

Council Executive Report

Charles P. Potucek, City Manager

July / August 2021

Highlights

- → The City recently partnered with University of Arizona's College of Applied Science & Technology (CAST) and Social-Engineer, which has earned recognition in Forbes magazine as the best cybersecurity undergraduate program in the US.
- → Oktoberfest will be held on September 17th & 18th and Vineyards in the Park Wine Tasting is scheduled for October 2nd!
- → Marketing & Communications staff also assisted SEACOM with soliciting media interest in a lifesaving call that helped demonstrate effectiveness of Priority Dispatch protocols.

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City Manager's Message

We are so thankful the monsoon this year was a great one especially after the past few years with very little rain, with better than average rainfall. Of course, the increased rainfall also brought increased weeds. Both Streets Maintenance and Parks Maintenance divisions are working hard to bring the weeds back under control and keep things looking well-groomed, which will take some time.

As the monsoon season comes to a close, it also means the start of fall events season. Staff and I are all very happy to welcome back a full lineup of fall events, starting with Oktoberfest on September 17 and 18. There will be new additions to some longtime favorites this year as well, with Vineyards in the Park joining the beloved annual Art in the Park event, and look for some new features at the annual Christmas Tree Lighting event as well.

I know many of you were following along, but after the Council passed the Memorandum of Understanding with the Bureau of Land Management, Cochise County, and Fort Huachuca in early September, the Cochise County Board of Supervisors passed the MOU on September 14 as well. I hope you are able to join us for the signing ceremony at the San Pedro House on September 21.

Construction of the EMS station gets underway on September 17, something we are all very excited to kick off. The City accepted and signed the contract with the Guaranteed Maximum Price in August, and so the final cost of the station may not exceed \$2,972,364. Although the cost is certainly higher than expected in the beginning, the purpose is important and it's unlikely the station could have been constructed in the current environment without the grant support.

In other good news, the City and SVUSD closed on the property adjacent to the future Roadrunner Park at the corner of St. Andrews Drive and Canyon de Flores in

Upcoming Council Meetings

(City Hall Council Chambers except where noted)

Oct. 11 – City offices closed in observance of Columbus Day

Oct. 12, 3:00 p.m. – Work Session
• City Manager Update

Oct. 14, 5:00 p.m. - Council Meeting

Oct. 26, 3:00 p.m. - Work Session
• City Manager Update

Oct. 28, 5:00 p.m. - Council Meeting

September. In the same week, the City also closed on the sale of Kings Court. Renovations on the former Kings Court property are now underway, and we wish the new owners, The Supreme Court, the best of luck.

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

Chuck Potucek, City Manager

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Police Department

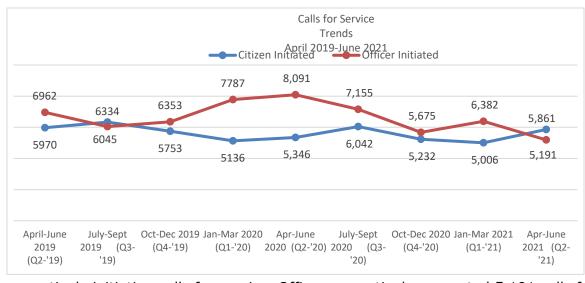
Uniform Crime Report (UCR) & National Incident-Based Reporting System (NIBRS) Transition.

On August 26, 2021, the Arizona Department of Public Safety, Access Integrity Unit notified the department that it has been successfully certified as an Arizona Incident-Based Reporting System contributing agency. This certification is a result of Records Supervisor Saxony Eaton and the entire records section working tirelessly to demonstrate the ability to submit complete, accurate, and quality crime data based on criteria established by the Federal Bureau of Investigation and Arizona

UCR Part I Crimes	Jan-June 2020	Jan-June 2021	% Change
Homicide	1	2	+100%
Forcible Rape	2	8	+300%
Robbery	6	6	NC
Aggravated Assault	47	25	-47%
Burglary	58	52	-10%
Larceny-Theft	446	252	-43%
Motor Vehicle Theft	32	36	+13%
Arson	12	0	-100%
Total	604	381	-37%
Officers Assaulted	10	5	-50%

Department of Public Safety. The department appreciates their hard work as it moves forward with the new reporting system.

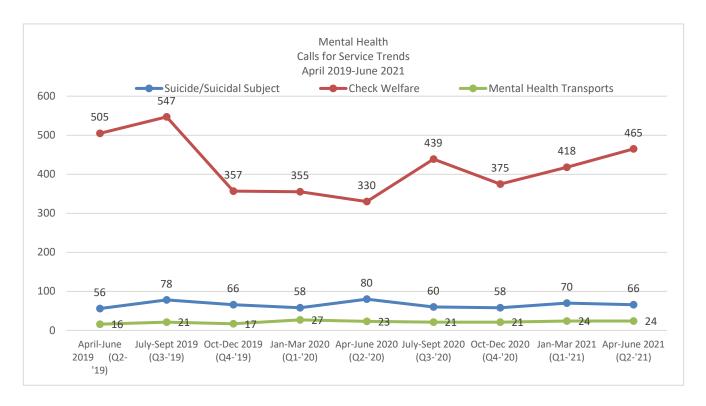
As the department begins official NIBRS reporting, traditional UCR reporting will continue through the year for comparison purposes. The chart above represents a comparison of UCR Part I crimes between the first six months of 2020 and 2021. Please note that the statistics for 2021 are preliminary only and can change as the department completes internal audit processes.



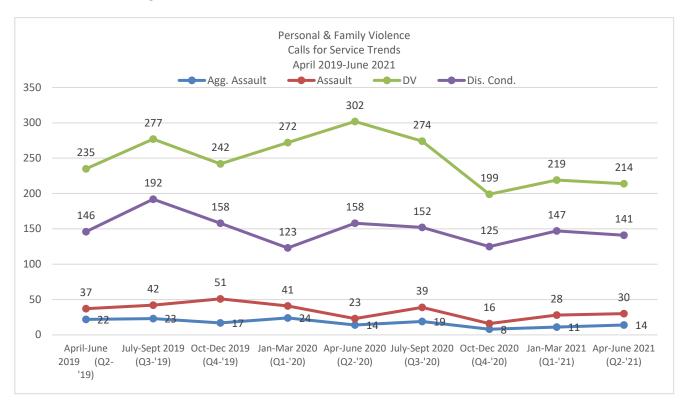
Calls for Service. In Q2-2021, officer-initiated calls for service dropped below citizen-initiated calls for service for the first time in six quarters. The department attributes the drop in reduced patrol staffing resulting in less officers

proactively initiating calls for service. Officers proactively generated 5,191 calls for service and citizens initiated 5,861 calls for service. In total, the department handled 11,052 calls for service in Q2-2021 with officer-initiated calls for service accounting for 47% and citizen-initiated calls for service accounting for 53% of total calls for service. The graphs below depict calls for service handled by the department from Q2-2019 through Q2-2021. It should be noted that these represent calls for service as reported to the department's dispatch center and do not represent whether the officers determined an actual crime was committed

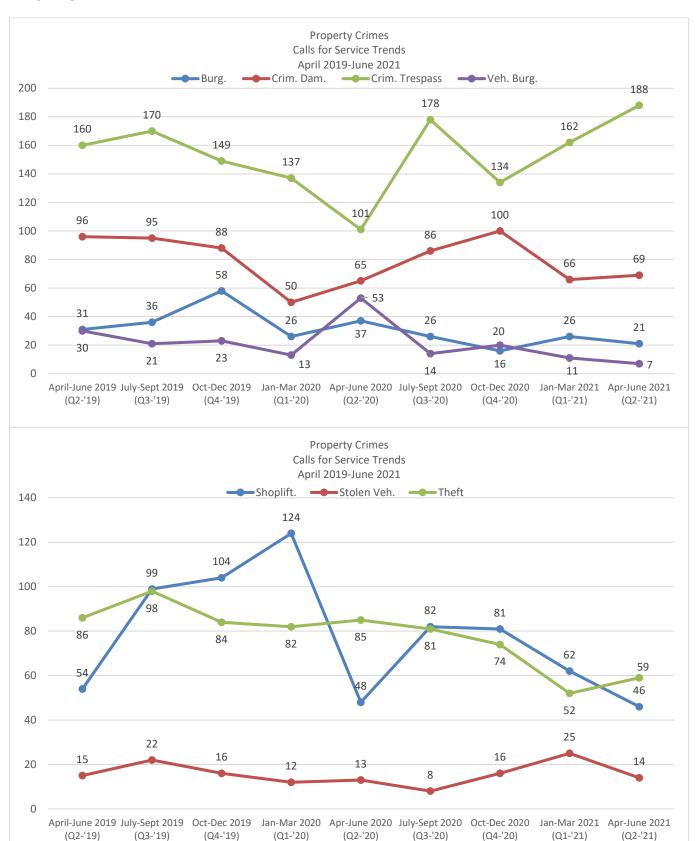
Mental Health Calls for Service.



Personal & Family Violence Related Calls for Service.



Property Crime Calls for Service.



Sierra Vista Fire and Medical Services (SVFMS)

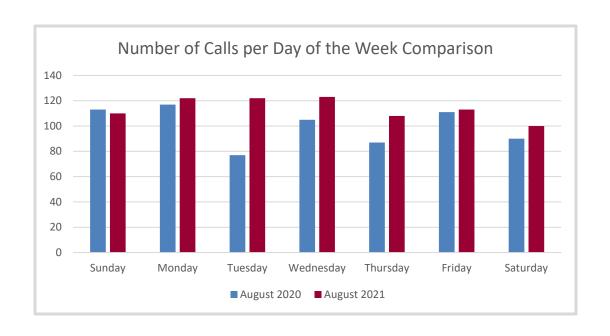
Incident Numbers

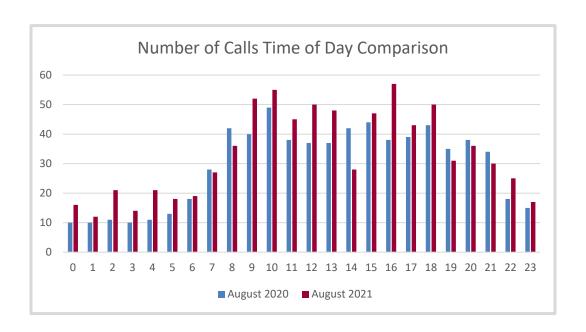
COVID-19. COVID-19 is still very active in our community. SVFMS will continue to use the operational changes consistent with CDC guidelines to ensure care of all patients during and after the COVID-19 pandemic. These changes have proven to be more efficient and effective for our operations and ensure we are doing everything possible to keep our patients and staff safe.

Year to date Total Incidents		2021		5800
August Totals		2020		4906
Total Calls run by SVFMS		2021 2020		798 639
Total Calls on FH		2021 2020		34 36
Auto Aid Given		2021 2020		<mark>59</mark> 48
Auto Aid Received		2021 2020		109 89
Unit Responses				
August Totals				
Engine 201	2021 2020		237 173	
Truck 202				
Engine 203	2021 2020		171 144	
	2021 2020		143 149	
Medic 201				
	2021 2020		236 191	
Medic 202	2021		205	, , ,
	2021		185	(119 transported) (106 transported)
Medic 204	2021		96	(62 transported)
	2020		45	(36 transported)
Medic 205	2021		33	(17 transported)
	2021		33	(18 transported)
Medic 206	2024			(0 hugus 1 1)
	2021 2020		1 0	(0 transported) (0 transported)

August 2021

Nature Codes		Nature Codes		Nature Codes	
Abdominal Pain	5	EMS-Standby	3	Overdose Up	7
Abdominal Pain Up	4	Eye Injury	2	Poss Deceased	2
Allergy	3	Fainted	13	Preg Up	1
Allergy up	5	Fall Inj	43	Res Fire	2
Altered LOC	29	Fall Inj Up	50	Seizures	5
Assault EMS	6	Fire Alarm	26	Seizures Up	12
ASSIST SVPD	1	Fire Assist	21	Sick Person	104
Back Pain	10	Ft Huach Backfi	1	Smoke Inv	5
Back Pain Up	5	Hazmat	8	Snake Fire	35
Bleeding	9	Hazmat Up	1	Special Rescue	3
Bleeding Up	13	Heart Pro Up	9	Stab/GSW/Pen	3
Breathing Prob	97	Heart Prob	1	Stroke/TIA	16
Burn Inj	1	Heat/Cold	2	Suic/Psy Up	7
Cardiac Arrest	8	Lift Assist	61	Suic/Psych	9
Chest Pain	48	Medical Alarm	6	Traum Inj	4
Choking Up	2	MVA	16	Unconscious	19
Code 1 Trans	25	MVA Up	10	Unk Problem	6
Diabetic	3	Outside Fire	2	Vehicle Fire	1
Diabetic Up	5	Overdose	3		





Aerial Apparatus. Sierra Vista Fire and Medical physical resource committee (PRC) with the guidance of city procurement awarded the purchase of a new Pierce Enforcer 107' Quint Ladder truk to Hughes Fire Equipment. The PRC is a group of all ranks within the organization that assist in the selection process. This committee along with others within our organization allow all members the opportunity to learn how processes work outside of the Fire Department and gives them a broader look of the collaboration it takes from all city departments to get projects completed.

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:

		20	21 EXPENDITU	RES
TYPE OF SERVICE	DETAIL	REPORTING PERIOD		
		JUL	AUG	TOTAL
Rental Payment Assistance	Rental assistance for low-income residents with eviction notice or notice of arrearage. 58 families were assisted during reporting period.	\$24,004.24	\$21,010.80	\$45,015.04
Utility Assistance	68 families were provided utility assistance during the reporting period.	\$5,154.61	\$8,324.93	\$13,479.54
Employment Assistance	Eight resume writing/job search sessions were held benefitting 60 persons.	\$1,250.00	\$1,250.00	\$2,500
Mental Health Counseling	Two anxiety/depression workshops were held benefitting 83 persons.	\$1,250.00	\$1,250.00	\$2,500.00
Hotel/Motel Vouchers	Hotel/motel vouchers assisted 8 families during the reporting period.	\$0.00	\$3,535.03	\$3,535.03
GNA Covid Assistance	COVID-19 staffing	\$0.00	\$3,634.15	\$3,634.15
Administration	Non-profit coordination/reporting	\$1,495.94	\$1,495.94	\$2,991.88
	TOTAL	\$33,154.79	\$40,500.85	\$73,655.64

- West End Commission (WEC). The WEC met on July 12, 2021, to discuss the following items: Business Inventory Update [Sierra Vista Business Inventory App (Updated 7/8/2021) (arcgis.com)]; West Fry Boulevard/North Garden Avenue Construction Update; Discussion of Reuse Plan Options for Fab Avenue property; Scope and Schedule for Area Wide Plan for West End (Redevelopment Area Boundary Expansion); and Community Development Project Updates.
- **Development Review Committee (DRC).** The DRC met on July 16, 2021, to approve a site plan for the construction of a 4,586 square foot substation for the City's Emergency Medical Services unit at 2051 S. 7th Street.
- **Development Code Amendments.** On August 12, 2021, the Mayor and City Council held a public hearing and opened a 30-day public comment period on proposed text amendments to the development code to amend regulations pertaining to communication towers used exclusively for emergency services located on public property, applicability of architecture and design review for certain accessory structures and multi-family developments; and the definition of measurement of building height.

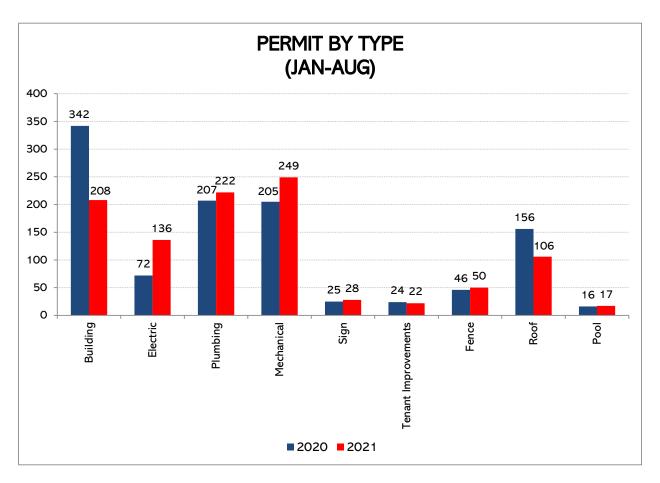
Building & Inspection Services

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

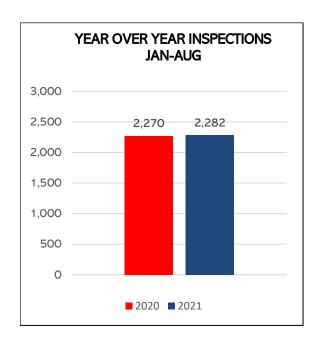
PLANS UNDER REVIEW					
PROJECT NAME PROJECT TYPE PROJECT ADDRESS					
Casa Del Sol - Phase 2 - Building D,G,H	Apartment New	1020 S Carmichael Ave			
Chill Factor Hookah Lounge - Deck	Tenant Improvement	833 E Fry Blvd			
Colin Powell Learning Center	Tenant Improvement	4525 Campus Drive			
Community Baptist Church	Tenant Improvement	1763 Paseo San Luis			
Culver's Drive Thru Expansion	Tenant Improvement	632 S Hwy 92			
FHYZICAL SV	Tenant Improvement	1849 Paseo San Luis			
Jo 2 Go	Commercial New	125 South Avenida Escuela			
Sierra Grande Clubhouse	Tenant Improvement	500 S 7th St			
Sierra Vista Surgical Center	Commercial New	N/A			
PLA	NS APPROVED				
PROJECT NAME	PROJECT TYPE	PROJECT ADDRESS			
Frys Food - expand p/up & parking	Tenant Improvement	4351 East Highway 90			
Haven Health	Addition - Commercial	660 N Coronado Drive			
Popeyes Chicken	Commercial New	467 EAST HIGHWAY 90			
Sierra Vista Mall - Outlet S#2531	Tenant Improvement	2200 EL MERCADO LOOP			
PERMIT ISSUED/UNDER CONSTRUCTION					
PROJECT NAME	PROJECT TYPE	PROJECT ADDRESS			
Barnett's Towing	Addition Commercial	1498 East Fry Boulevard			
Berean Academy	Accessory Commercial	1169 N Columbo Ave			
Buena High School - Shade Canopy	Accessory Commercial	5225 Buena School Blvd			
Canyon De Flores - Dental Office	Tenant Improvement	3477 Canyon De Flores B			
Chiricahua Health Center - #200 & #600	Tenant Improvement	155 Calle Portal			
Dutch Bros Coffee	New Commercial	475 N Hwy 90			
Ginny Francis - New Stucco Façade	Tenant Improvement	1500 E Fry Blvd			
Immanuel Lutheran Church	Tenant Improvement	2145 S. Coronado Dr.			
Johnson Controls	Cell Tower Equip.	4481 Campus Dr. A			
Kristen Vasquez - Interior Renovations	Tenant Improvement	125 E Fry Blvd 2			
Mister Carwash	Tenant Improvement	3850 Martin Luther King Pkwy			
Mountain Vista MHP - Club House	Tenant Improvement	700 S Carmichael			
Park Professional Building	Tenant Improvement	2700 E Fry Blvd			
PC's Lounge	Tenant Improvement	4700 E Highway 90			
PXPHX00237A - Tower Modifications	Cell Tower Equip.	4253 Enterprise Way			
Rainey Pain	Tenant Improvement	125 South 2nd Street			
Safeway - New Drive Up & Go	Tenant Improvement	2190 E Fry Blvd			
SEABHS	Commercial New	4721 Campus Dr			
Sierra Vista Methodist Church	Accessory Commercial	3225 St Andrews Drive			
SSVEC - Wilcox Office	Tenant Improvement	311 E Wilcox			

The Copper Oven	Tenant Improvement	185 E Wilcox Drive
TI Flooring Company	Tenant Improvement	346 E Fry Blvd
T-Mobile @ Teleperformance	Cell Tower Equip.	4253 Enterprise Way
T-Mobile - modify existing Tower	Cell Tower Equip.	2047 S Hwy 92
Tombstone Brewery	New Commercial	332 N Garden Ave
U-Haul - outdoor canopy	Accessory Commercial	2011 E Fry Blvd
Vista Bella - New building #7 (fire)	Apartment New	77 El Camino Real
Vista Bella	Tenant Improvement	77 El Camino Real
We Frame It - ADA Ramps	Tenant Improvement	590 E Fry Blvd

PROJECT COMPLETED				
PROJECT NAME	PROJECT ADDRESS			
Soldier Creek & Landwehr Plaza Improv.	Tenant Improvement	621 N Garden Ave		
Circle K Store #3410	Tenant Improvement	2275 Buffalo Soldier Trail		
Dollar Tree - Owner Portion	Tenant Improvement	834 E Fry Blvd		
BeeWell Pharmacy	Tenant Improvement	3518 Canyon de Flores, #B		
Bone Dry Tap House - Deck	Tenant Improvement	964 E Fry Blvd		
Bone Dry Tap House - Kitchen	Tenant Improvement	964 E Fry Blvd		
Dollar Tree - Business Portion	Tenant Improvement	834 E Fry Blvd		
EOP	Tenant Improvement	1011 N Coronado Drive		
New Jerusalem Church	Tenant Improvement	484 Wilcox		
Ramada	Tenant Improvement	201 West Fry Boulevard		
SVPD – Locker Room Expansion	Tenant Improvement	911 E Fry Blvd		
U of A South	Tenant Improvement	1140 N Colombo Ave		



YEAR TO DATE PERMIT STATISTICS



CONSTRUCTION TYPE		STRUCTION -AUG)
	2020	2021
SINGLE-FAMILY UNITS	71	35
SINGLE-FAMILY ADDITIONS	6	7
MANUFACTURED HOME UNITS	28	23
MULTI-FAMILY UNITS	0	0
COMMERCIAL (SQ. FT.)	0	17,465
INDUSTRIAL (SQ. FT.)	0	0
INSTITUTIONAL (SQ. FT)	0	0
OFFICE (SQ. FT.)	0	0

Code Enforcement

As is typical during Monsoon season, and particularly this year with the higher-than-average rainfall, the greatest number of resident complaints received during the reporting period concerned overgrowth. Code Enforcement Officers continues to provide contact assistance to the City's utility billing function for those accounts that are overdue. Several abatements were carried out to resolve property maintenance violations or to secure structures.

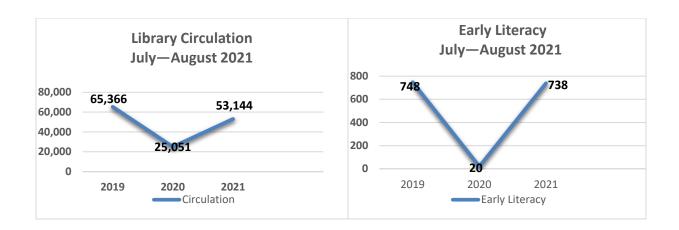
CODE REFERENCE	COMPLAINT	REPORTING PERIOD JUL-AUG (2021)	DESCRIPTION
151.22.006	AGRICULTURAL ANIMALS IN SFR DISTRICT	1	ANIMALS CONSIDERED ACCESSORY TO AN AGRICULTURAL USE IN RESIDENTIAL ZONE
150.25.4	ALLEYWAY MAINTENANCE	1	OVERGROWTH, OBSTRUCTION, DEBRIS INTERFERING WITH USE OF ALLEYWAY
150.23.3	ANIMAL WASTE	3	EXCESSIVE ANIMAL WASTE ON PRIVATE PROPERTY
150.23.21	ATTRACTIVE NUISANCE	4	MAINTAINING A CONDITION THAT IS DANGEROUS TO YOUNG CHILDREN AND WHICH MAY ATTRACT THEM
150.23.20	BLIGHT	3	UNSIGHTLY, UNSAFE, OR UNSANITARY CONDITIONS
150.23.14	CLEAR VISION	1	OBSTRUCTING CORNER VISIBILITY
150.25.8	DILAPIDATED WALL/FENCE	2	NOT UPRIGHT/DISREPAIR
90.11	DOMESTIC FOWL	1	COOP LOCATION, CONDITION, ODORS, NUMBER
150.23.15	FIRE DANGER	1	COMBUSTABLE MATERIAL THAT POSES A HAZARD
150.24.A	ILLEGAL DUMPING	1	DEPOSITING LITTER OR DEBRIS ON ANY LAND
150.23.17	INOPERATIVE VEHICLE	5	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	10	GARBAGE, WOOD, CANS, ETC. LITTERING A PROPERTY
110.01.A	NO BUSINESS LICENSE	1	UNAUTHORIZED HOME- BASED BUSINESS
150.23.9	ODORS	2	FOUL SMELL
150.25.5	OVERGROWTH	77	TALL GRASS & WEEDS (OVER 12")
91.11.B.1	RIGHT-OF-WAY ENCROACHMENT	3	OBSTRUCTION, NON-PERMITTED IMPROVEMENT IN PUBLIC RIGHT-OF-WAY

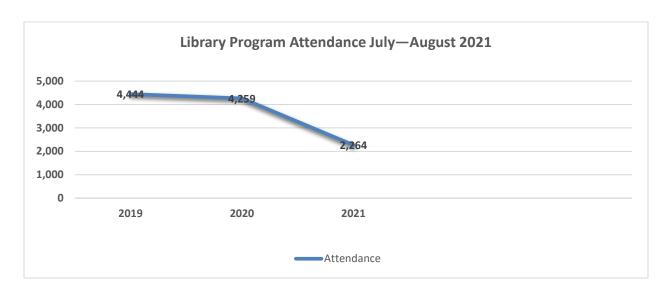
150.25.1	SANITATION	1	NO SANITATION SERVICE/TRASH BUILD UP
150.23.13	SIDEWALK OBSTRUCTION	37	ANYTHING OBSTRUCTING A 36" WIDE PATHWAY OR 80" OVERHANG
150.25.10	SWIMMING POOL	5	GREEN AND STAGNANT POOL
150.12	STORM DRAINAGE	2	DRAINAGE OF ROOFS AND PAVED AREAS, YARDS AND COURTS AND OTHER OPEN AREAS ON THE PREMISES THAT DISCHARGE IN A MANNER THAT ADVERSELY AFFECTS NEIGHBORING PROPERTY
150.23.11	UNGUARDED PITS/HOLES	1	POTHOLES ON PRIVATE PROPERTY
150.18.A	UNSAFE STRUCTURE	3	UNFIT FOR HUMAN HABITATION/STRUCTURALLY COMPROMISED
	TOTAL	167	

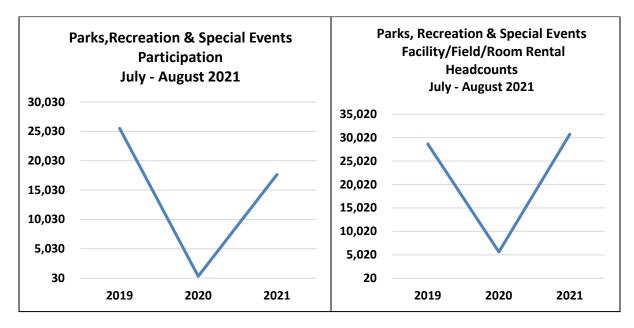
Department of Parks, Recreation, and Library

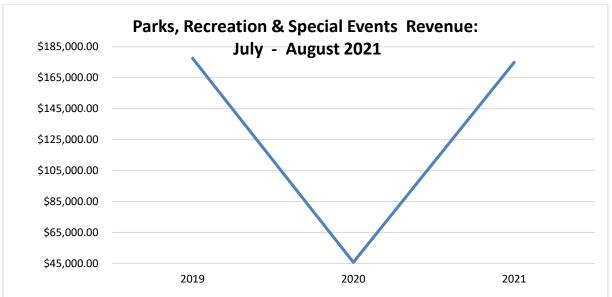
July-August Dashboard (Years: 2019 vs. 2020 vs. 2021)

Library Circulation: July - August	53,144
Library Program Attendance: July - August	2,264
Early Literacy Attendance: July - August	738
Parks, Recreation & Special Events Revenue: July - August	\$174,934
Parks, Recreation & Special Events Program Attendance: July – August	17,693
Parks, Recreation & Special Events Rentals: July - August	30,755









Special Events

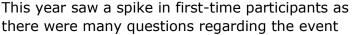
Annual 4th of July Celebration. The Department provided support to the Noon Time Rotary Club for their annual 4th of July event. The Buena High School Performing Arts Center (BPAC) provided the sound at Stone Field for the evening festivities. The event was a great success and a welcome return to community events being provided. The Rotary club estimated that a rolling crowd of 20,000 attended the festivities between the Stone Complex and Veterans Memorial Park locations.

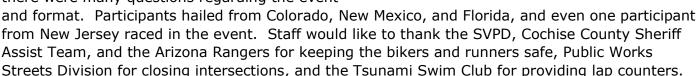
Concerts In The Park. August brought back the popular Concerts in the Park Series. A different band was featured each Thursday in August in attendance. Patrons and bands alike were thrilled to get back into the park and enjoy an evening of music. Weather thwarted the August 12th concert, but they came back strong the following week with over 115 patrons out to listen to Desert Fever. There will be two concerts in September, the 2nd and the 30th, both featuring bands. The second concert will feature the Sierra Vista Community Band and the third will feature the Desert Swing band. Both ensemble groups are thrilled to be able to perform after the long hiatus.



Sports

Annual Hummingbird Triathlon. The 20th Annual Hummingbird Triathlon was held at the Cove on August 21 after a year hiatus. This year a total of 140 participants registered to swim, bike, and run on a beautiful Saturday morning. The course consisted of an 800yd swim, a 13-mile bike ride, and a 5k run.









Football Season. Helmets, Pads and Cleats are back! Football season is now in full swing, and Parks and Sports staff have worked hard to transform Arbenz field into a place the two local youth football clubs can call home. The season kicked off with a Jamboree held on August 14. The Jamboree, held on Stone and Arbenz fields, brought seven different football organizations into the community for an exciting day of action. Each organization brought six teams with an estimated total attendance of 2,500 for the weekend.

The COVE

Tsunami Night. The Cove hosted its End of Summer Tsunami night on July 30. The response to the first Tsunami night with the new wave machine was phenomenal. With 179 pre-sales and 479 tickets sold at the door for a total of 671 attendees, this was one of the largest events The Cove has hosted ever. Patrons and staff alike enjoyed the sounds of the live DJ, and pizza and soda were available for all participants. Staff looks forward to providing future Tsunami Nights and other events throughout the remainder of the year.



Parks

Monsoon. This time of year always brings Sierra Vista into a beautiful state of color with the onset of the monsoon. With the rain comes the growth of the lovely desert landscape, beautiful green grass, and new growth from plants called "Taraxacum", "Stellaria Media" and "Portulara Oleracea," or in other words, chickweed, dandelions, and purslane... WEEDS!

This Monsoon season has been very different than the previous season. Last year's Monsoon only brought around 3"-4" of rain fall for the season. This year, we have experienced 14" of rain (9"-11" being normal) so far.





Parks Maintenance staff doubled their efforts during this plentiful monsoon season trimming back the weeds and increasing the mowing schedule to twice a week for parks and up to three times a week for sports fields. Water saturates the grounds, and the storms create washouts and drainage issues for the Parks Maintenance Crew to keep an eye on so that they can quickly repair any excessive runoff damage.

The Return of Rec and Roll! Child and Family Programming, the Henry F. Hauser Museum, and the Sports Division hosted three Rec & Roll traveling events in July for National Park and Recreation Month. Members of the public came out to enjoy the free, family-friendly activities and play outside in some of our great local parks! There were at least 48 children at Timothy Lane Park, 72 at Soldiers Creek Park, and 90 at Tompkins Park for each event!

The families that attended had their faces painted, raced through the inflatable obstacle course, and played with a variety of games and sports together. Children and adults alike were also able to show off their crafty skills with a variety of art projects. Some participants even got the opportunity to dunk City staff members and a couple City Council Members! The next Rec and Roll

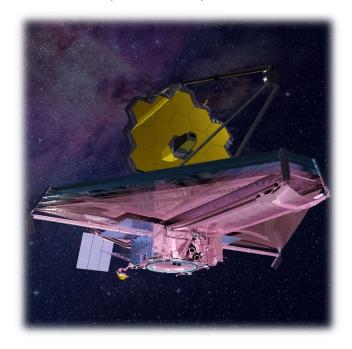
will take place in the Sports Complex area this fall—watch for the Arts and Humanities Commission to be there, hosting a special "outer space" themed chalk art activity.

Kids World Update. The Kid's World program has gone back to school—literally! During the 2020-21 school year there were 23 weeks of in person school after which staff were able to hold the after-school program. The highest enrollment was 69 participants, with an average of 59 per week, across the 3 sites, due to the virus and school closures.

Three weeks into the current school year, registration has reached 91 participants, with an average of 85 participants across 3 sites (Bella Vista, Huachuca Mountain and Towne & Country). These numbers show an increase of more than 30% from last year, which shows that parents are ready to re-enroll their children in this popular program. All three sites currently have waitlists as the interest is there, but the program hasn't had enough staff to operate safely. Anyone interested in a childcare or recreation job is encouraged to apply.

SSVEC Funds Webb Telescope Exhibit. Sulphur Springs Valley Electric Cooperative generously donated \$1,300 to fund the production and installation of a multi-site Webb Telescope exhibit this fall! The displays will explore the science behind the James Webb Space Telescope and how its

components work to give scientists a better understanding of the universe. It will be hosted at the Oscar Yrun Community Center, Ethel Berger Center, Sierra Vista Public Library, and Sierra Vista Sports Division from October 5, 2021, until the launch of Webb—currently scheduled for October 31, 2021. Afterwards, it will become a traveling exhibit for local schools running from November 2021 to the end of the 2023 school year. For the month of October all divisions in the Library, Recreation, and Cultural Services side of the department will be planning in house activities and programs built around outer space, space exploration, and our far away galaxies. Everything from cosmic bowling in the TR program to Far Out Art in the pottery studio will engage area residents during this historical event in time. The library will be hosting special STEAM related children's program as well such as rocket building (how cool is that)?!?



The exhibit will make national resources developed by NASA available to the community free of cost and support STEAM programming in schools, where it is estimated to reach over three thousand local students in the general area.

Pottery Studio Begins New Chapter. Mollie Shelton was hired as the new full-time coordinator for the pottery studio area, which will soon be re-branded and named, to incorporate more artistic endeavors and interests. While shut down last year, the space was cleaned, painted, and organized. New lockers were recently put in so that participants can lock up their personal items to keep them safe and out of the way of other users of the space. The space is now open additional hours and went online, similar to other recreational facilities. Soon, users will obtain a pass that will track their visits and usage of the space.

Watch for some upgrades in the near future, such as new and exciting artists series and workshops, outside kiln firing opportunities, and a "craft of the month" kits curated by Mollie for participants to purchase and create at their own speed.

Commission Updates

Parks and Recreation Commission. The Parks and Recreation Commission met on August 3rd. The next meeting of the Parks and Recreation Commission will be held in-person at the Oscar Yrun Community Center on September 7 at 5:30 p.m. The Commission is discussing hosting another volunteer day to assist moving riprap at Soldiers Creek Park and reviewing City Ordinances to identify any items requiring editing. They also assisted staff with edits to the tree and bench donation policy.

Library Commission. The Library Commission did not meet in June. Next meeting will be held at the Library in September.

Youth Commission. Youth Commission meetings are on hold pending membership applications.

Cultural Diversity Commission. The Commission on Cultural Diversity will begin meeting again with new commissioners and a new city liaison! On September 7th, Henry F. Hauser Museum Curator Elizabeth Wrozek will welcome Carolyn Cruz, Barbara Kannamore, Allyne McFalls, Jacqueline Moran, and April Newman to the commission.

Arts & Humanities Commission. The Commission decided to have its "Art in the Time of COVID" event as a virtual one instead of in person at August's meeting. Members have agreed to participate in the next Rec and Roll put on by the department and host a chalk event this October. A and H meets regularly, typically monthly, and is still working on their mural project at the library and a few additional sites, such as Soldiers Creek Park.

Upcoming Events:

September 1 – Youth Basketball registration Begins

September 2 & 30: Concerts in The Park – VMP Centennial Pavilion – 6:30PM

September 17 & 18: Oktoberfest - Veterans Memorial Park 5:00PM - 11:00PM & 11:00PM

October 2: Vineyards in the Park Wine Tasting – Veterans Memorial Park – 11:00AM – 6:00PM

October 30: Youth Triathlon - COVE-9:00 am

Public Works

Engineering

Fry / North Garden. The re-bid of the Fry / North Garden Improvement Project opened in mid-June, and the bid came in under budget! KE&G was the successful bidder, and staff is excited to work with a local contractor on this important community project. Most of the items which were initially removed from the project during the re-bid and shifted to bid add alternates were ultimately put back into the project. It was all around great news, and the project is now officially underway. Despite some monsoon related delays, the project is progressing well with the construction of the new curb line and driveways. The future roadway profile is starting to take shape! Area businesses are remaining open during construction, and the contractor is taking great care to make sure access to businesses is as minimally disruptive as possible. The prolific monsoon season has been a challenge, but the contractor is still anticipating completion in December or January.







EMS Substation. The City hired the design/build team of Core/Perlman for the new Emergency Medical Services substation at the corner of 7th Street and Buffalo Soldier Trail. Construction is scheduled to begin on September 17th, and construction staging is already beginning on the site. The project is on an accelerated timeline due to the City's successful application for a federal grant, and the grant manager recently visited the site in mid-September to verify the project was on-track to meet grant requirements. Completion is scheduled for the summer of 2022.



Streets

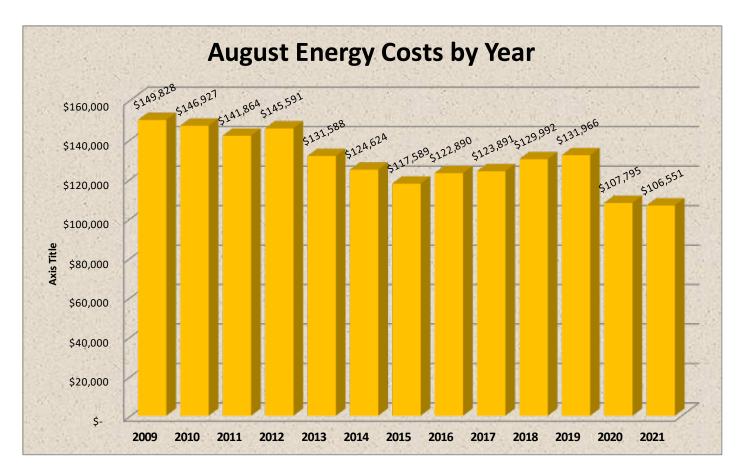


Monsoon. Sierra Vista had an excellent monsoon season this year, and the much-needed rains were a nice change from the drier winters and summers in recent years. However, the higher than usual rain tally created challenges for the Streets Section. Rains tend to bring maintenance headaches such as localized flooding, potholes, lifted sidewalks, weeds, and ultimately mosquitoes. Weeds in particular have been challenging this year due to the temporary loss of Department of Corrections Labor on account of COVID-19 and a few untimely

equipment breakdowns. Fortunately, both situations have now stabilized, and Streets is hard at work trimming weeds in drainage areas throughout the City. The public's patience is appreciated, as many areas require attention, and it will take time to get to all of them. Specific concerns regarding weeds or other Streets related items can be reported by calling the Public Works Department at 458-5775.

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 apparent. The energy costs for August are shown below. Somewhat unexpectedly, the energy costs for August 2021 are even lower than those for August 2020, when most City facilities were either shut down or operating at a reduced capacity! Overall, August 2021 energy costs are almost 20% lower than 2019 and continue to be the lowest on record since SSVEC started tracking the data in 2009.



Lightning. The monsoon season also had a significant impact on the Facilities Section, with several City buildings taking direct hits from lightning, including City Hall and the Airport. The damage was most significant at City Hall, where both the generator and a variety of IT equipment were damaged beyond repair. Staff is currently working with the City's Clerk's office on insurance claims and initiating a study of existing infrastructure to establish redundancy in the City Hall system and hopefully avoid similar disruptions in the future.

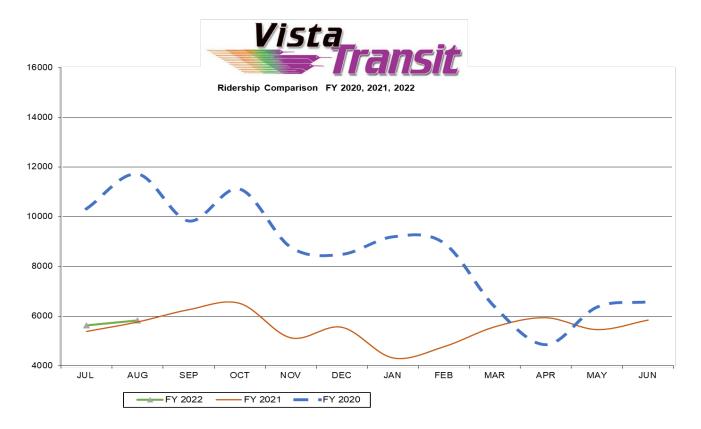
Airport

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 on the project is expected to start in late September and will take about 45 days to complete.

Transit

Vista Transit Ridership Data. Transit continues to see significant impacts from COVID-19. Operations have now largely returned to normal with the end of both passenger limits on busses and the Orange B route. However, 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. In addition, at least for now, masks are still required on public transit by federal order. This order is becoming increasingly contentious among both employees and passengers given that mask mandates have been lifted in most other sectors. The strong feelings on both sides of the mask issue mirror those of the general population, and managing differing opinions is difficult. Staff has

unfortunately been on the receiving end of verbal abuse on several occasions as a result of both strong support and opposition to the mask mandate.



Transit Grants. Staff was recently notified that it has received preliminary award on two separate competitive grants to construct additional multi-use paths providing access to the Transit system. The two pathways are along Buffalo Soldier Trail from Golf Links to Fry Boulevard and on State Route 92 from Foothills to Avenida Cochise. Staff is currently working to provide requested additional information to ADOT, and award is expected to be finalized within the next 60 days. Total award amount is \$1.67 million, which includes over \$1.3 million in federal funds and about \$300,000 in local match.

Refuse

Compost. Gate hours were recently changed at Compost, and the facility will now be closed to the public on Wednesdays to allow staff additional time to reduce the green waste accumulation on the site. Even with the new fee structure which was put in place approximately two years ago, the Compost Facility continues to receive a higher volume of materials than can be processed with current equipment and staffing constraints. Closing the facility to the public on Wednesdays, which were typically one of the lighter days for drop-offs, will allow staff to increase efficiency by focusing solely on chipping and burning operations. The Compost Facility is still open to the public five days per week for both green waste drop-offs and compost purchases. Current public hours are Monday, Tuesday, Thursday, Friday, and Saturday from 8:00 a.m. to 2:30 p.m.

Administration

Welcome and Farewell. The Public Works Department would like to welcome Chanel Kirkpatrick to our team as the new External Services Manager. Chanel started on August 16th and will be overseeing the Refuse, Wastewater, Transit, and Airport Sections of the Public Works Department. Congratulations! Public Works would also like to offer a fond farewell to Ignacio Blanco, Brenda Foote, and Pedro Mungarro as they begin their retirements. Thank you for your service to the City of Sierra Vista, and best of luck on all of your future endeavors!

Commission Updates

Airport Commission. A meeting of the Airport Commission was held on August 18th at 5:00 p.m. in the terminal. Discussion primarily centered on upcoming construction projects, including the new Airport sign and the apron rehabilitation project.

Environmental Affairs Commission. At their last meeting on June 23rd, the EAC discussed a possible program to encourage residents to "reduce" and "reuse" items. Although recycling is still available locally for residents wanting the service, relatively little attention is given to the other two "Rs" of the sustainability triangle. The EAC members agreed to put some thought into the topic and come to the next meeting with ideas. The next meeting of the EAC will be held at the Pete Castro Maintenance Center on September 22nd 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. Five of the objectives were adopted by council in the FY2022-2023 strategic plan.

Ignite: Economic Development and Community Prosperity

- 1. b. Continue ongoing effort to revitalize the West End
 - c. Maximize the economic impact of the Municipal Airport
 - e. Expand sports tourism opportunities
- 2. Increase and implement effective marketing efforts
- 3. Expand support of, awareness of, and opportunity for military missions on Fort Huachuca

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 continues to meet with prospective aviation related businesses that are considering the municipal airport for their operations. In August, staff released the RFP for the site preparation work with a pre-bid meeting on August 27th and final proposal submission on September 17th. Final proposals and cost will allow the staff to assess the next steps and when the project is executed.

Fort Huachuca Joint Resource Utilization Study. 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, 2020. 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.

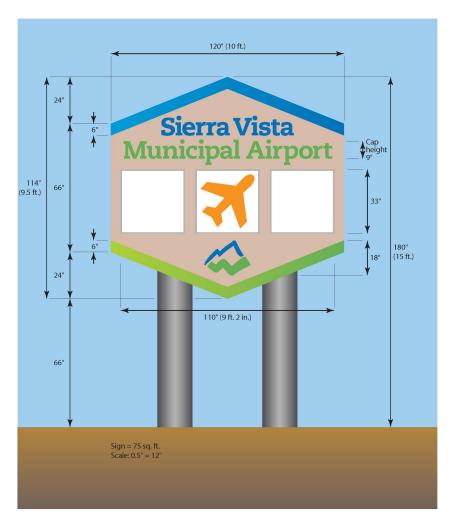
The fiscal impact for the study includes the 10% match to the entire grant through primarily City staff time supporting the process. The consultant cost is set Not to Exceed \$425,635 with the approximate total value of the grant at \$534,602 (federal funds \$480,700 and nonfederal \$53,902).

Update –Matrix continues to collect existing information, studies, and reports to finalize this specific task. Simultaneously, mapping and data analysis continue to identify gaps and points of friction amongst the stakeholders. The final tasks of analysis of future land use and recommended changes to regulatory framework have been initiated which will support the final draft of the report.

DCIPS Grant – EMS Substation. Staff has been working along a couple of key lines of effort in support of the EMS Substation construction project.

- The Development Review Committee completed its review and approved the site plan on July 6, 2021.
- Staff submitted the FAA Form 7460-1 in July to support construction beginning by September 17, 2021.
- Staff received the GMP documents in final draft form on August 19, 2021, for \$2,956,523. Procurement executed the final documents on August 24, 2021.
- Staff continues to work through the amendment to the grant with OLDCC with the
 expectation that it will be approved late September 2021. The OLDCC project manager will
 conduct a site visit on September 14th to meet staff, see the site, and discuss the way
 forward.
- Staff received the special conditions release letter from OLDCC on August 25th setting conditions for construction to begin NLT September 17th.
- Construction is expected to be completed by April 30, 2022, when the city will hold a ribbon cutting ceremony.

New Municipal Airport Sign



High Desert received city permit approval for the sign and staff is waiting to approve the final colors for the sign. It has taken longer than originally planned due to equipment challenges by the vendor. There is no scheduled install date as of this report.

Economic Development Activities and key engagements.

13 Jul –	Good Morning Sierra Vista with Sierra Vista Area Chamber
21-23 Jul –	ACMA Summer Conference
27 Jul –	Attended UofA CAST Meeting with SEN Kelly's Staff
27 Jul –	SEAGO Economic Advisory Council Meeting
27 Jul –	La Frontera Board Meeting
29 Jul –	SVAC Small Business Committee Meeting
29 Jul –	Meeting with local developer
5 Aug –	Telephonic meeting for business relocation
10 Aug –	Spotlight Breakfast Panel
13 Aug –	Affordable housing and workforce meeting
18 Aug -	SVAC Small Business Committee Meeting
19 Aug –	Guest Speaker at SV Historical Society Annual Dinner
23 Aug –	Virtual meeting/update with Long Real estate
26 Aug –	Attended virtual ACA meeting on EDA Funding Opportunities
27 Aug –	Airport site development pre-bid meeting
31 Aug -	La Frontera Board Meeting

Housing report. In the Sierra Vista area, the August 2021 active inventory was 210 properties, a 15% decrease from August 2020. There were 206 closings, which is a 10% increase from August 2020. Year-to-date 2021 there were 2,021 closings, a 23% increase from year-to-date 2020. Months of Inventory was 1, down from 1.3 in August 2020. The median price of sold homes was \$221,000 for the month of August 2021, up 11% from August 2020.





HousingReportSelect.asp (longrealtyonline.com)

Marketing & Communications

Spotlight Breakfast. Marketing & Communications staff produced supporting materials for the August 10

Spotlight Breakfast, to include the designing and mailing of invitations, creating the agenda, selecting and customizing the table favor, and designing and printing the *Council's Strategic Plan* booklet. Staff also promoted (via the eNewsletter and social media), coordinated, and executed the event, ensuring that this annual State of the City

event was both professional and

memorable.

Economic Development promotions. MarCom staff developed a display ad and editorial content for the August/September issue of *Business Facilities* magazine, touting Sierra Vista as a hub for

cutting edge technology. Capitalizing on the City's recent partnership with U of A's College of Applied Science & Technology (CAST) and Social-Engineer, as well as CAST earning

recognition in *Forbes* magazine as the best cybersecurity undergraduate program in the United States, the content positions Sierra Vista as a business nexus for technology, education, and defense-related operations. Supporting content includes "Sierra Vista by the Numbers" to further help differentiate Sierra Vista from other Arizona communities and help dispel assumptions of high temperatures, low education level, a disproportionate

SPOTLIGHT BREAKFAST
AGENDA

WELCOME
Rick Mueller, Mayor
HONOR GUARD
Sierra Vista Fire & Medical Services
PLEDGE OF ALLEGIANCE
Rachel Gray, Mayor Pro Tem
INVOCATION
Dr. Atticus Register, Associate Pastor
Shiloh Christian Ministries

SPOTLIGHT BREAK FAST

GES:
ERY

PLAN

GES:
ERY

PLAN

Apove: Print materials
produced by MarCom sta

Strategic Leadership Plan

produced by MarCom staff to promote the Spotlight Breakfast event and inform the public.

number of retirees, and cost of living.

Left: Display ad appearing in Business Facilities promoting Sierra Vista's business advantage and lifestyle.

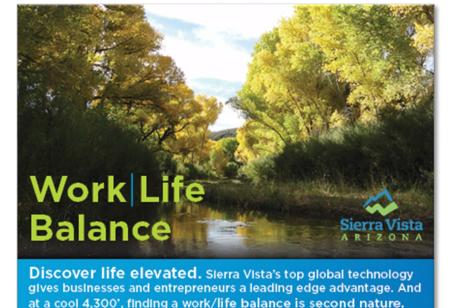
Below: Table accompanying editorial content that gives a snapshot of Sierra Vista's advantages.

SIERRA VISTA BY THE NUMBERS

 Population¹
 45,308

 Median Age
 36

 High School Graduate or Higher
 91,97%



(520) 439-2184

www.SierraVistaAZBusiness.com

Source: AZ Commerce Authority
¹Source: US Census, 2020
²Source: AZ Association of Realtors (April 2021)

Assisting SEACOM. The MarCom team assisted SEACOM in getting the word out via <u>press release</u> and <u>social media</u> on the implementation of the Priority Dispatch System for law enforcement calls in July. MarCom also publicized and solicited media interest in a life-saving call that helped demonstrate effectiveness of Priority Dispatch protocols. This story was also used to boost public awareness of dispatchers as behind-the-scenes heroes to enhance recruitment efforts. MarCom efforts included development a press release, social media posts, newsletter features, and a successful pitch to gain earned media in the Tucson market via a <u>KGUN9 feature</u>.



Above: A post on the SEACOM Facebook page earned 13,000 views.

Public Awareness Campaigns. Public awareness campaigns were executed to increase awareness of litter and proper use of drop-off donation sites; tips to ensure a smooth refuse pickup; and the West Fry/North Garden Improvement Project.

The Improvement Project campaign highlighted public safety messages, explains the "why" behind the project, and encourages support of local businesses in the construction zone. This project included earned and paid opportunities in local media to include print, social, web, and radio promotion. As well, banners reading "Open During Construction" were designed and produced by the MarCom staff and provided to all interested businesses in the construction zone. This campaign is ongoing, with regular updates added to the <u>project webpage</u>, media opportunities and speaking engagements, and using the City's own direct outreach on its regular platforms. During the July-August period, two press releases were issued regarding the project. They can be viewed here:

<u>Fry Boulevard and Garden Avenue Improvement Project construction starts Monday</u> Curb installation along West Fry Boulevard begins Monday

Other public service efforts were focused on weather-related updates and messages reenforcing monsoon safety.

Promotional Efforts. The MarCom staff provided design, copy writing and editing services, advertising coordination and placement, and social media promotions for the following:

• Parks, Recreation & Library: Oktoberfest, Concerts in the Park, Movies in the Park, Vineyards in the Park, and Sports Drop-in Activities. Staff also supported the department's production and publication of five videos highlighting the history and current amenities at local facilities in celebration of National Park & Recreation Month (July).

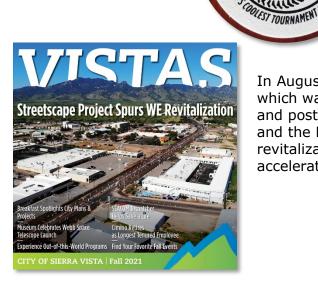
- **Fire & Medical Services**: Recruitment brochure and the Ceremony for the 20th Anniversary of 9/11.
- **Police**: Vin Etch event, Bearcat Pull, Officer Recruitment efforts, National Night Out, as well as writing and distributing press releases and social media posts.
- **Economic Development**: In addition to providing advertising and copywriting, staff coordinated the launch of the FY21-22 social media marketing efforts, which promote Sierra Vista as a business destination along with lifestyle amenities.

staffed the Showcase of Cities and Towns at the Arizona League of Cities & Towns annual conference. The display, as well as the give-away items, promoted Sierra Vista as a sporting event venue and lauded its designation as Arizona's Hummingbird Capital.

Far right: Booth set up at the Showcase of Cities & Towns.

Near right: One of the give-away items, a jar opener sporting a baseball graphic. was a big hit among attendees.





In August, the MarCom staff produced the Fall issue of **Vistas**, which was mailed to Sierra Vista residents in early September and posted online. Extra copies are available in City buildings and the MarCom office. The issue spotlights the West End revitalization efforts, recaps the Spotlight Breakfast, accelerates promotional efforts, and more.

Performance Metrics

Facebook Post Reach*	July-Aug., 2021
City of Sierra Vista	252,714
Visit Sierra Vista	1,483
Facebook Page Consumption*	
City of Sierra Vista	19,761
Visit Sierra Vista	51
Press Releases Issued	24

^{*} Post Reach is a measurement of the number of people who had content delivered to their newsfeed. Page Consumption is a measurement of viewer clicks on content.

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.

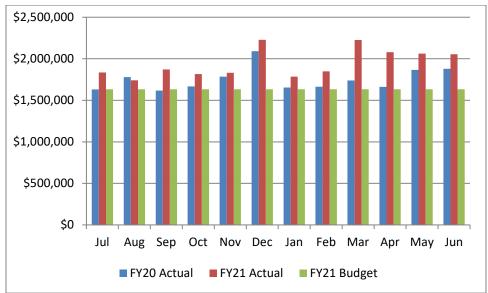
Other performance metrics the division monitors are Extended Stay and Restaurant and Bar tax revenue. For those figures, please see the Finance report.

Visitor Source	January	ıary	Febr	-ebruary	March	rch	April	ril	Σ	May	June	e
	2020	2021	2020	2021	2020	2021	2020	2021	2020	2021	2020	2021
Local-Not Identified	240	1	415	2	180	2	0	6	2	7	3	45
In-State	63	0	115	4	35	12	0	20	0	49	0	20
Out-of-State	493	5	200	10	253	12	0	63	1	25	1	10
Foreign	86	0	163	0	28	0	0	10	0	12	0	7
Phone/Virtual/Email*	768	20	325	18	313	99	270	275	260	221	232	294
Other Fulfillment												
Fulfill Wpress/VC	361	128	338	243	141	279	132	285	217	161	199	223
Groups, Mtgs, etc.	506	0	965	0	180	286	0	742	0	143	0	18
Curbside	NA	0	NA	0	NA	0	NA	17	NA		NA	52
TOTAL	2,428	154	3,021	777	1,130	657	402	1412	480	681	435	699
	nŗ	July	Aug	August	September	mber	October	ber	Nove	November	December	nber
Visitor Source	2020	2021	2020	2021	2019	2020	2019	2020	2019	2020	2019	2020
Local-Not Identified	7	29	1	53	223	63	288	75	195	09	173	48
In-State	9	107	4	10	80	20	140	83	43	10	85	33
Out-of-State	0	159	2	14	193	113	240	123	225	153	230	90
Foreign	0	19	0	4	20	0	20	18	43	78	35	18
Phone Calls	123	210	155	159	198	06	248	108	248	83	228	50
Other Fulfillment												
Fulfill Wpress/VC	184	162	223	124	238	215	233	200	193	151	192	162
Groups, Mtgs, etc.	0	253	120	0	435	180	1,170	0	850	08	950	0
Curbside		9		32								
TOTAL	315	1,037	505	396	1387	711	2,339	607	1,797	555	1,893	401

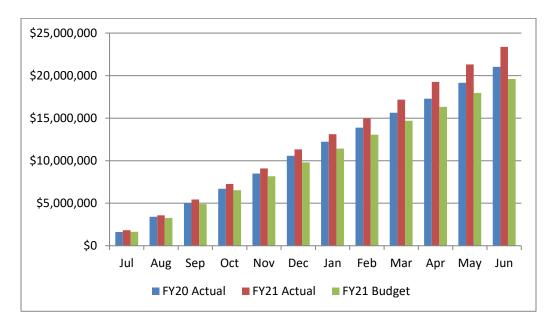
Administration

Sales Tax Collection. Gross privilege tax collections for June were up \$175,407, or 9.3% from last June.

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



For the Fiscal year collections were up \$2,345,646 or 11.2%, from Fiscal Year 2020. The chart below provides a monthly comparison of FY21 actual, FY21 budget, and FY20 for the Fiscal Year.



Description	Jul-20	Aug-20	Sep-20	Oct-20	Nov-20		Jan-21	Feb-21	Mar-21	Apr-21		Jun-21
Utilities	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	86,067.56	75,120.68	102,190.58
Communications	13,925.27	11,791.14	10,365.74	10,595.19	11,077.05		11,091.50	10,982.33	14,862.28	14,959.08		15,292.18
Publication	3,208.34	2,547.41	3,945.22	3,262.66	2,511.08		3,623.81	2,794.54	3,190.45	2,017.12		2,483.32
Restaurant & Bar	212,542.00	206,433.95	217,971.34	204,699.93	192,431.66		208,797.85	204,535.41	244,376.86	243,990.67		227,293.77
Contracting - Prime	53,762.80	48,908.89	32,517.67	53,867.21	34,745.94		40,848.43	30,966.00	54,942.62	35,336.18		38,954.91
Retail Sales	916,689.85	893,975.40	953,596.62	907,655.49	953,337.25		909,602.55	918,604.00	1,150,583.38	1,104,612.86		1,066,901.16
Use Tax Purchases	66,184.03	56,723.08	64,472.03	68,377.08	66,734.41		60,298.92	62,909.07	82,420.16	67,178.13		61,727.67
Use Tax from inventory	772.72	796.72	2,526.94	619.74	580.91		76.65	175.95	1,625.27	74.20		1,253.46
Residential Rental	33,135.84	35,195.51	41,059.42	37,040.17	37,609.23		45,681.52	40,401.83	40,704.54	39,027.43		39,526.87
Retail Food for home consumption	239,063.18	202,019.39	260,986.02	225,703.97	250,113.97		230,972.21	231,427.39	253,787.47	230,476.66		227,080.23
Commercial Rental	28,156.64	33,116.91	29,296.18	26,972.32	32,659.59		25,786.54	27,567.69	31,923.16	30,146.78		38,026.78
Tangible Property Rental	21,037.43	17,509.07	17,011.06	18,538.19	19,625.85		21,246.60	16,895.83	25,528.30	18,601.25		21,959.23
Extended Stay	63,713.51	63,612.48	65,778.91	86,573.78	55,713.84		78,719.17	69,793.22	95,857.24	86,590.01		105,148.04
Online sales	79,797.51	76,718.37	73,347.67	80,497.31	90,134.34		88,757.05	82,517.90	118,922.42	107,786.57		94,544.55
Other	3 731 58	(2 456 46)	7 228 39	6 243 26	6 811 12		8 059 83	8 615 07	8 118 16	1181852		12 989 90