



Council Executive Report

Charles P. Potucek, City Manager

July & August 2024

Highlights

- ➔ The Sierra Vista Fire & Medical Services department responded to 56 snake removal calls in the month of July.
- ➔ SVPD held its first "Coffee with a Cop" since the pandemic on August 17th at Target.
- ➔ In 2023, an ad video promoting the Vista 2040 General Plan received nearly 67,000 views.
- ➔ June saw decrease with monthly ridership at Vista Transit falling back below 10,000 passengers, but July was over 11,000 and August passed 13,000 riders.

Departments

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City Manager's Message

Staff often talk about how there are no slow times of the year anymore and that is certainly true of the past few months! The major issue that took quite a lot of staff time over the past few months was the acquisition of the Pueblo del Sol Country Club. The transition occurred relatively smoothly and the City officially took ownership on September 6. Paradigm Golf Group also began management of the course and clubhouse that day. You heard an update from staff and public comments on the pool at the golf course at the last work session, and staff will be working on some options for consideration.

Fall brings the start of our major event season and this year promises to be an exciting one with something for everyone to look forward to. The City kicked off the events calendar with our annual Oktoberfest which was a terrific success. Just over 28,000 people attended the two-day festival, and I hear we were down to the very last inches of beer in the last two kegs by the end of Saturday night. Most food vendors also sold out of their food by the end of the event. The addition of German beer this year was a huge hit, and our distributor assures us we'll be able to get even more next year (German beer is surprisingly hard to get!). The Special Events and Sports teams added multiple new events this year including a 5K hosted Saturday morning that welcomed over 170 participants, including people from Casa Grande and Phoenix, and other fun events such as keg rolling and beer stein holding contests. Well done to our staff for putting on another excellent event!

Also look out for upcoming events such as Vineyards in the Park at the annual Art in the Park event on October 5, the annual Veteran's Day Parade on November 11, and a full menu of Christmas activities once again starting in

Upcoming Council Meetings

(City Hall Council Chambers except where noted)

Oct. 8, 3:00 p.m. – Work Session

Oct. 10, 5:00 p.m. – Council Meeting

Oct. 22, 3:00 p.m. – Work Session

Oct. 24, 5:00 p.m. – Council Meeting

Nov. 12, 3:00 p.m. – Work Session

Nov. 14, 5:00 p.m. – Council Meeting

Nov. 26, 3:00 p.m. – Work Session

Nov. 28, 5:00 p.m. – Council Meeting

Offices will be closed on Monday, November 11, 2024 in observance of Veteran’s Day; and on Thursday, November 28th and Friday, November 29th in observance of Thanksgiving.

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December! It’s hard to believe the holidays are just around the corner once again.

Also regarding events, I want to commend the staff and thank our incredible local businesses for making the inaugural Hummingbird Month a resounding success. You are all Hummingbird Heroes, and I look forward to sharing more information about the success of the month’s events soon.

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 July and August 2024:

- **Animal Control:** Designed and produced flyers and posters for the September Super Paws adoption event. Staff also assisted with social media promotion of this event. Updated magnets and rack cards marketing licensing, leashing, and spay/neutering. Assisted with promotion of dog sleepover foster program.
- **Aquatics:** Updated various materials for The Cove's hours of operations and swim lessons. Designed marketing materials for a SCUBA class. Assisted with promotion of Tsunami Night. Assisted with the announcement of reduced hours due to a shortage of lifeguards.
- **City Clerk:** Assisted with miscellaneous updates to the City's website.



- **City Manager's Office:** Developed talking points for multiple speaking opportunities and completed flyers and online marketing of City Council Meet & Greets. Hosted the City's annual Spotlight Breakfast, which saw an attendance of 179 people. Staff assisted with photography and presentations, in addition to planning all event logistics and giveaway items. Communications staff also created a recent accomplishments booklet for the event.
- **Community Development:** Updated the Vista 2040 General Plan website in preparation for an ad campaign reminding residents to learn about the plan before casting their vote in November.
- **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 the promotion of Hummingbird Month in August, to include frequent social media posts, dedicated webpages, and ads. Supported the grand re-opening of the visitor center in July. Created articles and advertisements for economic development publications with a focus on opportunities at the airport and quality of life in the community.
- **Finance:** Completed a variety of internal signage for the department designed to improve the division's sense of identify and teamwork.
- **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 hummingbird month programs.
- **Henry F. Hauser Museum:** Assisted with promotion of the museum's grand re-opening to include marketing materials, earned media opportunities, advertisements, and displays at the museum.



- **Parks, Recreation & Special Events:** Designed materials for numerous programs and events. Drafted an article for the PDS golf course newsletter in advance of the City acquiring that property. Assisted with the development of a logo for the Sierra Vista Golf Center at Pueblo del Sol. Coordinated ad campaigns for several major events including the Hummingbird Triathlon and Oktoberfest. Took photos and b roll of requested programs.

- **Police:** Assisted with press releases, social media, and monthly traffic safety PSAs, as well as traffic trivia videos. Gathered footage of the SVPD's Citizen Police Academy activities both for internal and external uses. Assisted with communications and media relations associated with the visit of presidential candidate Donald Trump. Developed materials and advertised several events including Tip-a-Cop, National Night Out, the Bearcat Pull, and Coffee with a Cop.

- **Public Works:** Assisted with the development of a recycling survey and published recycling information in the City's print newsletter *Vistas*. Assisted with media coordination and communications associated with an update on the City's Buffalo Soldier Trail reconstruction project.

- **Sierra Vista Fire & Medical Services:** Produced marketing materials for the department's 9-11 remembrance ceremony. Assisted with various social media posts and videos. Updated the grief support materials.

Internal Communications. Communications staff has been supporting and assisting the establishment and activities of an internal communications task force for several months. In August, staff assisted with a City-wide survey to inform improvements to internal communications processes, to include visiting with teams throughout the City.

eNewsletter. The City's **weekly eNewsletter** is sent to more than 5,290 subscribers. Over the July-August period, the eNewsletters received an open rate of 43% with a 3% click rate. The industry averages are 40% 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 fall issue of **Vistas** was mailed to local residents the first week of September. This issue's cover story highlighted the expansion underway at the Nancy J. Brua Animal Care Center and other shelter news. This issue also covered the City's plans for the Sierra Vista Golf Center at Pueblo del Sol, SVF&MS Camp SPARK, and the museum's grand re-opening.

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.

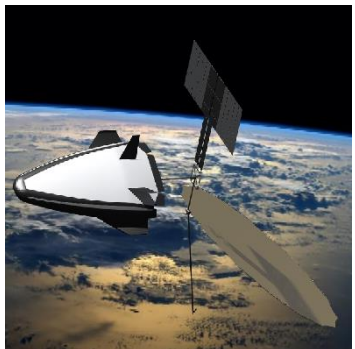
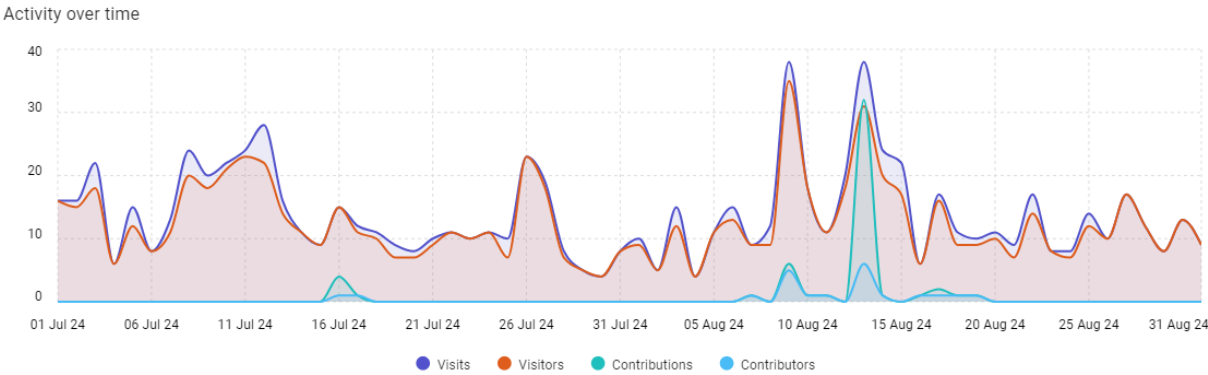
Website performance. The tables below share a snapshot of website data from July 1 through August 31, 2024.

| Website Visits, By City (top 10 cities) | |
|-----------------------------------------|---------|
| State | # Users |
| Sierra Vista | 18,432 |
| Phoenix | 8,415 |
| Las Vegas | 4,594 |
| Unlisted | 4,461 |
| Tempe | 2,942 |
| New York | 2,872 |
| Tucson | 1,994 |
| Southeast SV | 1,342 |
| San Jose | 1,295 |
| Los Angeles | 1,029 |

| Top Page Views | |
|---------------------------------|---------|
| Page Title | # Views |
| Home Page | 25,539 |
| The Cove Homepage | 9,907 |
| Pay Bills | 7,541 |
| Calendar (Fourth of July event) | 4,671 |
| Residential Trash/Sewer | 4,637 |
| Calendar Homepage | 4,241 |
| Animal Care Homepage | 4,097 |
| Employment Information | 4,085 |
| Open Swim | 3,885 |
| Trash/Sewer | 3,542 |

| Date Range | Users (thousands) | Sessions (thousands) | Page Views (thousands) | Average Duration |
|--------------------------|-------------------|----------------------|------------------------|------------------|
| July 1 – August 31, 2024 | 65 | 97 | 186 | 55 seconds |

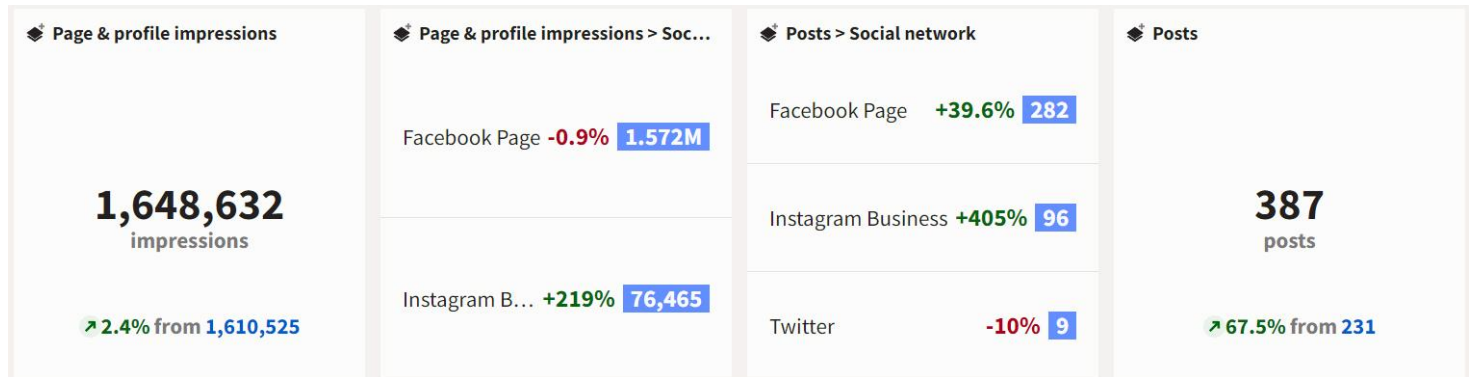
Engage. The **Engage.SierraVistaAZ.gov** website saw 856 total visits, 52 contributions, and 12 new registrations during July -August 2024. The graphic below is a Visitors Summary report from Engage.



Podcast. In July, the Let’s Talk Sierra Vista podcast featured BlackStar Orbital Technologies CEO Christopher Jannette and City of Sierra Vista Tourism and Economic Development Director Tony Boone. The episode discussed the company’s plans to create a spaceplane-satellite hybrid with an engineering and manufacturing facility located at the Sierra Vista Municipal Airport. It also detailed the City’s efforts to become a spaceport reentry site, enabling BlackStar and other potential users to use the airport for return trips from space. This episode has received 354 downloads as of Sept. 12.

Social Media. Social media posts for all 10 of the City’s social media pages on Facebook, Instagram, and Twitter (X), received 1.65 million impressions for the period of July-August 2024, which is up 2.4% from the same period in 2023. Total impressions on Facebook dropped by 0.9%, while impressions on Instagram rose by 219%. The number of posts across social media platforms rose by 67.5%, with a 405% increase on Instagram. This reflects an emphasis on leveraging Hootsuite to enable staff from other departments to provide posts and to share that content to Instagram, in addition to Facebook. Video views dropped by 85.2% (from

119,692 views to 17,751 views). This is due to two high performing videos in 2023. One was an ad video promoting the Vista 2040 General Plan that received nearly 67,000 views due largely to paid promotion and an organic video celebrating the retirement of SVF&MS Captain Dave Wilcox, which generated nearly 43,000 views. The actual number of videos posted only dropped by 2.9%.



The City’s **YouTube streaming** page, where Council meetings and work sessions are both streamed live and archived, has 432 subscribers.

| Date (2024) | Broadcast Description | Views |
|-------------|------------------------------|-------|
| July 8 | City Council Special Meeting | 924 |
| July 23 | City Council Work Session | 68 |
| July 25 | City Council Meeting | 123 |
| Aug. 6 | City Council Work Session | 156 |
| Aug. 8 | City Council Meeting | 152 |

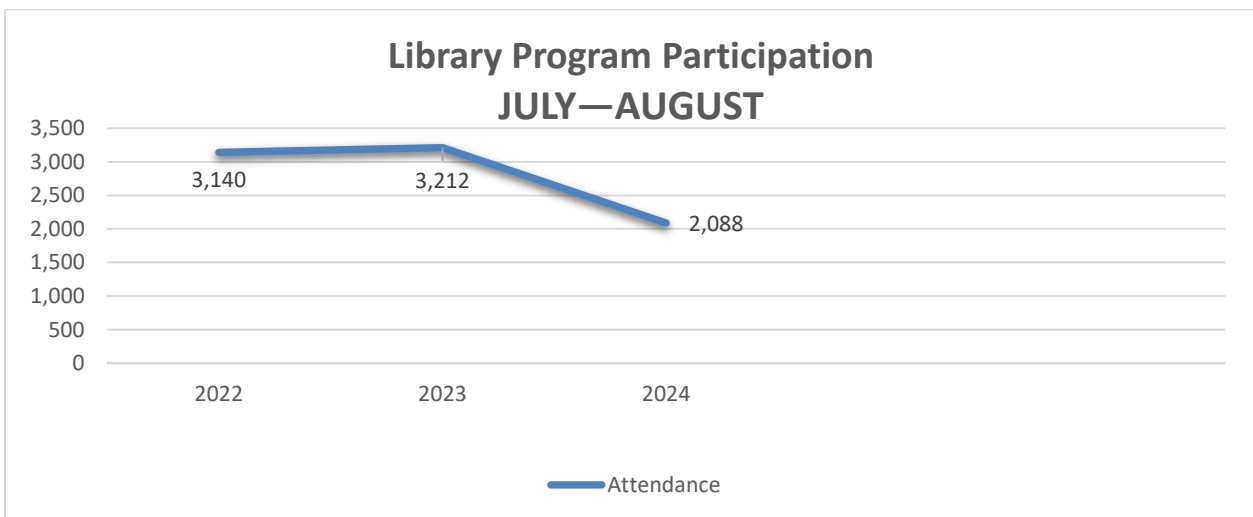
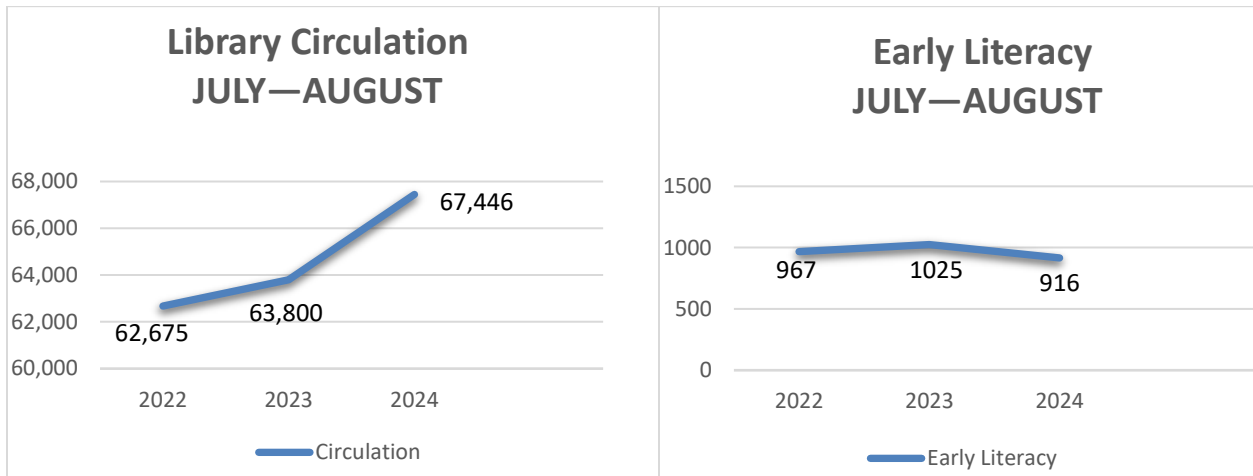
Multimedia Projects. Staff produced fewer multimedia communications projects in the July-August 2024 period due to the division’s Marketing Production Designer filling in on graphic design work until the full-time graphic designer position is filled. Projects included:

| Project | Media | Department |
|-----------------------------------|--------------|----------------|
| Traffic Safety Trivia Videos | Video | SVPD |
| Misc. Sports Program Photos/Broll | Photos/Broll | Sports |
| Podcast | Audio | Communications |
| Meeting Broadcasts | Livestream | City Council |
| Spotlight Breakfast | Photos | City Manager |
| Citizen Police Academy | Broll | SVPD |

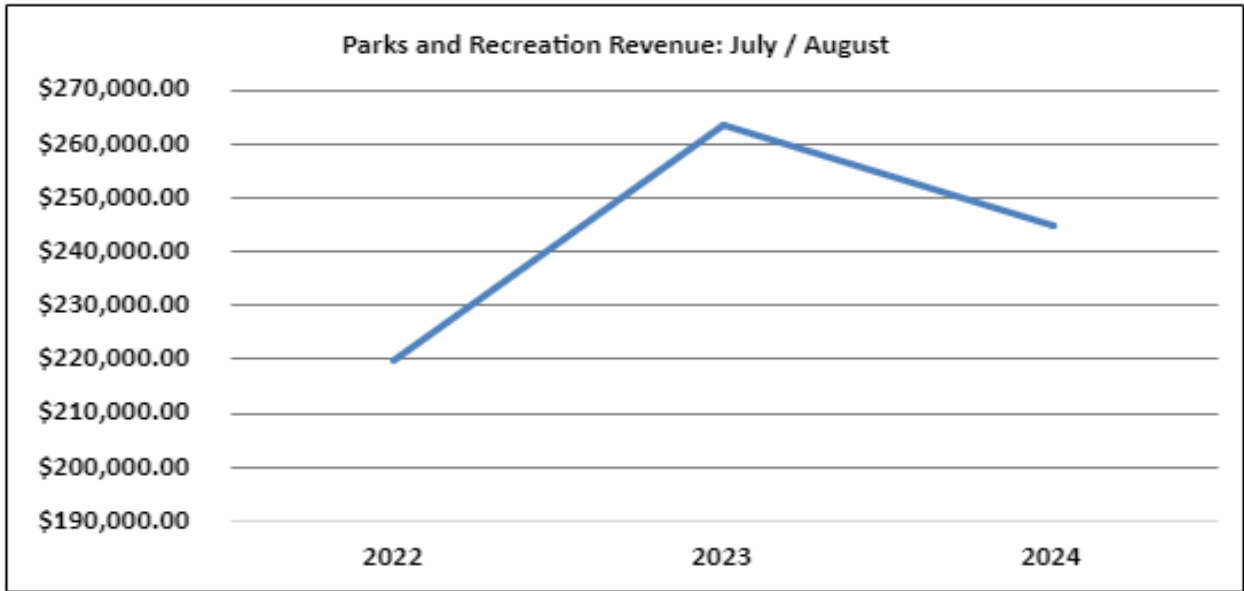
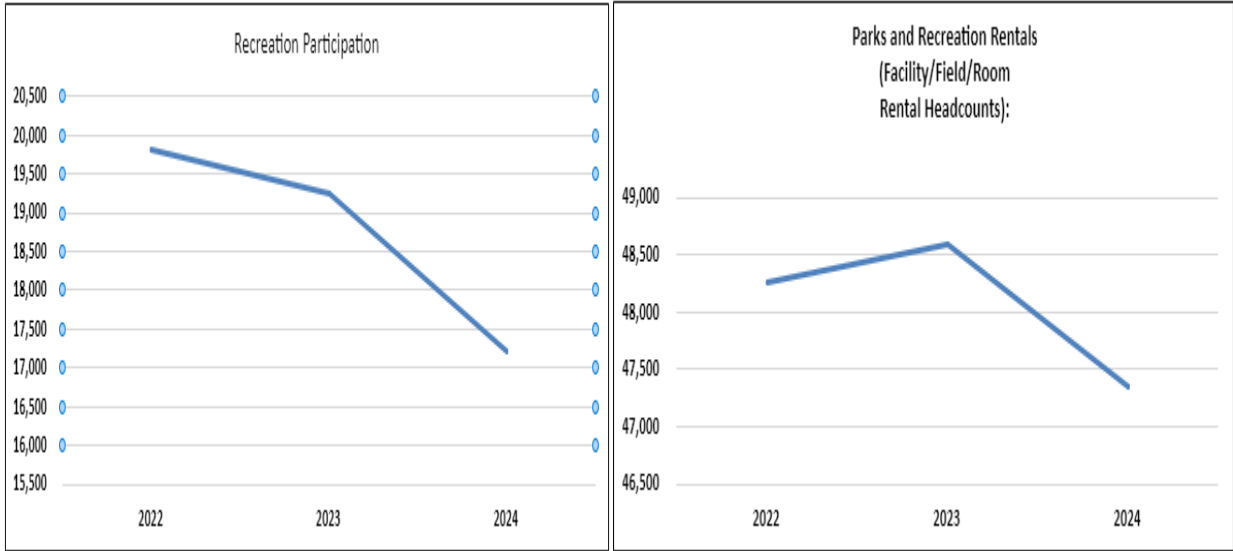
Department of Parks, Recreation, and Library

JULY—AUGUST 2024 Dashboard (Years: 2024 vs. 2023 vs. 2022)

| | |
|---------------------------------------------------|--------|
| Library Circulation: JULY—AUGUST | 72,688 |
| Library Program Participation: JULY—AUGUST | 2088 |
| Early Literacy Participation: JULY—AUGUST | 916 |



| | |
|----------------------------------------------------------|--------------|
| Parks & Recreation Participation: JULY–AUGUST | 17,206 |
| Parks & Recreation Rentals | 47,350 |
| Parks & Recreation Revenue: JULY–AUGUST | \$244,782.01 |



Child and Family Division’s “Southwest Saturday”.

The Child and Family Programming division hosted Southwest Saturday as part of the department’s Hummingbird Month celebration. The program featured a variety of hands-on activities, including a unique craft where participants created their own hummingbird perches. One of the event's highlights was a scavenger hunt through the library's botanical gardens, where visitors searched for hummingbirds hidden among the trees and bushes. Those who successfully completed the hunt were rewarded with a special prize, adding an extra layer of excitement. Attendees of all ages enjoyed classic backyard games in the courtyard such as cornhole, ladder ball, bucket ball, and four-in-a-row, fostering a fun and lively atmosphere. This free event for all-ages was a fantastic opportunity to connect with the community.



Henry F Hauser Museum OPEN For Business!

Over 60 community members were treated to a private opening for the newly renovated Henry F Hauser Museum, complete with a New Orleans Jazz Style Band and exquisite catering by West End Catering, on the evening of August 19th. Attendees not only enjoyed the music and food, but were able to tour the new space, which gives a glimpse of “Sierra Vista Through the Ages.” Exhibits include favorites from the early fossil records and prehistoric period, through the famed first McDonald’s drive-thru and City incorporation in the 1950’s. Curator Miller was on hand to answer direct questions and showcase the modern exhibit space and gift shop.



Exciting changes include new flooring, lighting, paint and proper museum-standard display cases. Perhaps most importantly, the space now boasts a children’s discovery area, consisting of a modern version of Fry’s Grocery Store, new computers, a reading area, and a popular fossil finding station. The updated museum, which is owed to a generous donation by the Sierra Vista Historical Society and a grant from the Tohono Odham Nation, is sleek and

clean, and ready for you to tour. The museum is open Monday-Friday, 10-5, Saturday 10-2, and is free to all participants. The museum hosts free monthly programs, including Dusk with the Dead, which will be happening in October and includes a tour of the Fry Pioneer Cemetery, complete with live actors.

Adaptive Adults Compete in the Library Olympics. Did you know about the local Library Olympics?!? It was a Friday night event for the "books" (see what we did there)? Participants in our Adaptive Adult Recreation Program competed in events such as the wild and wonderful book cart races, book stacking competitions (think book JENGA), the famous "scan and shelf", as well as pool noodle javelin throwing in the meeting rooms. The winning team received special "Library Olympic" medals, made by staff. Special shout out to our librarian, Susan, for creating this terrifically cool and fun event. Thank you to all the athletes who competed, and we hope to see you again next year at the Library Olympics!



1st Hummingbird Celebration Month A Success! The entire Parks, Recreation and Library Department successfully celebrated its 1st annual Hummingbird Celebration Month this August and is swiftly pivoting to fall events such as Oktoberfest and Halloween as the cooler weather closes in. We thank everyone who attended over 20 events throughout the department, including cooking classes, art workshops, story times, and even a triathlon!

Manager Emily Duchon accepted the proclamation from Mayor McCaa in late July, declaring the City of Sierra Vista the hummingbird capital and August it's special month due to the hummingbird's pattern of migration through this area. Members of the Southwest Wings Birding Festival were also in attendance to receive the recognition.



Thank you to the teams in Economic Development and Marketing, who aided in designing logos, created the "Hummingbird Heroes" designation, and recruited local businesses to participate in the special month for the City. Our community's businesses were a central key to success with Hummingbird Month, and we look forward to working with them again in 2025!

End of Summer at the Cove. During the month of July, the Cove was still in its summer hours and offered open swim daily, aerobic classes, youth swim lessons, a Tsunami Night, lap swim, and lastly splash time.

Open swim is one of the most attended programs with a total of 8,419 people of all ages who attended in July. Once the Sierra Vista Unified School District goes back to school in August a decrease was seen in attendance, which is expected in open swim with a total of 1,844. In July, lap swim had a total of 1,306 attendees and a total of 1,095 attendees in the month of August. To wrap up youth swim lessons in July, we had 269 children ranging from 6 months old to 17 years of age.



Closing our The Cove's summer season with a Tsunami Night on July 26th, 633 people enjoyed pizza, music, and soda. We had 407 people pay at the door and 226 people who purchased their tickets prior to the event.

Sports Programming. Our popular Summer PeeWee Sports Camp for little ones ended on July 13th. There were 16 participants in that session, and everyone had a great time! Our August 3rd camp had 19 participants. We look forward to continuing this program in the future.



The Fall Recreation Soccer program that is partnered with Coronado Athletic Club is scheduled to begin its season in mid-September. There are more than 700 registered participants. That's a great turnout for the community!

The Fall Adult Softball league began in early August. This season, 11 Men's teams and 10 Coed teams registered.

The Summer Adult Basketball League concluded on August 9th. There were 11 teams participating this year!

Archery Session 4 began on August 10th. Between the basic and advanced levels, there are 27 participants.

Summer Mini Camps.

Football Camp ran from July 8th – July 21st. There were 22 registered participants.

July Introduction to Archery ran the 22nd and 23rd. We maxed out the participation with 17 kids!

Our Summer Kickball Camp ran July 29th and 30th. There were 27 registered participants.

Tournaments. Our partners at Sierra Vista Little League hosted the Little League Baseball Majors Division District tournament at Stone Fields in Sierra Vista from July 1st through July 8th.

They also hosted the extremely popular Little League Baseball Majors Division State Tournament in the same location. The tournament started July 15th and ran through July 25th. There were 14 teams representing different districts from all over the state which brought a lot of new folks to Sierra Vista who stayed in our hotels and supported local businesses for more than a week.

Despite the rain delays, the feedback was extremely positive, and folks loved the weather and hospitality!

Fourth of July Celebration. On July 3rd and 4th, staff supported the Rotary Club for another great July 3rd Street Dance and 57th Annual 4th of July Celebration! The event was enjoyed by many in the community with food, music, and entertainment all day long in Veterans Memorial Park. The firework ground and aerial display went off from the Sports Complex and was amazing.

Summer Favorites



Summer Concerts in the Park. The Summer Concerts in the Park had a total of eight bands this year and an estimated 2,000 in attendance! Great weather and great entertainment were enjoyed by all who attended. Staff would like to thank the following bands who entertained community members with their music: Bipolar Weather, Cowboy Poetry, Desert Swing, JEMM, King Crowdaddy and the Mudbugs, Psilobots, and Desert Fever. Concerts in the Park will resume October 3rd.

Dine a Night. On July 11th, we had 10 people join us at Pizzeria Mimosa restaurant. On August 8th, we had 11 people join us at the Brite Spot. This group seems to enjoy meeting new people and experienced great food and great fun!

Christmas in July. July 20th, Christmas in July Bazaar had 31 vendors out displaying their wares and approximately 400 people in attendance.

Wine Tour. The wine tour this summer took us to Willcox! We had a total of 24 participants who enjoyed wine tastings at Golden Rule, Bodega Pierce and Coronado Vineyards. Good times had by all!

Hummingbird Hunt *NEW*. On August 10th and 24th, to celebrate Hummingbird Month, staff transported two vans of interested birders who participated in a Hummingbird Hunt! Birders were taken to the San Pedro River and Ramsey Canyon to experience gorgeous landscapes and beautiful hummingbirds.



Coming Soon!

Veterans Day Parade and Ceremony

Date: Monday, November 11

Location: Fry Blvd and Veterans Memorial Park

Senior Holiday Dinner

Date: Tuesday, November 12

Located: Ethel Berger Center located at 2950 E Tacoma Street.

Time: 4pm – 6:30pm

Tree Lighting and Holiday Market

December 6-7

Location: Veterans Memorial Park

Time: Dec 6- 4:00pm-11pm

Time: Dec 7- 11am-9:00pm

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), originally \$850,000 and later revised to \$543,400 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. The grant amount was revised at the request of BLM to remove federal partner work, such as monitoring performed by the U.S. Geological Survey (USGS). Other mechanisms will be used to help fund that work. Staff is awaiting word on whether the revised application was successful.

Foundation for America's Public Lands, BLM, \$300,000 per year for three years with no match – An application was submitted in early August to assist with monitoring and survey costs for the USGS in support of the modeling work being done by the Cochise Conservation and Recharge Network and the Adaptive Management Committee. On September 12th, it was announced that the application was successful and a total of \$1,500,000 had been awarded to the City, the Friends of the San Pedro River, and the Borderlands Restoration Network.

Fort Huachuca cooperative agreement, Upper San Pedro Partnership support funds, \$100,000 per year for five years with no match – In early August, staff submitted an application to Fort Huachuca for funding to help support the operations of the Upper San Pedro Partnership. The application was successful, and the funds will be delivered to the City, acting as the fiscal agent of the USPP. Without a dedicated funding source, the available balance of USPP funds has been declining for several years. The infusion of funds from Fort Huachuca will help to provide operational funds to assist with upkeep of the Web-Based Hydrologic Information Portal, monitoring work, and water mitigation project implementation.

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 during a visit in early September 2024, Congressman Ciscomani confirmed that an additional \$7.0M to fund more phases has been submitted as part of the federal budget package.

Streets

Monsoon. After 2023's "nonsoon", the 2024 monsoon season ended up delivering quite a bit of rainfall to our area and it is not quite done yet. Monsoon season runs from June 15th through September 30th, and most of Sierra Vista's annual rainfall total typically occurs within those three months. The 2023 monsoon season recorded a paltry average of three inches of rain in the Sierra Vista area. By comparison, the 2024 monsoon season has seen an average of between seven and eight inches thus far with three weeks still remaining in this year's season. Rainfall totals did

show more variability across the City this year, with some areas being hit hard in particular storms while other areas received very little or no rain. However, City infrastructure generally fared very well, and save for some clean-up work, no major problems were encountered.

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. The scheduled start date for the project was April 28th, but pavement work has not yet begun. In a disappointing update from ADOT at the August 15th SVMPO Technical Advisory Committee meeting, regional staff indicated that the paving work through Sierra Vista had been delayed from this fall to next spring due to temperatures being too cold for nighttime work. Staff had a follow-up conversation with ADOT after the meeting to discuss potential options, including shifting the segment through Sierra Vista from nighttime to daytime work. Although ADOT is looking into options, it is not clear if any changes can be made at this point. ADOT is aware that the roadway is deteriorating rapidly and may not make it through the winter. More information about the project can be found on the project website here: [State Route 90: Border Patrol Station to Moson Rd. | Department of Transportation \(azdot.gov\)](#)

Airport



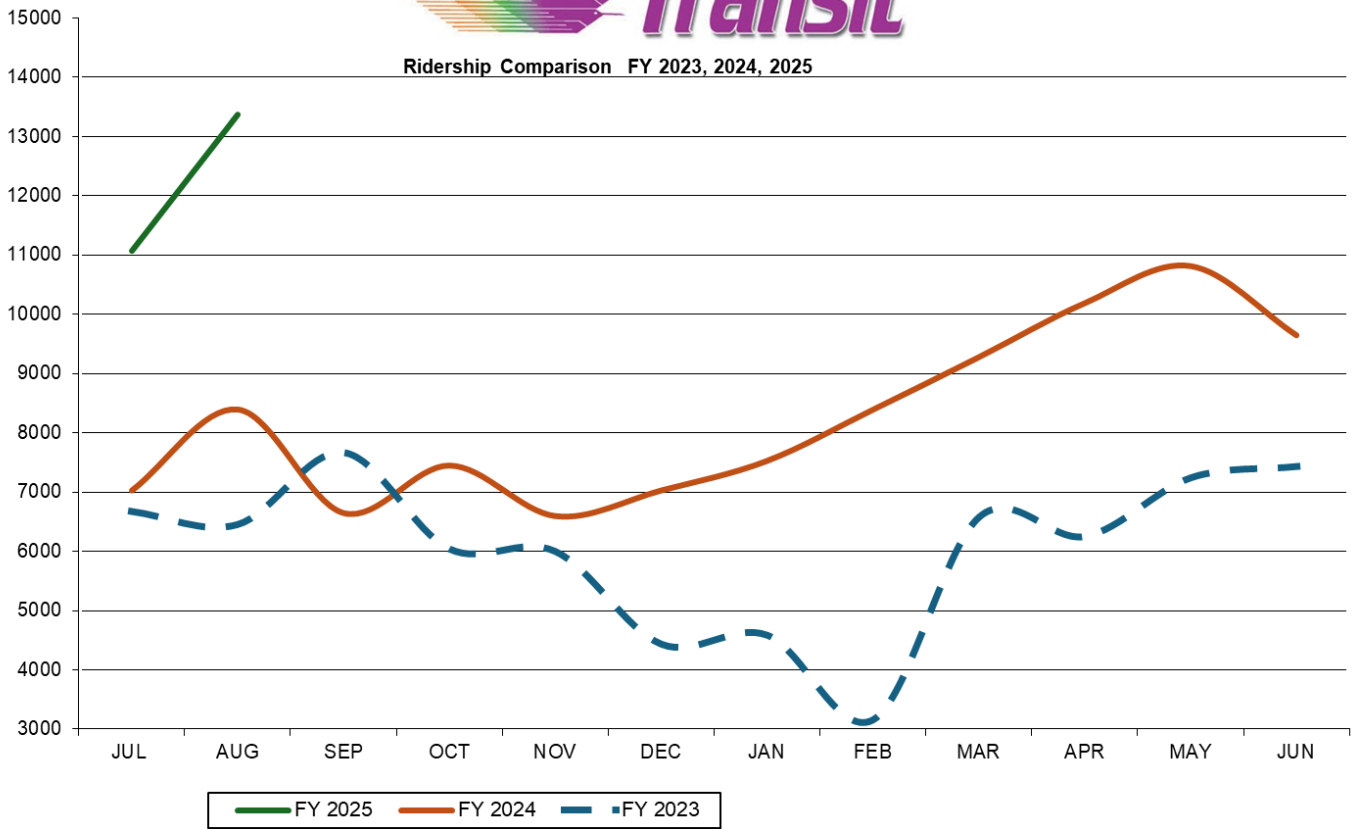
Dignitary Visits. A smaller but important part of airport operations is helping to facilitate dignitary visits to the area. Both J.D. Vance and Donald Trump flew into the Sierra Vista Municipal Airport recently which required close coordination with local, state, and federal entities to provide a safe environment as well as aviation ground support. The visits also had to be coordinated with local tenants to help minimize disruptions to their work or travel plans. Airport operations ran smoothly during the visits, and Airport Technician Wayne Durham received a challenge coin from the Secret Service in recognition of his efforts. Great job, Wayne!

Airport Capital Improvement Plan (ACIP). The ACIP was submitted to both the Federal Aviation Administration and the Arizona Department of Transportation in late July. The ACIP is a 5-year planning document to help prioritize projects at the airfield. Since a 10-year master planning effort is currently underway, the ACIP consists primarily of pavement maintenance projects for now, since the FAA has indicated that any new construction projects will need to wait until the master plan update has been completed. However, the pavement maintenance projects are still exciting opportunities for the airport, and if funded, federal and state funds would cover over 95% of the total project cost.

Transit

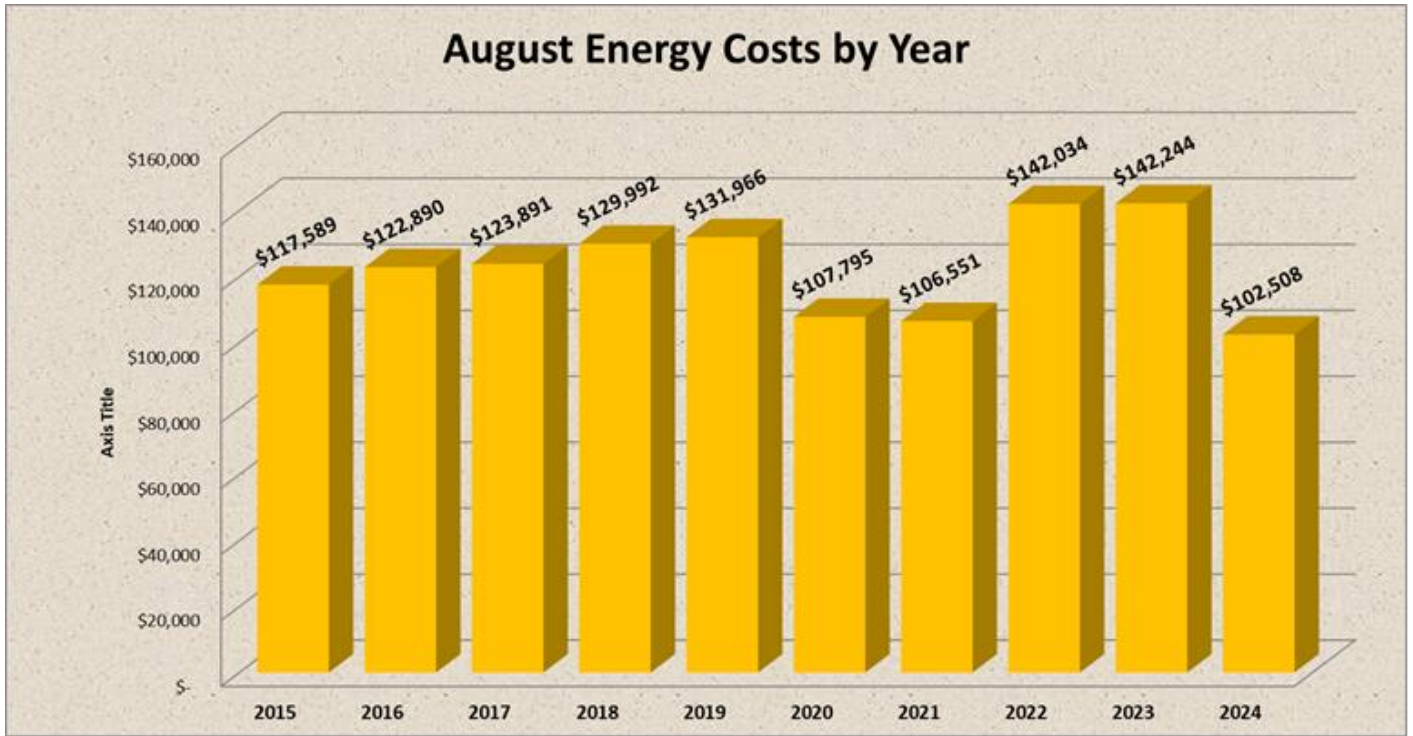
Federal Transit Administration Visit. Thanks to the efforts of Justin Hembree and Karen Lamberton with the Sierra Vista Metropolitan Planning Organization, two staff each from both the Federal Transit Administration and the Arizona Department of Transportation were in Sierra Vista on Friday, August 30th for both a tour of the Transit Center and a meeting with SVMPO and City staff. The visit was not a compliance meeting and was instead an opportunity for everyone to meet each other in-person and for the new ADOT and FTA staff members to visit Sierra Vista for the first time. Our guests indicated that they enjoyed their visit and would like to come back again in the future. The nearest FTA offices are in California, so it is rare for them to be available to visit smaller agencies such as Sierra Vista, and this visit was the first of its kind for our area.

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 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 July was over 11,000 and August passed 13,000 riders. Although the increase in ridership is a positive from a community mobility perspective, it has resulted in standing room only on buses at times and a very full paratransit schedule. As a whole, paratransit demand in FY24 increased by almost 40% over FY23. The introduction of a second pink line route is planned for September, pending staff availability.



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 August 2022 and 2023 when the cost adjustor was high, the City was paying an additional \$40,000 per month in electricity. August 2024 meanwhile had the lowest monthly cost during the last ten years, to include COVID during which some City facilities were closed.



Engineering

State Route 90 Sewer Repair. Work is currently underway to install a bypass for a major sewer line under State Route 90. The existing line has a dip and some other structural issues, and repairing the line is not feasible due to the age and condition of the pipe. In addition, the existing line has a manhole in the middle of a median on State Route 90 which is unsafe for maintenance crews to access due to the narrow width of the median and the volume of traffic on the adjacent roadway. The project has been delayed somewhat by repeated rainstorms which have filled the area with stormwater, but the project is currently on-track to be completed in November.



Commissions

Transportation. The Transportation Commission currently has a full contingent of five members. For its October meeting, the commission is planning a field trip to the Transit Center to learn more about Vista Transit. Meetings are usually held at 3:30 p.m. in the Second Floor Conference Room at City Hall, and the October meeting will follow this same schedule just with a different location.

Environmental Stewardship. The Environmental Stewardship Commission also has a full contingent of five members. For its August meeting, the commission did a field trip to the Environmental Operations Park. Three commission members were able to join four City staff members on the tour, and those in attendance indicated they learned a lot on the tour. The commission is also in the final stages of releasing their recycling survey and will have a booth at Vineyards in the Park to help publicize the survey. The commission recently updated the recycling

section of the City’s website, and updated recycling opportunities can be found here: <https://www.sierravistaaz.gov/our-city/departments/public-works/recycling/recycling-opportunities>

Tourism and Economic Development

Economic Framework Strategy Development

Mayor and Council have formally adopted the six objectives and staff continues to work to activate these objectives. The framework objectives were not entirely captured within the new strategic plan and 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. Economic Development staff continues to work with Community Development to share the West End Partnership Grant opportunity with west end businesses and prospective businesses. Staff assisted and discussed the grant opportunity with new west end business Alien Pups Grooming, as well as Julie & Sammy's for their potential expansion.

Maximize Economic Impact of the Municipal Airport. Staff continues to work with Launch on Demand on the Spaceport Feasibility study for the potential spaceport re-entry Part 433 licensure. The feasibility study has reached 60% completion as of the August 6th meeting, with no indication of a negative outcome. The full study is still on track to be completed in October with a presentation to Fort Huachuca leadership and Council scheduled for October 8th.

Staff continues to engage with BlackStar Orbital and is happy to share that the company's CTO, Kit Carson, and his family have successfully relocated to Sierra Vista. CEO Chris Jeanette gave a successful brief at the July 9th Good Morning Sierra Vista. Staff coordinated a two-page advertisement focused on the spaceport and innovation that can be viewed at - https://bit.ly/fdiallianceint_summer_issue_2024_sierra_vista

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. Nothing significant to report this period.

Economic Development Activities and Key Engagements. Bludot engagement software reports that so far this year staff has completed 2,083 total activities and engaged with 1,766 businesses out of 3,088. Here is how we are engaging.

Sky Islands Regional Partnership (SIRP) Engagements

Staff attended the Moonshot Rural Arizona state pitch competition in support of our Sierra Vista winner, Adam Mayer, founder and CEO of AIGM. Adam did a great job and gave a great pitch, but unfortunately did not win. He was, however, selected as the next tech-based business for the UACI Sponsored Launch Program. The City will share the cost of the sponsorship for AIGM through UACI's incubator program with the Sky Islands Foundation. Staff look forward to receiving one more briefing from Port 194, the first tech-based business selected as a sponsored launch winner, as they approach the end of their year of sponsorship in November. Staff also supported ribbons cuttings and grand re-openings at Spruce and Sky, Haven Health, and Gunny's Barbecue.



University of Arizona Center for Innovation

August 19 at 3:01 PM · 🌐



Congrats to Artificial Intelligence Game Master (AIGM) for winning the UACI Sponsored Launch, powered by the City of Sierra Vista and the Sky Islands Foundation! 🎉 They'll receive a year of incubation support to advance their AI-driven tabletop games.

Thank you to our partners and selection committee for making this possible. Together, we're driving innovation and economic growth in Southern Arizona! 🌟

#Innovation #AI #Gaming #UACI #CityofSierraVista #SkyIslandsFoundation #TechStartup



SEAZ Hispanic Chamber Partnerships

Staff continues to engage with the business members of the SEAZ Hispanic Chamber and attended two Chamber mixer events receiving updates from the City of Benson and Huachuca City.

SBDC and SBA Partnerships

Economic development staff continue to work with the Cochise SBDC on business engagement walks with local businesses and is working on plans for a 2024 Women in Business Conference on October 15th. Plans are also beginning for next year's DECA District competition.

Staff supported two AZ SBA VBOC Boots to Business classes, one for soldiers and family members on Ft. Huachuca and one new program specifically targeting military spouses held off the installation and hosted by Cochise College. There were several entrepreneurs interested in establishing a business locally upon their separation of service.

AREDF Partnerships

Staff participated in a tour of Ft. Huachuca hosted by the AREDF for members of Arizona Association for Economic Development. The event brought several economic developers from across the state to Sierra Vista to tour the Fort and gain a better understanding of the impact of military installations to their local communities. The event concluded with a mixer sponsored by Allo Fiber at Tombstone Brewing West End.

New Business

Staff distributed 25 donation boxes to various businesses and organizations throughout Sierra Vista and Cochise County. The total amount raised from city facilities and the hummingbird basket auction at the Visitor's Center re-opening totaled \$131.24. Businesses should be submitting their donations directly to SABO and we look forward to hearing the total raised by our Hummingbird Heros.

Staff also supported one courtesy inspection, four zoning compliance inspections, three pre-submittal development meetings and two DRC meetings for new development approvals. The City's inaugural summer internship opportunity has concluded. Of the 6 interns selected, one is now employed full-time as a CSR at the OYCC, and one has extended her tenure in Community Development until the end of the year. Interns completed a short exit survey to provide feedback on their experiences. All rated their experiences highly, stated they would consider City employment in the future, and felt that it was an experience that helped prepare them for future employment.

"I liked that I was able to gain work experience. As a high school student, I have found it hard to get a job."

"The team I worked under built the confidence to make headway for growing my professional experience."

"I loved meeting all the incredible staff and would love to continue to help improve the City of Sierra Vista."

"The TED department truly provided a wonderful internship experience that I hope will continue into the future."

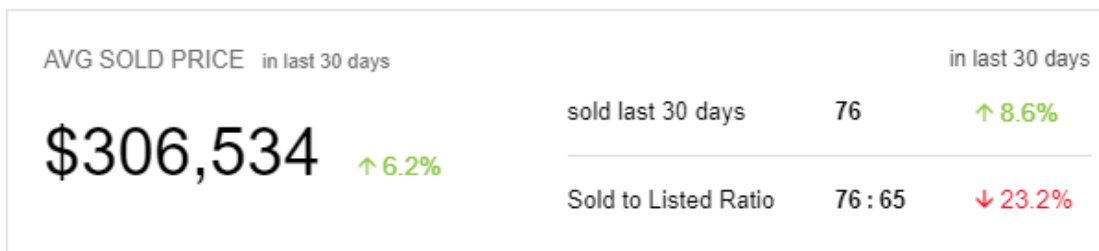
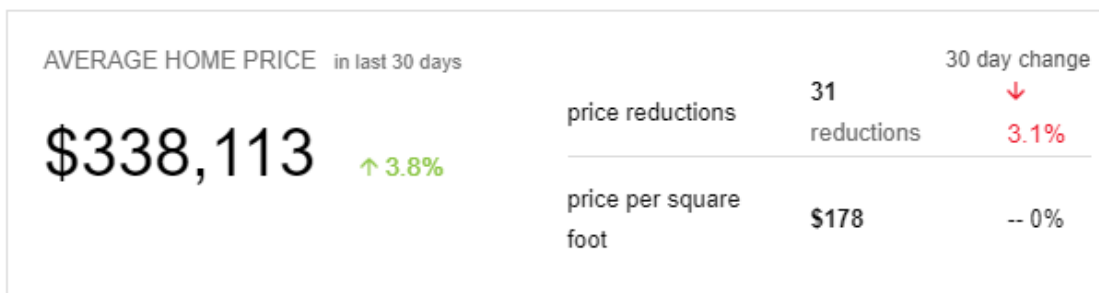
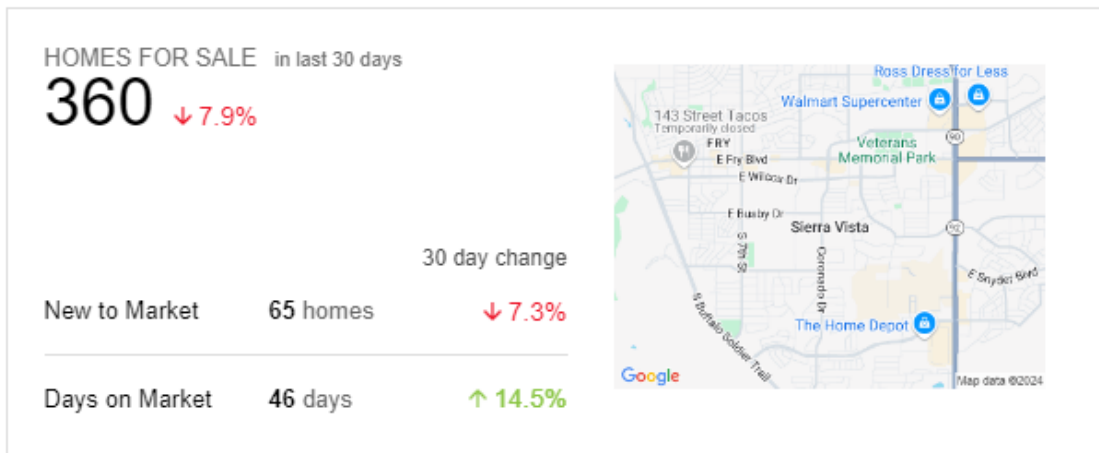
Staff is looking forward to meeting with department directors and managers to gather their feedback and inputs for the future of the program.

Economic Development Commission. The Economic Development Commission met on August 14th and selected the 2024-2025 business recognition program winners. Recognition of the 2024 minority-owned business of the year will take place at the September 12th city council meeting. Staff will meet with Dean Packard, Chair of the Commission, on September 19th to discuss the commissions insight and finalization of a city economic development SWOT analysis. This analysis will serve as the basis for further discussion and development of an updated plan for prosperity at the next commission meeting, scheduled for Sept. 27th.

Jobs Report. The latest jobs report from AZ@Work shows 1042 vacant positions across Cochise County with 373 being in Sierra Vista, and 262 on or in direct support of Ft. Huachuca. Jobs in high demand on the Fort continue to be primarily in the information technology, cyber, and intelligence industries. In Sierra Vista nearly 46% of available jobs are direct care jobs within the medical field. Job vacancies in education remain the second highest, at almost 23%.

Housing Report. According to the August end of the month real estate report courtesy of Long Realty, the number of homes for sale is down while the number of days on the market is up.

Average list price and sold price are both up however price adjustments and reductions are being reported more frequently in the past 30 days, also representing a change from this time last year.



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

Nothing significant to report this period.

Initiative 14.4: Conduct Feasibility study for a regional convention center This initiative has been overcome by the acquisition of the Sierra Vista Golf Center @ PDS. Staff have met with a structural engineer as well as an architect to identify the potential concepts to open up the golf center’s clubhouse to accommodate additional people for events, dinners, and other meetings.

Tourism Commission. The Tourism Commission is scheduled to meet November 4th at 1pm in the Oscar Yrun Community Center Conference Room. They will continue discussion of short term, mid-term, and long-term projects as well as upcoming community tourism events. They recently in July finalized volunteer work for Grand Re-Opening of the Visitor Center and the Southwest Wings Summer Festival.

Staff worked in tandem with the commissioners and manned a booth at the Southwest Wings Festival.



Advertising- Print and Social Media. In July, staff put in an application with the Arizona Office of Tourism to participate in their Co-Op Program, where AOT pays for 50% of a DMO's ad selection. This year, staff made new selections for Google Ads, *San Diego Magazine*, Cactus League Digital Destination Guide in *USAToday.com*, *AMERICA Journal*, and Content Creator Evaluator from HypeAuditor. In August staff received word that they received all ads that were applied for. The Content Creator Evaluator was a deal, offered at no cost, and gives staff the ability to see the analytics of influencers to help determine audiences they may reach in advertising with an influencer.

In July, staff also launched a blog called Exploring Sierra Vista, with the hopes of reaching different audiences on Facebook and Instagram. The blog features itineraries, firsthand accounts of activities and events the city puts on, and advertising for upcoming events.

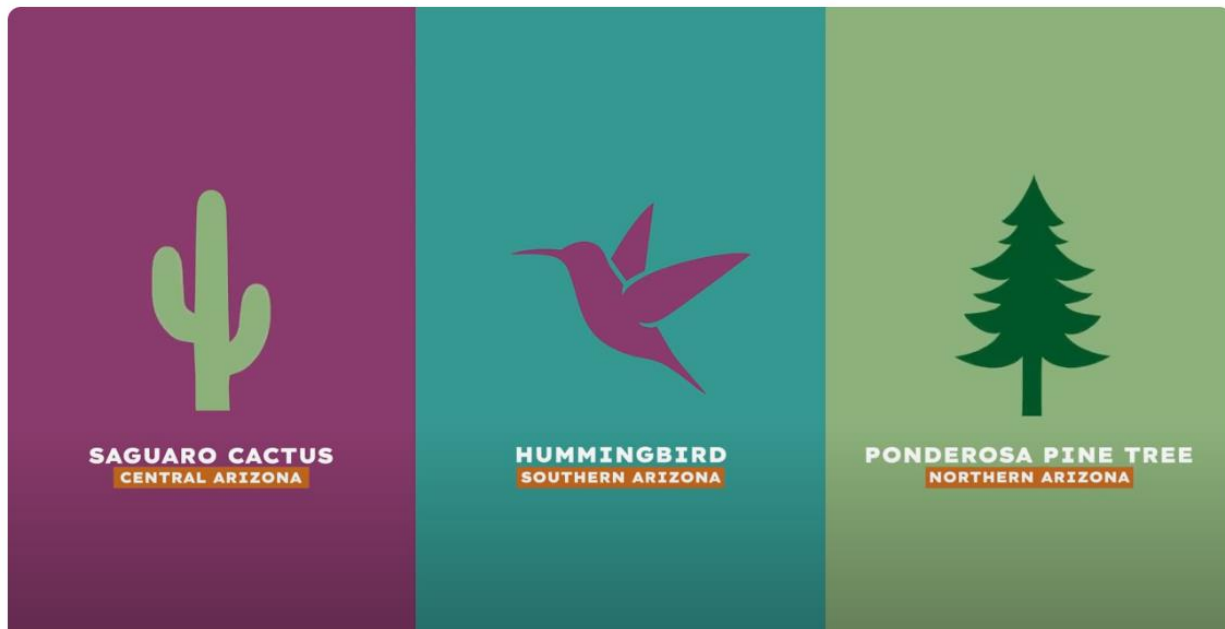
Visitor Center. At the end of July, staff hosted the Grand Re-Opening of the Visitor Center. Turnout was successful, with at least 70 individuals showing up. The Hispanic Chamber and Sky Islands Regional Partnership showed their support at the event.





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 August, staff saw 193 downloads of the app.

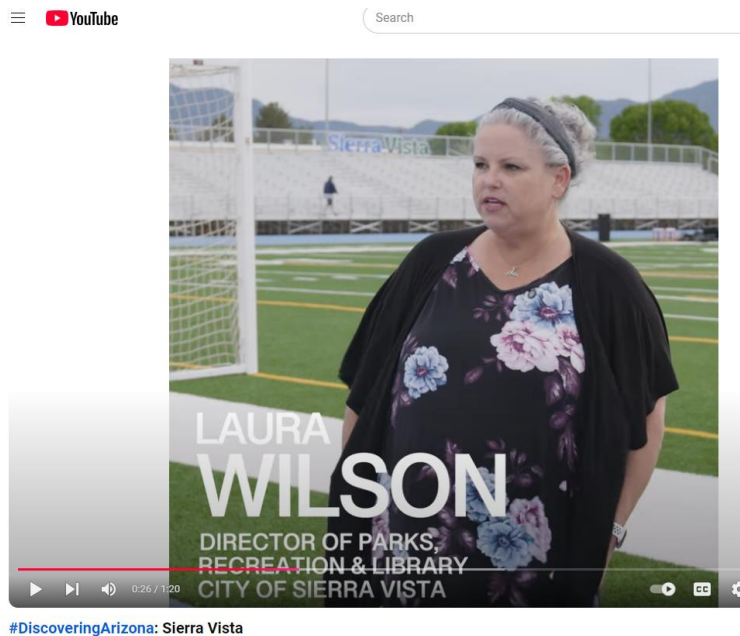
Governor’s Conference on Tourism. In August, staff attended the Govern’s Conference on Tourism. Staff took this opportunity to learn more about AI in tourism, sports tourism, micro-influencers, and wellness tourism. At GCOT, AOT revealed the new logo for Arizona and AOT that city staff supported by coordinating a listen session in Sierra Vista. One version of the logo features a hummingbird in homage to Sierra Vista being the hummingbird capital of Arizona. The video explanation can be watched: <https://www.youtube.com/watch?v=rvJAgVQ-AQ0>



ARIZONA
VisitArizona.com



Tourism Staff coordinated with AOT on their Discovering Arizona campaign with the City of Sierra Vista video highlighting our Parks, Recreation, and Library Sports Division and the community - Check out the Video. <https://www.youtube.com/watch?v=k2sO4U2G0fo>





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 and ended in August. The campaign ran around the itineraries and blog posts put out from Sydney Rasmussen's visit to Cochise County back in April. The campaign received the following analytics:

- Impressions: 306,000
- Engagement rate: 28% (industry average is 8-12%)
- Link clicks: 5,300 (approx.. 2,000 of these were to explorecochise.com)

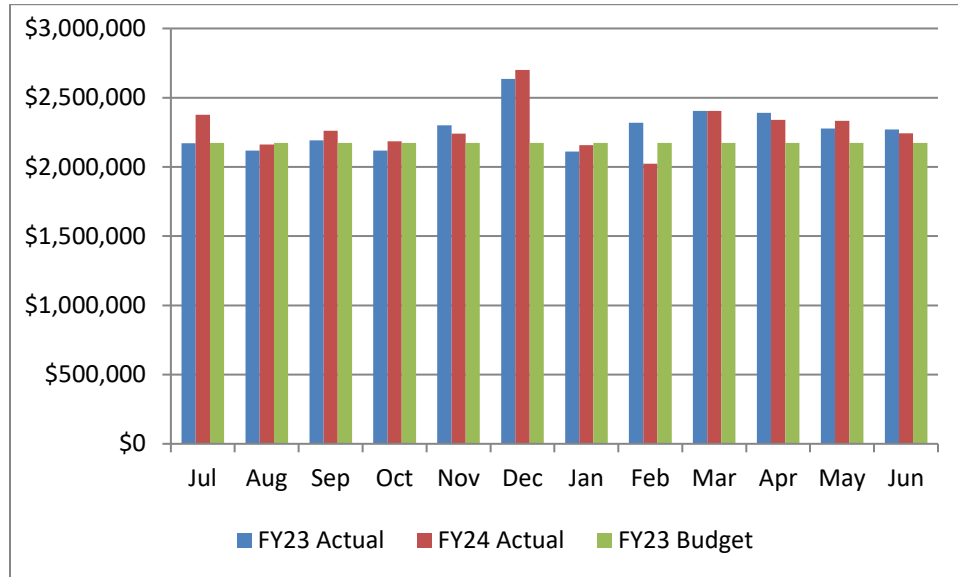
Staff applied for the Arizona Office of Tourism Co-Op for CCTEC and took a focus on history, RV, culture, and arts to further represent all cities and towns in Cochise County. Notably, staff applied to ads for AZ RV guide, Smithsonian, *Sojern*, and *True West*. Staff was informed in August that they got all ads that were applied for and have begun to meet deadlines.

Benson City Council Visit: August 12, 2024. Staff traveled to Benson on August 12th to go before Benson's City Council and propose a return for Benson to CCTEC. Benson City Council voted to pass this motion and Benson has begun the process to rejoin CCTEC.

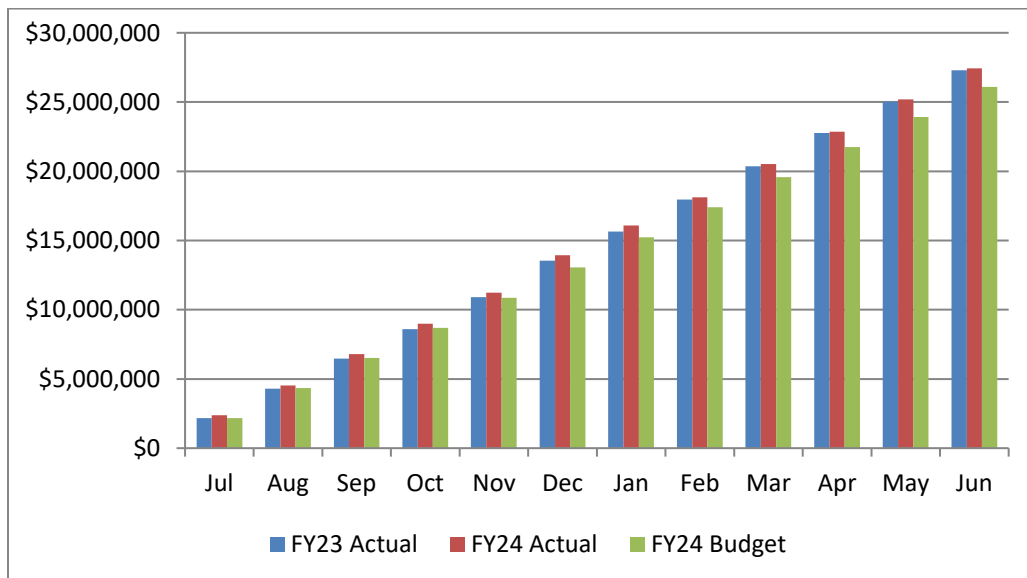
Administration

Sales Tax Collection. Gross privilege tax collections were down \$26,219, or 1.16%, for June over last fiscal year.

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



For Fiscal Year 2024, collections were up \$124,595, or 0.46%, over last fiscal year and \$1,335,062, or 5.12% over budget. The chart below provides a monthly comparison of FY24 actual, FY24 budget, and FY23 for the Fiscal Year.



| Description | Jul-23 | Aug-23 | Sep-23 | Oct-23 | Nov-23 | Dec-23 | Jan-24 | Feb-24 | Mar-24 | Apr-24 | May-24 | Jun-24 |
|----------------------------------|--------------|------------|--------------|--------------|--------------|--------------|------------|-------------|--------------|--------------|--------------|--------------|
| Utilities | 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 | 100,414.59 |
| Communications | 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 | 21,182.60 |
| Publication | 680.95 | 801.86 | 718.61 | 1,012.55 | 435.47 | 614.07 | 801.75 | 738.46 | 667.25 | 618.88 | 737.19 | 652.37 |
| Restaurant & Bar | 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 | 267,280.32 |
| Contracting - Prime | 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 | 107,850.14 |
| Retail Sales | 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 | 1,012,942.66 |
| Use Tax Purchases | (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 | 68,108.46 |
| Use Tax from inventory | 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 | 2,654.36 |
| Residential Rental | 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 | 50,415.27 |
| Retail Food for home consumption | 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 | 304,574.54 |
| Commercial Rental | 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 | 30,240.05 |
| Tangible Property Rental | 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 | 29,384.68 |
| Extended Stay | 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 | 86,213.81 |
| Online sales | 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 | 130,741.29 |
| Other | 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 | 30,511.16 |

Community Development

Council Approvals. On August 8, 2024, the City Council approved a 30-day public comment period on a proposed text amendment to amend the operating hours of marijuana facilities from 9:00 a.m. to 7:00 p.m. to 8:00 a.m. to 10:00 p.m. The application was initiated by Formula 420 dba Trulieve of Sierra Vista. The implementing ordinance was approved by Council on September 12, 2024.

Development Review Committee (DRC). On August 9, 2024, the DRC approved two site plan applications:

| Applicant | Use | Location | Site Area |
|---------------|----------------------------------------------------------------------------|--------------------------------------------------|------------|
| BH DevCo, LLC | 28,000 sq. ft. warehouse facility (Project Summer) | SE Corner of N. Commerce Dr. and N. Columbo Ave. | 8.35 Acres |
| Taryrn McGann | Demolition and rebuild of 2,556 sq. ft. quick serve restaurant (Taco Bell) | 3920 E Fry Blvd | 1.36 Acres |

Commission Meetings. The Commission on Disabilities Issues (CoDI) and the Neighborhood Commission did not meet due to quorum issues. Regular meetings will resume now that the Commissions are back to full membership after recent Council appointments.

Citizenserve Implementation. Staff is working with the implementation team at Citizenserve to customize a comprehensive, public facing, online, community development software application that will handle processing and payments for planning and zoning, right-of-way and building permits, code enforcement cases, business licensing applications and renewals, and customer tracking. We are in the process of completing the scanning of the Department’s archive files, which will be made available online. The software will improve the management and reporting of active cases, improve customer service, and increase government transparency.

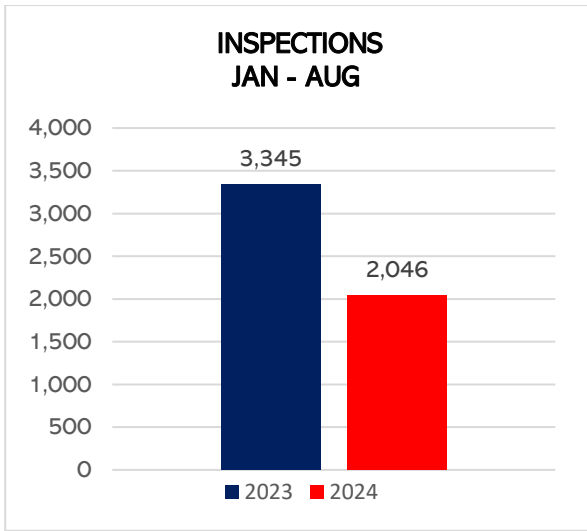
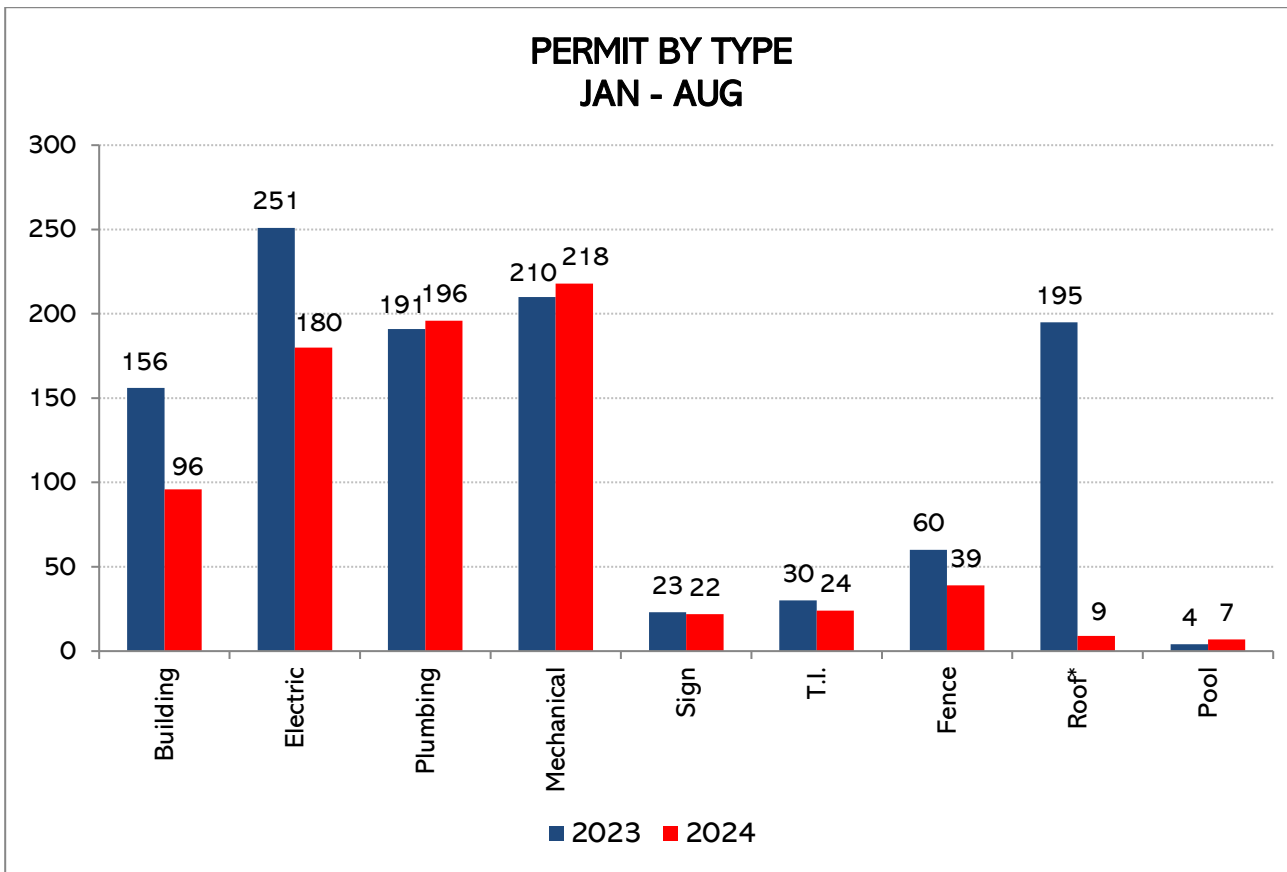
Building & Inspection Services

The following projects were reviewed/inspected/completed during July/August 2024:

| PLANS UNDER REVIEW | | |
|---------------------------------------------------------|----------------------|------------------------|
| PROJECT NAME | PROJECT TYPE | PROJECT ADDRESS |
| Do8it - repair collapsed building | Tenant Improvement | 650 E. Wilcox Dr |
| Haws & Haws | Commercial New | 10778095C |
| SBA Structures Inc.- remove & replace existing antennas | Cell Tower | 1300 Fort Avenue |
| S.V. Public School - Shed | Accessory Commercial | 5225 Buena School 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 |
| Good 2 Go | Commercial New | 2632 E Fry Blvd |

| Park Professional Building Remodel 2nd Floor | Tenant Improvement | 2700 E Fry Blvd |
|---------------------------------------------------------|-------------------------|-----------------------------|
| Project Summer-Crossroads Commerce Center | Commercial New | 4795 Industry Drive |
| PERMIT ISSUED/UNDER CONSTRUCTION | | |
| PROJECT NAME | PROJECT TYPE | PROJECT ADDRESS |
| 550 W Fry | Tenant Improvement | 550 W Fry Blvd |
| Allo | Accessory Commercial | 1011 N Coronado Ave |
| American Leadership Academy - Field House | Commercial New | 4400 E. Buffalo Soldier Tr. |
| Avvenirre LLC | Tenant Improvement | 936 E Fry Blvd |
| Boys & Girls Clubs | Tenant Improvement | 1746 Paseo San Luis |
| 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 |
| Comfort Inn - electrical changes | Tenant Improvement | 3500 E Fry Blvd |
| COSV Animal Care Center | Commercial New | 6799 E. Highway 90 |
| Deer Creek RV Park | Tenant Improvement | 733 S Deer Creek |
| Economic Technologies LLC | Tenant Improvement | 1048 E Fry Blvd |
| EMS Substation | Cell Tower New | 2155 S 7th St |
| Event Center Renovation | Commercial New | 302 El Camino Real 01 |
| Garden Ave & Fry Improvements | Addition - Commercial | 1011 N Coronado Ave |
| Highland Woods Stairs | Tenant Improvement | 555 N 7th St |
| Jackson Dental | Tenant Improvement | 1906 S Highway 92 |
| Medical Office | Tenant Improvement | 2250 El Mercado Loop |
| Pepsi | Commercial Addition | 175 West Kayetan |
| Popeyes Chicken | Commercial New | 467 E. Hwy 90 |
| QT Quality Tight - Grant | Electrical - Commercial | 164 E Fry Blvd |
| Sierra Suites Elevators | Tenant Improvement | 391 E Fry Blvd |
| Sierra Vista Methodist Church | Tenant Improvement | 3225 St. Andrews Drive |
| Sierra Vista Surgical Center | Commercial New | 1940 E Wilcox Dr |
| SVRHC Office Complex LLC | Commercial New | 302 El Camino Real 01 |
| Taco Bell | Commercial New | 3920 E Fry Blvd |
| U-Box | Commercial New | 2011 E Fry Blvd |
| Westwood Village Apartments | HVAC - Commercial | 201 N Garden Ave |
| 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 |
| Divided Homes Façade | Addition - Commercial | 3827 S. Highway 92 |
| Leawood Loop House - Electrical Improvements | Tenant Improvement | 2685 Leawood Loop |
| Panda Express Hood | Tenant Improvement | 480 Highway 90 A1 |
| Proposed Transformer Stepdown to 120/240V to Power Shed | 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 |
| US Towers 433 | Cell Tower | 532 Suffolk Drive |

| | | |
|-------------------------------------------------------|----------------------|-----------------------------|
| Veteran's Park - Restrooms | Accessory Commercial | 3405 E Fry Blvd |
| 140 W Fry Blvd | Tenant Improvement | 140 W Fry Blvd |
| ALA - Admin Building/TCO ISSUED | Commercial New | 4400 E. Buffalo Soldier Tr. |
| ALA - Classrooms/TCO ISSUED | Commercial New | 4400 E. Buffalo Soldier Tr. |
| Burger King | Tenant Improvement | 415 N Highway 90 |
| Casa del Sol - Fire sprinklers in new buildings | Tenant Improvement | 1020 S Carmichael Ave |
| Cochise Medical Office Park LLC | Tenant Improvement | 5151 E Highway 90 |
| Coldstone Creamery | Tenant Improvement | 480 N Highway 90 Ste A1 |
| Coronado Cochise Venture LLC | Tenant Improvement | 2387 E Fry Blvd |
| Fry's Food - Fire Sprinkler System | Tenant Improvement | 4351 E Highway 90 |
| Gyfted Creations | Tenant Improvement | 209 W Fry Blvd |
| Haven Health - Fire System | Tenant Improvement | 660 N Coronado Drive |
| Hummingbird Assisted Living - Kitchen Hood | Tenant Improvement | 2047 Highway 92 |
| Marshall's | Tenant Improvement | 629 N Highway 90 |
| Northrop Gruman | Tenant Improvement | 4067 Enterprise Way |
| Rothery Sports Complex - Fire Alarm | Tenant Improvement | 3305 Est Fry Blvd |
| Sierra Vista Regional Health Center Inc | Tenant Improvement | 5700 E Highway 90 |
| SV Flowers & Gifts | Reroof - Commercial | 1400 East Fry Blvd |
| Tractor Supply | Tenant Improvement | 4860 E Highway 90 |
| Walmart Village at Charleston Crossing - Ansul system | Tenant Improvement | 480 N Highway 90 - A1 |



CONSTRUCTION TRENDS (JAN - AUG)

| 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 | 8,257 |

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

Code Enforcement

As documented in the following table, Code Enforcement handled 186 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 | 12 | SHOPPING CARTS LEFT ON ROADWAY |
| 150.25.4 | ALLEYWAY MAINTENANCE | 5 | OVERGROWTH, OBSTRUCTION, DEBRIS INTERFERING WITH USE OF ALLEYWAY |
| 150.23.3 | ANIMAL WASTE | 4 | EXCESSIVE ANIMAL WASTE ON PRIVATE PROPERTY |
| 150.23.20 | BLIGHT | 13 | UNSIGHTLY, UNSAFE, OR UNSANITARY CONDITIONS |
| 150.23.14 | CLEAR VISION | 3 | OBSTRUCTING CORNER VISIBILITY |
| 150.24.A | ILLEGAL DUMPING | 3 | DEPOSITING LITTER OR DEBRIS ON ANY LAND |
| 150.23.17 | INOPERATIVE VEHICLE | 7 | NO REGISTRATION, FLAT TIRES, DISABLED MOTOR |
| 150.25.5 | OVERGROWTH | 90 | TALL GRASS & WEEDS (OVER 12") |
| 91.11.B.1 | RIGHT-OF-WAY ENCROACHMENT | 7 | OBSTRUCTION, NON-PERMITTED IMPROVEMENT IN PUBLIC RIGHT-OF-WAY |
| 150.12 | ROOF DRAINAGE | 1 | WATER DRAINING FROM ROOF IMPACTING NEIGHBORING PROPERTY |
| 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 |
| 150.10.006 | SIGN VIOLATION | 2 | NONCONFORMING ELECTRONIC SIGNS |
| 150.25.10 | SWIMMING POOL | 4 | GREEN AND STAGNANT POOL |
| 71.02 | TRAILER PARKING | 4 | EXTENDED PARKING TRAILER OR RV ON PUBLIC STREET |
| 150.18 (A) | UNSAFE STRUCTURE | 1 | UNFIT FOR HUMAN HABITATION/STRUCTURALLY COMPROMISED |
| 150.10 | WATER LINE BREAK | 1 | WATER SUPPLY LINE IN NEED OF REPAIR |
| TOTAL | | 186 | |

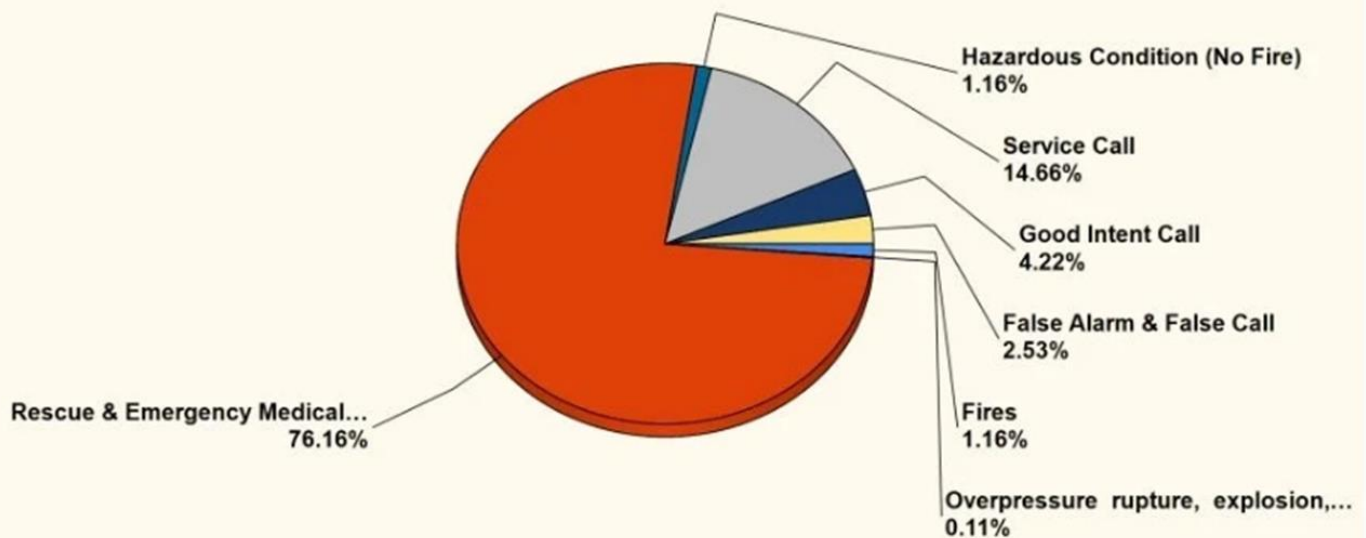


Unsafe Building at 373 Short Street being Demolished pursuant to Court Order. All costs of abatement, including inspection fees, plus allowable interest, will be assessed as a lien against the property.

Sierra Vista Fire and Medical Services (SVFMS)

Calls for service in July

952



| | |
|-----|----------------------|
| 722 | EMS calls |
| 140 | Service calls |
| 40 | Good Intent |
| 26 | False Alarm |
| 12 | Hazardous Condition |
| 11 | Fires |
| 1 | Overpressure Rupture |

2

Top 10 calls for Service



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

The top 10 represent 68% of all the calls for service

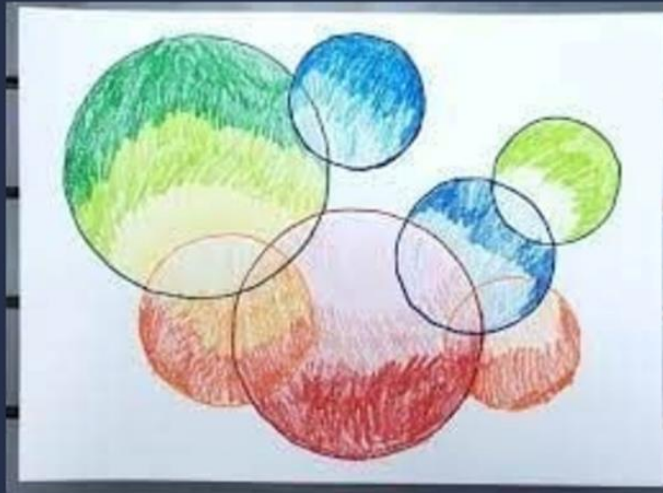
Total Calls per Apparatus



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

Overlap

SVFMS had 679 calls that overlapped during the month. This represented 71.62% of the monthly call volume.



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

S201 Stats

Top 10 calls in S201's area



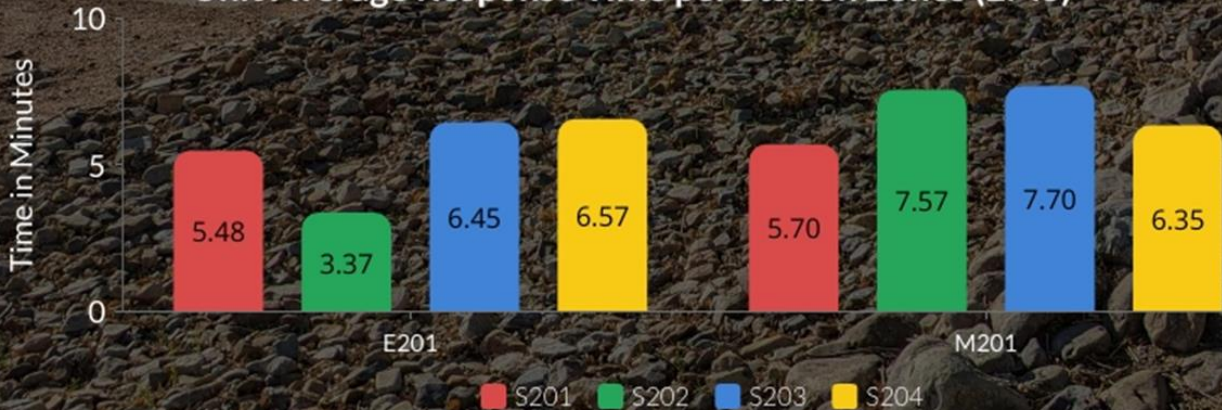
- Breathing Problem
- Sick Person
- Fall Injury
- Altered LOC
- Chest Pain
- Snake Removal
- Fire Alarm
- Lift Assist
- Abdominal Pain
- Bleeding

There were 348 calls for service in S201's area

This is 36.5% of the total calls for July

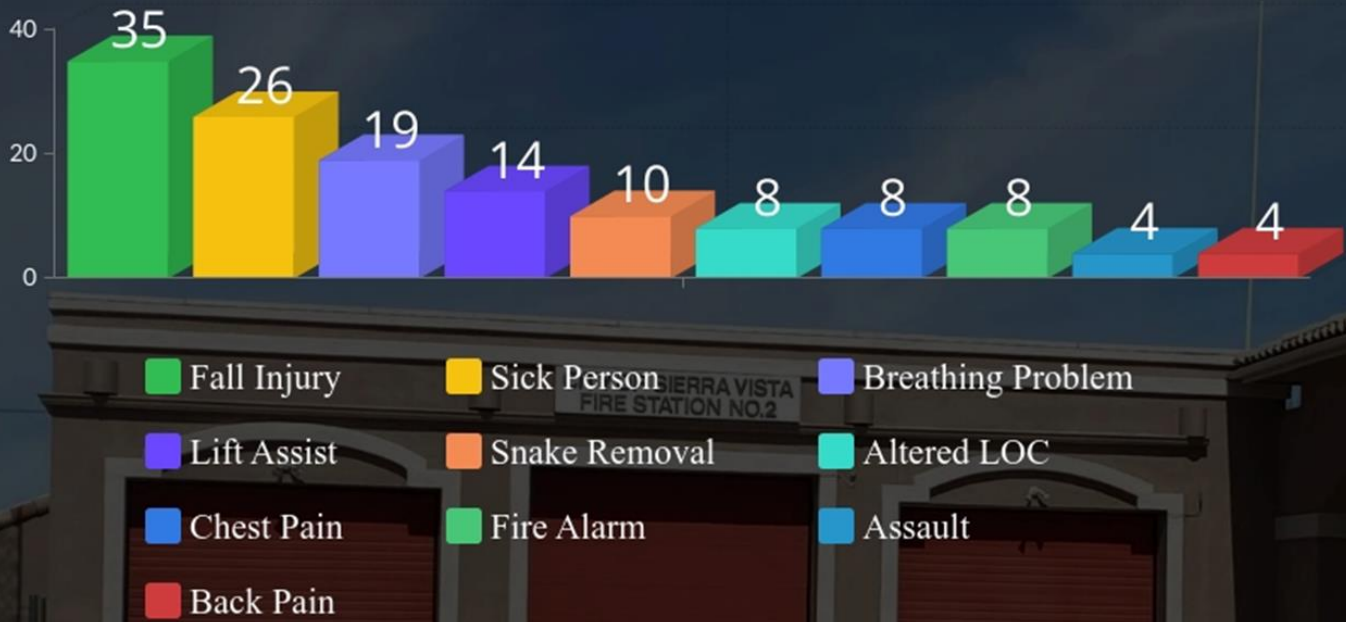
There were an average of 11.2 calls/day in S201's zones

Unit Average Response Time per Station Zones (EMS)



S202 Stats

Top 10 calls in S202's area

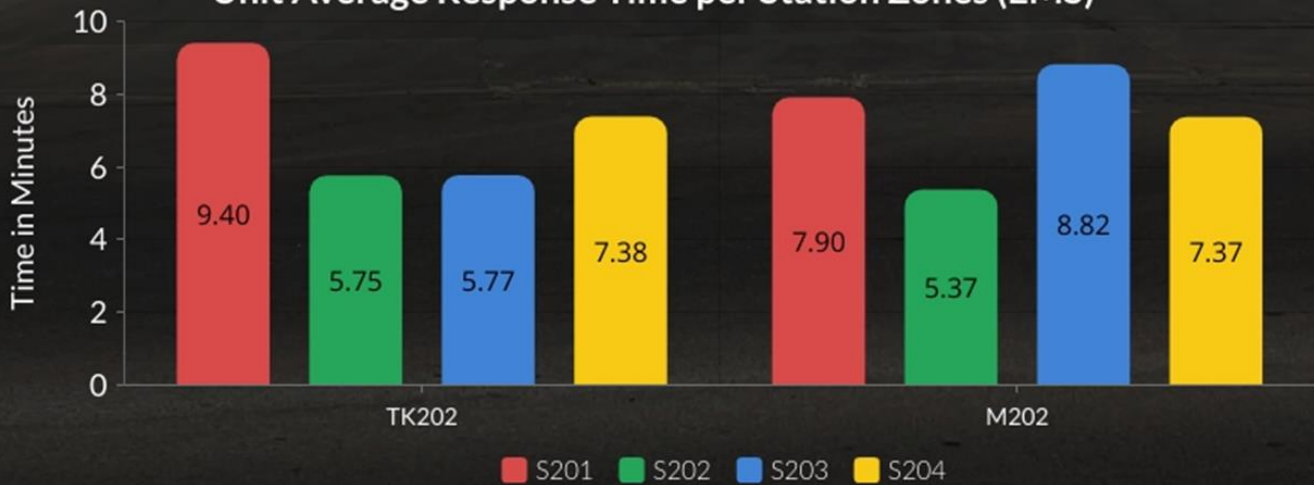


There were 182 calls for service in S202's area.

This is 19% of the total calls for July

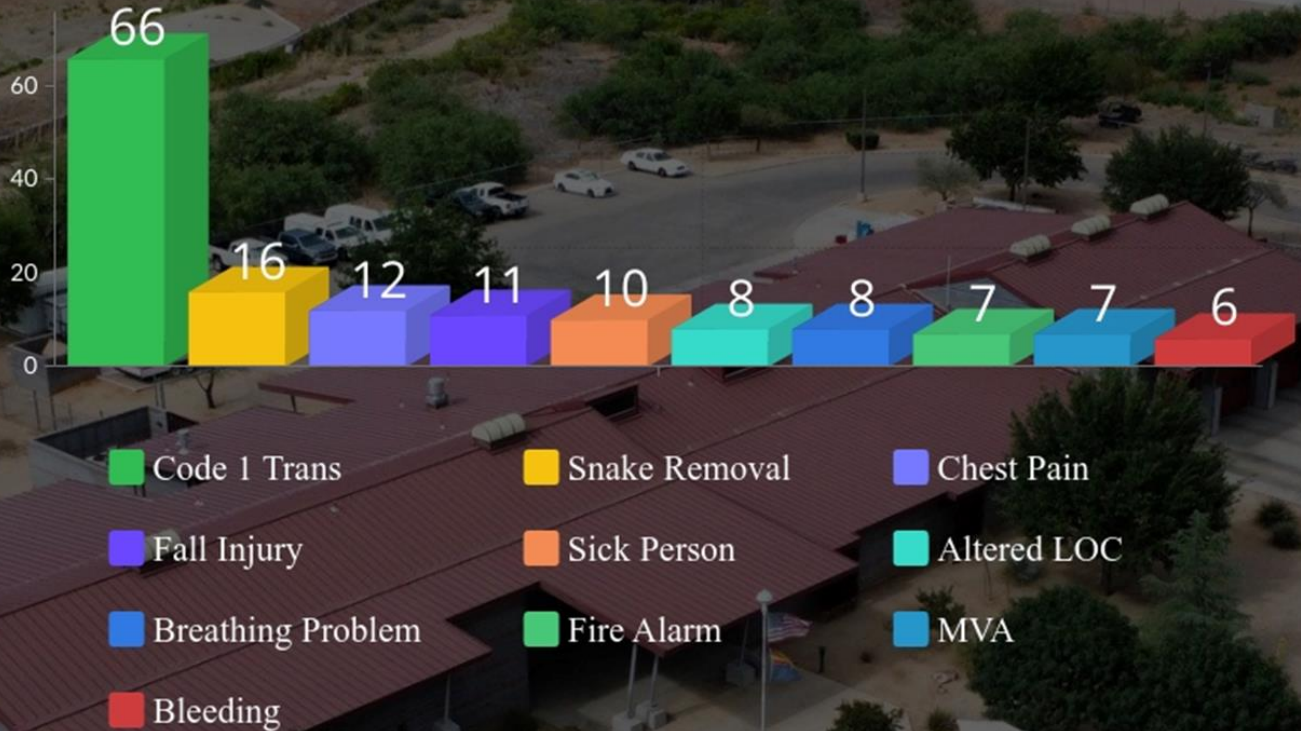
There were an average of 5.8 calls/day in S202's zones

Unit Average Response Time per Station Zones (EMS)



S203 Stats

Top 10 calls in S203's area



There were 180 calls for service in S203's area

This is 18.9% of the total calls for July

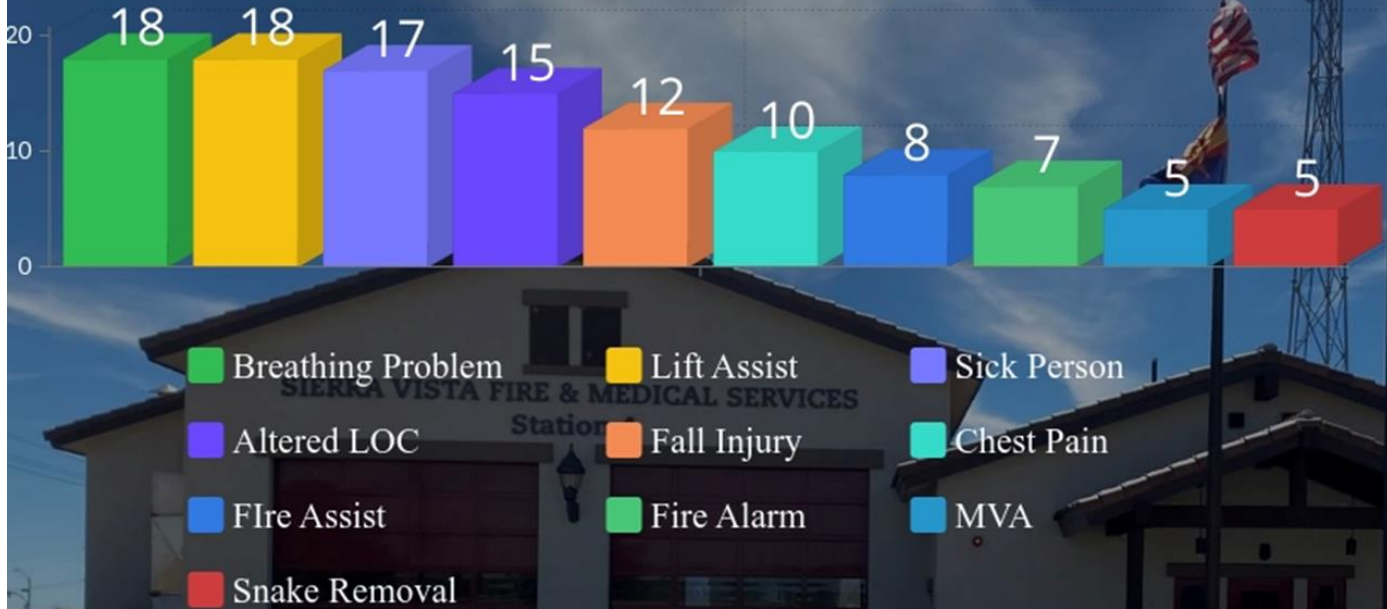
There were an average of 5.8 calls/day S203's zones

Unit Average Response Time per Station Zones (EMS)



S204 Stats

Top 10 calls in S204's area

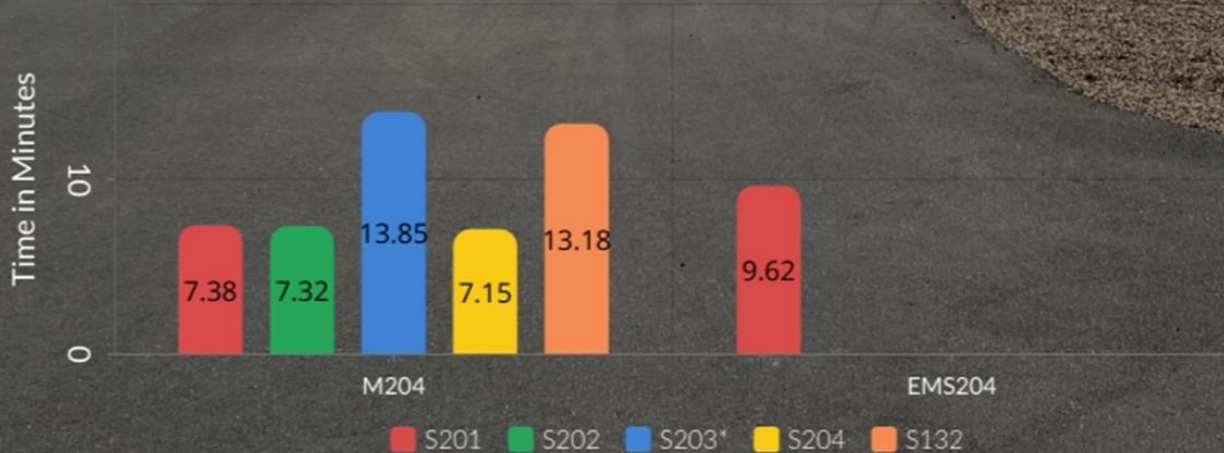


There were 154 calls for service in S204's area

This is 16.1% of the total calls for July

There were an average of 4.9 calls/day in S204's zones

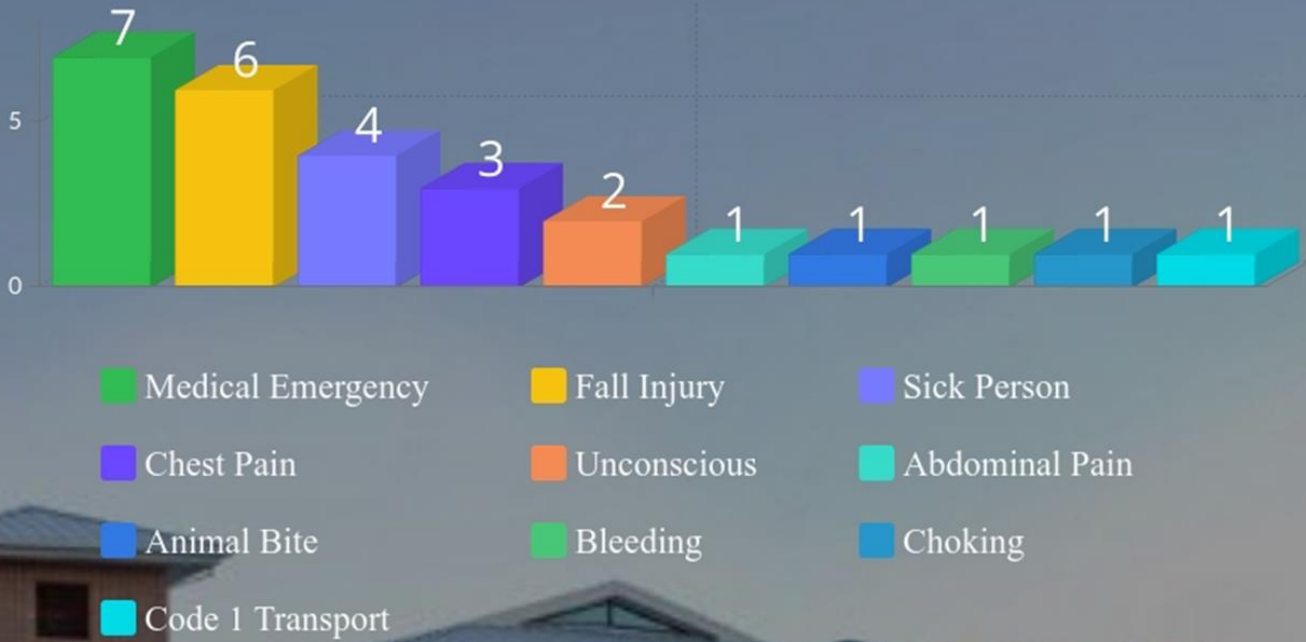
Unit Average Response Time per Station Zones (EMS)



*this time includes Code 1 Transports

S205/S206 Stats

Top calls in S205/S206's area

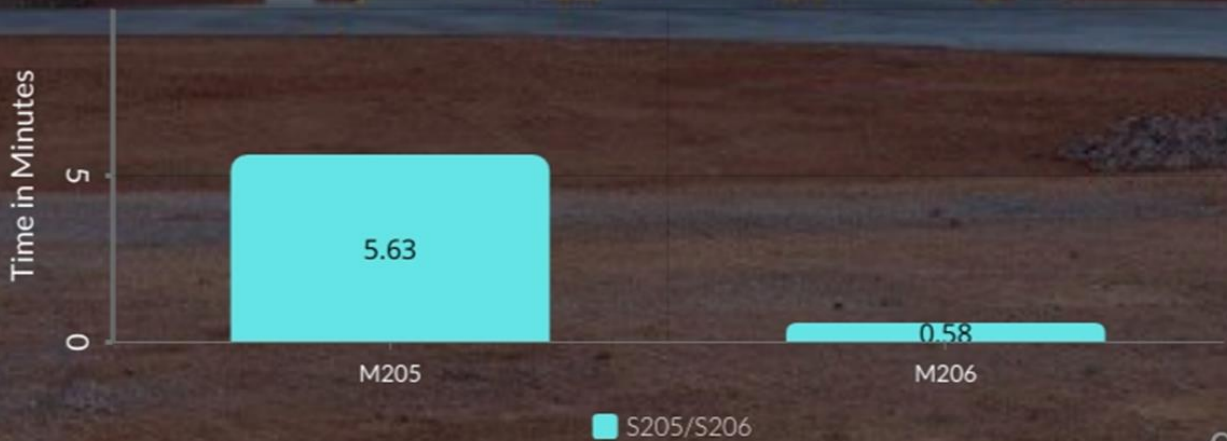


There were 30 calls for service in S205/S206's area

This is 3.1% of the total calls for July

There were an average of 0.97 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 5736 calls in 2024. This is 194 more calls than 2023 or a 3.4% increase.

The department is running an average of 27.1 calls/day.

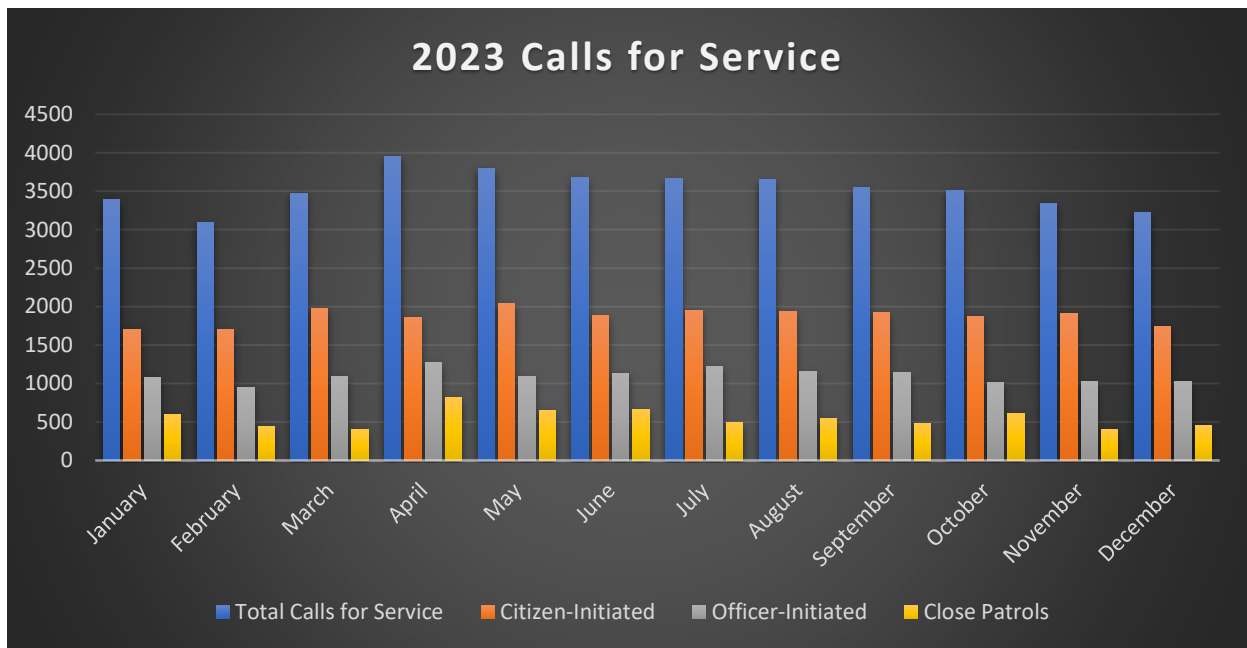
There were 63 calls (6.6%) that were not in SVF&MS's primary response area in June.

There were 56 (5.9%) calls for snake removals in July.

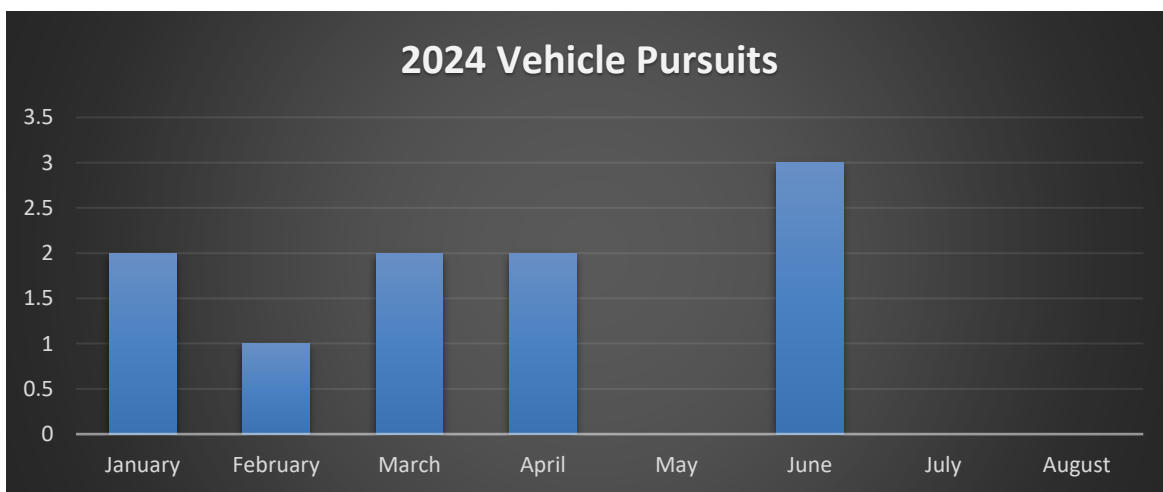
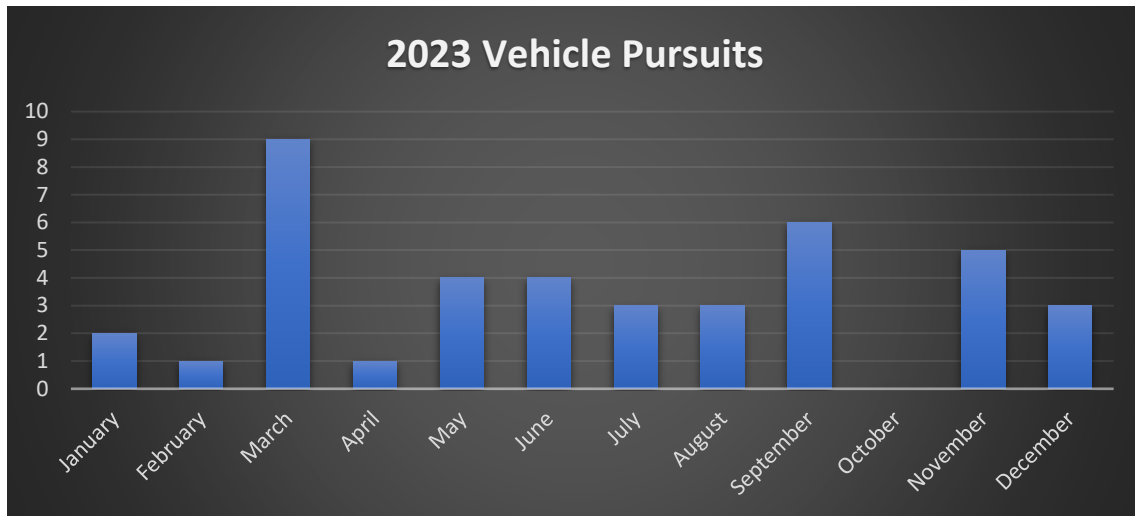


Police Department

Calls for Service



July 2024 saw a total of 3,272 police calls for service while August 2024 saw a total of 3,284 calls for service. This represents a decrease in calls for service in comparison to the same months last year, which saw 3,665 and 3,651 calls, respectively. The decreases were reflected in both citizen-initiated calls for service and close patrols, while officer-initiated calls increased slightly.



There were no vehicle pursuits in July and August in which SVPD officers were the primary pursuing unit. SVPD officers did assist with traffic control and apprehensions with vehicle pursuits in the area involving other law enforcement agencies. A slow-down in vehicle pursuits is noted for our specific area, but pursuits involving load vehicles continue to occur daily in other parts of the county. We will continue to monitor trends in this activity.

Exceptional Incidents. An evaluation of both quantitative and qualitative information in the context of obligated time is important for assessing how readily available officers are for proactive police work and responding to calls for service. Qualitative analysis looks at significant calls for service or “exceptional incidents.” An exceptional incident may count only as one single call for service but represents an above-average strain on police resources in terms of availability. Factors qualifying an incident as exceptional may include:

- ✓ The requirement of multiple officers on scene to resolve the incident
- ✓ A prolonged length of time to resolve the incident
- ✓ The requirement of specialty resources activated (i.e. Tactical Unit, Air Unit, K9)

Some examples of exceptional incidents in July and August of 2024 include:

- July 1st: Subject fired a weapon at Veterans Park and fled into a nearby field, causing the Cove to be placed on lockdown and the establishment of a large field perimeter. An adult male subject was located and arrested on multiple felony charges. An exhaustive search of the area and interview of the suspect ultimately resulted in locating the firearm that had been tossed.
- July 3rd: A traffic stop revealed evidence of narcotics sales. A follow-up search warrant at the subject's residence resulted in the seizure of five pounds of cocaine. An adult male subject was arrested on multiple felony charges involving the sale of narcotics as well as a weapons offense.
- July 8th: Officers responded to a local apartment complex for a report of a shot fired. A tenant fired a round that penetrated into a neighboring apartment, striking the occupant of that apartment. The subject who discharged the weapon left the scene. An adult male subject was later located that same day and arrested on multiple felony charges, including aggravated assault. The victim in the case sustained a nonlife-threatening injury.
- July 22nd: Officers responded to a report of a shots fired call in the 2900 block of Player Ave. The incident was determined to be a domestic violence disturbance in which a firearm was discharged. The suspect was barricaded in a trailer on the property. After a period of negotiations, an adult male subject came out of the trailer without incident and was taken into custody on multiple domestic violence charges.
- July 31st/August 1st: Senator JD Vance visited Sierra Vista and the border with Mexico. Both SVPD and CCSO SWAT teams jointly provided assistance to the Secret Service for motorcade traffic control and security both days.
- August 22nd: Former President Trump visited Sierra Vista and the border with Mexico. Both SVPD and CCSO SWAT teams jointly provided assistance to the Secret Service for motorcade traffic control and security.
- August 26th: Officers responded to a residence with a subject who was suicidal and armed with a gun. The Tactical Unit was activated, and neighboring evacuations were made. After almost four hours of negotiations, the subject was successfully detained without incident and connected with mental health professionals.
- August 27th: Officers responded to the 70 block of El Camino Real for a report of an assault. Information learned upon arrival was that a victim was assaulted by two suspects and a firearm was used (but not discharged). A joint investigation by patrol officers and detectives the following two days resulted in the arrest of one suspect for multiple felony charges and various firearm seized. The suspects and victim were known by each other, and this was not a random event. The case continues to remain under investigation.



SVPD Strategic Plan Update. Within the last couple months, several developments/action items were completed in fulfillment of the SVPD Strategic Plan. Below is a breakdown of the progress completed:



- An internal multi-disciplinary team was created to facilitate dialogue on innovation and change implementation that leads to efficiency. This team mapped out some key components to finishing out the field implementation of the AZTraCs platform. Members of the team also piloted the use of the Blueink platform for efficient file sharing of subject management reports. This has reduced the paperwork and lag time that comes with completing a subject management review due to electronic submission and file sharing for signatures and comments.
- A fulltime School Resource Officer was assigned to Joyce Clark Middle School.
- The field implementation of Grapplers was completed, alongside a thorough policy revamp on pursuit operations that addresses some strategies and tactics that may be utilized to safely end pursuits, such as boxing-in. The new policy was the product of a new process that required a review period and comments by line employees before final approval.
- The CCSO and SVPD Tactical Units continue to train jointly in order to align tactics and improve more cohesive operations when working jointly. This objective was put to the test when both agencies were required to work together on protective details for the recent visits of Senator JD Vance and former President Donald Trump. Leadership from both agencies felt these two operations showed some exceptional teamwork between SVPD and CCSO.
- SVPD had its first "Coffee with a Cop" since the pandemic. The event was held on 8/17/24 at Target and was well-attended. More sessions will be held throughout the coming year at various locations in the city.



Coffee with a Cop



- Efforts continue to support our local advocacy center, "Lori's Place." Chief Hiser appeared on a radio show interview with the sexual assault nurse examiner discussing the need for the resource in our community. A recent article on Lori's Place was published in the Sentinel. Lastly, the "Faith & Blue" event on October 4th is scheduled to be a combined DV

awareness event at Lori's Place. This same event last year brought in donations for Lori's Place through some faith-based organizations.

The SVPD will continue to work on areas of its internal strategic plan moving into 2025.

Employee Profile: Corporal Diana True

Corporal Diana True is a 20-year veteran of the SVPD. She formerly held the position of School Resource Officer at Joyce Clark Middle School, as well as various elementary schools in the community. She has also been cross trained in 9-1-1 dispatching and has helped cover dispatching shifts in the past. In her role as a corporal, Diana is a field supervisor for a patrol shift and serves as a field training officer, training new officers fresh out of the academy.

As a collateral duty, Diana is a domestic violence investigations instructor, and she is the co-chair of the Cochise County Domestic Violence Fatality Review Team. Diana not only dedicates herself to the community as a police officer, she also stays very busy in her off time as a mother and wife.



Cpl. Diana True

SVPD Pink Patch Campaign

Members of the SVPD will participate in the Pink Patch Campaign throughout the month of October. Officers will wear pink shoulder patches on their uniforms to raise awareness of breast cancer. The pink patches will also be sold to citizens and the proceeds will go to Relay for Life, which is part of the American Cancer Society. Pink patch buttons will also be available for sale. There will be social media coverage on this campaign throughout the month of October.

