



# Council Executive Report

Charles P. Potucek, City Manager

March / April 2021

## Highlights

- ➔ An estimated 5,000 people attended the Wine, Beer & Spirits Festival held on Saturday, May 29<sup>th</sup>.
- ➔ The second season of the City's podcast opened with two episodes, the first featuring the City's Code Enforcement team and the second featuring a reflection of the 40-year career of Paul Cimino.
- ➔ Fire and Medical personnel have administered a total of 3,094 COVID-19 vaccinations.
- ➔ The Museum has opened a new exhibit, *Avenues of Influence: Exploring Women's Experiences & Agency!*, and a new sensory room.

## Departments

	Page
Police	3
Fire and Medical	6
Community Development	9
Parks, Recreation, & Library	14
Public Works	20
Economic Development	24
Marketing & Communications	33
Administration	36

## City Manager's Message

This year's budget process has been an exciting one as the largest budget in the City's history goes before Council on June 24<sup>th</sup>. Most of the additional funds this year can be attributed to potential grants and one-time funds, but there are many exciting projects scheduled for the upcoming year that address Council strategic plan goals that will continue to elevate Sierra Vista for the community. Although most indicators pointing toward the upcoming year are good, staff are still keeping an eye out for possible challenges and concerns, including the state budget and the potential flat income tax proposal, and rising construction costs such as we are experiencing with the increase in the EMS substation cost. Different procurement methods are planned to try and control these rising costs for future projects until the cost of construction materials stabilizes.

Please mark your calendars for August 10<sup>th</sup> and the return of the Spotlight Breakfast! Staff and I are very much looking forward to sharing the accomplishments of the past year and what we're working on for the future in-person once again with the community. The breakfast will be held at Cochise College in the Community Room.

I'm pleased to report that the SEACOM JPA Board approved the contract for Mike Cline as the new SEACOM Director on Friday morning. Mike's departure from the Economic Development team is certainly a loss, but the City's loss will undoubtedly be SEACOM's gain. I am looking forward to working with Mike in his new capacity and have great confidence in his and SEACOM's future success.

Finally, as was shared with Council last Monday during the budget work session, I'm also pleased to share the contract for Fry Boulevard improvements was awarded to KE&G last week. The re-bid of the project was a success, and most of the items removed and added as bid alternates were added to the project. Not only that, but the construction estimate is currently six months to complete the project. Staff will be

## Upcoming Council Meetings

(City Hall Council Chambers except where noted)

Jun. 22, 3:00 p.m. - Work Session  
• City Manager Update

Jun. 24, 5:00 p.m. - Council Meeting

Jul. 5 - City Offices closed in observance of Independence Day

Jul. 6, 3:00 p.m. - Work Session  
• City Manager Update

Jul. 8, 5:00 p.m. - Council Meeting

Jul. 20, 3:00 p.m. - Work Session  
• City Manager Update

Jul. 22, 5:00 p.m. - Council Meeting

working with KE&G to launch the project as quickly as possible.

As always, if you have any questions, please don't hesitate to reach out to Victoria or me.

Chuck Potucek, City Manager

### City Manager's Office Contacts

Charles.Potucek@SierraVistaAZ.gov  
Victoria.Yarbrough@SierraVistaAZ.gov  
Jennifer.Osburn@SierraVistaAZ.gov  
520-439-2147

[www.SierraVistaAZ.gov](http://www.SierraVistaAZ.gov)

# Police Department

## Uniform Crime Report (UCR) & National Incident-Based Reporting System (NIBRS) Transition

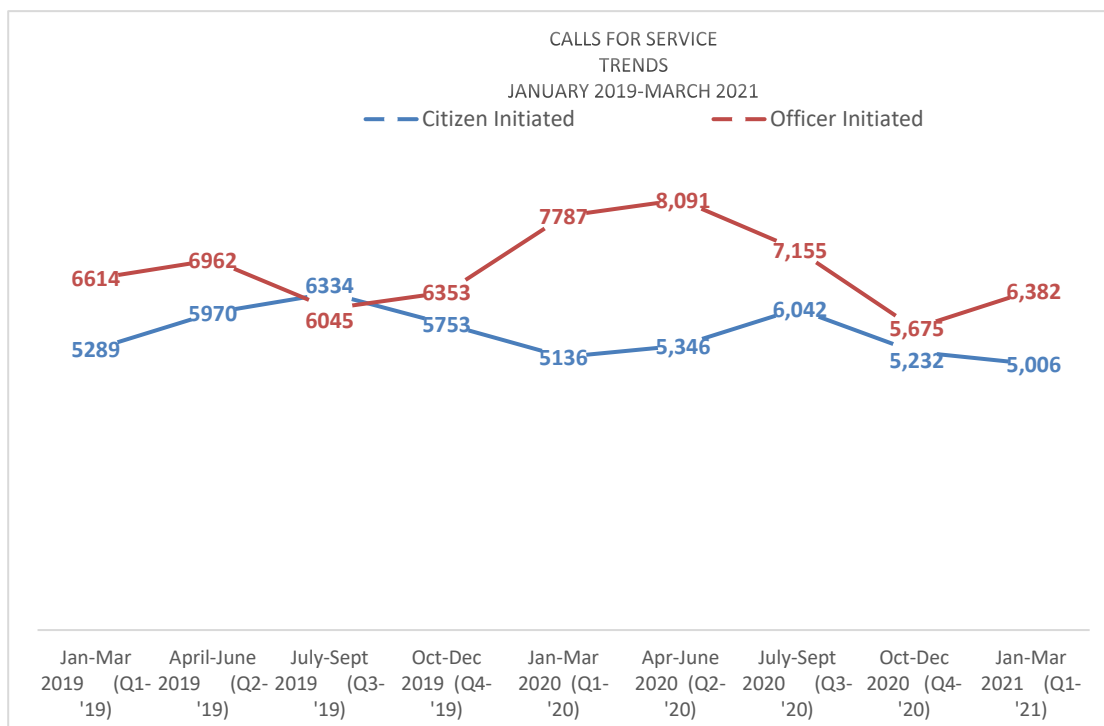
While the department has started the transition from UCR to NIBRS reporting to the Federal Bureau of Investigation, full NIBRS reports are not yet available while Spillman reports are built, and the Arizona Department of Public Safety certifies the reporting data. As a result, the department is continuing to dual report UCR and NIBRS to compare crime data to previous years.

	Jan-Mar 2020	Jan-Mar 2021	% Change
Homicide	1	1	0%
Forcible Rape	0	4	+400%
Robbery	6	4	-33%
Aggravated Assault	30	10	-66%
Burglary	26	28	+7%
Larceny-Theft	230	134	-42%
Motor Vehicle Theft	16	26	+63%
Arson	1	0	-100%
<b>Total</b>	<b>310</b>	<b>207</b>	<b>-33%</b>
<b>Officers Assaulted</b>	<b>6</b>	<b>4</b>	<b>-33%</b>

The chart to the right represents a comparison of UCR Part I crimes between Q1-2020 and Q1-2021.

Please note that the statistics for 2021 are preliminary only and can change as the department completes audit processes. The city experienced a large reduction in reported UCR Part I crimes compared to the same time-period in 2020, particularly in aggravated assault and larceny-theft. However, there were increases in forcible rape and motor vehicle theft when compared to Q1-2020.

## Calls for Service

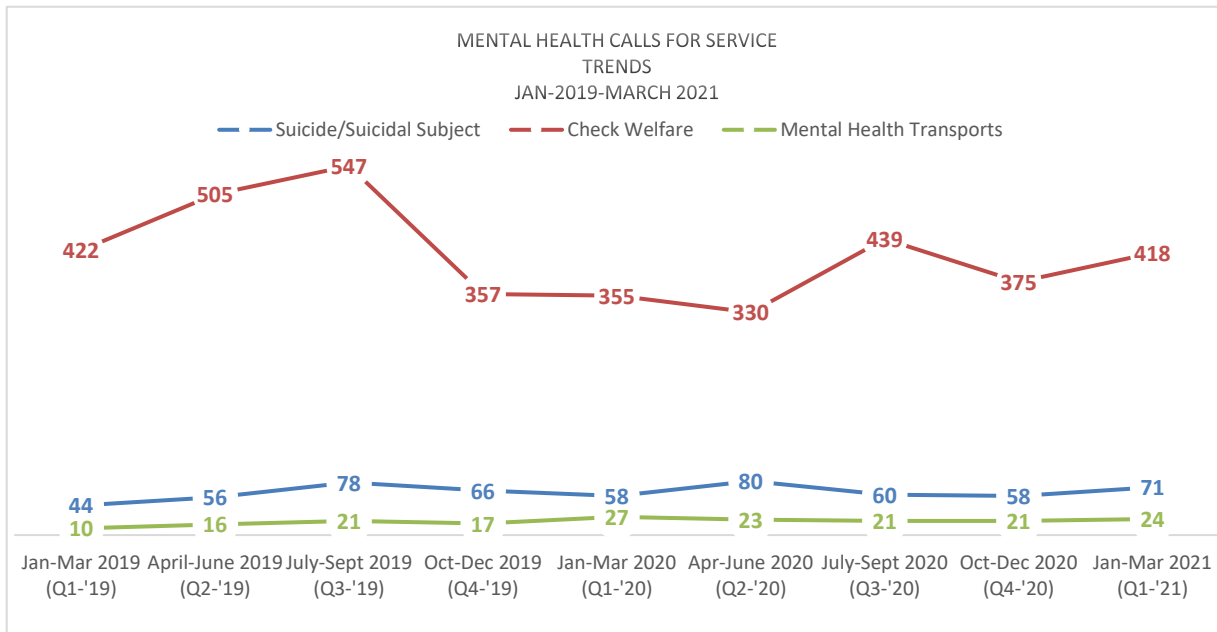


In Q1-2021, officer-initiated calls for service continued to outpace citizen-initiated calls for service. Officers proactively generated 6,382 calls for service and citizens initiated 5,006 calls for service. In total, the department handled 11,388 calls for service in Q1-2021 with officer-initiated calls for service accounting for 56% and citizen-

initiated calls for service accounting for 44% of total calls for service.

## Mental Health Calls for Service

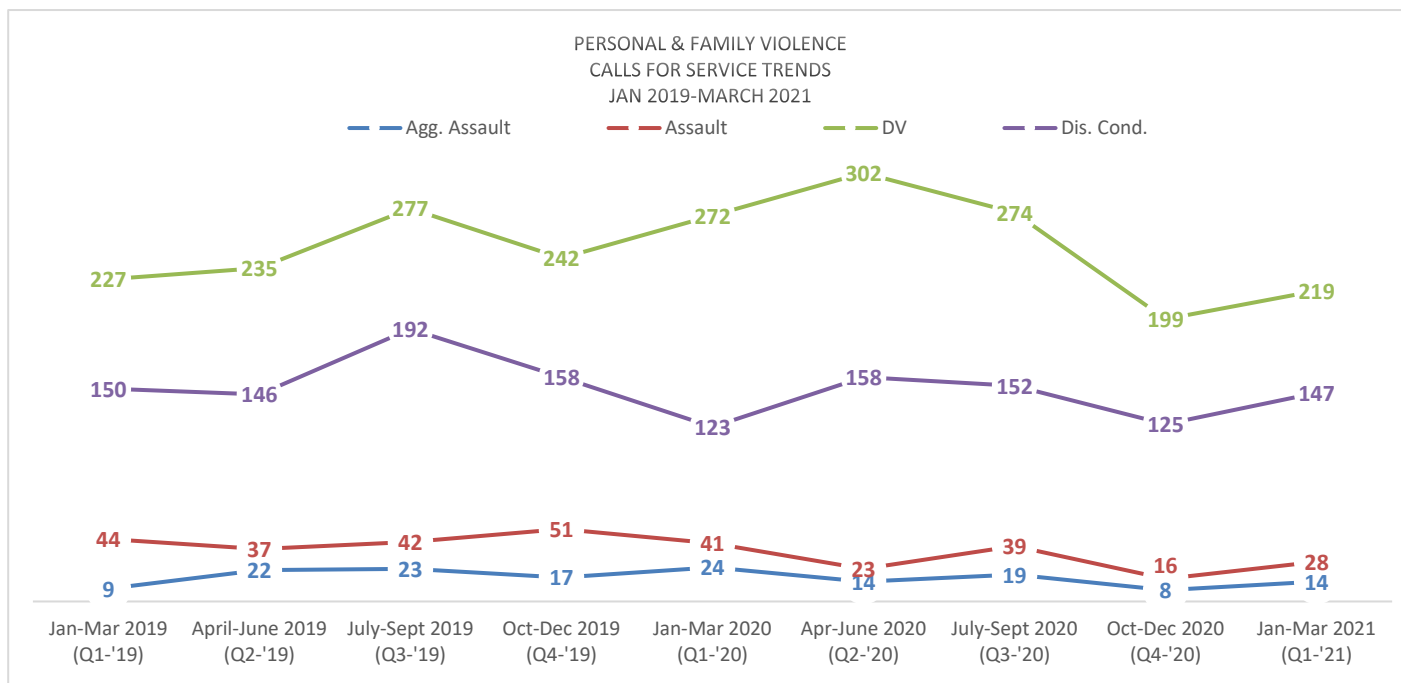
The trends for mental health related calls for service increased over the last quarter of 2020. Suicidal subject and mental health transport calls for service continue to take up a significant amount of time for responding officers, and



the number of calls to check the welfare of individuals significantly increased. These types of calls for service required multiple officers to respond and can involve a significant amount of risk to all involved; however, the department continues to work with mental health crisis teams to respond directly to the scene of persons in crisis when appropriate for the situation.

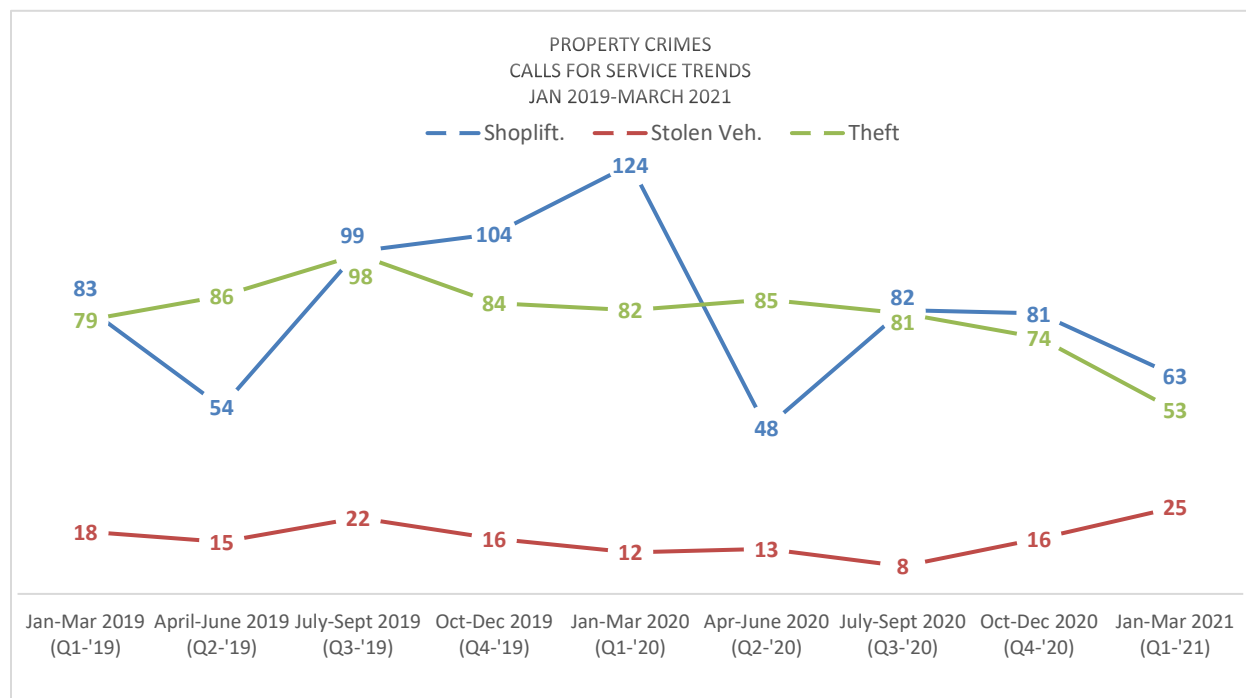
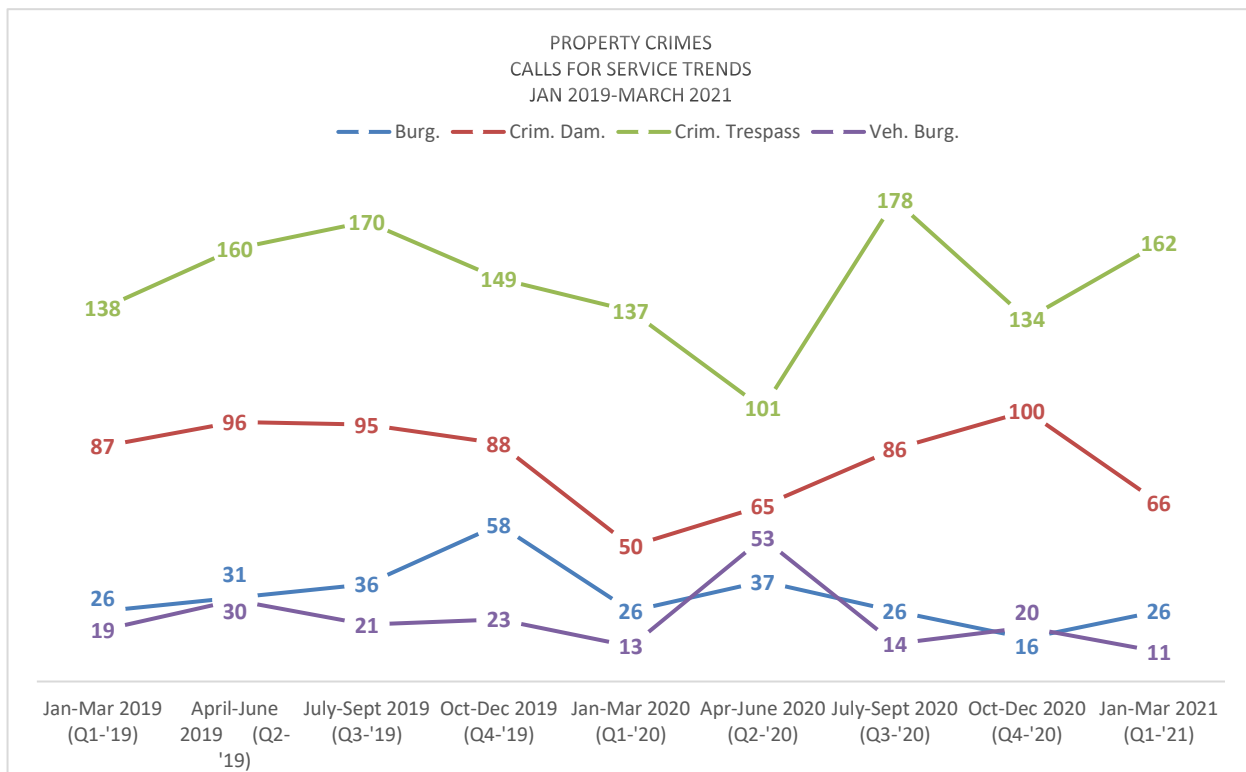
## Personal & Family Violence Related Calls for Service

Calls for service related to personal & family violence trended upward since Q4-2020; however, they continue to remain lower than the highs reported during the height of the pandemic in 2020.



## Property Crime Calls For Service

Reported property crimes during Q1-2021 was a mix of increases and decreases depending on the type of crime reported. There were increases in burglary, criminal trespass, and stolen vehicle calls for service. However, there were significant decreases in vehicle burglary, criminal damage, theft, and shoplifting calls for service during this same time frame.



# Sierra Vista Fire and Medical Services (SVFMS)

## COVID-19 Vaccinations

Sierra Vista Fire and Medical Services was part of the County team that administered the COVID-19 vaccinations. Sierra Vista Fire and Medical personnel completed their final pod. SVFMS personnel has administered 3,094 vaccinations.

Sierra Vista Fire and Medical Services (SVFMS) will continue to use the operational changes consistent with CDC guidelines to ensure care of all patients during and after the COVID-19 pandemic. These changes have proven to be more efficient and effective for our operations and ensure we are doing everything possible to keep our patients and staff safe.

## Incident Numbers

Year to date Total Incidents	2021	3561
	2020	3006

### **May Totals**

Total Calls SVFMS ran	2021	770
	2020	548

Total Calls on Fort Huachuca	2021	26
	2020	19

Automatic Aid Given	2021	53
	2020	23

Automatic Aid Received	2021	117
	2020	71

## Wildland/Brushfire Safety Tips

### **Before a fire threatens your area...**

In and around your home:

- Clear leaves and other debris from gutters, eaves, porches and decks. This prevents embers from igniting your home.
- Remove dead vegetation and other items from under your deck or porch, and within 10 feet of the house. Learn more about the [basics of defensible space](#) on the Firewise website.
- Screen or box-in areas below patios and decks with wire mesh to prevent debris and combustible materials from accumulating.
- Remove flammable materials (firewood stacks, propane tanks) within 30 feet of your home's foundation and outbuildings, including garages and sheds. If it can catch fire, don't let it touch your house, deck or porch.

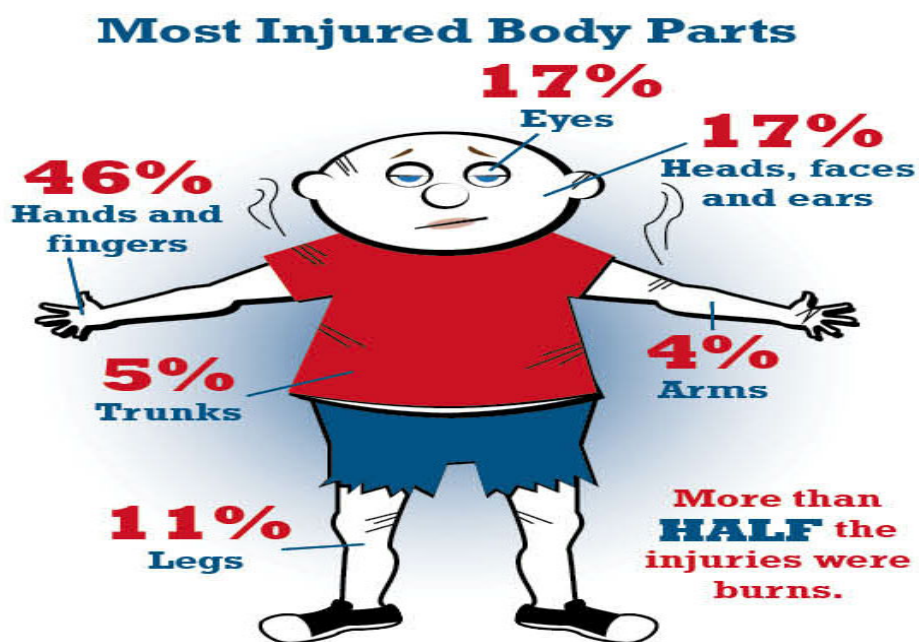
- Wildfire can spread to treetops. Prune trees so the lowest branches are 6 to 10 feet from the ground.
- Keep your lawn hydrated and maintained. If it is brown, cut it down to reduce fire intensity. Dry grass and shrubs are fuel for wildfire.
- Don't let debris and lawn cuttings linger. Dispose of these items quickly to reduce fuel for fire.
- Inspect shingles or roof tiles. Replace or repair those that are loose or missing to prevent ember penetration.
- Cover exterior attic vents with metal wire mesh no larger than 1/8 inch to prevent sparks from entering the home.
- Enclose under-eave and soffit vents or screens with metal mesh to prevent ember entry.
- Learn more about how to protect your home and property at [www.firewise.org](http://www.firewise.org).

## Firework Information

Arizona Revised Statutes § 36-1606 regulates when permissible fireworks can be bought, sold and used in Arizona. The law does not apply to novelty items: snappers, snap caps, glow worms, snakes, party poppers, toy smoke devices and sparklers.

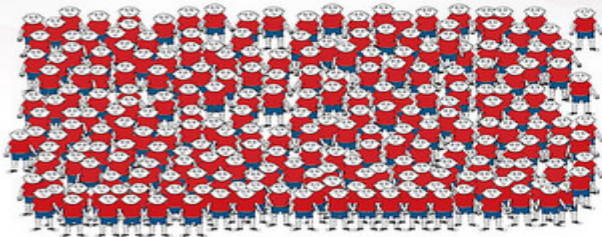
**Permissible fireworks** include: cylindrical and cone fountains, illuminating torches, wheels, ground spinners, flitter sparklers, ground sparkling devices. **Permissible fireworks** for sale under state law may not be sold to person(s) under the age of 16. The penalty for selling, buying or using fireworks outside the permissible dates is a fine of \$1,000. The sale of permissible consumer fireworks in temporary tents over 800 square feet or canopies over 1200 square feet requires a Fire Prevention permit. Per State law, signage is required at places of sale and display that advises purchases of permissible consumer fireworks is prohibited to persons under the age of 16.

## Firework DATA



# Fireworks Injuries

**240** people on average go to the emergency room every day with fireworks-related injuries in the month around the July 4th holiday.



## Fireworks Safety Tips

- ★ Never allow **children** to play with or ignite fireworks.
- ★ **Never** try to **re-light** or **pick up** fireworks that have not ignited fully.
- ★ Keep a **bucket of water** or a **garden hose** handy in case of fire or other mishap.
- ★ Make sure fireworks are **legal** in your area before buying or using them.
- ★ Light fireworks **one at a time**, then **move back** quickly.
- ★ More Fireworks Safety Tips – [www.cpsc.gov/fireworks](http://www.cpsc.gov/fireworks)

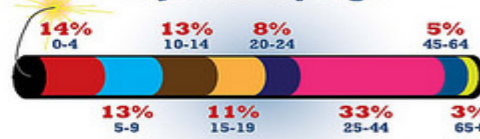
Source: U.S. Consumer Product Safety Commission 2013 Fireworks Annual Report

## Injuries by Fireworks Type\*



\*These percents do not account for how many products are used.

## Injuries by Age



NSN 14-8



# Community Development

## Planning & Administration

- CDBG Cares Act Funding (United Way Emergency Crisis Fund)**

United Way of Sierra Vista and Cochise County, Inc., working through its non-profit partners, provided the following services during the reporting period:

TYPE OF SERVICE	DETAIL	2021 EXPENDITURES		
		REPORTING PERIOD		
		MAR	APR	TOTAL
Rental Payment Assistance	Rental assistance for low income residents with eviction notice or notice of arrearage. 28 families were assisted during reporting period.	\$12,997.94	\$3,221.77	\$16,219.71
Utility Assistance	37 families were provided utility assistance during the reporting period.	\$5,039.03	\$1,466.75	\$6,505.78
Employment Assistance	Four resume writing/job search sessions were held benefitting 126 persons.	\$1,250.00	\$1,250.00	\$2,500.00
Mental Health Counseling	Two anxiety/depression workshops were held benefitting 93 persons.	\$1,250.00	\$1,250.00	\$2,500.00
Hotel/Motel Vouchers	Hotel/motel vouchers assisted 24 families during the reporting period.	\$878.95	\$3,520.37	\$4,399.32
GNA Covid Assistance	COVID-19 staffing	\$1,988.04	\$0.00	\$1,988.04
K-12 Education Assistance	Laptops and Surface Pros were purchased and donated to Mary's Mission for after school tutoring programs.	\$4,703.24	\$0.00	\$4,703.24
Administration	Non-profit coordination/reporting	\$1,495.94	\$1,495.94	\$2,991.88
<b>TOTAL</b>		<b>\$29,603.14</b>	<b>\$12,204.83</b>	<b>\$41,807.97</b>

- Community Development Block Grant (CDBG) Program.** On March 11, 2021, the Mayor and City Council held a public hearing and received presentations on the PY 2021 CDBG funding applications. Staff prepared and presented the draft Annual Action Plan based on the feedback and direction received at a public hearing held on April 9, 2021. Funding recommendations included public facility improvements at Cyr Center Park (related to Phase II Master Plan), reactivating the Emergency Home Repair and Disabilities Modification program, providing barrier free access at St. Vincent DePaul and remodeling kitchen at Good Neighbor Alliance emergency shelter.

Moreover, the Mayor and City Council restated the City's commitment to furthering fair housing pursuant to the Civil Rights Act of 1968 and proclaimed April to be Fair Housing Month in the City of Sierra Vista.

- **Development Code Amendments:** On February 25, 2021, the Mayor and City Council held public hearings on proposed text amendments to the Sierra Vista Development Code to: (1) establish an administrative review and approval process for granting modifications to dimensional standards for necessary improvements to accommodate a disabled person’s needs; and (2) streamline the review and approval procedure for rezoning and text amendment applications and conditional use permit requests. The corresponding ordinances were adopted on April 8, 2021, following a 30-day public comment period.
- **West End Commission (WEC):** The WEC met on April 12, 2021, to hear from Ben Wilde, Good Living Ventures, regarding redevelopment efforts of Mountain View, Garden Canyon, and Sierra Grande manufactured home parks. Staff shared a proposal regarding a forthcoming text amendment to the development code to establish a recreational vehicle park overlay district. The WEC expressed encouragement and support for assisting and facilitating manufactured home park owners to remove and replace substandard homes with quality affordable homes and improve the landscape, appearance, and amenities within the parks. Increasing the allowance for short term recreational vehicle sites within parks was positively viewed to increase local tourism and improve the economic viability of the parks. Staff provided updates on West End projects (Soldier Creek Park/Landwehr Plaza improvements; construction bid documents and procurement process on West Fry Boulevard/North Garden Avenue streetscape project; proposed pedestrian connections associated with FTA funding request). The WEC provided input on PY 21 CDBG funding applications. Staff notified WEC that roll offs would be provided at Timothy Lane Park in support of spring-cleaning event the first weekend of May.
- **Planning and Zoning Commission:** On April 27, 2021, the Planning and Zoning Commission held a public hearing and unanimously voted to recommend approval of a proposed text amendment to the development code to establish a recreational vehicle park overlay district applicable to manufactured home parks on properties that are ten acres or larger. Staff presented the findings of our Evaluation and Appraisal of the Land Use Element in VISTA 2030, General Plan.

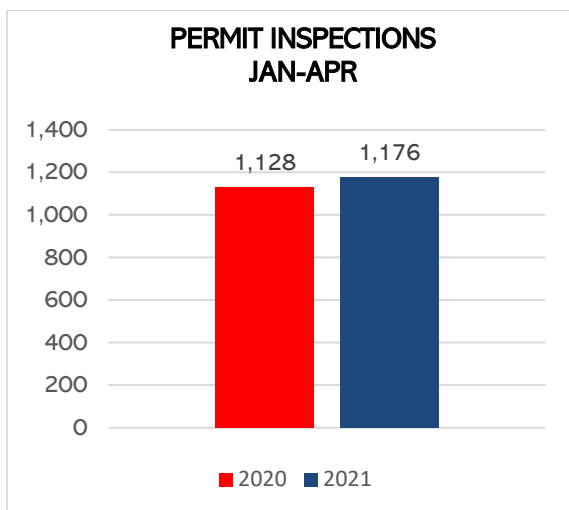
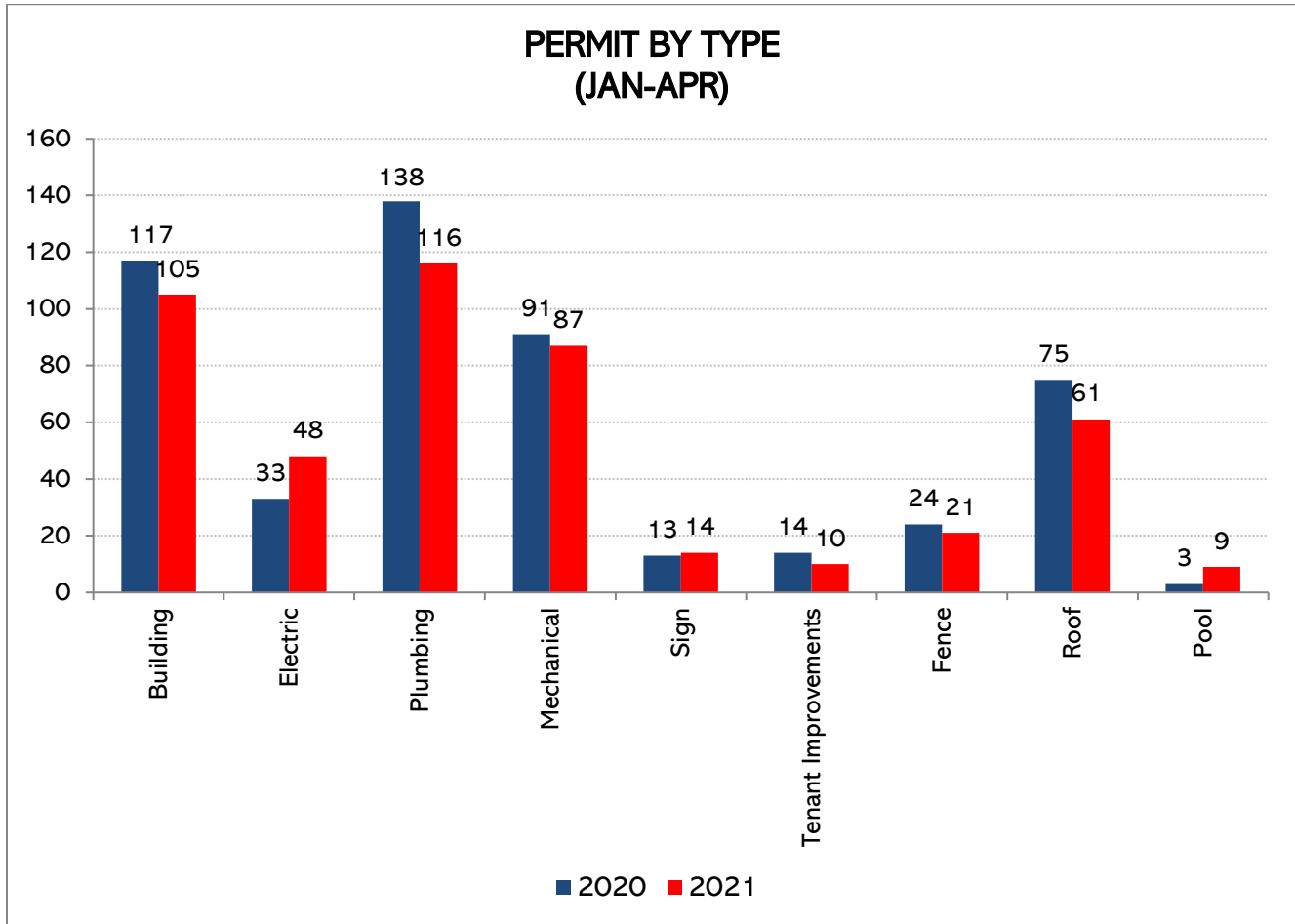
## Building & Inspection Services

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
Tombstone Brewery	New Commercial	332 N Garden Ave
Casa Del Sol - Phase 2	Apartment New	1020 S Carmichael Ave
SEABHS	Commercial New	4721 Campus Dr
Mister Carwash	Tenant Improvement	3850 Martin Luther King Pkwy
Community Baptist Church	Tenant Improvement	1763 Paseo San Luis
Sierra Grande Clubhouse	Tenant Improvement	500 S 7th St
BeeWell Pharmacy	Tenant Improvement	3518 Canyon de Flores, #B
Chill Factor Hookah Lounge - Deck	Tenant Improvement	833 E Fry Blvd

We Frame It - ADA Ramps	Tenant Improvement	590 E Fry Blvd
Dollar Tree - Business Portion	Tenant Improvement	834 E Fry Blvd
SVUSD Rothery Building - #400	Tenant Improvement	3305 E Fry Blvd
PLANS APPROVED		
PROJECT NAME	PROJECT TYPE	PROJECT ADDRESS
Mountain Vista MHP - Club House	Tenant Improvement	700 S Carmichael
Navy Federal	Tenant Improvement	440 N Hwy 90, #B-4
Chiricahua Community Health Center - #200 & #600	Tenant Improvement	155 Calle Portal
PERMIT ISSUED/UNDER CONSTRUCTION		
PROJECT NAME	PROJECT TYPE	PROJECT ADDRESS
VistaBella Apartments	Tenant Improvement	77 El Camino Real
Dutch Bros Coffee	New Commercial	475 N Hwy 90
Vista Bella - New building #7 (fire)	Apartment New	77 El Camino Real
PC's Lounge	Tenant Improvement	4700 E Highway 90
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
T-Mobile @ Teleperformance	Cell Tower	4253 Enterprise Way
Circle K Store #3410	Tenant Improvement	2275 Buffalo Soldier Trail
CSV EOP/WWTP Energy Savings Contract (Aeration Control System)	Tenant Improvement	6801 E Highway 90
Sierra Vista Methodist Church	Accessory Commercial	3225 St Andrews Drive
New Jerusalem Church	Tenant Improvement	484 Wilcox
Bone Dry Tap House - Deck	Tenant Improvement	964 E Fry Blvd
Park Professional Building - Common Restrooms	Tenant Improvement	2700 E Fry Blvd
Soldier Creek & Gateway Park Improvements	Tenant Improvement	621 N Garden Ave
Safeway - New Drive Up & Go Storage inside	Tenant Improvement	2190 E Fry Blvd
Dollar Tree - Owner Portion	Tenant Improvement	834 E Fry Blvd
SVPD – Women's Locker Room Expansion	Tenant Improvement	911 E Fry Blvd
Farmers Insurance- New Stucco Façade	Tenant Improvement	1500 E Fry Blvd
PROJECT COMPLETED		
PROJECT NAME	PROJECT TYPE	PROJECT ADDRESS
U-Haul - Interior Renovations	Tenant Improvement	2011 E Fry Blvd
Spencer Rays/S.V. Vision	Tenant Improvement	1502 E Fry Blvd
Farmers Insurance	Tenant Improvement	165 El Camino Real
Casa De La Paz Hospice	Tenant Improvement	49 N Coronado, #C
U of A South	Tenant Improvement	1140 N Colombo Ave
Bone Dry Tap House - Kitchen	Tenant Improvement	964 E Fry Blvd

## YEAR TO DATE PERMIT STATISTICS



CONSTRUCTION TYPE	NEW CONSTRUCTION (JAN-APR)	
	2020	2021
SINGLE-FAMILY UNITS	26	16
SINGLE-FAMILY ADDITIONS	3	1
MANUFACTURED HOME UNITS	7	3
MULTI-FAMILY UNITS	0	0
COMMERCIAL (SQ. FT.)	0	871*
INDUSTRIAL (SQ. FT.)	0	0
INSTITUTIONAL (SQ. FT.)	0	0
OFFICE (SQ. FT.)	0	0

\*Dutch Bros coffee shop at Plaza Vista Mall

## Code Enforcement

Litter/debris, sidewalk obstructions, overgrowth, inoperative vehicles, and right-of-way obstructions received the most complaints during the reporting period.

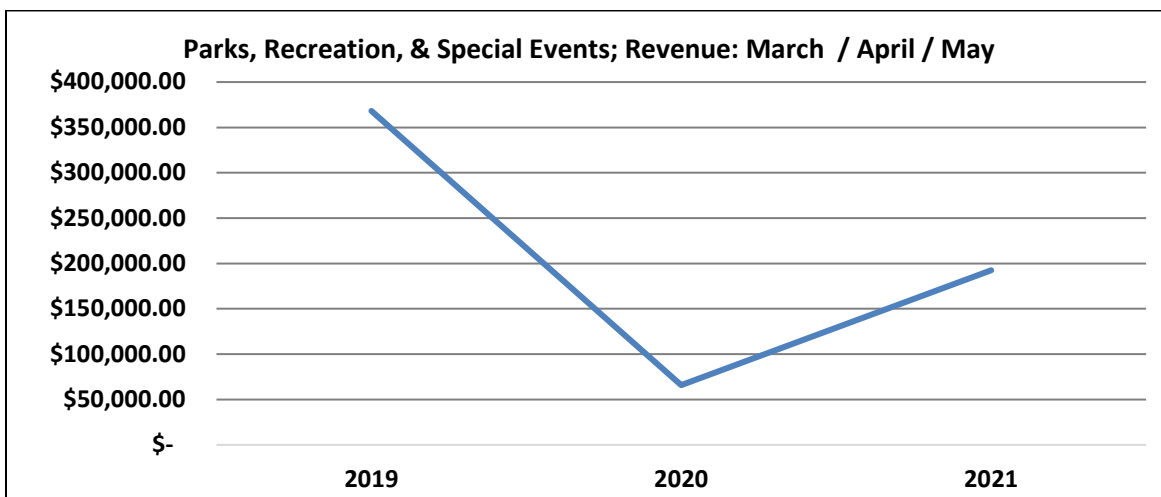
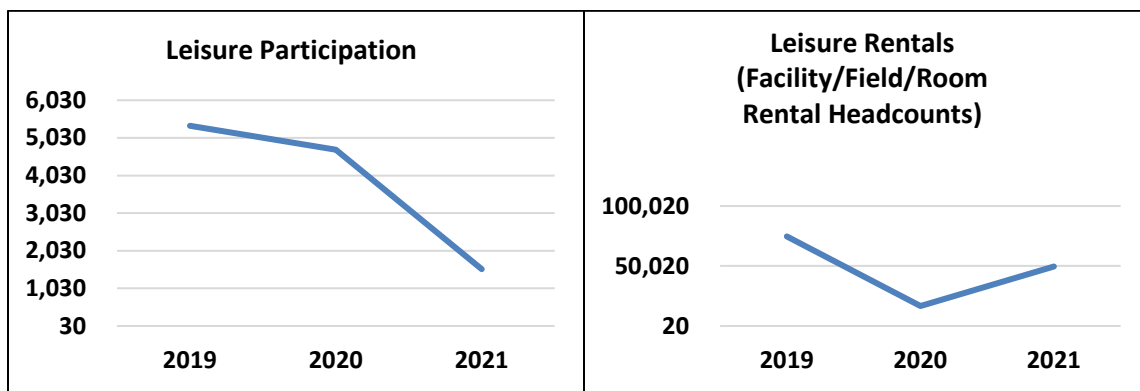
CODE REFERENCE	COMPLAINT	MAR-APR 2021	DESCRIPTION
151.22.006	LIVESTOCK	1	AGRICULTURAL ANIMAL IN RESIDENTIAL ZONE
150.23.3	ANIMAL WASTE	1	EXCESSIVE ANIMAL WASTE ON PRIVATE PROPERTY
150.23.20	BLIGHT	4	UNSIGHTLY, UNSAFE, OR UNSANITARY CONDITIONS
150.23.14	CLEAR VISION	2	OBSTRUCTING CORNER VISIBILITY
150.25.8	DILLAPIDATED WALL/FENCE	1	NOT UPRIGHT/DISREPAIR
150.23.22	GRAFFITI	5	UNAUTHORIZED INSCRIPTION, FIGURE OR DRAWING OR OTHER DEFACEMENT
150.24.A	ILLEGAL DUMPING	3	DEPOSITING LITTER OR DEBRIS ON ANY LAND
150.23.17	INOPERATIVE VEHICLE	10	NO REGISTRATION, FLAT TIRES, DISABLED MOTOR
150.23.8	JUNKYARD DUMPING GROUND	2	EXCESSIVE WASTE, ABANDONED PROPERTY, JUNK BEING STORED ON PROPERTY
150.25.1	LITTER/DEBRIS	18	GARBAGE, WOOD, CANS, ETC. LITTERING A PROPERTY
150.25.5	OVERGROWTH	13	TALL GRASS & WEEDS (OVER 12")
91.11.B.1	RIGHT-OF-WAY ENCROACHMENT	7	OBSTRUCTION, NON-PERMITTED IMPROVEMENT IN PUBLIC RIGHT-OF-WAY
90.11.4	ROOSTERS/BREEDING	1	ROOSTER IN RESIDENTIAL ZONE
150.25.1	SANITATION	6	NO SANITATION SERVICE/TRASH BUILD UP
150.23.13	SIDEWALK OBSTRUCTION	17	ANYTHING OBSTRUCTING A 36" WIDE PATHWAY OR 80" OVERHANG
150.23.12	UNGUARDED PITS/HOLES	1	POTHOLES ON PRIVATE PROPERTY
150.18.A	UNSAFE STRUCTURE	1	UNFIT FOR HUMAN HABITATION/STRUCTURALLY COMPROMISED
TOTAL		93	

# Department of Parks, Recreation, and Library

## March—April Dashboard (Years: 2021 vs. 2020 vs. 2019)

Library Circulation: March—May	32,839
Library Program Participation: March—May	1,486
Early Literacy Participation: March—May	365

Parks, Recreation & Special Events Revenue: March—May	\$192,392
Parks, Recreation & Special Events; Program Attendance: March—May	1,541
Parks, Recreation & Special Events; Rentals: March—May	49,586



## **Museum Reopens with Women's History and More!**

**New Hours: Tuesday through Saturday from 10 a.m.-5 p.m.**

The Museum has reopened with the new exhibit *Avenues of Influence: Exploring Women's Experiences & Agency!* The exhibit examines the historical footprints of women, particularly concentrating on the pathways they used to exert control over their environment through time. It also highlights local female outliers whose actions shaped the community. The Museum will also host the Arizona Questors' Women's Suffrage traveling banner exhibit from 2020. Like many historical and cultural institutions nationwide who were hindered by COVID-19, the Museum is spotlighting women's history past the 100th anniversary of suffrage.



*Dry Terrarium in Museum*

During recent updates, the Museum installed a sensory room geared for special needs children. Sensory rooms are safe spaces designed to provide a place for individuals with sensory needs to decompress and cope with possibly overwhelming stimuli. Having these adaptive spaces and resources help to make families with special needs individuals feel more comfortable, especially in new experiences and public spaces. This is part of an ongoing effort to enhance inclusion and support for our diverse community.

The Museum has also partnered with the Patterson Observatory to host quarterly companion programs to their Public Viewing Nights. The hybrid in-person and virtual programs include a speaker presentation, deep space images via a live stream from local telescopes, and discussion from Huachuca Astronomy Club members on the history and science of astronomy. This interdisciplinary collaboration highlights the connections between scientific and humanistic thought, which increases understanding of the development of each.

Curator Elizabeth Wrozek brought history out of the Museum for public display at the City's annual Wine, Beer, & Spirits Festival! The Museum tent featured a display titled "From The White City to Daisy Mae's: Exploring the History of Our Community's First Structure." In one section, patrons were invited to have a drink at the newly restored bar from the original saloon and brothel while delving into a past plagued by prostitution, bootlegging, and violence. In another, they learned how the building continued to serve our community—including how the area's first names spawned from the site! The Museum will also have a presence at the upcoming Rec N' Roll programs as it seeks to reach new audiences by bringing history into more social spaces.

Spotlight: Keep an eye out for National Park & Recreation Month videos in July that highlight the history of some of our parks and fields and what they offer the public today! This interdivisional collaboration between Museum Curator Elizabeth Wrozek, Parks Supervisor Bryan Mills, and Sports Supervisor John Healy heightens awareness of our open spaces and how these City resources serve the community.

## Child & Family Programing: Rec and Roll

To celebrate National Park and Recreation Month, Child and Family Programming, the Henry F. Hauser Museum, and the Sports Division will host Rec & Roll events at local parks in July. The collaborative effort will highlight Tompkins Park, Timothy Lane Park, and Soldier Creek Park. Each event is set to coincide with the Museum's release of informative videos of the local park's history. We are utilizing the smaller, lesser known, parks to let the members of our community know they are there, and what amenities they have to offer. In addition, featuring Timothy Lane will showcase the fantastic improvements made to that park recently!

The July Rec N' Roll events will feature fun, family-friendly activities for all to enjoy! We will have face painting, crafts, bouncy castles, snow cones, and backyard-style games, such as cornhole, ring toss, tic tac toe, and can bowling! These fun activities are all available at no cost! Kids of all ages are invited to join staff for these fun events! Rec N' Roll hours are from 10:00 am to 2:00 pm. We will be at Tompkins Park on Saturday, July 3, at Timothy Lane Park on Saturday, July 17, and Soldier Creek Park on Saturday, July 31.



*Children Enjoying the Park @ Rec and Roll*

## Creative Canvasses @ the Library



On Saturday, April 17th, ten local teens answered the call of "Creative Canvasses" and created beautiful artwork in the library's Mona Bishop Room. It was the first in person program that the library's teen program had since the reopening of the library to the public, and it was a blast! Currently four of the over twenty paintings created by the artistic teens are hanging in the library's gallery space which is in the library café area. Come by and see all of the City's young local talent!



## Special Events

### **Wine Beer and Spirits Festival**

Saturday, May 29<sup>th</sup> gave us beautiful weather as we held the Fourth Annual Wine, Beer and Spirits Festival. We had excellent crowds in part due to a record 599 event presale tickets. Crowds were estimated to be at 5,000 in attendance for the event. Leisure staff did a great job executing this event and positive feedback was received from patrons, wineries, and vendors.



This year featured a new location and layout highlighting the shaded front side of Veterans Memorial Park along Fry Blvd. Two different music areas were featured giving participants a choice of experiences while enjoying the festivities.



## Sports

### **Summit Challenge**

Registration for the 2021 Summit Challenge was extremely successful. The final registration came in at a record breaking 228 of 250 available slots. Participants enjoyed a beautiful day for trekking the peaks which kicked off in the wee early hours on Saturday, followed by a relaxing afternoon and evening at Veterans Memorial Park at the Wine Beer and Spirits Festival.



## **The COVE**

### **Open Swim**

During the months of May and June, The Cove continued to move towards expanding programming back to pre-COVID-19 levels. Staff welcomed back Aquatic Workout Classes and Water Walking also returned to complement Lap Swim hours. The Cove continues to serve a diverse group of regular lap swimmers on a daily basis. The next session of aquatic workout classes will begin on June 15th.

As summer kicks off, staff are excited to be bringing back Open Swim and the Wave Machine to the community. The first Open Swim was hosted on Saturday, May 30, where we had a great turnout with a full house of 358 swimmers and many more spectators! Shortly after the event, our wave machine needed a warranty repair which is now finished.

Staff are also excited to announce the return of swim lessons during the summer. Lessons will be offered every Saturday from 8:00am-10:00am and will last for 8-weeks over the course of the summer. Registrations filled up very quickly and classes will be added as staff availability increases.



## **Parks**

### **Soldier Creek**



Improvements for Soldier Creek Park and Landwehr Plaza have started. The improvements will tie into the planned improvements on the West End, specifically in the North Garden Avenue area.

The existing trees have been shaped and trimmed by Parks Maintenance to give the area a consistent look. Parks Maintenance will be placing rip rap along the slopes in between the upper and lower sections to help protect from erosion, along with adding landscaping throughout the area in the near future.

Along with clearing and leveling the upper portion of Soldier Creek Park, an eight-foot-wide asphalt path was added through the upper section connecting the upper and lower portion of the park. An ADA ramp down the north slope between the two portions was also added providing accessibility.

## **Upcoming Events:**

**July 3: Street Dance - Veterans Memorial Park 5:30PM – 11:00pm**

**July 3: Glow Run – Veterans Memorial Sports Complex Gym – 7:00PM**

**July 3: Wibit Bash – Cove – 7:30PM – 10:30PM**

**July 4: Annual 4<sup>th</sup> of July Celebration**

**July 10: Christmas in July Craft Bazaar – Ethel Berger Center – 9:00AM – 3:00PM**

**August 21: Hummingbird Triathlon - Cove - 7:00AM**

# Public Works

## Engineering

**Fry / North Garden.** The re-bid of the Fry / North Garden Improvement Project is scheduled to open on June 14<sup>th</sup>. The project was initially bid in May, and unfortunately, bids came in significantly over budget. This trend is not unique, as construction prices have increased significantly nationwide over the last few months with the cost of some materials like plywood running ten times what they were a few months ago. The reasons for the materials increases are complex but can partially be linked to the continued closure of the U.S./Canadian border due to COVID. In order to bring the construction cost of the Fry / North Garden improvement project closer to budget, a variety of items were moved to a bid alternate list. The bid alternate items included benches, decorative elements, and some landscaping. Construction is expected to begin quickly after the bid is awarded.

**CDBG Improvements.** Construction work continues at both Soldier Creek Park and James Landwehr Plaza to construct new multi-use pathways. The pathways will both improve the accessibility of the parks for those with disabilities and create recreational opportunities for area residents. The improvements are funded through a Community Development Block Grant. Additional improvements such as enhanced lighting are also planned using City personnel. Using a combination of both contractor and City personnel allows the City to get more “bang for its buck” and has been very successful on prior projects, such as Timothy Lane Park.



**Police Station Locker Rooms.** A construction project is currently underway to redistribute the space between the men’s and women’s locker rooms at the Police Station. When the current Police Station opened in 1998, there were far fewer women on the force and locker room space was distributed accordingly. However, a great deal of progress has been made to diversify the department in the last 25 years, and the women’s locker room is now undersized for current needs. The project will reconfigure both locker rooms to allocate additional space to the female area. Construction is expected to be completed within the next few weeks.



**Annual Street Maintenance.** The Annual Street Maintenance Project is nearing completion. Crack sealing and patching was completed earlier in the year, and seal coats are now being put down in several areas. Scheduling is subject to change based on weather conditions and equipment availability, but all work should be completed within the next few weeks. Crews are currently working in the Canyon de Flores area and are timing work to minimize impacts to operations such as garbage collection.

**EMS Substation.** The City hired the design/build team of Core/Perlman for the new Emergency Medical Services substation at the corner of 7<sup>th</sup> Street and Buffalo Soldier Trail. The project is on an accelerated timeline due to the City's successful application for a federal grant, so design is already well underway with construction breaking ground this summer. Like the Fry / North Garden Project, prices are coming in higher than anticipated. However, staff is looking at ways to save money in addition to budgeting extra funds above and beyond the federal grant in the City's fiscal year 2022 budget.



## Streets

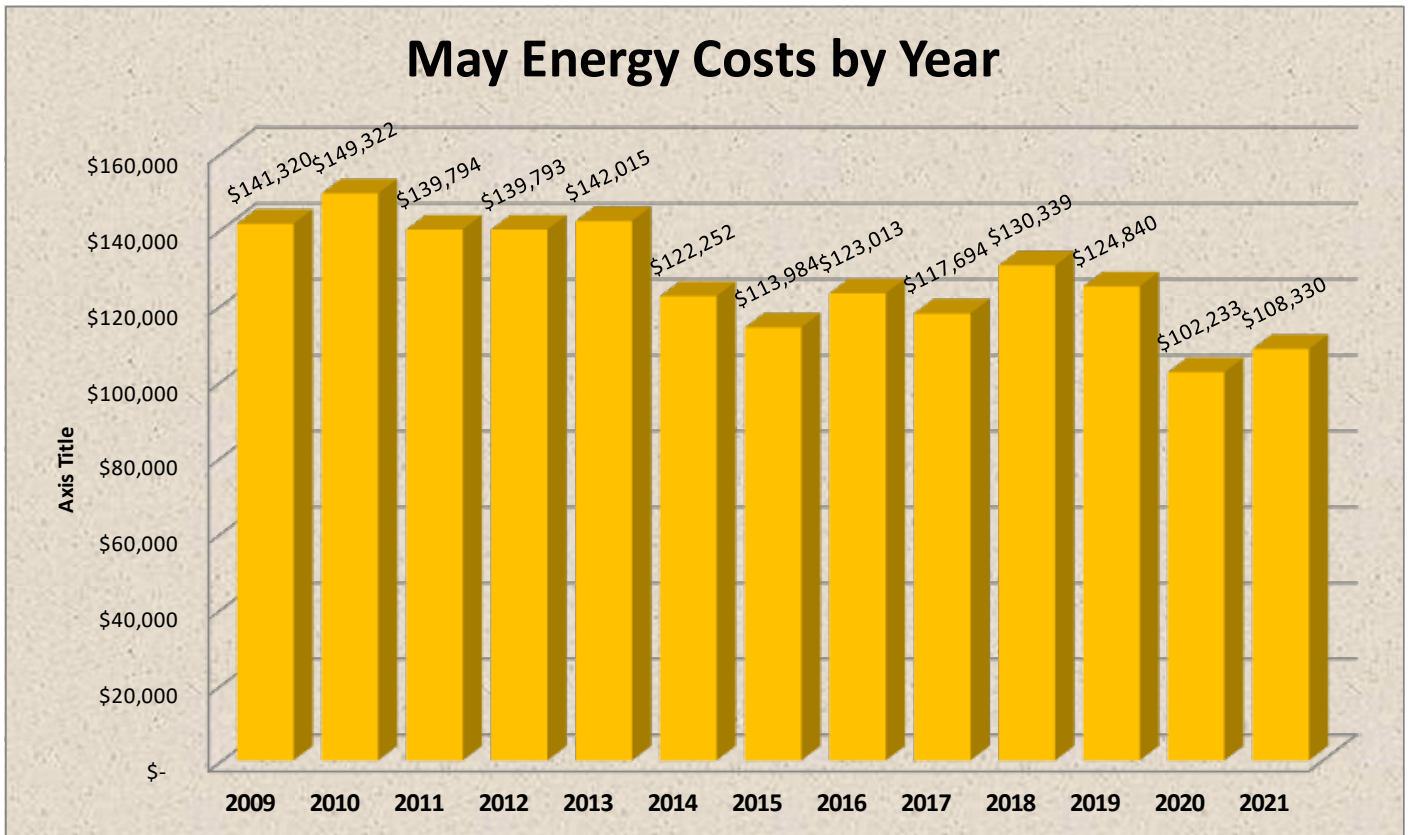


**Avenida del Sol Slope Stabilization.** Streets has contracted with KE&G to stabilize the slope on Avenida del Sol between State Route 90 and Camino del Norte. The slope has been a concern since the multi-use path was constructed, but unfortunately, options were limited at that time due to a variety of constraints including the large power poles which run down the west side of Avenida del Sol. Recently, drainage began to undercut the multi-use path, so a more permanent solution was needed. KE&G is currently hand placing grouted rip rap in the area between the multi-use path and the curb, which will both stabilize the slope and inhibit weed growth. The project is nearing completion and looks great!

## Facilities

**Schneider Project.** It has now been more than a year both since the majority of the Schneider energy efficiency projects were completed and the necessary closure of some City facilities due to COVID. During that time, monthly electricity had been trending consistently below the prior year. However, the impacts of the two separate actions were difficult to separate since both would result in energy savings. With all City facilities now reopened, though, the impacts are becoming clearer. The energy costs for May are shown below. As expected, the energy costs for May 2020 were substantially less than May 2019. May 2021 saw a bit of a rebound, but energy costs are still more than 13% below 2019 and are also the lowest on record with the exception of the pandemic year. Upcoming months will be even more telling with the Cove resuming normal summertime operations.

## May Energy Costs by Year



### Airport

**Apron/Taxiway Improvement Project.** Bids were recently opened on a pavement rehabilitation project at the Airport. The approximately \$1M project will include repairs to the apron near the terminal as well as a short section of taxiway. Both the design and construction of the project are 100% federally funded. Construction is anticipated to begin in the early fall, after fire season and monsoons have concluded.

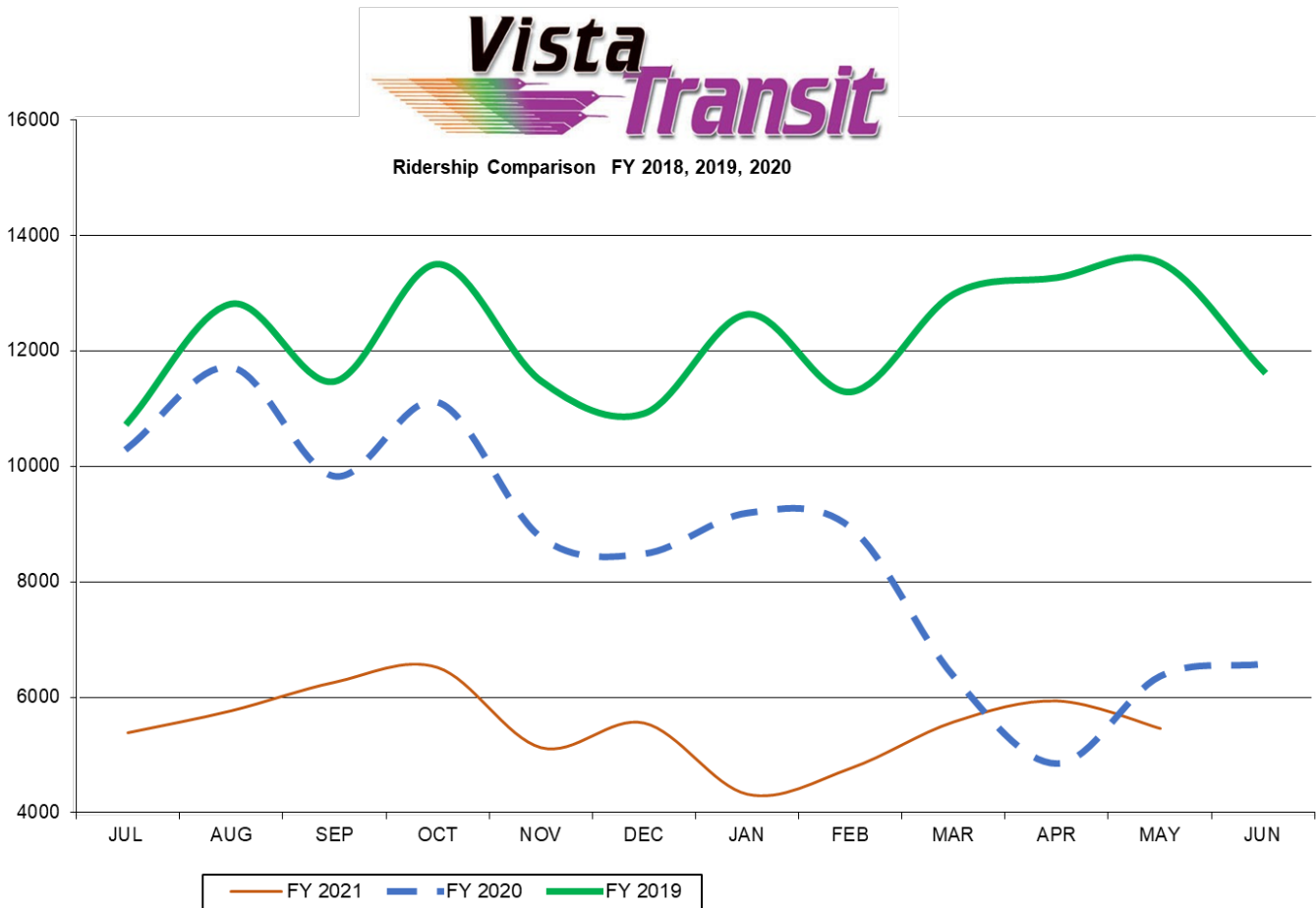
**Fire Seasons.** The warnings of an active fire season have unfortunately been accurate, and crews at the Airport are staying very busy refueling fire planes. Aviation fuel loads are being delivered to the airport daily to keep up with demand. There are currently two major fires burning outside of Globe with less than 50% containment, and a new fire started outside of the Patagonia area on June 10<sup>th</sup>. Extreme fire conditions are expected to persist for the month of June and until substantial monsoon moisture arrives.

### Administration

**Farewells.** The Public Works Department would like to wish a Happy Retirement to Mike Miller (Wastewater Technician), Guillermo Lopez (Streets Worker), and Keith Perry (Wastewater Technician). Mike, Guillermo, and Keith will all be missed, and we wish them nothing but happiness ahead!

## Transit

**Vista Transit Ridership Data.** Transit continues to see significant impacts from COVID-19. 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. However, things are slowly starting to return to normal. The number of passengers on busses is no longer limited to ten people, and the Orange B route will be discontinued at the end of the month. The Saturday Fort Huachuca route resumed operation about a month ago, and ridership has steadily increased each week. In some cases, a second bus had to be dispatched due to the large number of people waiting at stops on Fort Huachuca. At least for now, masks are still required on public transit by federal order. Ridership will likely continue to trend lower for quite some time due to the prolonged impacts of the pandemic. Those who had an option other than public transit during the pandemic have shifted their preferences and are thus far returning in smaller numbers.



## Commission Updates

**Airport Commission.** The Airport Commission met on May 19<sup>th</sup> and received an update from Economic Development Manager Tony Boone on future plans for the Airport. Commissioners also had an opportunity to review the proposed new Airport sign. The Airport Commission currently has four members and is therefore seeking a fifth person to join the commission.

**Environmental Affairs Commission.** The next meeting of the EAC will be held in-person at the Pete Castro Maintenance Center on June 23<sup>rd</sup> at 3:30 p.m.

# Economic Development

## Economic Framework Strategy Development

Mayor and Council formally adopted the six objectives and staff continues to work to activate these objectives in the City. Five of the objectives were adopted by council in the upcoming strategic plan.

### **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.

Update - Staff received the final authorization and environmental assessment from Fort Huachuca to place the excess material (dirt and rock) on federal property March 9. The engineering firm completed the construction documents along with a new construction estimate of \$1.3M so staff is prepared to move forward with the project. Staff continues to work with two possible tenant organizations to base operations at the municipal airport.

## Fry Blvd Streetscape Project

Economic development staff continue 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 bidding and construction processes this coming year. A major talking point for the business owner engagement has been the amenities along Fry Blvd such as trees and benches.

## 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 (Matrix 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 December 10. 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.



The fiscal impact for the study includes the 10% match to the entire grant through primarily City staff time supporting the process. The consultant cost is 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).

Update – Staff coordinated with the consultant on the progress of the JRUS on April 1 and to also set conditions for the next steps of the study. On May 18, staff along with the Fort Huachuca Garrison Commander held the virtual public engagement in support of the JRUS with approximately 12 attendees. This was followed up by the initial review of potential issues in the technical committee with an out brief to the policy committee on May 20. City Staff provided a significant review and rewriting of the issues to support the long-term development of the study which will provide potential solutions/actions to mitigate points of friction. Finally, due to slippage in the study schedule due to conflicts with key stakeholder’s staff requested and was granted a no-cost extension to the study through March 31, 2022. This will allow additional time to identify, develop, and provide recommendations to the identified issues.

## **DCIPS Grant**

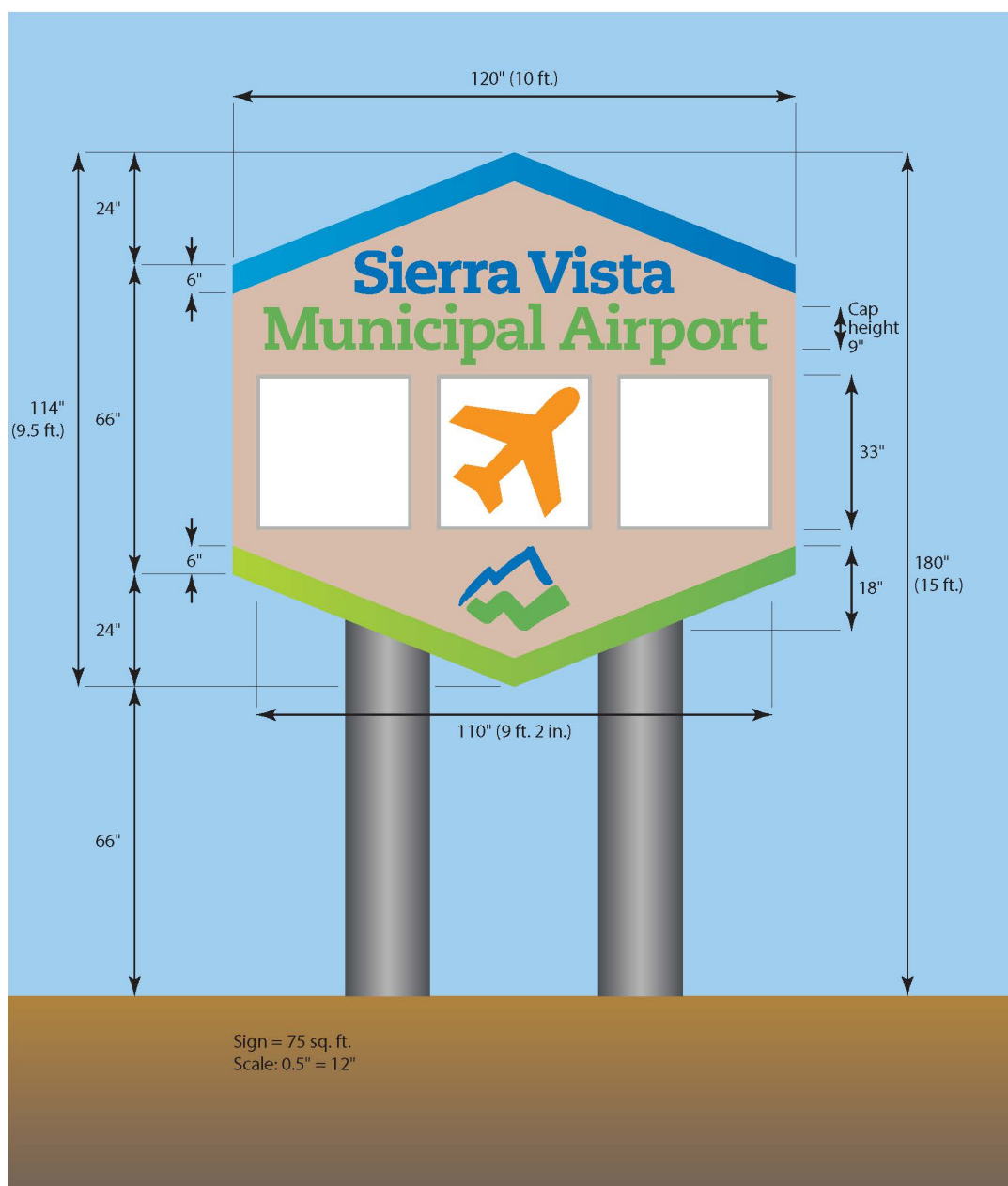
City Staff coordinated a submission for the emergency medical services substation construction project for the Defense Communities Infrastructure Pilot Program. This is a highly competitive OLDCC grant with only \$50M available and the City of Sierra Vista was one of only sixteen winning proposals. This grant provides funding to build the EMS substation 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. The 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.

Update – Staff has been working along a couple of key lines of effort in support of the EMS Substation construction project. One has been the completion and coordination of the required environmental assessment which was in final draft in May. OLDCC responded with questions, corrections, and edits to the EA which will be submitted in final version June 2021. Construction cannot begin until the EA is formally approved by OLDCC so this is a critical step along the process. Secondly, staff has met with the design/construction team numerous times to work through the drawings and construction documents. These meetings informed the effort to identify additional funding to cover cost overruns and the additional expense in material cost. Current schedule follows:

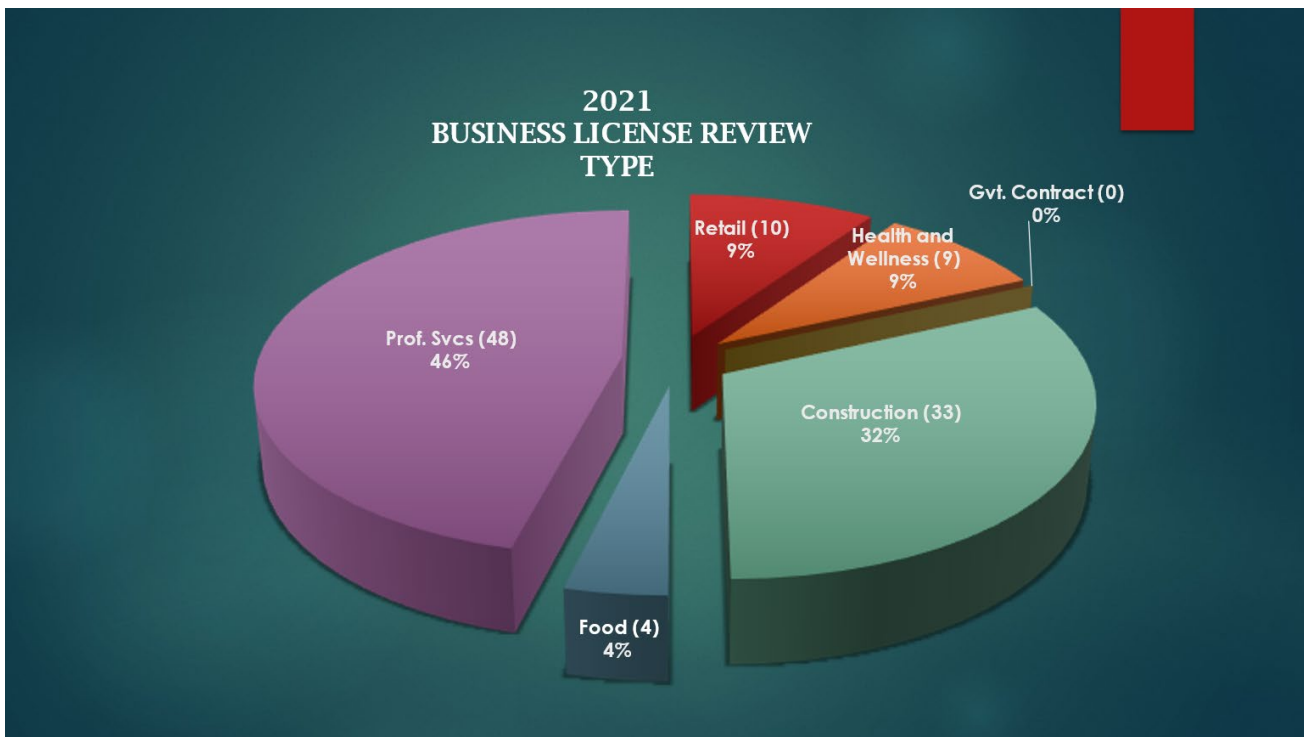
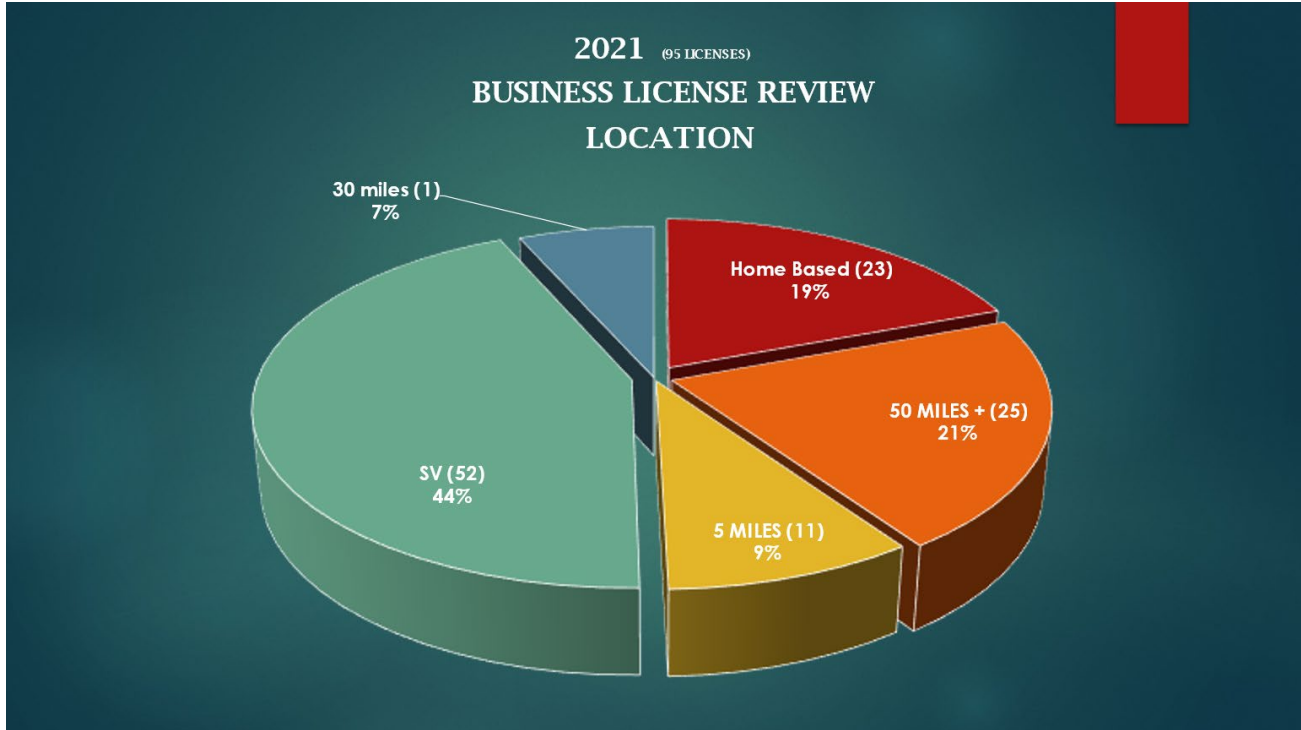
- Site and building plans submitted for permit review by 14 Jun. City staff will provide comments NLT July 9.
- The communications antennae will be permitted separately as we are working through the unique requirements for site location. Additionally, we will be submitting a FAA Form 7460-1 with an expected turnaround 30-45 days.
- Permitting and final plans should enable the creation of the Guaranteed Maximum Price (GMP) so that we know how much actual funding is required over and above the federal grant. The city has budgeted additional funds per the discussion with the design/build team in the current construction market. Expect the GMP by August 6 which coincides with the permit suspense and also supports the design submission requirement to OLDCC.
- Construction is set to begin between August 16-30 (pending EA approval as well as FAA approval). A surety bond will be secured prior to construction, and we will be able to submit to OLDCC.
- Substantial completion of EMS Substation is set for February 14-28, 2022.
- Grant completion must happen by March 31, 2022.

## New Municipal Airport Sign

Staff reviewed the city sign ordinance, external sign guidance on character visibility, and the standards set forth by the United States Sign Council. Economic Development staff coordinated with the Marketing department to provide multiple mock-up designs for consideration with the final selection being presented to the Airport Commission on May 19. Airport commission concerns were addressed when possible and the final design for the two-sided 75 sq ft sign was released for bids. The suspense for bids is June 9, 2021. The following is the selected design:



## Business License Analysis – March, April, May



## **Economic Development Activities and Key Engagements**

4 March - SV Chamber Shop Local meeting  
11 March - Association of Defense Communities Meeting  
11 March - Web meeting Broadband Discussion  
17 March - Small Business Comm. mtg w/ SV Chamber  
18 March - AZ at Work Board meeting  
25 March - Economic brief to Rotary breakfast  
25 March - Tour of SV to AZ Commerce Authority rep  
30 March - Mtg with SEAGO  
31 March - Smart Communities mtg.  
7-9 April - Cast Intel Conference  
19 April - Shop Local mtg with SV Chamber  
21 April - Small business Comm. mtg.  
23 April - Economic brief Rotary breakfast  
27 April - Economic Dev Advisory Council mtg  
27 April - Governing Board mtg La Frontera  
28 April - Networking at noon with SV Chamber  
12 May - U of A collaborative project mtg  
13 May - Tech team mtg, Douglas POE Project  
14 May - Kiwanis Tour  
19 May - Airport Commission mtg  
20 May - JRUS Tech Committee mtg  
25 May - Podcast with Judy and Adam  
25 May - Economic Dev. Advisory Council mtg  
26 May - Tour de AZ mtg  
28 May - Meeting with Dumon, Sun Corridor, Economic Impacts

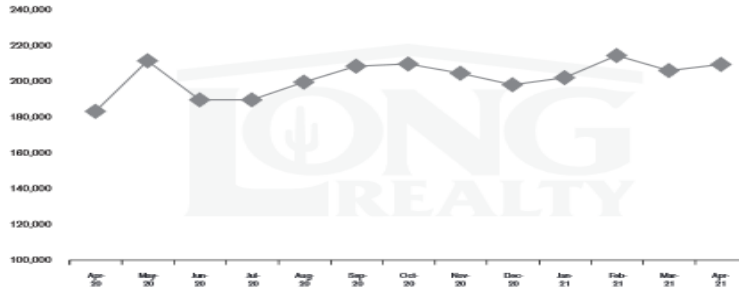
## **Housing report**

In the Sierra Vista area, April 2021 active inventory was 181 houses, a 49% decrease from April 2020. There were 185 closings in April 2021, an 85% increase from April 2020. Year-to-date in 2021 there were 649 closings, a 34% increase from year-to-date 2020. Months of Inventory was 1.0, down from 3.6 in April 2020. The median price of sold homes was \$210,000 for the month of April 2021, up 14% from April 2020.

## MEDIAN SOLD PRICE SIERRA VISTA

On average, homes sold this % of original list price.

Apr 2020	Apr 2021
97.0%	99.6%

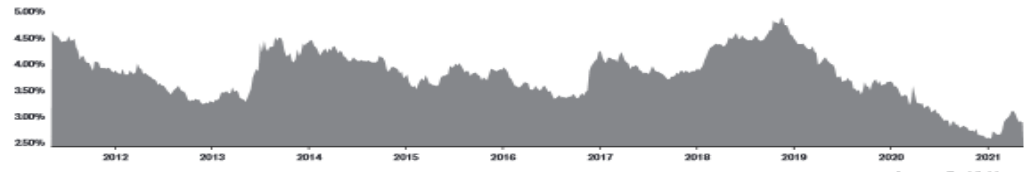


## MONTHLY PAYMENT ON A MEDIAN PRICED HOME SIERRA VISTA

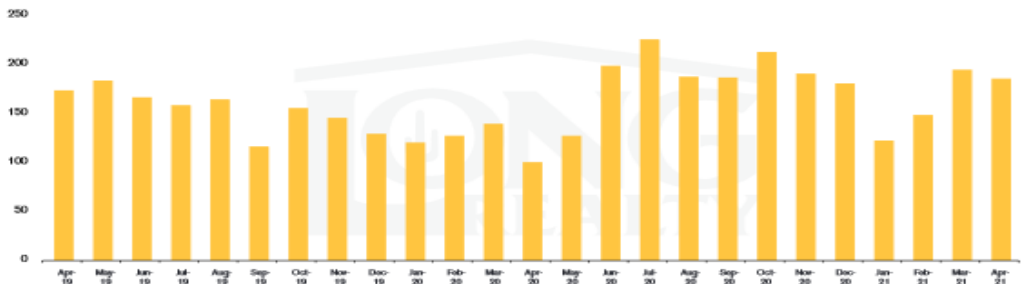
Year	Median Price	Int. Rate	MO. Payment
2006	\$207,769	6.140%	\$1,201.22
2020	\$183,500	3.310%	\$764.43
2021	\$210,000	3.060%	\$847.57

Residential median sales prices. Monthly payments are based on a 5% down payment on a median priced home.

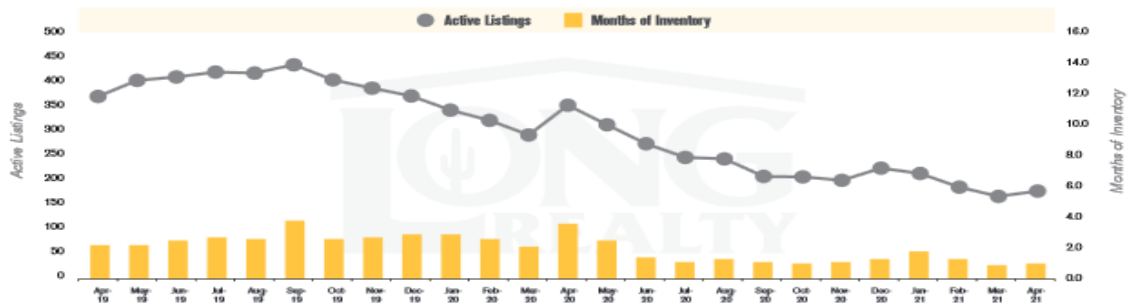
## 30 YEAR FIXED MORTGAGE RATE



## CLOSED SALES SIERRA VISTA



## ACTIVE LISTINGS AND MONTHS OF INVENTORY SIERRA VISTA



[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)

## City of Sierra Vista Comprehensive Economic Development Strategy (CEDS)

Staff compiled the city’s top five economic development projects for submission to SEAGO for consideration of the overall project ranking across Cochise, Graham, Greenlee and Santa Cruz Counties. A project’s inclusion in the CEDS project list is critical to support the pursuit of grants from the US Economic Development Administration.

### Regionally Ranked Local Project List

Through SEAGO’s CEDS regional ranking process and in alignment with current EDA investment priorities, SEAGO has identified Broadband Planning and Infrastructure Expansion as the leading projects for the region. As part of an ongoing effort to revitalize and implement regional project planning, SEAGO intends on developing a specific broadband project based on the needs of the community.

The table below depicts Sierra Vista’s projects and the associated regional ranking by SEAGO in the far-right column.

Sierra Vista, Cochise County	Municipal Airport Development	Implement Improvements to Municipal Airport based on Airport Diversification Study	\$7M	Focus Area 1, 2, & 3	1	23
	Veterans Memorial Sports Complex	Infrastructure upgrades would include additional parking, baseball and softball field upgrades, revitalization of the football field, outdoor track resurfacing, tennis court resurfacing, storage buildings, path, parking lot, and sports field lighting, bathrooms, walking and bike paths, splash pad, covered ramadas, upgraded well and irrigation system, outdoor exercise equipment, outdoor basketball courts, outdoor volleyball courts, and indoor gymnasium expansion and improvements	\$20M	Focus Area 1, 2, & 3	2	44
	Avenida Escuela Extension	Extend the roadway north, providing a second entrance/exit to the city’s major sports complex with softball, baseball, and soccer fields which will support the large tournaments	\$2.5M	Focus Area 2	3	45
	Streetscape Redevelopment	Redevelop the Fry Boulevard and North Garden Avenue streetscape along the West End of the city next to Fort Huachuca	\$7.5M	Focus Area 2	4	46
	Industrial/Tech Park Development	Use land to develop an Industrial/Tech park that would leverage the available workforce and educational opportunities in Industries such as cyber, network operations, and virtual reality	\$6M	Focus Area 1, 2, & 3	5	17

## Population and Labor Market

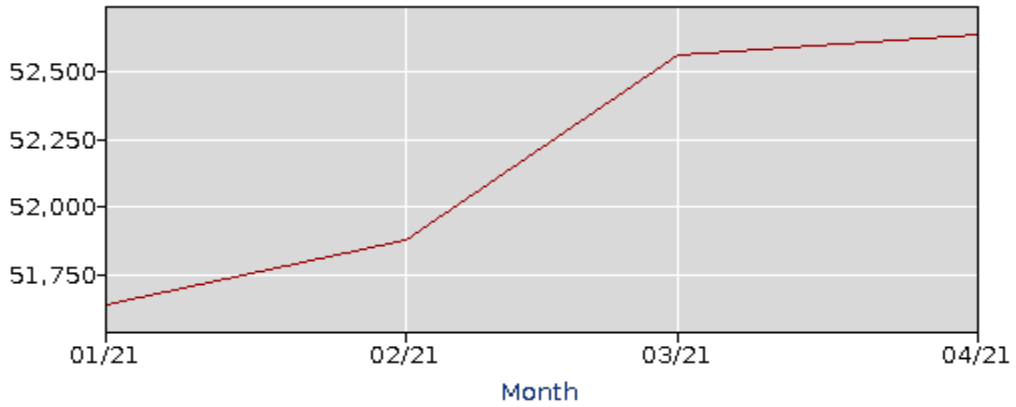
The city population remained steady in 2019 and 2020 with a 7% increase in workforce in 2020. Sierra Vista’s unemployment rate at the end of 2020 was 5.2% which was below Arizona (7.3%) and the US (6.5%) rate.

# Bureau of Labor Statistics

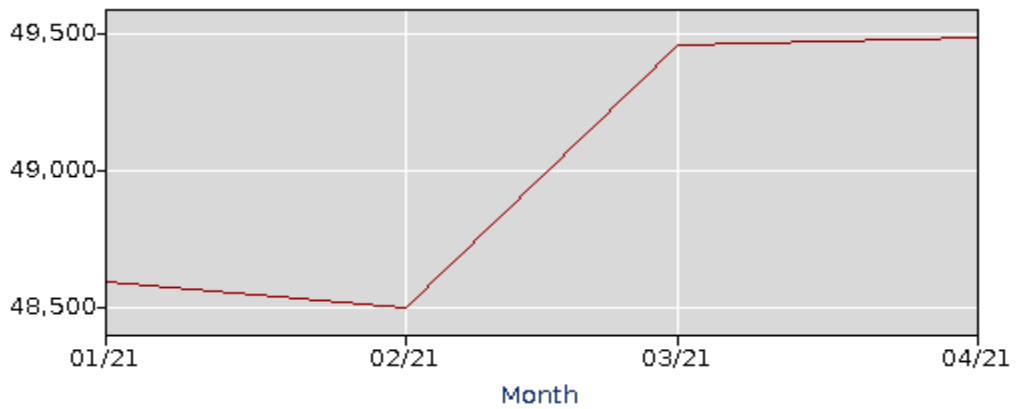
<https://www.bls.gov/>

## Sierra Vista/Douglas MSA

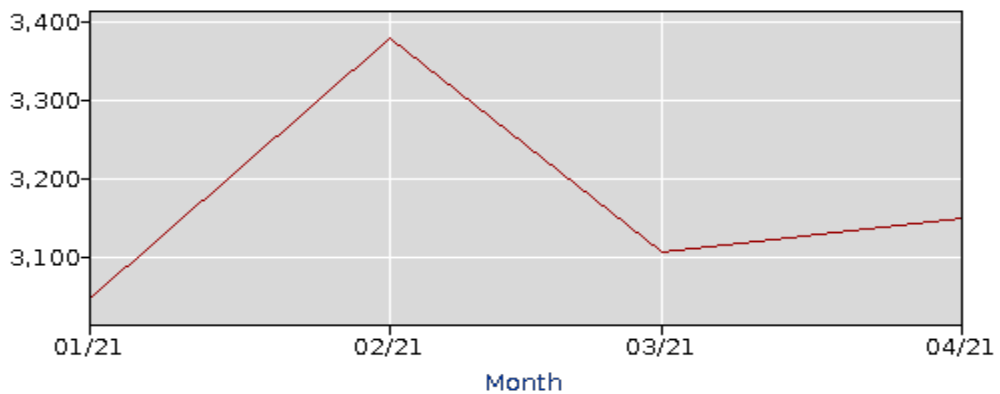
labor force



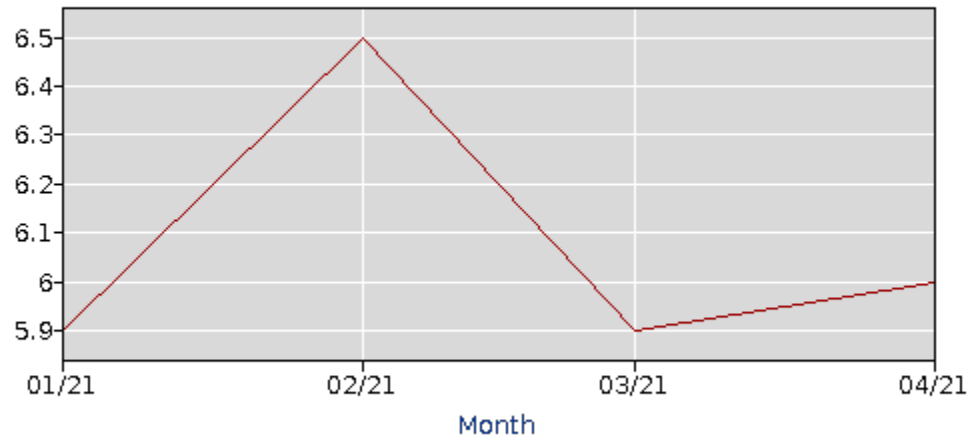
employment



unemployment



### unemployment rate



<u>Year</u>	<u>Period</u>	<u>Labor force</u>	<u>Employment</u>	<u>Unemployment</u>	<u>Unemployment rate</u>
2021	Jan	51637	48591	3046	5.9
2021	Feb	51877	48497	3380	6.5
2021	Mar	52566	49461	3105	5.9
2021	Apr	52643(P)	49493(P)	3150(P)	6.0(P)

P: Preliminary.



## Marketing & Communications

**Let's Talk Sierra Vista.** In April, staff launched the second season of the City's podcast, "Let's Talk Sierra Vista," releasing two episodes that month. The first episode introduced the City's Code Enforcement team, Gilberto Fuentes and Jessica Vannoy. The pair shared how they work cooperatively with property owners to protect and improve the City's neighborhoods. The episode was downloaded 70 times from the City's Podbean account. The second episode featuring Paul Cimino, who shared wildfire safety information, reflected on the 10-year anniversary of the Monument Fire, and talked about his 40-year career with the City. This episode earned 72 downloads from Podbean. The podcast is also promoted via other podcast library channels, Engage Sierra Vista, the newsletter, and the City's website.

*Podcast with retiring Fire Marshall Paul Cimino garnered 72 downloads from Podbean.*

### Paul Cimino Talks Wildfire Safety, Reflects on 40-year Career

Post Date: April 30, 2021

In our second episode of season 2, longtime Sierra Vista Fire Marshal Paul Cimino reminds us how to keep our properties and community safe from wildfires. As the City's longest tenured employee, Paul also reflects on his 40 years working for Sierra Vista Fire & Medical Services. Paul will retire later this year and it was a joy to discuss some of the highlights of his time working for the City. Podcast host Adam Curtis joins Paul in recalling the Monument Fire in 2011. That crisis reminds us all why it is vital to be fire safe, especially during Sierra Vista's windy and dry spring season. It also brought out the best in our community and demonstrated how Sierra Vistans have each other's backs when it matters most.



**Re-engaging local media.** With COVID-19 restrictions lifting, staff has made concerted efforts to re-engage with local media. This outreach has already resulted in improved relationships, expanded opportunities to get the word out on City news, and increased responsiveness in getting accurate news out to the public via external news services, to include Cool FM Online and the Sierra Vista Herald, Cherry Creek Radio, and other local media. Staff is now a regular contributor to Cool FM Online's live social media newsfeed, has shared City news on Cherry Creek's *First Watch* program, and is regularly meeting with Herald/Review staff to help inform their coverage of City news stories.



"CITY NEWS ROUNDUP" With Adam Curtis Sierra Vista Public Information...  
6 days ago · 2.7K Views

*The June 4 episode of "City News Roundup" on Cool FM Online's Facebook channel included Erica Merrit, Youth Services Librarian for the Sierra Vista Public Library, as well as PIO Adam Curtis in his regular guest spot.*

**New staff at Visitor Center.** A new Customer Service Representative was hired for the Visitor Center. Lisa Davis started in the position on May 10.



Lisa Davis

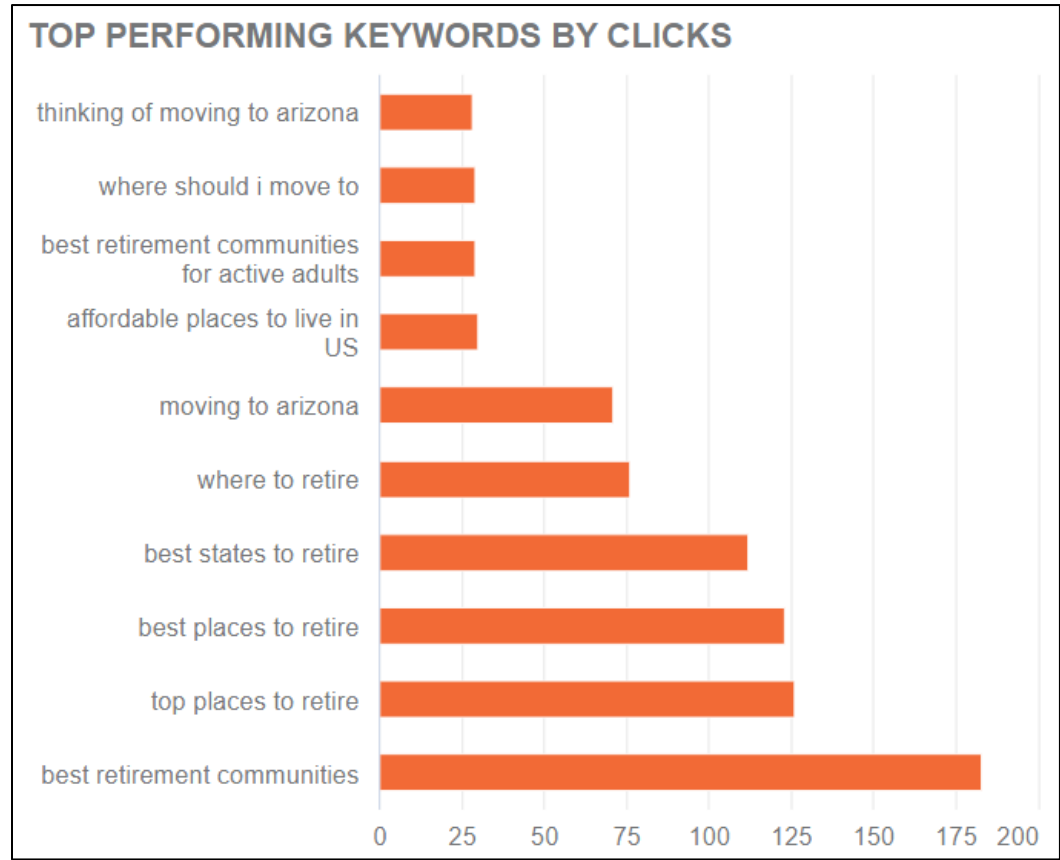
**Re-engaging in cross-border opportunities.** The mixer events for the Southeastern Arizona chapter of the Tucson Hispanic Chamber of Commerce have restarted, and staff is attending to renew cross-border and local business relationships.

**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.

In March and April, the campaign returned higher clicks and conversions compared to the January/February period, and with fewer impressions. This suggests that the deliverable was highly focused toward a relevant audience. The highest click thru rate was earned by the search engine marketing campaign segment, followed by ad placements on Facebook.

Key Performance Indicators	Deliverable	Change over last period
Impressions	1,657,629	-4.5%
Clicks	17,507	17.9%
Click thru rate	1.06%	0.2%
Conversions	83	48.2%

The search engine marketing segment returned the greatest number of clicks for ads that positioned Sierra Vista as a retirement community.



The top performing Facebook ads positioned Sierra Vista as a community that offers work-life balance in a safe, affordable community. Compared to the search engine marketing segment, the Facebook segment delivered many more impressions (267,764 compared to 17,065) and earned many more clicks (12,209 compared to 964), although the click thru rate for the Facebook ads was lower.

**Visitor Center data.**

The table to the right totals the visitor source for individuals contacting the Visitor Center for information. Effective with April 2021 data, contacts for virtual and email contacts with visitors are included, as well as a datapoint for curbside literature pickup.

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

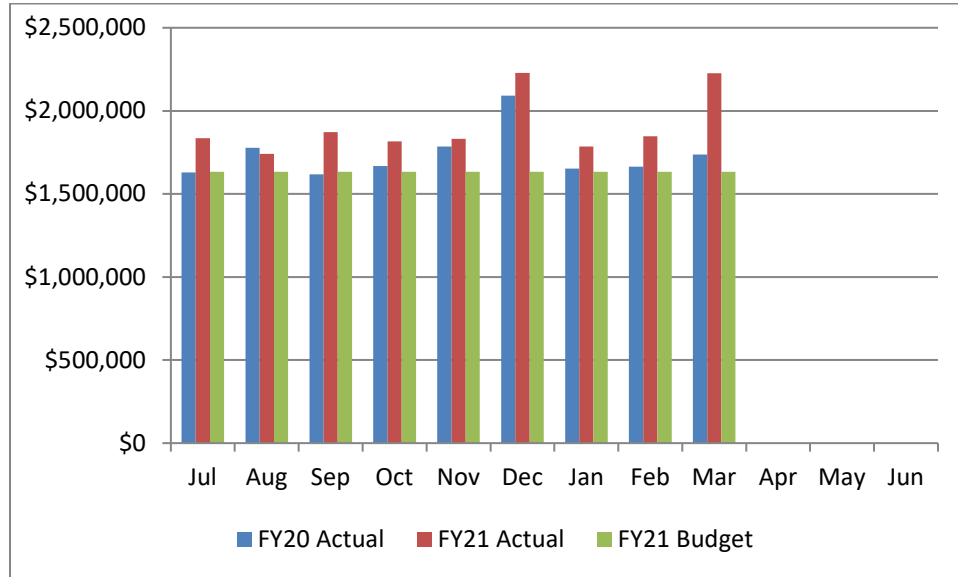
Visitor Source	January		February		March		April		May		June	
	2020	2021	2020	2021	2020	2021	2020	2021	2020	2021	2019	2020
Local-Not Identified	240	1	415	2	180	2	0	9	2	7	250	3
In-State	63	0	115	4	35	12	0	20	0	49	63	0
Out-of-State	493	5	700	10	253	12	0	63	1	52	213	1
Foreign	98	0	163	0	28	0	0	10	0	12	-	0
Phone/Virtual/Email*	268	20	325	18	313	66	270	275	260	221	178	232
Other Fulfillment												
Fulfill Wpress/VC	361	128	338	243	141	279	132	285	217	197	281	199
Groups, Mtgs, etc.	905	0	965	0	180	286	0	742	0	143	678	0
Curbside	NA	0	NA	0	NA	0	NA	17	NA	NA	NA	NA
<b>TOTAL</b>	<b>2,428</b>	<b>154</b>	<b>3,021</b>	<b>277</b>	<b>1,130</b>	<b>657</b>	<b>402</b>	<b>1412</b>	<b>480</b>	<b>681</b>	<b>1,663</b>	<b>435</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
Other Fulfillment												
Fulfill Wpress/VC	286	184	250	223	238	215	233	200	193	151	192	162
Groups, Mtgs, etc.	400	0	640	120	435	180	1,170	0	850	80	950	0
Curbside												
<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>

\*New data points included (virtual and email), effective April 2021.

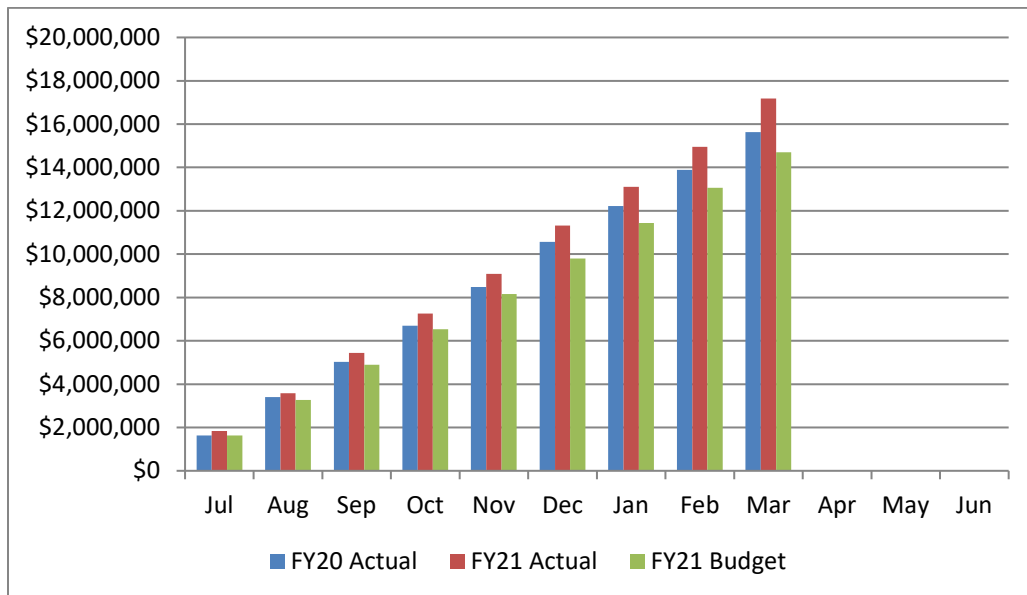
# Administration

**Sales Tax Collection.** Gross privilege tax collections for January were up \$131,850, or 8.0% from last January, February collections were up \$183,874, or 11.1% from last February, and March collections were up \$488,164, or 28.1%, from last March.

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



Through March, total privilege tax collections are up \$1,556,859, or 10.0% over last fiscal year and \$2,486,146, or 16.9%, ahead of budget. The chart below provides a monthly comparison of FY21 actual, FY21 budget, and FY20 for the Fiscal Year to Date.



Description	Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20	Jan-21	Feb-21	Mar-21
Utilities	74,434.93	75,239.21	79,760.61	99,493.64	93,872.50	92,017.14	85,898.26	76,500.37	75,410.60	51,540.69	139,413.49	99,362.71
Communicaitons	15,671.12	15,763.80	15,608.32	13,925.27	11,791.14	10,365.74	10,595.19	11,077.05	11,428.55	11,091.50	10,982.33	14,862.28
Publication	2,155.87	2,812.02	2,827.26	3,208.34	2,547.41	3,945.22	3,262.66	2,511.08	2,582.38	3,623.81	2,794.54	3,190.45
Restaurant & Bar	141,888.71	202,876.33	200,632.51	212,542.00	206,433.95	217,971.34	204,699.93	192,431.66	214,332.04	208,797.85	204,535.41	244,376.86
Contracting - Prime	54,240.00	58,988.13	53,996.62	53,762.80	48,908.89	32,517.67	53,867.21	34,745.94	37,750.68	40,848.43	30,966.00	54,942.62
Retail Sales	855,486.82	1,001,425.57	1,007,508.10	916,689.85	893,975.40	953,596.62	907,655.49	953,337.25	1,168,865.20	909,602.55	918,604.00	1,150,583.38
Use Tax Purchases	49,722.13	56,512.51	75,546.28	66,184.03	56,723.08	64,472.03	68,377.08	66,734.41	81,634.07	60,298.92	62,909.07	82,420.16
Use Tax from inventory	1,061.04	440.13	166.28	772.72	796.72	2,526.94	619.74	580.91	2,008.38	76.65	175.95	1,625.27
Residential Rental	35,329.16	30,440.11	37,697.33	33,135.84	35,195.51	41,059.42	37,040.17	37,609.23	67,768.40	45,681.52	40,401.83	40,704.54
Retail Food for home consumption	257,490.35	239,907.47	229,617.14	239,063.18	202,019.39	260,886.02	225,703.97	250,113.97	339,730.10	230,972.21	231,427.39	253,787.47
Commercial Rental	25,702.76	25,685.88	32,062.28	28,156.64	33,116.91	29,296.18	26,972.32	32,659.59	32,533.98	25,786.54	27,567.69	31,923.16
Tangible Property Rental	14,279.30	17,009.33	17,548.81	21,037.43	17,509.07	17,011.06	18,538.19	19,625.85	20,477.18	21,246.60	16,895.83	25,528.30
Extended Stay	50,882.92	40,674.16	50,977.37	63,713.51	63,612.48	65,778.91	86,573.78	55,713.84	61,065.74	78,719.17	69,793.22	95,857.24
Online sales	76,363.98	79,094.82	75,101.01	79,797.51	76,718.37	73,347.67	80,497.31	90,134.34	106,037.28	88,757.05	82,517.90	118,922.42
Other	6,167.52	19,089.44	915.25	3,731.58	(2,456.46)	7,228.39	6,243.26	6,811.12	6,238.01	8,059.83	8,615.07	8,118.16