



Council Executive Report

Charles P. Potucek, City Manager

May & June 2024

Highlights

- ➔ The summer issue of *Vistas* will be mailed to local residents the first week of June. This issue will kick off the Hummingbird Heros campaign and highlight several events, economic development initiatives, and the Vista 2040 General Plan.
- ➔ May Transit ridership exceeded 10,000 passengers per month, while June saw a bit of a decrease with monthly ridership falling back below 10,000 passengers.
- ➔ On Friday July 26th, four paratransit drivers provided services to 46 people in less than six hours.
- ➔ Sierra Vista Fire and Medical Services responded to 881 calls for service in June.

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City Manager's Message

The focus for the past few months has unsurprisingly focused on the acquisition of the Pueblo del Sol Country Club property (soon to be the Sierra Vista Golf Center at Pueblo del Sol) which is moving forward swiftly. There is a lot to update Council on which you'll be hearing about at the August 6 work session, including the great news that Paradigm Golf Group has committed to taking over operations beginning on the closing date, September 6. Staff are working on the final details of the contract and expect to sign shortly, which will be included in your brief at the work session.

Although the golf course project has been taking a lot of staff time, the work doesn't end in other areas! July 1 brought the start of the new fiscal year with many exciting projects to implement. On the list to move forward soon is putting the North Garden Avenue reconstruction project out to bid as the construction plans were finalized in June. The Nancy J. Brua Animal Care Center expansion is also underway, and I mentioned at the last Council meeting that we also received a \$1 million donation for ACO. Since the original plan for the expansion included a significant donation that we later found out was only the interest from the bequest, this donation will take the place of the original donation and free up funds for other critical projects. One critical item for the expansion that couldn't fit in the initial budget though was shade over the dog kennels, and I've asked staff to go ahead and include that in the current project. After this expansion is completed and in use, we'll take some time to evaluate needs and plan for future expansions.

Staff have also been hard at work on projects related to the airport spaceport license application, which is progressing well in its early stages with the feasibility study. The study should wrap up around October and proceed to the next

Upcoming Council Meetings

(City Hall Council Chambers except where noted)

Aug. 6, 3:00 p.m. – Work Session

Aug. 8, 5:00 p.m. – Council Meeting

Aug. 20, 3:00 p.m. – Work Session-Canceled

Aug. 22, 5:00 p.m. – Council Meeting-Canceled

Sep. 10, 3:00 p.m. – Work Session

Sep. 12, 5:00 p.m. – Council Meeting

Sep. 24, 3:00 p.m. – Work Session

Sep. 26, 5:00 p.m. – Council Meeting

Offices will be closed on Monday, September 2, 2024 in observance of Labor Day.

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phase. Related to the airport, staff expect to hear back on the DCIP grant to extend sewer infrastructure to the City's side of the airport around mid-August which is critical to future development efforts.

It promises to be a very busy fiscal year, as usual. Parks, Recreation, and Library staff are currently gearing up for a fall filled with events, which I encourage you all the check out. But in the meantime, I hope everyone continues to enjoy their summer and the rains that have so far blessed us!

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



Staffing Update. In June, the Communications Division celebrated the retirement of Graphic Designer Barry Midgorden, who served the City for over 25 years. Barry’s talent, dedication, and humor will be missed greatly. He was instrumental in implementing and evolving the City’s new brand that was unveiled in 2015. We congratulate him on a well-deserved retirement!

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 May and June 2024:

- **Animal Control:** Designed and produced an updated Animal Control Statistics flyer. Produced new thank you cards. Produced a recruitment video.
- **Aquatics:** Created posters and flyers for Tsunami Night and promoted the event on social media. Created completion cards for swim lessons. Revised The Cove hours & fees flyers.
- **City Clerk:** Hosted a reception honoring the winning photographers whose work is on display in the City Council Chambers as part of a project to rejuvenate that space. More than 400 photographs were submitted and 16 were selected for the display. Assisted with miscellaneous updates to the City’s website.



- **City Manager’s Office:** Staff developed talking points for multiple speaking opportunities and completed flyers and online marketing of City Council Meet & Greets. Also prepared for the Spotlight Breakfast including ordering giveaway items, preparing invitations and other materials, and getting photos for presentations. Communications also took over administration of the Cochise County

Recharge Network website.

- **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 ran in May, including print and radio. Communications staff also assisted with materials for an in-person input meeting with the Planning & Zoning Commission.
- **Cochise County Tourism & Economic Council:** Communications staff assisted with several ad campaigns, designing ads for print and digital placements.
- **Economic Development & Sierra Vista Tourism:** Developed the Hummingbird Heroes campaign to support and enhance Hummingbird Month. Helped launch the campaign with a signup form and advertising. Developed a video focused on leveraging City sports facilities for tourism. Updated a brochure and map.

- **Finance:** Completed a variety of internal signage for the department designed to improve the division's sense of identify and teamwork. Updated sewer and sanitation signup forms on the website to improve efficiency and customer service.



HUMMINGBIRD MONTH

- **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, and summer recreation camps. Assisted with ongoing planning for Hummingbird Month in August, to include designing a logo and overarching graphical theme. Communications completed a Hummingbird Month webpage in June and hosted a podcast on the topic.
- **Henry F. Hauser Museum:** Began design work on a large new museum window decal. Completed a flyer for an upcoming Hummingbird Art Circle event.
- **Parks, Recreation & Library:** Designed materials and created ads for the Wine, Beer, & Spirits Festival and Sky Islands Summit Challenge. For the first time Communications staff got 3-D footage of these events to use in immersive videos. The events were also promoted in earned media opportunities. Produced digital/print marketing mini sports camps and concerts and movies in the park. Took photos and b roll of requested sports programs.
- **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. A new long-form recruitment video was finished and published online. Staff produced a series of citizen-centric videos for National Police Week in May. Communications staff also worked with SPVD PIO staff to create a new series of traffic trivia videos that directly involve local citizens.
- **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. Facilitated updates to the recycling portion of the website and the publication of recycling tips requested by the Environmental Stewardship Commission.
- **Sierra Vista Fire & Medical Services:** Hosted a podcast focused on wildfire safety, recruitment, and the SVF&MS culture. Assisted with social media posts and videos.

eNewsletter. The City's **weekly eNewsletter** is sent to more than 5,200 subscribers. Over the May-June period, the eNewsletters received an open rate of 46% with a 3% click rate. These are better than the industry averages of 41% 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 summer issue of **Vistas** was completed in May and mailed to local residents the first week of June. This issue's cover story highlighted Hummingbird Month and served to kick off the Hummingbird Heroes campaign. This issue also highlighted the several economic development initiatives, the Vista 2040 General Plan, and many events coming in the 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.

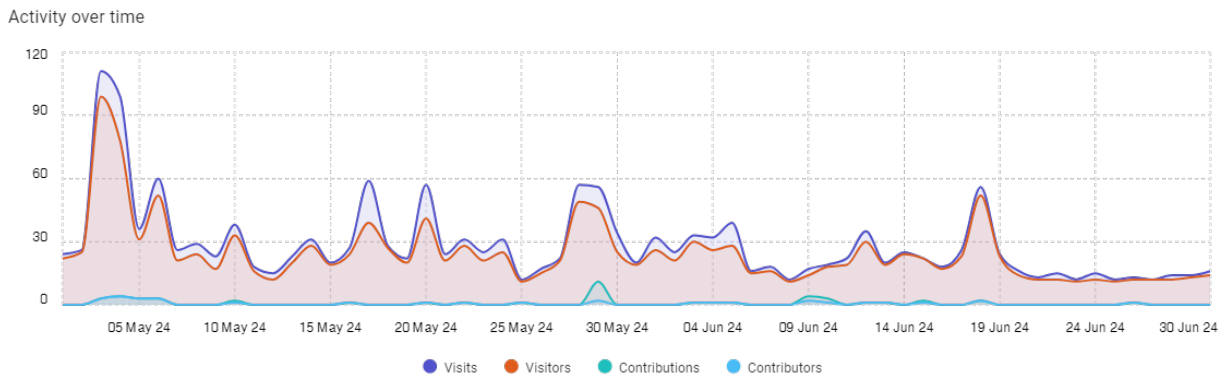
Website performance. The tables below share a snapshot of website data from May 1 through June 30, 2024.

Website Visits, By City (top 10 cities)	
State	# Users
Sierra Vista	18,702
Phoenix	7,701
Unlisted	7,217
Las Vegas	4,411
Tempe	3,044
Tucson	2,034
New York	1,823
San Jose	1,143
Los Angeles	1,129
San Francisco	509

Top Page Views	
Page Title	# Views
Home Page	29,989
The Cove Homepage	14,397
Pay Bills	7,049
Open Swim	6,236
Calendar	4,410
Animal Care & Control	4,281
Residential Trash/Sewer	4,156
Employment Information	3,927
Search	3,562
Library Homepage	3,521

Date Range	Users (thousands)	Sessions (thousands)	Page Views (thousands)	Average Duration
June 1 – May 30, 2024	65	95	194	1 minute

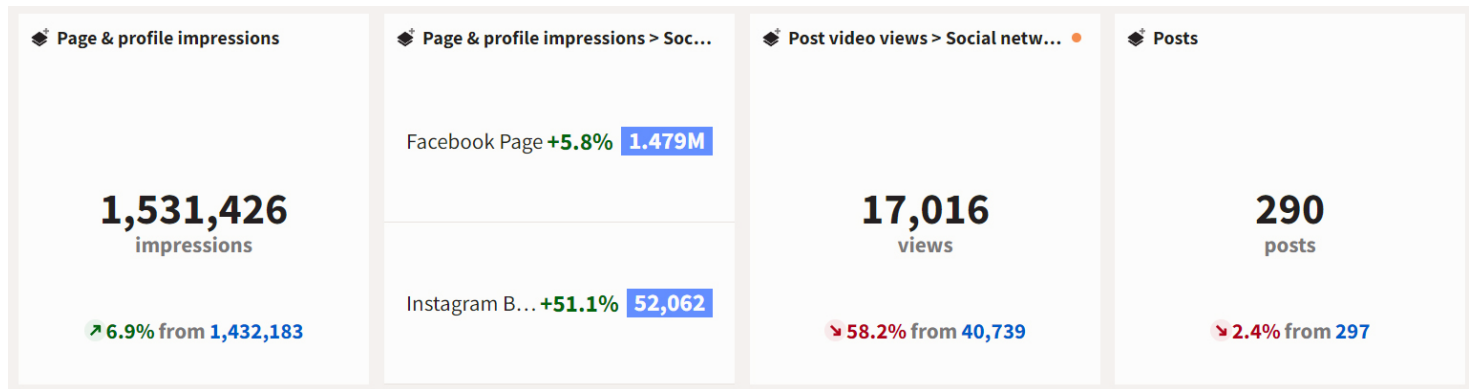
Engage. The **Engage.SierraVistaAZ.gov** website saw 1,744 total visits, 47 contributions, and 17 new registrations during May-June 2024. The draft Vista 2040 General Plan project garnered the most contributions with 34. The graphic below is a Visitors Summary report from Engage.





Podcast. In May, the Let’s Talk Sierra Vista podcast featured SVF&MS Captain Brett Scheib and Fire Marshal Don Foster. The episode shared important wildfire safety information, while also delving into the department’s culture and dedication to compassionate service. This episode has received 100 downloads as of July 17. The July episode featuring Southeastern Arizona Bird Observatory Co-Founder Tom Wood and Southwest Wings President Chris Harbard was released on Thursday, June 27, and covered all things hummingbirds in preparation for Hummingbird Month in August. This episode received 81 downloads as of July 17.

Social Media. Social media posts for all 10 of the City’s social media pages on Facebook, Instagram, and Twitter (X), received 1.53 million impressions for the period of May-June 2024, which is up 6.9% from the same period in 2023. Total impressions on Facebook increased by 5.6%, while impressions on Instagram rose by 51.1%. Video views dropped by 58.2% to 17,016 views. Last year’s video views were bolstered by videos of a fire at the City’s Compost Facility, which were viewed nearly 30,000 times.



The City’s **YouTube streaming** page, where Council meetings and work sessions are both streamed live and archived, has 422 subscribers.

Date (2024)	Broadcast Description	Views
May 7	City Council Work Session	66
May 9	City Council Meeting	65
May 21	City Council Work Session	98
May 23	City Council Meeting	80
June 10	City Council Work Session	108
June 11	City Council Work Session	85
June 13	City Council Meeting	88
June 25	City Council Work Session	113
June 27	City Council Meeting	246

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

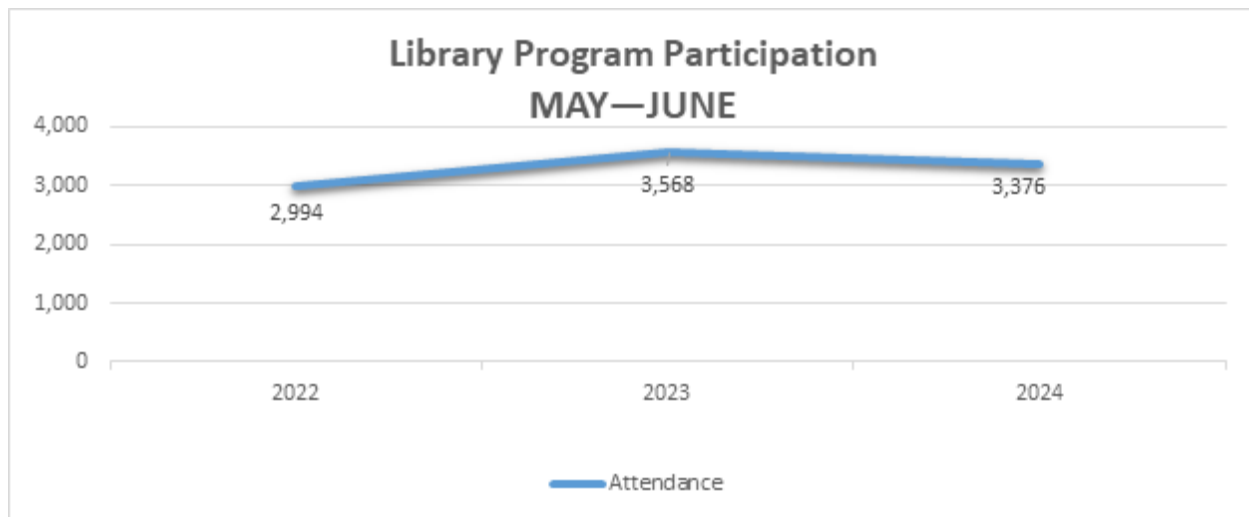
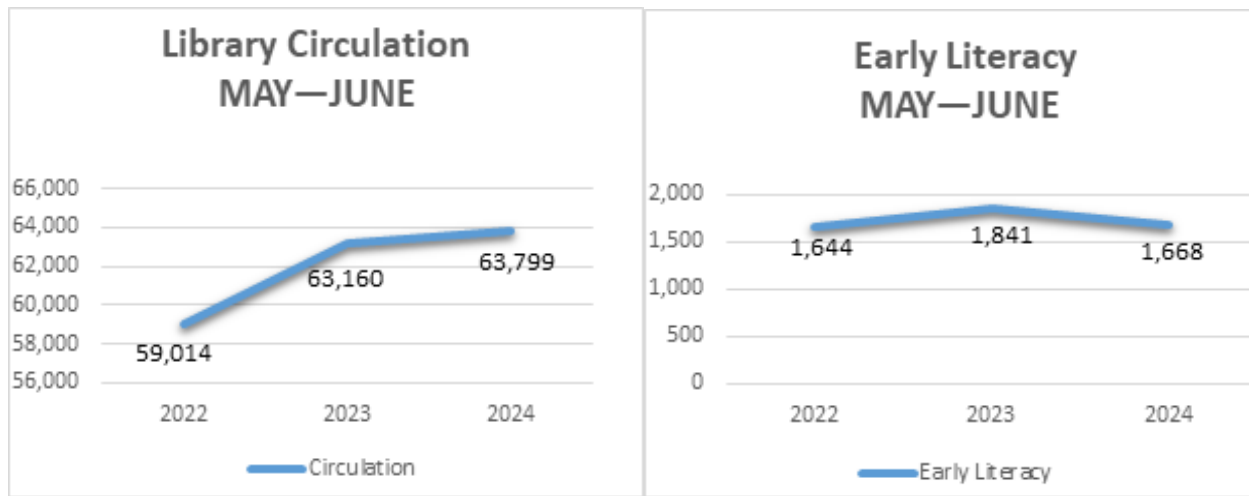
Project	Media	Department
National Police Week Videos	Video	SVPD
Animal Control Recruitment Video	Video	Animal Care & Control
SVPD Recruitment Video	Video	SVPD
Police Week Videos	Video	SVPD
Traffic Safety Trivia Videos	Video	SVPD
Misc. Sports Program Photos/Broll	Photos/Broll	Sports
Two Podcasts Episodes	Audio	Communications
Meeting Broadcasts	Livestream	City Council



Department of Parks, Recreation, and Library

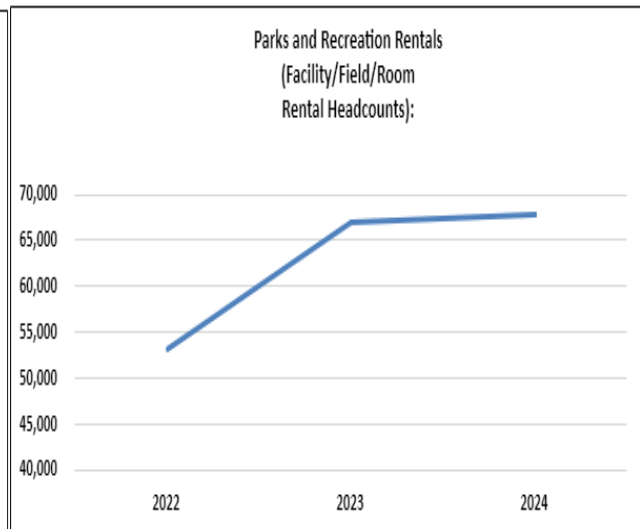
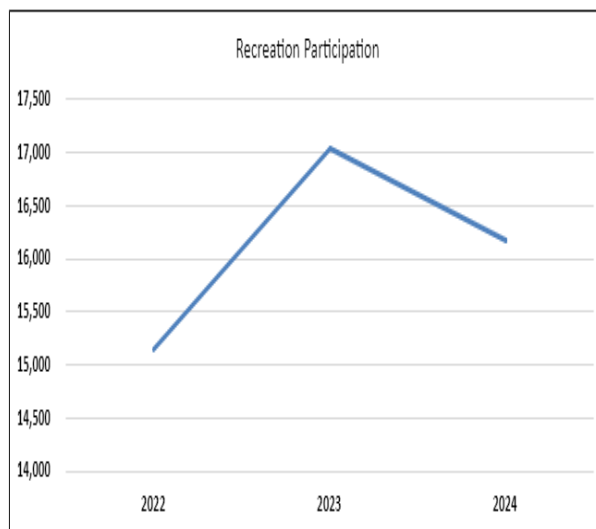
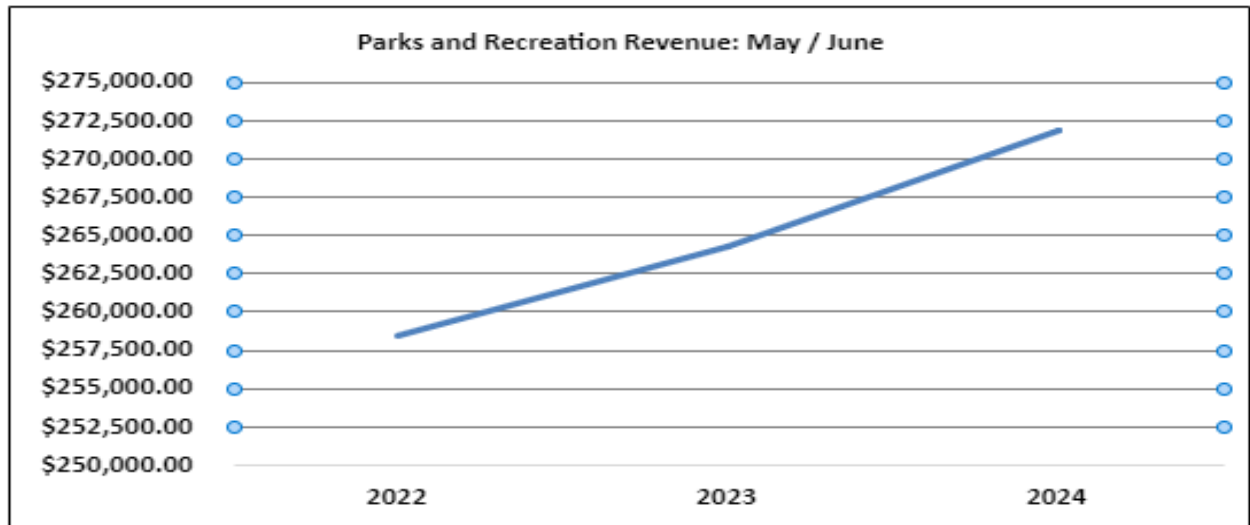
Library, Recreation & Cultural Services Division MAY - JUNE 2024 Dashboard (Years: 2024 vs. 2023 vs. 2022)

Library Circulation: MAY—JUNE	63,799
Library Program Participation: MAY—JUNE	3,376
Early Literacy Participation: MAY—JUNE	1,668



**Parks, Recreation, and Special Events Division
MAY – JUNE 2024 Dashboard
(Years: 2024 vs. 2023 vs. 2022)**

Parks, Recreation & Special Events Revenue: MAY-JUNE	\$271,822
Parks, Recreation & Special Events Program Attendance: MAY-JUNE	16,176
Parks, Recreation & Special Events Rentals: MAY-JUNE	67,757





Farmer's Market Fun. The Artist Studio will be at the Farmer's Market this summer/fall on the fourth Thursday of the month, giving demonstrations on the pottery wheel and encouraging the community to try out that space, when they have the time. As a self-paced and directed studio, participants can choose their own projects based on their areas of interests. The fall lineup includes several hand building workshops, a wheel throwing class, and monthly family friendly projects. The Artist Studio also hosts private parties for special events (baby shower, kid's birthdays, bachelorette).

Adaptive Recreation Update. The Adaptive Adult Recreation Program wrapped up spring and summer sports with the conclusion of City Co-Ed League Softball in May and City Co-Ed League Basketball in June. The Participants enjoyed competing and the teams in both sports showed great sportsmanship and can't wait until next season! In June the division held a dance at the OYCC to celebrate the beginning of summer. Food, drinks and plenty of laughs were shared.



Activities such as yoga classes, art studio projects, game nights, and bowling on Fort Huachuca are as popular as ever. Moving forward, the program looks to expand activities as more staff have been hired and are currently being trained to serve our population.

Currently, there are 63 participants in the Adaptive Adult Recreation Program.

Child & Family Programming. This summer, Child and Family Programming organized a series of weeklong mini camps that offered a diverse range of engaging activities for children ages 5 to 15. The camps received enthusiastic and positive feedback from both children and parents. Several camps quickly rose to the top of the favorites list. "Fun with Food" allowed participants to create their own snacks, with an especially high level of excitement around food art. "Ooey Gooey Science" captivated kids with hands-on experiments that offered engaging tactile and sensory experiences. "Edible Science" combined learning with fun, as children explored simple scientific principles through projects they could eat upon completion. "Introduction to Clay" encouraged creativity, enhanced fine motor skills, and resulted in creations that children could take pride in. Each camp provided a fun and enriching experience for all attendees



Adventure Begins and Ends @ The Library. It's Summer Reading season once more and this year's theme is Adventure Begins at Your Library. The librarians were excited to find out that the State Library is providing access to a new website and app, Beanstack, for participants to track their minutes. Beanstack is much easier for everyone to use. As of the writing of this article there are 115 children ages 0-5 years, 161 children ages 6-11 years, 54 teens ages 12-17 years, and

157 adults ages 18+ signed up for Summer Reading. That's a total of 487 participants, up from 422 participants in 2023.



The performers and special guests the librarians booked for this summer have been top notch. Awesome Assemblies kicked off this year's program with a Superhero Reading show for kids of all ages. There was magic, comedy, and the kids all went home with a magic trick of their own. Baba Shimbabo, a South African musician and storyteller, played drums and marimba for an enthusiastic crowd. Members of the audience even got to play the instruments themselves and have a dance party. The Talewise company presented the STEAM show Adventures of the Lost Treasure where kids got to try their hand at science experiments to help find the lost treasure. Mother Goose returned this year for the littlest readers with her Great Library Adventure show. Toddlers and preschoolers heard stories and even

march in their own parade. Patrons of all ages got to experience a space adventure in the mobile planetarium brought to the library by the Arizona Science Center.

The library is grateful to the Friends of the Sierra Vista Library and the Little Library Bookstore for helping to fund all of the wonderful performers for this year's Summer Reading program.

Sky Island Summit Challenge. The 2024 Summit Challenge proved to be a massive success, drawing in over 214 enthusiastic hikers ready to take on the Huachuca Mountains. Participants had the option to conquer one, two, or all three peaks, each offering a unique and challenging experience. The varying challenges ranged from 11.2 to over 18 miles of stunning, rugged terrain, providing hikers with a true test of their skills and endurance.

Prior to the main event, the excitement kicked off with Mappy Hour the night before, where participants gathered for appetizers and drinks at a cash bar. This pre-event gathering also included a crucial safety briefing to ensure that all hikers were well-prepared for the challenges that lay ahead. The event itself was made possible thanks to the support and collaboration of various local government organizations, such as Sierra Vista Fire and Medical Department, Fry Fire District, Cochise County Search and Rescue, and the Cochise County Amateur Radio Association, who made sure all medical teams could communicate with each other. Additionally, The Nature Conservancy at Ramsey Canyon Preserve played a vital role in hosting the event, providing a picturesque start line on their property that set the stage for an unforgettable adventure in the Huachuca Mountains.



Summer Pee Wee Sports Camp. The Sports Division recently organized yet another session of its highly sought-after Pee Wee Sports Camp. Geared towards children aged 3-5, this camp serves as a fantastic gateway into the realm of sports. Over the course of six weeks, participants are introduced to Basketball, Softball/Baseball, and Soccer. The camp takes place once a week on Saturdays, with the latest session commencing on June 1st and boasting a total of 16 eager participants.

Tournaments. As the summer season arrives, youth baseball and softball leagues gear up to host thrilling tournaments that bring together talented young athletes from various districts. This year, Sierra Vista had the honor of being the host City for not one, but two district tournaments along with the prestigious Arizona State Little League Baseball Tournament. The Ponytail Softball League organized a competitive two-team Senior District Tournament that took place on the brand-new VMPSC Howard field, providing a top-notch venue for the players to showcase their skills and sportsmanship.



On the baseball front, Sierra Vista Little League took charge of hosting a six-team Majors District Tournament on Stone 1, offering a fantastic opportunity for young baseball enthusiasts to compete and grow in the sport. These tournaments not only serve as a platform for friendly competition but also foster a sense of community spirit and camaraderie among players, coaches, and spectators alike. The excitement and energy that fill the air during these tournaments are truly infectious, creating lasting memories for everyone involved and solidifying the love for baseball and softball in the hearts of the youth. The Sports Division is excited to report on the Arizona State Little League Baseball Tournament in your next Executive Report.



Adult Sports Leagues. The Spring Adult Softball league wrapped up in mid-June, marking the end of an exciting season. This year, there were a total of 11 Men's teams and 10 Coed teams competing for the championship title. Congrats to our winners AZ's Finest (Coed Upper), Ohana (Coed Lower), Practus Squad (Men's Upper) and The Crue (Men's Lower).

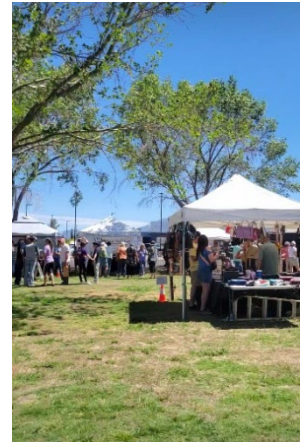
Transitioning from softball to basketball, the Summer Adult Basketball League kicked off on May 30th with a total of 11 teams ready to hit the court. Fans and players alike are eagerly anticipating the thrilling matches that are sure to unfold throughout the season. As the summer progresses, the basketball season is expected to come to a thrilling conclusion in early August, with teams giving it their all to secure victory and claim the coveted championship title. The competition is fierce, and the stakes are high as each team vies for glory on the court.

Summer Mini Camps. The Basketball Camp offered a range of age categories, catering to different skill levels and abilities, and took place from June 3rd to June 6th. A total of 39 enthusiastic participants took part in the camp, honing their basketball skills and enjoying the camaraderie of fellow players.

The Table Tennis Camp was held on June 20th and 21st, attracting 12 participants who were eager to improve their table tennis techniques and compete in friendly matches. The camp provided a fun and engaging environment for players to develop their skills and enjoy the sport.

The June Introduction to Archery event took place on the 24th and 25th, with a maximum participation limit of 17 participants. The event provided an opportunity for individuals to learn the basics of archery and practice their aim under the guidance of experienced instructors, creating a memorable experience for all involved.

Wine, Beer & Spirits Festival 2024. The Wine, Beer, and Spirits festival held on May 25th brought in 4,800 people, and attendees on average stayed at the festival for 96 minutes, according to Placer data. We hosted 20 local wine and distillery vendors, 9 beers from 3 local breweries, 21 craft vendors, and 7 food vendors. This year's venue was condensed to only the flagpole area in Veterans Memorial Park which gave the event a cozier atmosphere where people were able to wander between craft vendors and wine booths. We also provided more shaded areas for people to enjoy under pop-up canopies and trees in this year's space. Attendees and vendors really enjoyed the new event layout, the addition of a second ticket booth area, and the atmosphere of the day. The net revenue from our 7-hour event totaled \$18,119.30!



Summer Concerts in the Park. Summer Concerts in the Park Series for 2024 kicked-off on May 2 this year. The musicians were happy to get back to performing for the community. We were able to add some new band into the series with the Sierra Vista Symphony returning for a second year! There were 750 people in Veterans Memorial Park the night of June 13 when the Symphony performed, and they received a standing ovation after their performance. The Sierra Vista Community Band which played the first concert of the series had 220 people on May 2 and 178 on June 27. Bill Cassidy brought out 193 people on May 9. Forged by Fire had 284 people show up for their performance on June 6. On June 15, Desert Fever had 318 out listening to them play a variety of music. The Desert Swing Band had a record number of 387 people on June 25 come out to listen to their Big Band music.

The weather for the Summer Concerts Series has been wonderful which, contributed to such a high turnout. We love seeing the community enjoying the summer concerts this year!

Movies in the Park. Our Movies in the Park series, sponsored by Cox Communications, did well this year! Truly Nolen handed out free water to the community and Long's Realty provided children's activities to boost family fun. Child and Family Programming staff attended and brought out backyard games for folks to enjoy. Guardian of the Galaxy Vol 3 was the first movie of the series which attracted 200 viewers on May 18. On June 8 The Marvels had 250 people attend to watch the movie under the stars. Aqua Man and the Lost Kingdom on June 15 and The Little Mermaid on June 22 had similar attendance.





Dine a Night. On May 9th, 21 people joined staff at La Casita Mexican restaurant for a wonderful dinner. On June 13, we had 11 people join us at La Sierra Grill Steak House. Some of the group is on vacation visiting family but will surely join us again when they return from their travels. This group seems to enjoy meeting new people and sharing a meal together. That's what community is all about!

Upcoming Events:

Football Camp – July 8th – July 11th

Introduction to Archery – Runs July 22nd and 23rd (Sold Out)

Kickball Camp – Runs July 29th and 30th (Sold Out)

PeeWee Sports Camp (fall session) – Registration closes August 2nd.

Stone Complex is playing host to the Little League Baseball Majors Division State Tournament. The tournament is scheduled to start July 15th and run through July 25th. There are 14 teams representing different districts from all over the state.

Christmas in July Bazaar – July 20th at the Ethel Berger Center

Wine Tour – July 29th; Willcox – Golden Rule, Bodega Pierce, and Coronado Vineyards

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 was 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. Staff is still awaiting word on whether the application was successful.

Conservation Lands Foundation, BLM, \$300,000 per year for three years with no match – An application will be submitted in late July to assist with modeling costs, specifically as they relate to project scenarios of the Cochise Conservation and Recharge Network and the Adaptive Management Committee.

Congressional Appropriations Applications, about \$10,700,000 – 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 2023, Congressman Juan Ciscomani announced that the project would receive about \$3.7M in funding. Those funds will be managed by the State, and the City is awaiting news from ADOT on the path forward. In April, additional segments were submitted to Congressman Ciscomani's office, and an additional \$7.0M to fund more phases is appearing 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. The new RAISE application was submitted in early March, and unfortunately, staff received word in July that the application was again not successful. As with other grants, competition was fierce with the U.S. Department of Transportation receiving almost \$13B in applications for \$1.8B in available funds. As in years past, only two projects were awarded in Arizona, one rural and one urban. Given the amount of time these applications take to prepare and the limited prospects for success, staff is not planning to pursue a RAISE grant in FY25.

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. Unfortunately, the preproposal was not successful. However, Cochise County was able to acquire \$3M in Water Infrastructure Finance Authority funding towards the project.

Airport

Fire Season. The current fire season has been a good news/bad news situation for the community and the airport. On the positive side, although there has been some significant fire activity across the southwest, fires in our immediate area have been limited in both size and severity. The bad news is that the vast majority of fuel revenue for the airport is received during fire season, and with few fires in the immediate area, crews have relocated elsewhere to be nearer to fire activity.

Fuel revenue is therefore trending below prior years, which could impact future budgets for the airport.

PFAS Testing. In advance of new federal rules being implemented, the Arizona Department of Environmental Quality is visiting water systems around the state to test for Per- and Polyfluoroalkyl substances (PFAS). PFAS are “forever chemicals” formerly used in things such as firefighting foam and non-stick cookware. When ingested, they can cause a variety of negative health effects, even in small concentrations. The proposed regulatory limits are measured in parts per trillion (ppt) the equivalent of a few drops in an Olympic sized swimming pool. No PFAS were detected in the water analyzed from the airport.

Engineering



Garden Canyon Linear Park. After securing a grant from Arizona State Parks & Trails, the City of Sierra Vista recently constructed 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. Staff recently found out that additional funds had been allocated towards the construction of restrooms at the site. Future grant efforts will be led by the Parks, Leisure, and Library Services Department and will focus on the priorities identified in the Roadrunner Park conceptual design, which now incorporates the Garden Canyon Linear Park master planned area.

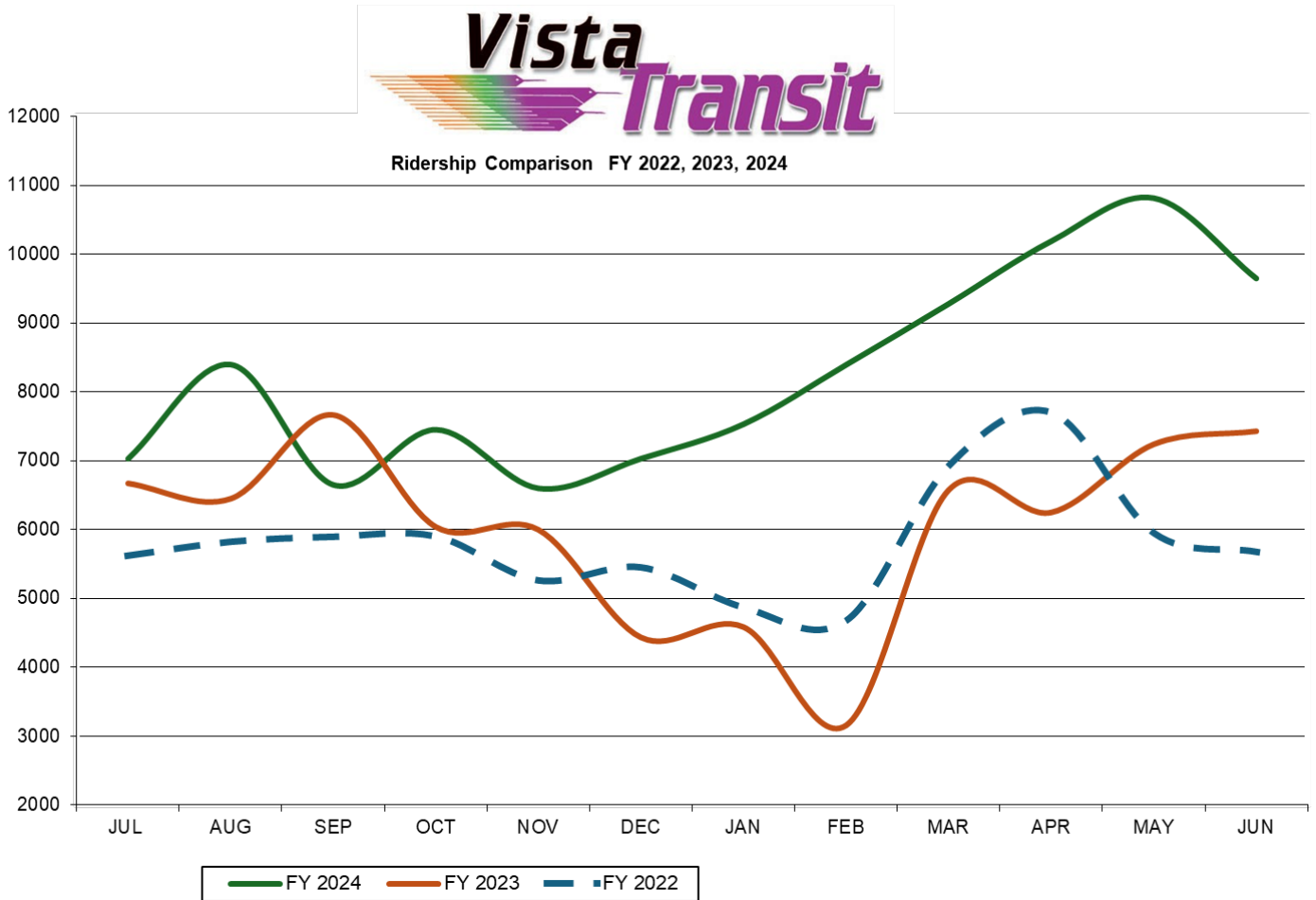
Annual Street Maintenance. The City’s annual street maintenance project was completed prior to monsoon season, and the refurbished roadways look great! This year’s patching, crack seal, and sand seal list included roadways in the Northpark, Eagle Ridge, and Town and Country Estates #6 and #7 subdivisions. A reconstruction project on Greenbrier was also completed. An additional reconstruction project on Four Winds Circle has been bid and will be constructed using FY25 funds. The rest of the new fiscal year’s annual street maintenance project is currently being planned, and work will kick-off in the spring of 2025.



Transit

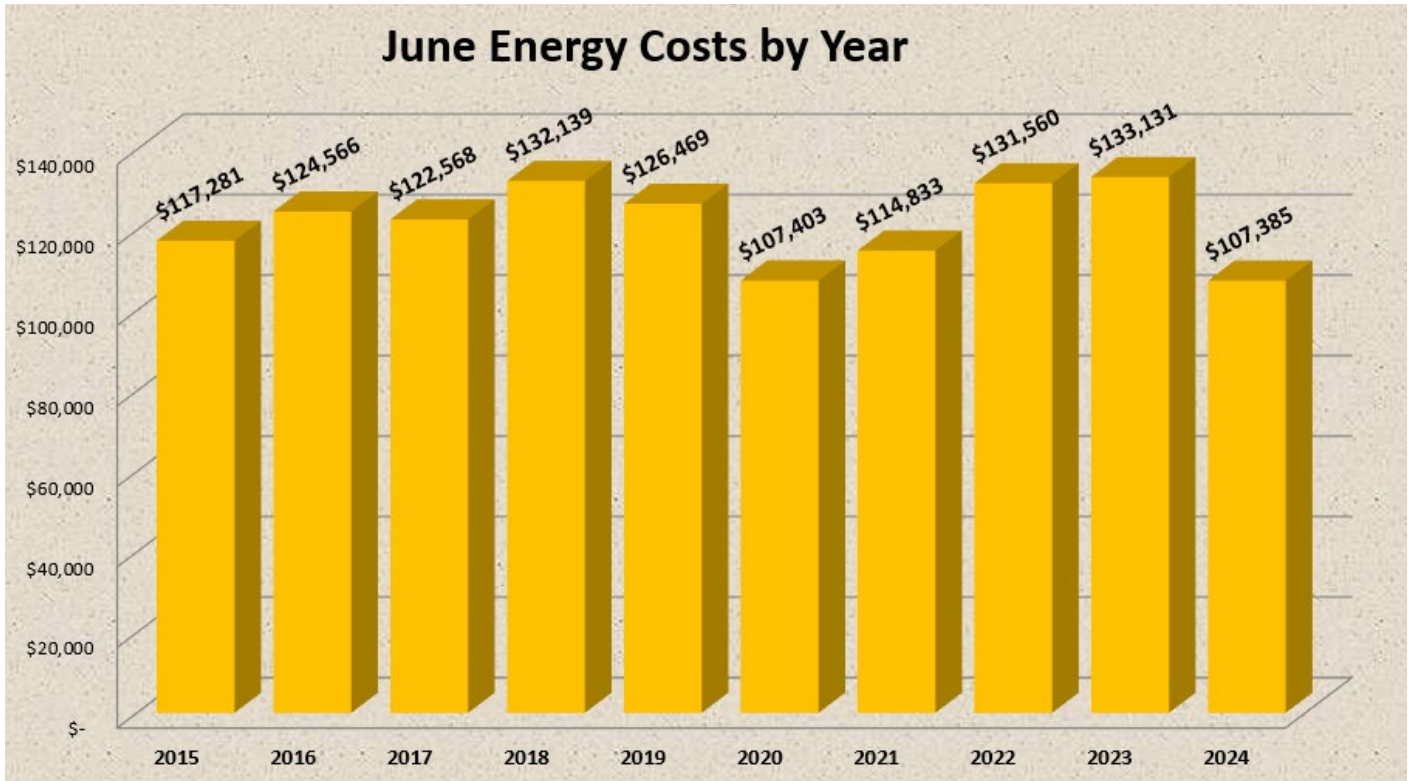
Staffing. Vista Transit has been successful in bringing some new drivers on-board, although operating margins are still small with the increase in ridership described below. Staff is excited about the new full-time position authorized for FY25, and recruitment and hiring efforts for the position are already underway. When filled, this position will be used to increase the frequency of service on the pink line to every thirty minutes, which will also help to reduce congestion on buses. Although hiring success for full time positions has seen some improvement, hiring for part-time positions, which fill gaps in the schedule caused by absences and lunch breaks, continues to be challenging.

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 9,000 people for the first time since COVID, and April and May ridership exceeded 10,000 passengers per month. June finally saw a bit of a decrease with monthly ridership falling back below 10,000 passengers, but it was still more than 2,000 passengers higher than June 2023 and almost double June 2022. 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. On Friday July 26th, four paratransit drivers provided services to 46 people in less than six hours. As a whole, paratransit demand in FY24 increased by almost 40% over FY23.



Facilities

Electricity Cost. Staff was notified by SSVEC in June that the Wholesale Power and Fuel Cost Adjustor, which was previously a charge of several cents per kilowatt hours, had now become a credit of one cent per kilowatt hour. The difference on electricity payments is clear. In 2022 and 2023 when the cost adjustor was high, the City was paying an additional \$25,000 per month in electricity. June 2024 meanwhile had the lowest monthly cost during the last ten years, to include COVID during which some City facilities were closed.



Streets

Street Sweeping. With the monsoon season becoming more active in the last week or two, the Streets Section has been busy removing dirt and rocks which have washed into the roadway. Although Streets tries to perform regular sweeping duties on each street at least once per year, this schedule tends to accelerate during the monsoon season so that areas where sediment regularly accumulates can be rectified more quickly. During monsoon season, the street sweeper may remove hundreds of pounds of debris in a single day! Regular street sweeping plays an important role in the City meeting federal stormwater compliance guidelines and also helps to keep contaminants out of roadways and washes.

Monsoon. During monsoon season, the drainage areas and washes that help to carry stormwater through the City can go from dry to flowing in a matter of minutes, and the force of just a few inches of water is enough to move a car. The water can easily pick-up and transport other items that are left in washes, such as tree trimmings and garbage. Some residents wrongly assume that items such as tree trimmings can be dumped in washes because they are “green waste”. Although they will decompose eventually, they can easily create a dam or clogs culverts, which then floods adjacent properties. Dumping other garbage is not only unsanitary and a stormwater violation, but it can also create significant risks for others. City workers once had to remove an old refrigerator from a wash after it got caught sideways across some pipes, resulting in major flooding. Please do your part by disposing of waste correctly so it does not become a hazard! You can arrange for a special pick-up of either green waste or other large items by calling the Public Works Department at 520-458-5775.

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 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 currently has four members and will be reviewing a fifth application at its August meeting. At its June meeting, the commission heard an update on the Airport Master Planning process. The commission also decided to take a break over the summer and not hold a July meeting due to conflicting vacation schedules. The next meeting will be held on August 7th 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 four members and will be reviewing a fifth application at its July meeting. A subcommittee was formed in the spring 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 has been very active and gave a presentation to Council on their efforts in late June. The next meeting will be held on July 24th 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 current strategic plan and are currently being reviewed 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. Staff continues to work with Community Development to share the West Sierra Vista Partnership Program grant opportunity with West End businesses and prospective businesses. Staff assisted and discussed the grant opportunity with new West End business and 2024 Moonshot contestant, Soloman Buchanon of Manny's Mercado. Coming soon!

Maximize Economic Impact of the Municipal Airport. Staff is working with Launch on Demand on the Spaceport Feasibility study for the potential spaceport re-entry 433 licensure. Staff hosted members of the Launch on Demand team, as well as their subcontractors, for two days of on-site visits at the Sierra Vista Municipal Airport. All entities are actively engaging in developing their reports and findings, and staff continues to engage in bi-monthly meetings with all parties as progress continues. The feasibility study is expected to be completed in October with the 60% review of the study scheduled August 5th.

Staff continues to engage with BlackStar Orbital and is happy to share that the company was recently awarded a Phase I Small Business Innovation Research (SBIR) grant. BlackStar CEO, Christopher Janette, was scheduled as the keynote speaker for the July 9th Good Morning Sierra Vista event.

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, Joe Corrigan. Staff participated in meetings to discuss the 203 acre land conveyance and also support the Team Huachuca Strategic Plan. The Economic Development Director attended the Fort/Community handover meeting with outgoing Garrison Commander, Col. Ives and incoming Garrison Commander, Col. Childs. Staff worked with the Mr. Corrigan to complete the 203 acre summary for Congress.

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 are scheduled to interview two prospective businesses for the Sponsored Launch Incubator Program in early July. Staff also supported ribbons cuttings at Arizona Water Company and All Occasions Limo, as well as the ribbon cutting for the Sky Islands Regional Partnership's rebranding.

SEAZ Hispanic Chamber Partnerships

Staff continues to engage with the business members of the SEAZ Hispanic Chamber and attended two Chamber mixer events. Staff also attended the ribbon cutting of Stagers Hot Dog's.

SBDC Partnerships

Economic development staff continue to work with the Cochise SBDC. This partnership is currently working on developing a Cochise County economic report magazine, and in the early planning stages of a women in business conference tentatively planned for September.

AREDF Partnerships

Staff attended the Cochise employer roundtable luncheon hosted by the AREDF in support of identifying and addressing tech-based workforce development concerns and initiatives. The meeting was fruitful and led to some creative ideas regarding youth employment, internships, and apprenticeships. Staff also toured the AREDF's Innovation Center, set to be relocated to their building on Enterprise Way, and is scheduled to participate in a tour of Ft. Huachuca and mixer hosted by AREDF and Arizona Association of Economic Development's Southern Committee.

New Business

Staff is working with local businesses to promote and ideate events in support of August's Hummingbird Month/Hummingbird Hero campaign. So far, fourteen businesses and organizations have signed up to participate.



The City of Sierra Vista is partnering with local businesses and organizations during its Hummingbird Month in August to host events, promotional specials, or donation jars that benefit the Southeastern Arizona Bird Observatory (SABO). This is a great opportunity to support and celebrate hummingbirds while also highlighting your business/organization!

How it Works

- Businesses/Organizations come up with a hummingbird-themed event or promotional special and donate a percentage of the proceeds, host a Hummingbird Hero donation jar, or do both! We'll provide you with the information to donate to SABO directly.
- The City will provide the following for participating businesses/organizations:
 - A Proud Hummingbird Hero decal for your window.
 - A roll of Proud Hummingbird Hero stickers to handout.
 - Promotion for your event/special/participation on the upcoming Hummingbird Month webpage, the City's event calendar, and social media.

About SABO

SABO is a non-profit organization dedicated to the conservation of the birds of southeastern Arizona, their habitats, and the diversity of species that share those habitats through research, monitoring, and public education. SABO has been conducting hummingbird banding and research for 25 years on the San Pedro River. Donations will go to support that research.

Use this QR code to sign up today!

For more information, contact...

Dianna Cameron | (520) 439-2157
Dianna.Cameron@SierraVistaAZ.gov



SierraVistaAZ.gov/Hummingbird-Heroes

Staff attended several meetings with Allo Fiber and stakeholders in continued effort of their build through the City. Staff also attended two courtesy inspections, the 2024 AZ@ Work board retreat, three meetings to assist local business owners with growth plans, one DRC meeting for Good to Go gas station, and three pre-submittal meetings for potential future developments.

Economic Development Commission. The Economic Development Commission met on June 27th to discuss updates for the 2025 Plan for Prosperity. The Commission had a good discussion on updates to the City’s economic development SWOT analysis and plans to meet again to discuss the goals and objectives moving forward. The Commission is also scheduled to meet again on August 14th to review and make selections for this year’s nominations for the Business Recognition Program. Nominations are being accepted until July 12th! <https://www.sierravistaaz.gov/our-city/departments/economic-development/business-recognition>

Jobs Report. As of July 3rd, AZ@Work reports 1,301 vacant positions across Cochise County with approximately 397 job listings in Sierra Vista and 93 jobs available on Ft. Huachuca. Education, healthcare, and entry level service positions across various industries comprise the majority of opportunity in Sierra Vista. Network and information technology positions are needed on the Fort.

Housing Report. The median sale price for Sierra Vista is up 4% from this time last year, but the number of homes sold is down 46%.

	Current Period Jun 2024	Last Month May 2024	Change From Last Month	Last Year Jun 2023	Change From Last Year
Homes Sold	52	81	▼ 36%	96	▼ 46%
Median Sale Price ⓘ	\$290,000	\$280,000	▲ 4%	\$279,500	▲ 4%
Median List Price	\$295,000	\$285,000	▲ 4%	\$279,975	▲ 5%
Sale to List Price Ratio ⓘ	98%	98%	0%	99%	▼ 1%
Sales Volume ⓘ	\$14,808,807	\$22,263,698	▼ 33%	\$28,760,641	▼ 49%
Average Days on Market	56.77 days	74.84 days	▼ 18 days	68.94 days	▼ 12 days
Homes Sold Year to Date ⓘ	327	275	▲ 19%	384	▼ 15%
For Sale at Month's End	—	—	—	—	—

109

Homes for Sale

76

Homes Under Contract

\$1,200,000

High Price

\$52,900

Low Price

\$322,000

Median List Price

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

Staff have been working with the Parks and Rec personnel to streamline the purchasing of items from the visitor center through Rectrac and also Square. This effort will better support our visitors

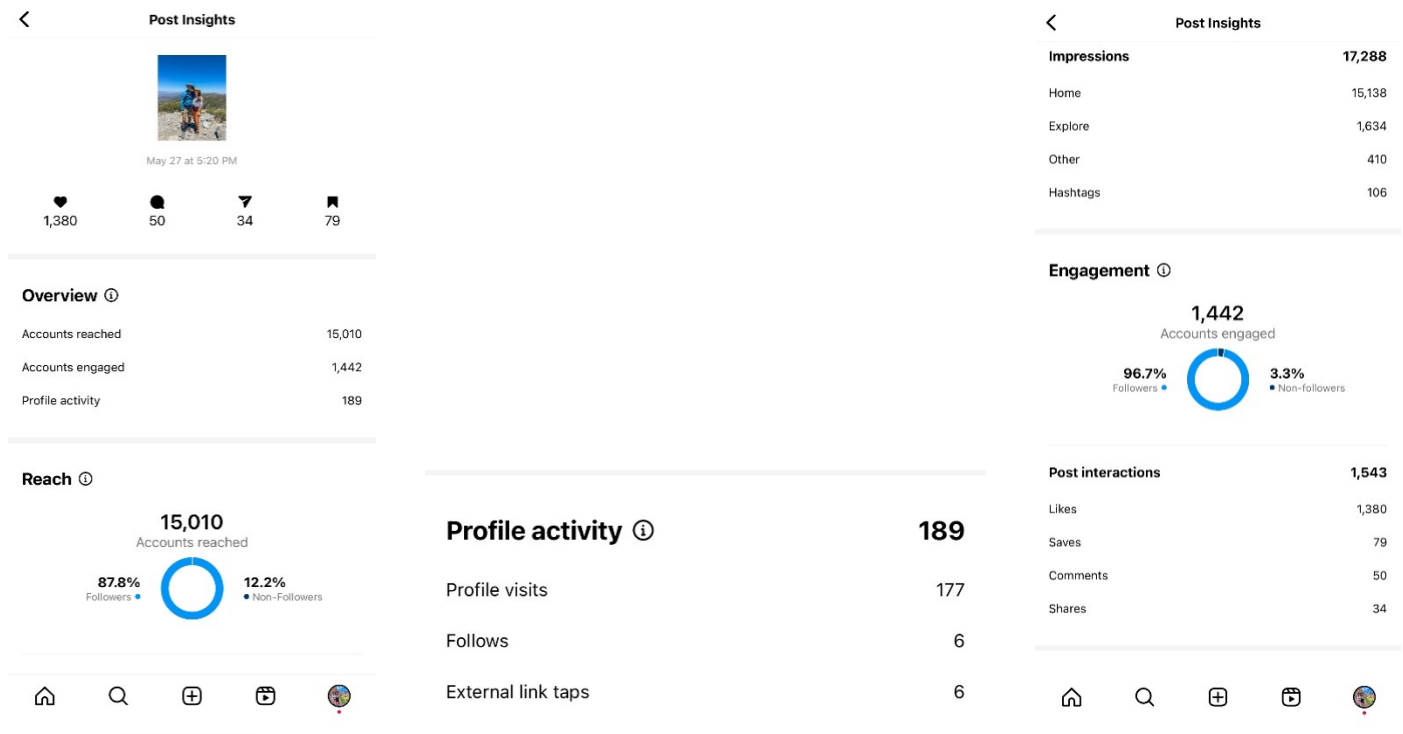
and open up additional opportunities within the future. Staff will continue to work with Parks, Recreation, and Library on options for both the visitor’s center and museum.

Initiative 14.4: Conduct Feasibility study for a regional convention center

Staff is working on potential options for the Pueblo del Sol Country Club to serve in this capacity once the City takes ownership of the property.

Tourism Commission. The Tourism Commission was scheduled to meet July 1st at 1pm in the Oscar Yrun Community Center Conference Room. They continued discussion of short term, mid-term, and long-term projects as well as upcoming community tourism events. They met May 6th and discussed helping with the Grand Re-Opening of the Visitor Center and the Southwest Wings Summer Festival.

Advertising- Print and Social Media. Back in March, staff initiated a partnership with AOT and The Arizona Hikeaholics to come to Sierra Vista and partake in The Sky Islands Annual Summit Challenge. The Arizona Hikeaholics are a married couple from Phoenix, Arizona who enjoy hiking and travelling. They have 150,000 followers on Instagram and a blog that they post their adventures to. TED staff coordinated with Parks and Rec staff to secure spots for the influencers to partake in the Summit Challenge and have an afternoon in Veteran’s Memorial Park for the Wine, Beer, and Spirits Festival. Staff also included a trip to Parker Canyon Lake and plans to eat at various local businesses around Sierra Vista and Hereford. Staff was able to ensure these visits and meals were comped or gotten at discount; AOT was able to step in and pay what staff could not get comped.



After their four-day weekend experience, The Hikeaholics made a series of Instagram stories, one post, a reel, and a blog post. The insights above were sent regarding the initial post and were given to staff as of May 27th. The reel they posted in partnership with AOT was posted and shared, it ended up with a total of 3,178 likes and 80 comments. Staff continues to investigate partnerships with influencers in order to target a new market of tourists.

Visitor Center. As the tourism season goes on, staff continues to see a steady increase in foot traffic, which is shown in the image below. The overall visitors the Visitor Center saw from July 2023-June 2024 came out to a total of 1,576.



Staff has been working to continue updates on the Visitor Center in preparation for the Grand Re-Opening in late July. Additions to the space include a kid’s corner, new lighting to showcase the gallery wall, new paint, and the beginnings of a mural, which is being painted by one of the city interns. New stickers, keychains, t-shirts, postcards, frisbees, and pickleball sets have been acquired to update the merchandise stock. Staff will continue to make updates such as new signage to the front desk, completion of the mural, and reorganization of current merchandise.

Sierra Vista Adventure Guide App. The Sierra Vista Adventure Guide App continues to be advertised at the Visitor Center, on social media, and the city website. By the end of June, staff saw 187 downloads of the app. Staff will continue to push it out for the Grand Re-Opening in July.



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 Benson, Bisbee, Douglas, Sierra Vista, and Willcox.

Ads: Print and Digital. Staff received data from the Visit USA Parks campaign that kicked off in May. The campaign runs around the itineraries and blog posts put out from Sydney Rasmussen’s visit to Cochise County back in April. So far, the campaign has received the following analytics:

- Impressions: 131,700
- Engagement rate: 18% (industry average is 8-12%)
- Link clicks: 1,200

Print advertisements that were circulated came from *American Road* magazine and *Living Bird* magazine, both ads are pictured below.

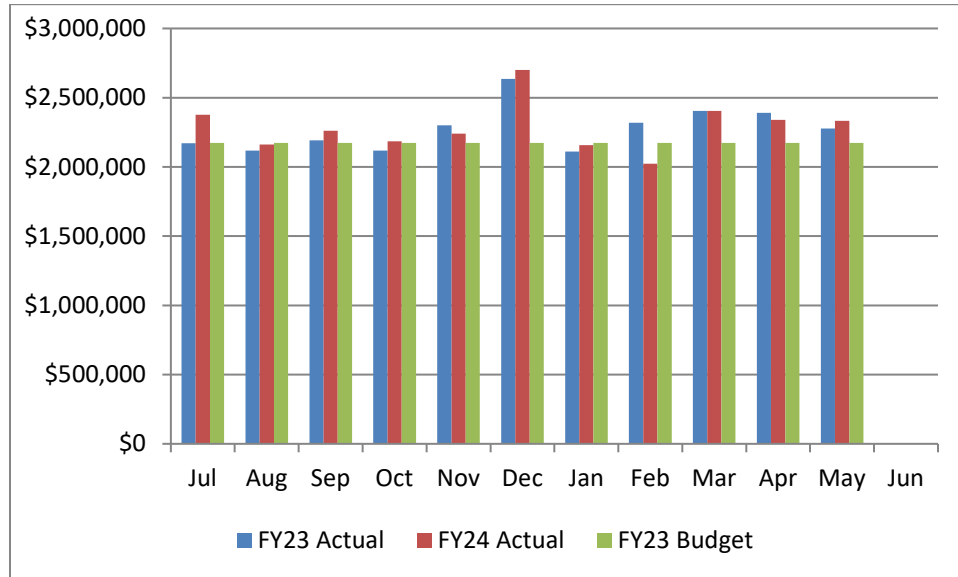


Steering Committee Meeting: 15 May 2024. Staff met with the CCTEC Steering Committee to discuss the budget for FY25 and a proposal for the Quarterly Visitor Center meetings. The quarterly visitor center meetings proposal consisted of each city in CCTEC hosting reps from the other cities, showcasing their visitor centers and 1-2 important places in their city. The Steering Committee approved the tentative budget and gave the go ahead for the meeting proposals. Staff have coordinated one last virtual Quarterly Visitor Center meeting for July 8th with the intent to put together an in-person meeting for October. The Steering Committee also accepted Benson officially rejoining CCTEC.

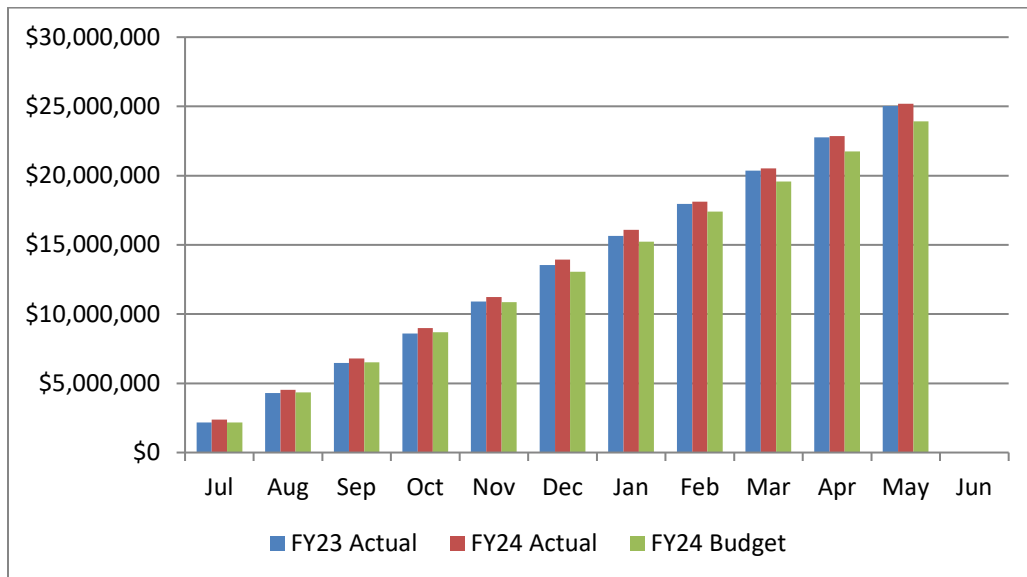
Administration

Sales Tax Collection. Gross privilege tax collections were down \$49,620, or 2.08%, for April and up \$56,156, or 2.47% for May over last fiscal year.

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



Through May, collections are up \$150,814, or 0.60%, over last fiscal year and \$1,226,222, or 5.29% over budget. The chart below provides a monthly comparison of FY24 actual, FY24 budget, and FY23 for the Fiscal Year.



Description	Jun-23	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24	Mar-24	Apr-24	May-24
Utilities	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	127,236.63	92,499.62
Communications	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	19,942.35	22,205.51
Publication	741.67	680.95	801.86	718.61	1,012.55	435.47	614.07	801.75	738.46	667.25	618.88	737.19
Restaurant & Bar	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	264,038.02	251,445.55
Contracting - Prime	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	114,614.62	74,160.46
Retail Sales	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	1,084,611.28	1,102,513.14
Use Tax Purchases	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	54,234.04	74,867.01
Use Tax from inventory	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	112.09	619.75
Residential Rental	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	40,428.38	45,570.65
Retail Food for home consumption	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	298,720.48	320,253.05
Commercial Rental	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	25,760.43	30,029.00
Tangible Property Rental	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	24,573.19	29,701.45
Extended Stay	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	124,685.36	116,981.58
Online sales	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	122,180.00	126,989.29
Other	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	38,146.65	44,016.75

Community Development

Council Approvals:

- **Conditional Use Permit.** On May 23, 2024, the City Council approved a conditional use permit for New Fellowship Church to allow a 1,200 square foot expansion to their auditorium at 5420 E. Desert Shadows Drive.
- **Right-of-Way Abandonment.** On May 23, 2024, the City Council approved the abandonment of a portion of Charleston Road right-of-way determined to be excess and the reservation of a sewer easement.
- **Termination of Development Agreement.** On May 23, 2024, the City Council approved the termination of four separate development agreements pertaining to Lawley Holdings, LLC. properties upon a determination that the stipulations and conditions have been completed and are no longer applicable to future development.
- **Development Code Amendments.** On June 13, 2024, the City Council approved Ordinance 2024-004, amending Section 151.08, Surface Drainage and Storm Systems, to provide for consistency with the updated Surface Water Master Plan.
- **CDBG Consolidated Plan, Annual Action Plan, and Analysis of Impediments to Fair Housing.** On June 13, 2024, the City Council approved Resolution 2024-038, adopting the 2024-2028 CDBG Consolidated Plan including the PY 2024-2025 Annual Action Plan, and Analysis of Impediments to Fair Housing Choice. The documents have been submitted to HUD for their review and approval.
- **VISTA 2040 General Plan Update.** On June 27, 2024, the City Council approved Resolution 2024-042, adopting the update to the General Plan, VISTA 2040.

Development Review Committee. On June 18, 2024, the DRC approved a site plan application for the redevelopment and replacement of the Good 2 Go gas station and convenience store on an expanded site located at the southeast corner of Fry Boulevard and El Camino Real.

Commission Meetings. On June 10, 2024, the Neighborhood Commission met to discuss ongoing projects and the public hearings on the VISTA 2040 General Plan Update.

West Sierra Vista Partnership Grant Program:

- In May, the City approved \$4,600 in matching grant funds for interior renovations to 164 E Fry Boulevard that will include new lighting, flooring, drywall and paint.
- In June, the City approved \$2,500 in matching grant funds for a new wall sign for Manny’s El Mercado Farmer’s Market at 51 E. Wilcox Drive.

Neighborhood Partnership Program:

- In June, the City approved \$287.75 for supplies to paint the exterior face of the block wall adjoining Timothy Lane in the Sulger neighborhood.
- In June, the City approved \$2,400 for the Las Casitas Condominium Association to remove and replace the old wooden neighborhood entry sign on the southeast corner of Foothills Drive and SR 92.

Building & Inspection Services

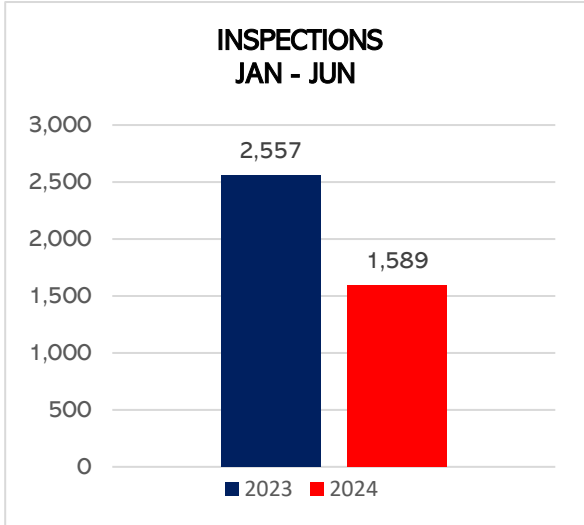
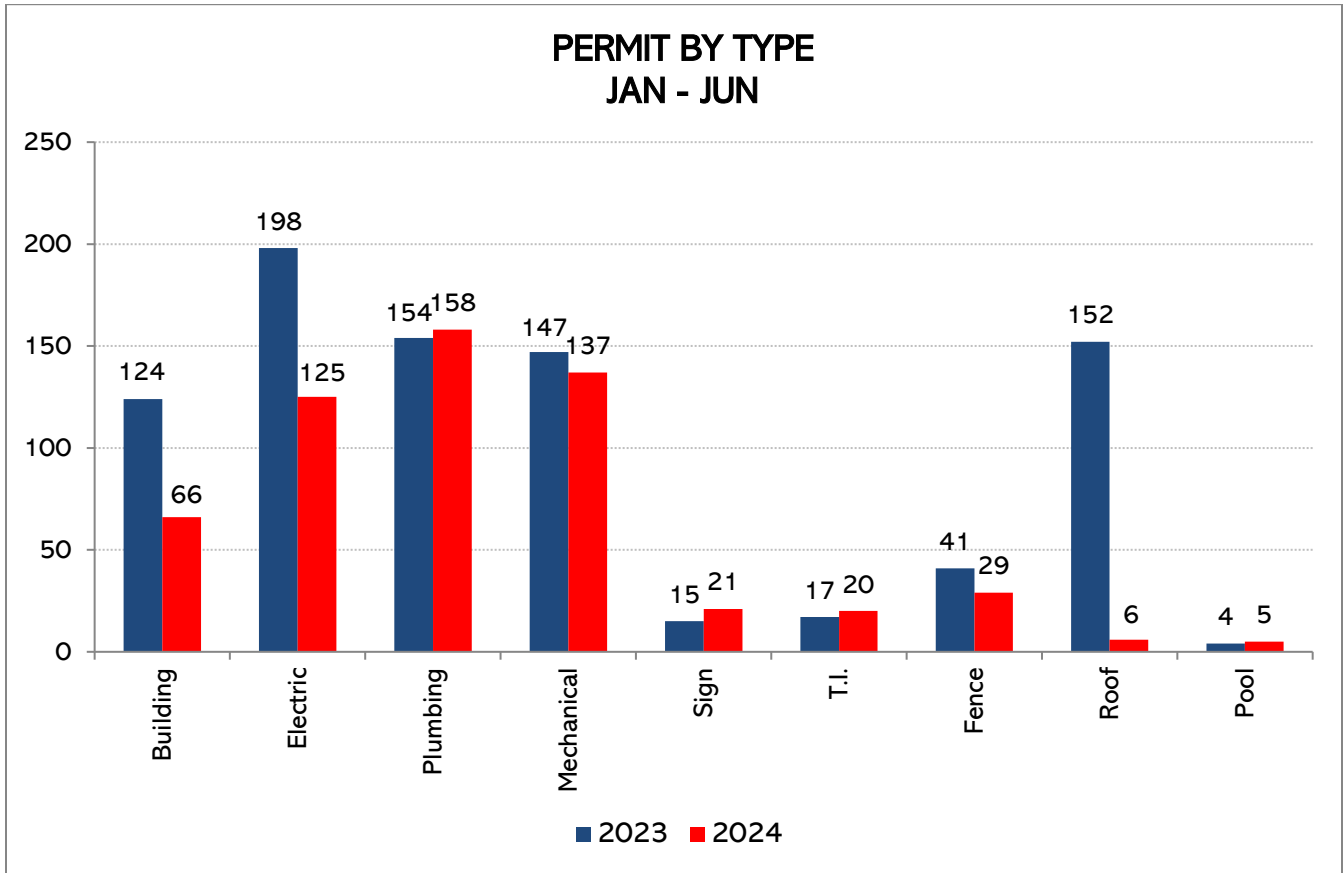
The following projects were reviewed/inspected/completed during May/June 2024:

PLANS UNDER REVIEW		
PROJECT NAME	PROJECT TYPE	PROJECT ADDRESS
Don8it - repair collapsed building	Tenant Improvement	650 E. Wilcox Dr
Good 2 Go	Commercial New	2632 E Fry Blvd
Haws & Haws	Commercial New	10778095C
Project Summer - Crossroads Commerce Center	Commercial New	4795 Industry Drive
S.V. Public School - Shed	Accessory Commercial	5225 Buena School BLVD
SV Flowers & Gifts	Reroof - Commercial	1400 East Fry Blvd
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
QT Quality Tight - Grant	Electrical - Commercial	164 E Fry Blvd
Tidal Wave Auto Spa	Commercial New	3216 El Mercado Loop
U-Box	Commercial New	2011 E Fry Blvd
Westwood village Apartments	HVAC - Commercial	201 N Garden Ave

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
Allo	Accessory Commercial	1011 N Coronado Ave
American Leadership Academy - Admin Bldg.	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
Avvenirre LLC	Tenant Improvement	936 E Fry Blvd
Bank of America	Tenant Improvement	3148 E Fry Blvd
Boys & Girls Clubs	Tenant Improvement	1746 Paseo San Luis
Burger King	Tenant Improvement	415 N Highway 90
Campus Drive Business Park	Tenant Improvement	4481 Campus Drive A
Casa De La Sierra - Stairs & Landing Repair	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
Crossroads Commercial Center	Tenant Improvement	4670 Industry Drive 4
Deer Creek RV Park	Tenant Improvement	733 S Deer Creek
Economic Technologies LLC	Tenant Improvement	1048 E Fry Blvd
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 - Kitchen Hood	Tenant Improvement	2047 Highway 92
Jackson Dental	Tenant Improvement	1906 S Highway 92
Medical Office	Tenant Improvement	2250 El Mercado Loop
Northrop Gruman	Tenant Improvement	4067 Enterprise Way
Pepsi	Commercial Addition	175 West Kayetan

Popeyes Chicken	Commercial New	467 E. Hwy 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
SAIC	Tenant Improvement	665 N Garden Ave
Sierra Evangelical Church	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
T-Mobile	Cell Tower	4253 Enterprise Way
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
AZ20527 Cell Tower	Cell Tower New	1300 Fort Ave
Camber & True	Tenant Improvement	365 Short St
Canyon De Flores - Dental Office Expansion	Tenant Improvement	3477 Canyon De Flores (B)
COSV Shower	Tenant Improvement	2900 MLK PKWY
Dividend Homes Façade	Addition - Commercial	3827 S. Highway 92
Leawood Loop House	Tenant Improvement	2685 Leawood Loop
Panda Express Hood	Tenant Improvement	480 Highway 90 A1
Proposed Transformer Stepdown	Accessory Commercial	7250 E Highway 90
US Towers 433	Cell Tower	532 Suffolk Drive



Note: In 2024, the City stopped performing roofing inspections on one- and two-family residential structures due to occupational safety.

CONSTRUCTION TRENDS (JAN - JUN)

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

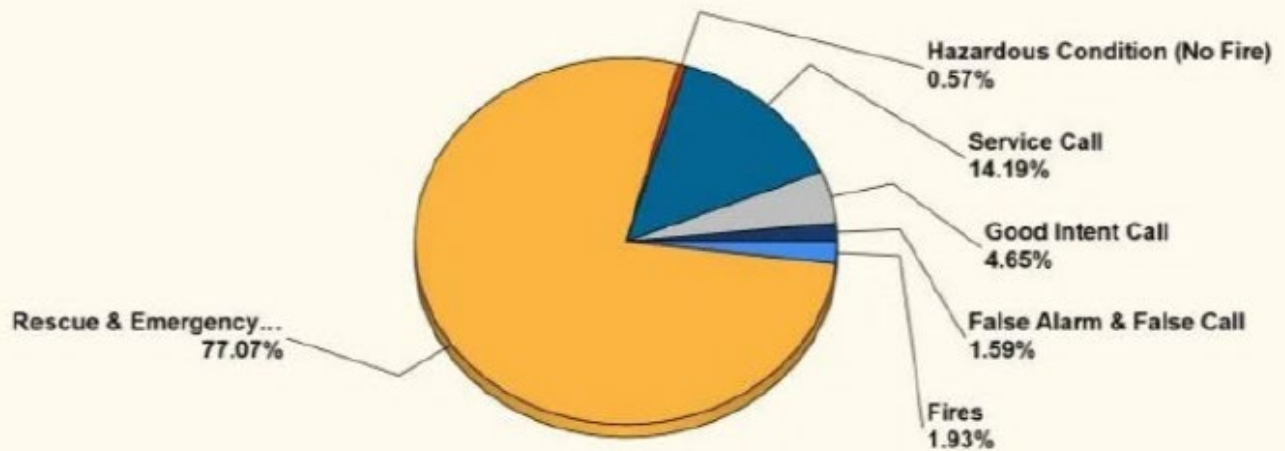
As documented in the following table, Code Enforcement handled 147 complaints during the reporting period. The top violations were overgrowth; sidewalk obstruction; abandoned property; and blight.

CODE REFERENCE	COMPLAINT	MAY/JUNE 2024	DESCRIPTION
150.15.C	ABANDONED PROPERTY	20	SHOPPING CARTS LEFT ON ROADWAY
150.25.4	ALLEYWAY MAINTENANCE	7	OVERGROWTH, OBSTRUCTION, DEBRIS INTERFERING WITH USE OF ALLEYWAY
150.23.6	ARTIFICIAL ILLUMINATION	2	LIGHT THAT EXTENDS BEYOND THE PROPERTY LINE CAUSING A NUISANCE
150.23.20	BLIGHT	18	UNSIGHTLY, UNSAFE, OR UNSANITARY CONDITIONS
150.23.14	CLEAR VISION	2	OBSTRUCTING CORNER VISIBILITY
150.23.22	GRAFFITI	3	UNAUTHORIZED INSCRIPTION, FIGURE OR DRAWING OR OTHER DEFAACEMENT
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
150.23.17	INOPERATIVE VEHICLE	12	NO REGISTRATION, FLAT TIRES, DISABLED MOTOR
150.25.1	LITTER/DEBRIS	1	GARBAGE, WOOD, CANS, ETC. LITTERING PROEPRTY
110.01.A	NO BUSINESS LICENSE	3	UNAUTHROIZED HOME BASED BUSINESS
93.01A	NOISE	1	LOUD AND RAUCOUS
150.23.9	NO PERMIT	1	NO CONSTRUCTION PERMIT
150.25.5	OVERGROWTH	26	TALL GRASS & WEEDS (OVER 12")
91.11.B.1	RIGHT-OF-WAY ENCROACHMENT	6	OBSTRUCTION, NON-PERMITTED IMPROVEMENT IN PUBLIC RIGHT-OF-WAY
150.04.015	RV LIVING	2	OCCUPYING AN RV FOR MORE THAN 14 DAYS IN RESIDENTIAL ZONING DISTRICT
150.25.1	SANITATION	2	NO SANITATION SERVICE/TRASH BUILD-UP
150.23.13	SIDEWALK OBSTRUCTION	23	ANYTHING OBSTRUCTING A 36" WIDE PATHWAY OR 80" OVERHANG
150.25.10	SWIMMING POOL	1	GREEN AND STAGNANT POOL
150.12	TRAILER PARKING	3	EXTENDED PARKING TRAILER OR RV ON PUBLIC STREET
150.23.11	UNGUARDED PITS/HOLES	1	POTHoles ON PRIVATE PROPERTY
150.23.14	WATER IN R/W	1	DISHARGE IN RIGHT-OF-WAY
TOTAL		147	

Sierra Vista Fire and Medical Services (SVFMS)

Calls for service in June

881



679	EMS calls
125	Service calls
41	Good Intent
17	Fires
14	False Alarm
5	Hazardous Condition

Top 10 calls for Service



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

The top 10 represent 67% of all the calls for service

Total Calls per Apparatus



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

3

S201 Stats

Top 10 calls in S201's area



- Sick Person
- Breathing Problem
- Fall Injury
- Altered LOC
- Lift Assist
- Chest Pain
- Fainted
- Fire Alarm
- MVA
- Trauma Injury

There were 316 calls for service in S201's area

This is 35.9% of the total calls for June

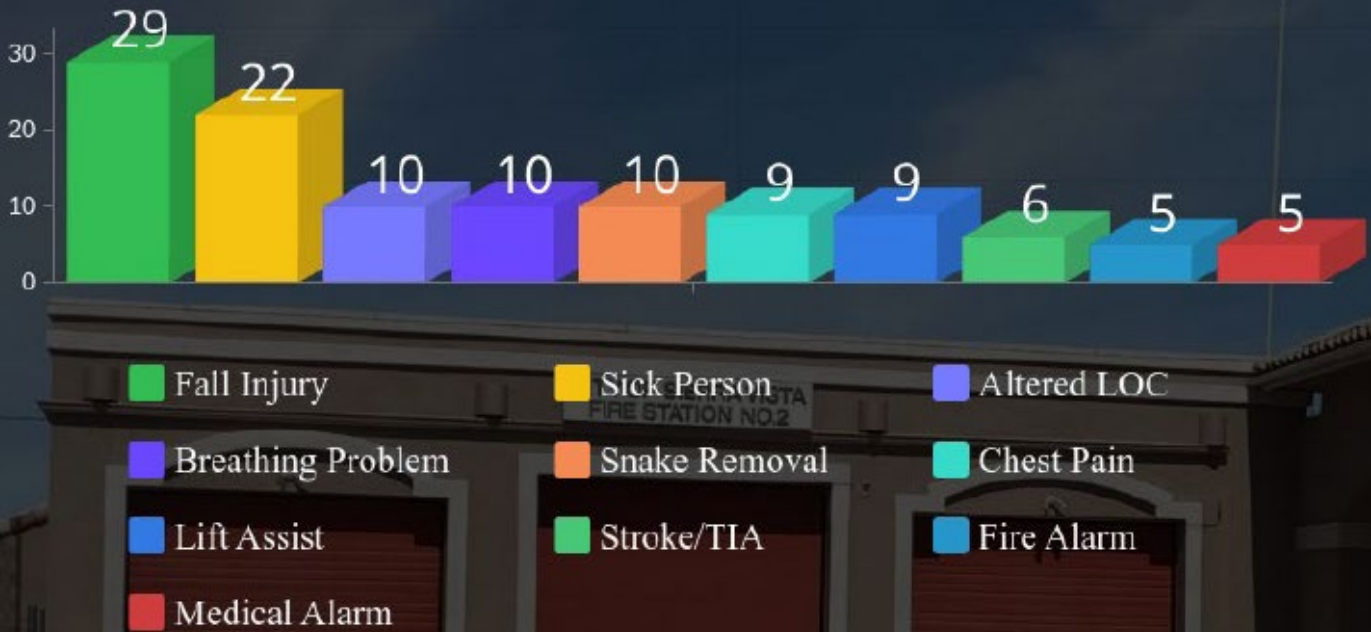
There were an average of 10.5 calls/day in S201's zones

Unit Average Response Time per Station Zones (EMS)



S202 Stats

Top 10 calls in S202's area

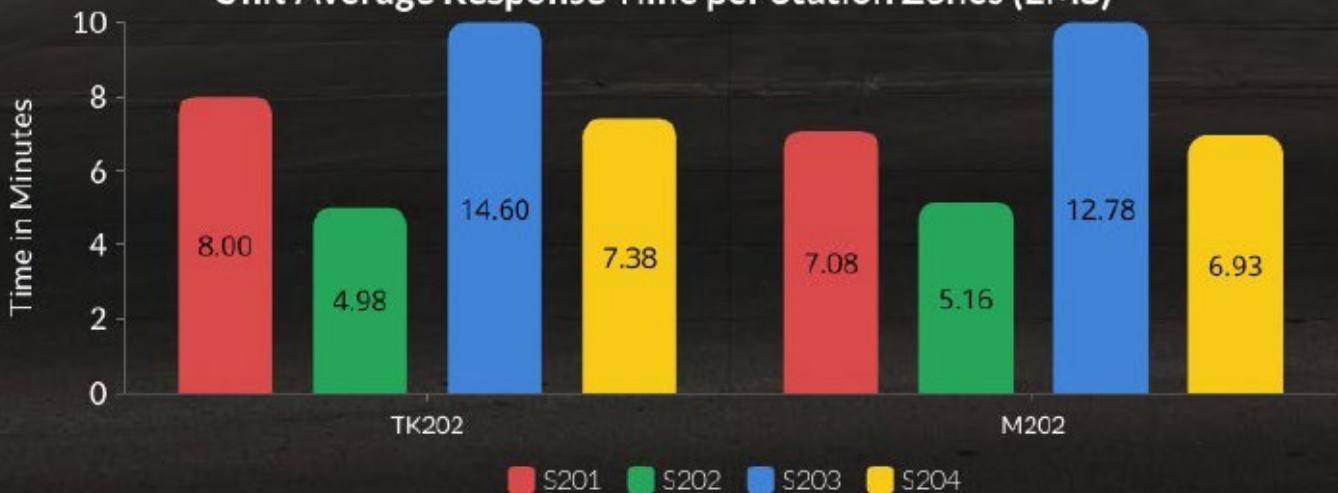


There were 158 calls for service in S202's area.

This is 17.9% of the total calls for June

There were an average of 5.3 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 176 calls for service in S203's area

This is 19.9% of the total calls for June

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

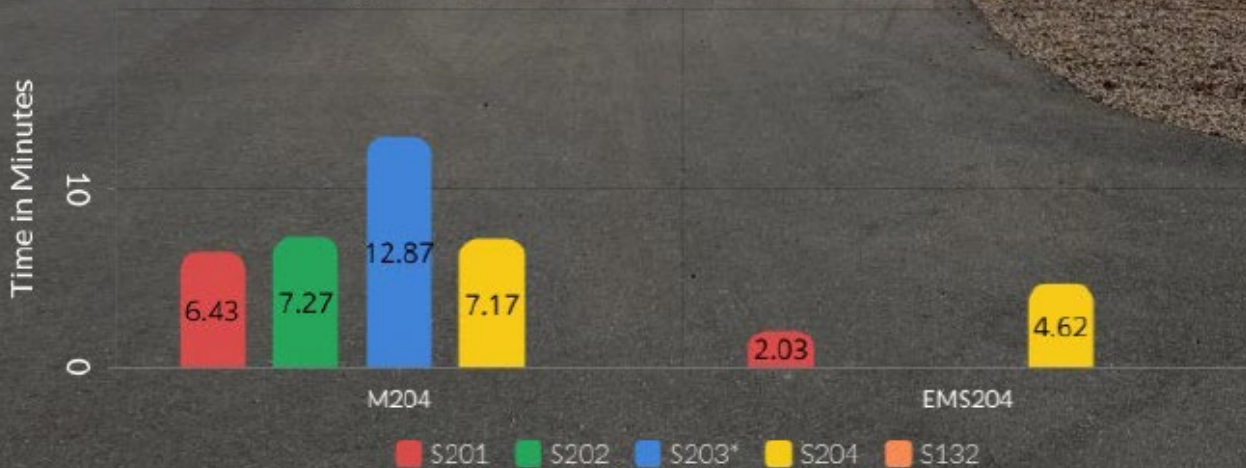


There were 152 calls for service in S204's area

This is 17.3% of the total calls for June

There were an average of 5.1 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



There were 30 calls for service in S205/S206's area

This is 3.4% of the total calls for June

There were an average of 1 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 4784 calls in 2024. This is 80 more calls than 2023 or a 1.7% increase.

The department is running an average of 26.3 calls/day.

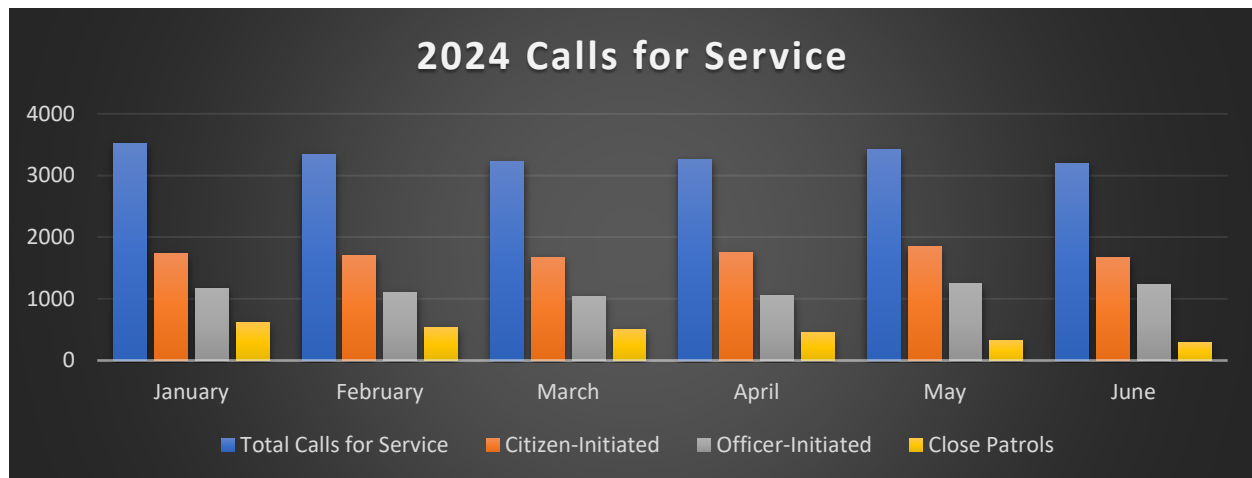
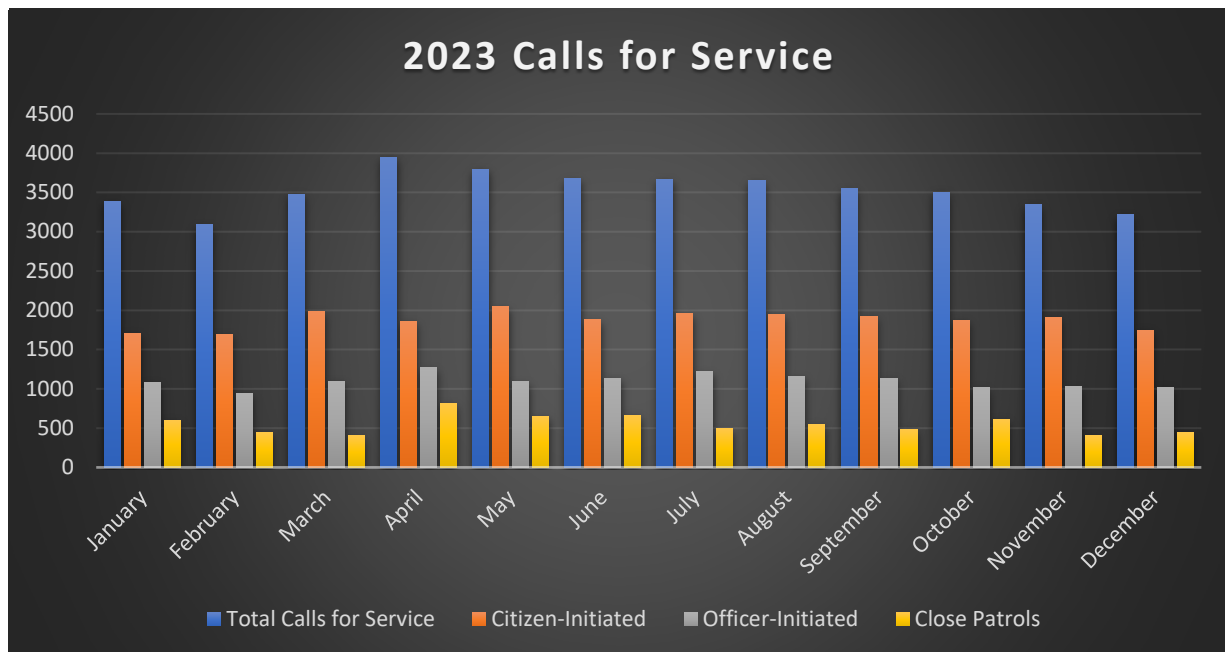
There were 121 calls (13.7%) that were not in SVF&MS's primary response area in June.

There were 50 (5.8%) calls for snake removals in June.

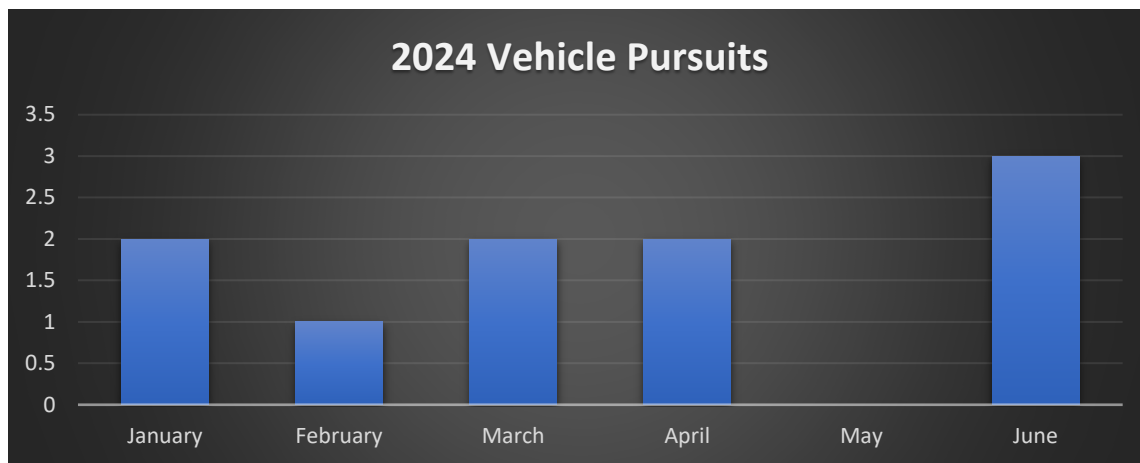
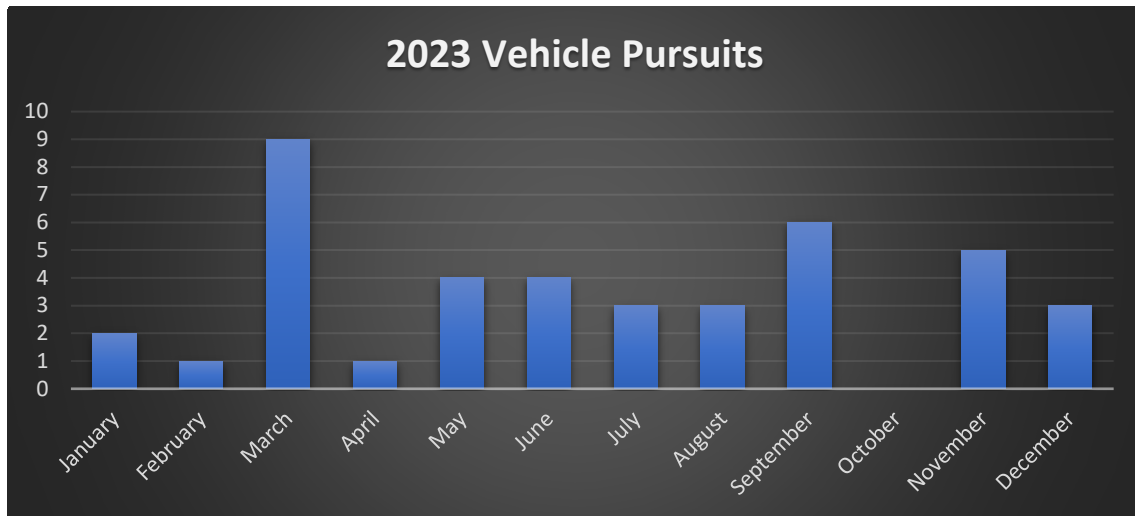


Police Department

Calls for Service

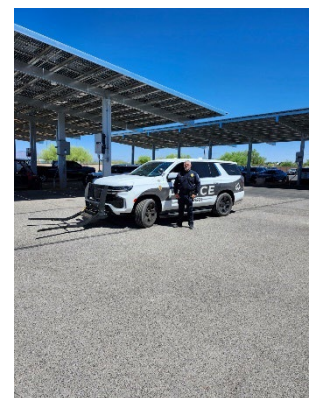


May 2024 saw a total of 3,423 police calls for service while June 2024 saw a total of 3,199 calls for service. This represents a decrease in calls for service in comparison to the same months last year, which saw 3,791 and 3,676 calls, respectively. The decreases were reflected in both citizen-initiated calls for service and close patrols.



There were no vehicle pursuits in May and the agency saw a total of three vehicle pursuits involving SVPD officers as the primary pursuing unit in June. This number represents a decrease from the same time last year, which saw a total of eight vehicle pursuits for May-June 2023.

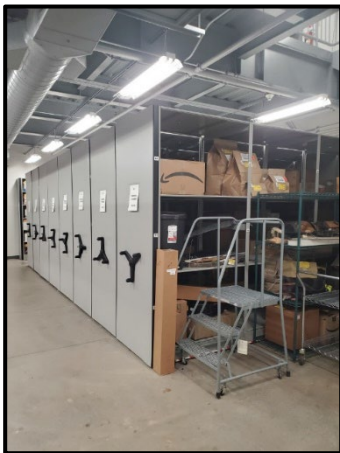
Eight Grappler units have been installed on SVPD vehicles and a Grappler deployment policy has been approved, including training from the company. On July 1, 2024, SVPD had its first Grappler deployment on a stolen vehicle that had fled from DPS. The deployment was successful at stopping the vehicle and apprehending the driver and occupants without incident.



2023 Annual Evidence Report. The Evidence Section is a two-story facility located within the Sierra Vista Police Department and consists of multiple specialized storage areas, including a drying room, a walk-in freezer, a bag and tag room, an evidence armory (firearms), drug storage areas, areas for jewelry, cash, and other valuables, and general storage areas.

The Evidence Section currently maintains over 15,000 items, including more than 2,000 high-risk items (e.g., currency, precious metals, jewelry, firearms, and drugs). In 2023, 3,808 items of property were received. This number is slightly down from 3,949 property items the previous year. SVPD participates in a voluntary medical collection program, whereby the public may dispose of unused medications in the drop-box located in the lobby. In 2023, over 1,130 pounds were collected; since SVPD's participation in the program began in 2013, over 17,000 pounds of medications have been collected.

The Evidence Section is under the direct supervision of the Administrative Services Division Commander and day-to-day operation is managed by the Evidence Custodian. The Commander will oversee the evidence functions when the Evidence Custodian is on vacation or otherwise unavailable. The Evidence Section also currently relies on two volunteers who assist with staffing. The volunteers have undergone an extensive background investigation prior to placement. Quarterly reviews of volunteer access to the Evidence Section are conducted to ensure access logs corroborate with scheduled days and times for volunteer help. Access to the Evidence Section is limited to the Evidence Custodian, the Administrative Services Division Commander, and authorized evidence volunteers.



Large evidence item storage

The Sierra Vista Police Department must maintain compliance with 11 evidence-related standards as part of its CALEA Accreditation. These standards relate to topics including evidence collection procedures, hours of availability, equipment and supplies to be maintained, chain of custody, laboratory submission procedures, storage and security, and audit and inventory requirements. The audits and inspections conducted on a regular basis verify the section is operating properly. The accreditation process helps clarify policies related to evidence collection and storage, maintains standardization of processes and operations, and keeps the agency moving forward.



Walk-in freezer storage

Animal Control. The animal population at the shelter these last two months has seen an increase, causing some crowding concerns. Staff continue to rise to the occasion to foster animals and increase adoptions through new specials and social media campaigns. In addition, staffing has improved at the shelter with the recent hiring of two additional animal control officers and one part-time animal care attendant. A temporary part-time hire for an experienced ACO assistant will soon be posted and soon two full time ACO assistants will be hired.



Site prep of land adjacent to the north side of the shelter for expansion

Construction for the shelter expansion project has commenced. Site demolition and land preparation for the expansion are almost complete.

Lastly, we are closing in on a significant change in dog licensing through the shelter. Very soon, we will be offering citizens the opportunity to renew dog licenses remotely through an online platform.

The Sentinel Publication Project



The Sierra Vista Police Department has embarked on a new annual publication that will be made available to the community with the start of each new fiscal year. The publication, called the *Sentinel*, is a combination of a traditional year-in-review with articles about current projects and future endeavors. All members of the SVPD Command Staff contribute articles to the publication. The *Sentinel* was historically an internal bulletin in the agency during the 1990's and early 2000's as a way to inform all PD employees. Its publication was discontinued in 2003. This new version of the *Sentinel* we are bringing back now writes to an audience of community members.

The *Sentinel* in its new format will be available free to the public in both print and electronic formats. Many of the articles can serve as discussion points for

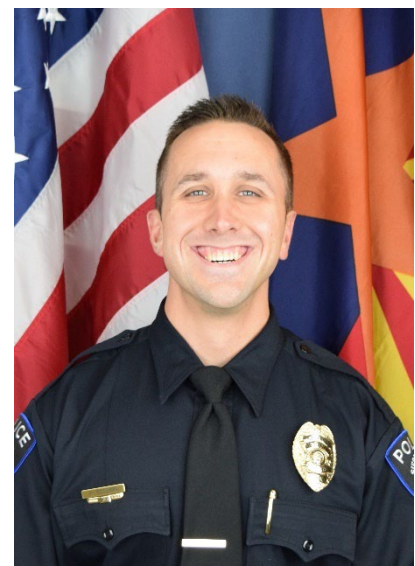
future Coffee with a Cop sessions that will be held this fall around town. The first version of the *Sentinel* publication is now available.

View the *Sentinel* by scanning this QR Code:



Congratulations to SVPD Employee of the Quarter Mike Goodman

Congratulations to Officer Mike Goodman for being recognized as the SVPD Employee of the Quarter. Officer Goodman is a three-year veteran of the department and is assigned to Patrol. During this last quarter, he led the department in most patrol-related performance dimensions. This includes calls for service, arrests, traffic enforcement, and police reports. Officer Goodman has developed a reputation as a thorough investigator, and he aspires to become a detective soon. Mike's co-workers all describe him as a great team-player who always helps his fellow officers on duty. Way to represent the SVPD, Mike!



Officer Mike Goodman