

VISTAS



Spring Into
Action at
Sips & Skies

Signature Events
Return May 29

Sports Tourism Efforts Pay Off

Piecing Together
a Thriving Economy

Sierra Vista Gains Momentum
Amid Pandemic

Library Welcomes Patrons
Back to the Stacks

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are Open!

CITY OF SIERRA VISTA | Spring 2021



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Spring Into Action with Sips & Skies



enjoy extraordinary food, music, and drinks at the Fourth Annual Wine, Beer, & Spirits Festival.

The festival has been reimaged to offer a relaxing day of tastings, food, and fun among the shade trees in the park with live music performed at two small stages at either end of the grassy venue. Attendees are encouraged to bring their own blankets and chairs to spread out and savor the day.

“We’re thrilled to be able to invite local residents and visitors from Tucson, Phoenix, and beyond to enjoy Sierra Vista at its best,” City of Sierra Vista Marketing & Communications Manager Judy Hector says. “Sips & Skies is just one example of how the City works as a team to attract new people and dollars to the community, while growing Sierra Vista’s reputation as an extraordinary destination for outdoor sports and recreation.”

Even as many events were cancelled in 2020 due to COVID-19, the City team has made significant progress in advancing economic development objectives to include enhancing sports tourism by improving facilities, planning events, and attracting tournaments. With COVID-19 cases declining and restrictions loosening, the City is off to a strong start in 2021.



WHAT BETTER WAY TO SHAKE OFF winter’s chill than by celebrating the return of Sierra Vista’s signature Sips & Skies events? With so many plans deferred in 2020, everyone needs something to look forward to and the City of Sierra Vista is ready to serve up an unforgettable day on Saturday, May 29.

Those aching for an adventure will find one at the Fourth Annual Sky Islands Summit Challenge when they climb one, two, or three peaks in the majestic Huachuca Mountains. Then everyone can head to Veterans Memorial Park from noon to 7:00 p.m. to



If You Go



#SummitSierraVista

The Fourth Annual Sky Islands Summit Challenge will take place on Saturday, May 29, and is capped at the first 250 participants to sign up.

Registration is now open at www.active.com/sierra-vista-az/sky-island-summit-challenge-2021. Must be 18 or older to participate.



#SipSierraVista

The Fourth Annual Wine, Beer, & Spirits Festival will spring to life in Veterans Memorial Park on Saturday, May 29, from noon to 7:00 p.m.

The festival will feature live music and more than a dozen wineries, breweries, and distilleries. There is no charge to enter the event but tickets are required for sampling.

Tickets are \$25 in advance or \$30 at the gate. They include a souvenir wine glass and 10 samples. Beer will be sold by the glass. Tickets are only available for ages 21 and up.

Advance tickets are available at Eventbrite.com by searching for "Wine, Beer, and Spirits Festival 2021."



Sports Tourism Efforts Pay Off

BY HOSTING SEVERAL UNITED STATES Specialty Sports Association Youth Fastpitch Softball tournaments and the Vail Soccer Club's Saguaro Classic, the City has partnered with local sports organizations to bring in visitors from across Arizona and around the country, generating more than \$1.6 million in estimated economic impact so far in 2021 alone.

"We've received awesome feedback from the players, families, and league representatives who traveled to Sierra Vista to play for the first time," Leisure & Library Services Director Laura Wilson says. "None of this would be possible without the amazing efforts of our staff and the relationships they have forged with our local sports organizations."

Over the last two years the City has made major improvements to its sports facilities both to benefit local residents and to further the City's economic development and tourism goals.

"When we reworked the City's economic development plan in 2018, we took a whole of government

approach to change the environment in Sierra Vista both physically and in terms of perception," Economic Development Manager Tony Boone says. "We've made significant progress on multiple fronts even amid COVID-19 by working together across City departments and in step with community partners."

And now with COVID-19 waning, the City has big plans for 2022 with economic development staff working in coordination with the City Sports Division to bring an El Tour De Zona two-day cycling event to Sierra Vista next year in March.

"Attracting a large annual event like this helps support local hotels, restaurants, and other businesses while also introducing many new people to our community," Boone says. "These efforts all build on each other. As more people visit and have positive experiences, it grows Sierra Vista's reputation. Combined with our redevelopment efforts, the City is creating an environment where businesses can thrive."

Learn more about Sierra Vista's recent economic development efforts on pages 6 and 7.

Economic Development

Piecing Together a Thriving Economy

THE CITY OF SIERRA VISTA RECOGNIZES THAT ECONOMIC DEVELOPMENT TAKES A TRUE TEAM effort because so many pieces must come together to create and sustain a thriving community. That's why the City's Economic Development team works across City departments to ensure each piece of the puzzle fits into place and builds Sierra Vista's reputation as a community full of opportunity. This whole of government approach has enabled Sierra Vista to accomplish much on multiple fronts without ever losing sight of the big picture.

Community Enhancements

Park improvements, a new EMS substation, and good roads also move the needle on economic development by improving the quality of life. Things like these can influence decisions to live—or start a business—in Sierra Vista.

Businesses need to hire qualified people when they set up shop. And to recruit employees, businesses need to be in a place where people want to live. That means finding a safe community with quality infrastructure, schools, amenities, services, and entertainment.

Community Events

The City has partnered on or directly organized several new community events that aim to draw in visitors from outside Sierra Vista, while also serving local residents.

In recent years, the City assisted the Sierra Vista Hispanic Chamber of Commerce to launch an annual SonoraFest and began hosting its annual Sips & Skies event that includes the Wine, Beer, & Spirits festival. It is also planning to improve event capacity at Veterans Memorial Park and seeks to attract major concerts and festivals in the future.



Sports Tourism

By attracting large softball and soccer tournaments, hosting unique events like the Sky Islands Summit Challenge, and working to add major events like El Tour de Zona, the City has made major headway in making Sierra Vista a destination for outdoor recreation. Learn more on page 5.

Business Attraction

The City has helped facilitate 19 business attraction projects since 2018 to include a major hotel and a brewery on North Garden Avenue.

Seeking to attract larger industry, the City's economic development team has been working to prepare 13 acres of land at the Sierra Vista Municipal Airport for construction. The City's efforts will shorten the time-frame a business will need to develop the site. By preparing the land and attracting the right industry, the City hopes to attract a business that will generate anywhere from 25 to more than 200 jobs.

West End Redevelopment

After years of community input and planning, major changes are happening in Sierra Vista's West End.

The City has helped spur private investment in the area through its West Sierra Vista Partnership Program, by establishing an entertainment district and urban infill district in that area, and by making significant public improvements. Learn more on page 8.

Business Retention

Much of the City's economic development efforts help facilitate business retention indirectly but the City is also constantly working with local businesses and community partners directly. Since 2018, the City has helped facilitate 12 business expansions and engaged with numerous business owners to help address challenges they face.

In 2017, the City worked with Sun Corridor Inc. to implement the Sierra Vista Technical Assistance Program with federal funding to support business retention and expansion efforts. The firms enrolled reported an average revenue growth of 26 percent and the program's estimated five-year economic impact exceeds \$18 million.

Visitor Attraction

Unique attractions like the Sky Islands and the Nature Conservancy's Ramsey Canyon Preserve have put Sierra Vista on the map, while the official designation of Hummingbird Capital of the United States solidifies Sierra Vista's place as one of the top birding spots in North America.

Amenities like hiking trails and bicycling paths, along with day trip destinations like nearby communities, vineyards, and state and national parks, position Sierra Vista as a regional hub for a Southeast Arizona vacation.

By working with the Cochise County Tourism & Economic Council and the Arizona Office of Tourism, the City stretches its tourism marketing investment to gain greater exposure to national and international markets.



ECONOMIC DEVELOPMENT
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Moving Forward

Sierra Vista Builds Momentum Amid Pandemic



Administration. Of 24 businesses that submitted applications, 21 received federal assistance.

At the same time, the City also allocated CDBG CARES Act dollars to help people in need due to hardships caused by the pandemic. Through a program administered by the United Way, the City channeled over \$121,000 to provide assistance with rent, food, utilities, employment, shelter, and mental health. That program has benefited hundreds of local families.

And throughout the pandemic, the City of Sierra Vista reminded residents to support local businesses at a time when they need it most. City staff produced an in-house campaign using social media videos and other messaging to educate residents on the value and importance of shopping local.

The City also assisted the Sierra Vista Area Chamber of Commerce to obtain grant funding for its Shop Local Online Training Program to provide local businesses the resources they need to bring their business online. That program is running now and more information is available at SVChamber.com/Shop-Local-Online-Program.



Redevelopment Efforts Gain Traction

Spearheaded by its economic development team, the City has helped spur significant investment in the West End as redevelopment efforts in the area gain traction.

North Garden Avenue is already seeing a transformation thanks to millions of dollars in private investment to renovate Sun Canyon Inn into a modernized Best Western Plus and an ongoing project by Tombstone Brewing Company to build a brew pub next

IN AN UNUSUAL YEAR THAT PRESENTED MANY unexpected challenges for everyone, the City continued to move important economic development priorities forward, while also helping our community weather the impacts of the COVID-19 pandemic.

As a result of these efforts and the resilient spirit of our community members, Sierra Vista has made some remarkable progress and looks to emerge from the pandemic with considerable positive momentum. Redevelopment efforts are producing results with significant private and public investment, and Sierra Vista's housing market is heating up.

Supporting Residents and Businesses

When the federal government approved Coronavirus Aid, Relief, and Economic Security (CARES) Act to help individuals and businesses adapt to the pandemic, the City of Sierra Vista did the work to be at the front of the line so money could reach those who needed it as quickly as possible.

Using additional Community Development Block Grant funding provided under the CARES Act, the City provided about \$86,000 in direct support to 11 local businesses and ensured 10 others got the help they needed through the U.S. Small Business



door. At the same time, the City is currently working on the nearby Soldiers Creek Park and Landwehr Plaza to tie improved public amenities into the upcoming street improvements along North Garden Avenue and West Fry Boulevard.

The City is also planning redevelopment of the property on the northeast corner of Fab Avenue and Fry Boulevard in concert with the community to complement the street improvements. Soon, the environment in the West End will be primed to facilitate the true downtown atmosphere and entertainment district residents have sought for decades.

Residents can already see other private investments being made in the West End, supported by the City's West Sierra Vista Partnership Program that provides matching grant dollars to businesses and property owners improving their sites. Examples include the new location of 143 Street Tacos, the nearby Southwest Business Center, and the Circle K located at Carmichael Avenue and Fry Boulevard.

"It's encouraging to see businesspeople and property owners buying into our vision for the West End as the City backs up its planning with actions that are truly changing the environment," Economic Development Manager Tony Boone says. "A walkable downtown with entertainment, shopping, and space to gather will aid recruitment and economic development efforts by making Sierra Vista an even more attractive place to live, visit, and set up shop."

Housing Market on the Rise

The housing market in Sierra Vista has been slow ever since the effects of the 2008 housing crisis were felt locally, but indicators are now trending upwards.

Building permits were at a five year high in 2020 thanks to an increase in new home construction. Property values are on the rise and homes are selling quickly. Despite the limitations on travel, the City saw an opportunity to continue Sierra Vista's positive momentum by pivoting its marketing to meet the moment brought on by COVID-19.



KE&G workers lay blocks as part of City improvements taking place at Soldiers Creek Park and across North Garden Avenue at Landwehr Plaza.

The City leverages Sierra Vista's high quality of life to attract people who wanted to leave bigger cities and could telework from wherever they moved, despite the pandemic. In fact, Sierra Vista was ranked by Business Insider as one of the 17 best cities in the Western U.S. to live in after the pandemic. The City increased Sierra Vista's reputation as a destination for both tourism and business in 2020, generating increased interest in shared target markets.

"By working together as a Citywide team, we've been able to leverage our resources to build Sierra Vista's recognition as an extraordinary place to live, visit, and do business," Marketing and Communications Manager Judy Hector says. "This team-based approach ensures we can make the most of everything we do, from improving sports fields to running tourism campaigns, to move the City's economic development objectives forward."

Contact our Economic Development Team

Whether you need help navigating red tape, want to learn about resources or networks to tap into, or have questions about local plans or initiatives, do not hesitate to reach out to Economic Development Manager Tony Boone and Business Ombudsman Mike Cline. They would love to help you start, expand, or relocate your business.

Consultations are always free and confidential. Contact the City economic development team by calling (520) 439-2212 or emailing Michael.Cline@SierraVistaAZ.gov.

Leisure & Library



Museum Closed for Renovation and Exhibit Installation

WHILE THE ETHEL H. BERGER CENTER IS now open, the Henry F. Hauser Museum will remain closed for awhile longer as staff completes updates to the space and then installs its next exhibit.

After hosting Discover Exoplanets: The Search for Alien Worlds in the winter, the Henry F. Hauser Museum was once again closed along with the Ethel H. Berger Center lobby due to COVID-19. Curator Elizabeth Wrozek took the opportunity to modernize the space and complete some needed renovations. Updates include new paint, display maintenance, new free-standing displays for 360-views of artifacts, and a sensory room geared for children with disabilities.

New Exhibit Coming Soon

Once renovation work is complete, the Henry F. Hauser Museum will install its new exhibit Avenues of Influence: Exploring Women's Experiences & Agency. This exhibit examines the historical footprints of women throughout our history. It delves into gender roles, dynamics, and spheres of influence. It also highlights local women whose actions shaped the community.

When the museum reopens it will do so with new extended Saturday hours to better serve patrons. The new hours will be 10 a.m. to 5 p.m. from Tuesday through Saturday.

Follow "City of Sierra Vista" on Facebook for the latest updates from the museum, to include reopening news and unique campaigns bringing local history to a digital audience.

Special Museum Exhibit at the Wine, Beer, & Spirits Festival

The Henry F. Hauser Museum will host a booth at the Wine, Beer, & Spirits Festival to share the history behind Sierra Vista's oldest structure, most recently operated as "Daisy Mae's."

While the structure had undergone too many changes over time to be considered historic, its history will be incorporated into the new Tombstone Brewing Company brew pub being developed at the site. Look for the museum's booth next to Tombstone Brewing Company at the festival on Saturday, May 29, from noon to 7:00 p.m.

Library Welcomes Patrons Back to the Stacks

THE SIERRA VISTA PUBLIC LIBRARY REOPENS to the public on Monday, April 5, after safely serving the community with innovative programs and services throughout the COVID-19 pandemic.

"Patrons have greatly appreciated our virtual programming, curbside services, and temporary computer lab while the library has been closed for in-person programs and browsing," says Emily Duchon, manager of the City's Art, Culture, and Education Division. "We're delighted to welcome patrons back to browse the stacks, while we will also make curbside pickup a permanent service."

In-person programming will be phased in over time and staff anticipates offering some virtual opportunities too. For the latest news from the library, follow the "Sierra Vista Public Library" Facebook page, stop by, or call (520) 458-4552.

Storytimes Return in May

Library storytimes are on a break in April and will return in-person in May with the following schedule.

Baby Storytime.....	Tuesdays 10:30 AM
Preschool Storytime	Wednesdays 10:30 AM
Toddler Storytime	Fridays 10:30 AM
Music and Movement	First Thursdays 6:30 PM

Puzzle Exchange is Back

Love doing jigsaw puzzles but need new ones? Drop by for this fast, free, and furious trading of puzzles on Friday, April 16, from 3:30 to 3:50 p.m.

Teen Poetry Contest

Submit your best poems in celebration of National Poetry Month! The top three poems will displayed in the library and shared on the library's Facebook page. This program is for teens ages 12 and up. Email entries to Ruth.Fenchak@SierraVistaAZ.gov with each teens' poem, name, and age.

IF YOU GO

The Sierra Vista Public Library is open Monday through Thursday from 10:00 a.m. to 7:00 p.m., Friday from 10:00 a.m. to 4:00 p.m., and Saturday from 10:00 a.m. to 2:00 p.m.



City sports staff recently gave the old Rothery gym floor some much-needed TLC as part of ongoing improvements to facilities it acquired from the school district last year.

City Leisure Facilities are Open!

FOLLOWING GOVERNOR DOUG DUCEY'S lifting of the state's restrictions associated with COVID-19 on March 25, the City of Sierra Vista has reopened its Leisure facilities and is in the process of bringing indoor Leisure programming back online. The City is also once again accepting special event permit applications.

Here's an update on the current status of our Leisure facilities as of April 5. For the latest news be sure to follow the "City of Sierra Vista" Facebook page, check the City's website at www.SierraVistaAZ.gov, and sign up for the City's email newsletter by searching for "eNewsletter" on the website.

Sports Division

The Sports Division is currently open Monday through Friday from 8:00 a.m. to 5:00 p.m. Starting in May, the Sports Division hours will shift to Monday through Friday from 10:00 a.m. to 7:00 p.m. and Saturday 9:00 a.m. to 3:00 p.m.

Indoor facility closures due to COVID-19 gave City staff the opportunity to sand and refinish the floor of the Veterans Memorial Sports Complex gymnasium, which is part of the 20 acres of land adjacent to the Rothery Educational Service Center the City acquired from the Sierra Vista Unified School District last year. Thanks to the much-needed maintenance, the gym floor has been revived to its original shine and new lines for basketball, volleyball, and pickleball further enhance the facility.

The Sports Division looks forward to hosting adult basketball, adult volleyball, and adult dodgeball programs in the gym this summer. The City will also establish open gym hours for drop-in volleyball and drop-in basketball soon!

Youth tennis lessons and archery lessons for adults and kids will continue April through June. Batting cage rentals are now available at the Sports Division from 8:30 a.m. to sunset Monday through Saturday.

Reservations must be made 24 hours in advance.

For more information email Sports@SierraVistaAZ.gov, stop by the Sports Division at 3401 E. Fry Blvd., or call (520) 515-4999.

Ethel H. Berger Center

The Ethel H. Berger Center (EBC) is once again open to the public and will be resuming its free group activities. Table tennis has moved to the Veterans Memorial Sports Complex gymnasium on Tuesdays and Thursdays from 9:00 a.m. to 3:00 p.m. The EBC is open Monday through Friday from 7:30 a.m. to 5:00 p.m.

For information on activities at the EBC stop by in person, call (520) 417-6980, or check the City's calendar of events at www.SierraVistaAZ.gov.

Oscar Yrun Community Center

The Oscar Yrun Community Center (OYCC) has resumed regular hours Monday through Friday from 8:00 a.m. to 5:00 p.m. To reach the OYCC for more detailed information, call (520) 458-7922.

When you stop by, be sure to head right down the hall to explore the City's expanded Visitor Center. Staff did an extraordinary job improving the Visitor Center amid the closures associated with COVID-19.

The Cove

The Cove is now open for lap swim and water walking only. Reservations are no longer required but private swim lanes can be reserved by the hour. Additional activities will be offered soon!

Customer service is available at The Cove in-person or over the phone Monday through Friday from 8:00 a.m. to 5:00 p.m. The Cove lobby is open from 8:00 a.m. to 7:00 p.m. Monday, Wednesday, and Friday; from 6:00 a.m. to 7:00 p.m. Tuesday and Thursday; and from 8:00 a.m. to 2:00 p.m. on Saturday. Reach The Cove at (520) 417-4800.



Kid's W.O.R.L.D.

The City offers recreation-focused, group programs for children in kindergarten through sixth grade. Registration information is available online at www.SierraVistaAZ.gov by searching for "Kid's W.O.R.L.D.," in-person at the Oscar Yrun Community Center, or by calling (520) 458-7922.

After School Program

Children in kindergarten through sixth grade attending Sierra Vista Unified School District (SVUSD) schools can sign up for the Kid's W.O.R.L.D. After School Program. The program runs from 2:15 to 5:30 p.m. on school days. The weekly fee is \$45 and includes a snack.

Summer Recreation Program

Any children entering grades one through six in school year 2021-2022 can participate in the Kid's W.O.R.L.D. Summer Break Recreation Program from June 1 through July 30. The weekly fee is \$110 and includes morning and afternoon snacks. Registration is coming soon!

SVUSD Summer Academy Before/After School Program

Sierra Vista Unified School District students attending the district's Summer Academy can sign up for this special before and after school program running from June 7 through July 16. The program will run five days a week. The fee for just before school is \$23, after school is \$45, and enrollment in both is \$56. An afternoon snack is provided. Registration is coming soon!

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