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# Sierra Vista Tourism Commission

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Commissioner Dr. Aaron Hennequin, DSS, Chairman

# Who We Are

<b>MEMBER</b>	<b>TERM ENDS</b>
Aaron Hennequin, Chairman	04-30-2025
Rebecca Smith, Vice Chair	04-30-2025
Anna Smith	04-30-2025
Douglas Phillips	04-30-2025
J Wayne Lawson	04-30-2026
Tony Boone, Economic Development and Tourism Manager - Staff Liaison	
Council Member Marta Messmer - Council liaison	

# What We Do

- “The purpose of the Commission (is) to make recommendations to Council on General Plan process, strategic planning goals and initiatives, major projects/initiatives related to commissions, conduct research on proposals relevant to the commission’s focus area(s) and to receive staff updates on progress regarding relevant General Plan and strategic plan goals.” (<https://www.sierravistaaz.gov/government/commissions-boards-committees/commissions>)
- The Commission serves as a think tank of advisors to the Sierra Vista City Council
- We have no decision-making powers
- We discover and develop ideas to present to the City Council to potentially improve the flow of tourism dollars to Sierra Vista.
- We focus on three project groups:
  - Short Term (achievable within the year)
  - Medium Term (achievable within 1-3 years)
  - Long Term (Achievable 5+ years)

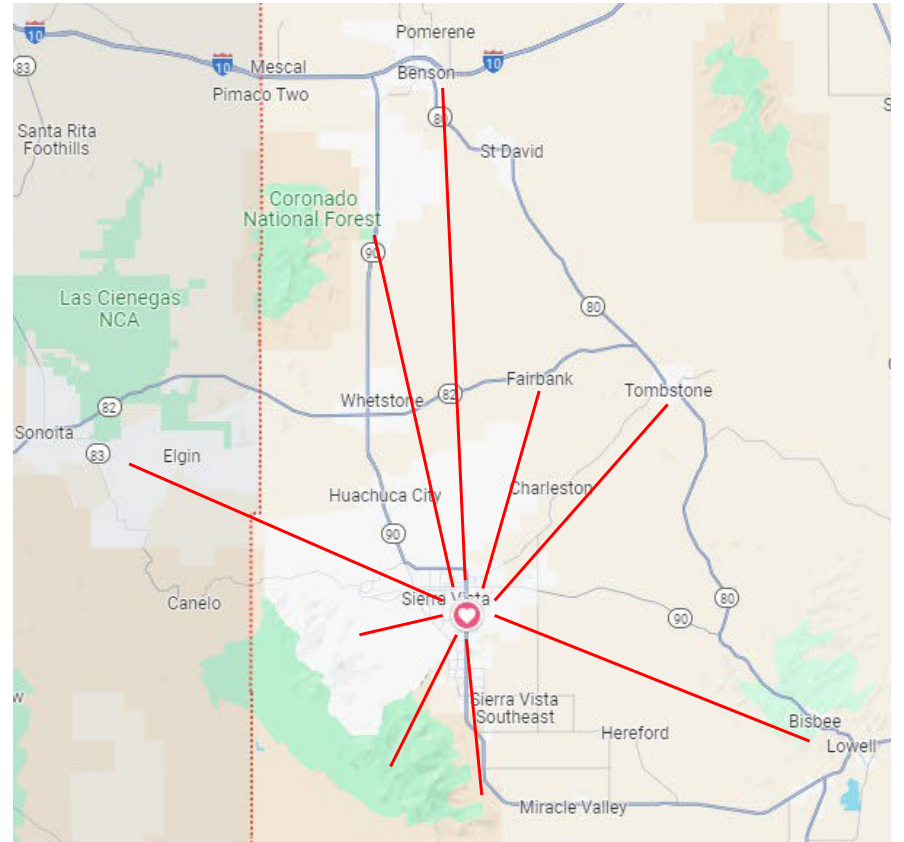
# Short Term

- Centralized Calendar – Discovered this is best addressed commercially
- Visitor Center grand opening
- Hummingbird Month
  - Work with City Economic Development to promote tourists' exploration of the city (recommended business Coupon book as a prize for completing a destination checklist)
- Events and public engagements (El Tour de Zona, Summit Challenge/Wine Festival)
  - Develop a mailing list from visitors
  - Provide recommended day trip itineraries



# Medium Term

- Highlight the Visitor Center
  - Promote City App
  - Volunteers
- Signage on the highway
- Weekend get away travel plans featuring Sierra Vista as the “Hub”
- Additional funding for local businesses to sponsor tournaments
  - Arizona State Laws prevent the city from gifting monies to businesses; looking at finding local sponsors to help establish a fund or to link these groups to the businesses.
  - Urban Axe Yard, Cochise County Baggers, Chosin Martial Arts



# Long Term

- The infamous “Largest Hummingbird”
  - Concept to entice travelers to detour off the highway to Sierra Vista
  - Working concept discussions include 15-foot statue of a hummingbird surrounded by a dais of smaller topiaries of Hummingbirds with educational plaques describing each of the 14 common species.
  - A typo in email conversations broadened the project concept. “Topiary” was mistakenly spelled “Apiary,” discussion of the creation of a hummingbird rescue/educational center is ongoing. Grant research is pending
- Work with the Cochise County Tourism and Economic Council to develop attractions to the area
  - Gondola to Miller Peak
  - Bicycle “highway” on the abandoned railroad from Benson to Douglas



**rails-to-trails**





# Thank You

## Sierra Vista Visitor Center

Oscar Yrun Community Center  
3020 E. Tacoma Street  
Sierra Vista, AZ 85635

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[info@VisitSierraVista.com](mailto:info@VisitSierraVista.com)

Dr. Aaron Hennequin

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