meeting	86
Feb. 6	City Council Work Session	73
Feb. 8	City Council Meeting	80
Feb. 20	City Council Work Session	60

Department of Parks, Recreation, and Library

JANUARY—FEBRUARY 2023 Dashboard (Years: 2024 vs. 2023 vs. 2022)

Library Circulation: JANUARY—FEBRUARY	65,665
Library Program Participation: JANUARY—FEBRUARY	2,847
Early Literacy Participation: JANUARY—FEBRUARY	1,493





*Cove Closed for renovations January & February
 *Ice Rink was open through mid-January

Adaptive Adults Gets Ready for Spring

Over the last decade, studies on the overall functioning of adults with intellectual, physical, and developmental disabilities have consistently found the importance of social participation and its correlation with improved quality of life. Research has also described the negative impact of social isolation and lack of community integration for individuals with disabilities.

That is why the City of Sierra Vista’s Adaptive Adult Recreation Program and Echoing Hope Ranch are partnering again for the First Annual Spring Formal dance for adults with disabilities. Even more than special needs children, adults with disabilities can become isolated from society and lack a feeling of togetherness and community. This event offers individuals across the spectrum the opportunity to expand their community by meeting and interacting with more peers; learn or practice social skills in a new, exciting, and safe environment; and have an elevated experience at a formal event designed to meet their needs and challenge their capabilities.

This year, our organizations will be hosting the First Annual Spring Formal on Saturday, March 16, 2024, from 4 to 7 p.m. at the Ethel Berger Center in Sierra Vista. The evening will include a pre-dance salon and makeup studio, red-carpet entrance, photo booth, hors d’oeuvres, mocktail bar, music and dancing, sensory decompression room, raffles throughout the evening, and support staff for attendees. The event will be catered by J's Kitchen.

As we move into Spring/Summer, the Adaptive Adult Recreation Program will be participating in the City of Sierra Vista's Spring Co-Ed Softball League. Games will be played every Tuesday evening from 6:30-7:30 starting on April 9th running through May at the Domingo Paez Fields.

City to Participate in Youth Arts Festival

Both the library and the child and family programming divisions will take part in the Youth Arts Festival this April. The Youth Arts Festival has become a beloved tradition that offers children of all ages an opportunity to engage in a variety of art projects hosted by Cochise College clubs and many different community partners.

The affair is a well-known and long-standing event that has generated a loyal following among members of our community. Participating is an ideal outreach activity to increase visibility while forming meaningful connections with families outside of the typical reach of our own marketing and communication efforts. Please stop by our booths and say hello and pick up literature regarding our upcoming programs for the Spring & Summer.

Cactus Wren Preschool Visits the Library



The students of Cactus Wren Preschool and their families visited the Sierra Vista Library in February and March for their very own story time and tour. The four classes came on two different days to spend time learning about all the amazing things the library offers. Students helped Miss Erica name the different items they could get from the library, and the two popular answers were books and toys (of course)!

Included in the visit was a quick tour around the front of the library and the children's department. The students, and their grown-ups, learned where to find the desks to get help, the kiosks with the event calendars and flyers, and the self-check machines. After

a quick look around everyone returned to the big meeting room to enjoy some coloring.

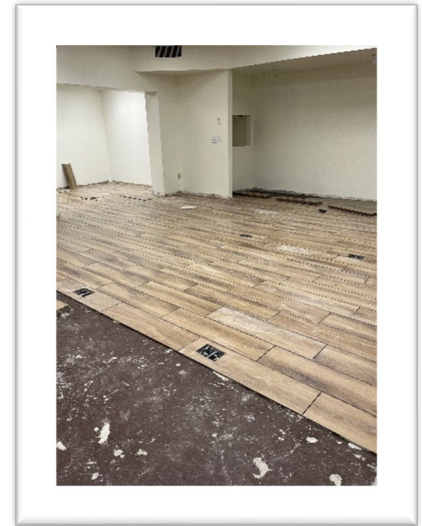
Being able to have community groups like the preschool classes visit the library with their teachers and families is a wonderful opportunity to introduce, and sometimes reintroduce, all the amazing services and materials the library has to offer. All the library staff, and the other patrons, always enjoy seeing a little parade of preschoolers getting excited about the library!

Museum Remodel Finishing Up

The museum is entering the final phase of its building remodel, with new flooring entering the picture this week. Walls have been removed and painted, new electric installed, and wood flooring laid thanks due to the generous donation provided by the Sierra Vista Historical Museum this year.

Programming continues while the physical space remains closed, including a Victorian Tea on April 6th at the Ethel Berger Center. While participants enjoy freshly brewed tea, there will be a presentation on the history of the Victorian Tea, including corresponding etiquette and fashion provoked by the high afternoon tea tradition. In addition, the museum curator will be hosting a trip to Camp Naco in May, so that residents can explore the history of our cross-cultural border and what the new renovations entail for Cochise County. The museum is also participating in the "Family STEAM night" on Fort Huachuca this month, exploring the theme of "How technology has changed." Remember rotary phones? Youth will have the ability to try one out—many for the first time!

While the physical remodel may be finishing up, there are still cabinets and displays to be bought and installed, as well as technology aspects to activate, so a reopen won't happen until late spring/early summer. Once all components are completed, and the new exhibit is up, a reopen celebration will be scheduled.



Elgin Wine Tour



On Saturday, January 20, our Wine Tour to Sonoita/Elgin was a big hit! Many of the participants were people who have attended our tours before and were very excited to get back on the bus now that we have a fantastic new bus driver! Twisted Union was ready for us when we got there, and we filled the tasting room with 33 participants. The owner, Kati, allowed the group to explore the upstairs balcony and shared that the winery was also a Bed and Breakfast. After Twisted Union, we were on our way to the Elgin Winery and Distillery. The group was thrilled with the selection. The last winery was Los Milics, who hosted us with phenomenal views and wonderful food and wine. It was a wonderful way to spend a Southern Arizona Afternoon!

January Dine-a-Night



Thursday, January 11: Affectionately known as our senior's dinner social event night out, our January Dine-a-Night at Manda Le had 15 participants. Everyone enjoyed getting together at the Manda Le and was happy with the extensive menu, the ambience, and the company.

February Dine-a-Night

Thursday, February 8: Dine-a-Night at Orient Express had 15 participants. The Orient Express is a new restaurant operating out of the Sierra Suites Hotel. The group was happy with the meals served and the owner was thrilled to host us in the establishment.





2024 Youth Basketball League

The City’s Youth Basketball League is in full swing, and 360 participants are now running up and down courts around town. This is an increase from last year’s participation of 318. The city partnered with the Sierra Vista School District and Lemman Academy to accommodate this year’s 38 teams. In January and February there were a total of 121 games played. The championships will be held at the main court of Buena High School, which is an amazing opportunity for the participants. We look forward to updating you with the 2024 City Youth Basketball Champions in the next executive report.

Sports Affiliate Program – Coronado Recreational Soccer

Registration has closed for the Spring Season of the Coronado Soccer Program. Coronado Athletic Club is a City Sports affiliate, and all registration are taken at the Sports Division. The city takes a Player Participation Fee which then covers all the league’s facility fees and registration costs for the season. This alleviates the club of some of the administration burden and allows the league to focus more on their operations. The Coronado Athletic Club has been a Sports Affiliate for many years now and we enjoy a great partnership. This year 534 kids have registered and will start kicking soccer balls on all our wonderful fields starting March 18th.



Sports Affiliate Program – Sierra Vista Ponytail

Registration has also concluded for the Sierra Vista Ponytail Softball League. Sierra Vista Ponytail is part of Little League International. They are also one of our sports affiliate partners. This year 203 youth registered five divisions. The program has started practicing and opening day is scheduled for March 23rd.

Tennis Lessons

The Sports Division is pleased to announce that after a long hiatus we are now able to offer private and group lessons. We recently contracted with Tennis Unbound and Daniella Reidmiller, a tennis professional and Coach at Buena High School. Daniella is currently offering private and group lessons through the Sports Division. We are excited to be able to bring back this MUCH requested activity. The first tennis camp under the new instructor took place in February with 14 participants.

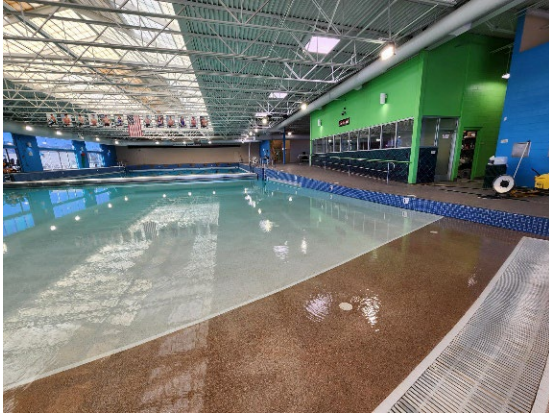
Upcoming in Sports:

PeeWee Sports Camp (spring session): Registration closes March 22nd

Adult Softball Leagues: Registration is currently open until April 2nd

Adult Basketball League: Registration is currently open until May 22nd

THE COVE IS OPEN!

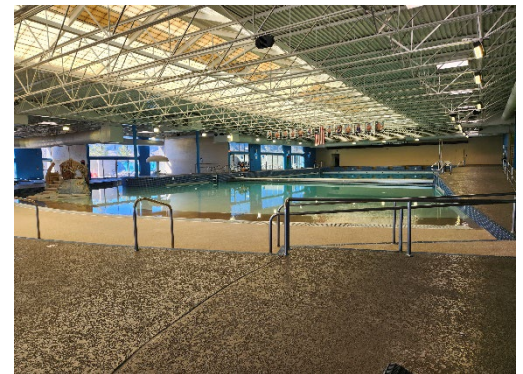


February 12th was the long-awaited reopening of the Cove. The Cove shut down in early November to accomplish some much-needed maintenance. Here's what happened:

- Replaced all the tiles in the main pool.
- Removed and replaced all the pebble tech in the main pool.
- Resurfaced, repainted, and sealed all inside pool decking.
- Installed partitions in the men's shower.
- Installed a new handicap shower and stool in the men's locker room.

The Cove staff was excited to reopen to the public. From February 12th to February 29th, we had well over 1,200 patrons in the facility. This included 390 swimmers at our Saturday Open Swim and 740 lap swimmers. Our Water Safety Instructors (WSI) instructed 20 youth in various American Red Cross Swim lesson levels, and 43 patrons attended our water workout classes.

The Parks and Recreation and Library Department would like to thank Fort Huachuca MWR for supporting Cove patrons with a place to swim while we were closed.



Employee Spotlight – Aquatics



Jocelyn Hite started working at The Cove in September of 2023. From the start of her training, Jocelyn has had a good attitude, hardworking mindset and has always been a team player. She is willing to cover shifts when needed and help other employees maintain the facility without being asked.

Jocelyn has taken on a new certification as a water safety instructor, teaching participants of all ages how to be safe in the pool. Even though teaching a wide range of ages is challenging, Jocelyn has provided a great learning environment for our swim lesson participants.



American Red Cross

Authorized Training Provider

American Red Cross – Authorized Provider

Did you know that the Cove Aquatic Center is an Authorized Training Provider with the American Red Cross? This allows Cove staff to teach not only swim lessons to over 500 kids each year, but also to internal and external lifeguard classes and CPR and First Aid classes as well. The Cove has one Water Safety Instructor Trainer (WSIT) and three Lifeguard Instructors (LGI) on staff. This enables the Cove to be able to certify new employees and provide our region a place to receive quality American Red Cross training.

Upcoming Events:

March 23: Tucson 4th Ave Street Fair

March 30: Spring Bazaar at the Ethel Berger Center 9:00 am – 3:00 pm

April 6: Elgin Wine Tour

March 14 Dine-a-Night: Doc's Watering Hole

April 11 Dine-a-Night: R and R Pizza

April 20: West Fest – Fry Blvd 3:00 pm – 9:00 pm

May 25: Sky Island Summit Challenge & WBS Festival @ VMP from 12:00 pm – 7:00 pm

Public Works

Administration

Grants. The Engineering and Administrative Sections in conjunction with the Community Development Department have submitted a variety of grants. Below is a brief description of each grant which is currently awaiting review or was recently awarded:

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 – An 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 the 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. Requests for proposal will be going out in the next few weeks to bring consultants on-board for the project.

Congressional Appropriations Applications, about \$7,500,000, plus \$8,100,000 in state earmark requests – 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 \$3.7M for 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. The state earmarks are looking less likely due to the state budget shortfall. However, the federal appropriations have continued to move forward, and at least one was in a bill which was recently approved. Staff is currently sorting through “next steps” to determine when and how the funding may be available to begin work.

RAISE, about \$20,000,000 in federal funds requested with a \$800,000 City match for design – The City applied for a RAISE grant last year, and although the effort was not successful, the application was designated a “project of merit”, meaning it had scored very well and reapplying was encouraged. Staff is therefore optimistic about the chances this year. The project includes completion of the Fry Boulevard streetscape improvements from Carmichael to 7th Street as well as along North Garden. The new RAISE application was submitted in early March, and staff expects to hear whether the application was successful within a few months.

Engineering



Garden Canyon Linear Park. After securing a grant from Arizona State Parks & Trails, the City of Sierra Vista is constructing ADA accessible trails at Garden Canyon Linear Park around the St. Andrews Drive access. The project reflects objectives from the Garden Canyon Linear Park Master Plan, which was created in 2008 with the help of public input. The current phase under construction includes paving ADA accessible pathways and installing a water line for future restrooms at the site. The ADA accessible trails will be 8-to-10-feet wide and paved with asphalt. This is the largest improvement to the park since construction of the parking lot at St. Andrews Drive in 2021. Due to safety concerns, the parking lot at St.

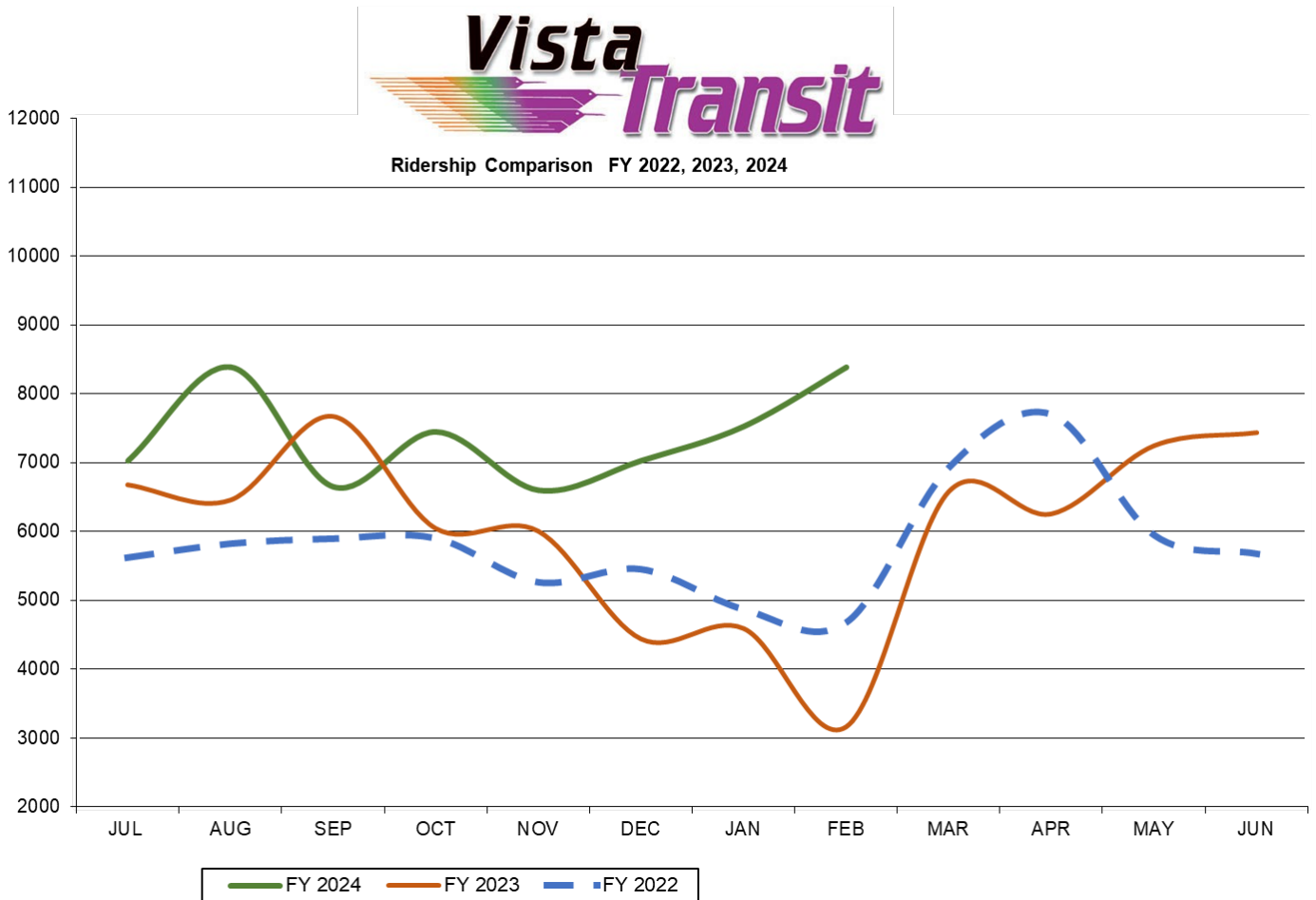
Andrews Drive will remain closed for the duration of construction.

Annual Street Maintenance. The City’s annual street maintenance project was awarded and will be moving to construction as weather conditions permit. This year’s patching, crack seal, and sand seal list includes roadways in the Northpark, Eagle Ridge, and Town and Country Estates #6 and #7 subdivisions. Maps will be posted and additional information will be released by the Public Affairs Office as construction draws closer. The contractor will also be notifying impacted residents of the anticipated schedule before work starts on their street. Reconstruction projects on both Greenbrier and Four Winds Circle are also currently finishing design and could begin construction later this year depending on funding availability.

Transit

Staffing. Vista Transit has been successful in bringing some new drivers on-board, although operating margins are still small. Still, Vista Transit has been able to attract some wonderful new staff members who are contributing positively to the culture and helping to take some stress off existing staff. Now that there is a little bit of breathing room, management is currently working on the scope of work for the Vista Transit Routing Study to help determine a new routing system which can best meet customer’s needs.

Ridership. Based on the data staff has been monitoring, ridership continues on a mostly positive trend. With the exception of one small dip which was limited to September 2023, all other months have trended well above the previous two years. Ridership in February 2024 was almost triple the previous year.



Airport

Master Plan. The 10-year Airport Master Plan update officially kicked off in September, and the next meeting of the Planning Advisory Committee which is directly reviewing the master plan elements as they become available has been scheduled for May. This master planning effort is being done in conjunction with Fort Huachuca to help jointly plan the space on both sides of the airfield. The FAA is funding 91.07% of the project cost, and a grant offer from ADOT is contributing 4.47%.

Fire Season. As the winter thaw gives way to the spring winds, it means that fire season is unfortunately right around the corner. The Airport is busily preparing for the arrival of the firefighting planes, which is likely to happen in late March. Weather patterns over the last few years, to include a few lackluster monsoon seasons, mean that fire season continues to start earlier and last longer. Residents are reminded that open burning is not permitted in City limits and is particularly hazardous in the spring when dry weather combines with high winds. Even a small fire can quickly grow out of control and put lives and property in jeopardy. City residents can arrange for a green waste pick-up free of charge, and both City and County residents can drop-off green waste at the Compost Facility. Drop-offs for City residents are free, and County residents have a nominal fee.

Streets

Wash Maintenance. Also related to fire season, while temperatures remain low and plant growth is just starting, the Streets Section is hard at work in the City's detention basins and drainageways trimming back vegetation. Per the City's Wash Maintenance Policy, each of these areas is maintained about once per year, typically in the winter or early spring to help ready the community for fire season later in the spring. The type of work performed varies based on the wash classification but generally consists of the removal of garbage, trimming and chipping of dead vegetation, and stabilization where erosion is present. It can take some time to work through the hundreds of acres of basins and washes in the City's inventory, so work will continue over the next few weeks.



State Route 90 Repair. Although not a City-owned roadway, ADOT's State Route 90 Rehabilitation Project has drawn a lot of resident interest due to the rapidly deteriorating condition of the roadway, particularly from Campus Drive to Colombo. The State Transportation Board approved the award of the almost \$28,000,000 project at their meeting in December, and staff is currently waiting on a project schedule. ADOT's website indicates the project will begin construction in "early 2024", and surveying is currently underway, but it is not clear yet which area will move into construction first. More information can be found on the project website here: [State Route 90: Border Patrol Station to Moson Rd. | Department of Transportation \(azdot.gov\)](#)

Commissions

Transportation. The Transportation Commission now has four members with a potential fifth member to be considered at the March meeting. At its March meeting, which was delayed until the 20th, the commission will hear a presentation from Jeff Pregler on the General Plan. The next meeting will be held on the first Wednesday of either April or May at 3:30 p.m. in the Second Floor Conference Room at City Hall.

Environmental Stewardship. The Environmental Stewardship Commission has had great turnout with several members of the public at each meeting. The commission currently has one vacancy and will be considering at least one application at its next meeting on March 27th. A subcommittee was recently formed to do a refresh of the recycling section of the City's website and also to provide information to residents about how to reduce consumption and reuse materials before they enter the waste stream. A field trip to the Environmental Operations Park will be coordinated for April's meeting.

Tourism and Economic Development

Economic Framework Strategy Development

Mayor and Council have 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

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. Allo Fiber has successfully negotiated a lease agreement for the previous Yucca Moving and Storage facility at 408 Wilcox Drive. Allo has submitted a West End Partnership Grant for their renovations of the space which includes the building of a block wall and significant exterior esthetic improvements.

Maximize Economic Impact of the Municipal Airport. Arizona Commerce Authority announced a big win for the City of Sierra Vista this quarter with the press release for BlackStar Orbital's site selection of the Sierra Vista Municipal Airport the company's new location for the establishment of an engineering and manufacturing facility of its innovative spaceplane technologies. The BlackStar Orbital team, CEO Christopher Jannette, Founder and Principal Engineer Kit Carson, and Chief Commerce Officer Sean Hollis, were on sight the last week of February to conduct introductions and meetings with various stakeholders. They are even more enthusiastic about Sierra Vista as a base for their operations and are looking forward to continued meetings and progress toward the opening of their facility. In cooperation with this announcement, City staff have conducted an RFP and initial selection for a consultant to conduct a spaceport reentry feasibility study. Formal acceptance of the agreement is expected in the next couple of weeks and the study is expected to be completed in approximately six months. This study will inform and establish the path forward for pursuit of an FAA 433 spaceport reentry license.



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. Staff continues to be engaged with both Fort Huachuca leadership as well as the city's Washington D.C. lobbyist. Staff participated in meetings to discuss the 203 acre land conveyance and also support the Team Huachuca Strategic Plan.

Economic Development Activities and Key Engagements

Sky Islands Regional Partnership (SVA Chamber) Engagements

Economic development staff, along with the Sky Islands Regional Partnership, members of the Economic Development Commission, and UACI continue to work with Port 194, the startup chosen for the sponsored launch program. An update meeting with the sponsorship team and John McCary is scheduled for April 2nd. Staff also supported two Business at Twilight events, and a Chamber Live.

SEAZ Hispanic Chamber Partnerships

Staff continues to engage with the business members of the SEAZ Hispanic Chamber and attended two Chamber mixer events.

SBDC Partnerships

Economic development staff continue to work with the Cochise SBDC. This quarter staff attended and supported their Economic Forecast Luncheon, co-hosted with the AREDF, as well as their Beneficial Ownership Reporting Luncheon for local businesses.

Moonshot 2024

The Moonshot Rural AZ Pitch Contest will return to Cochise County on April 4-5th! April 3rd will be dedicated to a Youth Pitch Contest and the VIP Reception that evening. April 5th will be a full day of small business pitches from across Cochise County.

ED Staff and the SBDC have been working hard on school engagement and preparing students and young entrepreneurs from across the County to participate. Our tour stop will be the first in AZ to incorporate a youth contest, and the students have been very impressive with their ideas thus far. We encourage members of the community and Council to join us for these events to be hosted at Cochise College. More details to come!

COCHISE COUNTY
YOUTH
 Moonshot
 RURAL PITCH
 COMPETITION
 2024

SIGN UP AT
 BIT.LY/YOUTHMOONSHOT2024

APRIL 4TH
 SIERRA VISTA TOUR STOP



Moonshot
 Moonshot is an Arizona-based 22 year-old 501(c)3 non-profit.
Making Giant Leaps for Arizona Entrepreneurs

THE 5TH ANNUAL PITCH TOUR IS PRESENTED BY
   **ARIZONA**
FOUNDED BY AN INNOVATOR



Moonshot™
 RURAL ARIZONA
PITCH
 COMPETITION
 2024

A Shark Tank Style Pitch Event for Rural Arizona

FREE TO PARTICIPATE

April 4&5
 SIERRA VISTA TOUR STOP

SIGN UP AT
 MOONSHOTAZ.COM



Moonshot™
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THE 5TH ANNUAL PITCH TOUR IS PRESENTED BY
   **ARIZONA**

Sierra Vista
 15TH ANNIVERSARY LEGAL
 INCORPORATION CELEBRATION

SVAC
 SIERRA VISTA AREA
 COMMUNITY DEVELOPMENT

HERALD/REVIEW
 MEDIA

**AMERICA'S
 SBDC
 ARIZONA**
 Cochise College

New Business

Allo Fiber announced Sierra Vista as their newest market, and broke ground on construction of their fiber internet, tv, and phone network. The company is expected to invest \$40M in construction of the network, with plans to build further into Cochise County after the Sierra Vista market is completed. In addition to the investment, Allo Fiber projects the creation of approximately 40 new jobs in the area and is currently hiring for Field Engineers and Fiber Design Technicians.



Economic Development staff attended and was invited to present at the International Economic Development Council Leadership Conference, held on Feb. 4-6 in Phoenix. During this session, Dianna Cameron was able to share and discuss projects we have been working on to build entrepreneurial capacity.



IGNITE | Entrepreneurship Storytelling



Jaye O'Donnell
City of Mesa ED



Rebeca Lovell
Greater Seattle Partners



Laura James
Coachella Valley
Econ. Partnership



Dr. Velma Trayham
ThinkZILLA



Brett Doney
Great Falls Dev Alliance



Dianna Cameron, EDP
City of Sierra Vista



Rob Williams, EDP
SourceLink

#IEDCPHX



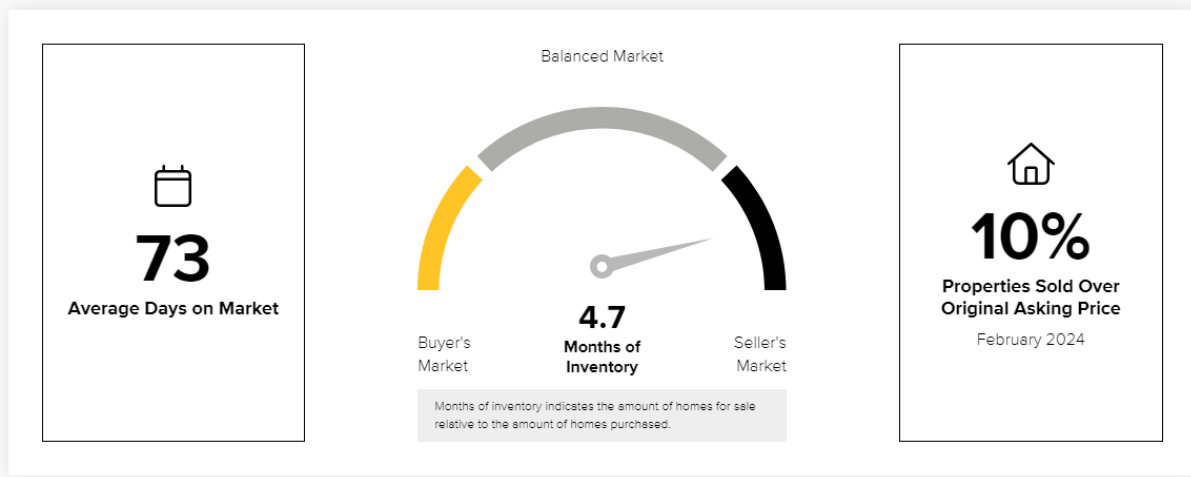
Economic Development Commission. The Economic Development Commission is scheduled to meet on March 20th at 9:00am in the City Manager’s Conference Room. They will discuss the 2024 Business Recognition Plan and begin considerations for potential updates to the Plan for Prosperity.

Jobs Report. The jobs report remains largely unchanged since the last report with 374 vacant positions in Sierra Vista and 1,037 across the county largely in the medical, information technologies, and education industries.

Housing Report. This quarter’s housing report shows increases to number of homes sold, and median sales and list price. While homes sold for the month of February is up 17% from last month, this number is still down 9% in comparison from last year. Median sales price and list price are up from last month as well as last year 14% and 10% respectively. Homes priced above \$400k are shifting to buyer’s markets, whereas houses listed between \$100-400k are still seeing seller’s market conditions.

	Current Period Feb 2024	Last Month Jan 2024	Change From Last Month	Last Year Feb 2023	Change From Last Year
Homes Sold	105	90	▲ 17%	116	▼ 9%
Median Sale Price ⓘ	\$279,900	\$252,500	▲ 11%	\$245,000	▲ 14%
Median List Price	\$280,000	\$265,000	▲ 6%	\$255,000	▲ 10%
Sale to List Price Ratio ⓘ	96%	95%	▲ 1%	96%	0%
Sales Volume ⓘ	\$31,189,389	\$26,958,782	▲ 16%	\$33,003,172	▼ 5%
Average Days on Market	73 days	78 days	▼ 5 days	69 days	▲ 4 days
Homes Sold Year to Date ⓘ	195	90	▲ 117%	228	▼ 14%
For Sale at Month's End	482	693	▼ 30%	413	▲ 17%

Market Climate



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

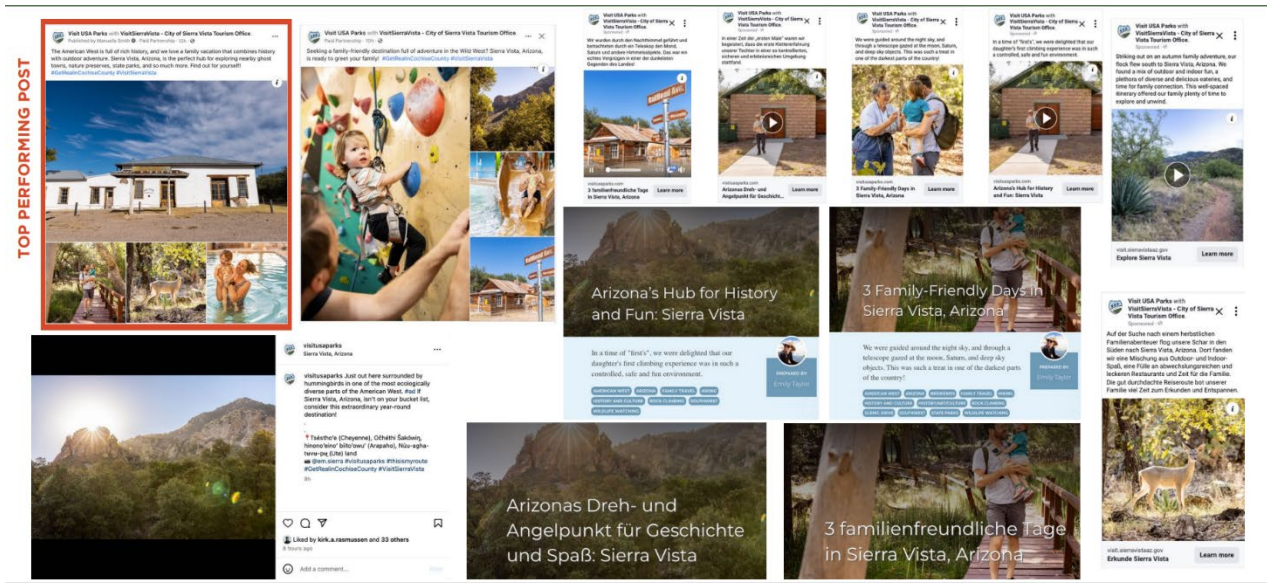
Tourism Commission. The Tourism Commission is scheduled to meet March 11th at 1pm in the Oscar Yrun Community Center Conference Room. They will continue discussion of short term, mid-term, and long-term projects as well as upcoming community tourism events. They previously met in January and February to identify city tourism goals and projects. The commissioners have opted to volunteer at the tourism/information booth we will have at El Tour de Zona at the end of March.

Advertising- Print and Social Media. January and February two print ads were run with Bird Watcher’s Digest and Living Bird for their winter editions. The following pictures show these ads.



The last two months Tourism staff have worked with Communications to deliver ads to Texas Monthly and AAA SoCal to be used in their spring and summer prints.

Tourism staff received the final report from the Visit USA Parks campaign. The campaign ran from October 2023 to February 2024 and was a combination of content being gathered and posted with promotions and retargeting ads. The target markets were the US, UK, and Germany with 50% of the ad buy going towards US markets, 25% on the UK market, and 25% on the German market. The final report concluded that the impressions and clicks on these ads exceeded the campaign deliverables with 200,000 impressions and 3,000 clicks. The itinerary ads outperformed the others with story ads following closely behind. Tourism staff will continue to prioritize the development of content that captivates audiences best in order to increase success in social media advertising.



Visitor Center. In January and February, the Visitor Center saw an increase in foot traffic. The below graphic shows the cumulative number of visitors from each state for the FY.



Sierra Vista Adventure Guide App. The Sierra Vista Adventure Guide App is in the process of being re-vamped and updated in preparation to be promoted at El Tour de Zona. Tourism staff's goal is to see an increase in downloads and use of the app. At the end of February, the app had 170 downloads.

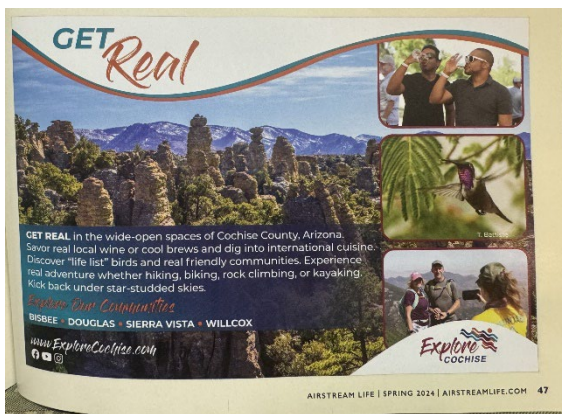


The Adventure Guide Poster

Cochise County Tourism and Economic Council (Explore Cochise) Executive Report

The City of Sierra Vista Tourism and Economic Development report includes a regular report for the Cochise County Tourism and Economic Council (CCTEC). 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.

Ads: Print and Digital. CCTEC had two print ads in Airstream Life and Playball, both ads pictured below. The Playball ad was a full two pages promoting what Cochise County has to offer.



Additionally, a social media campaign is being run on the CCTEC Facebook to increase advertisement for El Tour de Zona. Facebook posts are made weekly leading up to the event in order to grow awareness of the event. Posters have been designed to showcase restaurants, bars, shops, and attractions for Bisbee, Sierra Vista, and Tombstone.

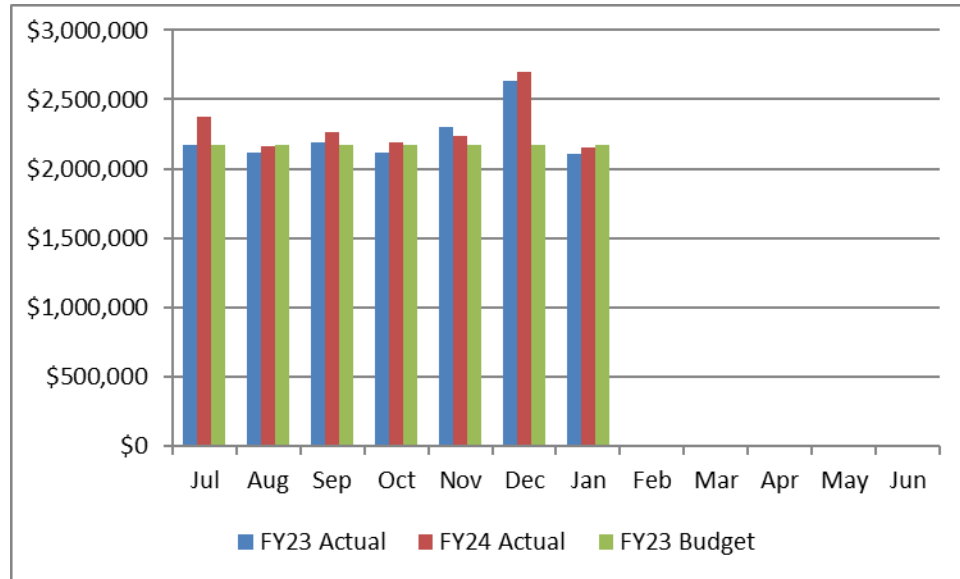
Steering Committee Meeting: February 15, 2024

Staff met with the CCTEC Steering Committee to discuss next steps in the transition. Staff worked on solidifying plans to visit the different visitor centers in the following cities to aid in the transition and reestablish working relationships going forward: Benson, Bisbee, Douglas, and Willcox.

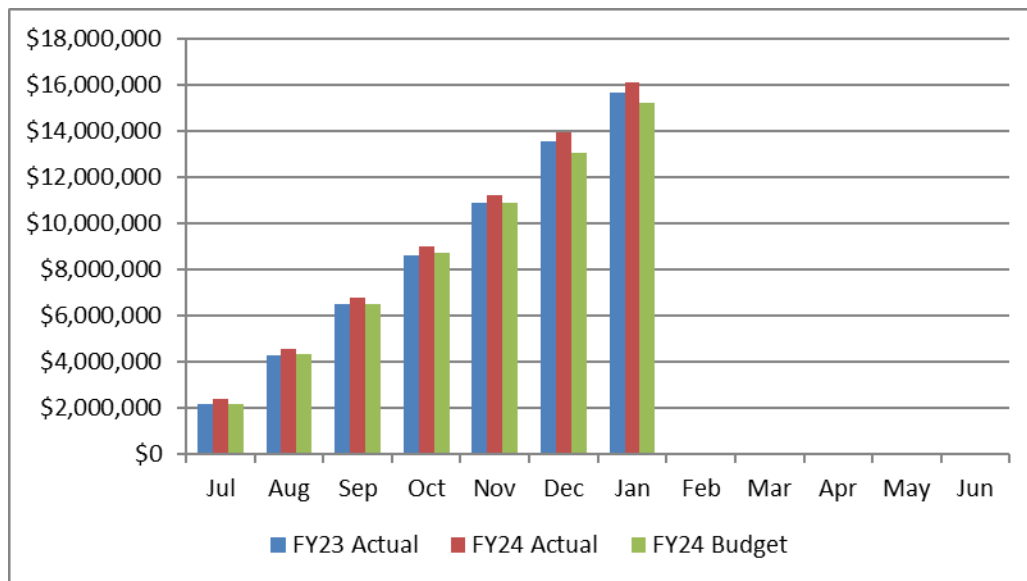
Administration

Sales Tax Collection. Gross privilege tax collections were up \$63,389, or 2.40%, for December and \$47,529, or 2.25% for January over last fiscal year.

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



Through January, collections are up \$440,589, or 2.82%, over last fiscal year. The chart below provides a monthly comparison of FY24 actual, FY24 budget, and FY23 for the Fiscal Year.



Description	Feb-23	Mar-23	Apr-23	May-23	Jun-23	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23	Jan-24
Utilities	140,026.22	121,840.48	94,523.90	93,410.06	112,555.20	122,248.00	131,483.50	118,956.49	101,680.14	95,205.36	100,315.46	129,626.95
Communications	18,819.75	23,840.73	15,295.16	19,600.02	19,638.22	19,231.63	19,531.13	19,105.63	26,332.93	19,759.65	20,214.61	19,921.47
Publication	655.89	23.80	1,487.80	735.01	741.67	680.95	801.86	718.61	1,012.55	435.47	614.07	801.75
Restaurant & Bar	255,599.89	268,325.60	275,167.47	256,474.71	258,788.79	252,670.96	245,886.18	271,752.44	245,512.57	220,182.29	289,316.94	233,978.41
Contracting - Prime	162,781.35	71,864.69	110,855.75	94,862.27	65,755.25	86,755.79	62,204.66	54,757.88	57,494.52	39,136.83	88,090.66	37,222.65
Retail Sales	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	1,044,552.63	1,076,972.09	1,295,657.03	986,788.74
Use Tax Purchases	72,734.54	51,712.10	51,917.06	61,508.57	72,850.86	(3,361.75)	58,367.67	47,589.86	68,650.93	85,997.92	87,782.38	67,666.24
Use Tax from inventory	607.93	1,556.73	243.26	248.03	3,064.98	2,559.72	230.97	1,035.92	82.15	2,085.73	241.10	1,104.69
Residential Rental	42,656.03	49,346.63	41,040.66	38,839.46	47,697.21	39,820.07	36,843.09	48,370.88	40,725.81	38,840.54	77,939.32	53,759.35
Retail Food for home consumption	274,883.65	303,143.04	293,333.27	301,921.61	282,883.94	292,156.47	297,761.63	285,413.86	285,350.63	320,895.75	414,202.11	328,012.55
Commercial Rental	30,910.61	35,508.87	28,324.57	31,117.72	29,009.39	28,570.64	28,712.34	31,760.19	28,855.99	30,251.28	31,894.31	33,114.40
Tangible Property Rental	18,177.34	22,393.96	22,304.09	25,162.22	22,514.20	25,652.04	25,071.90	24,195.84	22,288.35	22,537.95	23,696.31	23,231.27
Extended Stay	105,905.23	137,247.65	130,744.28	119,649.03	108,493.96	118,078.82	111,648.41	96,205.93	111,121.05	100,121.61	86,076.69	100,179.83
Online sales	107,110.05	124,299.19	108,939.36	114,751.92	110,392.75	124,950.95	112,616.93	110,110.84	121,593.32	146,104.51	146,861.20	115,773.51
Other	23,816.99	27,024.33	32,164.18	31,580.59	32,889.13	43,003.85	40,606.67	29,610.86	30,659.79	42,416.56	36,923.70	26,352.83

Community Development

- **Development Code Amendments.** On February 8, 2024, the City Council approved the adoption of amendments to the Development Code pertaining to outdoor storage, warehouse, storage and distribution uses, landscape and screening requirements. The amendments clarify certain terms, resolve inconsistencies, and accommodate certain warehouse, storage and distribution uses within the General Commercial District to better meet the needs of the community.

At the same meeting the Council adopted amendments to the Development Code to incorporate roadway design standards to better implement City Council Strategic Plan objectives and General Plan strategies relating to complete streets. Moreover, the Sierra Vista Roadway Design Manual consolidates codes and standards into one document that are consistent with state and national construction standards in a more user-friendly format.

The Council also declared a 30-day public comment period on amendments to the Development Code that would allow an administrative modification to required setbacks for residentially zoned properties that adjoin a platted right-of-way that exceeds the minimum required right-of-way width for the functional classification assigned to the street that the property abuts.

- **Traffic Circulation Plan.** On February 8, 2024, the City Council approved an amendment to the General Plan pertaining to Map 8, Traffic Circulation. This map is referenced during the development review process to determine access management and infrastructure improvement requirements. The functional classifications shown on the map were revised to be consistent with the hierarchy of streets in the Roadway Design Manual. Also, four roadways classified as major collectors were redesignated to minor collector streets based on their characteristics.
- **Neighborhood Commission.** On January 15, 2024, members of the Neighborhood Commission carried out a landscape project in the right-of-way on the southwest corner of N. Carmichael Avenue and W. Tacoma Street as part of the Neighborhood Partnership Grant Program.

Building & Inspection Services

The following projects were reviewed/inspected/completed during January/February 2024:

PLANS UNDER REVIEW		
PROJECT NAME	PROJECT TYPE	PROJECT ADDRESS
140 W Fry Blvd	Tenant Improvement	140 W Fry Blvd
Deer Creek RV Park	Tenant Improvement	733 S Deer Creek
Do8it - repair collapsed building	Tenant Improvement	650 E. Wilcox Dr
Dos Bros Tacos	Tenant Improvement	2151 Hwy 92 Ste 100
Event Center Renovation	Commercial New	302 El Camino Real 01
Good 2 Go	Commercial New	2632 E Fry Blvd
Haws & Haws	Commercial New	10778095C
Pepsi	Commercial Addition	175 West Kayetan

PLANS APPROVED

PROJECT NAME	PROJECT TYPE	PROJECT ADDRESS
Garden Canyon Clubhouse	Commercial New	405 South Garden Ave
Park Professional Building Remodel	Tenant Improvement	2700 E Fry Blvd
Tidal Wave Auto Spa	Commercial New	3216 El Mercado Loop
U-Box	Commercial New	2011 E Fry Blvd

PERMIT ISSUED/UNDER CONSTRUCTION

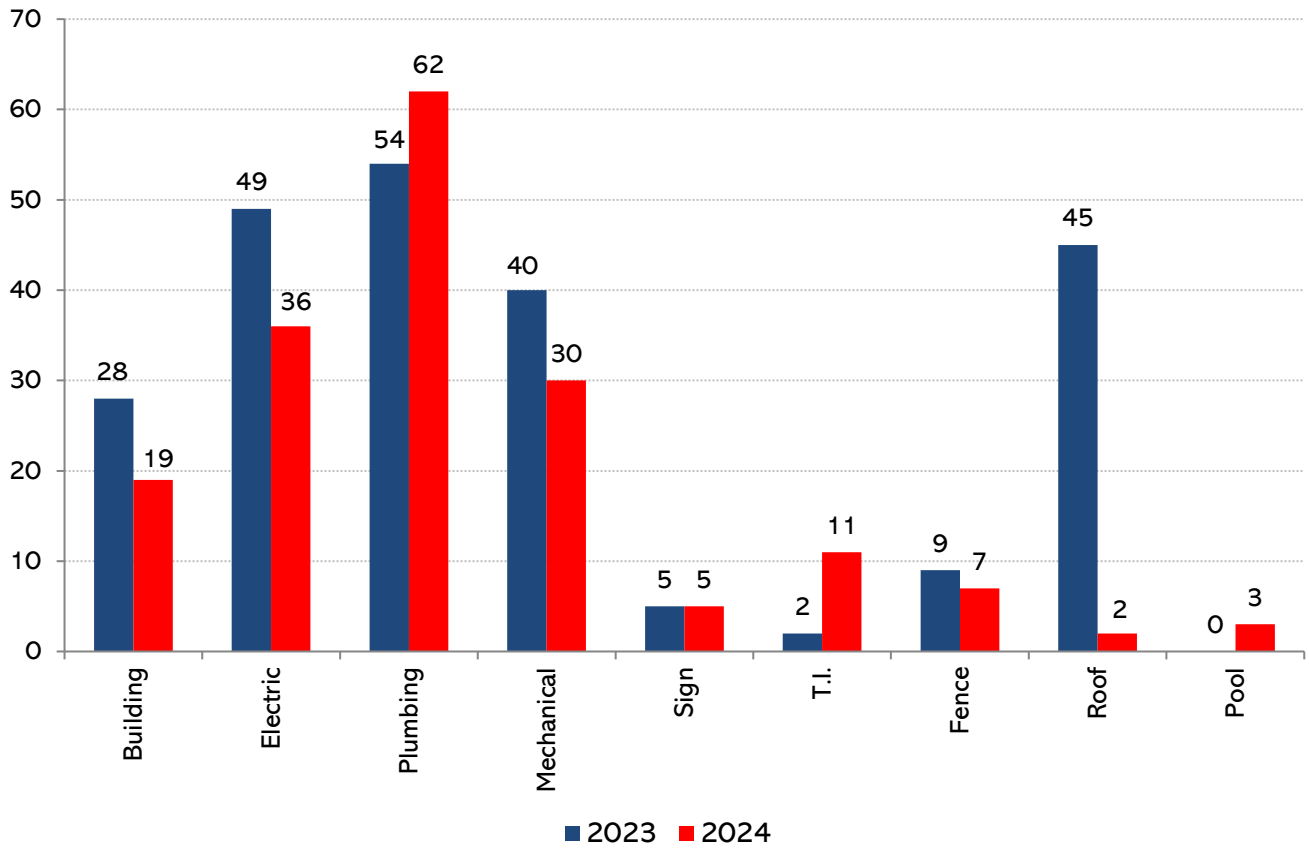
PROJECT NAME	PROJECT TYPE	PROJECT ADDRESS
550 W Fry	Tenant Improvement	550 W Fry Blvd
American Leadership Academy - Classrooms	Commercial New	4400 East Buffalo Soldier Trail
American Leadership Academy - Field House	Commercial New	4400 East Buffalo Soldier Trail
American Leadership Academy - Admin Bldg.	Commercial New	4400 East Buffalo Soldier Trail
Arbenz Pickleball - Restrooms	Accessory Commercial	2830 Tacoma Street
ARC GSSVAAZ001 LLC	Tenant Improvement	354 South Highway 92
AZ20527 Cell Tower	Cell Tower New	1300 Fort Ave
Bank of America	Tenant Improvement	3148 E Fry Blvd
Bath and Bodyworks	Tenant Improvement	629 N Highway 90 Ste 1
Boys & Girls Clubs	Tenant Improvement	1746 Paseo San Luis
Burger King	Tenant Improvement	415 N Highway 90
Camber & True	Tenant Improvement	365 Short St
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
Casa Del Sol - Pool	Commercial Pool	1020 S Carmichael Ave
Circle K	Commercial New	5058 Highway 90
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
Divided Homes Façade	Addition - Commercial	3827 S. Highway 92
Dollar General	Commercial New	10749001Q
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
EMS Substation	Cell Tower New	2155 S 7th St
Fry's Food - Fire Sprinkler System	Tenant Improvement	4351 E Highway 90
Garden Ave & Fry Improvements	Addition - Commercial	1011 N Coronado Ave
Gyfted Creations	Tenant Improvement	209 W Fry Blvd
Haven Health - Fire System	Tenant Improvement	660 N Coronado Drive
Highland Woods Stairs	Tenant Improvement	555 N 7th St
Hummingbird Assisted Living - Kitchen Hood	Tenant Improvement	2047 Highway 92
Jackson Dental	Tenant Improvement	1906 S Highway 92
Medical Office	Tenant Improvement	2250 El Mercado Loop

Northrop Grumman	Tenant Improvement	4067 Enterprise Way
Panda Express Hood	Tenant Improvement	480 Highway 90 A1
Popeyes Chicken	Commercial New	467 E. Hwy 90
Rothery Sports Complex - Fire Alarm	Tenant Improvement	3305 Est Fry Blvd
Rothery Sports Complex	Tenant Improvement	3305 Est Fry Blvd
RussO-Pabst Partnership	Tenant Improvement	77 Calle Portal C120
SAIC	Tenant Improvement	665 N Garden Ave
Sierra Evangelical Church Canopy Cover	Accessory Commercial	101 N Lenzner Ave
Sierra Pharmacy	Tenant Improvement	2085 E. Fry
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
Tractor Supply - Remodel	Tenant Improvement	4860 E. Highway 90
Vacant Suite	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
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

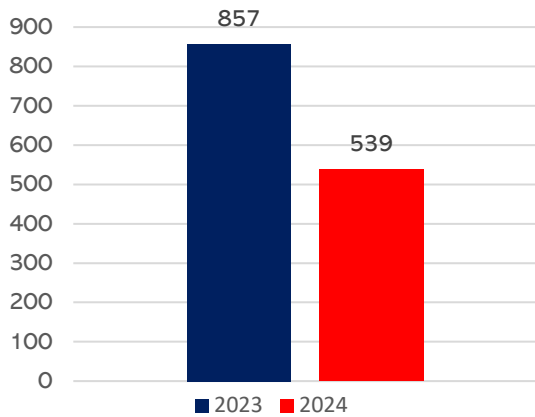
PROJECT COMPLETED

PROJECT NAME	PROJECT TYPE	PROJECT ADDRESS
Edward Jones	Tenant Improvement	3410 canyon De Flores D
Gymnasium - ADA Compliant Bathrooms	Addition - Commercial	382 E. Wilcox Dr
Pioneer Title	Tenant Improvement	3511 Canyon De Flores
Former Fast Auto Loans - Façade	Tenant Improvement	148 E Fry Blvd
Girls Home - Fire Suppression	Tenant Improvement	1850 Paseo San Luis
Haven Health	Addition - Commercial	660 N Coronado Drive
HCS Connect to City Sewer	Tenant Improvement	150 N Canyon Dr
Oasis Foursquare	Tenant Improvement	4699 Hwy 90
Rendezvous Remodel	Tenant Improvement	40 Avenida Escuela
T-Mobile	Cell Tower	1300 Fort Ave
Tropical Smoothie	Commercial New	562 S. Highway 92

PERMIT BY TYPE JAN/FEB



INSPECTIONS JAN/FEB



CONSTRUCTION TRENDS (JAN/FEB)

CONSTRUCTION TYPE	NEW CONSTRUCTION	
	2023	2024
SINGLE-FAMILY UNITS	6	0
SINGLE-FAMILY ADDITIONS	0	3
MANUFACTURED HOME UNITS	24	8
MULTI-FAMILY UNITS	0	0
NON-RESIDENTIAL (SQ. FT.)	0	0

Code Enforcement

As documented in the following table, Code Enforcement handled 92 complaints during the reporting period and assisted the Finance Department by hanging 57 notices for delinquent accounts. Code Enforcement staff also supervised three Better work cleanup details at various locations in the City. Ms. Vannoy and Mr. Fuentes were presented awards from the Better Bucks Board that commended them for their time, effort and support over the past year to effectuate the removal over 42,000 pounds of trash from state trust land and other public property. Code Enforcement also gave presentations to new police department recruits about their jobs and how we work together to improve the health, safety and welfare of the community.

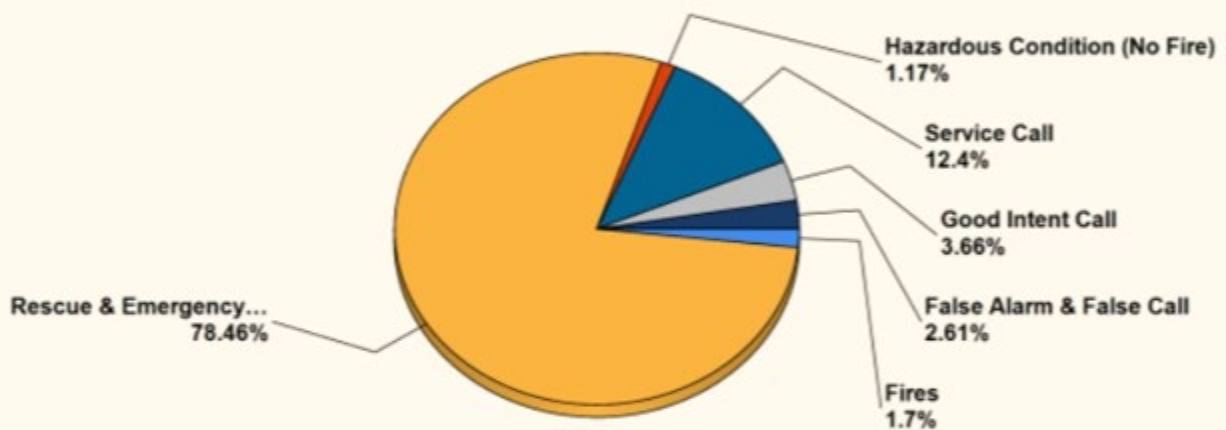
CODE REFERENCE	COMPLAINT	REPORTING PERIOD	DESCRIPTION
		JAN/FEB 2024	
150.15.C	ABANDONED PROPERTY	23	SHOPPING CARTS LEFT ON ROADWAY
150.25.4	ALLEYWAY MAINTENANCE	1	OVERGROWTH, OBSTRUCTION, DEBRIS INTERFERING WITH USE OF ALLEYWAY
150.23.3	ANIMAL WASTE	1	EXCESSIVE ANIMAL WASTE ON PRIVATE PROPERTY
150.23.21	ATTRACTIVE NUISANCE	1	MAINTAINING A CONDITION THAT IS DANGEROUS TO YOUNG CHILDREN AND WHICH MAY ATTRACT THEM
150.23.20	BLIGHT	10	UNSIGHTLY, UNSAFE, OR UNSANITARY CONDITIONS
150.23.14	CLEAR VISION	1	OBSTRUCTING CORNER VISIBILITY
90.11	DOMESTIC FOWL	1	COOP LOCATION, CONDITION, ODORS, NUMBER, ROOSTER
150.23.15	FIRE DANGER	2	COMBUSTABLE MATERIAL THAT POSES A HAZARD
150.23.22	GRAFFITI	3	UNAUTHORIZED INSCRIPTION, FIGURE OR DRAWING OR OTHER DEFAACEMENT
150.25.11	HAZARDOUS MATERIALS	1	IMPROPER STORAGE AND USE OF POISONOUS, CORROSIVE, FLAMMABLE AND COMBUSTIBLE LIQUIDS, RADIOACTIVE MATERIALS AND OTHER MATERIALS HAZARDOUS TO LIFE OR PROPERTY.
150.24.A	ILLEGAL DUMPING	14	DEPOSITING LITTER OR DEBRIS ON ANY LAND
50.16	ILLICIT DISCHARGE	1	UNPERMITTED WATER ON STREET OR WASH/CONTAMINATION TO GROUND WATER
150.23.17	INOPERATIVE VEHICLE	2	NO REGISTRATION, FLAT TIRES, DISABLED MOTOR
150.23.9	ODORS	1	NOXIOUS EXHALATIONS AND OTHER AIRPORT IRRITATIONS
150.25.5	OVERGROWTH	2	TALL GRASS & WEEDS (OVER 12")
91.11.B.1	RIGHT-OF-WAY ENCROACHMENT	3	OBSTRUCTION, NON-PERMITTED IMPROVEMENT IN PUBLIC RIGHT-OF-WAY

151.	RV LIVING	3	OCCUPYING AN RV FOR MORE THAN 14 DAYS IN RESIDENTIAL ZONING DISTRICT
150.23.13	SIDEWALK OBSTRUCTION	15	ANYTHING OBSTRUCTING A 36" WIDE PATHWAY OR 80" OVERHANG
150.23.10	SMOKE	2	ILLEGAL BURNING
150.23.11	UNGUARDED PITS/HOLES	3	POTHOLES ON PRIVATE PROPERTY
150.18.A	UNSAFE STRUCTURE	1	UNFIT FOR HUMAN HABITATION/STRUCTURALLY COMPROMISED
TOTAL		92	

Sierra Vista Fire and Medical Services (SVFMS)

Calls for service in February

766



601	EMS calls
95	Service calls
28	Good Intent
20	False Alarm
13	Fires
9	Hazardous Condition

Top 10 calls for Service



- Breathing Problem
- Fall Injury
- Sick Person
- Altered LOC
- Code 1 Trans
- Lift Assist
- Chest Pain
- Fire Alarm
- MVA
- Bleeding

The Top 10 represent 68% of all the calls for Service

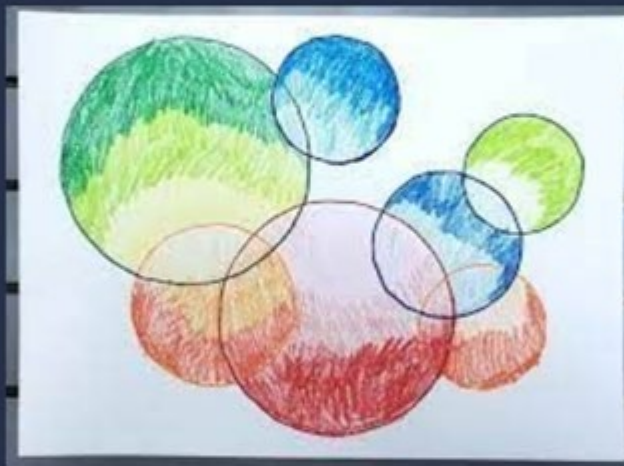
Total Calls per Apparatus



- E201
- TK202
- TWR202
- E203
- M201
- M202
- M204
- M205
- M206
- BN203
- EMS204

Overlap

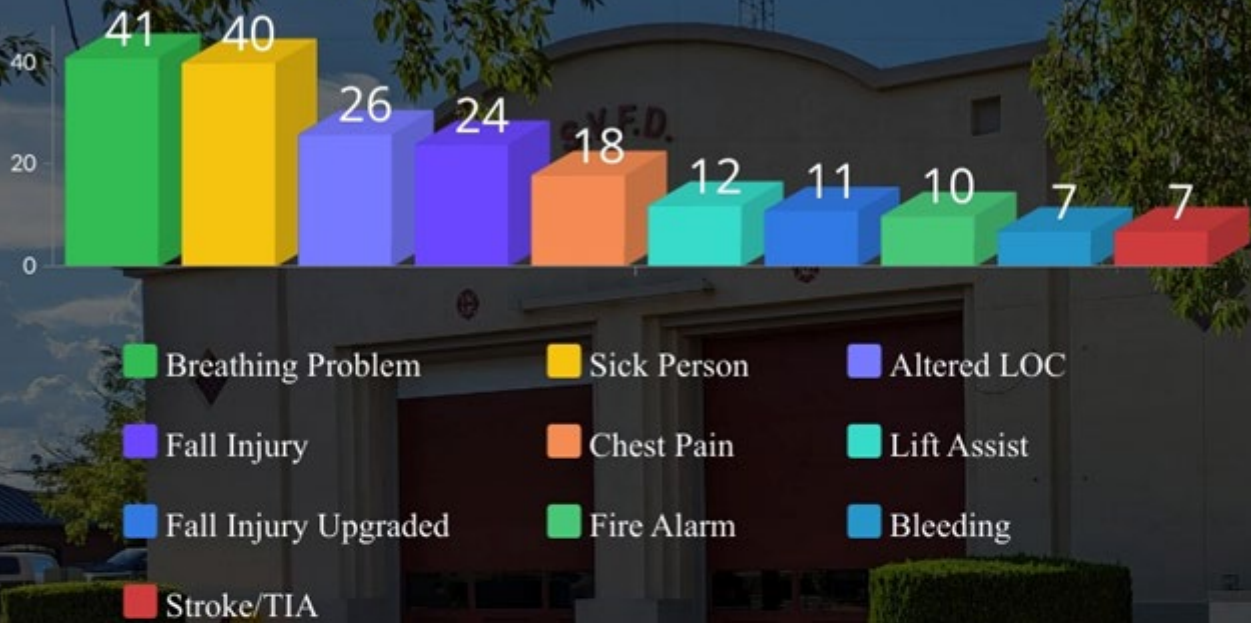
SVFMS had 496 calls that overlapped during the month. This represented 64.75% of the monthly call volume.



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

S201 Stats

Top 10 calls in S201's area

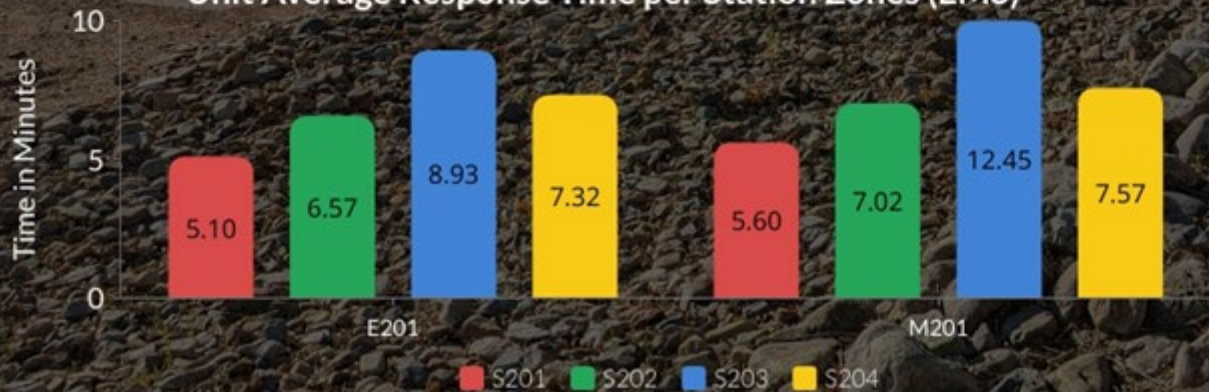


There were 279 calls for service in S201's area

This is 36.4% of the total calls for February

There were an average of 9.6 calls/day in S201's zones

Unit Average Response Time per Station Zones (EMS)



S202 Stats

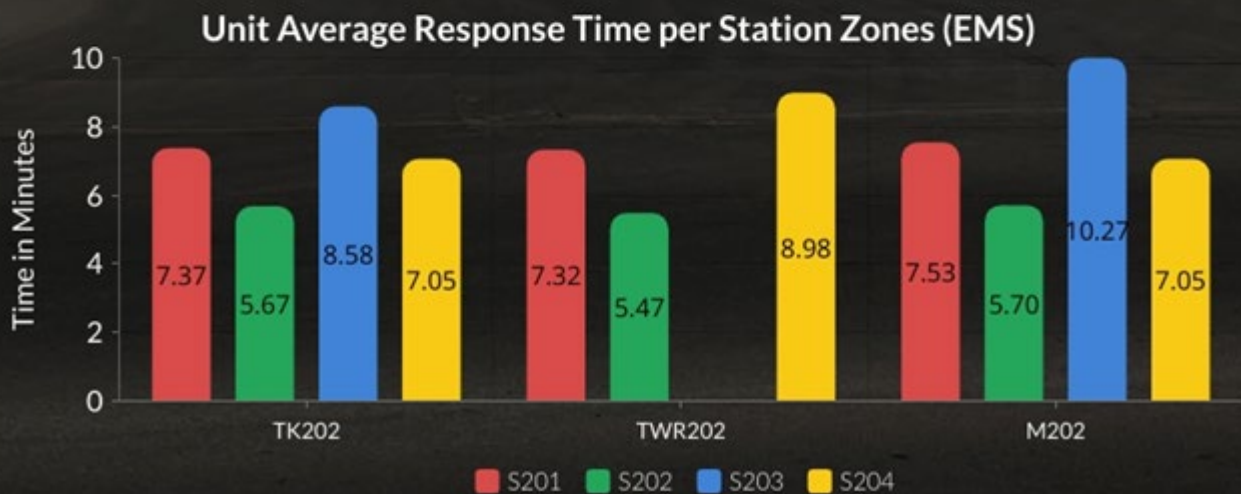
Top 10 calls in S202's area



There were 137 calls for service in S202's area.

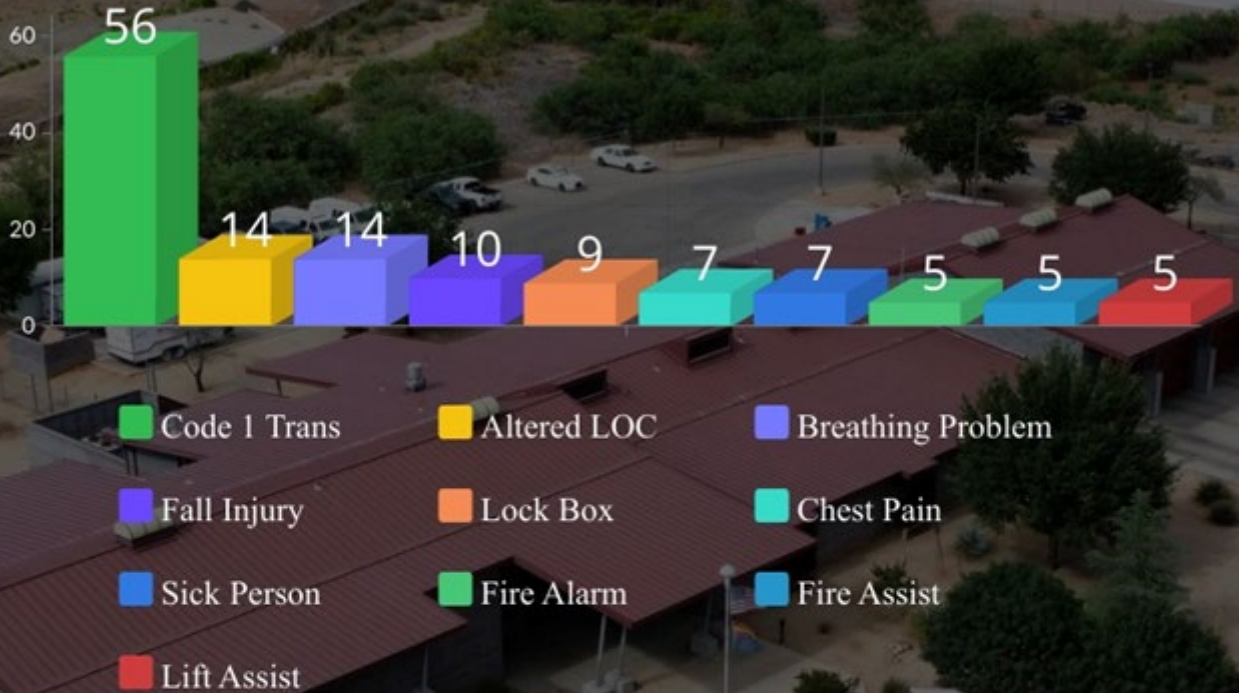
This is 17.9% of the total calls for February

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



S203 Stats

Top 10 calls in S203's area



There were 170 calls for service in S203's area

This is 22.2% of the total calls for February

There were an average of 5.9 calls/day S203's zones

Unit Average Response Time per Station Zones (EMS)



S204 Stats

Top 10 calls in S204's area



There were 112 calls for service in S204's area

This is 14.6% of the total calls for January

There were an average of 3.9 calls/day S204's zones

Unit Average Response Time per Station Zones (EMS)



S205/S206 Stats

Top calls in S205/S206's area



There were 28 calls for service in S205/S206's area

This is 3.7% of the total calls for February

There were an average of 0.97 calls/day

Unit Average Response Time per Station Zones (EMS)



NFPA 1710

Recommends an average response time (call received to on scene time) of 6 minutes and 20 seconds (380 seconds) for EMS calls and 6 minutes and 40 seconds (400 seconds) for Fire calls.

■ Performance Objectives

- Alarm Answering Time
 - 15 sec 95%
 - 40 sec 99%
- Alarm Processing Time
 - 64 sec 90%
 - 106 sec 95%
- Turnout Time =
 - 60 sec EMS
 - 80 sec Fire
- First Engine Arrive on Scene Time
 - 240 sec (4 min)
- Initial Full Alarm (Low and Medium Hazard) Time
 - 480 sec (8 min)
- Initial Full Alarm – High Hazard/ High-Rise Time
 - 610 sec (10 min 10 sec)





Sierra Vista Fire and Medical Services has responded to 1548 calls in 2024. This is 92 more calls than 2023 or a 6.32% increase.

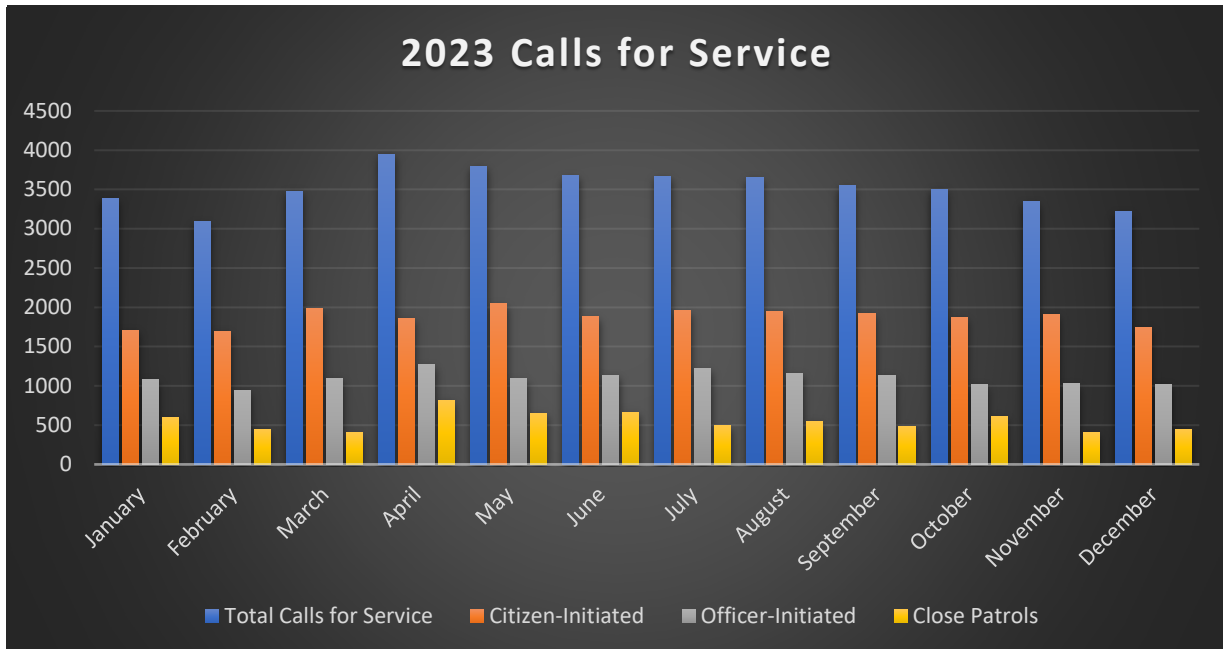
The department is running an average of 25.8 calls/day.

There were 40 calls (5.2%) that were not in SVF&MS primary response area in February.

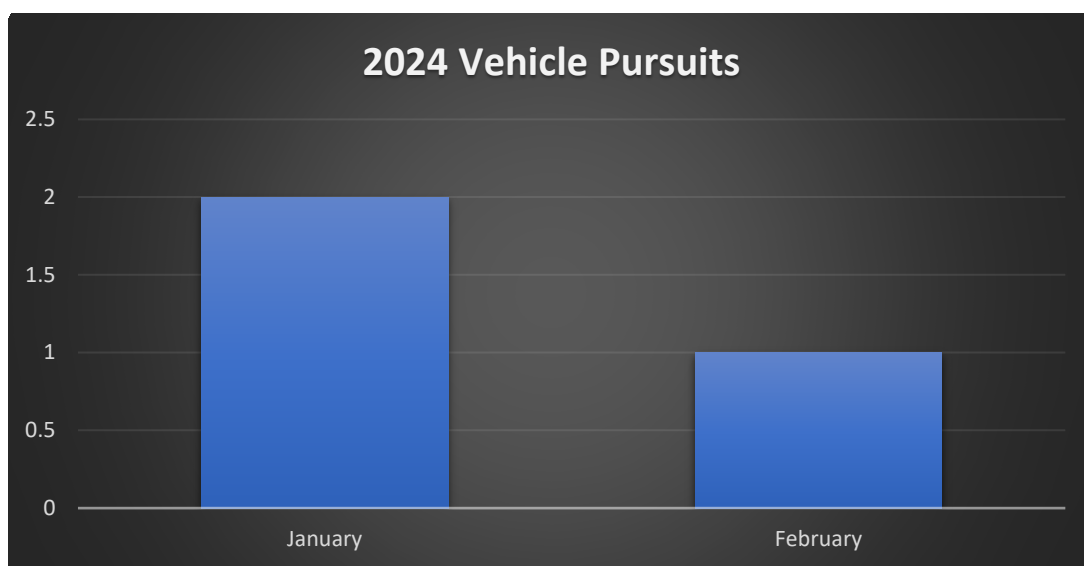
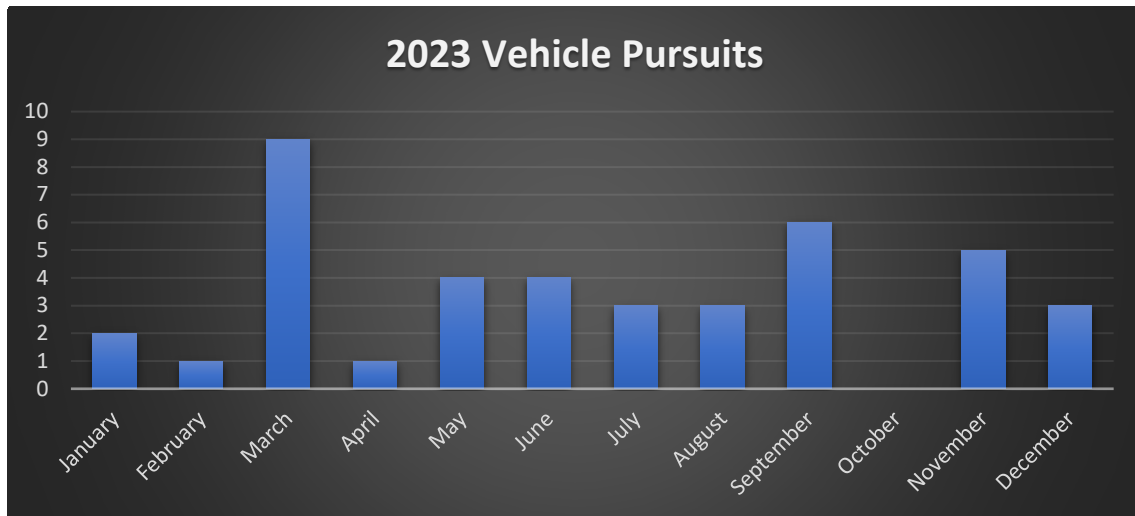


Police Department

Calls for Service



January 2024 saw a total of 3,523 police calls for service while February 2024 saw a total of 3,343 calls for service. This represents an increase in calls for service in comparison to the same months last year, which saw 3,388 and 3,091 calls, respectively. The increases were reflected in both citizen-initiated and officer-initiated calls for service.



January and February 2024 saw a total of three vehicle pursuits involving SVPD officers as the primary pursuing unit. This number represents no net change from the same time last year, which also saw a total of three vehicle pursuits for Jan-Feb 2023.

Special Operations Bureau Year-in-Review

The SVPD Special Operations Bureau serves as the investigative arm for the agency. Presently staffed with six detectives, one detective corporal, two detective sergeants and one lieutenant, the

Special Operations Bureau investigates mostly felony offenses. The work units that comprise the bureau are: Major Crimes, Property Crimes, and Community Response Team (Narcotics). The Community Response Team will grow with an additional detective in 2024 as staffing levels improve in the agency. Additionally, a detective in Major Crimes is a computer forensics investigator that specializes in internet crimes and digital evidence recovery. Some additional functions served by the Special Operations Bureau also include internal affairs, background investigations, and sex offender registration/tracking. One fulltime civilian background investigator is also assigned to the Special Operations Bureau.



Major Crimes Detective Ferrel assesses a scene on a detective callout.

Below is a recap of the felony offenses assigned to Major Crimes detectives in 2023:

	2021	2022	2023
Assigned Cases	141	176	145
Part 1	27	Group A - 62	Group A - 80
Part 2	98	Group B - 98	Group B - 45
Clearance Rate	48.8%	51.25%	45%
Backgrounds	30	29	35
Liquor License	46	66	56
IA Investigations	4	3	5
Suicide	12	8	13
Unattended Death	4	5	2

Major Crimes maintained strong sentencing numbers in 2023. By year-end, their cases yielded the following sentencing statistics:

AZ DOC (Prison)	178 years
Probation	48 years plus 7 on lifetime probation
Fines & Restitution	\$97,102
Sex Offenders	8 newly registered sex offenders

The Property Crimes Unit and Community Response Team work hand-in-hand under the same sergeant as there is frequently a strong nexus between stolen property trafficking and narcotics investigations. Below is a recap of their team effort in both areas in 2023:

Assigned Felony Property Crimes Cases

	2021	2022	2023
Assigned Cases	27	36	42
Clearance Rate	59.2%	55.5%	50.0%

During 2023, CRT investigators conducted 86 drug-related investigations involving 94 suspects and subsequent arrests. CRT detectives made a total of 6 additional non-narcotic arrests which include misdemeanor and felony warrants, burglary, vehicle burglary, fraud, and felony flight investigations.

In addition to total arrests, CRT investigations and assists resulted in the following totals for 2023:

- 50 search warrants served.
- 7 seized weapons
- The seizure of 3,138.35 grams of methamphetamine, 26.42 grams of heroin, 42.76 grams of cocaine, 14,691 fentanyl pills, 48.5 grams of crack cocaine, 168.4 grams of psilocybin mushrooms, and 33.9 grams of MDMA/ecstasy.
- 21 convictions resulting in a total of 86.5 years prison time and 5 years of probation time. There are 47 pending cases through the Cochise County Attorney's Office for the year.
- \$5539.00 U.S. Currency seized.
- 36 recorded investigative assist calls to include callouts.



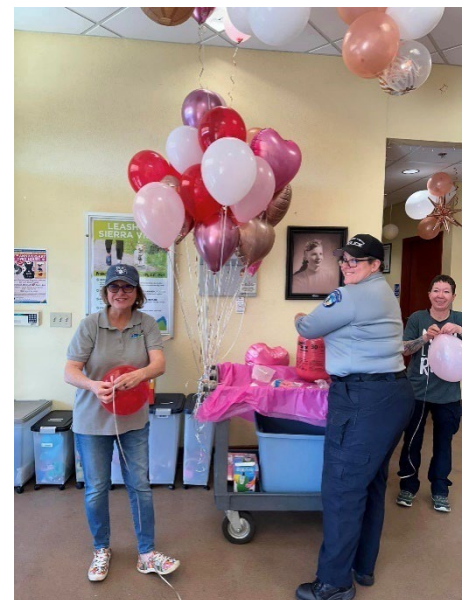
Evidence processing in the CRT workroom.

Animal Control

The animal population at the shelter has been gradually declining. 2024 started out with a population that reached 120 dogs, including those in foster care. As of March 8, 2024, the shelter population is down to 92 dogs (including those in foster).

On February 17, 2024, an open house was hosted at the shelter in celebration of the 16th year the facility has been opened. This event was well-attended with a total of 192 visitors in one day! An adoption special was run through the week and the open house was responsible for the adoption of six cats, eleven dogs, and two dogs that were placed in foster with a future adoption pending. The next major outreach event will be Celebrating Animals at Veterans Park April 27th.

Saturday hours open to the public have been shortened temporarily due to staffing. Command staff members are available to help on Saturdays if an ACO would like to take a Saturday off. Presently, two community service officers have been assigned to assist at the shelter as needed while recruitments are underway to hire for vacant positions. Also, one



Employees and volunteers setting up for the open house

newly hired CSO has been assigned to assist at the shelter first in lieu of starting the CSO training regimen.

As of March 11, 2024, the following is an update to the recruitment processes for vacant positions at the shelter:

- Two animal control officer candidates (and one backup candidate) were assigned to the civilian background investigator for the requisite background investigation. This is for the two current vacancies. A one-month turnaround has been requested in the completion of the background phase of the process.
- Two candidates for the one part-time animal care attendant position are presently in background, with those backgrounds expected to be completed within the next couple weeks.
- Twenty-one candidates applied for the fulltime animal control assistant (kennel technician) position that will soon be vacant due to a retirement. Those applicants have until March 15, 2024 to submit their background packets. The target recruitment timeline for this position is to complete oral boards with candidates before April and to use the month of April to complete the necessary background investigation on the top candidates.

SVPD Strategic Planning

The SVPD traditionally establishes an internal strategic plan for the agency as a means to map out projects and benchmarks that have an impact on our service delivery to citizens. The plan is intended to parallel various aspects of the Council Strategic Leadership Plan in areas related to our public safety mission as well as explore other dimensions for improvement identified in an environmental scan by PD employees. PD leaders assigned as coordinators for a particular objective report their progress periodically throughout the life of the strategic plan, which typically spans two years.

The last SVPD strategic planning cycle ended in July 2023. Due to the mass promotions, the process of establishing a new strategic plan was tabled for a few months in order to allow newly promoted employees the opportunity to get more familiar with their new roles.

In December 2023, the planning of the next PD strategic plan commenced with a work session in which all PD employees were invited to attend and participate.

The new plan started with a thorough environmental scan that involved the completion of a SWOT analysis from multiple perspectives. The SWOT analysis identified the strengths, weaknesses, opportunities, and threats to public safety in our community. The SWOT analysis examined both internal and external operations at the Sierra Vista Police Department across all disciplines within our expansive mission.

The finalized PD internal strategic plan is outlined on the following page:



Sierra Vista Police Department Strategic Plan: 2024-2026



Internal Operations

Internal operations at the Sierra Vista Police Department directly correlate with the ability to execute our mission to protect and serve the community. Internal operations are a priority as our internal posture is manifested by our performance in external operations. Adequate staffing levels, efficient processes, effective communication, and innovation are all important facets of a strong internal operational posture.

Internal Operations Goal:

Using a multi-disciplinary team approach, grow and enhance internal operations at the Sierra Vista Police Department to improve efficiency, communication, and performance.

Objective #1: Establish a standing internal review team within the SVPD that represents a multi-disciplinary think-tank for innovation, process review, and change implementation. The team will have a representative from each bureau/section and include other city departments if applicable (i.e. I.T.). The team will meet quarterly. Through the Police Chief, updates from this team will be shared upward with city management as it relates to progress in the dimension of Priority Six of the Strategic Leadership Plan established by Council.

Coordinators: Cmdr. Brownson, Cmdr. Lewis, Lt. Venditto, Lt. Heiple, Lt. Chatham

Objective #2: Continue progress on implementing the use of *Cloudgavel* (virtual platform) countywide for e-warrants as an efficient and acceptable alternative to traditional search warrant judicial review and approval.

Coordinator: Lt. Chatham

Objective #3: Establish an internal recruitment and retention committee within the Sierra Vista Police Department to research and propose measures for improvement in an effort to reach and maintain full staffing levels. Progress and updates on this objective will be reported through the Police Chief upward to city management as it relates to progress in the dimension of Priority 15 of the Strategic Leadership Plan established by Council.

Coordinator: Cmdr. Lewis, Lt. Heiple, Lilly Perry

External Operations

External operations at the Sierra Vista Police Department relate to our relationships with citizens and groups, quality service delivery, partnerships, and collaboration with outside entities that enhance the ability to fulfill our mission.

External Operations Goal:

In our pursuit of safeguarding and serving the citizens of Sierra Vista, foster partnerships with other community stakeholders to enhance coordinated service delivery. This also includes regular evaluation of service delivery strategies and their effectiveness on crime suppression and community outreach.

Objective #4: Support efforts for the long-term sustainability of a local victim advocacy center (Lori's Place).

Coordinators: Chief Hiser, Lt. Heiple

Objective #5: Assign a school resource officer at Joyce Clark Middle School for both enforcement and youth education on bullying, gangs, drugs, and social media. Also explore strategies for enhancing our current adopt-a-school program to augment police presence at local elementary schools.

Coordinators: Chief Hiser & Deputy Chief Boutte

Objective #6: Continue involvement in coordinated multi-agency Safe Streets details and continue to evaluate and adopt new strategies that focus on safely and effectively ending vehicle pursuits.

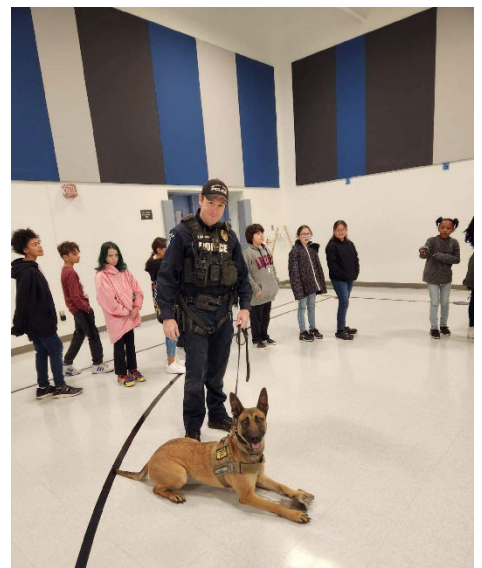
Coordinator: Cmdr. Brownson

Objective #7: Align the CCSO and SVPD Tactical Units through regular joint trainings so both teams work together more cohesively during joint operations and major incidents.

Coordinator: Cmdr. Lewis



Community Service Officers Trish Harman and Alexis Thompson



Cpl. Slusser and K9 Layla visiting a local school



CCSO and SVPD SWAT teams recently at a joint training session

Objective #8: Reactivate the Coffee with a Cop program in Sierra Vista as a regular question/answer forum with citizens.

Coordinator: Chief Hiser & Deputy Chief Boutte

Objective #9: Continue collaboration with mental health providers for a coordinated response by professionals to situations involving people in crisis. Research new and innovative strategies for an effective and timely response to those in crisis with the best resources available.

Coordinator: Cmdr. Brownson

*Coordinator assignments will change shortly due to a round of command staff promotions that are forthcoming as Deputy Chief Boutte retires on March 22, 2024.

Congratulations Officer Paul Clark

Officer Paul Clark serves as a Drug Recognition Expert (D.R.E.), which is a certification used to identify any drug influence in impaired driving. In addition, Officer Clark holds a collateral duty as the D.R.E. Coordinator for southern Arizona through the Governor’s Office of Highway Safety (GOHS). In this capacity, he helps other law enforcement officers in the region obtain D.R.E. certification. In 2023, Officer Clark completed 115 D.R.E. evaluations, more than any other law enforcement officer in the state! At the recommendation of GOHS Director Jesse Torrez, Officer Clark received an award from Governor Katie Hobbs on February 8th for his exceptional performance. Officer Clark is dedicated to making our roadways safer.



Officer Paul Clark and Governor Hobbs

Employee Profile: Susan Immes



Records Clerk II Susan Immes

Police Records Clerk II Susan Immes started with the SVPD as a Records Clerk I in January 2015. She holds the responsibility of processing juvenile offense reports and public records requests, along with police body camera redactions. Susan brings a lot of positive energy into the department with her smile and approachable demeanor. During her work breaks and lunch period, Susan stocks the birdfeeders in the police station courtyard with birdseed and water. She recently sought approval to place some decorative art and bird silhouettes on the courtyard windows to deter birds from flying into the windows. In her free time, Susan also volunteers at the Nancy J. Brua Animal Care and Control Center as a dog walker. She is a dedicated employee with a caring attitude that is contagious!