



Council Executive Report

Charles P. Potucek, City Manager

March & April 2024

Highlights

- ➔ The City's YouTube streaming page, where Council meetings and work sessions are both streamed live and archived, has 371 subscribers.
- ➔ Check out the Sierra Vista Public Library bicycle program!
- ➔ Code Enforcement handled 111 complaints, supervised three Better Work cleanup details at various locations in the City, and removed 20 shopping carts from State Trust Land.

Departments

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City Manager's Message

We're right in the middle of the budget process, and although things are currently looking good with the FY2024-2025 budget, I remain concerned about a few things I've shared in my recent comments. Our revenue continues trending flat over the past 4 months as high prices and interest rates put stress on budgets and leads to fewer larger purchases like vehicles. While the budget team has done a good job putting together a conservative budget, things outside our control like the national economy and the actions of the state legislature present a lot of uncertainty. Right now the legislature is meeting about every two weeks with no word of any kind of budget progress at all. The City Council is scheduled to pass the tentative budget on June 27, and I fully expect the state to pass its budget at the last minute. I hate to be (too) pessimistic, but the first week of July could be a rough one! I will certainly keep you all informed as information becomes available.

In better news, there are many good things going on right now as you'll see in this report. Staff are hard at work gearing up for the 7th Annual Wine, Beer, and Spirits festival on May 25, and we're still hoping to sell out the Summit Challenge for the first time! As of this week, registration was just over 200 people.

Staff continue to work very hard on multiple promising grant and appropriation requests and I hope to have very good news to share in May related to the RAISE grant. This grant would fund the reconstruction of N Garden Avenue and Fry Boulevard from Carmichael to 7th Street. Economic Development staff are currently talking to business owners on Fry to gauge reactions to the potential grant announcement and receive feedback. If we receive this grant, the tentative plan would be to move forward with the N

Upcoming Council Meetings

(City Hall Council Chambers except where noted)

Jun. 11, 3:00 p.m. – Work Session

Jun. 13, 5:00 p.m. – Council Meeting

Jun. 25, 3:00 p.m. – Work Session

Jun. 27, 5:00 p.m. – Council Meeting

Offices will be closed on Thursday, July 4, 2024 in observance of Independence Day.

Jul. 9, 3:00 p.m. – Work Session

Jul. 11, 5:00 p.m. – Council Meeting

Jul. 23, 3:00 p.m. – Work Session

Jul. 25, 5:00 p.m. – Council Meeting

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Garden reconstruction since the plans are nearly completed, and move into design on the rest of the project with construction expected in the next two years.

Our annual service awards luncheon is coming up on June 7th at the Ethel Berger Center and I hope you all can make it. This lunch is one of our most popular of the year, and this year we'll be recognizing the contributions of our part-time staff for the first time. It may make the lunch a little longer, but the time is well worth it! I deeply appreciate all of the staff who choose to keep working for our wonderful city.

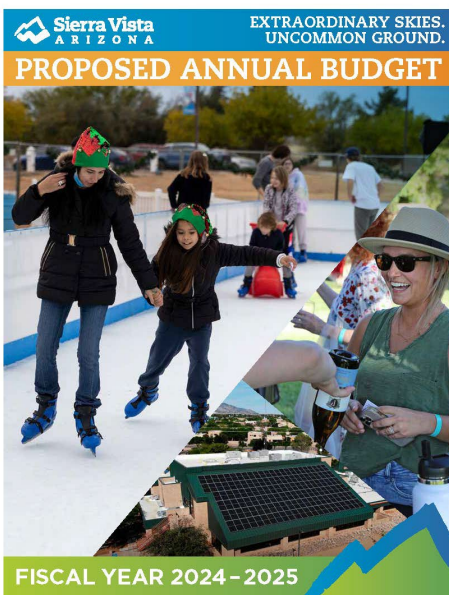
As always, if you have any questions or concerns, please don't hesitate to reach out to Victoria or me.

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, Communications staff completed the following City projects during March and April 2024:

- **Animal Control:** Designed and scheduled print and online ads for the Celebrating Animals event and also produced flyers for the event. Produced spay/neuter vouchers.
- **Aquatics:** Assisted with promotion of an egg dive event by designing posters/flyers and advertising via social media. Provided updated posters and flyers for Cove hours and swim lessons. Created posters and flyers for Tsunami Night and promoted the event on social media.
- **City Clerk:** Made some requested changes to online forms associated with business licenses, to include creating a new form for business license updates. Rejuvenated efforts to improve accessibility on the City's website, with a near-term focus on ensuring Alt Text is provided on all images. Alt Text is used by the visually impaired and describes the content of images. Worked with We Frame It on preparations for a community photo display in the Council Chambers.



- **City Manager's Office:** Staff developed talking points for multiple speaking opportunities, including the Mayor's presentation at a Hispanic Chamber event, and completed flyers and online marketing of City Council Meet & Greets. Designed a cover for the FY 24-25 proposed budget.

- **Community Development:** Created print and digital marketing materials to solicit public input on the draft Vista 2040 General Plan. These materials included handbills, A-frame signs for a booth at West Fest, and a video. A social media ad campaign was launched in April and additional advertisements will be scheduled in May.

- **Cochise County Tourism & Economic Council:** Communications staff assisted with several ad campaigns, designing ads for print and digital placements.

- **Economic Development & Sierra Vista Tourism:**

Assisted with advertisement of the Moonshot Pitch competition. Created an article and took photos for a Business Recognition Award honoring Vista Pros Heating & Cooling as the Small Business of the Year. Also produced a certificate for this award. Drafted a 1,200-word article and created an advertisement for Foreign Direct Investment International Alliance focused on opportunities at the municipal Airport and community at-large. Created an advertisement for the Experience AZ Spring/Summer Edition. Prepared to launch a Hummingbird Heroes campaign in advance of Hummingbird Month in August.

- **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 to include child & family programs, concerts and movies in the park, and summer recreation camps. Assisted with ongoing planning for

Hummingbird Month in August, to include designing a logo and overarching graphical theme.

- **Henry F. Hauser Museum:** Created print and online marketing materials for group tour of Camp Naco. Took photos and wrote a newsletter article and social media post providing an update on renovation work at the museum.



- **Parks, Recreation & Special Events:** Designed materials and created ads for West Fest including print, radio, video, and social media. The event was also promoted in earned media opportunities. Took photos and b roll of requested sports programs. Conducted an engagement campaign for the Roadrunner Park design concepts, which garnered 683 responses.

- **Police:** Assisted with press releases, social media, and monthly traffic safety PSAs. Communications staff continued to work on updates to SVPD's recruitment materials, to include videos and banners. Promoted SVPD's CALEA online portal. Produced digital and print marketing materials for a Tip-a-Cop event and a VIN Etch event. Drafted articles/posts/press releases about recent retirements and promotions. Staff also began producing videos to share on social media during National Police Week in May.

- **Public Works:** Updated online information associated with special pickups, produced a wastewater form, and promoted the City's annual street maintenance campaign with a press release, email newsletter article, social media posts, and earned media opportunities.

- **Sierra Vista Fire & Medical Services:** Created a tri-fold brochure to provide to victims after a fire occurs. Edited a video showing a recent roof rescue where SVF&MS crews went above and beyond to aid a local resident. Created fire inspection sticker tags.

eNewsletter. The City's **weekly eNewsletter** is sent to more than 5,000 subscribers. Over the March-April period, the eNewsletters received an open rate of 46% with a 4% click rate. These are better than the industry averages of 42% and 3%.

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 brought 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, which the City helped promote. 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 numerous local media inquiries.

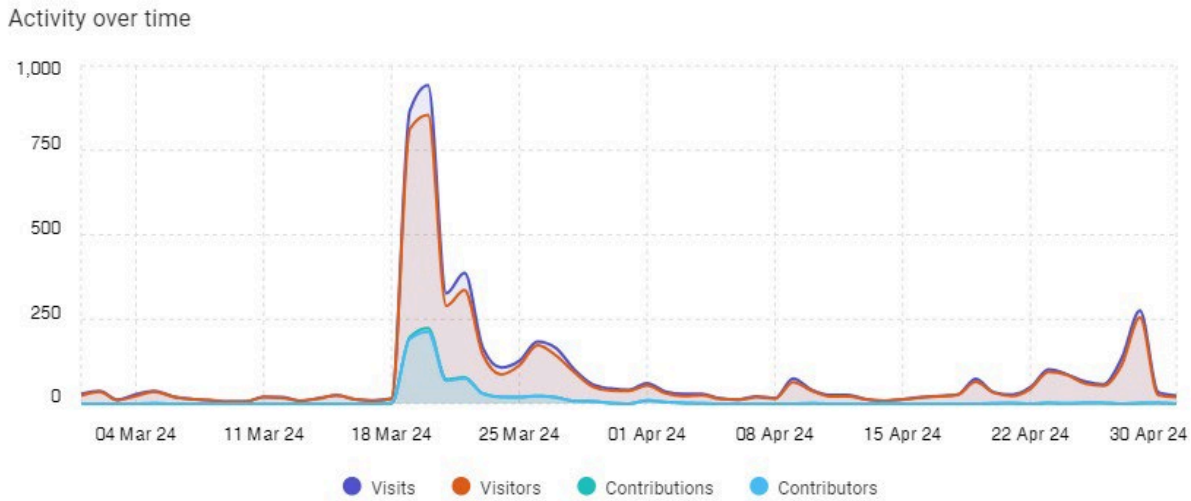
Website performance. The tables below share a snapshot of website data from March 1 through April 30, 2024.

Website Visits, By City (top 10 cities)	
State	# Users
Sierra Vista	17,908
Unlisted	9,280
Phoenix	7,420
Las Vegas	3,888
Tempe	2,554
Tucson	1,991
Los Angeles	1,637
San Jose	912
New York	606
Ashburn	530

Top Page Views	
Page Title	# Views
Home Page	28,230
Calendar	9,361
The Cove	8,613
Pay Bills	7,492
Trash & Sewer	5,890
SVPD Incident Reports	5,805
Animal Care & Control	4,344
Employment Information	3,826
Library	3,766
Pet Adoptions & Licenses	3,699

Date Range	Users (thousands)	Sessions (thousands)	Page Views (thousands)	Average Duration
March. 1 – April. 30, 2024	63	92	175.5	53 seconds

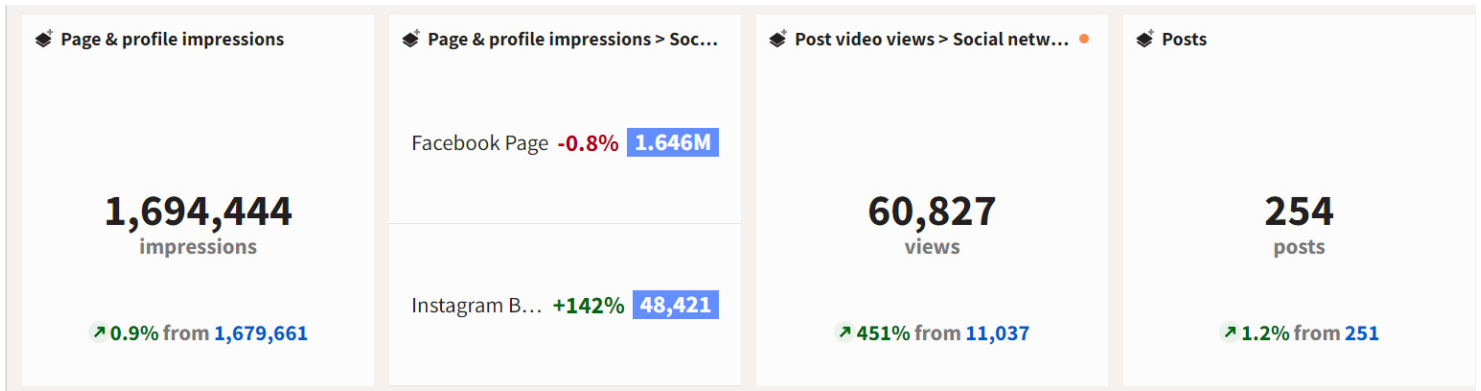
Engage. The **Engage.SierraVistaAZ.gov** website saw 5,310 total visits, 736 contributions, and 573 new registrations during March-April 2024. The Roadrunner Park concepts survey garnered most of the contributions, with 683. Other projects include the draft Vista 2040 General Plan, Code Amendment on Rights-of-Way, and the CDBG Five-Year Consolidated Plan. The graphic below is a Visitors Summary report from Engage.





Podcast. In March, the Let’s Talk Sierra Vista podcast featured El Tour de Zona organizer TJ Juskiwicz and local cyclist Stuart Fauver. The episode explored their personal cycling stories and how cycling in Sierra Vista has grown over the years, making it a great fit for El Tour de Zona. This episode has received 71 downloads as of April 30. The April episode featuring Public Works Director Sharon Flissar was released on Friday, April 26, and tapped into Sierra Vista’s unique water story for Water Awareness Month. This episode received 93 downloads as of April 30.

Social Media. Social media posts for all 10 of the City’s social media pages on Facebook, Instagram, and Twitter (X), received 1.69 million impressions for the period of March-April 2024, which is up 0.9% from the same period in 2023. Total impressions on Facebook dropped slightly by 0.8%, while impressions on Instagram rose by 142%. Video views increased by 451% to nearly 61,000.



The City’s **YouTube streaming** page, where Council meetings and work sessions are both streamed live and archived, has 371 subscribers.

Date (2024)	Broadcast Description	Views
March 12	City Council Work Session	79
March 14	City Council Meeting	116
March 26	City Council Work Session	83
March 28	City Council Meeting	138
April 9	City Council Work Session	85
April 11	City Council Meeting	90
April 23	City Council Work Session	58
April 25	City Council Meeting	76

Multimedia Projects. Staff produced a number of multimedia communications projects in the March - April 2024 period, including:

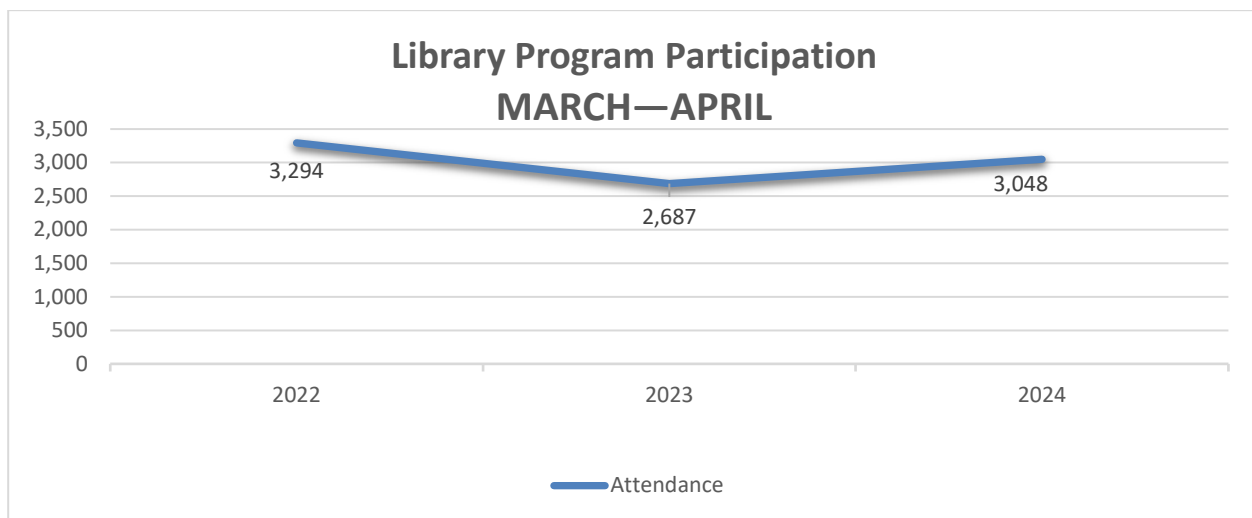
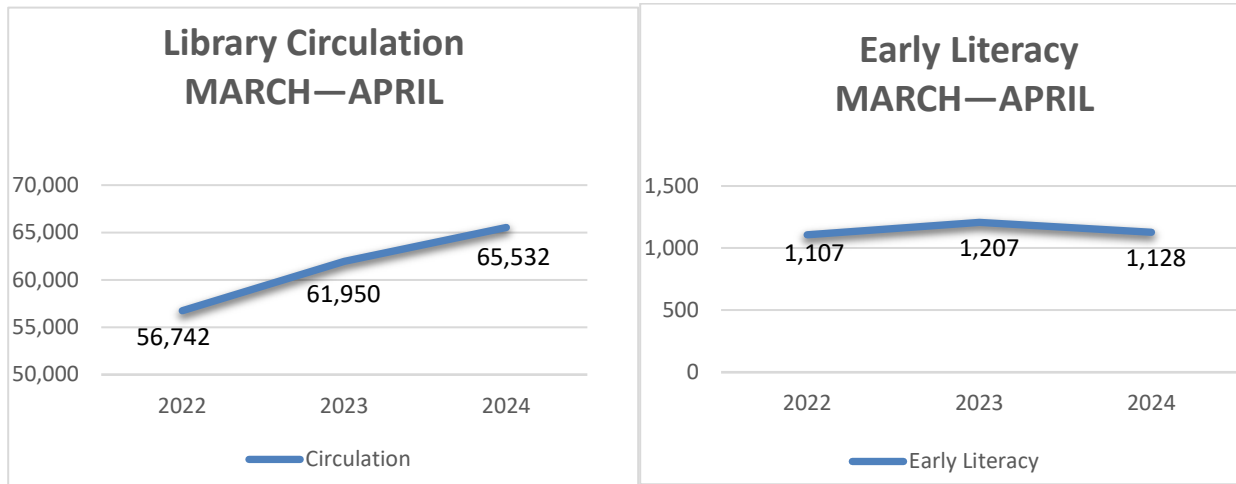
Project	Media	Department
West Fest Promo	Video	Parks, Rec, & Special Events
West Fest	Photos/Broll	Parks, Rec, & Special Events
Draft Vista 2040 General Plan Video	Video	Community Development
Police Week Videos	Video	SVPD
Police Recruitment Interviews & B roll	Video	Police
Adaptive Adults Spring Formal Reel	Video	Recreation
Two Podcasts Episodes	Audio	Communications
Roof Rescue	Video	SVF&MS
Tour De Zona	Photos/Broll	Sports
Easter Eggstravaganza	Photos/Broll	
Misc. Sports Programs	Photos/Broll	Sports
Meeting Broadcasts	Livestream	City Council



Department of Parks, Recreation, and Library

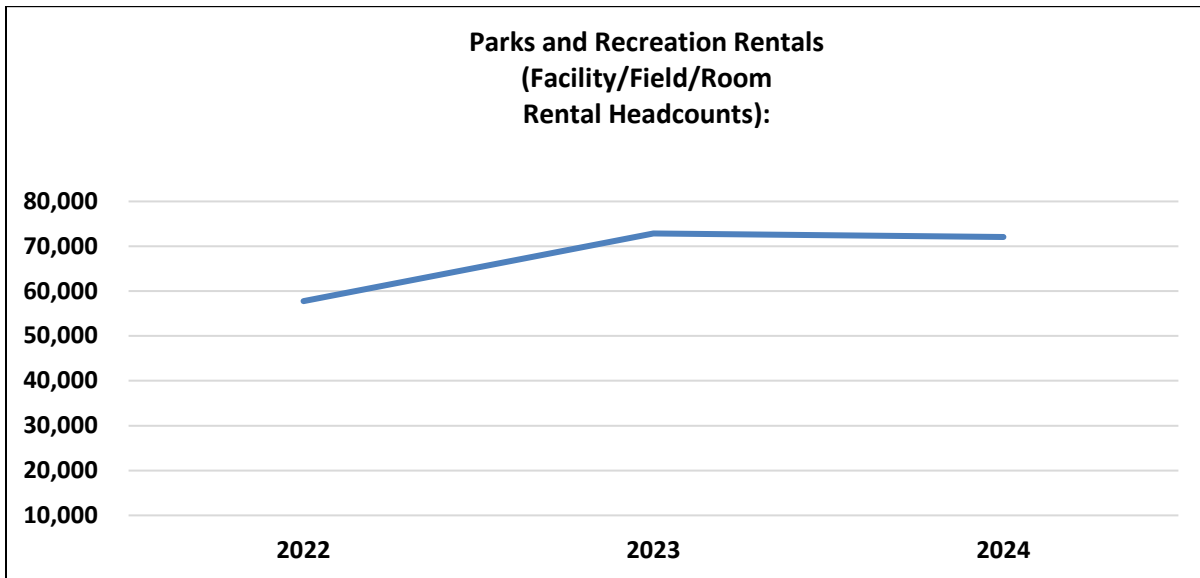
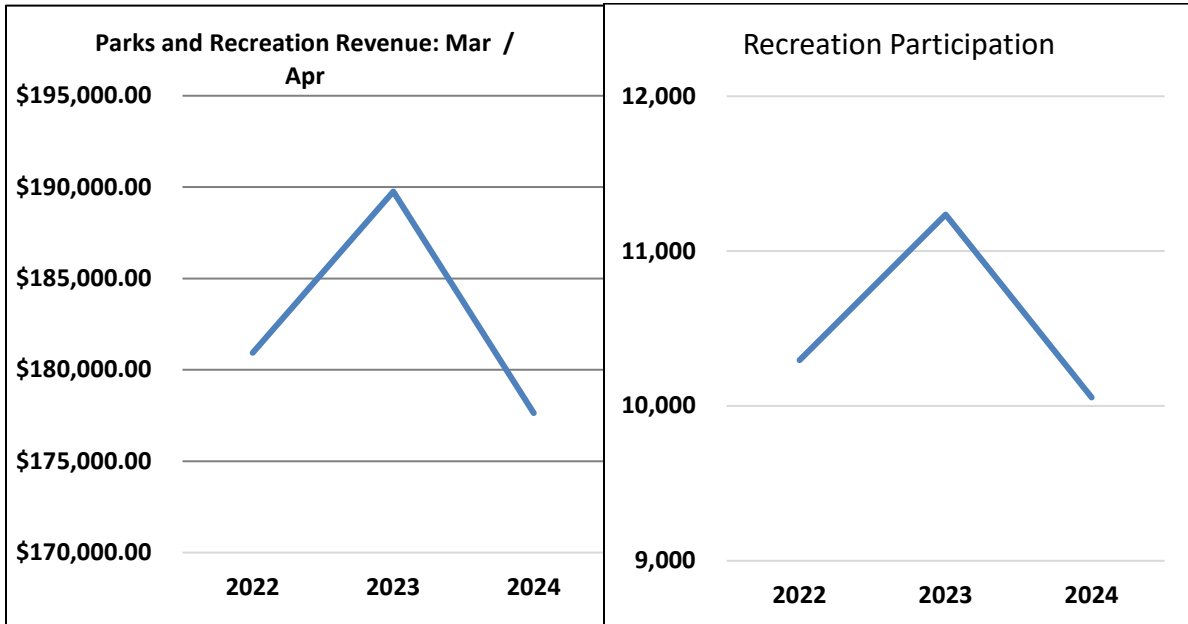
MARCH—APRIL 2023 Dashboard (Years: 2024 vs. 2023 vs. 2022)

Library Circulation: MARCH—APRIL	65,532
Library Program Participation: MARCH—APRIL	3,048
Early Literacy Participation: MARCH—APRIL	1,128



MARCH—APRIL 2024 Dashboard (Years: 2024 vs. 2023 vs. 2022)

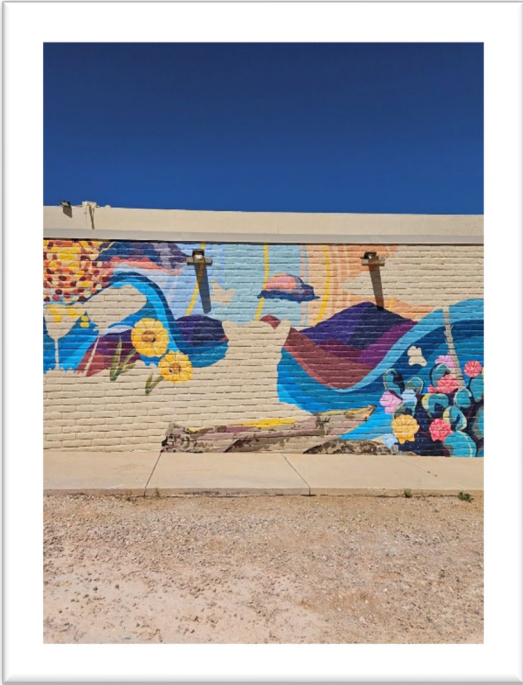
Parks, Recreation & Special Events Revenue: MARCH-APRIL	\$177,634
Parks, Recreation & Special Events Program Attend: MARCH-APRIL	\$10,055
Parks, Recreation & Special Events Rentals: MARCH-APRIL	\$72,057



Mural Class Finishing OYCC Project. In a festive collaboration between the Art Department at Cochise College and the Library, Recreation and Cultural Services Division here at the City, a mural along the side and back of the Oscar Yrun Community Center will finish up this month. Students from the class “Mural Painting,” began the project this March and will finish early May. Over 20 students spent their class time twice a week mixing paint and drawing on walls outside the building, to depict a whimsical take on local flora/fauna, inspired by Manager Emily Duchon’s interest in the southwest landscape—a “southwest fever dream”, as she stated to the students. They ran with it, and came back with a colorful take on our area.

The mural gives meaning and a sense of place to the Artist Studio—located at the back of the OYCC— and now folks entering the building can witness art before opening the door and use that to inspire their own creations. Emily said, “We wanted to foster a creative spirit in the space, and Jenmarie Zeleznak (the professor for the class) and I came up with a theme and asked for feedback from the students. The students came up with a lot of the ideas, including a lot of the depictions you’ll see of plants and animals.”

A ribbon cutting is currently scheduled for May 14th at 11 am outside the OYCC (behind the Artist Studio), complete with light refreshments and an opportunity to meet the student artists involved in the project.



Art on the Move.

The Artist Studio had the opportunity to attend both the Youth Arts Festival and West Fest this spring to encourage kids to get excited about creating! Studio staff made coaster sized tiles of different shapes and packed them up to be customized by the public. Festival attendees were able to flex their creative muscles with sharpies and isopropyl alcohol to make their own “tie-dye” coasters. It was fun to see what everyone decided to put on their coaster from abstract blobs of colors to detailed drawings of favorite characters people of all ages had a ball. It was a unique, hands-on way to connect with members of the community while also educating people on what the studio offers the public.



Storytime with Smokey Bear at Sierra Vista Public Library. The Youth Services department may have been on a weekly story time break during the month of April, but that didn't stop Smokey Bear from making a special trip to the library this spring! Assistant Librarian Rachel Gardner partnered with Ranger Rebecca Hodges Balderas, a Fire Prevention Specialist with the U.S. Forest Service, for a very special story time featuring the guardian himself. Together they read the inspiring *True Story of Smokey the Bear*, sang fire-prevention songs and rhymes, practiced identifying desert animals, and even got silly with the book *How to Talk Like a Bear*. Children crafted their own Smokey Bear paper dolls and also received coloring books, frisbees, bracelets, and more all provided by the Sierra Vista Fire District. Families left the event with bear hugs, selfies, and a fresh appreciation for the U.S. Forest Service.



Sierra Vista's Free Bike Program. The Sierra Vista Library would like to thank the Little Library Bookstore and community members for supporting its bike program with four new bikes this month.

Did you know that the Sierra Vista Public Library has bicycles for check-out? When this program started, less than a handful of libraries across the country offered bicycles on loan. Now, over a dozen libraries across the United States provide this service.



You may ask, "How does lending bikes fit within the library's mission?" The answer to this question lies in equitable access. The library's goal is to level the playing field for our community members, offering FREE access to materials people may not be able to purchase for themselves. The strategic program offers access to the city's multi-use paths and opens up modes of transportation to those who do not possess automobiles.

For years, a 'bike culture' has grown in the county and the City of Sierra Vista. Offering circulating bikes to our patrons supports this great effort and brings awareness to biking and our great city, whether for fitness or enjoyment.

It's Adaptive Sports Season! The Adaptive Adult Recreation Program is currently participating in the City of Sierra Vista's Spring Co-Ed Softball league. Games are every Tuesday night, through the end of May, from 6:30-7:30 at the Domingo Paiz Sports Complex. The Spring Formal on March 16th at the Ethel Berger Center was a very successful event. Participants, staff and parents/friends all gave positive feedback, and we look forward to bringing the event back next year. Last weekend, we attended the West Fest and participants played games and enjoyed checking out the police departments, bearcat, tactical vehicle.



Moving forward, we will be continuing with sports such as softball (end of May) and basketball in June. Outdoor activities such as hiking, and disc golf will be activities participants can enjoy. All the popular activities such as Bowling, Game Nights, Bingo, Movie Nights, Yoga, Art Studio, Karaoke, and many other activities will also be part of the calendar of events the next few months.

Spring Swim Lessons. In March and April, the Cove offered our Spring youth swim lessons. We were able to offer evening swimming lessons for children from ages 6 months to 15 years old. In the March two-week session, we had 57 participants attend. In our April session we had 79 participants. The Cove staff also instructed nine adults who were either learning to swim or refine their skills.

Spring Break Open Swim. While the kids were out of school for spring Break from March 11th – March 16th, the Cove added additional open swim hours on Monday, Wednesday, and Friday. Between the three days of open swim, 814 patrons paid entrance fees to enjoy the waves, slides, and fun atmosphere. This does not include the 313 patrons that came on our normal open day (Saturday).

Spring Break Tsunami Night. On Marh 15th the Cove hosted a Tsunami Night! This event is where we crank UP the waves and have pizza and soda for all to enjoy. The event is topped off with a DJ rocking the Cove with radical beats. Tsunami night had 293 presale tickets sold and 487 participants who paid at the door. This was one of the largest turn outs for our Tsunami Night in a year.



Egg-Dive Into Easter. On March 16th the Cove held the first Egg-Dive egg hunt in the pool. The Aquatics Division, Child and Family Programming Division, and numerous volunteers from Fort Huachuca came together to host this EGGTASTIC event. We had 2500 eggs that were both sunk and floating for participants to grab. Youth of all ages had a great time gathering all the eggs up. Once the participants collected their eggs in the baskets that were provided as part of the event, they went over to the EGG-CHANGE and turned in eggs for fun prizes. A total of 101 youth had an all-around EGGING good time. We are looking forward to hosting this again next year.



Employee Spotlight – Daniel Coronado. Daniel Coronado is one of our Cove lifeguards. He can normally be found working the early morning shifts due to being in college full time. Daniel is currently studying nursing at Cochise College and hopes to become an RN. Thank you, Daniel, for consistently getting to work at 5:30am to make sure the Cove is open for Lap Swim.





Dine-a-Night. Dine a Night at Doc's Watering Hole had 14 participants come out and enjoy dinner on March 14th. Doc's Watering Hole has line dancing on Thursday evenings, so after finishing up our meals we gave it a try! It was a great night out for all! We spent April 11th, enjoying dinner at the awesome R and R Pizza Express. There were 15 participants who socialized while enjoying their meal.

Everyone is looking forward to May's, Dine a Night at La Casita.

Sonoita/Elgin Wine Tour. We had 19 participants for the Sonoita/Elgin wine tour on April 6th. We took the scenic route to Lighting Ridge Vineyard through Upper Elgin. The group really enjoyed the outdoor seating at this vineyard. Next, we hit Sunset Rides, a very nice tasting room located on Hwy 82. On top of giving the group 5 tastings, they also let them taste their delicious slushies. The group was very happy with their meals at a private room at Dos Cabezas Wineworks. We love supporting our Arizona wineries and look forward to more trips in the future!



Tucson 4th Avenue Street Fair. The Tucson 4th Avenue Street Fair had a lot to offer! Our 13 participants thoroughly enjoy their walking tour of downtown Tucson. The fair brings in artists from all over the world and there was a food vendor alley throughout the entire fair, so no one left hungry! The Fair is hosted by the North Fourth Avenue Merchant Association and the funds are used for the Avenue's infrastructure and invests in local neighborhoods. We're already looking forward to next year!

Spring Bazaar. The Spring Bazaar on Saturday, March 30 received a visit from Cool FM's, Jeff Davenport! He visited each vendor and showcased their wares for the public to see. All the vendors were very happy with the extra publicity and the public turn out.



West Fest. West Fest brought in 4,900 people this year from Sierra Vista, and 40% of people came from outside of Sierra Vista. The street fair event on Fry Blvd included 28 West End businesses, 19 craft vendors and Sierra Vista businesses, and 3 food vendors. We enlarged our festival space and enclosed the entire area so that people could enjoy drinking Tombstone Beer throughout the venue. We entertained the crowd with a live DJ, local band, and 2 dance group performances. The event went smoothly, and our vendors and West End businesses are looking forward to making the event even better again next year.

Upcoming Events:

Tsunami Nights @ the Cove: May 21st and July 26th

Movies in the Park: May 18, June 8, June 15, and June 22 at Veteran's Park

Dine-a- Nights:

- Thursday, May 9 at La Casita Mexican Restaurant
- Thursday, June 13 at La Sierra Grill Steak House

Concerts in the Park: Every Thursday in May and June at VMP starting at 6:30pm

Summer Hours @ the Cove Begin May 25th.

May 25: Wine, Beer, & Spirits Festival – Veterans Memorial Park – 12:00 pm – 7:00 pm

May 25: Summit Challenge

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:

Threatened and Endangered Species Program, Bureau of Land Management (BLM), \$850,000 with no match – An application will be submitted in mid-May by the City and partner agencies for funding to help protect threatened and endangered species along the San Pedro River. If awarded, the grant would help fund the efforts of the Adaptive Management Committee, specifically modeling work along the San Pedro River to document baseline conditions and to evaluate the effectiveness of planned improvements in preserving flows and riparian habitat of the river.

Congressional Appropriations Applications, about \$12,000,000 – The reconstruction effort along BST is desperately needed and staff anticipates phasing the segment between 7th Street and Hatfield into six separate phases 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 would receive funding. These funds will be managed by the State, and the City is awaiting news from ADOT on the path forward. In April, an additional segment was submitted to Congressman Ciscomani’s office, and the outlook so far is favorable.

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.

ESTCP, Water Resilience on DoD Installations, \$5,287,001 with match provided by others – A preproposal was submitted in early March for this grant, which would help fund the construction of the Coyote Wash Stormwater Management Project on a site just north of the City’s Environmental Operations Park. If the review of the preproposal is favorable, staff will be invited to submit a full proposal within a couple of months. The primary author of this grant was Dr. Holly Richter, a consultant from Resilient Rivers who also works with the Fort Huachuca Sentinel Landscape and the Adaptive Management Committee who oversees the implementation of the San Pedro Riparian National Conservation Area Memorandum of Understanding.

Retirement. The Public Works Department wished Jeffrey “Bo” Mullins happy trails as he headed into retirement in late April. Bo started in the Wastewater Section and later transferred to Refuse for the remainder of his career. He was a constant positive presence around Public Works with his bright smile and contagious enthusiasm. Congratulations, Bo! You will be missed!

Stormwater Tour. The City Public Works Department in conjunction with representatives from Cochise County hosted a contingent of approximately 15 staff from the City of Tucson and Pima County for a tour of regional recharge projects on Monday, April 29th. The tour also included a hike to the San Pedro River to show the “why” of local water conservation efforts. Tour participants indicated that they were impressed with the work which has occurred and continues to be planned in our area, and they are excited to take our “lessons learned” back north.



Engineering

Garden Canyon Linear Park. After securing a grant from Arizona State Parks & Trails, the City 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 were recently paved, and the project is substantially complete with only some minor clean-up work remaining.



Annual Street Maintenance. The annual street maintenance project is in progress and progressing quickly. 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. The contractor will continue to notify impacted residents of the anticipated schedule before work starts on their street, but current work includes patching of badly degraded areas and crack sealing. The sand seal will follow after the patching and crack sealing is complete. Reconstruction projects on both Greenbrier and Four Winds Circle are currently out to bid and could begin construction later this year depending on funding availability.

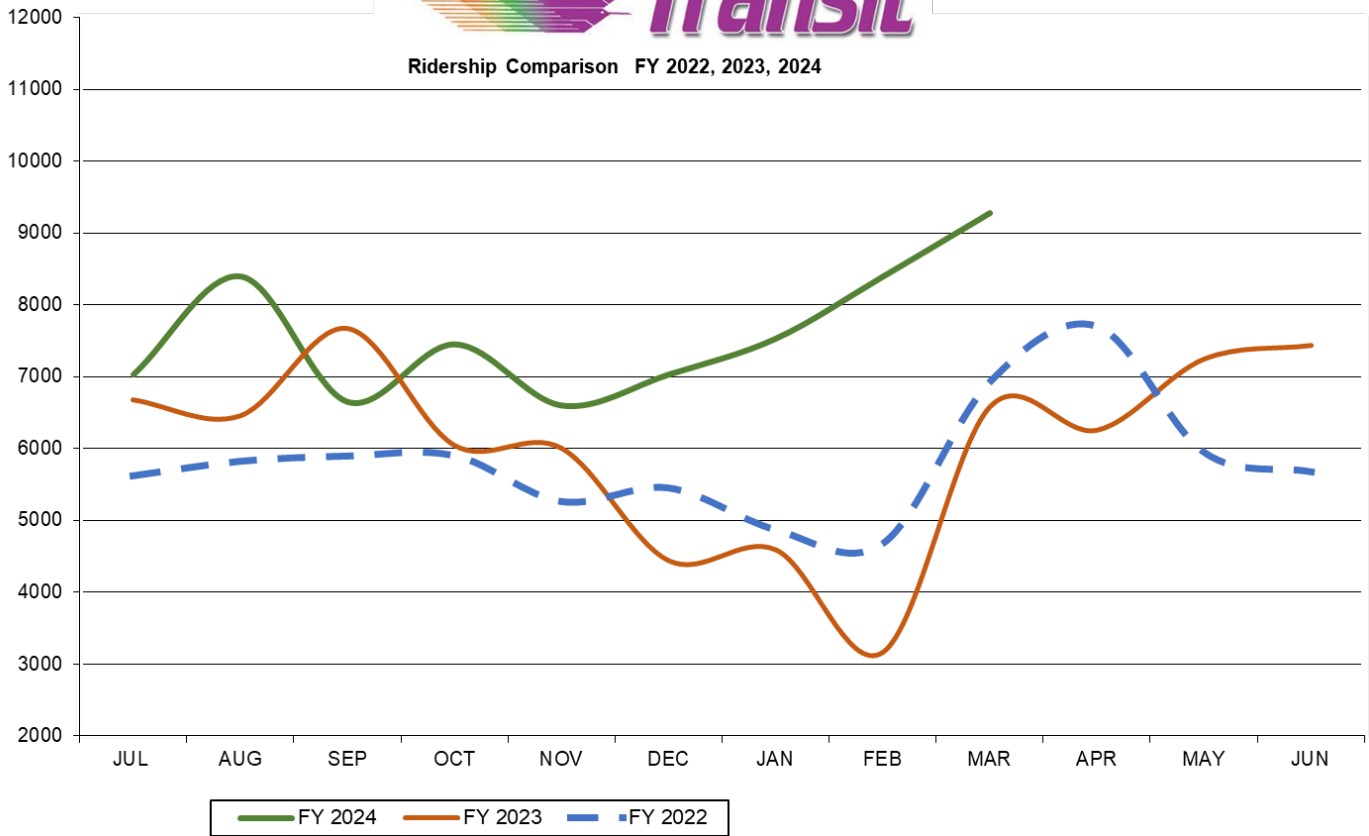
Transit

Staffing. Vista Transit has been successful in bringing some new drivers on-board, although operating margins are still small with the increase in ridership described below. Full time positions are fully staffed, but hiring for the vacant part-time positions has still been a challenge. However, 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 sharp upward 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 with some months running triple the prior year. Monthly ridership for March 2024 crossed 9000 people for the first time since pre-COVID. Although the increase in ridership is a positive from a community mobility and federal funding perspective, it has resulted in standing-room only on buses at times and a very full paratransit schedule.



Ridership Comparison FY 2022, 2023, 2024



Airport

Fire Season. The spring winds of the last few weeks have dried-out remaining winter vegetation, and fire season is now upon us. Several smaller fires have already been reported, and the situation will continue to get worse as temperatures warm. Residents are reminded that open burning is not permitted within City limits. Also, people should be extremely cautious with open flame of any sort since sudden gusts of wind can spread flames quickly, especially in dry grass. The City would like to take this opportunity to thank the U.S. Forest Service, who is again mobilized at the Sierra Vista Municipal Airport for the duration of fire season, usually mid-April until August or September. The Forest Service plays an important role in keeping our community and others safe, and their planes which fly out of Sierra Vista are used to fight fires for hundreds of miles in each direction. The City is happy to host them at our facility.



Master Plan. The 10-year Airport Master Plan update officially kicked off in September, and two meetings of the Planning Advisory Committee which is directly reviewing the master plan elements have been held thus far. The first public meeting was also held in early 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%. For more information about the Master Plan, to see current work products, or to offer comments, please visit: <https://www.sierravista.airportstudy.net>

Streets

Wash Maintenance. Also related to fire season, 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 until completed.



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 scheduled start date for the project was April 28th, but with the exception of traffic control signage, work isn't yet visible in Sierra Vista and pavement work isn't expected to begin until later this summer. The entire project from the Border Patrol checkpoint to Moson Road is expected to take more than a year to complete. Although full closures are not anticipated, lane restrictions and reduced speed limits will be present in work zones. Residents are asked to stay alert and obey all traffic control devices. 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 is now full with five members; however, a position will be opening soon due to the planned departure of one of the members this summer. At its May meeting, the commission heard an update from Jeff Pregler on the General Plan. Commission members are only on the Planning Advisory Committee for the Airport Master Plan and are contributing towards that effort. The next meeting will be held on June 12th 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 is full with five members. 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. The group is also looking at ways to increase recycling participation in Sierra Vista. A field trip to the Environmental Operations Park will be coordinated for a future meeting, possibly June or July. The next meeting will be held on May 22nd at 4:00 p.m. in the Second Floor Conference Room at City Hall.

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 the 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. Staff continues to work with Community Development to share the West End Partnership Grant opportunity with west end businesses and prospective businesses. Staff assisted Alien Pups, a mobile pet grooming business, with the grant application in anticipation of their expansion into the West End. Allo Fiber is continuing their renovations of the old Yucca Moving building on Wilcox Dr.



Maximize Economic Impact of the Municipal Airport. Staff has begun working on the 2024 Defense Community Infrastructure Program Grant application. This year's application will be the second attempt to secure funding for \$8M sewer connection between the Municipal Airport and Fort Huachuca. Working with Public Works, staff have drafted the Senior Commander's letter and are working on the installation requirements for the application.

Tourism & Economic Development Director, Tony Boone, attended the AZ Space Summit in Tempe on Mar. 27-29th to learn more and make connections with people in our emerging space ecosystem across the state of Arizona. This event was sponsored by ACA, ASU, UofA, and NAU. The department also awarded and has begun meetings for the Space Port reentry feasibility study with Launch on Demand and Libby Army Airfield stakeholders. Staff are working a site visit May 21 and 22nd to collect data at the municipal airport and partner Fort Huachuca. The study is scheduled to be completed in October.

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. consultant. Staff attended the Association of Defense Communities National Summit in Washington D.C. April 7-10th. Staff continues to apply what is learned at these conferences to bolster the partnership between the City and Fort Huachuca.

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 took place on April 2nd. Port 194 has made some adjustments to their business concept based on what they have learned so far in the UACI Program. They are hopeful that their product will be ready for first sale in three to six months. Staff and partners look forward to another check in soon.

The economic development team, Sky Islands Regional Partnership, and UACI have also announced another round of open Sponsored Launch applications! The group is looking for the area's best and brightest business startups with a focus on scalable tech-based innovation. The application closes on May 22. <https://www.uaci.com/incubator-program/sponsored-launch>

Staff also supported two Business at Twilight events, three Ribbon Cuttings, and the Sky Islands Regional Partnership Annual Gala in support and recognition of our local businesses.

SEAZ Hispanic Chamber Partnerships

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

SBDC/VBOC Partnerships

Economic development staff continue to work with the Cochise SBDC. Meetings and appointments included several Moonshot planning meetings and preparation counseling with several pitch contestants. Economic development staff and SBDC staff also assisted youth pitch contestants in the classroom.

Staff continues to partner with the AZ Veteran's Business Outreach Center to guest teach Boots to Business to transitioning service members. Staff is also looking forward to assisting them in launching their instructional programing for military spouses in the Cochise County area.

Moonshot 2024

Economic development staff led the charge in the coordination and execution of this year's Moonshot Rural AZ Pitch Contest! In partnership with the Cochise SBDC and the Sky Islands Regional Partnership, the event was a resounding success, hosting over 40 high school students from Buena and Bisbee and their 22 business pitch ideas. Thanks to local sponsors, students took home \$1250 in cash and gift cards and \$500 for each school's entrepreneurship/DECA programs. The adult pitch contest featured 14 contestants from across Cochise County. First place winner, Adam Mayer, a new Sierra Vista resident and founder of AIGM, will represent Cochise County at the state level competition in Cottonwood on Aug. 2nd.



New Business

Economic Development and Human Resources staff have been busy working on the City Summer Intern Program and interviewed forty-eight potential candidates. We are looking forward to hosting seven interns beginning at the end of May/beginning of June through the end of July.

Economic Development Commission. The Economic Development Commission met on March 20th to discuss the 2024 Business Recognition Plan and begin considerations for potential updates to the Plan for Prosperity. The Commission plans to review the plan and make recommendations for discussion at the next meeting scheduled for June 6th.

The nomination application is open for the Business Recognition Program and can be found at the link below. Nominations for Minority Owned, Woman Owned, Veteran Owned and overall Small Business of the year will be accepted until July 12th! **Business Recognition | City of Sierra Vista, AZ (sierravistaaz.gov)**

Jobs Report. Cochise County job vacancies continue to hover around 1,100 vacant jobs, 710 for Sierra Vista/Ft. Huachuca, for this quarter. Industries of need remain the same, with cyber/IT positions accounting for over 28% of vacancies, and education and medical/health care comprising approximately 16.5% of vacancies respectively.

Housing Report. The recent housing market summary for March indicates that the market is slowing down. Sales are down 18% from last year and time on market is up 19 days from last year. Drops in sales prices are also starting to show but are less drastic at 3% down from this time last year.

	Current Period Mar 2024	Last Month Feb 2024	Change From Last Month	Last Year Mar 2023	Change From Last Year
Homes Sold	46	53	▼ 13%	56	▼ 18%
Median Sale Price ①	\$292,000	\$289,900	▲ 1%	\$302,500	▼ 3%
Median List Price	\$292,000	\$295,000	▼ 1%	\$307,543	▼ 5%
Sale to List Price Ratio ①	97%	97%	0%	97%	0%
Sales Volume ①	\$14,268,435	\$16,402,094	▼ 13%	\$17,611,709	▼ 19%
Average Days on Market	90 days	78 days	▲ 12 days	71 days	▲ 19 days
Homes Sold Year to Date ①	133	87	▲ 53%	154	▼ 14%
For Sale at Month's End	—	—	—	—	—

	As of 4/25/24	Current Period Mar 2024	3 Month Trend	Current Period Mar 2024	6 Month Avg	
All Price Ranges	103	2.2	0.8	46	44	Seller's
< \$100,000	1	—	—	0	0	—
\$100,000 - \$200,000	10	3.3	0.7	3	4	● Seller's
\$200,000 - \$300,000	28	1.3	0.5	22	20	● Seller's
\$300,000 - \$400,000	42	2.8	1.0	15	13	● Seller's
\$400,000 - \$500,000	12	4.0	1.0	3	4	● Seller's
\$500,000 - \$600,000	9	4.5	3.0	2	1	● Seller's
\$600,000 - \$700,000	1	—	—	0	0	—
\$700,000 - \$800,000	0	0.0	0.0	1	0	● Seller's
\$800,000 - \$900,000	0	—	—	0	0	—

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

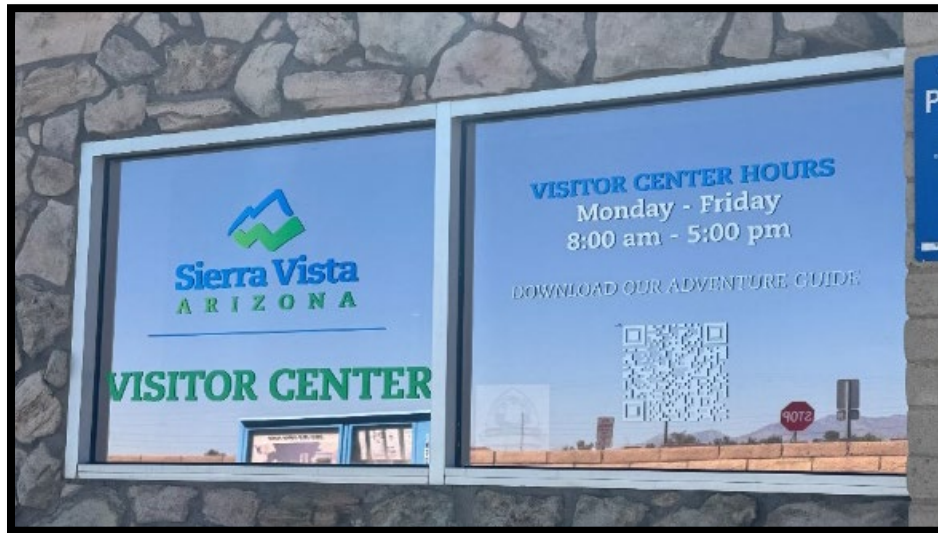
In coordination with the Tourism Commission, staff are planning a grand reopening for the visitor center in July 2024 to ensure that local residents are aware of the facility and its location. This event will also serve as a kick-off for Hummingbird Month in August. Staff are working to make several improvements to the facility to improve the customer experience.

Initiative 14.4: Conduct Feasibility study for a regional convention center

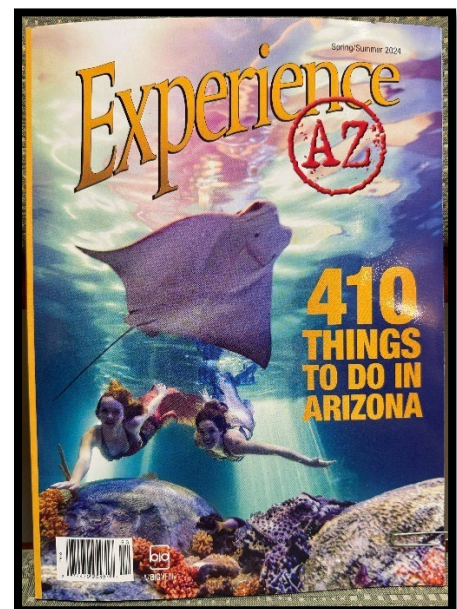
Staff will begin review of the convention center study this spring in preparation for inclusion in the next budget year.

Tourism Commission. The Tourism Commission met March 11th at the Oscar Yrun Community Center to continue identification and discussion of short-term, mid-term, and long-term goals. Volunteers were established to help staff run an information booth at El Tour de Zona. Staff introduced the grand re-opening project of the Visitor Center to the commission. A sub-committee was formed to support staff and will be meeting May 3rd to discuss further.

Commissioners addressed the signage of the Visitor Center and proposed a mock-up of new signage for the window. Staff edited the mock-up to be more in-line with the Sierra Vista branding and the signage which includes a link to the adventure app was installed by a local vendor on April 29th.



Advertising- Print, Social Media, and Info Booths. The last two months Tourism staff have worked with Communications to deliver a print advertisement for *Birdwatcher's Digest* as well as contributing to the Summit Challenge advertising campaign. Sierra Vista featured in *Experience AZ* magazine with a full, two-page advertisement.



Staff participated in a listening session put on by AOT for Cochise County. AOT is working on a state rebranding campaign and desired input from communities all over Arizona. The listening session was held at the Bisbee Royale in Bisbee, AZ. Lisa Urias, the Cabinet Executive Officer & Executive Deputy Director of AOT was there, as well as representatives from Benson, Bisbee, Douglas, McNeal, and Warren. The listening session will be featured on the Instagram page AZ Tourism News (@aztourismnews). AOT plans to launch the rebrand in August at the Governor's Conference on Tourism.



Tourism staff set up information booths at El Tour de Zona: one booth in the Sports Division during packet pick-up and a second at Veteran’s Memorial Park. Volunteers from the Tourism Commission supported staff both Thursday and Friday of the event. Staff received positive feedback regarding having an information booth in the park.



Tourism staff are in the process of coordinating with The AZ Hikeaholics (@theazhikeaholics on Instagram) to have them come to Sierra Vista during Memorial Day Weekend to hike the Summit Challenge and explore. The AZ Hikeaholics have 148k followers on Instagram in addition to their blog, which they post their travels and hikes throughout Arizona. Coordination is facilitated

through AOT, who will cover costs of this visit if staff cannot procure complementary services. The AZ Hikeaholics will come to Sierra Vista with an itinerary provided to them by staff and in exchange, will give Sierra Vista exposure on their Instagram and blog to all their followers. Staff continues to explore new ways to reach our targeted audiences and increase the visibility of Sierra Vista and our extraordinary city.

Visitor Center. March and April showed a continued increase in foot traffic to the Visitor Center. The below graphic shows the cumulative number of visitors from each state for the FY. The numbers in green indicate a rise in the number of visitors while the numbers in gray show no change in the last two months.



Sierra Vista Adventure Guide App. The Sierra Vista Adventure Guide App was re-vamped and updated in preparation for El Tour de Zona. As of the end of April, the app has been downloaded by 182 users. Staff are continuing to increase the downloads and update the app for the Summit Challenge.



ExploreCochise.com

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 three print ads in *Bird Watcher's Digest*, *Cornell Living Bird Magazine*, and *Airstream Life*.



Tourism staff worked with Communications to deliver ad content for Phoenix with Kids and *Cornell Living Bird Magazine*.

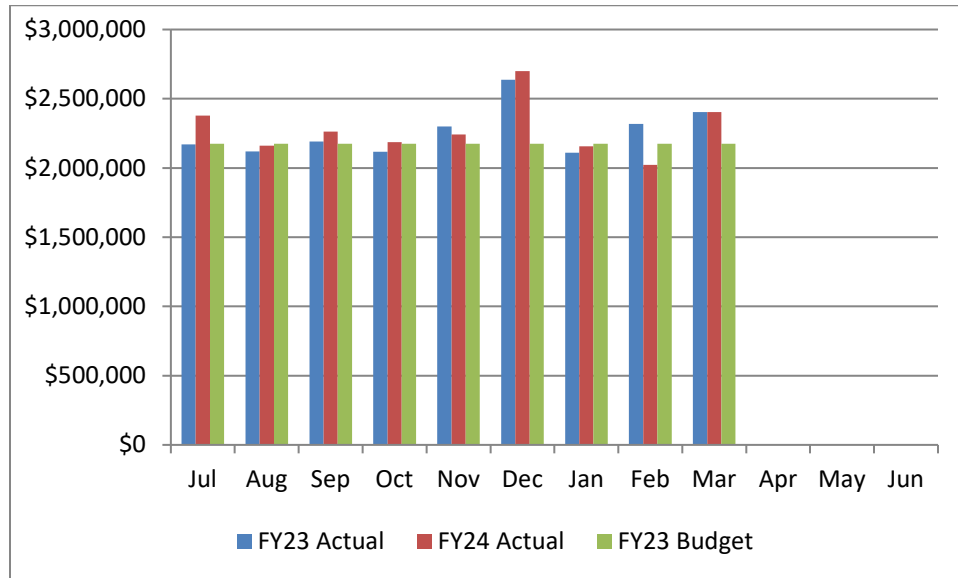
Travel Writer: Sydney Rasmussen from Visit USA Parks. Cochise County had a travel writer visit in early April for Willcox’s West Fest. Tourism staff worked with the communities of Willcox, Douglas, Sierra Vista and Bisbee to obtain the travel writer lodging, food, and activities to experience Cochise County as a whole. Staff made a trip to Willcox prior to the visit to drop off a welcome bag for the writer as well as networking with the businesses in Willcox who were providing lodging, food, and experiences to the writer. The travel writer was very pleased with her trip to Cochise County and expressed desire to come back and explore more of Douglas specifically. The travel writer will now compose her deliverables which will be featured on the Visit USA Parks website and social media accounts.

Willcox Activities	Douglas Activities	Bisbee Activities	Sierra Vista Activities
<ul style="list-style-type: none"> • Basket Weaving • Hiking Cochise Stronghold • West Fest 	<ul style="list-style-type: none"> • Art Car World • Picnic in the Park 	<ul style="list-style-type: none"> • E-bike Tour 	<ul style="list-style-type: none"> • Mountain biking in Brown Canyon

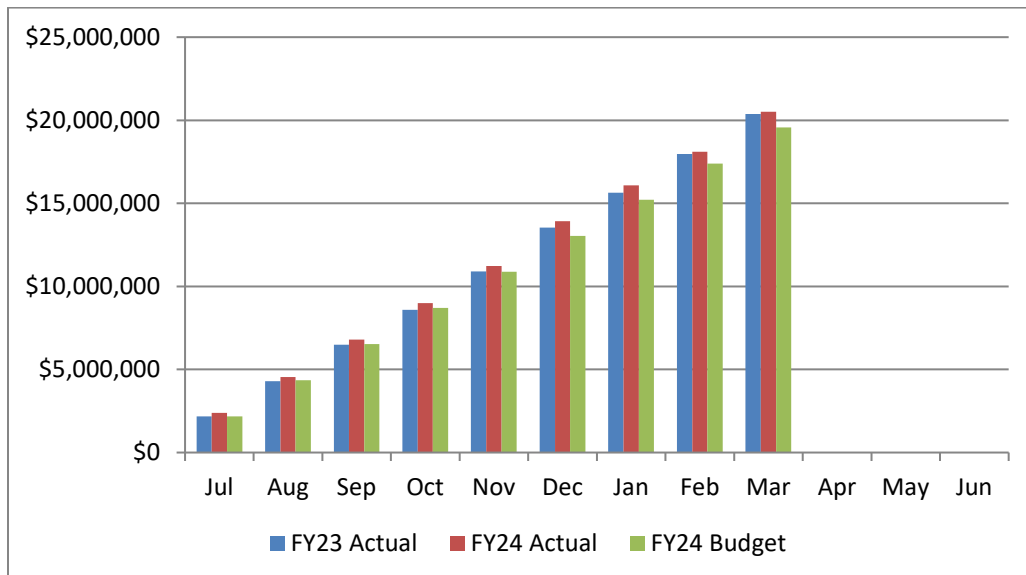
Administration

Sales Tax Collection. Gross privilege tax collections were down \$295,272, or 12.74%, for February and \$1,039, or 0.04% for March over last fiscal year. In February, a taxpayer filed for a refund for incorrectly paid taxes. Without the refund, collections would have been down \$179,158, or 7.73%

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



Through March, collections are up \$144,279, or 0.71%, over last fiscal year and \$942,381, or 4.82% over budget. The chart below provides a monthly comparison of FY24 actual, FY24 budget, and FY23 for the Fiscal Year.



Description	Apr-23	May-23	Jun-23	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24	Mar-24
Utilities	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	122,985.50	72,948.36
Communicaitons	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	20,697.28	20,613.49
Publication	1,487.80	735.01	741.67	680.95	801.86	718.61	1,012.55	435.47	614.07	801.75	738.46	667.25
Restaurant & Bar	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	249,261.24	264,990.87
Contracting - Prime	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	(46,082.83)	93,913.81
Retail Sales	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	972,819.95	1,162,928.71
Use Tax/Purchases	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	64,062.77	55,503.63
Use Tax from inventory	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	1,546.63	144.92
Residential Rental	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	41,509.58	49,819.36
Retail Food for home consumption	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	292,897.84	318,439.34
Commercial Rental	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	29,853.78	32,117.53
Tangible Property Rental	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	21,506.23	25,921.38
Extended Stay	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	105,372.30	139,430.17
Online sales	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	119,735.38	134,321.62
Other	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	26,342.66	31,702.03

Community Development

- **Draft CDBG Consolidated Plan, Annual Action Plan, and Analysis of Impediments to Fair Housing.** On April 11, 2024, the City Council considered the City’s annual action plan for its allocation of Community Development Block Grant (CDBG) funds, which is currently open to public comment.

At its meeting on March 15, Council heard requests for CDBG funds from Good Neighbor Alliance, Boys and Girls Club of Sierra Vista, United Way of Sierra Vista and Cochise County, and City of Sierra Vista projects, including Montebello neighborhood fire safety improvements and general program administration.

Those requests have been recommended for inclusion in the City’s annual allocation of CDBG funds and the CDBG Five-Year Consolidated Plan.

The City receives an annual allocation of approximately \$250,000 in CDBG funds, and the plan identifies goals, objectives, and strategies for addressing housing and community development needs with that funding. The City has also completed an Analysis of Impediments to Fair Housing Choice, which represents Sierra Vista’s efforts in making an objective assessment of the nature and extend of fair housing concerns in the City and the potential impediments to making fair housing choice available to its residents.

- **Development Code Changes.** On April 25, 2024, the City Council approved a 30-day public comment period on proposed Development Code amendments to implement the updated Surface Water Master Plan (SWMP). Both the SWMP and the associated development code changes are available for public review and comment until May 28.
- **Neighborhood Commission.** The Neighborhood Commission met in March to discuss the CDBG Consolidated Plan and Annual Action Plan Goals and Priorities and receive information on neighborhood projects. At their April meeting, they received an update on West Fest and provided comment on the General Plan Update and discussed the public approval process.

Community Development Staff attended West Fest to share information and promote the upcoming community meeting on the Draft General Plan Update scheduled for 5:00 P.M. on May 29, 2024 at the large meeting room at the Sierra Vista Public Library.



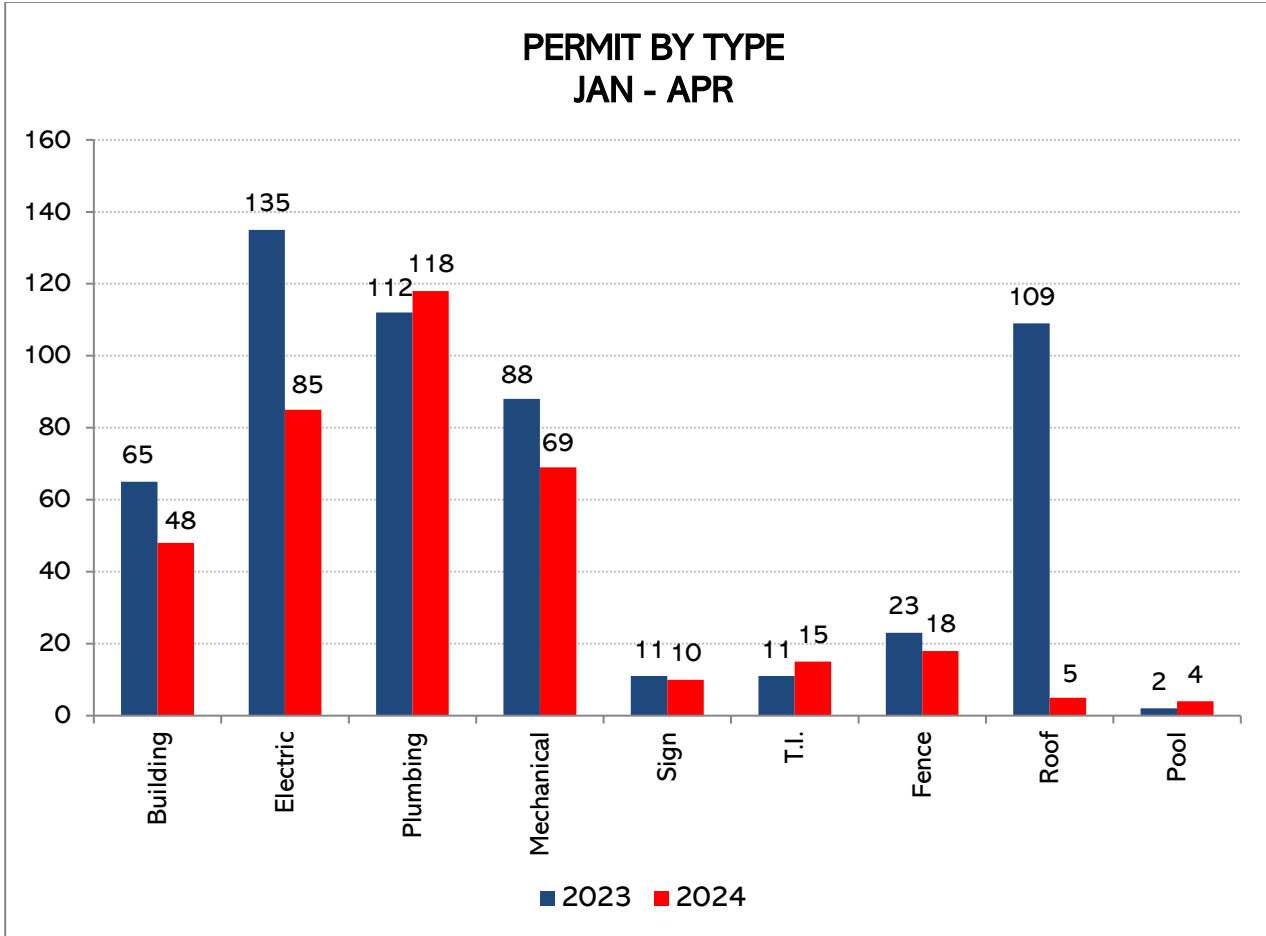
Building & Inspection Services

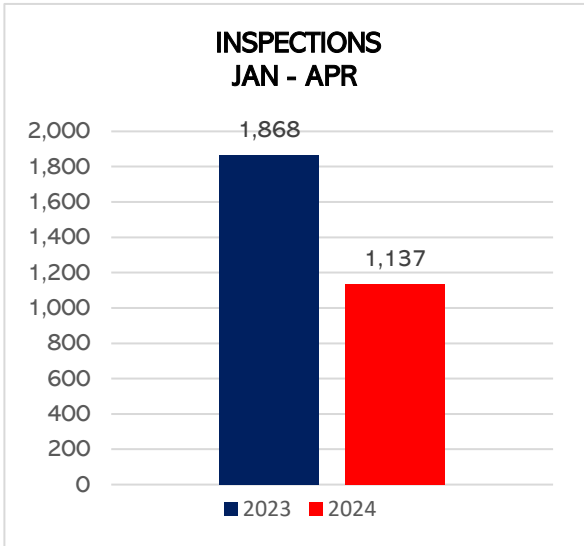
The following projects were reviewed/inspected/completed during March/April 2024:

PLANS UNDER REVIEW		
PROJECT NAME	PROJECT TYPE	PROJECT ADDRESS
Allo	Accessory Commercial	1011 N Coronado Ave
Avvenirre LLC	Tenant Improvement	936 E Fry Blvd
Don8it - repair collapsed building	Tenant Improvement	650 E. Wilcox Dr
Economic Technologies LLC	Tenant Improvement	1048 E Fry Blvd
Good 2 Go	Commercial New	2632 E Fry Blvd
Haws & Haws	Commercial New	10778095C
Taco Bell	Commercial New	3920 E Fry Blvd
Walmart	Tenant Improvement	500 N Highway 90
PLANS APPROVED		
PROJECT NAME	PROJECT TYPE	PROJECT ADDRESS
Garden Canyon Clubhouse	Commercial New	405 South Garden Ave
Park Professional Building Remodel 2nd Floor	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
140 W Fry Blvd	Tenant Improvement	140 W Fry Blvd
550 W Fry	Tenant Improvement	550 W Fry Blvd
American Leadership Academy - Admin Building	Commercial New	4400 East Buffalo Soldier Trail
American Leadership Academy - Classrooms	Commercial New	4400 East Buffalo Soldier Trail
American Leadership Academy - Field House	Commercial New	4400 East Buffalo Soldier Trail
Arbenz Pickleball - Restrooms	Accessory Commercial	2830 Tacoma Street
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	Tenant Improvement	500 S. Coronado Dr
Circle K	Commercial New	5058 Highway 90
Circle K Stores	Tenant Improvement	5058 E 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
Deer Creek RV Park	Tenant Improvement	733 S Deer Creek
Dividend Homes Façade	Addition - Commercial	3827 S. Highway 92
Dos Bros Tacos	Tenant Improvement	2151 Hwy 92 Ste 100
Embrace Life	Tenant Improvement	4116 Avenida Cochise, #F-G-H-I
EMS Substation	Cell Tower New	2155 S 7th St
Event Center Renovation	Commercial New	302 El Camino Real 01
Former Sun & Spokes I - Façade	Tenant Improvement	156 E Fry Blvd
Former Sun & Spokes II - Façade	Tenant Improvement	164 E Fry Blvd
Fry's Food - Fire Sprinkler System	Tenant Improvement	4351 E Highway 90
Garden Ave & Fry Improvements	Addition - Commercial	1011 N Coronado Ave
Haven Health - Fire System	Tenant Improvement	660 N Coronado Drive
Highland Woods Stairs	Tenant Improvement	555 N 7th St
Hummingbird Assisted Living	Tenant Improvement	2047 Highway 92
Jackson Dental	Tenant Improvement	1906 S Highway 92
Leawood Loop House	Tenant Improvement	2685 Leawood Loop
Medical Office	Tenant Improvement	2250 El Mercado Loop
Northrop Gruman	Tenant Improvement	4067 Enterprise Way
Panda Express Hood	Tenant Improvement	480 Highway 90 A1
Pepsi	Commercial Addition	175 West Kayetan
Popeyes Chicken	Commercial New	467 E. Hwy 90
Proposed Transformer	Accessory Commercial	7250 E Highway 90
Public Works Fleet Bathroom	Tenant Improvement	401 Giulio Cesare Ave
Rothery Sports Complex	Tenant Improvement	3305 Est Fry Blvd
Rothery Sports Complex - Fire Alarm	Tenant Improvement	3305 Est Fry Blvd
RussO-Pabst Partnership	Tenant Improvement	77 Calle Portal C120
S.V. Public School - Shed	Accessory Commercial	5225 Buena School BLVD
SAIC	Tenant Improvement	665 N Garden Ave
Sierra Evangelical Church Canopy	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 Regional Health Center Inc	Tenant Improvement	5700 E Highway 90
Sierra Vista Surgical Center	Commercial New	1940 E Wilcox Dr
US Towers 433	Cell Tower	532 Suffolk Drive
Vacant Suite	Tenant Improvement	942 E Fry Blvd
Verizon Wireless - Cell Tower	Cell Tower	4253 Enterprise Way
Verizon Wireless - Cell Tower	Cell Tower	4253 Enterprise Way
Veteran's Park - Restrooms	Accessory Commercial	3405 E Fry Blvd
PROJECT COMPLETED		
PROJECT NAME	PROJECT TYPE	PROJECT ADDRESS
Casa Del Sol - Pool	Commercial Pool	1020 S Carmichael Ave
Tractor Supply - Fire System	Tenant Improvement	4860 E. Highway 90
Tractor Supply - Remodel	Tenant Improvement	4860 E. Highway 90

ARC GSSVAAZ001 LLC	Tenant Improvement	354 South Highway 92
Casa Del Sol - Phase 2	Apartment New	1020 S Carmichael Ave
Dollar General	Commercial New	10749001Q
First West	Tenant Improvement	956 E Fry Blvd
Gyfted Creations	Tenant Improvement	209 W Fry Blvd





CONSTRUCTION TRENDS (JAN - APR)

CONSTRUCTION TYPE	NEW CONSTRUCTION	
	2023	2024
SINGLE-FAMILY UNITS	15	2
SINGLE-FAMILY ADDITIONS	1	3
MANUFACTURED HOME UNITS	28	23
MULTI-FAMILY UNITS	0	0
NON-RESIDENTIAL (SQ. FT.)	3,052	2,257

Code Enforcement

As documented in the following table, Code Enforcement handled 111 complaints during the reporting period. Code Enforcement staff also supervised three Better Work cleanup details at various locations in the City and removed 20 shopping carts from State Trust Land.

Upon receiving permission from the State and no objection from the adjoining property owner, Code Enforcement along with Public Works will be installing a gate to block off southerly access from Dake Road onto State Trust Land which has been a subject of resident complaints regarding illegal dumping/illicit activity.

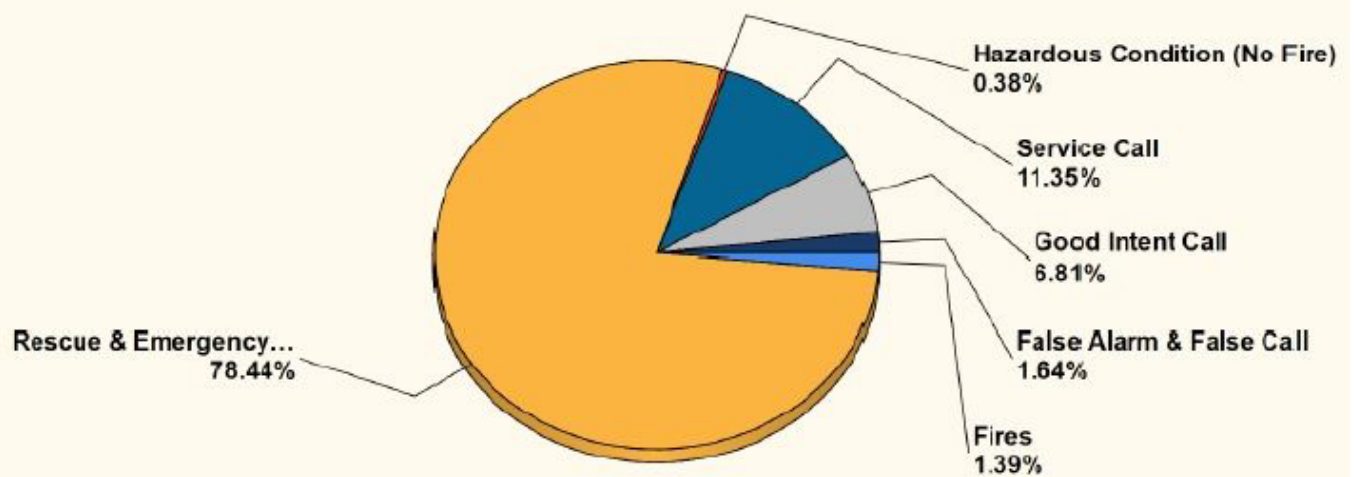


CODE REFERENCE	COMPLAINT	MAR/APR 2024	DESCRIPTION
150.15.C	ABANDONED PROPERTY	22	SHOPPING CARTS LEFT ON ROADWAY
150.25.4	ALLEYWAY MAINTENANCE	5	OVERGROWTH, OBSTRUCTION, DEBRIS INTERFERING WITH USE OF ALLEYWAY
150.23.3	ANIMAL WASTE	1	EXCESSIVE ANIMAL WASTE ON PRIVATE PROPERTY
150.23.21	ATTRACTIVE NUISANCE	2	MAINTAINING A CONDITION THAT IS DANGEROUS TO YOUNG CHILDREN AND WHICH MAY ATTRACT THEM
150.23.20	BLIGHT	16	UNSIGHTLY, UNSAFE, OR UNSANITARY CONDITIONS
150.23.14	CLEAR VISION	1	OBSTRUCTING CORNER VISIBILITY
90.11	DOMESTIC FOWL	2	COOP LOCATION, CONDITION, ODORS, NUMBER, ROOSTER
150.24.A	ILLEGAL DUMPING	9	DEPOSITING LITTER OR DEBRIS ON ANY LAND
50.16	ILLCIT DISCHARGE	1	UNPERMITTED WATER ON STREET OR WASH/CONTAMINATION TO GROUND WATER
150.23.16	INFESTATION	1	BEEES
150.23.17	INOPERATIVE VEHICLE	6	NO REGISTRATION, FLAT TIRES, DISABLED MOTOR
150.25.1	LITTER/DEBRIS	2	GARBAGE, WOOD, CANS, ETC. LITTERING PROEPRTY
110.01.A	NO BUSINSESS LICENSE	1	UNAUTHROIZED HOME BASED BUSINESS
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	4	OBSTRUCTION, NON-PERMITTED IMPROVEMENT IN PUBLIC RIGHT-OF-WAY
90.11.4	ROOSTERS/BREEDING	1	ROOSTER IN RESIDENTIAL ZONE
150.04.015	RV LIVING	4	OCCUPYING AN RV FOR MORE THAN 14 DAYS IN RESIDENTIAL ZONING DISTRICT
150.25.1	SANITATION	1	NO SANITATION SERVICE/TRASH BUILD-UP
150.23.13	SIDEWALK OBSTRUCTION	16	ANYTHING OBSTRUCTING A 36" WIDE PATHWAY OR 80" OVERHANG
150.23.10	SIGN VIOLATION	6	NON-CONFORMING ELECTRONIC SIGN
150.23.11	UNGUARDED PITS/HOLES	1	POTHOLES ON PRIVATE PROPERTY
150.18.A	UNSAFE STRUCTURE	2	UNFIT FOR HUMAN HABITATION/STRUCTURALLY COMPROMISED
71.02.C	WATER LINE BREAK	1	WATER SUPPLY IN NEED OF REPAIR
TOTAL		111	

Sierra Vista Fire and Medical Services (SVFMS)

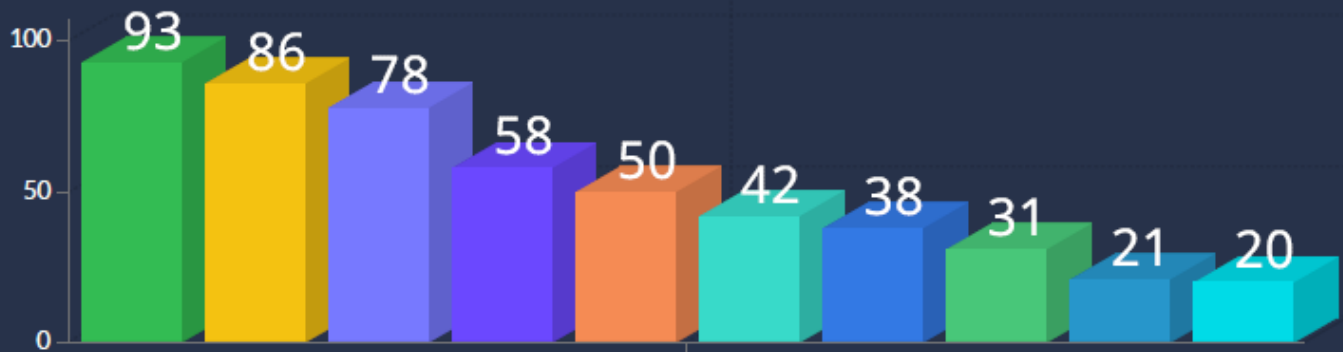
Calls for service in April

793



622	EMS calls
90	Service calls
54	Good Intent
13	False Alarm
11	Fires
3	Hazardous Condition

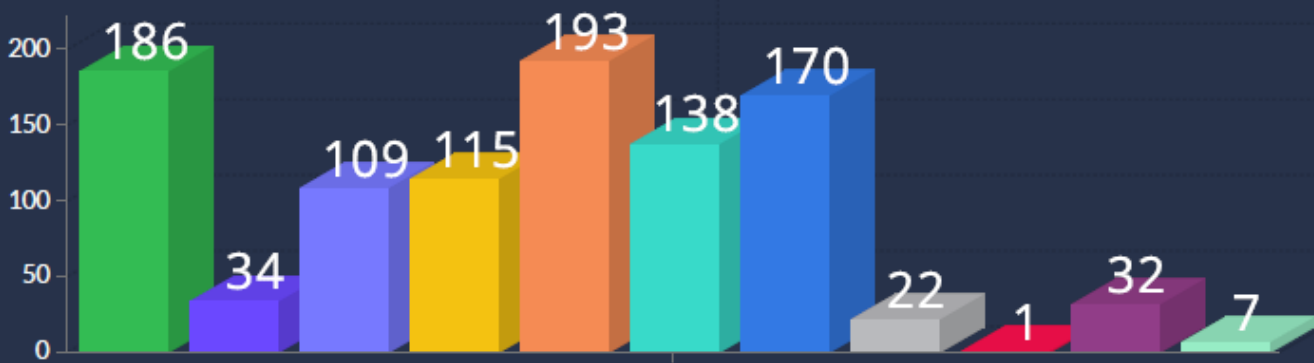
Top 10 calls for Service



- Breathing Problem
- Fall Injury
- Sick Person
- Altered LOC
- Lift Assist
- Code 1 Transport
- Chest Pain
- MVA
- Stroke/TIA
- Bleeding

The Top 10 represent 65% of all the calls for Service

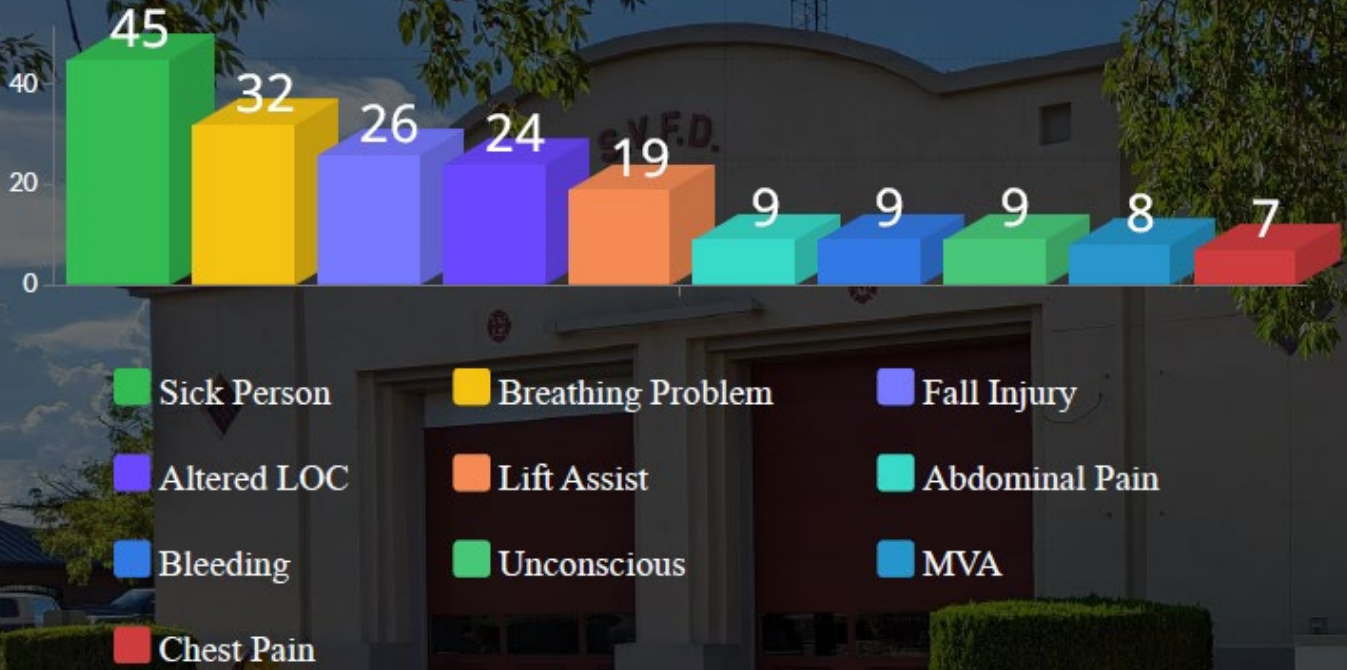
Total Calls per Apparatus



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

S201 Stats

Top 10 calls in S201's area

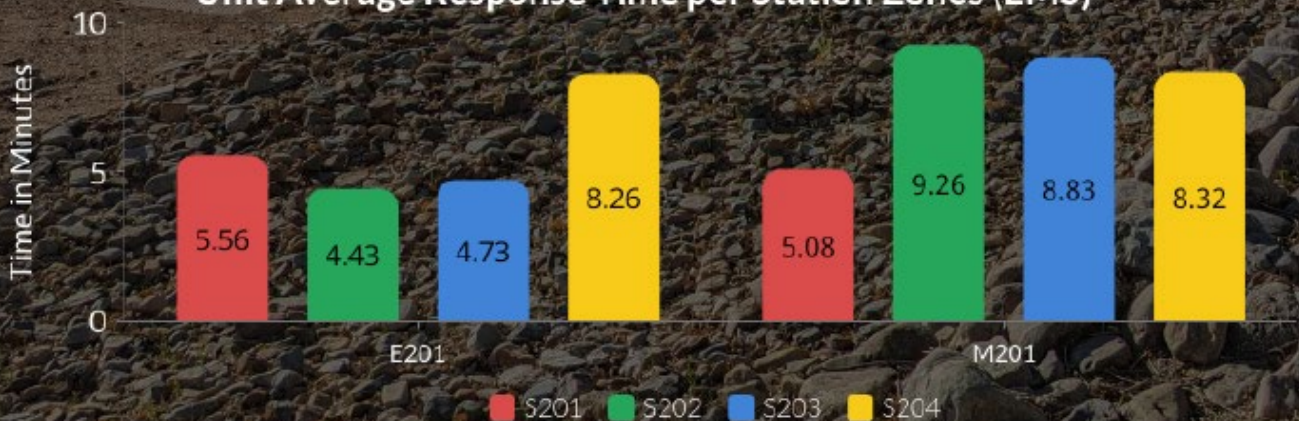


There were 285 calls for service in S201's area

This is 35.9% of the total calls for April

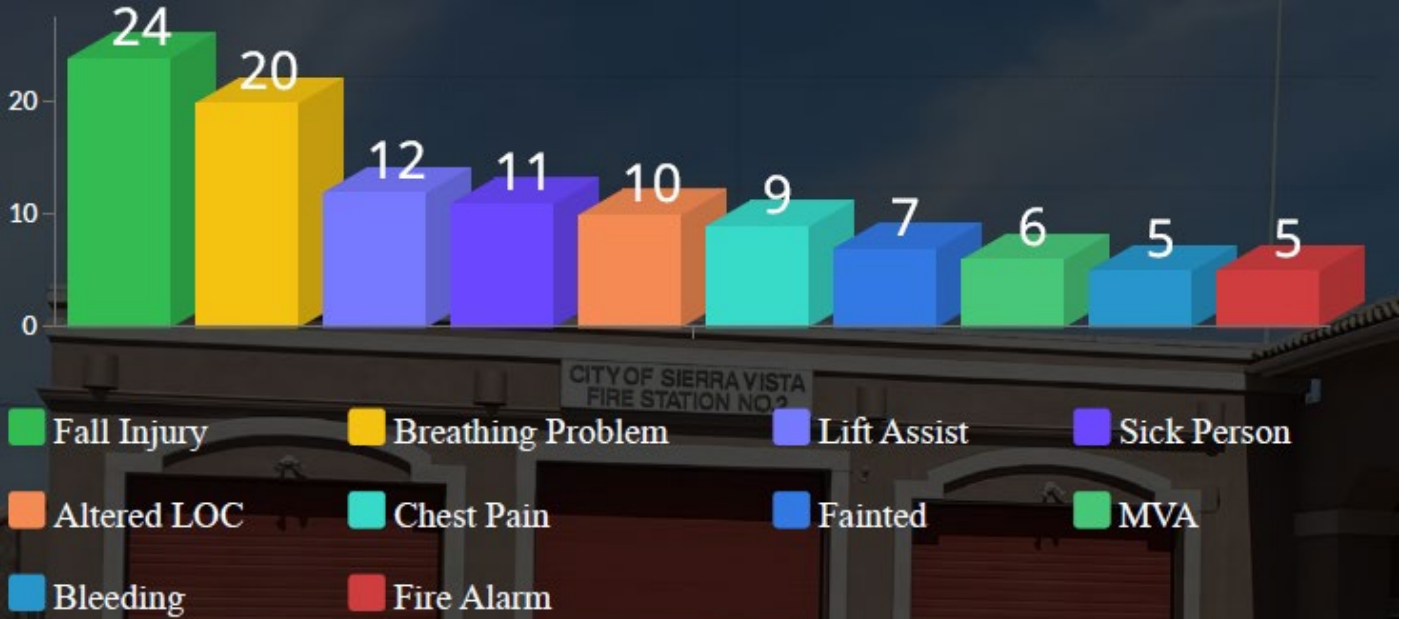
There were an average of 9.5 calls/day in S201's zones

Unit Average Response Time per Station Zones (EMS)



S202 Stats

Top 10 calls in S202's area

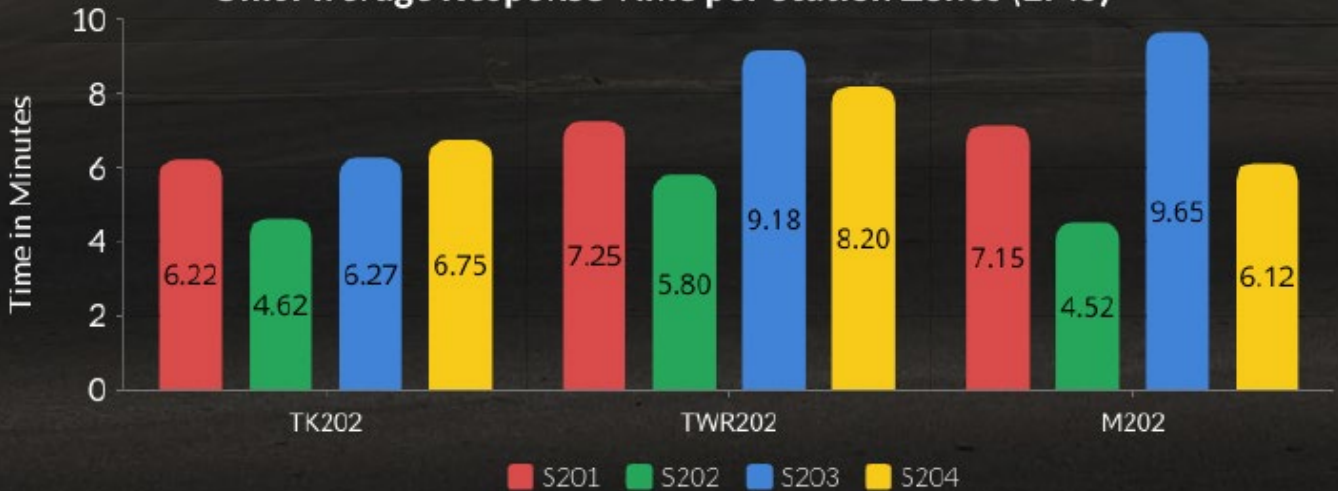


There were 147 calls for service in S202's area.

This is 18.5% of the total calls for April

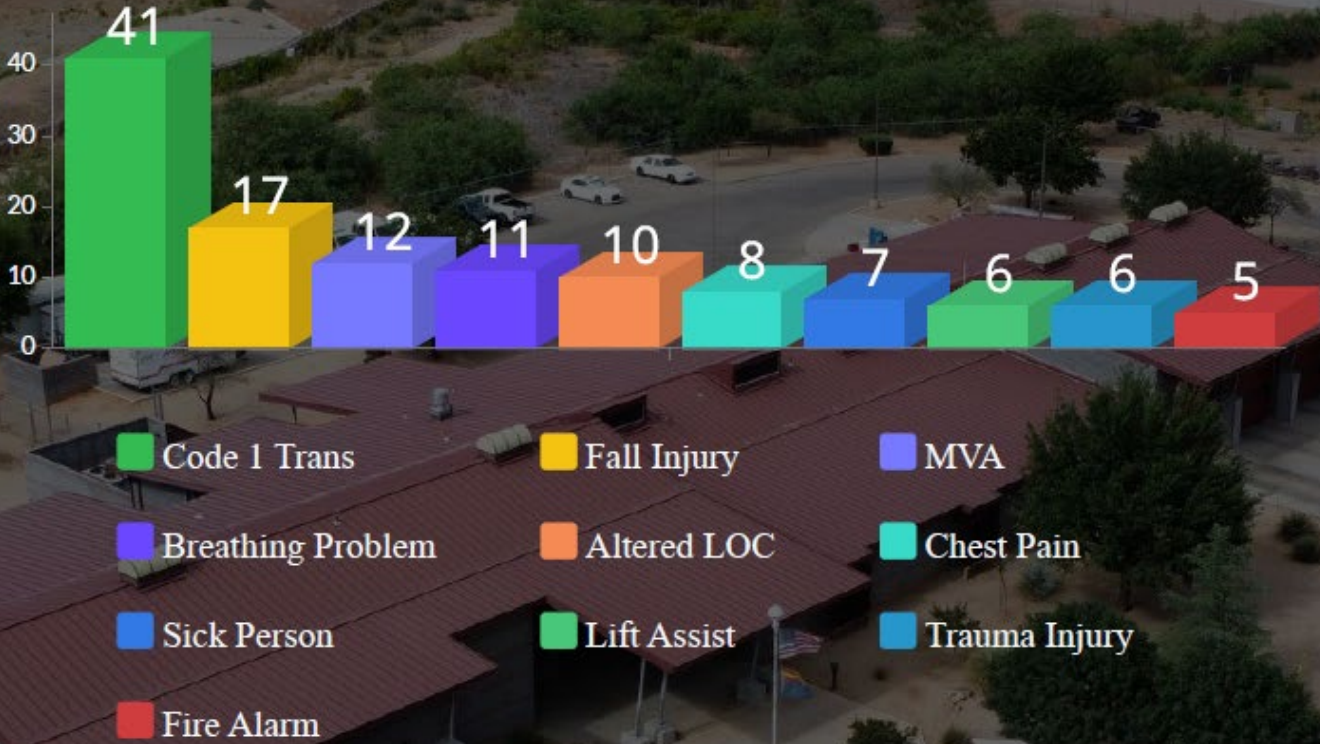
There were an average of 4.9 calls/day in S202's zones

Unit Average Response Time per Station Zones (EMS)



S203 Stats

Top 10 calls in S203's area



There were 162 calls for service in S203's area

This is 20.4% of the total calls for April

There were an average of 5.4 calls/day S203's zones

Unit Average Response Time per Station Zones (EMS)



S204 Stats

Top 10 calls in S204's area



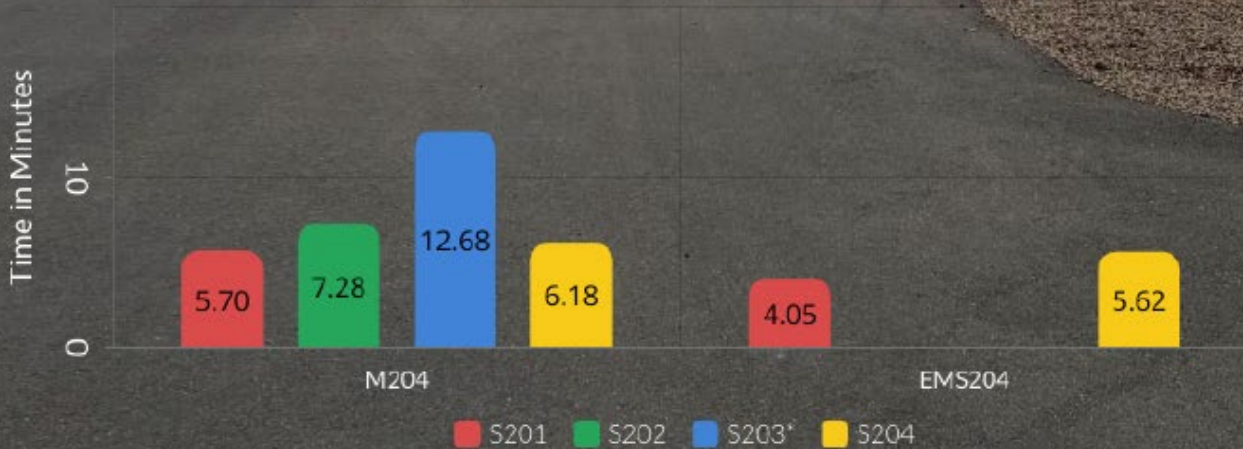
- Breathing Problem
- Fall Injury
- Sick Person
- Altered LOC
- Lift Assist
- Chest Pain
- Snake Removal
- Stroke/TIA
- Fire Alarm
- Bleeding

There were 123 calls for service in S204's area

This is 15.5% of the total calls for April

There were an average of 4.1 calls/day in S204's zones

Unit Average Response Time per Station Zones (EMS)



*this time includes Code 1 Transports

S205/S206 Stats

Top calls in S205/S206's area



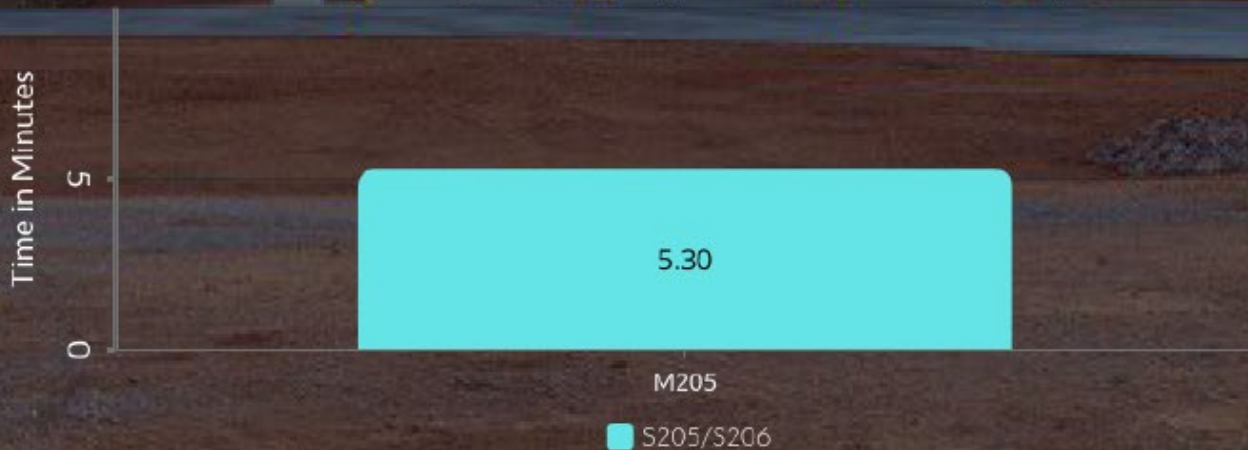
- Breathing Problem
- Chest Pain
- Fainted
- Fall Injury
- Medical Emergency
- Unconscious
- Allergy
- Allergy Upgraded
- Altered LOC
- Bleeding

There were 23 calls for service in S205/S206's area

This is 2.9% of the total calls for April

There were an average of 0.76 call/day in S205/S206's zones

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 3086 calls in 2024. This is 36 more calls than 2023 or a 1.18% increase.

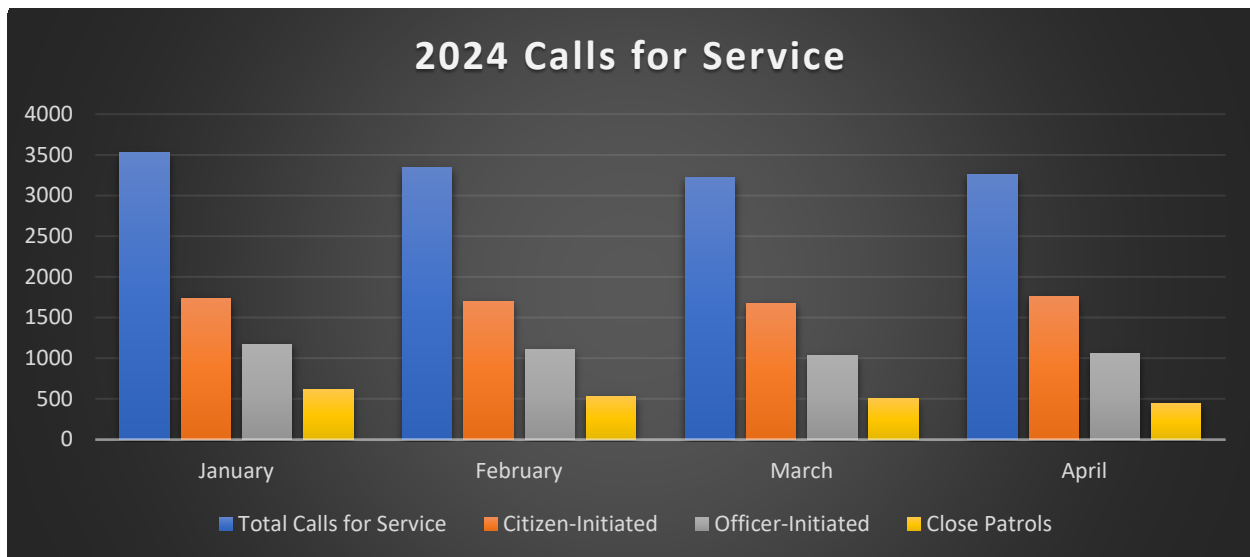
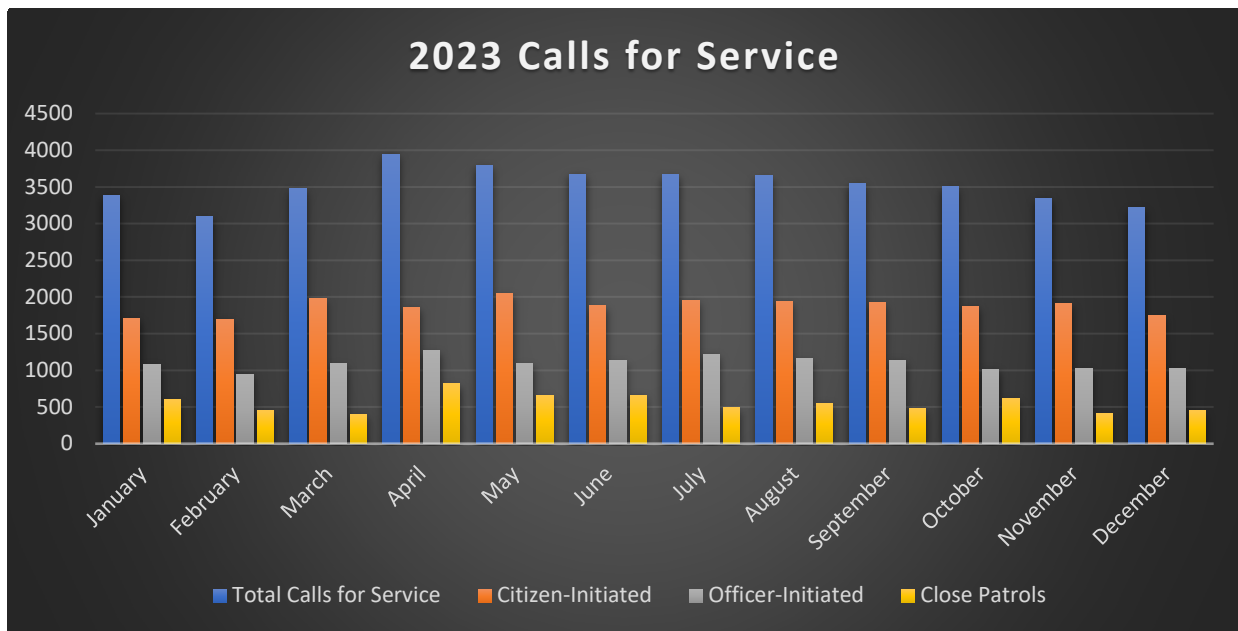
The department is running an average of 25.7 calls/day.

There were 53 calls (6.7%) that were not in SVF&MS's primary response area in April.

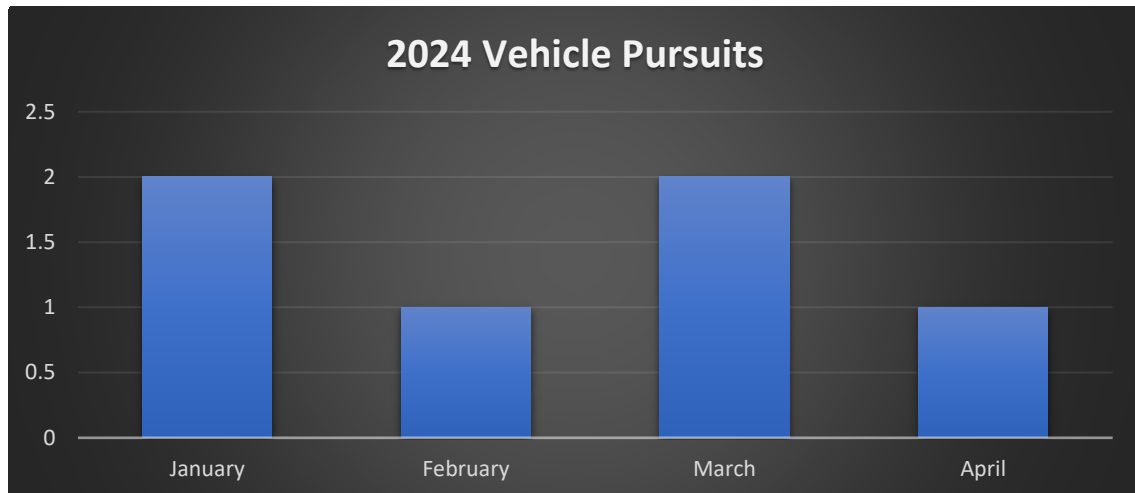
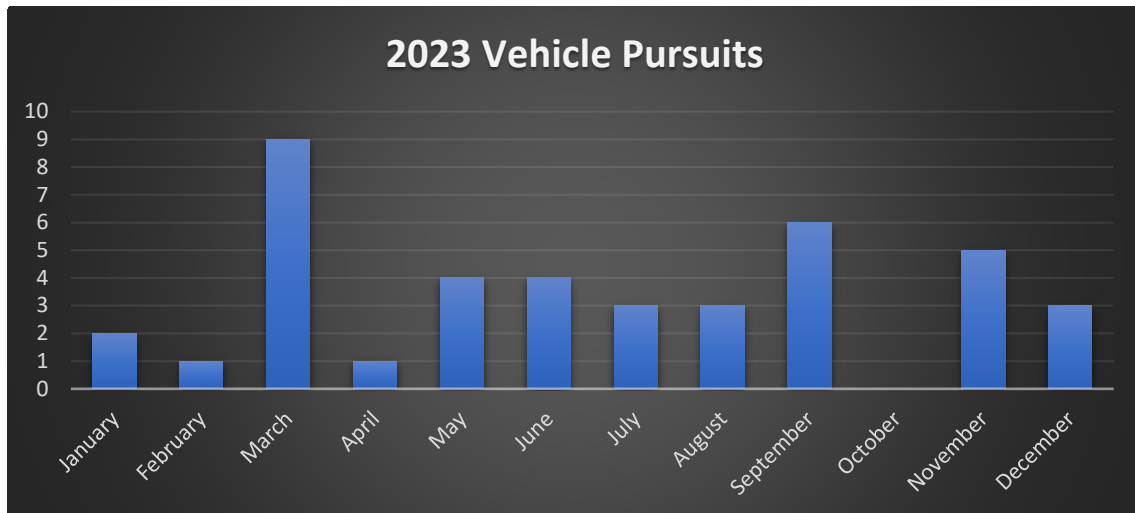


Police Department

Calls for Service



March 2024 saw a total of 3,221 police calls for service while April 2024 saw a total of 3,260 calls for service. This represents a decrease in calls for service in comparison to the same months last year, which saw 3,476 and 3,947 calls, respectively. The decreases were reflected in both citizen-initiated and officer-initiated calls for service.



March and April 2024 saw a total of three vehicle pursuits involving SVPD officers as the primary pursuing unit. This number represents a decrease from the same time last year, which saw a total of ten vehicle pursuits for Mar-April 2023.

2023 Annual Data Comparisons

Traffic Collisions

YEAR	NON-INJURY	INJURY	FATAL	TOTAL
2019	456	138	4	598
2020	398	124	0	522
2021	478	139	3	620
2022	466	152	5	623
2023	406	151	2	559

DUI Arrests

YEAR	TOTALS
2019	224
2020	218
2021	207
2022	335
2023	415



The number of DUI arrests annually are trending upward. This may be due in part to enhanced DUI drug detection in the field as the SVPD's Drug Recognition Expert (D.R.E.) program is growing in the agency. Continued involvement in proactive saturation patrols through the Southeastern Arizona DUI Task Force as well as outreach and education continue to be top priorities in addressing this trend.

SVPD Records Section

ACTIVITY	2020	2021	2022	2023
Misc Off Reports (OR) Processed	3,998	3,329	4,226	4,291
Warrant Arrest	260	317	325	328
Civil Traffic Citations	1,508	1,351	1,485	1,413
Misd Pre-Trial Cases	937	1,074	915	1,025
Felony Submissions	343	439	588	531
Juvenile Submissions	322	286	349	113
Background Checks	1,357	1,530	1,464	1,474

A recruitment is underway for one fulltime vacancy in the Records Section.

Animal Control. The animal population at the shelter continues to gradually decline. As of April 30, 2024, the shelter physically has 73 total animals (cats & dogs combined) on the premises. An additional 38 animals are in foster care.

On April 27th, the *Celebrating Animals* event was held at Veterans Park. This is the largest event of the year and has become the equivalent of National Night Out, but all about animals. This year's event helped see several adoptions for the shelter as well as for many local rescues in the area.



Celebrating Animals

Saturday shelter hours open to the public continue to be 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.

As of May 7, 2024, the following is an update to the recruitment processes for vacant positions at the shelter:

*One vacant animal control officer position was filled with a transfer.

*Two animal control officer candidates were given conditional offers of hire and are awaiting final hire approval, with anticipated start dates in May. These two additional hires leave no vacancies in the animal control officer positions.

*A conditional offer of hire was made to an applicant for the part-time animal care attendant position. A start date for this position in May is anticipated.

*The fulltime animal control assistant (kennel tech) position had to be reposted for recruitment recently. This is a priority recruitment.

JCMS School Resource Officer. Congratulations to Officer Tracy Grady. She was selected to become the fulltime school resource officer (SRO) for Joyce Clark Middle School, starting in the Fall of 2024. Officer Grady is an 18-year veteran of the SVPD and brings a wealth of experience with her to this position. It has been several years since a fulltime SRO has been assigned at a middle school in Sierra Vista. Officer Grady will handle all enforcement matters at JCMS as well as teach awareness on matters such as bullying, social media, drugs, and peer pressure. Very soon, we will be holding a meet and greet with JCMS staff and working on a joint press release and news article with SVUSD.



Officer Tracy Grady

Congratulations to SVPD Employee of the Quarter. Officer Darryl Hall was selected as the SVPD's top performer for this last quarter. Officer Hall is assigned to the Patrol Bureau and works uniformed patrol duties. He was hired in 2023 as an out-of-state lateral officer. Officer Hall has years of experience as a police officer in Southern California and brought with him to Sierra Vista expertise in conducting narcotics investigations. He hit the ground running in this community as soon as he completed field training at the SVPD. He has made several large drug seizures and arrests. One of his more recent cases involved a foot pursuit with a wanted subject leaving a suspected drug house. After apprehending the subject, he was able to author a search warrant for the residence and a total of seven individuals were charged with various offenses. Several fentanyl pills and over 30 grams of methamphetamine were seized from the residence. This is exemplary police work conducted at the patrol level. Officer Hall has been a great addition to the SVPD team.



Officer Darryl Hall