



# Council Executive Report

Charles P. Potucek, City Manager

November / December 2020

## Highlights

- ➔ The Library is holding a live streaming storytime for children on the Sierra Vista Library Facebook page on Wednesdays at 10:30 am. The new format includes two stories, a few fingerplay rhymes, and a flannel game or rhyme.
- ➔ Sierra Vista Fire and Medical Services assisted 291 families and 450 children during the last Christmas Toy Drive.
- ➔ The Sierra Vista Police Department has hired their new drug detection canine, Jucon.
- ➔ 674 vehicles attended the Drive-Thru Tree Lighting event on December 4<sup>th</sup>.

## Departments

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## City Manager's Message

The year ended for the city on much the same note it did for most others – some good, some bad, and with a lot of hope for what 2021 may bring. While staff work through the continuing and various issues with COVID-19 in the community and amongst staff, building closures, and vaccine rollout, the day-to-day work of providing services to the community continues regardless. The new year will certainly be a busy one, and I look forward to working with all of you throughout.

Right now, staff are hard at work preparing for strategic planning and the budget process, and working through a number of projects, including the Fry Boulevard/N Garden Avenue renovation, the design/build process for the EMS substation, and the Joint Resource Utilization Study (JRUS). The state legislature is also now in session, and staff are working through the bills as they are dropped to evaluate their impact on the city.

## City Manager Highlights

- ➔ The Fry Boulevard/N Garden Avenue renovation project is at the 75% design phase, and staff are working on a meeting with the design consultants to review and incorporate the feedback and comments. Design is on track to conclude in the next few months, and the project will go out to bid for construction soon after.
- ➔ The design/build contract was awarded to CORE + Perlman construction and design, and staff is very excited about working with the team. CORE + Perlman specialize in designing fire and EMS stations, with a focus on making the structure fit into the neighborhood.

## Upcoming Council Meetings

(City Hall Council Chambers except where noted)

Jan. 22 – City Council Administrative Retreat

Jan. 25, 3:00 p.m. – Work Session

- City Manager Update

Jan. 28, 5:00 p.m. – Council Meeting

Feb. 9, 3:00 p.m. - Work Session

- City Manager Update

Feb. 11, 5:00 p.m. – Council Meeting

Feb. 15 – City Offices closed in observance of President’s Day


Feb. 23, 3:00 p.m. - Work Session

- City Manager Update

Feb. 25, 5:00 p.m. – Council Meeting

### City Manager's Office Contacts

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 The JRUS is underway, with stakeholder meetings starting next week to discuss generally cooperation, partnerships, and the impacts of our efforts on Fort Huachuca. Overall, the JRUS will examine the economic impact of the Fort on the community, and its resiliency. It will update the 2007 study, and assist both the City and the Fort in ensuring the long-term success of the missions on post.

We have a number of meetings scheduled over the next few months to discuss these topics and others, but as always, please don't hesitate to reach out to me with any questions.

Chuck Potucek, City Manager

# Police Department

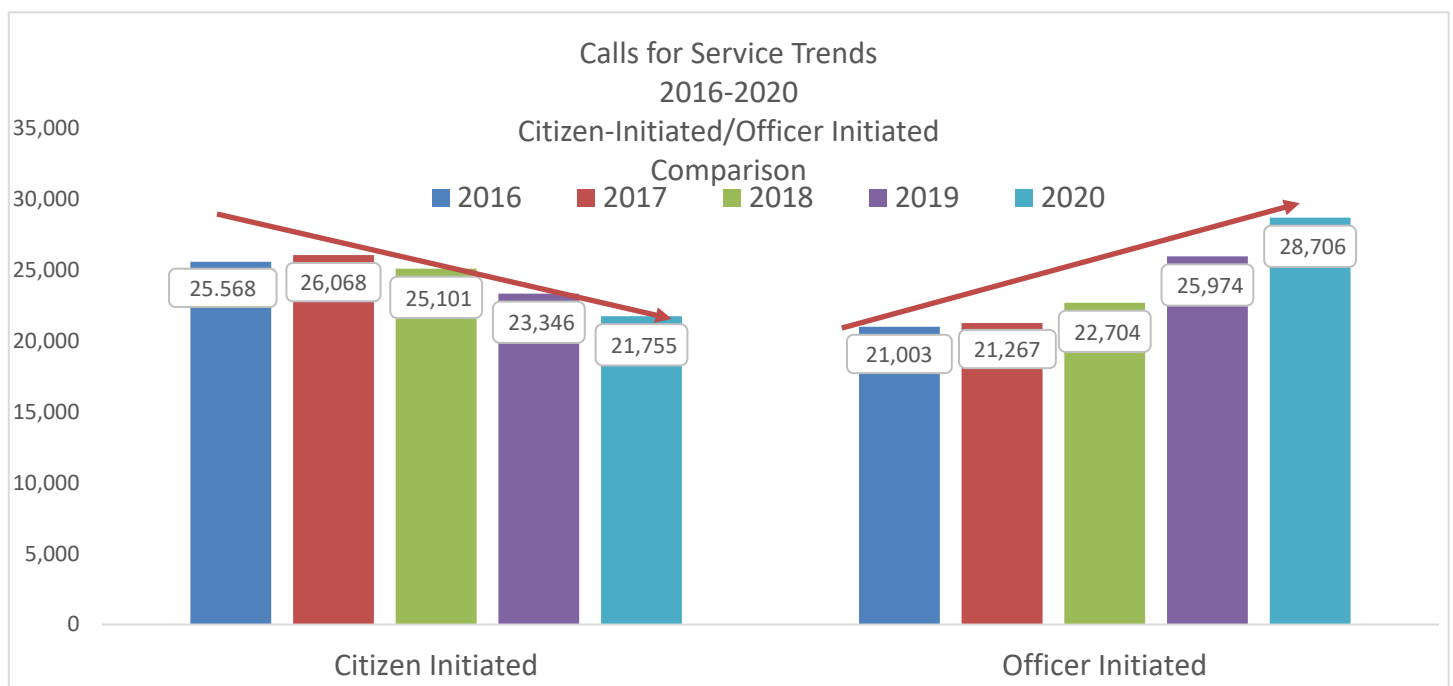
## Uniform Crime Reports (UCR) Data

Full-year UCR data for 2020 is still under the department’s approval and auditing processes and was not available at the time of this report. This data will be provided in a future executive report as it becomes available. The department will start to report National Incident-Based Reporting System (NIBS) crime data in future reports as well.

### Total Calls for Service-2020

During 2020, the department handled 21,755 citizen-initiated and 28,706 officer-initiated calls for service for a total of 50,461. These represent a 10.5% increase in officer-initiated calls and a 6.8% decrease in citizen-initiated calls as compared to 2019. While there are multiple reasons why citizen-initiated calls for service have consistently declined over the last three years, the charts below indicated that increases in officer-initiated calls for service over the same period appear to have some impact. The department continues to emphasize proactive and community-policing law enforcement strategies to provide for the safety of the community.

	2016	2017	2018	2019	2020
Citizen-Initiated	25,568	26,068	25,101	23,346	21,755
Officer-Initiated	21,003	21,267	22,704	25,974	28,706
<b>Total</b>	<b>46,571</b>	<b>47,335</b>	<b>47,805</b>	<b>49,320</b>	<b>50,461</b>



## Subject Management Policies Update

The department has completed the update to the subject management policy as discussed with council during 2020. These policies are in compliance with the Commission on the Accreditation of Law Enforcement Agencies (CALEA) 6<sup>th</sup> edition standards and the Presidential Executive Order on Safe Communities (EO No. 13929). On December 29, 2020, the department received certification of compliance with EO No. 13929 through the Arizona Chiefs of Police (AACOP) Arizona Law Enforcement Accreditation Program (ALEAP). ALEAP has certified that the department has met the two mandatory conditions of certification:

1. The department's use-of-force policies adhere to all applicable federal, state and local laws; and
2. The department maintains use-of-force policies that prohibit the use of choke holds, except in those situations where the use of deadly force is allowed by law.

In addition, ALEAP has certified that the department's policies and procedures have incorporated the following discretionary policing principles addressing:

1. Constitutional standards regarding the use-of-force;
2. When use-of-force should terminate;
3. The obligation of the duty to intervene;
4. Training protocols on the use-of-force and de-escalation;
5. When to provide appropriate medical care;
6. Providing a verbal warning before deadly force is used, when reasonable;
7. The circumstances when shooting at or from a moving vehicle is authorized;
8. The use of warning shots;
9. Implementation of an early intervention system;
10. The hiring of personnel; and
11. Community engagement.

## Drug Detection Canine Retirements & "New Hire"

The full impacts of the passage of Proposition 207 and the legalization of small amounts of marijuana remain to be seen. However, the initial impact on the department is the need for our current drug detection canines Izzy and Bones to retire. Since both Izzy and Bones are trained to detect marijuana, now a legal substance in small quantities, probable cause of illegal activity becomes more difficult to establish during a canine alert. As a result, the department needs to eventually replace both Izzy and Bones with canines that are not trained to detect marijuana. Bones can currently be utilized as a patrol/SWAT dog and will remain on active-duty status for patrol/SWAT work only. However, Izzy is utilized for drug detection only and was officially retired from duty on December 31, 2020. Per department and city policy, Izzy has been allowed to retire in comfort with her last handler. Izzy will be missed!



During the department's research into new drug detection canines, Adlerhorst International LLC informed us of an experienced drug detection dog that was in need of a home. This canine had been purchased as a dual purpose patrol/drug detection dog but was not working out for patrol work. The agency subsequently returned the dog to Adlerhorst in exchange for a new dual purpose dog. Adlerhorst and the original agency informed us that the dog has an exceptional record in drug detection, is not trained to detect marijuana, and offered to donate the dog to the City of Sierra Vista.

As a result, the department "hired" our newest drug detection canine, Jucon (pronounced Yucon) for use in drug detection on December 18, 2020. The department is in the process of selecting Jucon's new partner and they should begin training, working, and living together in the very near future.

Welcome the family Jucon!



JUCON

# Sierra Vista Fire and Medical Services (SVFMS)

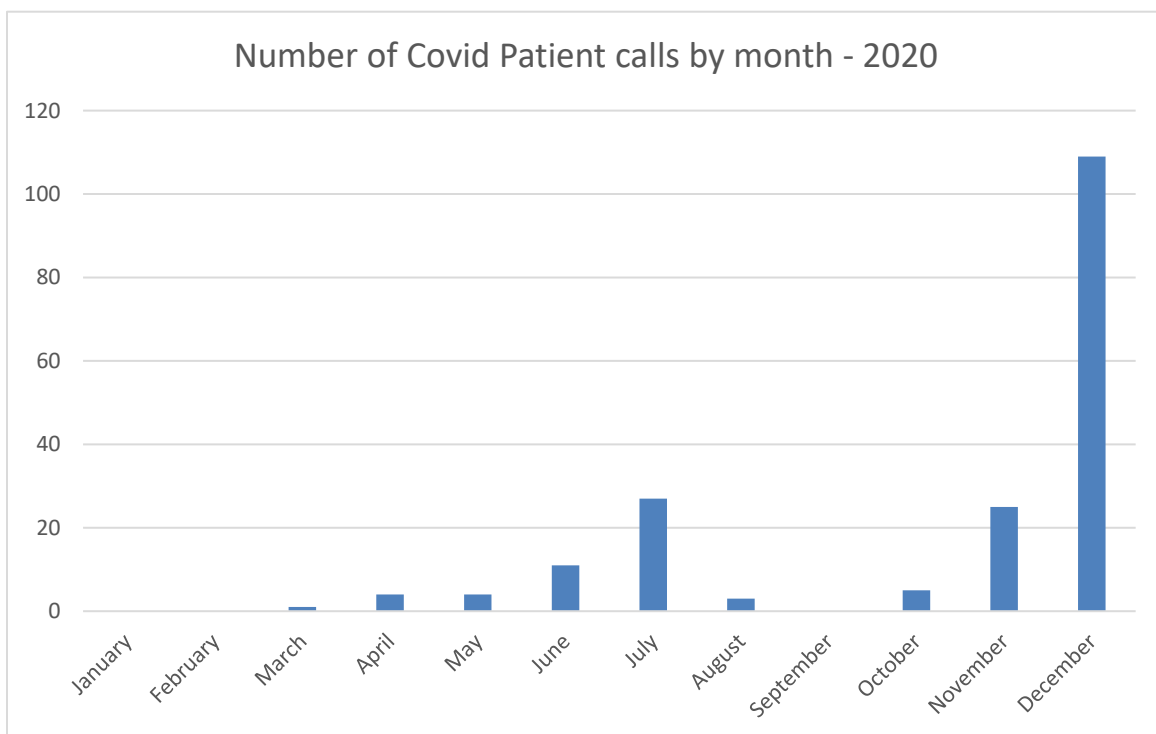
## COVID – 19

Sierra Vista Fire and Medical Services (SVFMS) has adopted the operational changes consistent with CDC guidelines to ensure effective and efficient care of all patients during and after the COVID-19 pandemic. These changes have allowed us to stay ahead of the curve as cases increase over the last couple of month.

SVFMS personnel will continue to have their temperatures taken along with a medical survey at 0800 and 2000 hours. These procedures ensure we have healthy personnel responding to our community's needs. Personnel are also wearing masks in the stations and in all apparatus.

SVFMS has purchased the SUPER-C Mister a commercial backpack type sprayer that will clean the stations and apparatus on a daily basis. In addition, the SUPER-C Mister will spray down the apparatus/ambulance after incidents related to COVID patients.

The graph below illustrated the amount of incidents related to COVID last year.



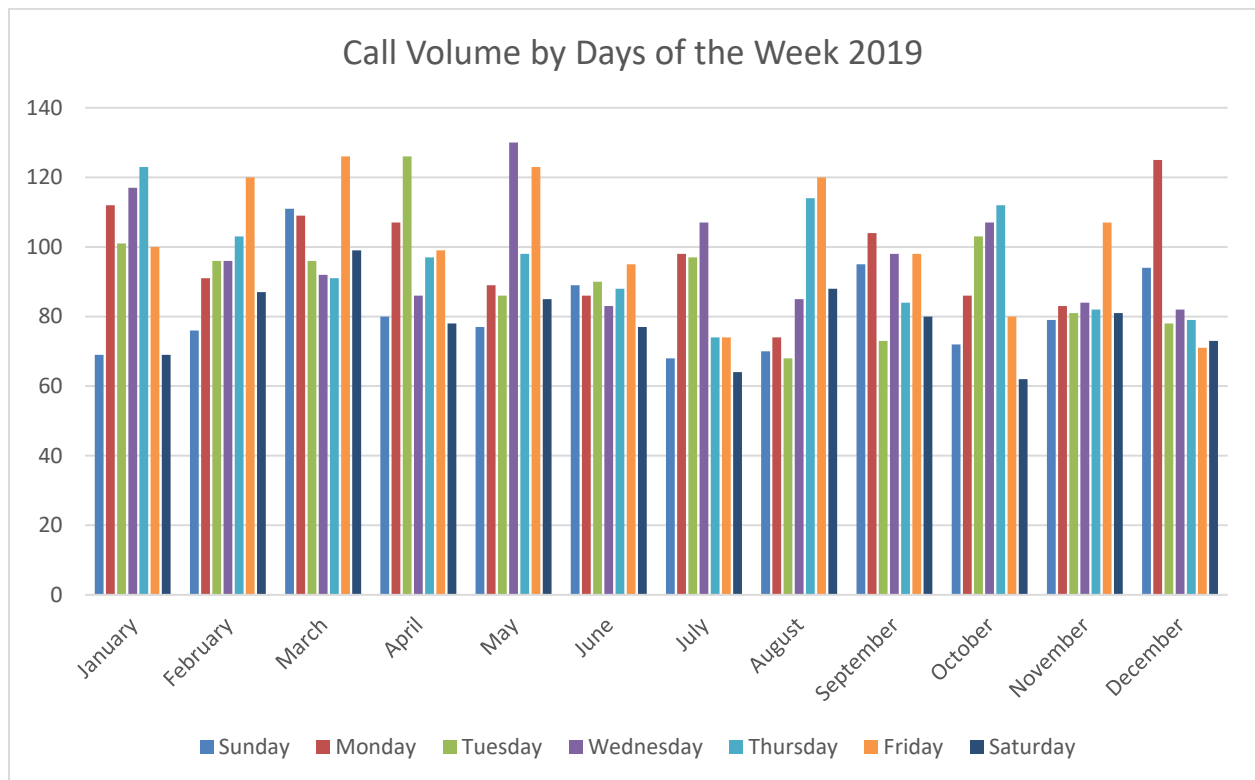
## Firefighters Christmas Toy Drive

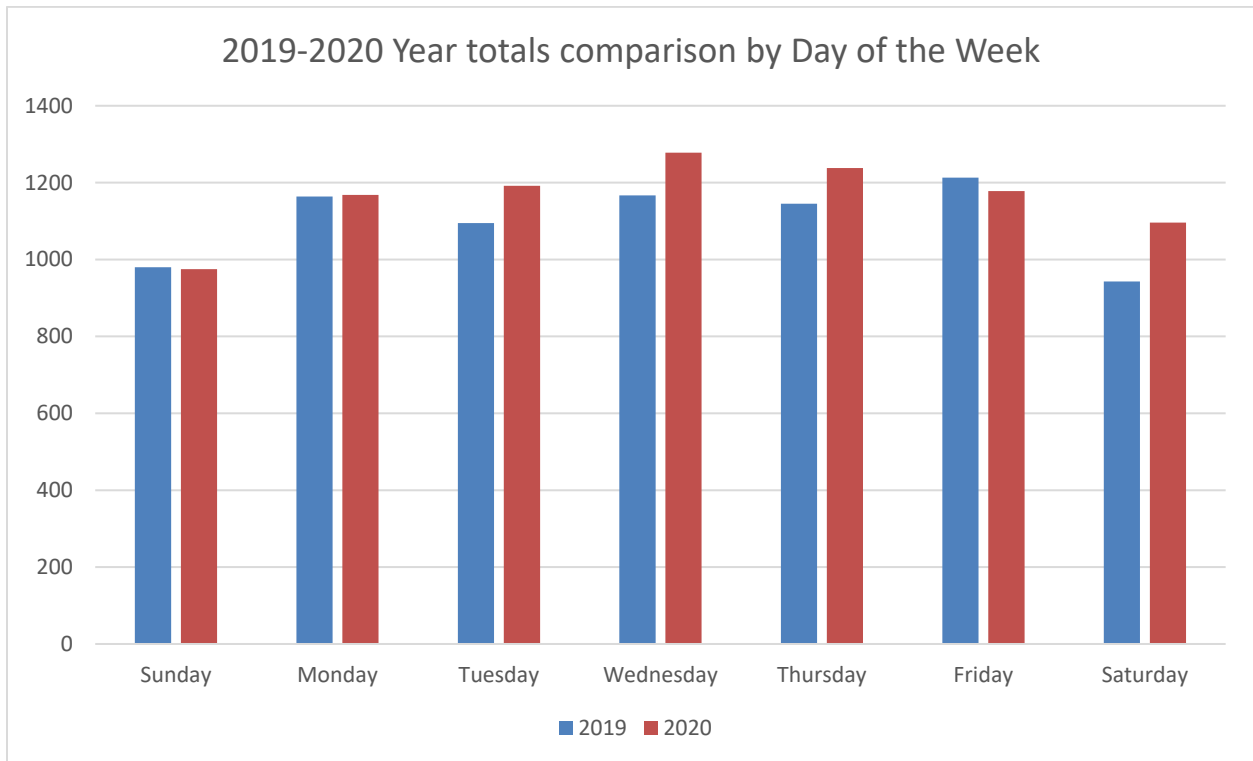
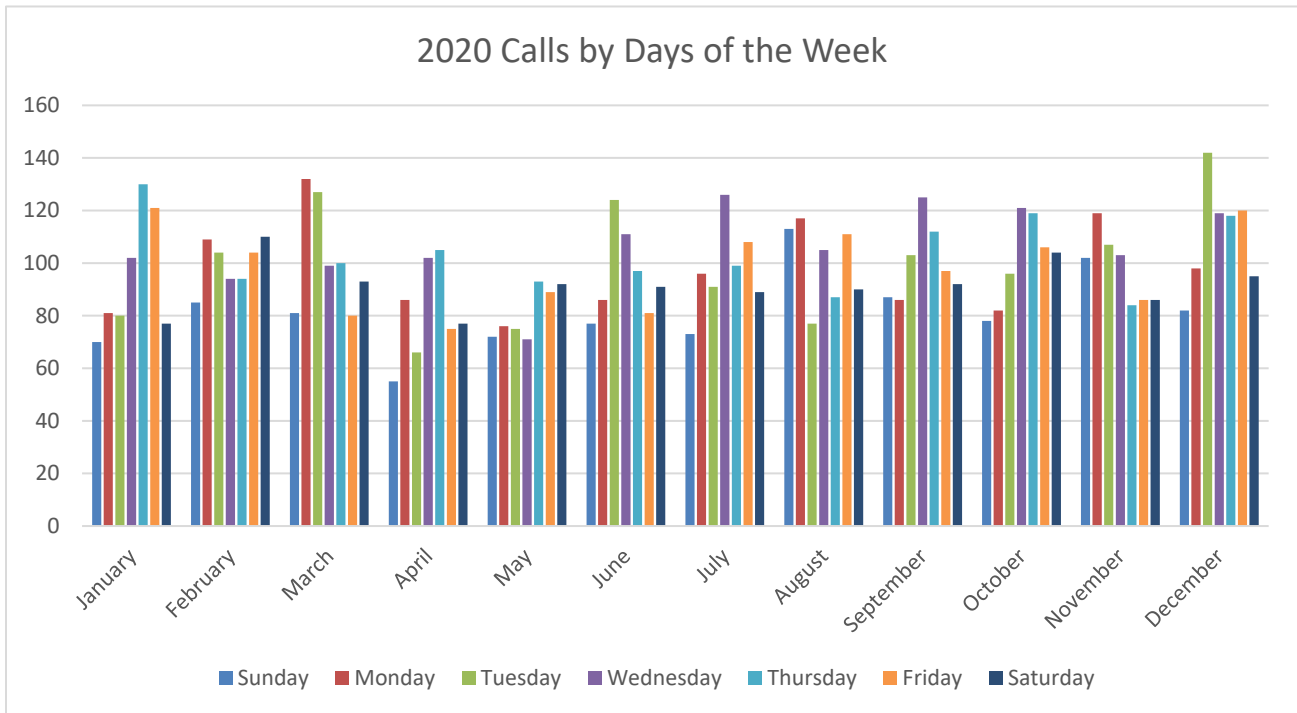
For forty-nine years, the Christmas Toy Drive has been successfully collecting and distributing toys to our community. This year the effects of COVID-19 weighed heavily on the minds of everyone and we were expecting an overwhelming amount of requests for assistance. SVFMS added an additional day of sign-ups to accommodate the numbers and thanks to the generation contributions of this wonderful community; we were able to assist the 291 families and 450 children.

Thank you to everyone who participated and made this another successful year.

## 2020 Incident Numbers

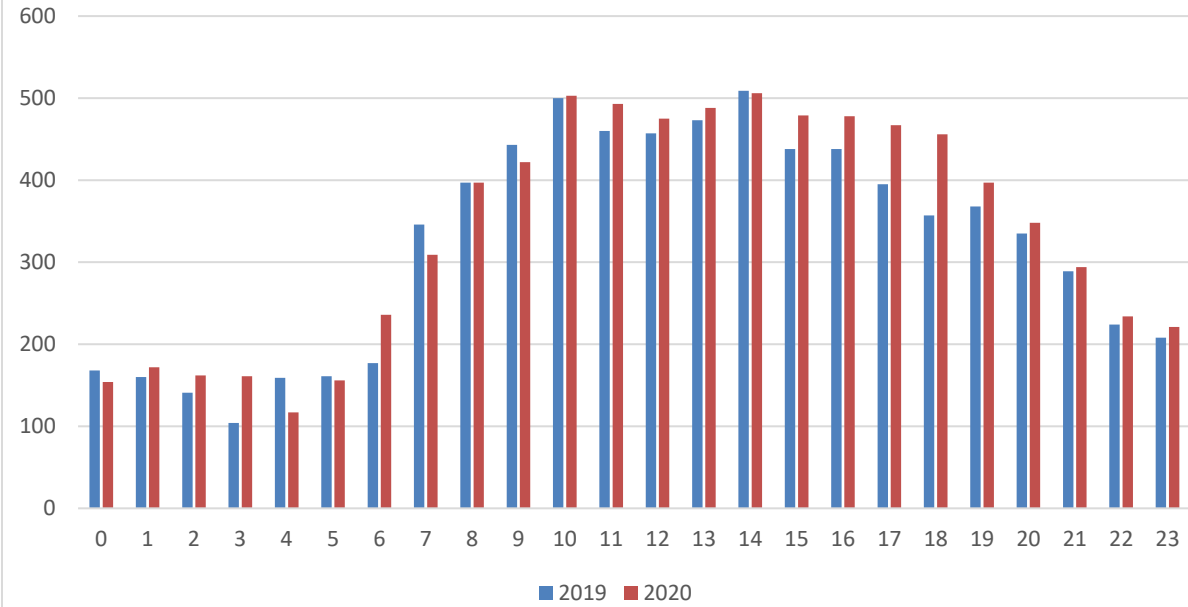
Total Calls SVFMS ran	2020	8129
	2019	8115
Total Calls on FH	2020	359
	2019	408
Auto Aid Given	2020	560
	2019	437
Auto Aid Received	2020	1398
	2019	995



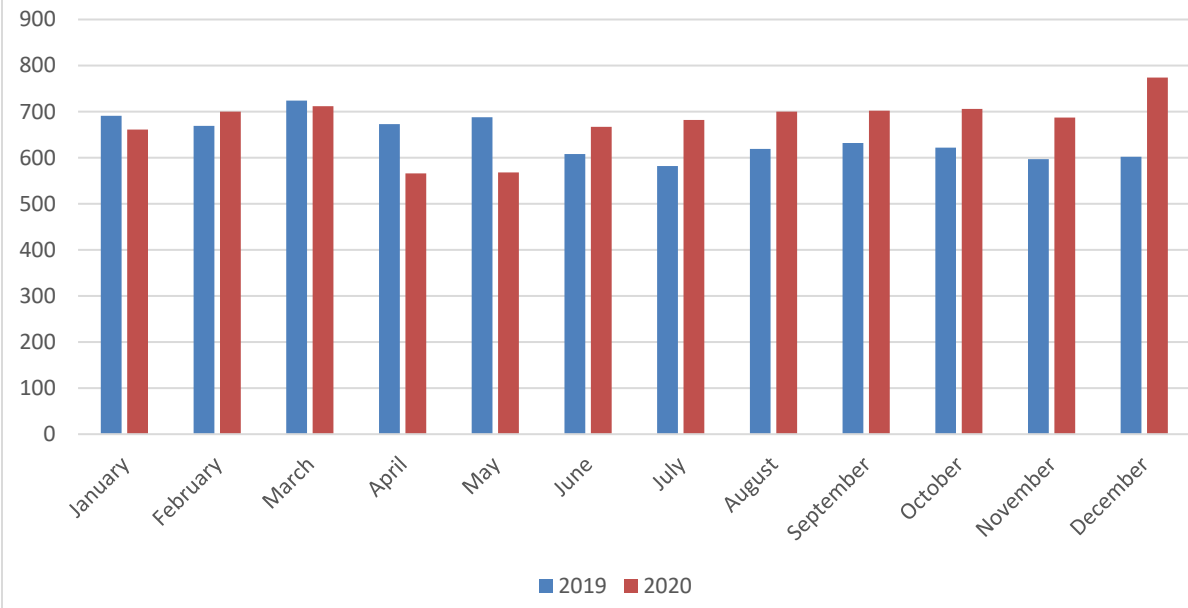




2019-2020 Totals Comparison by Time of Day



2019-2020 Comparison Calls by Month



# Community Development

## Planning & Administration

- **Infill Incentive District Policy Update:** On December 10, 2020, the Mayor and City Council approved Resolution 2020-072, amending the City's Infill Incentive District Policy originally adopted in 2005. The approved changes allow the City Manager to review and approve waivers to plan review and permit fees for redevelopment projects in the West Sierra Vista and Cloud 9 Planning Areas that eliminate blight, substantially improves an existing vacant or underutilized property, or makes a building conforming to currently adopted building and development codes. Waiver requests must be accompanied by an economic impact statement to show public benefit. Additionally, the Council provided the City Manager to grant relief from development standards that meet certain defined and measurable criteria. The incentives are authorized by A.R.S. 9-499.10 to encourage the reuse and redevelopment of vacant older or dilapidated buildings or structures within designated areas.
- **Consolidated Annual Performance and Evaluation Report (CAPER).** On December 10, 2020, the City Council adopted Resolution 2020-071 approving the PY 2019 CAPER. This report describes the projects and activities undertaken during the program using federal funds via the City's Community Development Block Grant Program. The City expended a total of \$487,248.80 during the program year on carrying out public facility and infrastructure improvement projects, public services, and COVID-19 response initiatives.
- **CDBG Cares Act Funding (United Way Emergency Crisis Fund)**
  - On May 14, 2020, the City entered into a Subrecipient Agreement with the United Way of Sierra Vista and Cochise County, Inc. to carry out the Emergency Crisis Fund providing assistance to individuals and families impacted by COVID-19.
  - On July 10, 2020, the Agreement was amended to increase the total budget to \$73,847 through the reallocation of \$33,950 of CARES Act funding from the Emergency Small Business Assistance program following its conclusion.
  - In September, the City received notice from the U.S. Department of Housing and Urban Development (HUD) that Sierra Vista was awarded a second allocation of \$239,351 in CDBG-CV funds.
  - On October 6, 2020, the City Council discussed funding priorities and there was a consensus to allocate the additional funding towards the Emergency Crisis Fund.
  - On November 12, 2020, the City Council approved the necessary amendments to the CDBG Five-Year Consolidated Plan and PY 2019 Annual Action Plan to assign the use of funds.
  - On December 2, 2020, the Agreement was amended a second time to incorporate the 2<sup>nd</sup> round CARES Act funding.

The United Way has been successful working with its partners in distributing the funds in a timely manner to meet the needs of the community during the pandemic. Funds from the original and amended (#1) budget were spent in accordance with the schedule in the Agreement. The 2<sup>nd</sup> round of CARES Act funding is planned to be distributed in equal monthly installments of \$29,919 between January and August 2021. Monthly performance reports documenting specific

accomplishments and detail on the services being provided have been uploaded to the City Council Reading Room.

YEAR END STATUS REPORT - UNITED WAY EMERGENCY CRISIS FUND								
TYPE OF SERVICE	ORIGINAL BUDGET	AMENDMENT #1*	AMENDMENT #2**	TOTAL BUDGET	EXPENDITURES***	REMAINING BALANCE	BENEFICIARIES	
							Persons	Families
Food	\$7,000.00	\$4,258.00	\$15,000.00	\$26,258.00	\$11,210.54	\$15,047.46	1,890	-
Rent Subsidies	\$15,000.00	\$15,000.00	\$100,000.00	\$130,000.00	\$42,000.00	\$88,000.00	-	32
Utility Assistance	\$10,000.00	\$10,000.00	\$47,383.45	\$67,383.45	\$8,000.00	\$59,383.45	-	72
Employment Assistance	\$1,949.00	\$1,000.00	\$10,000.00	\$12,949.00	\$2,944.00	\$10,005.00	162	-
Mental Health Counseling	\$1,948.00	\$1,000.00	\$10,000.00	\$12,948.00	\$2,948.00	\$10,000.00	104	-
Hotel/Motel Vouchers	\$2,000.00	\$1,000.00	\$10,000.00	\$13,000.00	\$3,000.20	\$9,999.80	16	-
GNA Covid Assistance	\$0.00	\$0.00	\$25,000.00	\$25,000.00	\$0.00	\$25,000.00	-	-
K-12 Education Assistance	\$0.00	\$0.00	\$10,000.00	\$10,000.00	\$0.00	\$10,000.00	-	-
Administration	\$2,000.00	\$1,692.00	\$11,967.55	\$15,659.55	\$3,692.00	\$11,967.55	-	-
<b>TOTAL</b>	<b>\$39,897.00</b>	<b>\$33,950.00</b>	<b>\$239,351.00</b>	<b>\$313,198.00</b>	<b>\$73,794.74</b>	<b>\$239,403.26</b>	<b>2,172</b>	<b>104</b>

Notes:

\* Fund transfer from Emergency Small Business Grant Program

\*\*2nd Round of CARES Act Allocation

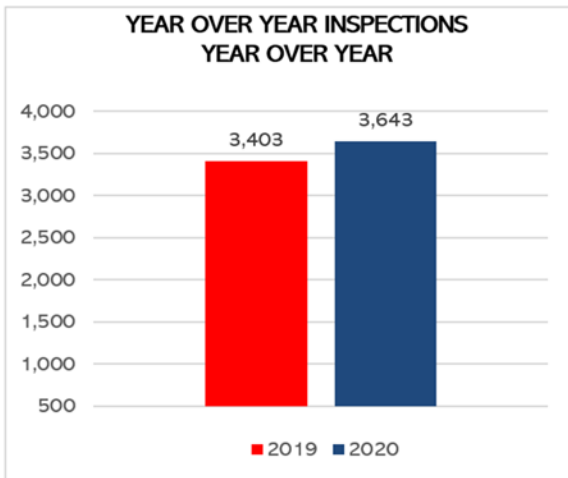
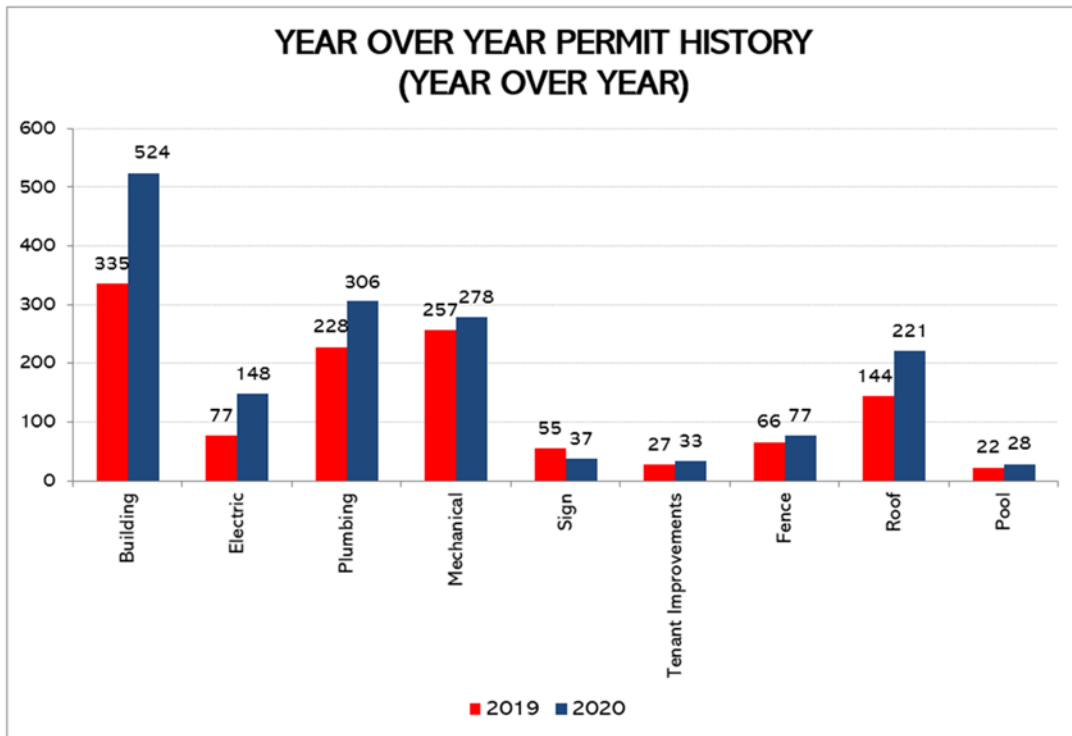
\*\*\*Thru December 30, 2020

- Proposed Text Amendment to Manufactured Home Residential (MHR) Zoning District Regulations.** The Planning and Zoning Commission met on October 27, 2020 and November 17, 2020, to consider a rezoning application made by a property owner residing in Cloud 9 Ranch Estates to modify district regulations to permit up to 30 percent of the total lots within a platted subdivision zoned MHR to be occupied by recreational vehicles. The item is scheduled for City Council consideration on January 28, 2021.
- Planning and Zoning Commission FY 20-21 Work Program.** The Planning and Zoning Commission continued their review and discussion on the FY 20-21 Work Program. Upcoming amendments include regulations pertaining to marijuana establishments (implementing provisions of Proposition 207); providing for administrative procedure for approving reasonable modifications on residential homes to comply with Fair Housing Act; amendment procedure for rezoning and text amendment applications and conditional use requests; and update of the access management section of the development code.
- West End Commission.** On December 14, 2020, the West End Commission met to further discuss Commission Procedures and Guidelines, provide input on Community Involvement and Communication Preferences, and receive an update on current Community and Economic Development projects and initiatives. The Commissioners found the new meeting format to be more engaging and are pleased with the changes.

## Building & Inspection Services

The following projects were reviewed/inspected during this reporting period:

PLANS UNDER REVIEW		
PROJECT NAME	PROJECT TYPE	PROJECT ADDRESS
Vista Bella Apartments - NEW GARAGES	Accessory Commercial	77 El Camino Real
Haven Health	Addition - Commercial	660 N Coronado Drive
Rutherford Diversified	Addition - Commercial	1813 Paseo San Luis
Tombstone Brewery	New Commercial	332 N Garden Ave
Farmers Insurance	Tenant Improvement	165 El Camino Real
PLANS APPROVED		
PROJECT NAME	PROJECT TYPE	PROJECT ADDRESS
Vista Bella Apartments	Tenant Improvement	77 El Camino Real
Mountain Vista MHP - Club House	Tenant Improvement	700 S Carmichael
Dutch Bros Coffee	New Commercial	n/a
PERMIT ISSUED/UNDER CONSTRUCTION		
PROJECT NAME	PROJECT TYPE	PROJECT ADDRESS
U-Haul - Interior Renovations	Tenant Improvement	2011 E fry Blvd
PC's Lounge	Tenant Improvement	4700 E Highway 90
Beau Tea & The Bites	Tenant Improvement	1634 S Highway 92
Sierra Vista Tile	Tenant Improvement	784 E Wilcox Drive
The Copper Oven	Tenant Improvement	185 E Wilcox Drive
U-Haul - outdoor canopy	Accessory Commercial	2011 E Fry Blvd
SSVEC	Tenant Improvement	311 E Wilcox
CSV - Civil Airport	Tenant Improvement	1011 N Coronado Drive
T-Mobile @ Teleperformance	Cell Tower Modification	4253 Enterprise Way
Spencer Rays/S.V. Vision	Tenant Improvement	1502 E Fry Blvd
Circle K Store #3410	Tenant Improvement	2275 Buffalo Soldier Trail
Luqa Barber Shop	Tenant Improvement	4325 E Hwy 90
EOP	Tenant Improvement	1011 N Coronado Drive
Sierra Vista Methodist Church	Accessory Commercial	3225 St Andrews Drive
New Jerusalem Church	Tenant Improvement	484 Wilcox
U of A South	Tenant Improvement	1140 N Colombo Ave
PROJECT COMPLETED		
PROJECT NAME	PROJECT TYPE	PROJECT ADDRESS
PDS Multipurpose Building	Accessory Commercial	5130 Paseo Las Palmas
Indochine	Tenant Improvement	1299 E Fry Blvd, #B
Sierra Vista Glass	Tenant Improvement	556 W Fry Blvd
Cove - Wave Machine	Tenant Improvement	2900 Martin Luther King Jr Prkwy
Via Elegante	Tenant Improvement	4255 Calle Vista
Beau Tea & The Bites	Tenant Improvement	1634 S Highway 92
CSV - HR/PROCUREMENT Remodel	Tenant Improvement	1011 N Coronado Drive
Wal-Mart Grocery Pick Up Expansion	Tenant Improvement	500 N Highway 90



CONSTRUCTION TYPE	NEW CONSTRUCTION (YEAR OVER YEAR)	
	2019	2020
SINGLE-FAMILY UNITS	75	97
SINGLE-FAMILY ADDITIONS	16	9
MANUFACTURED HOME UNITS	1	54
MULTI-FAMILY UNITS	0	0
COMMERCIAL (SQ. FT.)	0	0
INDUSTRIAL (SQ. FT.)	0	0
INSTITUTIONAL (SQ. FT.)	1,650	0
OFFICE (SQ. FT.)	0	0

PERMIT TYPE	2019	2020	CHANGE	
			NO.	PERCENT
Building	392	524	132	34%
Electric	90	148	58	64%
Plumbing	269	306	37	14%
Mechanical	310	278	-32	-10%
Sign	61	37	-24	-39%
Tenant Improvements	31	33	2	6%
Fence	74	77	3	4%
Roof	161	221	60	37%
Pool	26	28	2	8%
<b>TOTAL</b>	<b>1,414</b>	<b>1652</b>	<b>238</b>	<b>17%</b>

## Code Enforcement

Overgrowth, sidewalk obstructions, litter/debris, right-of-way encroachments, and inoperative vehicles remain the top five most reported code enforcement violations. Most of the cases initiated during the reporting period were in response to a citizen complaint. Staff has been proactively patrolling vacant fields on a weekly basis to stem the amount of trash accumulation in and around homeless camps. This effort involves coordination with landowners on securing and tending to vacant properties throughout the city. On public land, Staff coordinates with the City streets and refuse sections on carrying out abatements particularly along City washes.

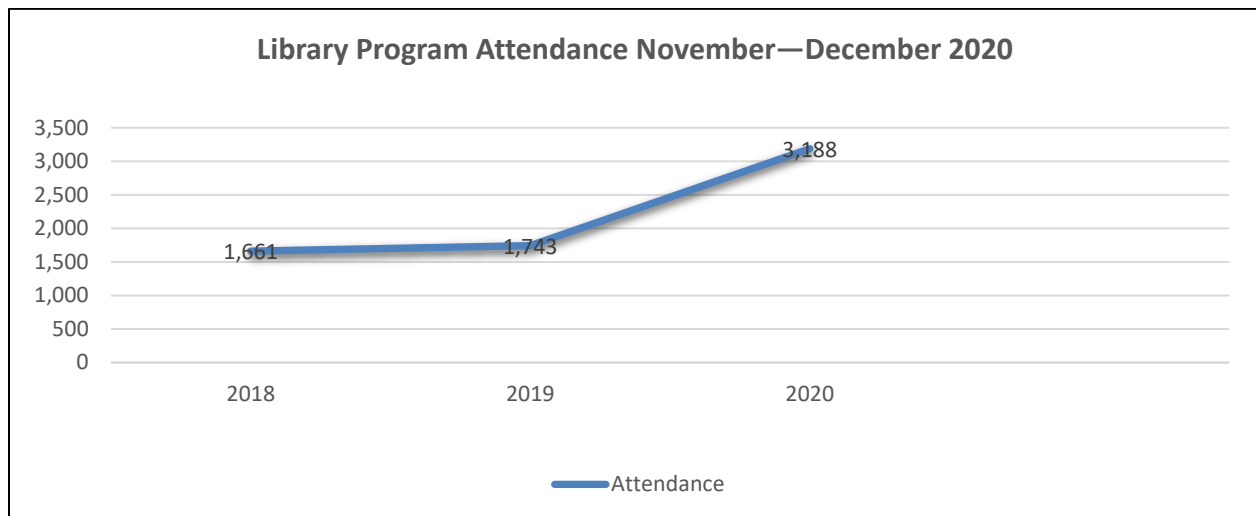
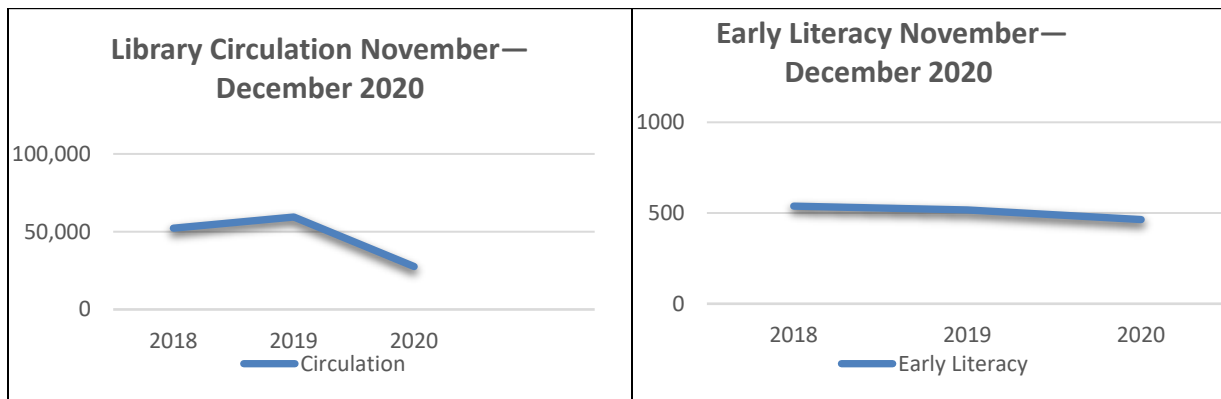
CODE REFERENCE	COMPLAINT	REPORTING PERIOD	YEAR TO DATE	DESCRIPTION
		NOV-DEC (2020)	JAN - DEC (2020)	
150.15.C	ADDRESS NUMBER MISSING	1	8	RESIDENTIAL ADDRESS NUMBER NOT VISIBLE FROM STREET
150.25.4	ALLEYWAY MAINTENANCE	2	14	OVERGROWTH, OBSTRUCTION, DEBRIS INTERFERING WITH USE OF ALLEYWAY
150.23.3	ANIMAL WASTE	3	17	EXCESSIVE ANIMAL WASTE ON PRIVATE PROPERTY
150.23.21	ATTRACTIVE NUISANCE	2	8	MAINTAINING A CONDITION THAT IS DANGEROUS TO YOUNG CHILDREN AND WHICH MAY ATTRACT THEM
150.23.20	BLIGHT	3	9	UNSIGHTLY, UNSAFE, OR UNSANITARY CONDITIONS
150.23.10	BURN/DISPOSAL REFUSE	0	2	ILLEGAL BURNING ON PRIVATE PROPERTY W/O PERMIT
150.23.14	CLEAR VISION	2	19	OBSTRUCTING CORNER VISIBILITY
150.25.8	DILLAPIDATED WALL/FENCE	1	5	NOT UPRIGHT/DISREPAIR
150.23.6	EQUIP AT RESIDENCE	0	2	COM/INDUSTRIAL TYPE EQUIPMENT VISIBLE TO PUBLIC FOR MORE THAN 48 HOURS (EXCLUDING CONSTRUCTION)
150.23.15	FIRE DANGER	0	7	COMBUSTABLE MATERIAL THAT POSES A HAZARD
150.23.22	GRAFFITI	0	4	UNAUTHORIZED INSCRIPTION, FIGURE OR DRAWING OR OTHER DEFACEMENT
150.24.A	ILLEGAL DUMPING	0	5	DEPOSITING LITTER OR DEBRIS ON ANY LAND
50.16	ILLICIT DISCHARGE	0	2	UNPERMITTED WATER ON STREET OR WASH/CONTAMINATION TO GROUND WATER
150.23.16	INFESTATION	1	11	BEEES
150.23.17	INOPERATIVE VEHICLE	9	56	NO REGISTRATION, FLAT TIRES, DISABLED MOTOR

150.23.8	JUNKYARD DUMPING GROUND	1	4	EXCESSIVE WASTE, ABANDONED PROPERTY, JUNK BEING STORED ON PROPERTY
150.25.1	LITTER/DEBRIS	12	116	GARBAGE, WOOD, CANS, ETC. LITTERING A PROPERTY
110.01.A	NO BUSINESS LICENSE	0	3	UNAUTHORIZED HOME- BASED BUSINESS
93.01A	NOISE	0	1	LOUD AND RAUCOUS
150.23.9	ODORS	0	3	FOUL SMELL
150.25.5	OVERGROWTH	14	415	TALL GRASS & WEEDS (OVER 12")
91.11.B.1	RIGHT-OF-WAY ENCROACHMENT	21	81	OBSTRUCTION, NON-PERMITTED IMPROVEMENT IN PUBLIC RIGHT-OF-WAY
90.11.4	ROOSTERS/BREEDING	0	3	ROOSTER IN RESIDENTIAL ZONE
150.04.015	RV LIVING	0	3	OCCUPYING AN RV FOR MORE THAN 14 DAYS IN RESIDENTIAL ZONING DISTRICT
71.02.C	RV/TRAILER PARKING	0	5	LONG-TERM STORAGE OF RV/CAMPER/TRAILER ON PUBLIC STREET
150.25.1	SANITATION	0	8	NO SANITATION SERVICE/TRASH BUILD UP
150.23.13	SIDEWALK OBSTRUCTION	13	161	ANYTHING OBSTRUCTING A 36" WIDE PATHWAY OR 80" OVERHANG
150.25.10	SWIMMING POOL	0	5	GREEN AND STAGNANT POOL
150.23.14	TRAFFIC SIGN BLOCKED	0	2	OBSTRUCTION OF A TRAFFIC SIGN (TREE OR BUSH)
150.23.12	UNGUARDED PITS/HOLES	1	2	POTHOLES ON PRIVATE PROPERTY
150.18.A	UNSAFE STRUCTURE	1	12	UNFIT FOR HUMAN HABITATION/STRUCTURALLY COMPROMISED
<b>TOTAL</b>		<b>87</b>	<b>993</b>	
PROACTIVE		12		
REACTIVE		75		

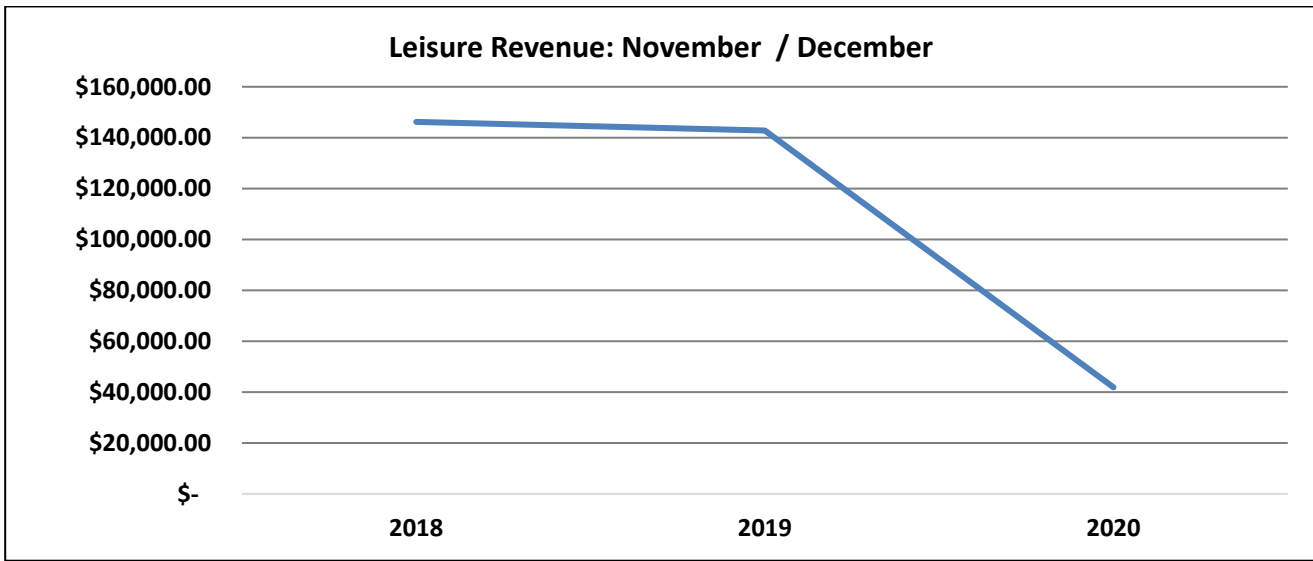
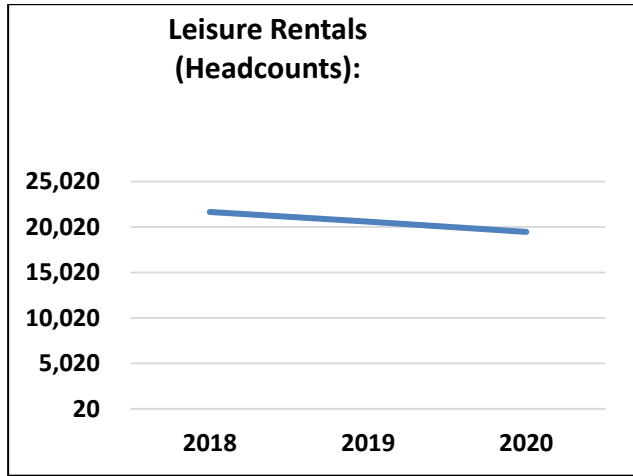
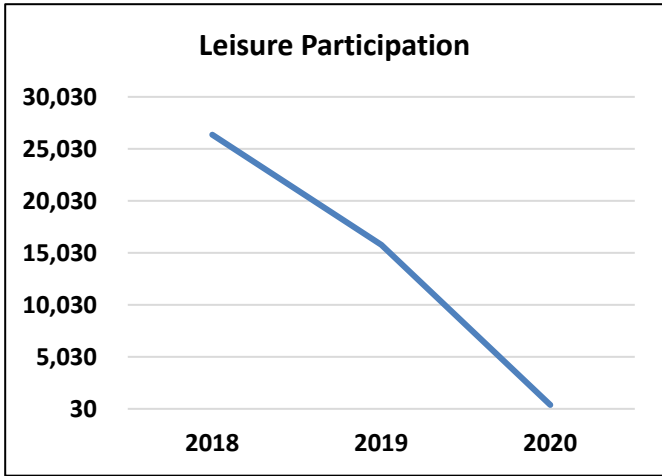
# Leisure and Library Services Department

## November—December Dashboard (Years: 2020 vs. 2019 vs. 2018)

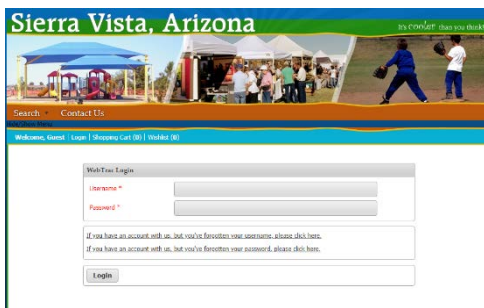
<b>Library Circulation: November—December</b>	<b>27,600</b>
<b>In-person Library Program Attendance: November—December</b>	<b>399</b>
<b>Virtual Library Program Attendance: November—December</b>	<b>2,789</b>
<b>Virtual Early Literacy Participation: November—December</b>	<b>464</b>
<hr/>	
<b>Leisure Revenue: November - December</b>	<b>\$41,855.91</b>
<b>Leisure Program Attendance: November - December</b>	<b>408</b>
<b>Rentals: November - December</b>	<b>19,481</b>







## A New Way to Register for Library Programming!



The Library is now using RecTrac to coordinate and register for Library Programs. This is the same program utilized by Leisure Services and the expansion of this program did not cost the city any additional funds. The ease of use and efficiency that this program is going to give to library services is exciting. The patron interface is familiar to much of the community, and patrons will no longer have to email or wait for the Library to open in order to register with a live person. RecTrac is also beneficial for the reporting and statistical data that the department will now be able to compile at the touch of a button.

## Virtual Storytime

After the librarians at the Sierra Vista Library put large group, in-person programming on hold due to the COVID-19 pandemic, they were able to launch a virtual programming model. This was especially important for the Storytime programs. Erica Merritt, the Youth Services Librarian, explored different platforms for presenting a storytime that would keep children engaged and possibly include a participatory element. She also had to investigate read-aloud and video

recording permissions from book publishers and musicians so that the library was following copyright restrictions.



Ms. Erica is live with another storytime today!

The first few months of virtual storytime's were presented as prerecorded videos on the Sierra Vista Library Facebook page. Miss Erica read two stories, did a couple of fingerplay rhymes, and sang a song. As she was reading the books, she asked questions, just like during a live storytime, and paused for children to answer. The idea for this came from shows like Blue's Clues and Dora the Explorer. Fingerplays were usually repeated so that children could feel a sense of accomplishment when they could remember the words. Viewers of the videos left comments on the posts, saying hello, and thanking Ms. Erica for storytime.

After a few months, Ms. Erica changed the format to a live streaming storytime on the Sierra Vista Library Facebook page on Wednesdays at 10:30 am, mirroring her in-person Preschool Storytime. Recordings of the live stream remain on the page afterwards for families who are unable to log on during the live stream. One of the benefits of the live stream storytime is that viewers can comment in real time. The format of the storytime remains similar to the prerecorded programs: two stories, a few fingerplay rhymes, and now includes a flannel game or rhyme. Ms. Erica has received a lot of great feedback and compliments and has enjoyed hearing how much families (and some adults with no children!) are enjoying the new storytime format.



## Textile Arts

At the Sierra Vista Public Library, arts and crafts programs were some of the best-attended programs before the current health crisis. This is a trend that has not stopped in the past year, even with programs switching to being online. The Textile Arts program is run by Ruth Fenchak, Teen and Outreach programmer, who loves the various ways that there are to use textiles to create art plus that the know-how gained from mastering these disciplines can be translated into other applications besides art.



Participants who engage in the library's Textile Arts program have recently made embroidered journals, spooky mobiles, and will soon be learning basic macramé. Previously completed projects of note are finger knitted scarves, woven wall hangings, and quilted aprons. The experience gained from creating these projects can be applied to fixing clothing, hemming curtains, and creating unique décor for home or bedroom. Textile Arts is a monthly program that meets virtually and requires registration each month. The library provides supplies, instructions, and a guided online lesson on how to complete each project. Textile Arts is for youth ages 10 and up and is held on the WebEx virtual meeting platform.

## Museum Programming is Out of this World!

On Monday, Dec. 21, the Henry F. Hauser Museum offered the community a once in a lifetime opportunity: an up-close view of the 2020 Great Conjunction. Two telescopes were available for viewing, as well as a projected live stream from a local observatory and the Discover Exoplanets: The Search for Alien Worlds national traveling exhibition. Due to its popularity, the program was extended a second night and afforded a total of 91 community members a telescopic view of this historic celestial event. This function was one of only a few similar in-person programs nationwide.

In a combined effort to offer a safe and engaging resource to our community, the Henry F. Hauser Museum and the Sierra Vista Library opened exhibit doors outside of normal operating hours. Both facilities privately hosted groups and families and ensured safety and sanitary protocols were strictly adhered to.



In partnership with the Patterson Observatory and Huachuca Astronomy Club, the museum has also provided educational video programming that created local historical and scientific connections to national enterprises. Videos highlighted the science behind discovering exoplanets, how local amateur astronomers contribute to professional astronomy, and the Osiris-Rex mission managed by University of Arizona Tucson. These collaborations have fostered a meaningful and mutually beneficial relationship, prompting plans to offer virtual Tours of the Night Sky programming— with a remote telescopic view and direct access to local astronomers—in the future.

## Leisure Services Hosts Senior Holiday Luncheon Drive-Thru

The Senior Holiday Drive Thru Luncheon was held on November 17 and had a total of 40 participants. The participants were excited and appreciative that the event had been modified to allow participation this year even though we are faced with many programming challenges. The annual dinner is usually a sit-down dinner catered by staff. The participants were welcomed by staff and served a traditional holiday dinner of turkey, stuffing, mashed potatoes, mixed vegetables, gravy, cranberry sauce, a roll, and of course, a slice of pie enthusiastically prepared by Leisure Services staff. Participants and staff were very happy to see each other and everyone looks forward to when things get back to normal.

## Virtual Veterans Day

This year, in lieu of our traditional Veterans Day Parade and Ceremony, the City did a virtual Veterans Day Ceremony. PIO recorded the ceremony on November 3rd for airing on Veterans Day. Maj. Gen. Hale was our distinguished guest at the Centennial Pavilion with Sierra Vista Mayor Rick Mueller and the Veteran of the Year Judy Carroll.



## Drive-Thru Tree Lighting Event



On December 4th, the Leisure Division hosted a non-traditional tree lighting ceremony in Veterans Memorial Park. The Drive-Thru Holiday Lights event was a great chance for the people of Sierra Vista and surrounding communities to get out of the house and check out the City's annual tree lighting ceremony—all from the safety and comfort of their car. Participants were able to take part in a scavenger hunt, pick up cookies and cocoa to go, win cool prizes, drop off letters to Santa in the mailbox, and even get great photos of Frosty the Snowman, the Grinch, and Santa!

During the event over 2,000 cookies and 100 candy canes were handed out by staff and Santa. Parks staff worked hard to install additional Christmas Lights and move our beloved Santa's in the Park displays for this year's event. At 5:30 pm, the lights came on and the community began their drive thru. In total, 674 vehicles with an average of 4 persons per car attended the event. That equates to over 2,500 people driving through our park in the span of 4 hours. We cannot wait to continue to grow this event in years to come and are hopeful that we can celebrate our holiday season in person next year.



## City Holiday Luncheon



On December 16<sup>th</sup>, the City hosted a Holiday Event for City Staff. Cooking began on Monday in the kitchen of Ethel Berger Center and included a delicious feast of tacos, chimichangas, and rice and beans. This incredible menu was prepared by Juan Rhienhart from our Public Works Department.

Leisure staff baked cookies for dessert and City Management came out to serve up the meal and hand out raffle tickets for chances to win fresh turkeys, hams, and other prizes. The holiday luncheon served over 290 city employees in 2 hours.

## Commission Summary

Commission	Last Meeting	Next Meeting	Summary
Parks & Recreation	01/12/21 (Virtual)	02/02/21 (Virtual)	Discussion of public input regarding drone use (using Bang the Table/Discussion of Ordinance Language regarding commercial vending activities in parks (Ch. 94)/Consolidated Master Plan update/Keith Hampton Field Dedication Discussion
Arts & Humanities	01/19/21 (Virtual)	02/16/21 (Virtual)	Discussion of Community Art Project; extended through March/Planning for community art displays in proximity to the Library garden.
Cultural Diversity	Not Scheduled	Not Scheduled	Does not have enough members or applications for a quorum. Will schedule as soon as members are available.
Library Commission	On Hold	On Hold	On hold due to Library Closure. Will resume in the Spring.
Youth Commission	On Hold	On Hold	On hold due to Library Closure/lack of applicants.

# Public Works

## Engineering

**Fry / North Garden.** The design process for the Fry and North Garden improvements is continuing, and comments were returned on the 75% plans in December 2020. Per consensus of the previous Council, the consultant is continuing to include a traffic signal at the Fry/Carmichael intersection. The traffic signals at Fry/North Garden and Fry/North are tentatively slated for removal, but additional decisions will be made as the plans progress and the full picture of the final “look” of the project becomes more clear. Design is currently projected to finish in mid-2021. Construction of the first phase will then continue through calendar year 2021 and complete in early 2022.



**Coronado Drive Rehabilitation.** Coronado Drive between MLK/Moorman and Fry Boulevard reopened on December 4<sup>th</sup> approximately two weeks ahead of schedule and just in time for the holiday event at Veteran’s Memorial Park. Although final striping remains, the process should be only minimally disruptive to traffic. The pavement on that stretch of roadway had deteriorated rapidly in the last few years as traffic volumes increased. Due to a large number of potholes, the decision was made to do a complete pavement rebuild rather than trying to patch and overlay the existing pavement. The end result looks and rides great!

**City Hall Remodel.** The City Hall remodel project was also recently completed. Portions of the former Procurement area and North Wing conference room are now home to Human Resources, who moved out of their undersized and inefficient space in the front lobby. Portions of the Finance and Public Affairs area were also reconfigured. The area previously occupied by Human Resources will be converted primarily to a conference room more befitting its location directly off the main lobby.

**Annual Street Maintenance.** With winter slowly moving towards spring, work is starting on the City’s annual street maintenance project. The first step will be to crack seal and patch roadways, which will then be followed by a seal coat in the spring. Crack sealing was temporarily delayed by an equipment issue but is now underway on this year’s streets. A map of the 2021 annual street maintenance area is included below. Scheduling is subject to change based on weather conditions, and hopefully the winter rains will be more plentiful than monsoons were this year!







**Garden Canyon Linear Park.** Construction of a parking lot located along St. Andrews Drive at the Garden Canyon Linear Park started in early January and is expected to be completed in mid-April. The project will improve accessibility of the parking area and add monument signage for the park. While construction is ongoing, the existing parking area will be closed. The project is being completed with the assistance of an Arizona State Parks and Trails grant of over \$79,000. The grant covers about 90 percent of the project cost, with the remainder paid for by the City. This project marks the most significant improvement to the park since the Cherokee parking lot was constructed in 2009.

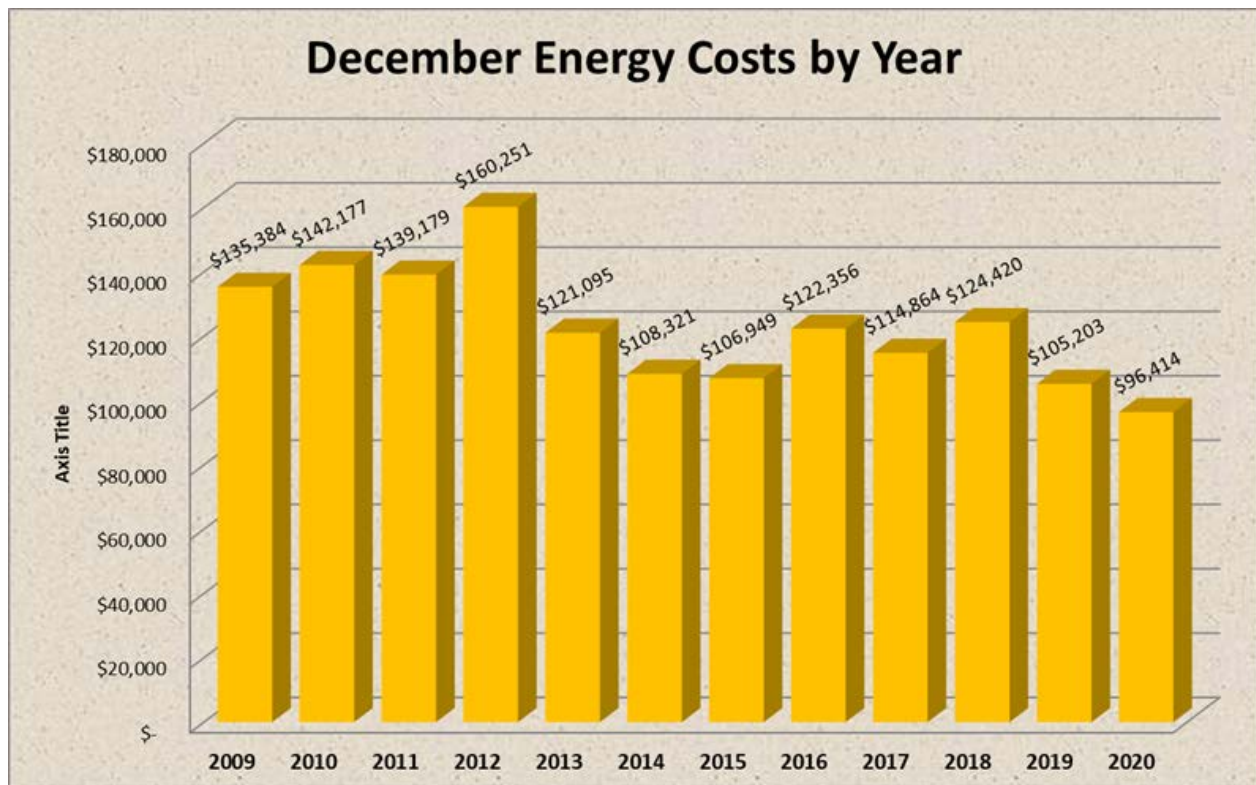
## Facilities

**King's Court.** The City is unfortunately seeing some significant vandalism at the King's Court facility. Recently, the vandalism has been targeting the restrooms. Although the facility is locked at night, unknown persons were able to break in through a back entrance and kicked holes in the walls. Additional security has now been added to hopefully keep unintended visitors out, and a police report has been filed. Unfortunately, this is not the first incidence of vandalism at King's Court. The restrooms have been targeted before, as has fencing.



**Schneider Project.** The City is continuing to see positive results from the Schneider Energy Efficiency Project. Monthly electricity has been consistently below the prior year for almost a year. Starting in March, though, year over year comparisons become more difficult due to the closure of City facilities as a result of COVID-19. Whereas February electricity usage declined by about 7.5% year over year, March saw a 15.2% decline, and April was a whopping 19.3%. It is clear, though, that the project is having significant impacts on the City's bottom line. As recently as 2012, the City spent over \$160,000 in electricity for the month of December. This December, the cost was below \$100,000 for the first time since SSVEC started tracking the data in 2009.

The last phase of the Schneider project is expected to begin at the Environmental Operations Park in mid-January. Schneider will be replacing some of the monitoring and sampling equipment, which should in turn help the blowers to operate more efficiently. The blowers aerate the wastewater and require significant amounts of electricity to operate, so by helping them to run more efficiently, the City will save both energy and money.



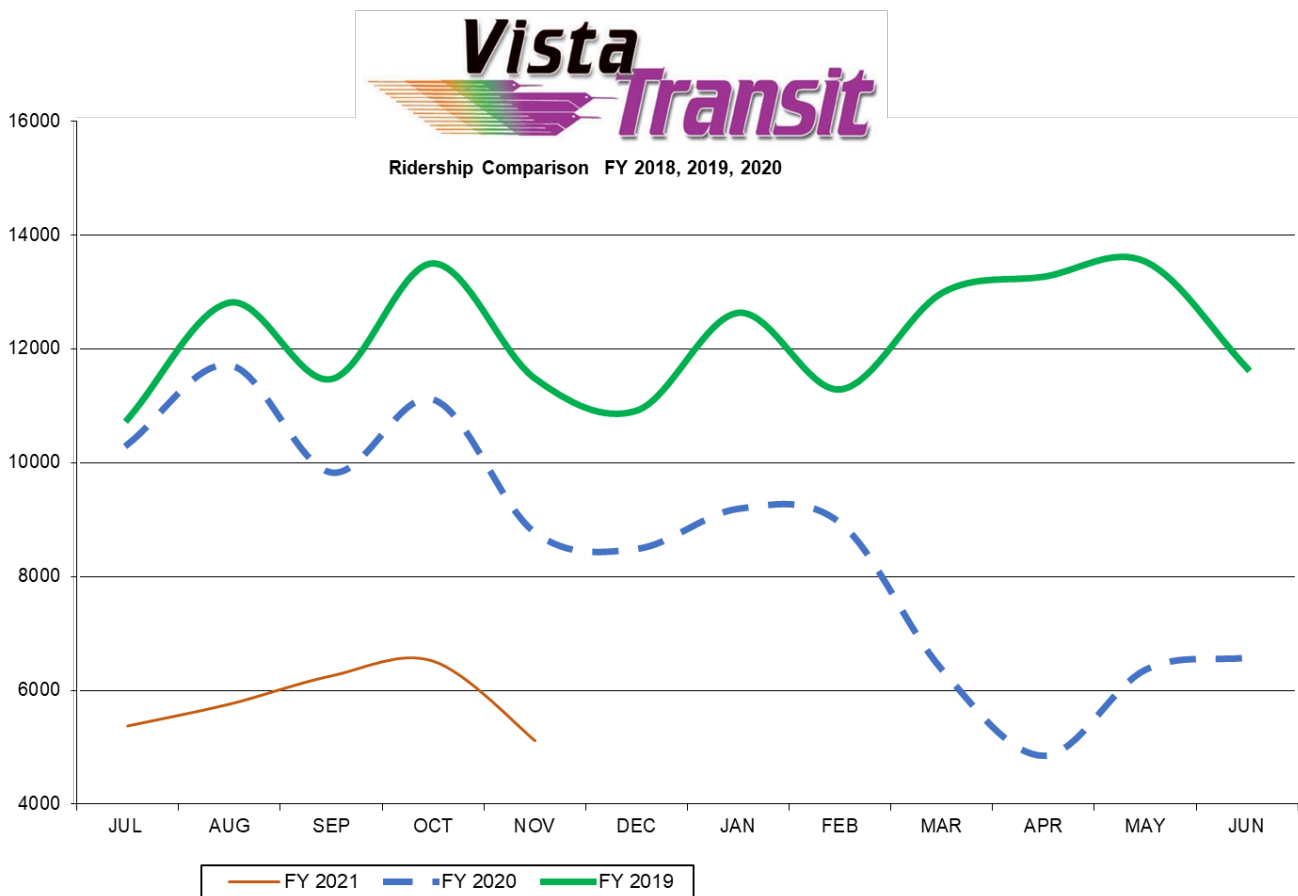


## Transit

**Greyhound.** City staff was recently notified that Greyhound will be discontinuing service to Sierra Vista effective January 12<sup>th</sup>. According to representatives from Greyhound, the pandemic had severely impacted ridership demand and revenues. This reduction resulted in Greyhound drawing down grant funds much more quickly than anticipated. In order to preserve the remaining grant funds and with an eye towards the future with vaccine distribution and the potential return of ridership demand, Greyhound made the difficult decision to end service for now. Greyhound has indicated they will continue to be active in regional transportation coordination meetings and may return in the future if demand patterns return to pre-pandemic levels.

**Vista Transit Ridership Data.** Transit continues to see significant impacts from COVID-19. Although the lobby had previously reopened, it was recently closed again for all except ticket sales and restrooms. Some operational changes which were made in the early days of the pandemic remain in place, such as the "Orange Line B" route to disperse passengers on the busiest route and keep the number of passengers on the busses below ten at all times.

As expected, the pandemic and the associated stay-at-home order initially resulted in a significant decrease in ridership. Numbers started to rebound during the last few months, and steady increases were recorded from July through October prior to the typical dip in November. Numbers will likely continue to trend below normal for some time, especially with some schools continuing to be closed to in-person instruction or utilizing hybrid learning models. Medical trips are also down, with many people delaying non-essential appointments.



## Administration

**Farewells.** The Public Works Department recently celebrated the retirements of two more employees. Darrin Stensby--Refuse Supervisor and Richard Cayer—Operations Manager completed their careers at the City in December and January, respectively. Darrin was employed by the City for almost 30 years and worked his way up from a Wastewater Worker to the Refuse Supervisor. Richard spent over 35 years working in public works for a variety of municipalities and spent his last 12 years at the City of Sierra Vista. Congratulations, gentlemen, and best wishes for the journey ahead!

# Economic Development

## Economic Framework Strategy Development

Mayor and Council have formally adopted the six objectives and staff continues to work to activate these objectives in the City.

### Maximize Economic Impact of the Municipal Airport

Economic Development staff continues to pursue attracting business at the municipal airport with a focus to prepare the available land for development. The overall purpose is to position the municipal airport as a viable option for business attraction and primary jobs with compatibility to Fort Huachuca's missions.

Staff has received the adjusted 100% completed design and the final construction documents and estimates. Staff is currently working with schedules to meet and discuss the new plans again based on the changes we requested. This has been complicated by the precautions of COVID and the necessity to coordinate with Fort Huachuca, and their schedules. A letter has been sent to the Garrison Commander for formal coordination on storing the excess material on Army land. We have begun to write the statement of work for the actual construction project later in the FY.

Part of the coordination with Fort Huachuca is to relocate excess material on the 203 acres of excess federal property or in support of a Fort Huachuca construction project. This effort supports Fort Huachuca's mission as well as reducing costs to the City in construction. Staff has included the estimated cost to prepare the land in the draft budget as a key initiative.

Staff will consider pursuing an Economic Development Administration (EDA) grant funding after we have completed the ground preparation. If awarded, this funding will significantly offset the costs associated with the airport development work.

### Fry Blvd Streetscape Project

Economic Development staff continues to engage property and business owners on Fry Blvd that will be impacted by Phase I of the streetscape project. The primary discussion has been their access and driveways, as well as, alternate access plans during the construction phase. This engagement will continue throughout the development of the engineering documents and construction next year.

### Fort Huachuca Joint Resource Utilization Study

The Office of Economic Adjustment (OEA) – Now renamed the Office of Local Defense Community Cooperation/OLDCC) awarded the Joint Resource Utilization Study for Fort Huachuca running from April 2020 through November 2021. The City awarded the contract to the selected consultant (Metric Design Group) with a notice to proceed on September 16. The purpose of this project is to prepare a study identifying the joint resource utilization of land, airspace, and electromagnetic spectrum to sustain the Army's current and future missions at Fort Huachuca in a compatible use with local communities within the area's region of influence defined as Buffalo Soldier Electronic Test Range (BSETR) and restricted airspace R2303. Local partners and jurisdictions include: The City of Sierra Vista, Cochise County, Huachuca City, Santa Cruz County, and the State of Arizona. On behalf of Fort Huachuca, the group requests technical and financial assistance from the Department of Defense, Office of Economic Adjustment (OEA) to conduct the study.

Staff has been working with the consultant, Matrix Design Group on the stand-up of the committees and with the kick-off meeting on Dec 10<sup>th</sup>. The meeting was well attended and provided the basis for all stakeholders to support the process. There were leaders and representatives in attendance from Fort Huachuca, OLDCC, ACA, ASLD, county, and city representatives. Staff coordinated request for information that was sent to Fort Huachuca, Cochise County, and City of Sierra Vista staff to provide current information to the consultant.

No Change - The fiscal impact for the study includes the 10% match to the entire grant through primarily City staff time supporting the process. Consultant cost set Not to Exceed \$425,635 with the approximate total value of the grant at \$534,602 (federal funds \$480,700 and non-federal \$53,902).

## DCIPS Grant

City Staff coordinated a submission for the emergency medical services sub-station construction project for the Defense Communities Infrastructure Pilot Program. This is a highly competitive OLDCC grant with only \$50M available and the City of Sierra Vista was one of only sixteen winning proposals. This grant provides funding to build the EMS sub-station with an estimated total federal contribution of \$1.438M allowing construction to begin in calendar year 2021. The City of Sierra Vista will contribute \$100,000 for the design and engineering of the project. Staff finalized the grant agreement obligating the federal funds at the end of their fiscal year. In support of the construction, staff awarded the environmental study necessary to receive approval from OEA to begin construction. Construction must be completed by the end of the grant March 31, 2022 with a certificate of occupancy.

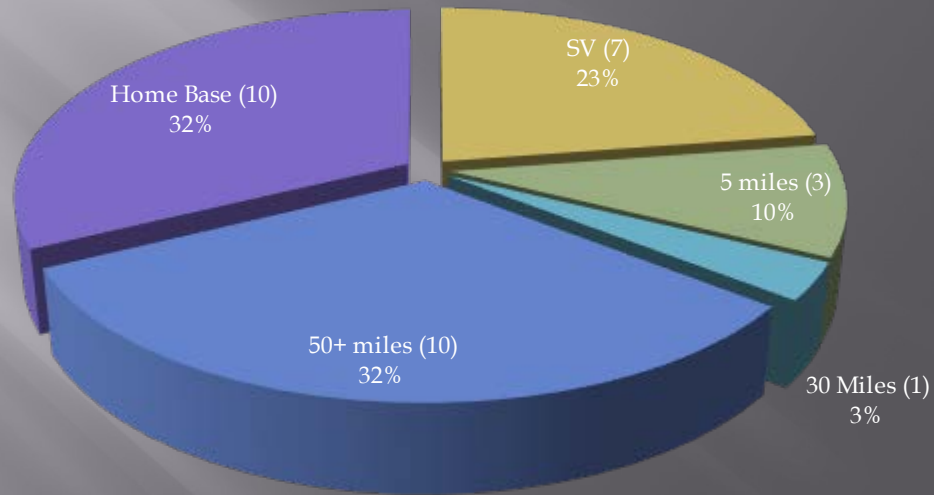
During this reporting period, staff implemented the procurement strategy receiving five proposals to the city's request for qualifications. Staff scored all submissions and selected the top three firms for a presentation in January 2021 with final selection and award to follow. The Environmental Assessment (EA) of the property continued, and the consultant finalized a Cultural Resources Survey in support of the EA that will be forwarded to the State Historic Preservation Office (SHPO) for concurrence in Jan/Feb 2021. With SHPO concurrence the next step will be to release the EA and survey for a 30-day public comment period. Note, there have been no identified EA impacts that would prevent the construction of the EMS substation, but the city is required to follow the process to meet OLDCC/Federal requirements.

## Nov / Dec 2020 Business License Analysis

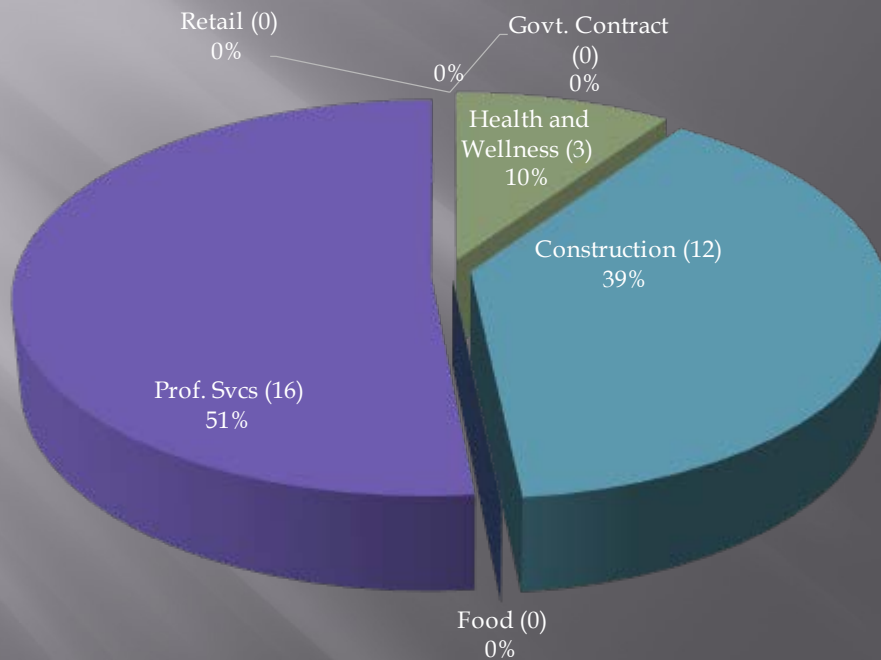
There was a total of 31 new business licenses issued between Nov - Dec 2020. Of the new licenses, 7 were home based businesses. 14 of the licenses were out of town businesses. 3 were within five miles of the City, 1 was within 30 miles and 10 were greater than 50 miles from Sierra Vista. The remaining licenses were for a variety of services based on categories.

- 0 – Retail
- 3 – Health and Wellness
- 0 – Govt. Contracting
- 12 – Construction
- 0 – Food
- 16 – Professional Services

### 31 Business Licenses Nov - Dec 2020 Location



### 31 Business Licenses Nov - Dec 2020 Category



## Economic Development Activities and key engagements

05 November - Supported a zoom session with a local commercial broker to discuss ongoing city projects and the potential impacts to the market.

17 November - Participated in SEAGO's update to Cochise County's Comprehensive Economic Development Strategy (CEDS) which will support future EDA grants and priority projects.

20 November - Coordinated the airport final 100% plan review for the development of the municipal airport with city staff.

03 December - In coordination with procurement, supported the EMS substation resubmittal meeting with over 25 attendees.

07 December - Met with local business owner on their planned expansion.

09 December - Coordinated a site review and tour of the municipal airport with a potential business owner looking to expand their operations.

10 December - Hosted the JRUS kick-off meeting (virtually).

12 December - Staff has coordinated with local business (Freedom Auto Sales) to facilitate a Phase II EPA study through a grant. If approved, this will save the business between \$20K – \$50K.

15 December - CEDS meeting 2 with SEAGO.

16 December - Councilmember Elect orientation.

## Housing report

In the Sierra Vista area, Nov 2020 active inventory was 203, a 48% decrease from Nov. 2019. There were 192 closings in November 2020, a 32% increase from November 2019.

Year-to-date 2020 there were 1813 closings, a 11% increase year to date 2019.

Months of Inventory was 1.1, down from 2.7 from November 2019. Median price of sold homes was \$203,500 for the month of November 2020, up 7% from November 2019.

[www.longrealtyonline.com/HousingReportSelect.asp?Agent=2013654&Area=SV&SubArea=&Report=hr-sv&Source=CRM](http://www.longrealtyonline.com/HousingReportSelect.asp?Agent=2013654&Area=SV&SubArea=&Report=hr-sv&Source=CRM)



## Marketing & Communications

**Old World Santas.** While the Parks department reconfigured the Old World Santa display to accommodate a December 4 drive-through event in Veterans Memorial Park, the Marketing & Communications division set up a web form to pre-order the annual Old World Santas collectable ornament sales and vote for the 2021 ornament images.

The ornament selections for 2020 included Cookie Break Santa and All-American Santa. The ornaments could be reserved online for an in-person pickup at City Hall. By preordering, customers were able to quickly pickup their purchase, thus limiting COVID-19 exposure. Prepaid orders were available for pickup at the drive-through event, and ornaments were available for sale during the December 4 event in the park. Two orders were shipped out of town. In total, nearly 180 ornaments were sold, including a few from the 2019 release. All proceeds from the sales are deposited to special fund to pay for repairs to the Old World Santas display and to purchase the next year's ornaments.



*The 2020 Old World Santas ornaments were released for sale in late November. Online preorders facilitated pickup and payment as fans added them to their collection.*

In 2021, the ornament collection will grow with the addition of "Yee Haaaaa," a western style Santa on a sled, and "The Palace Santa," who wears a red tunic with a royal emblem on the chest.

**Website Performance.** Data for Q2 21 (Oct.-Dec. 2020) for both SierraVistaAZ.gov and VisitSierraVista.com websites are below, along with industry standards for benchmarks where available.

### **SierraVistaAZ.gov**

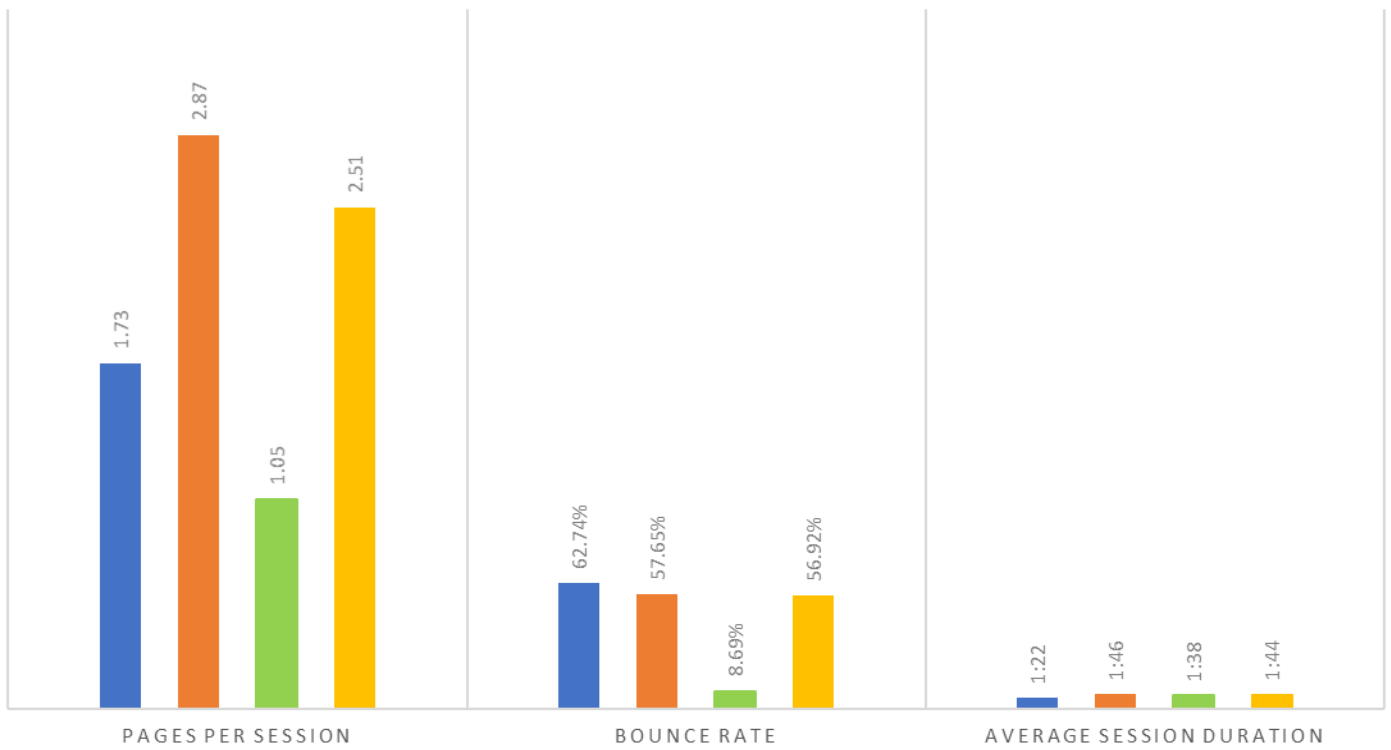
The top page visited (besides the home page) was the Coronavirus page, receiving 13.71% of total traffic. The previous Executive Report noted that the most-visited page was Living Here, as it was being used as a landing page for a cooperative marketing campaign between the Economic Development and Marketing & Communications divisions. This campaign was suspended for the holidays. The municipal site is experiencing a higher bounce rate (62.74% vs 57.65%) and lower session duration (1:22 vs 1:46) than the State & Local Government industry benchmarks. Site users visited 1.73 pages per session, compared to an industry average of 2.87 pages per session. Compared to last quarter, the bounce rate has decreased and the session duration and pages per session have increased; all metrics are moving in the desired direction.

### **VisitSierraVista.com**

The top landing page was the [Three Favorite Hikes](#) page, receiving 99.57% of total traffic. This page was created as part of a paid campaign in FY20 and remains a top performing page quarter after quarter. The visitor site is experiencing a significantly lower bounce rate (8.69% vs 56.92%) than the Travel & Transportation industry benchmarks. The pages per session (1.05 vs. 2.51) and session duration (1:38 vs 1:44) are slightly lower than the industry average. Compared to last quarter, all metrics have decreased; this is a positive result for bounce rate, but a negative result for page engagement.

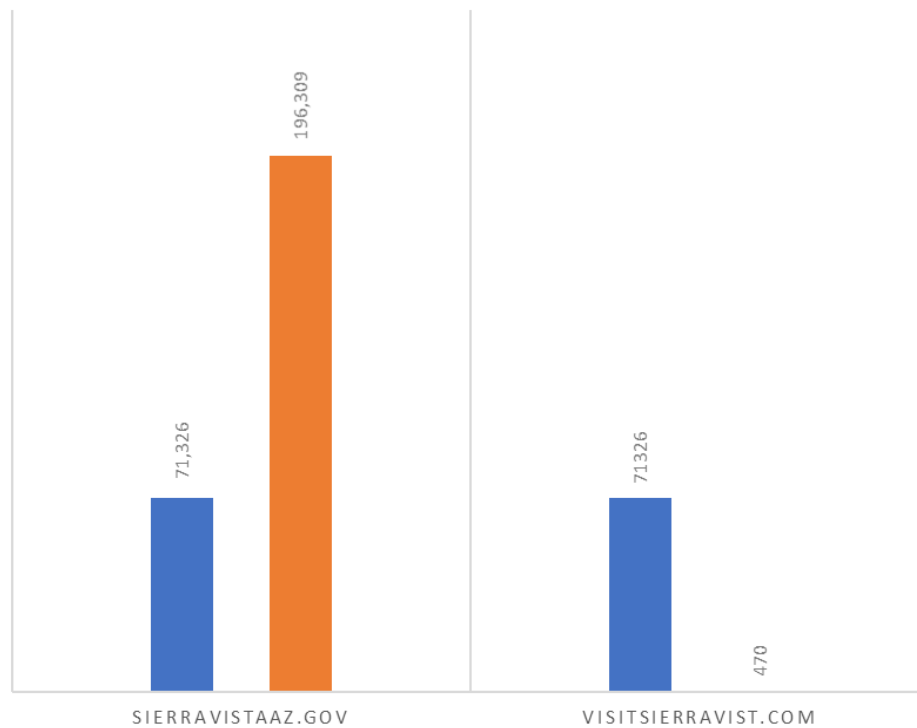
## WEBSITE BENCHMARKS

- SierraVistaAZ.gov
- Industry Standards (State & Local Government)
- VisitSierraVist.com
- Industry Standards (Travel & Transportation)



## WEBSITE VIEWS

- New Users
- Total Page Views





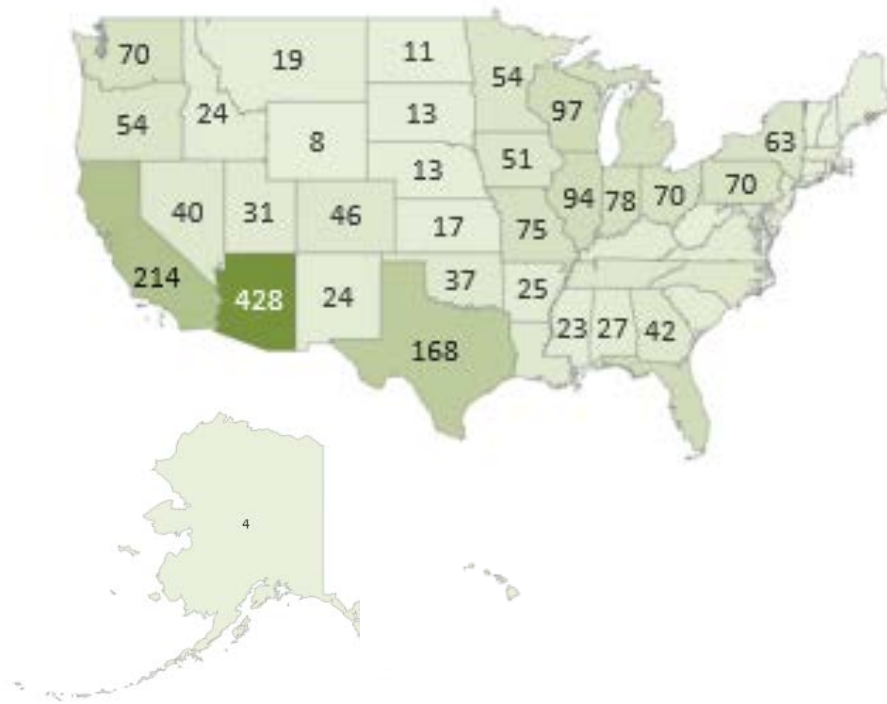
**Economic Development and Marketing & Communications Partnership.** In addition to providing marketing services to the Economic Development division for its marketing efforts, the two divisions are partnering on a digital ad campaign to increase awareness in key markets. The ads deliver both quality of life and quality of business messages. The campaign delivered ads via Facebook, search engine marketing, and programmatic placements. The campaign, which was put on hold for the November and December holidays, returned the following results for the period Oct. 1-Nov. 1, 2020:

Key Performance Indicators	Deliverable
Impressions	120,507
Clicks	4,340
Click thru rate	3.60%
Conversions (sign up for eNewsletter)	0

Specific target markets are Southern California, Minnesota, Virginia/Washington DC, Florida, Texas, and New York City. The requests for mailed information are converting from these and other geographies; the top performing geographic targets are California, Nevada, Wisconsin, Arizona, New Mexico, Oregon, and Colorado.

**Tourism Inquiries.** Requests for information from the Visitor Center for the 2020 calendar year are below. This includes requests received via the VisitSeirraVista.com website, telephone and direct email requests, and through digital ad tourism campaigns that click thru to information request forms. Audiences are targeted specifically in Arizona, California, Texas, Illinois, Minnesota, and Texas as well as targeted interest areas to include outdoor activities, birding, and wine tourism.

CY 2020 REQUESTS FOR VISITOR INFORMATION BY U.S. STATE



**Social Media.** Social media continues to be a key tool used to reach audiences, especially Facebook. Key metrics monitored are listed in the table below for the municipal and visitor Facebook pages. Key performance indicators (KPIs) for the Municipal Facebook page are highly dependent upon community and City activities and emergency situations.

**Municipal Facebook Page**

Key Performance Indicators	2Q21	1Q21	% Change
Impressions	375,204	635,796	-40.99
Reach	239,677	326,089	-26.50
Engagement	15,941	29,920	-67.63
# Followers	14,540	14,021	3.70

**Visit Sierra Vista Facebook Page**

Key Performance Indicators	2Q21	1Q21	% Change
Impressions	113,413	402,091	-71.79
Reach	107,807	389,140	-72.29
Engagement	3,029	12,229	-303.73
# Followers	20,399	20,832	-2.08

**Video Project.** The Marketing & Communications division supported the Nancy J. Brua Animal Care Center by producing a virtual open house and surgical suite ribbon cutting video in December. Animal Care staff requested the video to invite the public in during the holiday season, when an in-person event would usually be scheduled, and to celebrate the facility’s new surgical suite. The video put the viewer in the perspective of a visitor to the animal care center, reinforcing the current entry and appointment procedure in place due to COVID-19.

The response to the video was overwhelmingly positive with 581 likes, comments, and shares. The video garnered 13,760 views of at least 3-seconds and almost 8,000 total minutes viewed. The video served as a welcome chance for the Animal Care Center staff to wish the community a Merry Christmas and viewers enjoyed the opportunity to see the staff and facility again.



*The virtual open house video included a ribbon cutting for the new surgical suite.*

**Visitor Center data.** The table to the right totals the visitor source for individuals contacting the Visitor Center for information. The effect the decrease in all global travel is evident in numbers for the last nine months of the year. However, it is encouraging that Sierra Vista continues to receive requests for mailed literature, phone inquiries, as well as some walk-in traffic when the building is open.

Total requests for information for the 2019 calendar year were 24,415, versus a total of 10,985 for 2020.

Other performance metrics the division monitors are Extended Stay and Restaurant and Bar tax revenue. For those figures, please see the Finance report.

Visitor Source	January		February		March		April		May		June	
	2019	2020	2019	2020	2019	2020	2018	2020	2019	2020	2019	2020
Local-Not Identified	298	240	385	415	335	180	335	0	280	2	250	3
In-State	99	63	98	115	115	35	78	0	85	0	63	0
Out-of-State	528	493	660	700	680	253	550	0	233	1	213	1
Foreign	78	98	90	163	73	28	53	0	43	0	-	0
Phone Calls	300	268	230	325	240	313	230	270	245	260	178	232
Total Other Fulfillment	1303	1,266	1109	1,303	935	321	897	132	1,363	217	959	199
Fulfill Wpress/VC	436	361	354	338	310	141	202	132	253	217	281	199
Literature Racks	470	110	345	570	165	140	240	0	850	0	63	0
Groups, Mtgs, etc.	562	795	410	395	460	40	455	0	260	0	615	0
<b>TOTAL</b>	<b>2,771</b>	<b>2,428</b>	<b>2,572</b>	<b>3,021</b>	<b>2,378</b>	<b>1,130</b>	<b>2,143</b>	<b>402</b>	<b>2,249</b>	<b>479</b>	<b>1,663</b>	<b>431</b>

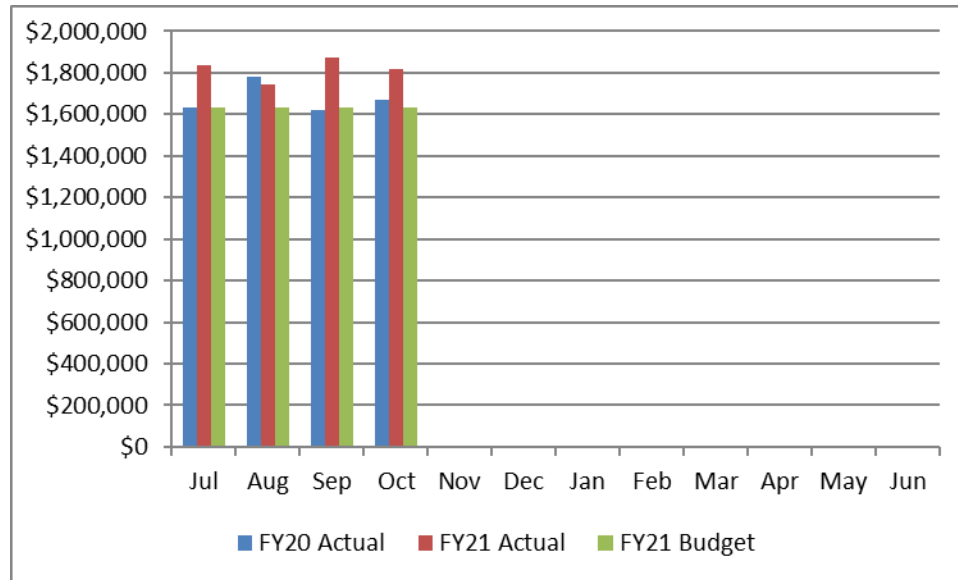
  

Visitor Source	July		August		September		October		November		December	
	2019	2020	2019	2020	2019	2020	2019	2020	2019	2020	2019	2020
Local-Not Identified	285	2	250	1	223	63	288	75	195	50	173	48
In-State	118	6	88	4	80	50	140	83	43	10	85	33
Out-of-State	218	0	190	2	193	113	240	123	225	153	230	90
Foreign	5	0	0	0	20	0	20	18	43	28	35	18
Phone Calls	255	123	238	155	198	90	248	108	248	83	228	50
Total Other Fulfillment	686	184	890	343	673	395	1,403	200	1,043	231	1,142	162
Fulfill Wpress/VC	286	184	250	223	238	215	233	200	193	151	192	162
Literature Racks	200	0	100	0	50	0	620	0	260	20	860	0
Groups, Mtgs, etc.	200	0	540	120	385	180	550	0	590	60	90	0
<b>TOTAL</b>	<b>1,567</b>	<b>315</b>	<b>1,656</b>	<b>505</b>	<b>1387</b>	<b>711</b>	<b>2,339</b>	<b>607</b>	<b>1,797</b>	<b>555</b>	<b>1,893</b>	<b>401</b>

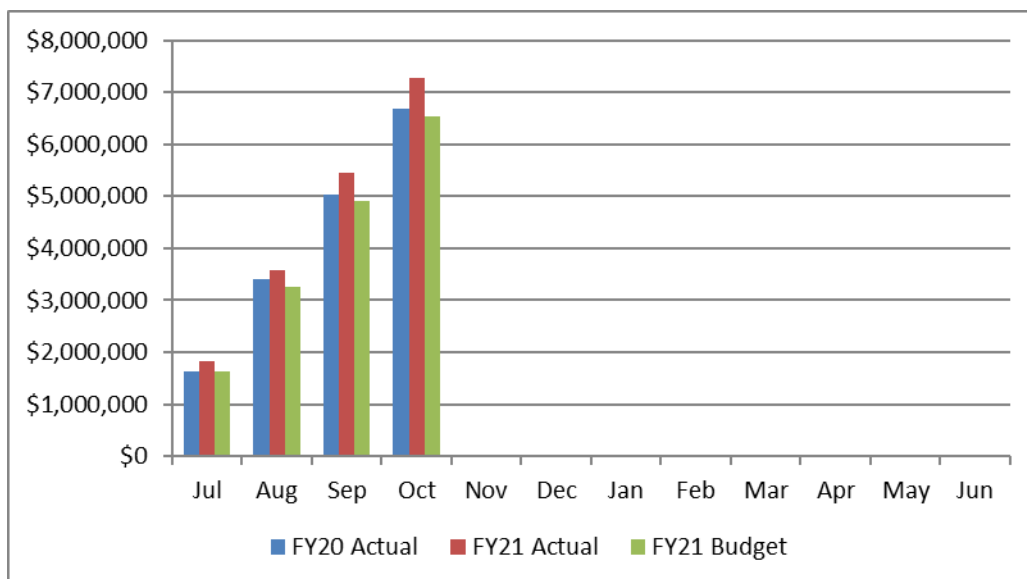
# Administration

**Sales Tax Collection.** Gross privilege tax collections for September were up \$250,801, or 15.7% from last September and October collections were up \$148,850, or 8.9% from last October.

The chart below provides a monthly comparison of FY21 actual, FY21 budget, and FY20 actual.



Through October total privilege tax collections are up \$570,122, or 8.5% over last fiscal year and \$733,153, or 11.2%, ahead of budget. The chart below provides a monthly comparison of FY21 actual, FY21 budget, and FY20 for the Fiscal Year to Date.



Description	Nov-19	Dec-19	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20	Oct-20
Utilities	79,950.93	88,942.27	101,145.65	92,785.59	80,521.75	74,434.93	75,239.21	79,760.61	99,493.64	93,872.50	92,017.14	85,898.26
Communicaitons	19,993.57	20,352.03	15,921.72	15,548.81	15,989.89	15,671.12	15,763.80	15,608.32	13,925.27	11,791.14	10,365.74	10,595.19
Publication	2,872.34	2,697.11	3,783.44	3,175.78	3,048.83	2,155.87	2,812.02	2,827.26	3,208.34	2,547.41	3,945.22	3,262.66
Restaurant & Bar	208,004.65	212,733.55	194,907.59	186,602.83	170,720.45	141,888.71	202,876.33	200,632.51	212,542.00	206,433.95	217,971.34	204,699.93
Contracting - Prime	89,430.56	71,000.41	38,889.31	60,039.22	54,379.05	54,240.00	58,988.13	53,996.62	53,762.80	48,908.89	32,517.67	53,867.21
Retail Sales	883,768.22	1,069,108.59	766,917.36	807,931.35	852,486.28	855,486.82	1,001,425.57	1,007,508.10	916,689.85	893,975.40	953,596.62	907,655.49
Use Tax Purchases	60,140.92	63,728.10	54,196.26	48,936.13	57,720.49	49,722.13	56,512.51	75,546.28	66,184.03	56,723.08	64,472.03	68,377.08
Use Tax from inventory	912.32	486.63	2,576.90	975.39	1,358.50	1,061.04	440.13	166.28	772.72	796.72	2,526.94	619.74
Residential Rental	34,923.08	58,683.69	35,048.50	46,806.41	40,864.09	35,329.16	30,440.11	37,697.33	33,135.84	35,195.51	41,059.42	37,040.17
Retail Food for home consumption	213,082.26	293,643.80	209,998.79	205,783.39	287,400.08	257,490.35	239,907.47	229,617.14	239,063.18	202,019.39	260,986.02	225,703.97
Commercial Rental	32,540.80	35,062.53	30,924.41	30,730.92	29,813.97	25,702.76	25,685.88	32,062.28	28,156.64	33,116.91	29,296.18	26,972.32
Tangible Property Rental	19,677.82	20,167.95	24,026.55	16,312.77	19,513.27	14,279.30	17,009.33	17,548.81	21,037.43	17,509.07	17,011.06	18,538.19
Extended Stay	75,624.43	67,100.88	87,561.13	86,807.65	46,110.16	50,882.92	40,674.16	50,977.37	63,713.51	63,612.48	65,778.91	86,573.78
Online sales	56,125.74	69,973.36	78,267.90	53,725.13	61,500.01	76,363.98	79,094.82	75,101.01	79,797.51	76,718.37	73,347.67	80,497.31
Other	7,977.04	16,893.96	9,088.23	7,564.12	16,614.13	6,167.52	19,089.44	915.25	3,731.58	(2,456.46)	7,228.39	6,243.26