



# Council Executive Report

Charles P. Potucek, City Manager

March / April 2020

## Highlights

- ➔ The City received additional CDBG funds through the CARES Act and moved quickly to implement a new program.
- ➔ Leisure & Library staff remained busy despite the closure of all department facilities.
- ➔ Council selected a design concept for the Fry/N Garden project, and construction plan development is underway.
- ➔ Completed construction documents to remove the dirt at the airport are expected soon.

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## City Manager's Message

In many ways business has continued as normal throughout City operations during this exceptional time. Trash was picked up, buildings were cleaned, phones were answered, the budget was balanced, streets were striped, payments were processed and supplies ordered, public safety staff responded to calls, and information was dispersed, just to name a few. Most affected has been most services and programs offered by the Leisure & Library Services Department. Overall, many programs will be returning in the next few weeks but some changes and restrictions will exist. City facilities are cautiously reopening in phases, and most staff will be returning to work over the next few weeks. Most outdoor activities reopened on Saturday, May 16, including pickleball and tennis courts, the skate court, and sports fields for practices. Over the next few weeks staff will monitor all state and CDC guidance, and reopen various programs and buildings accordingly. Right now, the Cove is expected to reopen June 1, and Kids WORLD begins a modified summer program the week after Memorial Day. Staff are working on a plan to reopen the library, but curbside service began May 18.

I would like to sincerely thank all city employees for the hard work and dedication they have shown as everyone dealt with an experience none have faced before. I am proud of their commitment and willingness to adapt.

### City Manager Highlights

-  The budget schedule changed to allow the City more time to receive updated revenue projections from the state, and sales tax revenue information. Staff recently received the March sales tax revenue, which was down 7% from March 2019. Although not good, it could have been much worse.
-  SEACOM held multiple meetings during this time, particularly regarding its budget. A more detailed

## Upcoming Council Meetings

(City Hall Council Chambers except where noted)

May 3, 3:00 p.m. – Council Special Meeting

May 12, 3:00 p.m. – Work Session

- City Manager Update

May 14, 5:00 p.m. – Council Meeting

May 25 – City offices closed in observance of Memorial Day

May 26, 3:00 p.m. – Work Session

- City Manager Update

May 28, 5:00 p.m. – Council Meeting

Jun. 9, 3:00 p.m. – Work Session

- City Manager Update

Jun. 11, 5:00 p.m. – Council Meeting

Jun. 23, 3:00 p.m. – Work Session

- City Manager Update

Jun. 25, 5:00 p.m. – Council Meeting

## Other Meetings and Events

May 21, 3:00 p.m. – Sierra Vista Metropolitan Planning Organization Work Session @ City Hall

Aug. 20, 3:00 p.m. – Sierra Vista Metropolitan Planning Organization Work Session @ City Hall

### 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)

report will be shared during your budget overview work sessions on June 15-17. The city's assessment for SEACOM will increase by approximately \$127,000 due to an upgrade of the radio network.

As always, please do not hesitate to reach out with any questions or comments about this report.

Chuck Potucek, City Manager

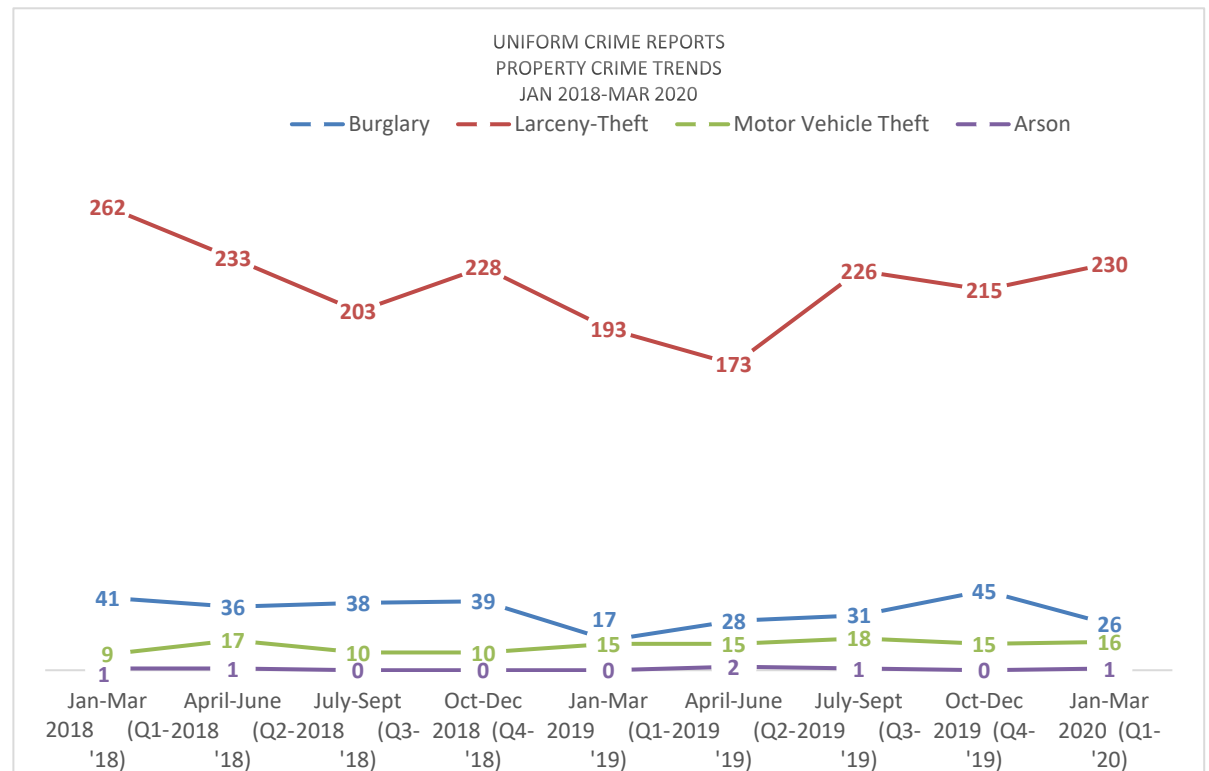
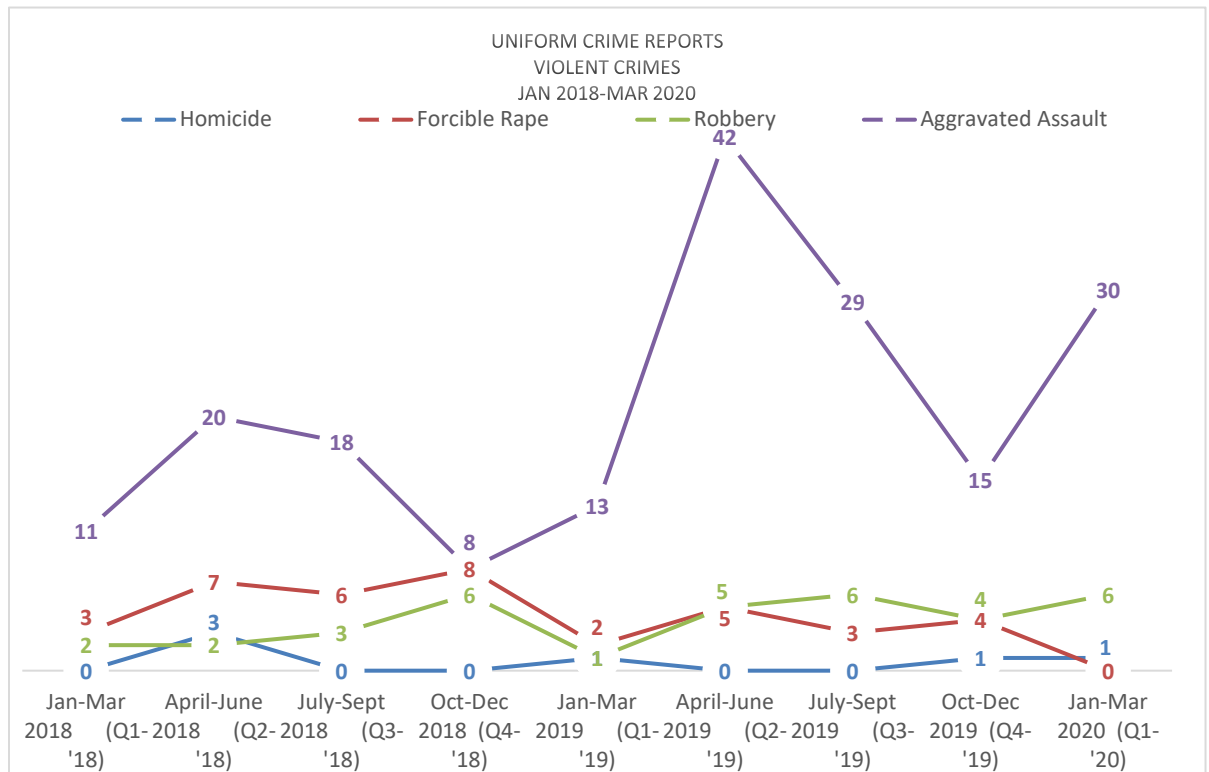
# Police Department

## Uniform Crime Report (UCR)

The charts to the right represent reported UCR Part I crimes from Q1-2018 through Q1-2020. Please note that the statistics for Q1-2020 are preliminary only and can change as the department completes audit processes.

The first chart represents Part I violent crimes as reported to the department. Reported Part I violent crimes remained relatively steady over the last nine quarters, except for an upward trend of reported aggravated assaults.

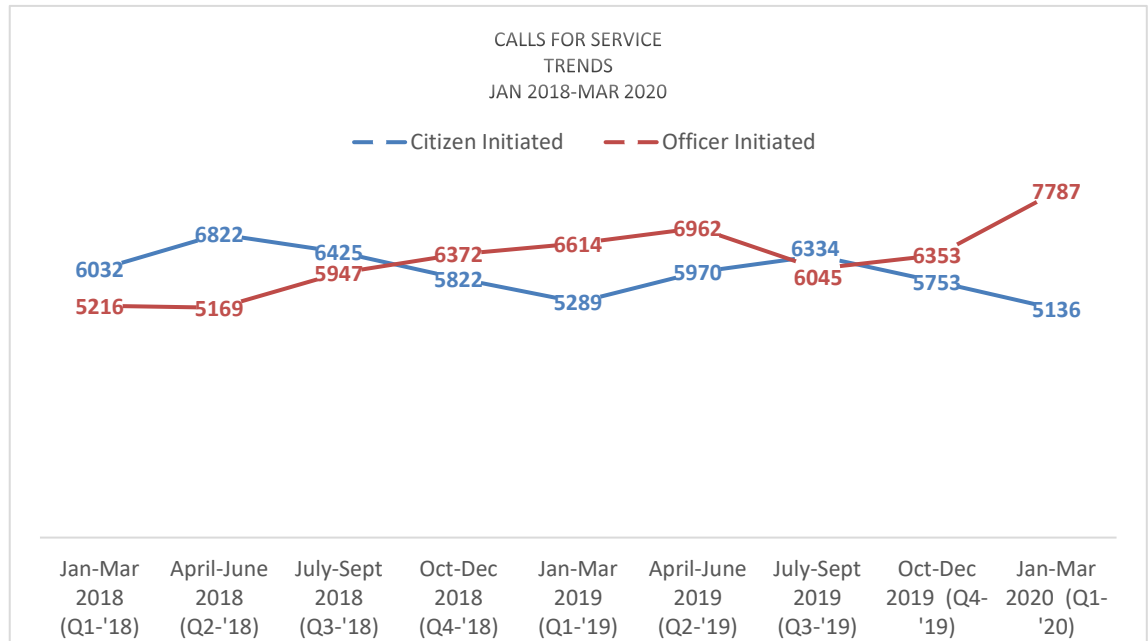
The second chart represents Part I property crimes as reported to the department. Reported Part I property crimes also remain relatively steady over the last nine quarters, except for a slight downward trend of reported larceny-thefts.



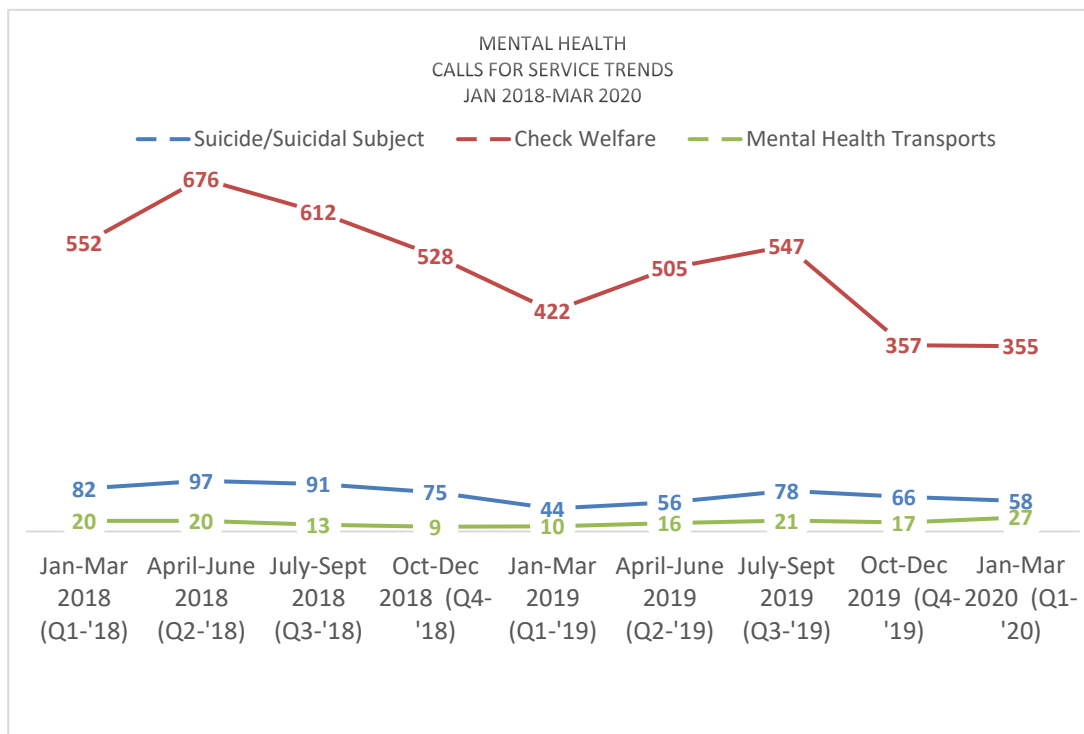
Below is an examination of calls for service handled by the department. It should be noted that these represent calls for service as reported to the department's dispatch center and do not represent whether the officers determined an actual crime was committed.

### Calls for Service

In Q1-2020, officer-initiated calls for service significantly outpaced citizen-initiated calls for service. Officers proactively generated 7,787 calls for service and recorded 5,136 citizen-initiated calls for service. In total, the department handled 12,923 calls for service in Q1-2020 with officer-initiated calls for service accounting for 60% of total calls for service and citizen-initiated calls for service accounting for 40%.



### Mental Health Calls for Service

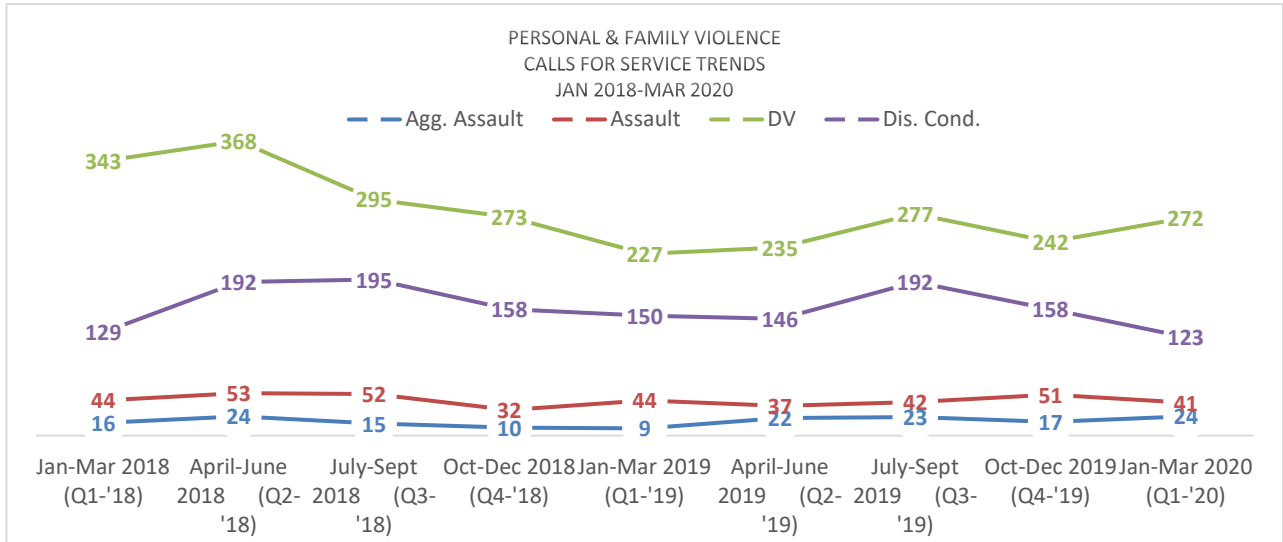


Mental health related calls for service continue to be of serious concern for the department. Overall, the trends for these calls for service have slightly decreased since 2018; however, these types of calls for service continue to take up a significant amount of time for responding officers. In addition, these types of calls for service required multiple officers to

respond due to the higher safety risk to the officers.

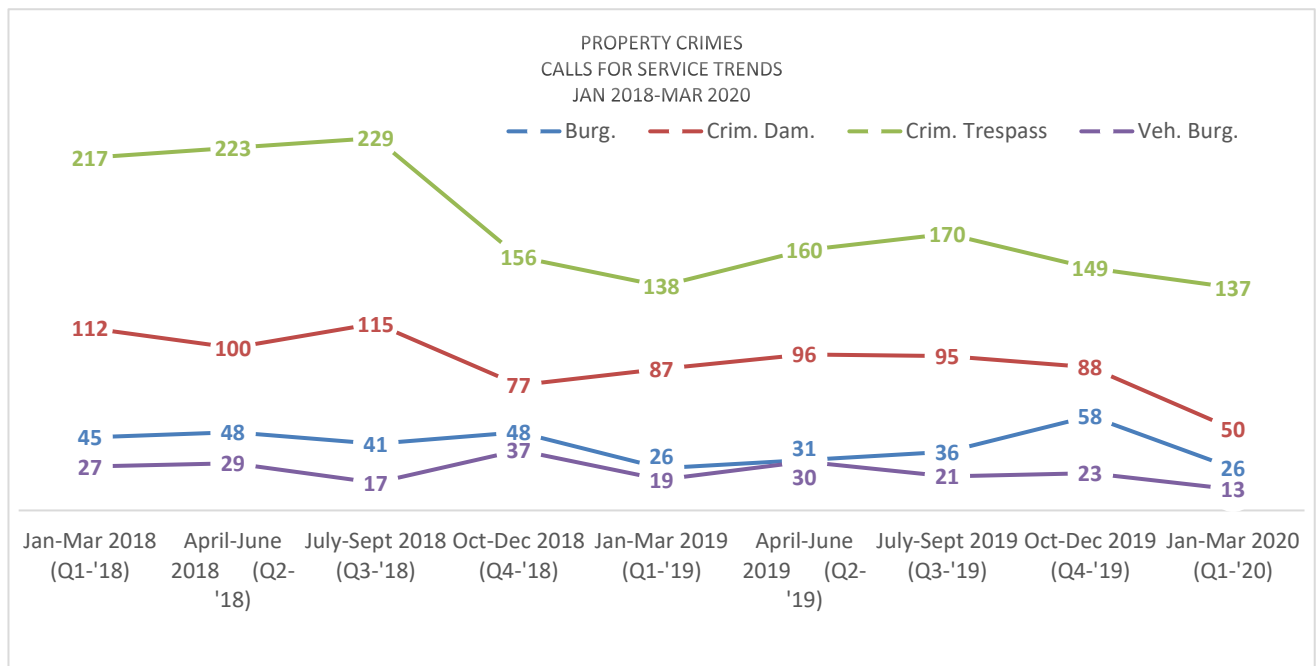
## Personal & Family Violence Related Calls for Service

The three-year trend for calls related to domestic violence show an overall decrease; however, there has been an increase since December 2019. The trends for assault and aggravated assault calls for service continue to remain relatively steady while there has been a decrease in disorderly conduct calls for service over the last two quarters.

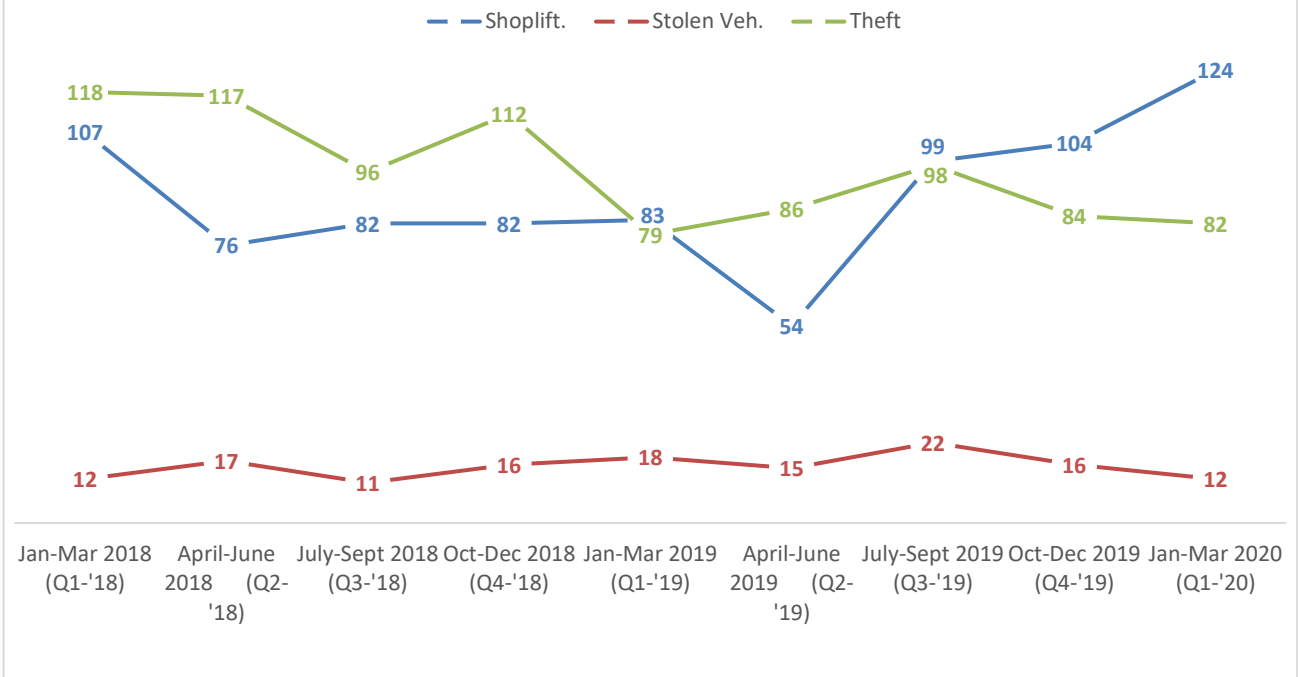


## Property Crime Calls For Service

Property crimes continue to be a large portion of the calls for service in which officers respond; however, decreases were reported for all categories of property crime calls for service in Q1-2020 except for shoplifting.



PROPERTY CRIMES  
CALLS FOR SERVICE TRENDS  
JAN 2018-MAR 2020



# Sierra Vista Fire and Medical Services (SVFMS)

## COVID – 19

Sierra Vista Fire and Medical Services (SVFMS) made operational changes consistent with CDC guidelines to ensure effective and efficient care of all patients during the COVID-19 pandemic.

On a daily basis, SVFMS personnel have their temperatures taken along with a medical survey at 0800 and 2000 hours. These procedures were put into place to ensure healthy personnel are available to respond to the community's needs.

SVFMS personnel have initiated a new form of public outreach that sends our personnel out into their respective response areas on request from citizens for birthday parties or other gatherings. A fire truck with its lights and siren in moderation showing up at a child's birthday has been a huge success.

### Recommended Personal Protective Equipment (PPE) and Treatment

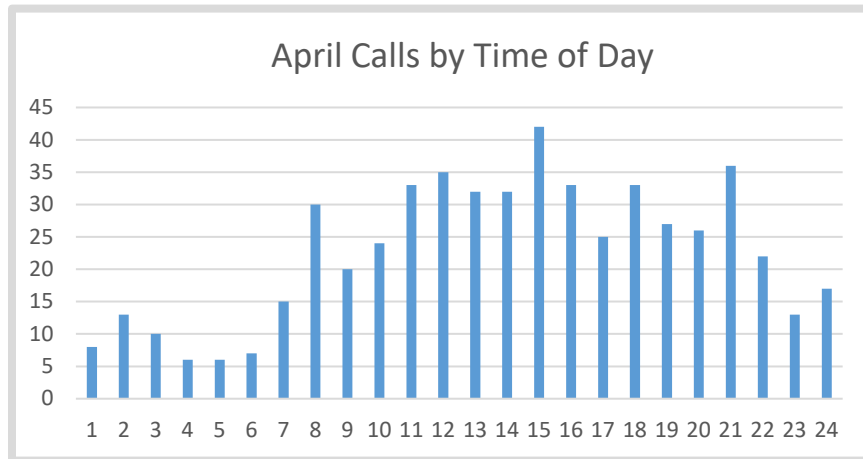
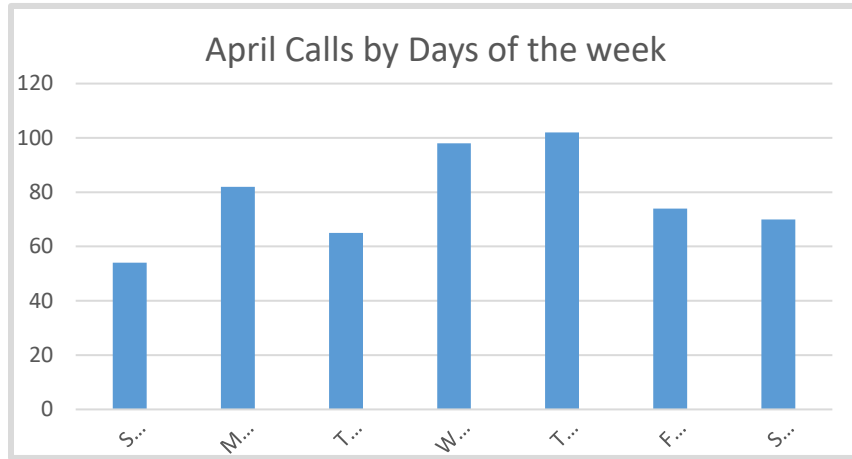
- EMS clinicians who will directly care for a patient with possible COVID-19 infection or who will be in the contact with the patient should follow standard precautions and use the PPE as described below. Recommended PPE and treatment include:
  - N-95 or higher-level respirator or facemask (if a respirator is not available)
  - Eye protection (i.e., goggles or disposable face shield that fully covers the front and sides of the face). Personal eyeglasses and contact lenses are NOT considered adequate eye protection.
  - A single pair of disposable patient examination gloves. Change gloves if they become torn or heavily contaminated, and isolation gown.
  - Utilize the minimum amount of personnel to treat and transport a patient
  - Have patients come to EMS clinicians outside if they are able
  - Maintain a 6-foot distance from the patient as possible
- Drivers, if they provide direct patient care (e.g., moving patients onto stretchers), should wear all recommended PPE. After completing patient care and before entering an isolated driver's compartment, the driver should remove and dispose of PPE and perform hand hygiene to avoid soiling the compartment.
  - If the transport vehicle does **not** have an isolated driver's compartment, the driver should remove the face shield or goggles, gown and gloves and perform hand hygiene. A respirator or facemask should continue to be used during transport.
- All personnel should avoid touching their face while working.
- On arrival, after the patient is released to the facility, EMS clinicians should remove and discard PPE and perform hand hygiene. Used PPE should be discarded in accordance with routine procedures.

### Data for April 2020

Sierra Vista Fire and Medical total calls	527
SVFMS calls on Fort Huachuca	20
SVFMS automatic aid given	31
SVFMS automatic aid received	61

**Year to date totals:**

Sierra Vista Fire and Medical total calls	2,458
SVFMS calls on Fort Huachuca	123
SVFMS auto aid given	154
SVFMS auto aid received	320



**Initial Response Types**

Definitions:

Priority 1 responses = high acuity incidents (chest pain, unconscious) 1 Engine and 1 Ambulance response on the initial dispatch.

Priority 2 responses = low acuity incidents (sick person, injured person) 1 Engine response on the initial dispatch.

**Nature Code: Fall Injury Upgraded**

A fall injury upgraded receives a Priority 1 response (1 Engine and 1 Ambulance). Having an Engine and Ambulance crew response allows personnel to accomplish required tasks efficiently and effectively. SVFMS personnel responded to 40 fall injury upgraded incidents in April. The 40 incidents accounted for 7.6% of the 527 total responses within the city limits.



# Community Development

## Planning & Administration

- **PY 2020 CDBG Annual Action Plan.** Work began on the PY 2020 Annual Action Plan, starting with a Notice of Funding Availability published in the Sierra Vista Herald on January 29, 2020, posted on the City's website, and distributed by social media and directly to area non-profits. The application period closed on March 6, 2020, without any outside agency requests submitted. The U.S. Department of Housing and Urban Development announced the City's formula allocation for the upcoming program year to be \$271,810, which is about the same amount of funding the City received last year. A public hearing was held on March 12, 2020, to provide Staff with initial feedback and direction on the funding requests for the Annual Action Plan. Council's direction was to wholly allocate next year's CDBG funding towards implementing Phase III of the Eddie Cyr Park Master Plan. A second public hearing was held on April 23, 2020, followed by a 30-day public comment period. Final adoption of the PY 2020 Annual Action Plan is scheduled for May 14, 2020.
- **Substantial Amendments to PY 2019 CDBG Annual Action Plan and Five-Year Consolidated Plan (2019-2023).** On April 2, 2020, HUD informed the City that Sierra Vista would be receiving a special allocation of \$159,897 in CARES Act funding through the City's CDBG program. On April 21, 2020, the Mayor and City Council discussed how the funding could be used to aid our response to the social and economic impacts caused by the COVID-19 pandemic. The necessary amendments were prepared for consideration at a public hearing on May 5, 2020, and final adoption on May 12, 2020, providing \$120,000 towards an emergency small business grant program and \$39,897 towards public services for meeting the basic needs of community members.
- **Toilet Rebate Program.** On September 19, 2019, the City launched a toilet rebate program that provides a rebate of \$50 to \$100 for qualifying residents to replace a less efficient toilet with a low-flow model that meets the Environmental Protection Agency's Water Sense program standards. There is a limit of two per household and rebates will be provided on a first-come, first-served basis. They are only available to City of Sierra Vista residential sewer customers as the program will be funded through the Sewer Enterprise fund. Through May 14, 2020, the program has replaced 107 toilets saving an estimated 836,063 gallons of water per year.

## Code Enforcement

Code Enforcement opened 141 cases and closed 124 cases during the reporting period. Staff concentrated on major health and safety violations and citizen complaints. Additionally, Staff played a supporting role visiting all City parks to provide friendly reminders about closures and public health restrictions. Officer Gilbert Fuentes has completed his first year as a code enforcement officer in April and has proven himself to be a tremendous asset and team player always looking for ways to serve his city. He is quick to offer SVPD Spanish translation assistance, and can be found removing debris from a roadway and taking on motorist assists. Officer Jessica Vannoy provides interdepartmental support on dangerous building inspections, assisting law enforcement on chronic nuisance properties, and illegal dumping cases.

## Building & Inspection Services

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

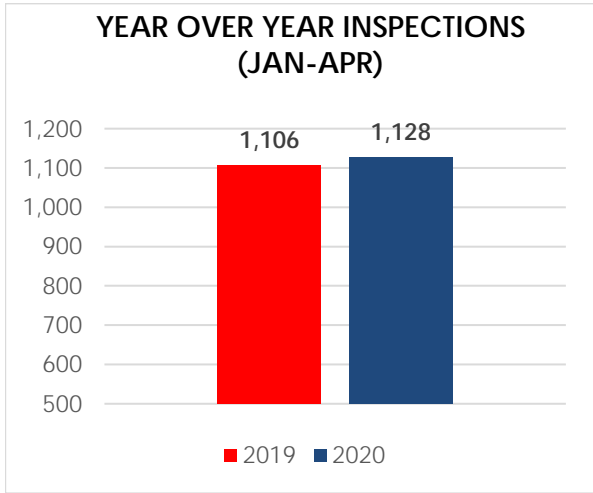
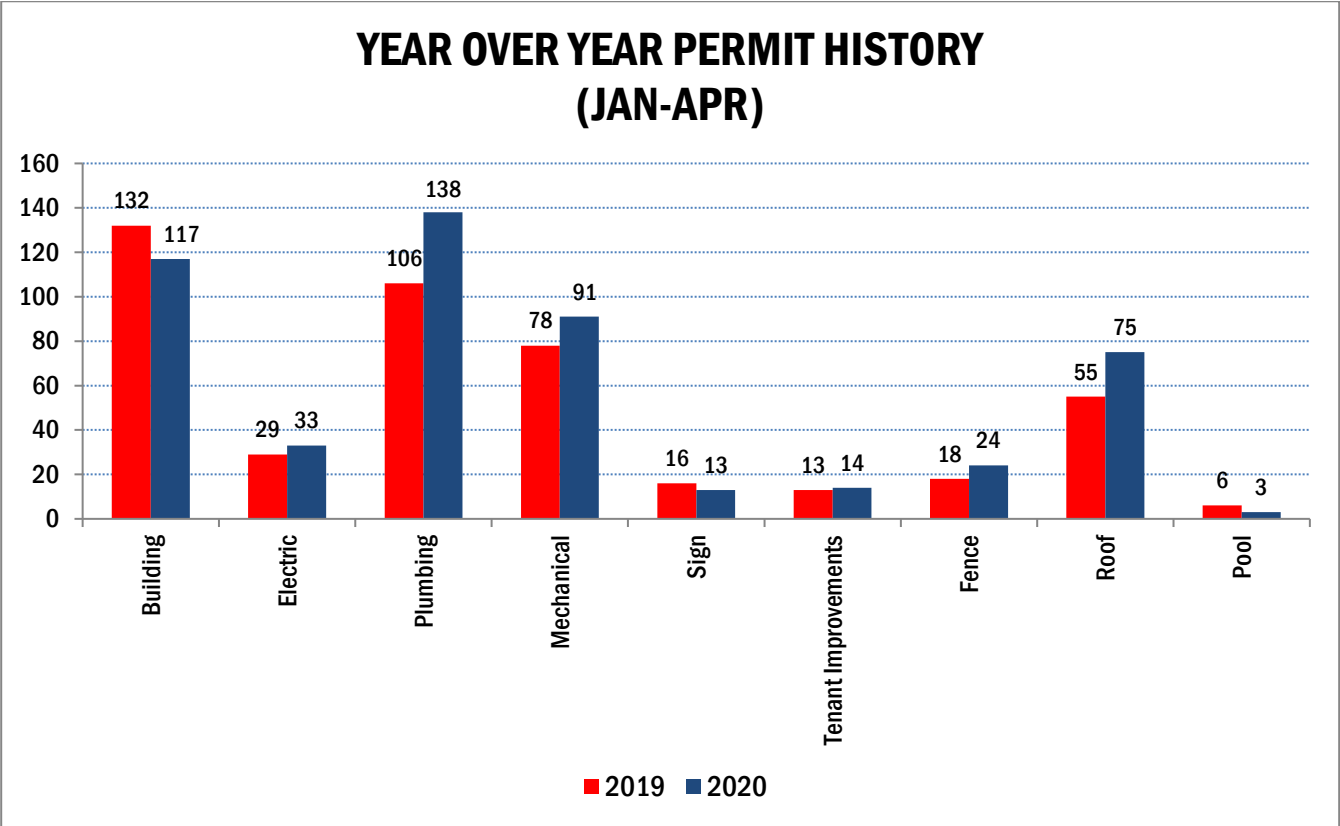
**PLANS UNDER REVIEW**

PROJECT NAME	PROJECT TYPE	PROJECT ADDRESS
CSV Composting Facility	Tenant Improvement	--
SV Chiropractic	Tenant Improvement	247 S 7th Street, #B
Fix Auto	Tenant Improvement	4108 La Linda Way
Vista Bella Apartments	Tenant Improvement	77 El Camino Real
Vista Bella Apartments - NEW GARAGES	Accessory Structure	77 El Camino Real
Soldier Creek	Tenant Improvement	665 N Garden Ave

**PROJECTS UNDER CONSTRUCTION**

PROJECT NAME	PROJECT TYPE	PROJECT ADDRESS
Buena High School Theater Expansion	Commercial Addition	5225 Buena School Blvd
U-Haul - Interior Renovations	Tenant Improvement	2011 E Fry Blvd
AAA Fort Storage RV Shade	Accessory Commercial	255 W Kayetan Drive
Carmichael Elementary - Restroom/Remodel	Addition Commercial	701 N Carmichael Ave
PDS - Restroom Renovations	Tenant Improvement	5130 Paseo Las Palmas
Town and County - Restroom Renovations	Tenant Improvement	1313 S Lenzner Ave
Village Meadows - Restroom Renovations	Tenant Improvement	905 El Camino Real
Church of Christ Freestanding Ramada	Accessory Commercial	4960 E Highway 90
AT&T Tower	Cell Tower Modifications	1045 S Lenzner Ave
T-Mobile Tower	Cell Tower Modifications	260 N Garden Ave
Teleperformance Monopole - Verizon	Cell Tower Modifications	4253 Enterprise Way
U-Haul - Outside Storage Units	Accessory Commercial	2011 E Fry Blvd
Schlotzsky's Deli - Patio Covers X2	Tenant Improvement	3900 E Fry Blvd
Via Elegante - Convert to Alzheimer's Facility	Tenant Improvement	4255 Calle Vista
Big Lots	Tenant Improvement	135 S Highway 92, #A
PDS Multipurpose Building	Commercial New	5130 Paseo Las Palmas
143 Street Tacos	Tenant Improvement	124 W Fry Blvd
American Family Insurance	Tenant Improvement	999 E Fry Blvd, #110
Oasis Apartments	Tenant Improvement	4250 E Busby Drive
PC's Lounge	Tenant Improvement	4700 E Highway 90
Canyon Vista Canopy	Accessory Commercial	5700 E Highway 90
Beau Tea & The Bites	Tenant Improvement	1634 S Highway 92
Pioneer Title - Fry Blvd	Tenant Improvement	2700 E Fry Blvd
CSV - Police Dept Gate replacement	Tenant Improvement	911 N Coronado Drive
CSV - Public Works Gate replacement	Tenant Improvement	401 Giulio Cesare Ave
Northrup Grumman - Ramada for UAV's	Accessory Commercial	4067 Enterprise Way
Sierra Vista Tile	Tenant Improvement	784 E Wilcox Drive
Indochine	Tenant Improvement	1299 E Fry Blvd, #B
Pioneer Title - Wilcox	Tenant Improvement	580 Wilcox Drive
The Copper Oven	Tenant Improvement	185 E Wilcox Drive
Southwest Cancer Center	Tenant Improvement	198 S Coronado Drive

PROJECTS COMPLETED		
PROJECT NAME	PROJECT TYPE	PROJECT ADDRESS
Culver's - Flagpole	Accessory Commercial	632 S. Highway 92
KFC	Tenant Improvement	1060 E Fry Blvd
AT&T	Cell Tower Modifications	240 N Highway 90
Taco Giro	Tenant Improvement	2097 E Fry Blvd

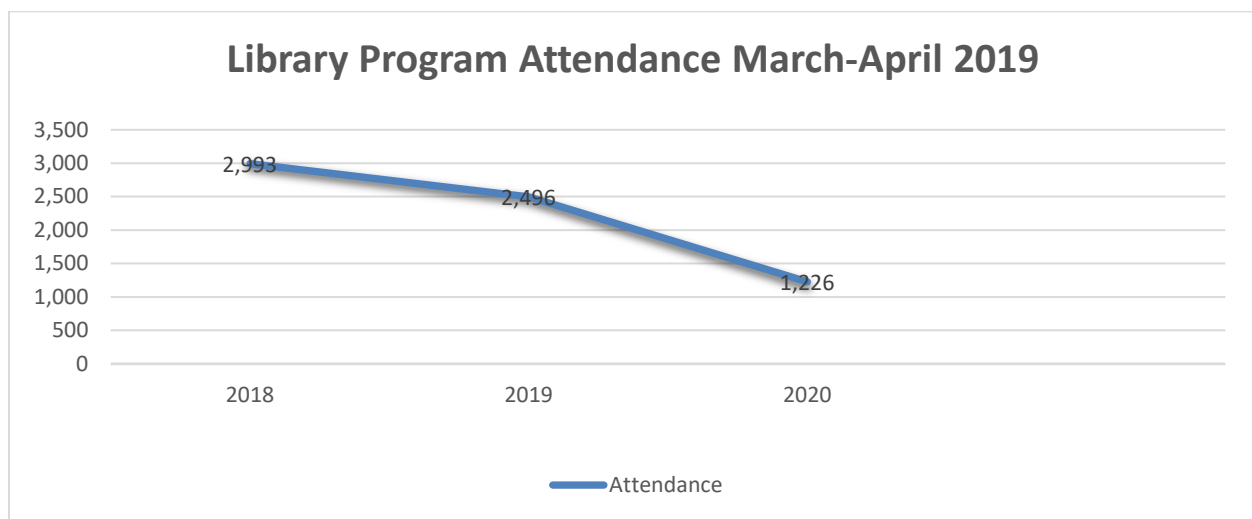
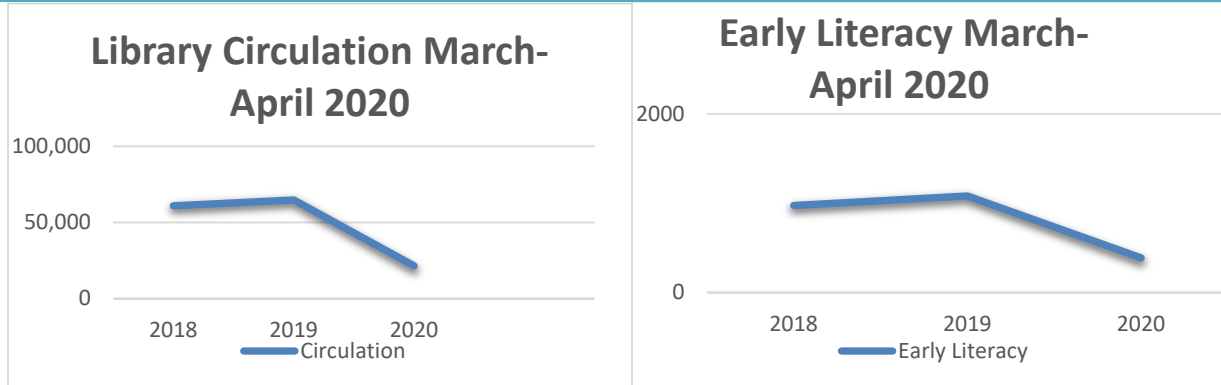


CONSTRUCTION TYPE	NEW CONSTRUCTION (JAN-APR)	
	2019	2020
SINGLE-FAMILY UNITS	25	26
SINGLE-FAMILY ADDITIONS	3	3
MANUFACTURED HOME UNITS	0	7
MULTI-FAMILY UNITS	0	0
COMMERCIAL (SQ. FT.)	0	0
INDUSTRIAL (SQ. FT.)	0	0
INSTITUTIONAL (SQ. FT.)	1,650	0
OFFICE (SQ. FT.)	0	0

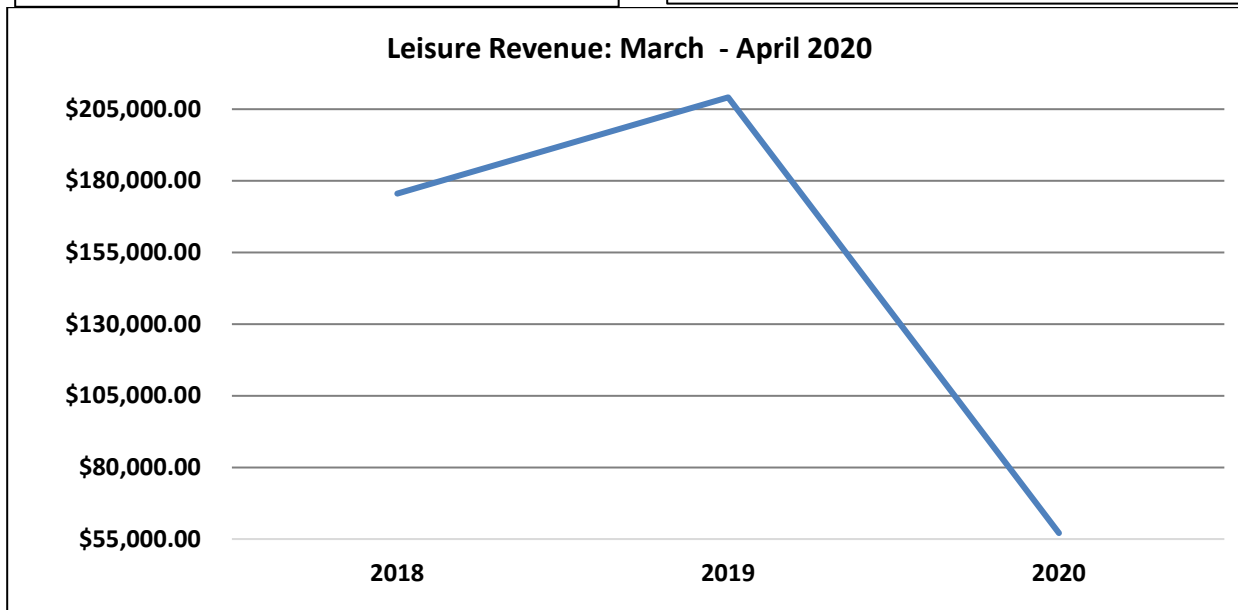
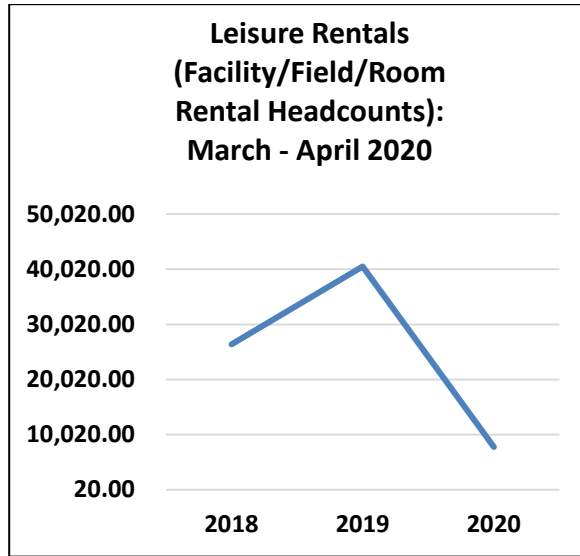
# Leisure and Library Services Department

## March—April Dashboard (Years: 2018 vs. 2019 vs. 2020)

<b>Library Circulation: March–April</b>	<b>21,494</b>
<b>Library Program Attendance: March–April</b>	<b>741</b>
<b>Virtual Library Program Attendance: March-April</b>	<b>490</b>
<b>Early Literacy Attendance: March–April</b>	<b>260</b>
<b>Virtual Early Literacy Attendance: March-April</b>	<b>163</b>



<b>Leisure Revenue: March - April</b>	<b>\$57,085.56</b>
<b>Leisure Program Attendance: March - April</b>	<b>4453</b>
<b>Rentals: March - April</b>	<b>7780</b>



### Staff Remains Busy Despite Closure

Departmental staff continued to work on projects and supporting other City departments during the closure, providing essential duties such as weeding parks, performing landscaping maintenance, painting facilities, helping in the City Clerk’s Office, filing for Procurement, supporting the City Manager’s Office, inventorying at Parks Maintenance, and cleaning cages and walking dogs at the Nancy J. Brua Animal Shelter. In addition, staff from both the library and therapeutic recreation painted the pottery studio so that it offers a fresh, airy atmosphere for those returning to the space this Spring.

While working at the shelter, many employees from Kids World, Sports, and the Library have formed attachments to the animals, and the running joke in the division is that everyone will add a few furry friends to their household this year. Kathleen Lehew, a circulation coordinator with the library, remarked on how much the staff was enjoying working with the animals, and how committed they are to ensuring their cages are clean, and the dogs remain walked and happy.

As facilities in the Leisure and Library Department begin to reopen, staff will be pulled back slowly to resume work at their regular locations. Staff has mixed feelings about it as they have enjoyed their temporary assignments but are looking forward to beginning a new chapter within their respective divisions.

## Library to Begin Curbside Delivery

The library will begin offering "contactless" delivery of items beginning May 18<sup>th</sup>. At that time, patrons will be able to place items on hold (up to 10), and then make an appointment with a library associate to pick up those items from the front of the library during their assigned slot. Right now, only Sierra Vista Public Library items are available to residents of the community, as there is no courier currently running between county libraries.

In addition, some limited hours (10-2, Monday-Thursday), will be available to the public who are needing to apply online for critical needs such as jobs or unemployment benefits. Susan Abend, librarian, will have staff available in the Mona Bishop Room to walk people through the process and help as needed. At this time, only critical computer usage will be allowed, and usage will be limited to one hour at a time. The library lobby will only be accessible through the side front door (by the café).

The library café will be open for to go orders beginning May 18<sup>th</sup>, from 10am-2pm. Please contact the Book Nook Café directly for more information. Patrons may also enjoy ordering something from the café and taking a stroll through the nearby botanical gardens that grace the outdoor library area.

## Cove Updates

March and April have been a unique time for all of us, but making the most of the situation staff spent a great deal of time cleaning and sanitizing the entire facility before its brief hibernation. The Cove has since sent staff members to numerous departments including Procurement, Animal Control, Parks, and the City Clerk's Office. Staff helped support these departments and assisted with many projects assigned to them from filing to shredding to pulling weeds to raking rock. By pitching in staff were reallocated and helped support the City team. Staff is working to remain positive, and to hopefully bring back programming and operating hours to forecasted levels progressively over the coming months as the City gradually re-opens. All staff look forward to serving the community again in the near future!

## Sports Division Projects

With the shutdown of City and local sports programming due to COVID-19, the Sports staff was able to take full use of the downtime to catch up on some well-needed maintenance in some of its facilities. In addition to supporting Animal Control in taking care of adoptable animals, the sports staff was able to complete some major projects including:



### Stone Complex Bathrooms

The restrooms at the Stone complex building received a new coat of paint and clear coat sealer to its floor. The old paint on the floor was peeling off and looked rather unsightly. This will be huge visual improvement for patrons.



*New Stone Bathroom Floor*

### Rothery Gym

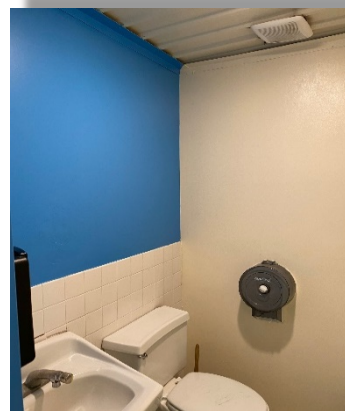
Sports Staff continues to work on the Rothery Gym. They used the down time to give the west hallway and bathrooms a new coat of paint. With help from the wonderful Facilities Department, the restrooms will also be receiving mirrors and some general maintenance on the sinks.



*West Hallway*



*Bathroom 1*



*Bathroom 2*

### Football Shed



Just off the Rothery Complex Football field sat a shed that had not been used in the last decade at least. Sports Division staff set out to clean out the shed with the goal of being able to store equipment for future maintenance of the Rothery Complex fields.

### Ethel Berger Center

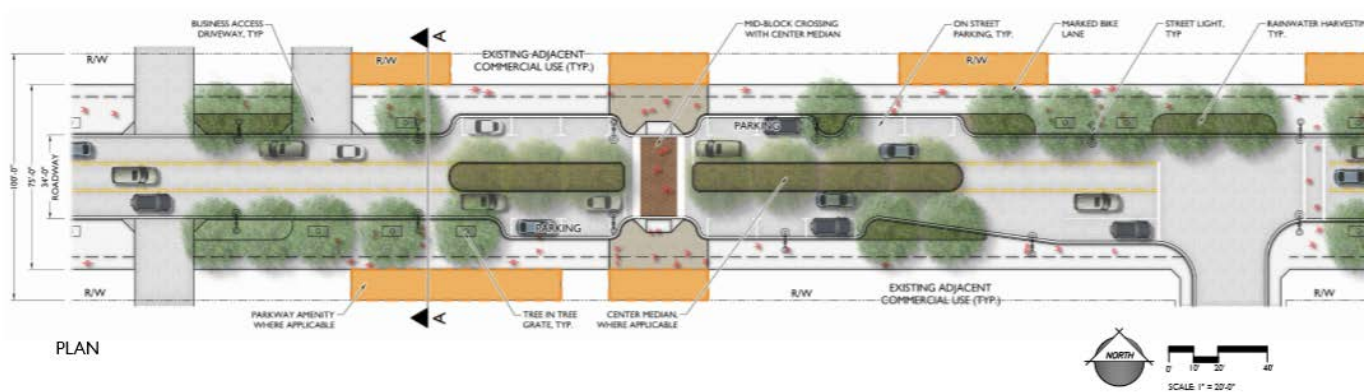
The Ethel Berger Center staff used the brief hiatus to give this great facility a face lift. Leisure staff worked tirelessly to spruce up the building. The entire interior received a much needed fresh coat of paint. Facilities was able to get in and strip and wax the floors as well.



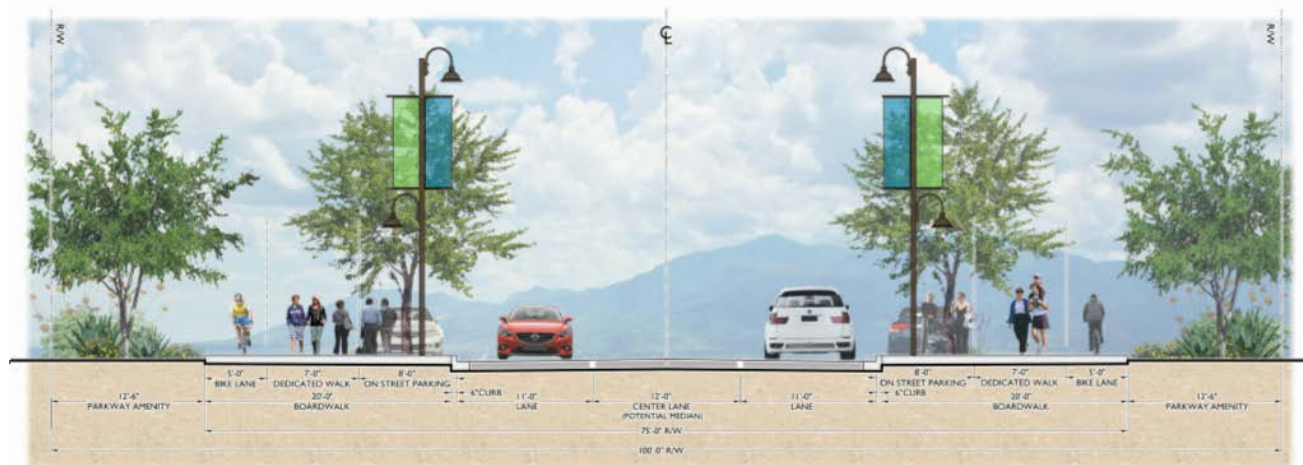
# Public Works

## Engineering

**Fry / North Garden.** The design process for the Fry and North Garden improvements is continuing, and the final two public meetings were held in early March. Like the November meetings, the ones in March were well attended. Around 100 citizens came out to offer their thoughts and comments on the two different streetscape options, termed “parkway” and “boardwalk”. Whereas the boardwalk concept added on-street parking to the corridor, the parkway concept put the greatest emphasis on landscaping and stormwater management. The boardwalk option was the winner at the public meetings by a narrow margin. However, since many citizens were also drawn to the water harvesting feature of the parkway concept, the consultant generated a third option after the meeting which added water harvesting to the boardwalk concept. The new option was named “boardway” by staff. At the Council work session on May 12<sup>th</sup>, Council agreed by consensus to have staff proceed with the boardway concept. The consultant will now be authorized to commence with the full design of the project, which will continue through the remainder of the calendar year. Construction of the first phase will then continue through calendar year 2021 and complete in early 2022.



PLAN



SECTION A-A





**Gate Replacements.** Vehicle gate replacements are currently underway at both the Police Department and the Pedro Castro Maintenance Center (PCC). The vehicle gates are necessary for security but are also a high-cycle item. After about fifteen years of service, reliability was on the decline and thus both gates were budgeted for replacement this year. The replacement work also includes pavement repair in the vicinity of the gates since this pavement tends to wear more quickly. The PCC gate was the first to move to construction, and pavement work is now complete and looks great! The gate is expected to arrive in the next few weeks. Meanwhile the PD gate has now started construction as well. Both projects are expected to be complete by the end of the fiscal year.

**Upcoming Projects.** Engineering has several additional projects which are currently bidding or are awaiting construction including Adaptive Signal Control, Annual Street Maintenance, Airport Heliport Erosion Repair, City Hall Remodel, OYCC Remodel, and the Bar Screen Replacement. In addition, several additional projects have either completed construction since the last Executive Report or are nearing completion including Effluent Reuse, two Community Development Block Grant projects, the Big O Entrance, and Transit Parking Lot Resurfacing. Despite the challenges of COVID-19, the Engineering group has remained very busy!

## Wastewater

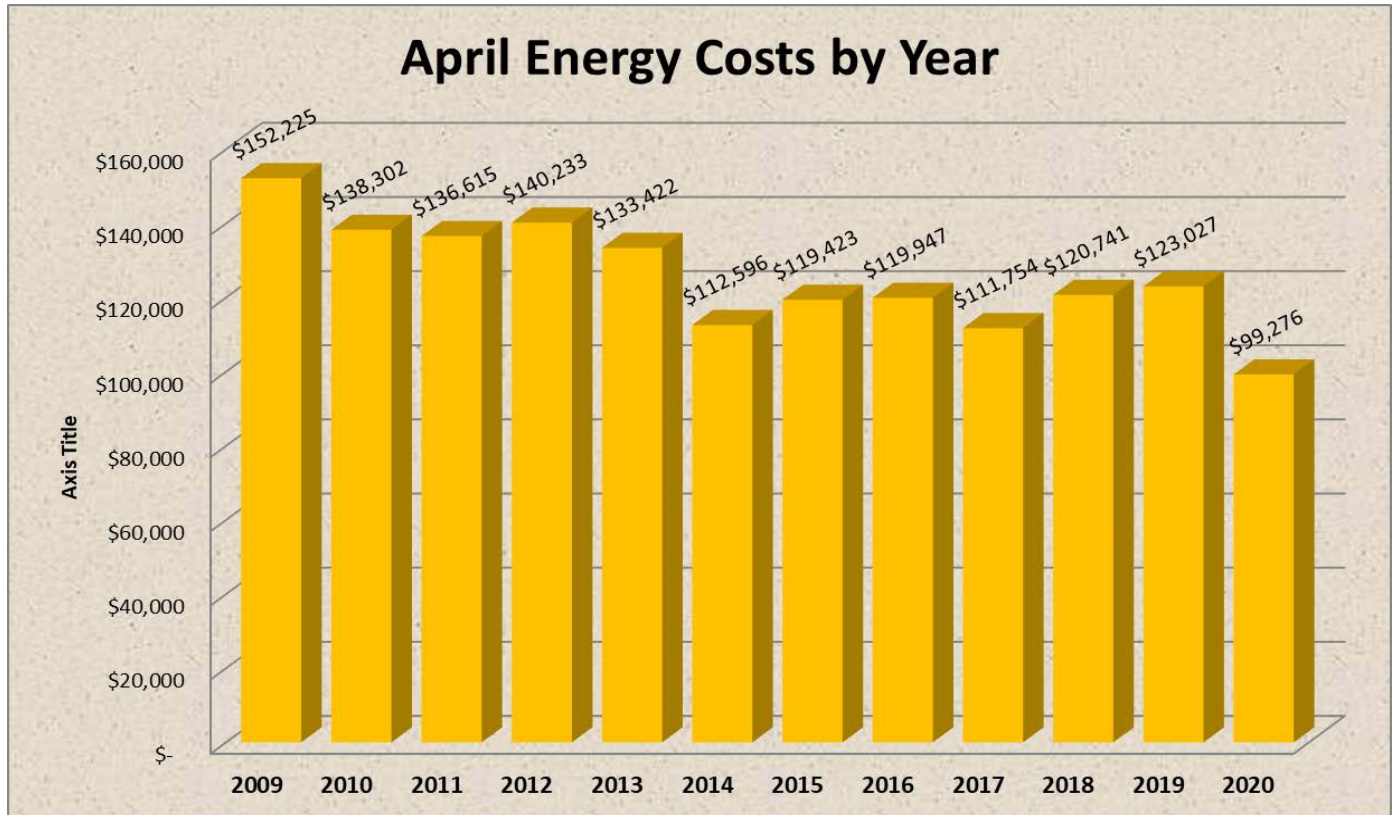
**Welcome.** Staff would like to offer a warm welcome to the new Wastewater Supervisor, Carl Schmutte. Carl recently relocated to Arizona and brings with him a wealth of experience from working at various wastewater treatment facilities both in the states and overseas. Carl has the highest-level wastewater treatment plant operator certification offered by ADEQ and will supervise the operation of the City's Environmental Operations Park. Welcome, Carl!

**Flush Smart.** A contract was recently awarded to undertake an emergency repair of the bar screen at the Environmental Operations Park. The bar screen is the first step in the treatment process as wastewater enters the facility. Its purpose is to screen out garbage and other debris which will not decompose during the treatment process. The new bar screen is currently on order, and its importance is more evident than ever during the pandemic. During the initial stage of the pandemic, there were shortages of toilet paper nationwide, and many people bought materials such as wipes, paper towels, and napkins as substitutes. Although these substitute items may be used, they should not be flushed! Unlike toilet paper, these items are woven for durability and will not break down after flushing. Not only could they lead to expensive clogs in the homeowner's lines, if they make it to the treatment facility, they will end up as debris on the bar screen. Items besides toilet paper should be thrown in the trash. Based on current events and the anticipated arrival of the new bar screen, the Public Affairs Office is currently renewing the City's "Flush Smart!" campaign to remind residents to flush only toilet paper to help preserve our critical infrastructure.

## Facilities

**Schneider Project.** The Schneider Energy Efficiency Project is currently on-hold due to COVID-19, but most projects have already been completed. The City continues to see positive results from the energy efficiency projects which were constructed early on. Monthly electricity use is consistently below the prior year. Starting in March, though, year over year comparisons become more difficult due to the closure of City facilities because of COVID-19. Whereas February electricity usage declined by about 7.5% year over year, March saw a 15.2% decline, and April

was a whopping 19.3%. Although the savings are helpful for this year's budget, the current energy usage is artificially low and will not be sustained into next year's budget.



**Carpet Removal.** Staff is currently working on a project to remove the carpet at Fire Station #2. Rather than replacing the carpet, the underlying concrete floor will be cleaned and polished and left as the finished product. Although carpeting used to be a popular product, its use in fire stations is no longer recommended due to the difficulty of keeping it clean and the resulting consequences for vector control. The basic concrete floors will be far easier for staff to clean and will have minimal maintenance costs moving forward. Temporary floor coverings such as area rugs can still be used for individual comfort and are readily replaceable.

## Fleet

**Welcome.** Like Wastewater, the Fleet Section has welcomed a new supervisor. Lawrence Platt started on the same day as Wastewater Supervisor Carl Schmutte, and like Carl, Larry brings extensive experience to Public Works. He has thirty years of fleet management experience and has been able to make an immediate impact on Public Works operations. He places a particular focus on customer service and satisfaction. Welcome, Larry!



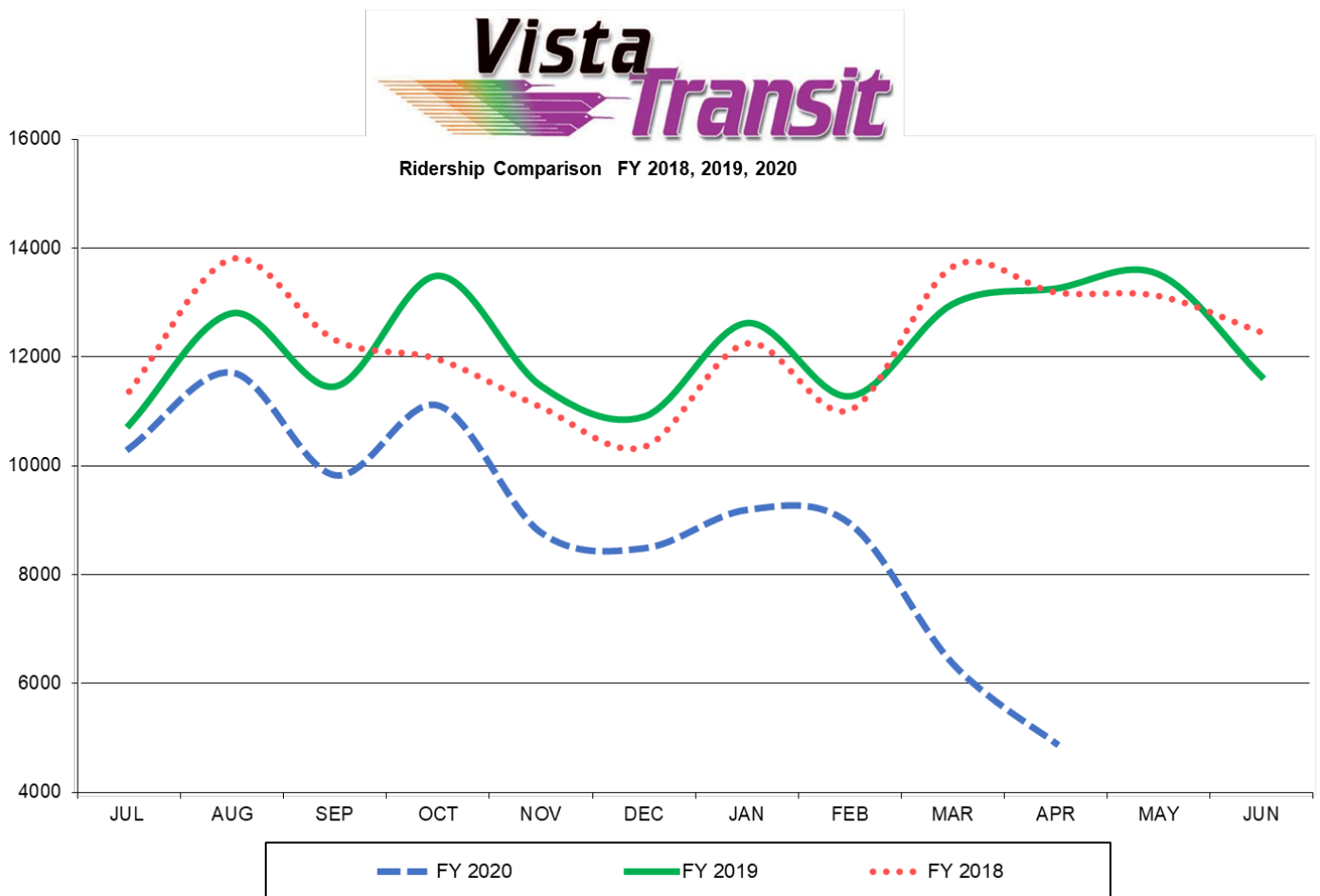
**New Leisure and Library Services Bus.** It was noted in a prior Executive Report that the new Leisure and Library Services Bus had arrived, and the finished product is now ready to hit the streets. The bus is a significant upgrade from the prior vehicle and features an attractive wrap showcasing Sierra Vista's Extraordinary Skies and Uncommon Ground. It looks great!

## Refuse and Streets

**COVID-19.** Despite the challenges associated with COVID-19, it has been business as usual in most of the Public Works Department, including the essential functions of Refuse and Streets. If anything, the jobs have been busier than normal. Refuse has seen a definite increase in the set-out rate of residential containers due to more people being at home, and Streets has been using the time of reduced traffic volumes to restripe major intersections. Employees throughout the Public Works Department have been doing an amazing job adapting to challenges and reprioritizing the work needed to keep our community running!

## Transit

**Vista Transit Ridership Data.** More than any other Public Works section, Transit has been significantly impacted by the current pandemic. Transit was closed for a week at the start of the pandemic while busses were deep cleaned, and various mitigation measures have been put into place to help keep Vista Transit operating safely. Some of those measures include Plexiglas shields for drivers, the temporary suspension of fare collection, the closure of the Transit Center, and a "Orange Line B" route to disperse passengers on the busiest route. As expected, the pandemic and the associated stay-at-home order resulted in a significant decrease in ridership. However, ridership recently started to show marked increases, and with the lifting of the stay-at-home order, ridership levels are expected to increase significantly. For the safety of both our drivers and passengers, the return to "normal" operations will be slow and measured.



## Airport

**Fire Season.** As if a pandemic were not enough, April also brings the start of fire season to the region. This fire season is expected to be fairly severe due to higher than normal winter precipitation and the resulting vegetation growth. Fire planes are already flying out of the Sierra Vista Municipal Airport to locations as far away as Texas, and the plane size is also larger this year. One of aircraft currently based out of Sierra Vista is a DC-10, which has a fuel capacity of over 20,000 gallons. Fuel sales have thus been robust so far this season, and thankfully, the SVMA has a new technician on-board to manage airport operations. Welcome to Devin Marquez!

# Economic Development

## Economic Framework Strategy Development

Staff continues to work to activate the six objectives Mayor and Council formally adopted.

### Maximize Economic Impact of the Municipal Airport

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

Staff reviewed the initial submittal of the design and construction documents (30% completed) and authorized continuation of engineering work. Staff expects the 90% completed design in mid-May for the last review before receiving the final construction documents and estimates. Staff continues to work with Fort Huachuca to relocate dirt onto the 203 acres of excess federal property or in support of a Fort Huachuca construction project. This effort supports Fort Huachuca's mission as well as reduces costs to the City in construction. Staff has included the estimated cost to prepare the land in the proposed budget as a key initiative.

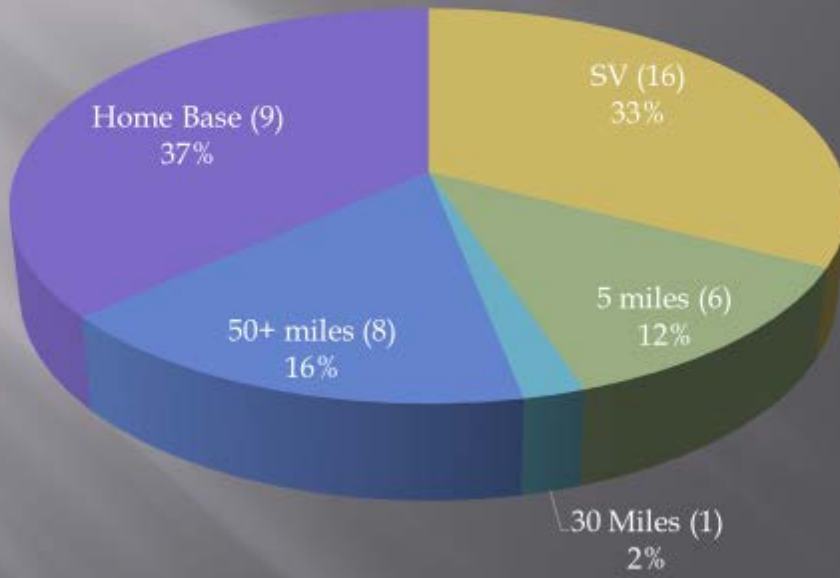
### March / April 2020 Business License Analysis

There was a total of 29 new business licenses issued between March - April 2020. Of the new licenses, 9 were home based businesses. 15 of the licenses were out of town businesses. 6 were within five miles of the City, 1 was within 30 miles and 8 were greater than 50 miles from Sierra Vista. The remaining licenses were for a variety of services based on categories.

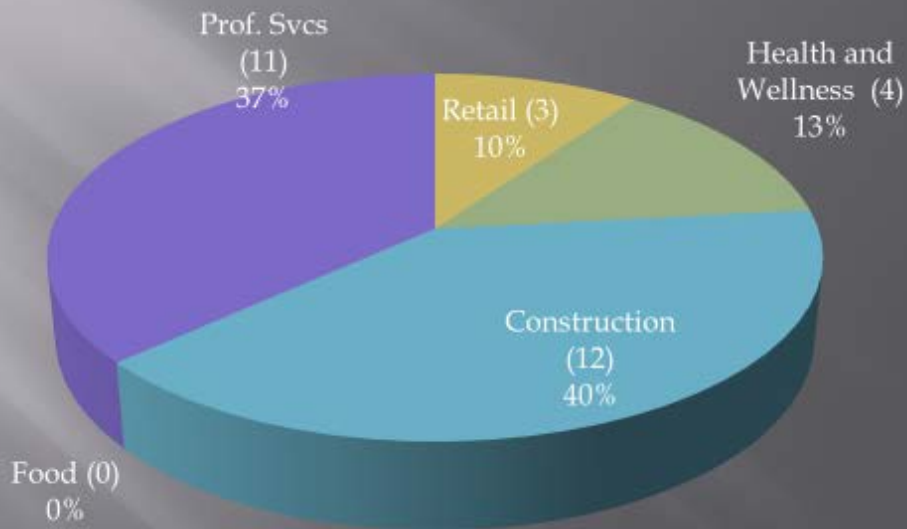
- 3 – Retail
- 4 – Health and Wellness
- 0 – Govt. Contracting
- 12 – Construction
- 0 – Food
- 11 – Professional Services



29 Business Licenses Mar - Apr 2020  
Location



29 Business Licenses Mar - Apr 2020  
Category



## Economic Development Activities and key engagements

March 2: met with a potential business owner looking to expand their business into Sierra Vista through a partnership with Fort Huachuca, Cochise College, and the City  
March 3: met with a business owner looking to relocate their business into the West End  
March 4: participated in a courtesy inspection with a new potential owner, supported the Cochise College Business Advisory Roundtable, and assisted with the Fry/N Garden public meetings  
March 5: coordinated an airport development discussion, met with UofA to discuss community and business needs in education, and had an office call with a potential business expansion opportunity at the Municipal Airport  
March 11: Mike Cline attended a women's realtors council breakfast and participated in a courtesy inspection for a local business as they redesign their building  
March 17: teleconference with a new defense contractor on their facility needs and potential additional missions/jobs that may be brought to Sierra Vista.  
March 20: teleconference with ACA on current situation and available business assistance  
March 26: online class with Arizona's Association of Economic Development to complete certification as an AZ EDPro  
April 1: supported the teleconference with the City/County/Huachuca 50 Washington, DC lobbyist  
April 2: attended the webinar sponsored by the Association of Defense Communities (ADC) on supporting defense-impacted business and the supply chain  
April 14: attended the webinar sponsored by the ADC on military, states, and local governments.  
April 15: hosted teleconference with local chambers, SBDC, and AREDF to discuss ongoing actions and support to businesses

Events taking place across the two months of the report:

- Telephonic engagement with local businesses throughout this time period of active COVID-19.
- Submission of work on the Fort Huachuca Joint Resource Utilization Study funded by OEA. Tentative approval received on April 30 with additional changes to the application made in May 2020.
- Ongoing Brownfields assessment coalition with regular telecons.
- Airport project engagement with engineering firm with 90% plans expected in May.
- Sonora Fest Plans Tabled
- Good Morning Sierra Vista postponed until further notice.

## Housing report

In the Sierra Vista area, March 2020 active inventory was 296, a 24% decrease from March 2019. There were 135 closings in March 2020, a 11% decrease from March 2019.

Year-to-date 2020 there were 382 closings, a 2% increase from year-to-date 2019.

Months of Inventory was 2.2, down from 2.5 in March 2019. Median price of sold homes was \$190,000 for the month of March 2020, up 14% from March 2019.

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

## Marketing & Communications

**COVID-19.** For the past two months, the bulk of the City's public affairs efforts focused on communications about public health, state and county health updates, and the City's response to the COVID-19 pandemic. The *Hummingbirds of Hope* Facebook campaign was very successful and reached 1,723 people and garnered 104 engagements and 26 positive comments.

Governor Ducey's May 12 announcement that the Stay at Home order ends on May 15 resulted in an amplification of public relations efforts, to include press releases, website updates, social media, and graphic design to aid with reopening City facilities, including social distancing floor markers and signs.

**Census update.** Efforts to encourage Sierra Vistas to participate in the 2020 Census continued in April and May with a campaign that included press releases and posts on Facebook. President Trump extended the Census participation period, and the City will take advantage of the extension to include additional upcoming digital campaigns and potentially revisiting original plans for in-person events.

**Coordinating with other departments and organizations.** In addition to working with various departments and Cochise County organizations on COVID-19 communications, the division also assisted in producing messages for the Sierra Vista Historical Society, which completed the bulk of the work at the historic Fry Cemetery. The project won a Governor's Heritage Award for its preservation efforts. Other coordination efforts include assisting the Leisure and Library Services Department in producing and launching videos for the Library's language classes, craft projects, the celebration of National Poetry Month, and story time. To bolster the story time videos, the Marketing & Communications division created an attractive intro to create an introductory visual element and provide visual consistency and interest.

Other projects included creating and maintaining a web element for businesses regarding finding assistance during the COVID-19 pandemic. Additional projects for the Economic Development division include creating a web page, promotional efforts, and press releases for the Small Business Relief Grant Program, which launched May 13, 2020. Moving regular plans forward, the division created an editorial and print insertion targeting the medical industry for relocation and expansion in Sierra Vista. The effort suggested the ability to enjoy a lifestyle without crowds, giving a subtle nod to social distancing.

The Marketing & Communications division also created a buy local campaign for the Economic Development division. The central focus of this project is to reintroduce Sierra Vistas with local businesses in a post-pandemic environment in addition to educating citizenry about the positive economic impact of local spending. This effort launched in a special insert in the *Sierra Vista Herald* on April 23. Additional efforts underway include video projects and ongoing social media.

**Vistas.** The regular edition of *Vistas*, which was planned for delivery in early April, was postponed as all events were canceled or postponed without proposed dates due to the uncertainty of the pandemic's impact. The division is developing an abbreviated version of the publication with information about upcoming openings and preparations for safe and healthy operations. This edition has a planned delivery for early June.



*Floor marker created for City facility lobbies to encourage customers to observe social distancing while waiting.*



## Tourism update

**Advertising efforts.** Most advertising for tourism marketing was rolled back during April and May, including the collaborative effort with Economic Development to increase awareness in target markets.

In early May, an online campaign in Tucson and Phoenix was launched to fulfill the City's agreement with Cox media after the ads for the Summit Challenge were pulled. The campaign invites visitors, when they are ready, to enjoy the open spaces and opportunity to rejuvenate while maintaining social distance in the outdoor areas surrounding Sierra Vista.

A similar print and online ad were included in the *Arizona Drive Guide* in the May issue.

### Communications.

Understanding that hospitality businesses are struggling during the pandemic, regular eNewsletters were sent to local tourism partners. The eNewsletters provided businesses assistance information and brief updates on local and county tourism promotion efforts.

**Visitor data.** The table to the right totals the visitor source for individuals contacting the Visitor Center for information. The effect of the closure of the Visitor Center on March and April's numbers, dropping by nearly 3,000 over same period in 2019.

Visitor Source	January		February		March		April		May		June	
	2019	2020	2019	2020	2019	2020	2018	2020	2018	2019	2018	2019
Local-Not Identified	298	240	385	415	335	180	335	0	298	280	225	250
In-State	99	63	98	115	115	35	78	0	85	85	35	63
Out-of-State	528	493	660	700	680	253	550	0	228	233	138	213
Foreign	78	98	90	163	73	28	53	0	60	43	28	-
Phone Calls	300	268	230	325	240	313	230	270	260	245	228	178
Total Other Fulfillment	1303	1,266	1109	1,303	935	321	897	132	1830	1,363	903	959
Fulfill Wpress/VC	436	361	354	338	310	141	202	132	323	253	310	281
Literature Racks	470	110	345	570	165	140	240	0	657	850	453	63
Groups, Mtgs, etc.	562	795	410	395	460	40	455	0	850	260	140	615
<b>TOTAL</b>	<b>2,771</b>	<b>2,428</b>	<b>2,572</b>	<b>3,021</b>	<b>2,378</b>	<b>1,130</b>	<b>2,143</b>	<b>402</b>	<b>2,761</b>	<b>2,249</b>	<b>1,557</b>	<b>1,663</b>

Visitor Source	July		August		September		October		November		December	
	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019
Local-Not Identified	275	285	298	250	255	223	258	288	253	195	250	173
In-State	50	118	65	88	20	80	63	140	33	43	35	85
Out-of-State	183	218	160	190	188	193	235	240	240	225	140	230
Foreign	45	5	38	0	13	20	18	20	40	43	90	35
Phone Calls	228	255	260	238	193	198	574	248	178	248	205	228
Total Other Fulfillment	1120	686	1724	890	955	673	1582	1,403	760	1,043	681	1,142
Fulfill Wpress/VC	319	286	297	250	265	238	271	233	240	193	241	192
Literature Racks	328	200	690	100	670	50	301	620	275	260	70	860
Groups, Mtgs, etc.	473	200	737	540	690	385	1010	550	245	590	370	90
<b>TOTAL</b>	<b>1,901</b>	<b>1,567</b>	<b>2,545</b>	<b>1,656</b>	<b>3,249</b>	<b>1387</b>	<b>2,730</b>	<b>2,339</b>	<b>1,504</b>	<b>1,797</b>	<b>1,401</b>	<b>1,893</b>

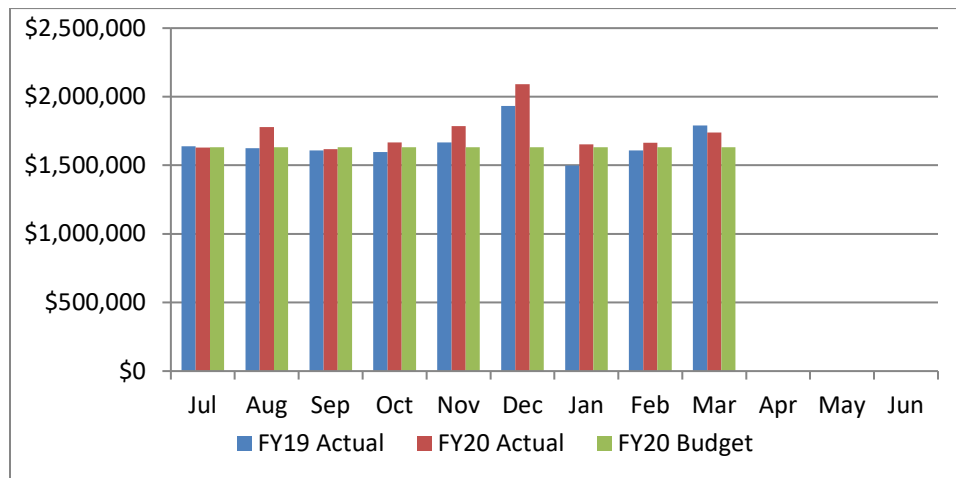
For tax revenue changes in the Extended Stay and Restaurant & Bar categories, please see the Finance Department report.

# Administration

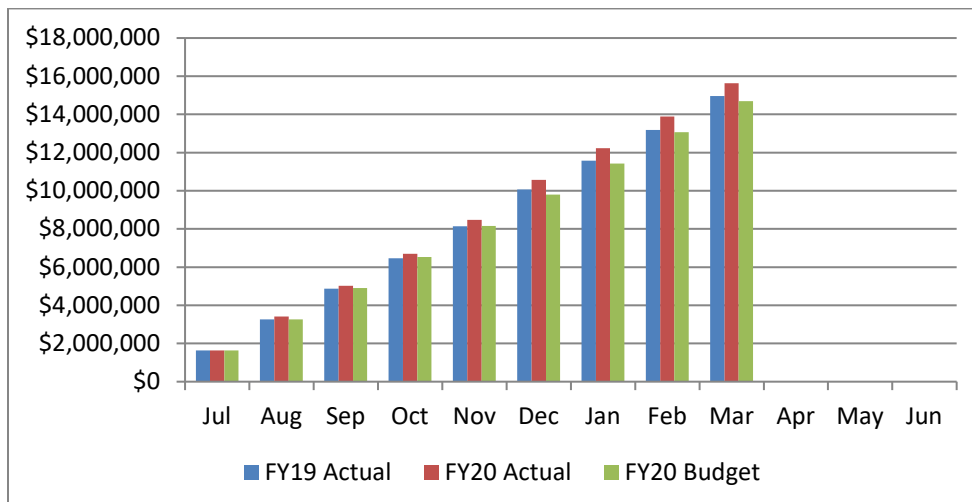
**Sales Tax Collection.** Gross privilege tax collections for January were up \$153,817, or 10.3%, from last January, and for February were up \$54,567, or 3.4% from last February.

For March gross privilege taxes were down \$51,430, or 2.3%. As expected, the Hotel/Motel classification was off the most, down 51.8% from last March. The decrease in Bar/Restaurant is a bit misleading as in March FY19 the City had a jump of \$40,000 from the prior month. March Bar/Restaurant was down \$15,882, or 8.5% from February. On the plus side, retail sales, excluding internet sales, was up \$22,265, or 2% from March 2019. Online sales in March were \$61,500. Since inception in October, the City has collected \$356,357 in Privilege Taxes from online sales. For comparison, State shared Transaction Privilege Taxes for March were \$29,903, or 7.3% less than last March.

The chart below provides a monthly comparison of FY20 actual, FY20 budget, and FY19 actual.



Through the end of March Privilege Taxes are 6.3% ahead of budget and 4.4% above last Fiscal Year. The chart below provides a monthly comparison of FY20 actual, FY20 budget, and FY19 for the complete Fiscal Year.



Description	Mar-19	Apr-19	May-19	Jun-19	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19	Jan-20	Feb-20	Mar-20
Utilities	101,402.73	82,829.63	86,762.75	88,249.27	23,926.77	187,370.65	103,067.90	87,268.57	79,950.93	88,942.27	101,145.65	92,785.59	80,521.75
Communications	21,345.50	20,869.86	21,194.04	20,179.29	20,392.32	20,258.24	20,609.07	20,427.16	19,993.57	20,352.03	15,921.72	15,548.81	15,989.89
Publication	2,783.30	2,441.00	3,135.80	2,721.41	2,867.66	2,291.44	3,837.74	3,281.19	2,872.34	2,697.11	3,783.44	3,175.78	3,048.83
Restaurant & Bar	230,881.44	215,375.98	220,230.13	214,270.26	207,715.16	205,262.40	197,415.00	189,395.23	208,004.65	212,733.55	194,907.59	186,602.83	170,720.45
Contracting - Prime	58,163.04	64,261.67	36,477.16	82,395.97	40,832.04	52,160.62	61,968.03	72,726.18	89,430.56	71,000.41	38,889.31	60,039.22	54,379.05
Retail Sales	913,556.94	864,912.82	841,040.53	844,565.20	861,120.18	866,499.67	801,748.59	825,142.63	883,768.22	1,069,108.59	766,917.36	807,931.35	852,486.28
Use Tax Purchases	64,278.41	68,490.98	50,042.36	63,700.78	75,668.81	60,909.14	58,101.37	61,061.36	60,140.92	63,728.10	54,196.26	48,936.13	57,720.49
Use Tax from inventory	1,139.88	(242.09)	357.13	1,371.46	842.70	523.60	1,276.30	(2,044.16)	912.32	486.63	2,576.90	975.39	1,358.50
Residential Rental	35,350.43	35,678.35	31,140.57	38,201.48	29,962.27	30,905.62	39,417.59	32,755.47	34,923.08	58,683.69	35,048.50	46,806.41	40,864.09
Retail Food for home consumption	204,064.23	199,897.86	213,827.50	194,974.51	208,471.22	201,153.54	198,627.20	197,856.92	213,082.26	293,643.80	209,998.79	205,783.39	287,400.08
Commercial Rental	32,336.58	33,368.66	31,452.70	31,613.39	30,004.35	25,380.53	27,777.78	30,920.86	32,540.80	35,062.53	30,924.41	30,730.92	29,813.97
Tangible Property Rental	13,846.63	21,274.61	20,106.66	22,059.78	21,197.63	20,393.41	19,716.15	21,474.10	19,677.82	20,167.95	24,026.55	16,312.77	19,513.27
Extended Stay	95,717.27	92,997.31	94,905.40	79,698.76	96,156.46	96,787.24	71,430.05	90,286.22	75,624.43	67,100.88	87,561.13	86,807.65	46,110.16
Online sales								36,764.85	56,125.74	69,973.36	78,267.90	53,725.13	61,500.01
Other	14,604.17	8,591.89	9,903.86	18,694.66	10,890.87	8,562.47	13,327.04	378.41	7,977.04	16,893.96	9,088.23	7,564.12	16,614.13