

Council Executive Report

Charles P. Potucek, City Manager

May / June 2020

Highlights

- → A video segment exploring Coronado Cave is running on two National Geographic Facebook pages and NatGeo Travel Twitter feed.
- → The Library is offering a "grab and go" program for up to 10 items to be picked up outside the library during designated times.
- → Emergency Medical Dispatch will go live on September 15, 2020.
- → A new Pump Track is taking shape at the end of Tacoma Street near Domingo Paiz Sports Complex. The track is expected to be completed by mid-August.

Departments	Page
Police	3
Fire and Medical	7
Community Development	9
Leisure & Library	14
Public Works	20
Economic Development	23
Marketing & Public Affairs	27
Administration	31

City Manager's Message

May and June saw many more new and continued issues from dealing with the pandemic, the end of the stay at home order, more restrictions from the governor, a local mask order, to protests and discussions on police procedures. But in addition to the things that communities around the country and world are dealing with at the moment, business also continued once again in many ways as normal. The budget process is nearly completed, and I am pleased to report that revenue numbers for May were in most respects better than anticipated. Despite the times, there are many highlights to share throughout the department and division reports. The City is fortunate to have so many high quality and professional staff.

City Manager Highlights

- After the SVUSD Governing Board approved moving forward with the sale of the Rothery Center recreational properties at the end of June, staff drafted a land purchase agreement which is currently at the district under review. As soon as both parties agree to the terms, that document goes to Pioneer Title to open escrow and complete the sale. A survey of the property was also completed recently.
- ✓ June was a month to welcome new colleagues; Victoria and I had the pleasure of meeting both COL Moreland, the new Fort Huachuca garrison commander, and Dr. Eric Holmes, the new SVUSD superintendent. We both very much look forward to working with them in the future.
- Grants are very much a focus during this time, and there are multiple opportunities and applications in progress. Please see the Economic Development section for more information.
- Staff and the Mayor participated in a stakeholder group meeting with Good Neighbor Alliance in late June. Another meeting will be held soon, and staff learned since that

Upcoming Council Meetings

(City Hall Council Chambers except where noted)

Jul. 3 – City offices closed in observance of Independence Day

Jul. 7, 3:00 p.m. – Work Session

• City Manager Update

Jul. 9, 5:00 p.m. – Council Meeting

Jul. 14, 3:00 p.m. - Work Session

• Police Department Procedures

Jul. 21, 3:00 p.m. – Work Session

City Manager Update

Jul. 23, 5:00 p.m. - Council Meeting

Aug. 11, 3:00 p.m. - Work Session

City Manager Update

Aug. 13, 5:00 p.m. – Council Meeting

Aug. 25, 3:00 p.m. – Work Session

• City Manager Update

Aug. 27, 5:00 p.m. - Council Meeting

Other Meetings and Events

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

Sep. 17, 3:00 p.m. – Sierra Vista Metropolitan Planning Organization Executive Board 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 GNA had acquired funding to continue operations for at least a few more months.

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

Chuck Potucek, City Manager

Police Department

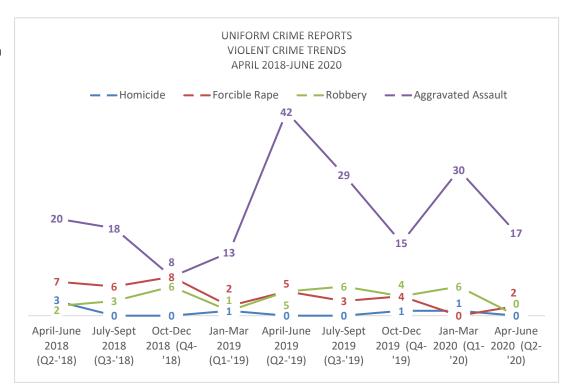
Uniform Crime Report (UCR)

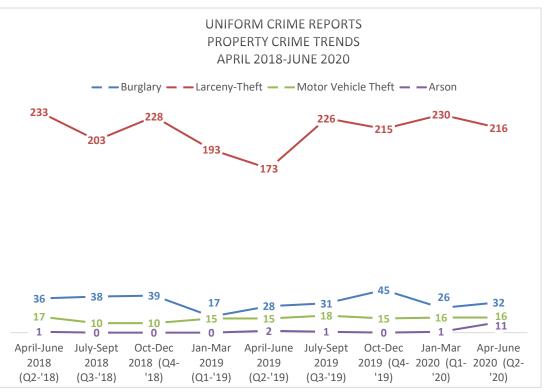
The charts to the right represent reported UCR Part I crimes from Q2-2018 through Q2-2020. Please note that the statistics for Q2-2020 are preliminary only and can change as the department completes audit processes.

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 variations in reported aggravated assault cases.

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. Arson cases increased significantly in Q2-2020; however, the suspect in most of these cases was arrested in June.

Below is an examination of calls for service handled by the department from Q2-2018 through Q2-

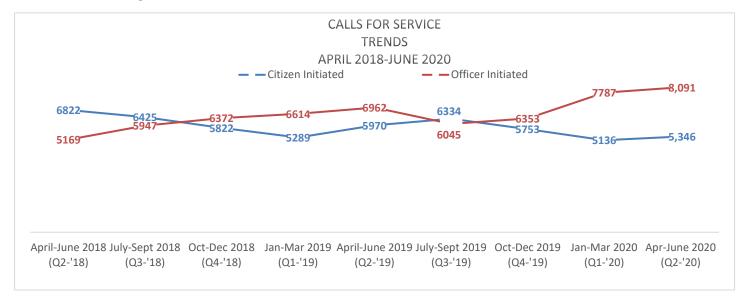




2020. It should be noted that these represent calls for service as reported to the department's dispatch center and do not represent whether the officers determined an actual crime was committed.

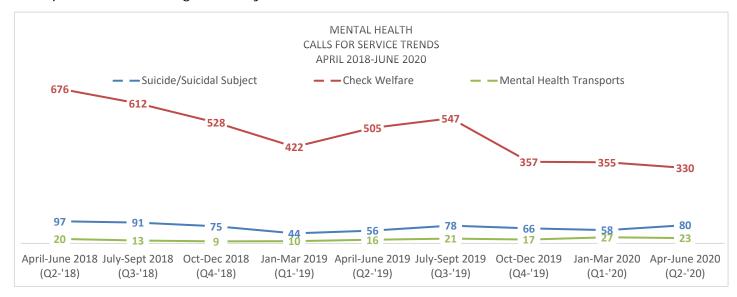
Calls for Service

In Q2-2020, officer-initiated calls for service again significantly outpaced citizen-initiated calls for service. Officers proactively generated 8,091 calls for service and recorded 5,346 citizen-initiated calls for service. In total, the department handled 13,437 calls for service in Q2-2020 with officer-initiated calls for service accounting for 60% of total calls for service and citizen-initiated calls for service accounting for 40%.



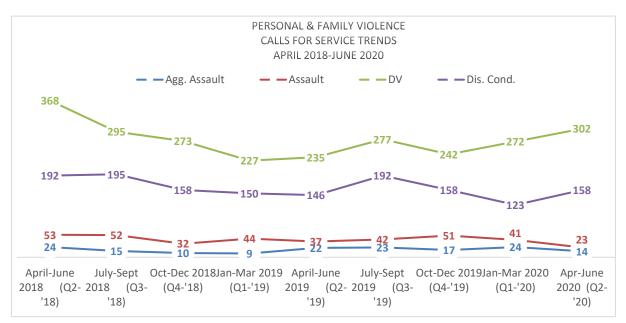
Mental Health Calls for Service

The trends for mental health related calls for service have slightly decreased since Q2-2018; however, there was a significant increase in suicidal subject calls for service in Q2-2020. Suicidal subject and mental health transport 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

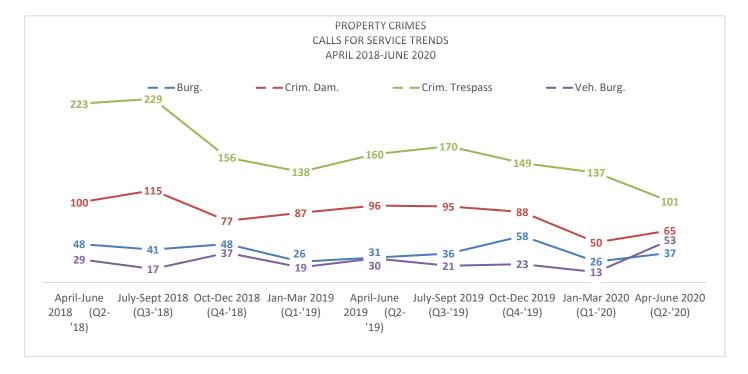
During this reporting period, the trend for calls related to domestic violence show an overall decrease; however, there has been a significant increase since December 2019. The trends for assault. aggravated assault, and disorderly conduct calls for

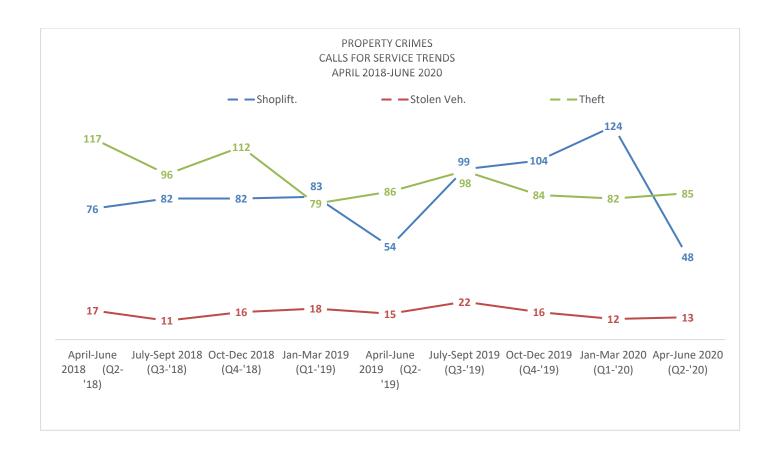


service continue to remain relatively steady.

Property Crime Calls For Service

During Q2-2020, the department responded to increases in criminal damage, burglary, and vehicle burglary calls for service. As the chart represents, there was a large increase in vehicle burglary calls for service during this time frame. Also, during Q2-2020, there were significant decreases in criminal trespass and shoplifting calls for service which the department believes was a result of the governor's executive orders related to COVID-19.





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 COVID-19 pandemic.

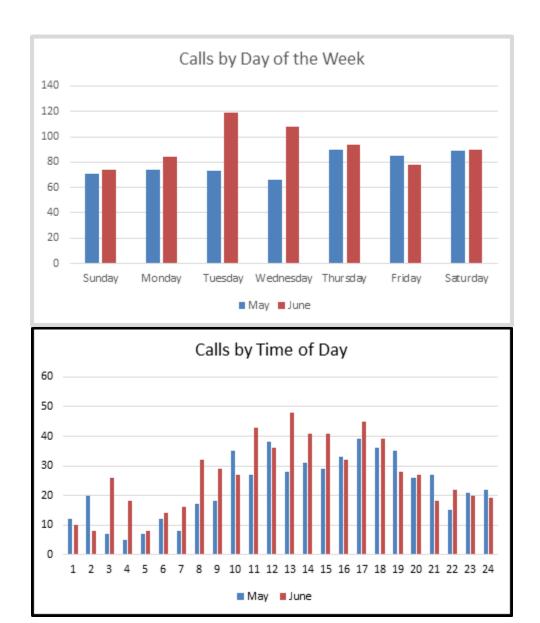
On a daily basis, SVFMS personnel have their temperatures taken along with a medical survey at 0800 and 2000 hours. These procedures were put into place to ensure we have healthy personnel responding to our community's needs.

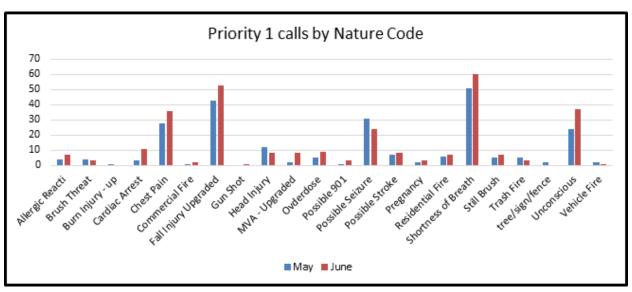
PRO Q/A

Emergency Medical Dispatch (EMD) is going live on September 15, 2020. Emergency Medical Dispatch (EMD) refers to a system that enhances services provided by Public Safety Answering Point (emergency) call takers, such as municipal emergency services dispatchers (SEACOM). It does so by allowing the call taker to quickly narrow down the caller's type of medical or trauma situation, so as to better dispatch emergency services, and provide quality instruction to the caller before help arrives. When SEACOM EMDs are trained and equipped, emergency medical care can begin the moment the dispatcher answers the phone. This makes properly trained and equipped EMDs a critical link in the EMS chain of patient care beginning potential lifesaving steps 4-6 minutes earlier.

RESPONSE NUMBERS

Incidents	May		June
Sierra Vista Fire and Medical SVFMS calls on Fort Huachuca SVFMS auto aid given SVFMS auto aid received	548 19 23 71		628 24 49 97
Year to date totals			
Sierra Vista Fire & Medical total calls SVFMS calls on FH SVFMS auto aid given SVFMS auto aid received		3,634 166 226 488	
2019 Year to date totals Sierra Vista Fire & Medical total calls SVFMS calls on FH SVFMS auto aid given SVFMS auto aid received		3,822 240 384 580	





Community Development

Planning & Administration

- Strategy to End Chronic Homelessness. Staff completed 25 interviews with key representatives of area non-profits and affected stakeholders to gain insight into the scope of the problems regarding homelessness, mental health, and affordable housing pursuant to the City Council's strategic plan. Areas of agreement on issues and concerns were highlighted for future discussion by the Continuum of Care.
- West Sierra Vista Partnership Program. Matching grant assistance was provided for the following West End redevelopment projects in May/June:
 - Modern Shopping Center (143 Street Taco tenant), 80 S. Carmichael Avenue. The scope of work included interior renovations; ADA improvements; exterior signage; and replacing the grease interceptor.
 - Garden North LLC (Tombstone Brewing future tenant), 332 N. Garden Avenue. Matching grant funding was provided for demolition/site clearance of a blighted building and parking lot to prepare the site for redevelopment.
 - Politi Investments, LLC (Southwest Business Complex), 35, 51,101, 141, 151, 161A, 161B, and 171 East Wilcox Drive. Matching grant funds were provided for façade improvements, public art, and replacing directory sign.
- Community Development Block Grant Administration. On May 12, 2020, the City Council approved a substantial amendment to the PY 2019 Annual Action Plan and Five Year Consolidated Plan (2019-2023) to designate \$159,897 in CARES Act funding towards an Emergency Small Business Grant Assistance program (\$120,000) and the United Way of Sierra Vista's Emergency Crisis Fund (\$39,897). The initially approved amounts have been adjusted pursuant to City Council direction received on July 7, 2020, to reassign the \$33,950 uncommitted balance from the first-round application process on emergency business assistance grants towards public services primarily rent and utility payment assistance for low-income families and individuals impacted by COVID-19. The amended Sub-Recipient Agreement was signed by United Way of Sierra Vista on July 10, 2020.

On May 14, 2020, the City Council approved the City's proposed 2020 Annual Action Plan for the upcoming program year. The plan has been submitted to the U.S. Department of Housing and Urban Development for review and approval. The plan allocates \$271,810 towards implementing Phase III of the Eddie Cyr Park Master Plan.

CDBG Projects completed in May/June 2020



Timothy Lane Park Landscaping



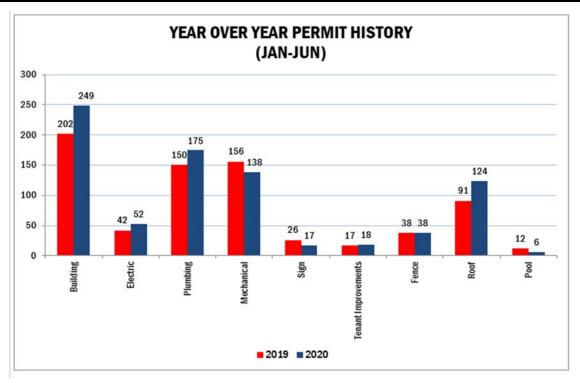
ADA Ramp/Sidewalk - Theater Dr./Carmichael Ave.

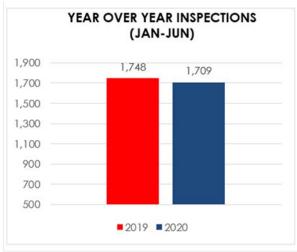
Building & Inspection Services

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

PLANS UNDE	-R REVIEW	
PROJECT NAME	PROJECT TYPE	PROJECT ADDRESS
Vista Bella Apartments - NEW GARAGES	Accessory Commercial	77 El Camino Real
Wal-Mart	Electrical - Commercial	500 N Hwy 92
U-Haul - outdoor canopy	Accessory Commercial	2011 E Fry Blvd
Haven Health	Addition - Commercial	660 N Coronado Drive
Sierra Vista Glass	Tenant Improvement	556 W Fry Blvd
City Hall Remodel	Tenant Improvement	1011 N Coronado Drive
Mountain View Assembly of God - playground equipment	Accessory Commercial	102 N Colombo
PLANS API	PROVED	
PROJECT NAME	PROJECT TYPE	PROJECT ADDRESS
Vista Bella Apartments	Tenant Improvement	77 El Camino Real
Sierra Vista Evangelical Church - ADA Compliant	Tenant Improvement	101 N Lenzner Ave
SSVEC	Tenant Improvement	311 E Wilcox
PERMIT ISSUED/UNDI	ER 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
Chase Bank	Solar - Commercial	3932 E Fry Blvd
Carmichael Elementary - Restroom/Remodel	Addition Commercial	701 N Carmichael Ave
PDS - Restroom Renovations	Tenant Improvement	5130 Paseo Las Palmas
Town and County Elementary - Restroom Renovations	Tenant Improvement	1313 S Lenzner Ave
Village Meadows - Restroom Renovations	Tenant Improvement	905 El Camino Real
AT&T	Cell Tower Modifications	1045 S Lenzner Ave
T-Mobile	Cell Tower Modifications	260 N Garden Ave
Verizon Wireless	Cell Tower Modifications	4253 Enterprise Way
U-Haul - Outside Storage Units	Accessory Commercial	2011 E Fry Blvd
Via Elegante - Convert to Alzheimer's Facility	Tenant Improvement	4255 Calle Vista
SV Chiropractic	Tenant Improvement	247 S 7th Street, #B
Big Lots	Tenant Improvement	135 S Highway 92, #A
PDS Multipurpose Building	Accessory Commercial	5130 Paseo Las Palmas
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
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
Soldier Creek	Tenant Improvement	665 N Garden Ave
PF	ROJECT COMPLETED	
PROJECT NAME	PROJECT TYPE	PROJECT ADDRESS
143 Street Tacos	Tenant Improvement	80 S. Carmichael
AAA Fort Storage RV Shade	Accessory Commercial	255 W Kayetan Drive
Canyon Vista Canopy	Accessory Commercial	5700 E Highway 90
Fix Auto	Tenant Improvement	4108 La Linda Way
Southwest Cancer Center	Tenant Improvement	198 S Coronado Drive
CSV - OYCC	Tenant Improvement	3020 Tacoma





CONSTRUCTION TYPE		STRUCTION I-JUN)
	2019	2020
SINGLE-FAMILY UNITS	45	69
SINGLE-FAMILY ADDITIONS	9	4
MANUFACTURED HOME UNITS	1	23
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

Code Enforcement

In June 2020, generated 129 code enforcement cases. Approximately four-fifths (104) started with a resident complaint. The top three code enforcement complaints were overgrowth, sidewalk obstruction and litter/debris. Overgrowth and sidewalk obstruction violations typically happen seasonally. Overgrowth has been an issue all winter due to the amount of moisture received and has presented a challenge that is normally not seen until the early summer months. August and September usually present the highest overgrowth cases for the year. Litter-debris is normally the second highest violation that occurs throughout year.

CODE REFERENCE	COMPLAINT	TOTAL REPORTED (JUNE 2020)	YEAR TO DATE (JAN-JUN)	DESCRIPTION
150.25.5	OVERGROWTH	64	460	TALL GRASS & WEEDS (OVER 12")
150.23.13	SIDEWALK OBSTRUCTION	19	155	ANYTHING OBSTRUCTING A 36" WIDE PATHWAY OR 80" OVERHANG
150.25.1	LITTER/DEBRIS	18	146	GARBAGE, WOOD, CANS, ETC. LITTERING A PROPERTY
150.23.17	INOPERATIVE VEHICLE	6	52	NO REGISTRATION, FLAT TIRES, DISABLED MOTOR
150.23.3	ANIMAL WASTE	4	21	EXCESSIVE ANIMAL WASTE ON PRIVATE PROPERTY
150.15.C	ADDRESS NUMBER MISSING	0	18	RESIDENTIAL ADDRESS NUMBER NOT VISIBLE FROM STREET
150.23.20	BLIGHT	2	9	UNSIGHTLY, UNSAFE, OR UNSANITARY CONDITIONS
150.23.22	GRAFFITI	0	7	UNAUTHORIZED INSCRIPTION, FIGURE OR DRAWING OR OTHER DEFACEMENT
150.15.B	CHIPPED OR PEELING PAINT	0	1	PEELING, FLAKING, OR CHIPPED PAINT ON MORE THAN 50% OR EXTERIOR SURFACE
150.23.10	BURN/DISPOSAL REFUSE	2	2	ILLEGAL BURNING ON PRIVATE PROPERTY W/O PERMIT
150.25.8	DILLAPIDATED WALL/FENCE	2	7	NOT UPRIGHT/DISREPAIR
150.23.6	EQUIP AT RESIDENCE	2	2	COM/INDUSTRIAL TYPE EQUIPMENT VISIBLE TO PUBLIC FOR MORE THAN 48 HOURS (EXCLUDING CONSTRUCTION)
150.24.A	ILLEGAL DUMPING	2	14	DEPOSITING LITTER OR DEBRIS ON ANY LAND
71.02.C	RV/TRAILER PARKING	2	18	LONG-TERM STORAGE OF RV/CAMPER/TRAILER ON PUBLIC STREET
150.04.015	RV LIVING	0	8	OCCUPYING AN RV FOR MORE THAN 14 DAYS IN RESIDENTIAL ZONING DISTRICT
150.25.4	ALLEYWAY MAINTENANCE	1	5	OVERGROWTH, OBSTRUCTION, DEBRIS INTERFERING WITH USE OF ALLEYWAY
91.11.B.1	RIGHT-OF-WAY ENCROACHMENT	0	45	OBSTRUCTION, NON-PERMITTED IMPROVEMENT IN PUBLIC RIGHT-OF-WAY
150.23.14	CLEAR VISION	1	23	OBSTRUCTING CORNER VISIBILITY
150.23.14	TRAFFIC SIGN BLOCKED	0	3	OBSTRUCTION OF A TRAFFIC SIGN (TREE OR BUSH)
150.23.21	ATTRACTIVE NUISANCE	0	3	MAINTAINING A CONDITION THAT IS DANGEROUS TO YOUNG CHILDREN AND WHICH MAY ATTRACT THEM
150.23.15	FIRE DANGER	1	8	COMBUSTABLE MATERIAL THAT POSES A HAZARD
150.23.8	JUNKYARD DUMPING GROUND	1	7	EXCESSIVE WASTE, ABANDONED PROPERTY, JUNK BEING STORED ON PROPERTY
150.25.1	SANITATION	0	10	NO SANITATION SERVICE/TRASH BUILD UP

	TOTAL	129	1,065	
150.23.9	ODORS	0	1	FOUL SMELL
50.16	ILLICIT DISCHARGE	0	1	UNPERMITTED WATER ON STREET OR WASH/CONTAMINATION TO GROUND WATER
151.23.14	HEALTH HAZARD	0	1	A SITUATION THAT PRESENTS A HEALTH HAZARD TO THE PUBLIC
150.23.4	ARTIFICIAL ILLUMINATION	0	1	ARTIFICIAL ILLUMINATION OF SUCH INTENSITY THAT INTERFERES WITH THE USE AND ENJOYMENT OF PROPERTY
150.23.12	UNGUARDED PITS/HOLES	0	2	POTHOLES ON PRIVATE PROPERTY
150.23.16	INFESTATION	0	7	BEES
90.11.4	ROOSTERS/BREEDING	0	3	ROOSTER IN RESIDENTIAL ZONE
110.01.A	NO BUSINESS LICENSE	0	3	UNAUTHORIZED HOME BASED BUSINESS
150.18.A	UNSAFE STRUCTURE	1	11	UNFIT FOR HUMAN HABITATION/STRUCTURALLY COMPROMISED
150.25.10	SWIMMING POOL	1	11	GREEN AND STAGNANT POOL



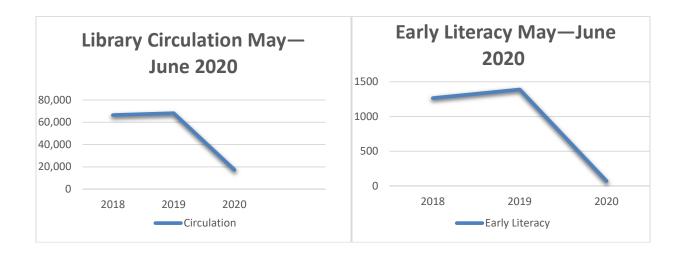


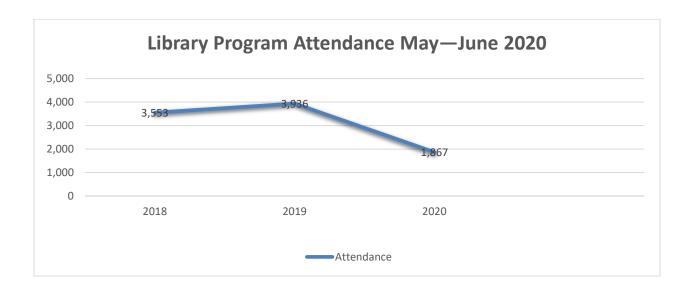
Court-ordered abatement was carried out in June of long-standing blighted property at 3064 Quail Run Drive deemed unfit for human occupancy/dangerous structure

Leisure and Library Services Department

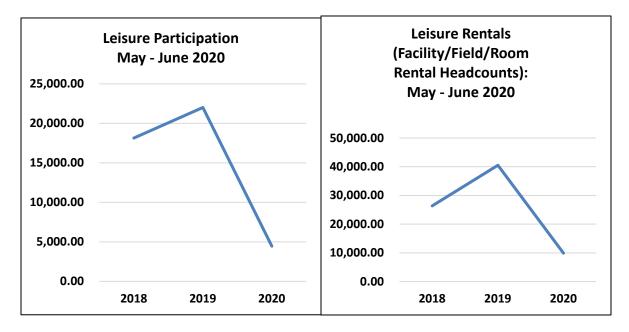
May-June Dashboard (Years: 2018 vs. 2019 vs. 2020)

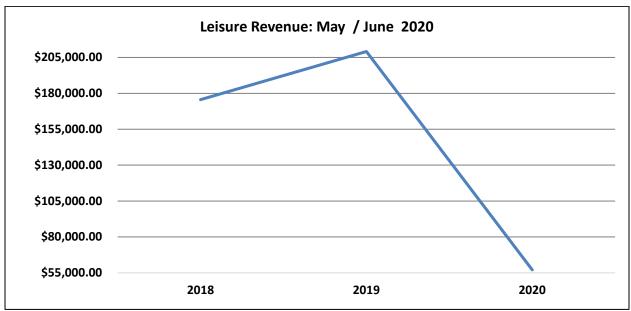
Library Circulation: May—June	17,351
Library Program Attendance: May—June	28
Virtual Library Program Attendance: May—June	1,839
Library Early Literacy Attendance: May—June	0
Virtual Early Literacy Attendance: May—June	70





Leisure Revenue: May - June	\$57,085.56
Leisure Program Attendance: May - June	4453
Rentals: May - June	9889





Timothy Lane Park



A cost saving initiative was implemented by the City to utilize Parks Maintenance Staff to design and install landscaping and irrigation at Timothy Park.

This was our first attempt for a project like this as previous park improvements work has usually been completed by contractors. Mixing in our own, talented labor force to complete some of the work allowed CDBG funds to be stretched farther and made a much larger positive impact to the neighborhood than anticipated.

Design and installation began in January of this year. So far irrigation and grading have been completed, decorative rock have been spread, solar irrigation controls have been installed, many trees have been planted, a lovely red arbor swing has been placed, and solar lights have been installed around the walking path, which connects to the adjacent path on Buffalo Soldier Trail. The walking path is complemented by a large grass area which was planted in the Spring and has grown in beautifully and is now well established. Staff are currently working to place 220 tons of rip rap rock along the embankments of the new detention basin to keep dust and weeds under control. The rocks



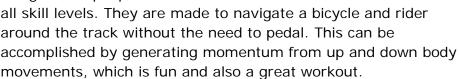
must be hand placed and will improve the aesthetics of the park as well as strengthen the embankments.

Pump Track

You may have noticed some dirt piles being moved around at the end of Tacoma Street near Domingo Paiz Sports Complex recently and that is because the Pump Track is beginning to take shape! Several amazing volunteers are showing up from our biking community to form rollers, banked turns and other features designed for mountain bike enthusiasts and others.



Pump tracks are fairly simple to use and are designed for people of



Staff are excited to offer another outdoor form of recreation to our community and are anticipating the track to be completed and ready for use by mid-August.



Sports Field Rentals

With the Governor's announcement in late May that youth sports could resume, there has been activity at city sports fields. Sierra Vista Little League, Sierra Vista Ponytail and various other youth sports leagues and organizations have started up again.

Local sports organizations are adapting to new safety protocols and providing opportunities for the community to get outside and be active. There may be no handshakes or sunflower seeds allowed



this year, but there are still balls and strikes being called. Other leagues are beginning to condition, practice, and train while they anticipate authorization for contact and game play. Sports that are unable to physically distance must wait until more restrictions are lifted to resume full play. Those sports include football and soccer.

Each league has had to sign a waiver agreeing to meet CDC/Whitehouse.gov recommendations to gain access to the fields.

Special Event Permits

With the restrictions in place from the Governor on large gatherings, the issuing of all special event permits is suspended through September 30th for park festivals and events. The situation will be reevaluated again at the beginning of August to decide on event permit status for the 4th quarter.

The two major events that will be impacted this September are the annual Oktoberfest and the MWR Fall Fest, which are both currently canceled.

Library Offers Curbside Service

Library staff began phase 1 of their re-opening plan in June, by beginning to offer "grab and go" library materials for the public to pick up outside the library during designated times. What does this entail? Library patrons may go online or call the library, place up to 10 items on hold for pick up, while staff gathers those items and makes them available for an hour time slot Monday-Friday for pick up. Items are already checked out on the patron's card and ready to go!

All outgoing library materials are placed outside in a bag, to ensure contactless pick up—germs excluded. There are 15 slots between 10-2 pm Monday-Thursday, and another 15 from 3-6 pm on Fridays to ensure coverage for working folks and those at home, alike. The library often fills all available slots (particularly the morning ones), and just over 1,000 persons called last month to book an appointment, place holds, or seek other services such as information inquiry—that's a lot! While the brick and mortar location remains closed for everyone's safety, staff is committed to offering up to 90 persons day the ability to watch a favorite movie, read a brand new release or bestseller, or listen to a favorite showtune (current mood="Let it Go"). The current service ensures everyone still has access to information (the cornerstone of public libraries), while maintaining a safe distance to "stop the spread" of COVID-19. In addition, make sure to check the library Facebook page for virtual event offerings such a book clubs, family trivia nights, and early literacy story times.

Arizona Artist Paints Mural @ Library



One thing the Arts, Culture and Education division of Leisure & Library Services is always interested in promoting is more public art in and around the community, including our very own facilities. Everyone loves to see color, especially in the dry, brown desert, so staff was really pleased when children's book illustrator Isaac Caruso offered to paint a mural in the library's children's area for free. What's the catch? We'll tell you!

Isaac is in the process of completing a book for youth audiences, and part of the premise is that 43 locations in Arizona will host a mural of one of the pages in his book. In other words, the book itself is illustrated with "street art."

We loved the concept and reached out immediately! Isaac has shown artwork in the City of Tempe, Coachella, and has worked with the Public Art Project of Scottsdale—so the library was lucky to get some of his artistic renderings. More information on Isaac's project can be found at SamandSara.org. Maybe a road trip in the future to see all 43?!?

Museum Curator Gets Cracking!

New museum curator Elizabeth Wrozcek has been a busy bee despite the museum closure, and you may have even spotted some her newest creations via the Library Facebook page or City Page. Almost immediately, Wrozcek applied for, and received, a grant for new technological devices to produce quality programs during closures related to COVID-19. Some of Elizabeth's videos include how to make a de-humidification chamber at home for prized personal possessions; race depictions in regards to puppetry during 20th century America; and "Inside the Archives"—a series of videos displaying forgotten images and objects from inside the museum's dark tombs (or storage units, whichever you prefer).



You also may have heard Wrozcek on the City podcast, where she discusses working with the new owners of Daisy Mae's restaurant, and touring the facility with the understanding she could "take" any unwanted items for the City's museum collection. Several items have been relocated to the Henry F Hauser Museum, and there are plans in the works to build a new exhibit showcasing early Sierra Vista's "red light district"—that included Daisy Mae's original building on Garden Avenue. The museum is interested in partnering with the new owners, Tombstone Brewing Company, to offer an exhibit opening unlike any other—complete with beer tastings! Watch the Library Facebook page for more information regarding programming and exhibits.

Flexibility and Fun @ Kids World



Snacks under the trees? Making bug houses in the new Maker Space? Eating Eegee's in the dance hall while watching a movie? Sprinkler water play on the ballfields? Yes please! Kids World has renovated itself during this difficult time, following recommended CDC guidelines to provide a safe, but appealing atmosphere for children whose families need some support during the summer months. Staff has been working diligently to provide space and offerings in underutilized facilities during closures such as the OYCC and the Activity Center (formerly known as the Therapeutic Recreation Center) buildings, to ensure the program's success. 40 kids, broken down into 4 separate groups of 10, are currently participating in the summer Kids World program, with the hopes that more can join shortly (fingers crossed) when safe to do so. Daily, the

program ensures that children remain creative and engaged in educational activities such as crafts, outdoor activities, and LEGOS to retain some of the neurological firings that are inevitably lost during the hot days of summer when school is out. Although staff has had numerous obstacles to overcome, and many limitations (including the number of children in the program), the participants and staff remain positive. As one mother exclaimed, "My son loves it. If it weren't for Kids World, as an only child, he wouldn't have any play time at all."

Staff who work with the children wear face coverings and conduct health screenings and temperature checks each day for all participants and themselves prior to gaining access to the program locations. As the groups move through the complex and take advantage of activities, each area is sanitized and prepared for the next group to enter.

Public Works

Engineering

Fry / North Garden. The design process for the Fry and North Garden improvements is continuing, and the 25% complete plans were submitted for staff review on July 9th. Staff will return review comments to the consultant within about two weeks. Design is currently projected to finish in early to mid-2021. Construction of the first phase will then continue through calendar year 2021 and complete in early 2022.



Gate Replacements. The vehicle gate replacement projects at both the Police Department and the Pedro Castro Maintenance Center (PCC) have been completed. 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. The replacement work also included pavement repair in the vicinity of the gates since the pavement tends to wear more quickly where vehicles stop and accelerate. In the case of the PCC gate, the gate frame was also replaced with a lighter material to help reduce wear and tear on the controller. The new gates and controllers should provide reliable service for years to

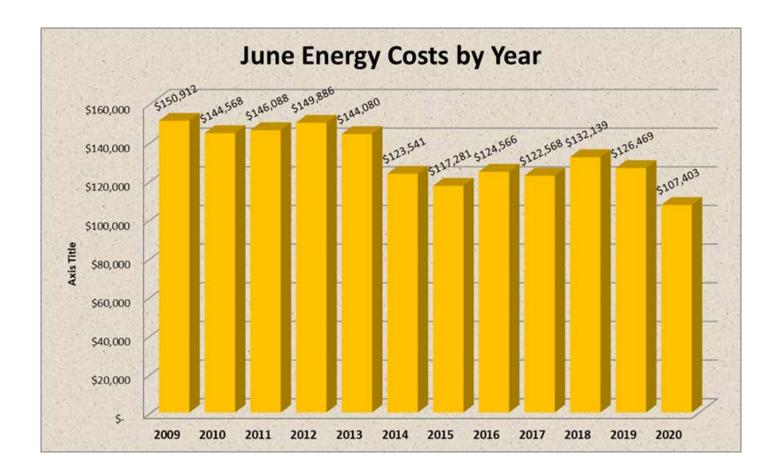
come.

City Hall Remodel. The City Hall remodel project is now underway, and changes will soon be evident throughout the building. Notably, Human Resources will be moving out of the front lobby to the north side of the building off the second lobby. Part of the Finance area including two cubicles and the north wing conference room will be reconfigured for HR. The Marketing & Communications Division will move to the current HR space. Since many City Hall employees are currently teleworking due to COVID-19, operational disruptions should be minimal.



Facilities

Schneider Project. The Schneider Energy Efficiency Project is moving forward slowly due to COVID-19, but most projects have already been completed. Design is continuing on a Wastewater project, and the new wave machine components are now being fabricated. In terms of the projects which have already been completed, the City is continuing to see positive results. Monthly electricity has been consistently below the prior year for more than six months. Starting in March, though, year over year comparisons become more difficult due to the closure of City facilities as a result of COVID-19. Whereas February electricity usage declined by about 7.5% year over year, March saw a 15.2% decline, and April was a whopping 19.3%. May and June followed a similar trend with 18.1% and 15.1% declines, respectively.

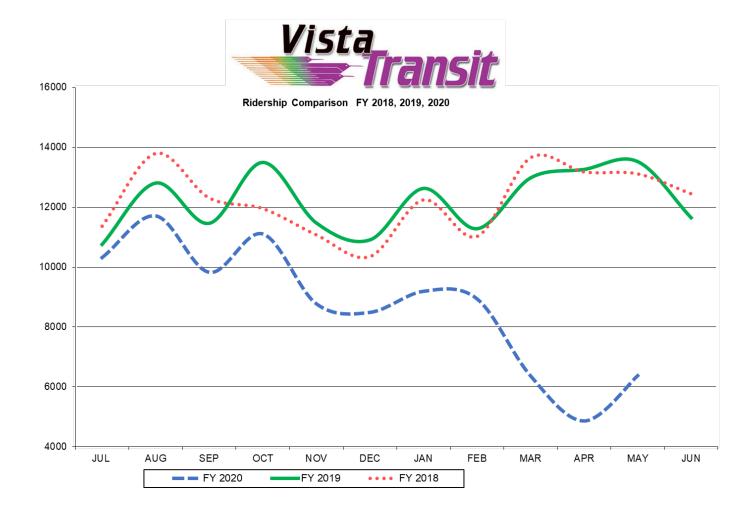


Transit

Vista Transit Ridership Data. Transit continues to see significant impacts from COVID-19, although some of the services which were previously suspended have now been reactivated. The Transit Center is again open to the public with a maximum occupancy posted, and the drivers have resumed the collection of fares. However, some operational changes are in place. Vista Transit is still running the "Orange Line B" route to disperse passengers on the busiest route and keep the number of passengers below ten at all times. In addition, all drivers are now wearing face coverings while on the routes. Passengers are required to wear face coverings as well unless they are physically unable. Passengers who do not have a mask are provided one free of charge prior to boarding the bus.

As expected, the pandemic and the associated stay-at-home order initially resulted in a significant decrease in ridership. However, ridership has rebounded. Although it is not yet at normal levels by any means, particularly for the paratransit service, staff is seeing steady growth week to week as businesses reopen and people venture out for necessary supplies.

It is worth noting that any comparison between fiscal year 2020 and prior years' ridership data is difficult due to route changes made in July 2019. At that time, a new route plan which put a great emphasis on single seat rides was implemented. For example, instead of a passenger from the West End having to board two busses to get to a grocery store and thus being counted twice, they are now able to stay on one bus for the duration of their trip and are therefore only counted once. Starting in July 2020, staff should be able to get a better idea of ridership trends from year to year and the impact of COVID-19.



Airport

Fire Season. In addition to the challenges associated with the pandemic, it has also been a very busy fire season. The Bighorn Fire in Tucson has been commanding a significant amount of resources for over a month, and it is only one of fourteen active fires in Arizona alone. Fire planes stationed in Sierra Vista respond to locations as far away as Texas, so fueling is currently taking place from dawn to dusk seven days per week. With the arrival of monsoons currently several weeks behind schedule, the outlook for fire activity is unlikely to change anytime soon.

Administration

Farewell. Mike Normand, the City's Transportation Administrator, retired on July 7th. Mike oversaw Transit and Airport operations for approximately five years and did a phenomenal job. Prior to his time at the City, Mike had a long and distinguished career with ADOT for more than twenty years. Mike will be missed, but staff wishes him a very happy retirement!

Economic Development

Economic Framework Strategy Development

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

Maximize Economic Impact of the Municipal Airport

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

Staff has approved the 90% completed design and is anticipating the final construction documents and estimates. Staff continues to work with Fort Huachuca to relocate excess material on the 203 acres of excess federal property or in support of a Fort Huachuca construction project. This effort supports Fort Huachuca's mission as well as reducing costs to the City in construction. Additionally, staff has received an inquiry from Huachuca City regarding acquisition of some of the dirt for a project in their town. The final disposition of all the dirt will be balanced against the needs of the airport development project. Staff has included the estimated cost to prepare the land in the draft budget as a key initiative.

Finally, staff has submitted a draft application to the Economic Development Administration (EDA) for CARES Funding. Initial assessment and conversations with EDA representatives indicate the project at the airport could qualify for this funding. When awarded this funding will significantly offset the costs associated with the airport development work.

Fort Huachuca Joint Resource Utilization Study

The Office of Economic Adjustment (OEA) awarded the Joint Resource Utilization Study for Fort Huachuca running from April 2020 through September 2021. 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 study's findings and recommendations should enable:

- 1. Fort Huachuca and local communities to protect and preserve military readiness and defense capabilities into the future in land, airspace, and spectrum utilization while supporting continued community economic development.
- 2. Enhance civilian and military communication and collaboration while increasing public awareness of the military missions.
- 3. Promote compatible civilian development to support the long-term sustainability and operability of Fort Huachuca, and associated ranges to include the Buffalo Soldier Electronic Test Range, military restricted airspace, military operation areas, and military training routes.
- 4. Assist state and local governments to address and prevent the encroachment of civilian communities from impairing the operational utility (land, airspace, and spectrum) of Fort Huachuca into the future while exploring areas for future economic development.

5. Preserve and protect the public health, safety, and general welfare of those living near an active military installation.

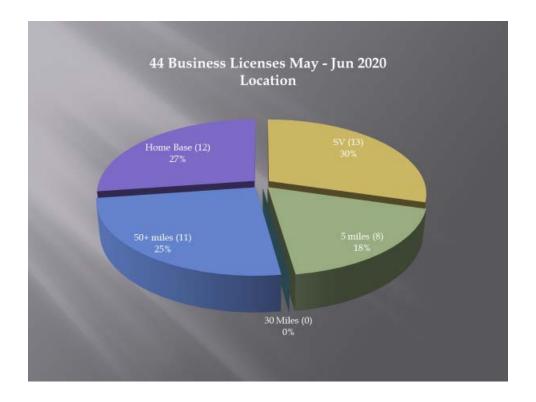
DCIPS Grant

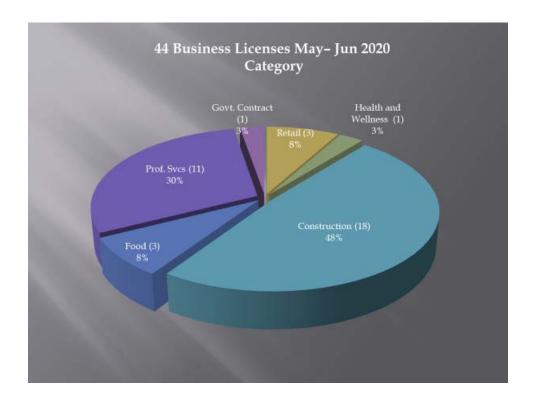
City Staff coordinated a submission for the emergency medical services sub-station construction project for the Defense Communities Infrastructure Pilot Program. This is a highly competitive OEA grant with only \$50M available from the NDAA. This grant opportunity may provide funding in support of the EMS sub-station with an estimated total budget of \$1.438M allowing construction in the 2020/2021 budget year. DoD's selection committee will score applicants and provide a ranked list to the Secretary of Defense in August for approval.

May / Jun 2020 Business License Analysis

There was a total of 44 new business licenses issued between May - June 2020. Of the new licenses, 12 were home based businesses. 19 of the licenses were out of town businesses. 8 were within five miles of the City, none were within 30 miles and 11 were greater than 50 miles from Sierra Vista. The remaining licenses were for a variety of services based on categories.

- 3 Retail
- 1 Health and Wellness
- 1 Govt. Contracting
- 18 Construction
- 3 Food
- 11 Professional Services





Economic Development Activities and key engagements

- 08 May met with potential business expansion at the Municipal Airport
- 13 May participated in the Greater Sierra Vista Chamber of Commerce Facebook live session to cover the CDBG small business grant program
- 14 May attended the virtual CCTEC meeting
- 18 May participated in a courtesy walk through for a potential new business on the West End and also met with new ownership of a multi-family property within the city
- 19 May coordinated a telephonic meeting with a business looking to expand into Sierra Vista
- 21 May attended the Association of Defense Communities Webinar, "How will CV-19 Change the Military?"
- 27 May met telephonically with a developer looking to expand into Sierra Vista and met with the AZ Tech Council to discuss potential partnership opportunities
- 28 May provided a virtual update at the commercial broker's lunch and learn event
- 01 Jun participated in the Cochise County Brownfields Coalition phone call
- 02 Jun presented at the Public Safety, Military Affairs, and the Courts Committee of the AZ League of Cities on the importance of reconvening the Governor's Military Affairs Commission
- 08 June contributed to the AZ Association of Economic Development's Rural Committee meeting
- 10 June coordinated the staff review of the Airport Redevelopment engineering/construction documents (90% completed)
- 11 June virtually attended the Southern AZ Economic Meeting led by Pima County
- 15 June met with a group considering a location on the West End for a history related project
- 16 June attended the board meeting for the ACA's Rural Business Development Advisory Council on behalf of Cochise County
- 16 June coordinated the meeting between Ponderosa and the Historical Society to discuss the future Microbrewery/Pub
- 17 June attended the AZ@Work quarterly board meeting
- 18 June participated in a meeting with a new property management group to discuss their plans and future growth
- 26 June attended a telephonic meeting with a potential development group looking at the Municipal Airport

30 June coordinated a plans review to go over a potential new business's site plans and schematics with Community Development and Fire Marshall

Housing report

In the Sierra Vista area, May 2020 active inventory was 317, a 22% decrease from May 2019. There were 131 closings in May 2020, a 12% increase from May 2019.

May Year-to-date 2020 there were 614 closings.

Months of Inventory was 2.4, up from 2.3. Median price of sold homes was \$212,000 for the month of May 2020, up 12% from May 2019.

www.longrealtyonline.com/HousingReportSelect.asp?Agent=2013654&Area=SV&SubArea=&Report=hrsv&Source=CRM

Marketing & Communications

COVID-19. The MarCom division continues to put significant effort into communications regarding the constantly changing COVID-19 situation. The **Coronavirus Update** page is updated with daily statistics and weekly announcements as needed. The public relies on this information; the page is the second-most visited page on the website with only the home page receiving more visits. For the period of this report, the Coronavirus Update page was visited 17,136 times and visitation is consistent from day to day. The press release regarding the use of face coverings in Sierra Vista was visited 10,497 times.

Gearing up for the "new normal." News reports are indicating that the "new normal" for the workforce is to continue teleworking after the pandemic and that large workforces located in centralized office buildings will become less important. Gearing up to tap into this decentralized workforce, the Living Here web page was updated to provide information for those interested in relocating to Sierra Vista for teleworking.

Sierra Vista recently earned a designation from **Business Insider** as one of the best places in the West to relocate to for teleworking after the pandemic. This recognition comes on the heels of a marketing effort, through the Economic Development division, to position Sierra Vista as a community for teleworkers (more below).

The pandemic has also increased interest in wildlife watching— especially birding. Visitors are seeking less crowded destination and outdoor spaces (hiking trails, wilderness, and natural areas), and retirees are looking for smaller, affordable communities near natural resources. Sierra Vista ticks these boxes.



Website graphic used to announce Sierra Vista's designation as a community of choice for teleworkers.

Marketing plans for FY21 are being reevaluated to target these emerging markets while current efforts are focused on building awareness of Sierra Vista and its amenities in target markets. Language used suggests visiting "when the time is right." And right now, no one knows when that is.

Visitor Center operations. While the Visitor Center is closed, operations continue. Staff is providing curbside pickup of literature, and the **VisitSierraVista.com** website was updated to feature inspirational videos and stories on the home page. COVID-19 information for travelers, including a link to Sierra Vista's updates (**Coronavirus Update**) is also included on the home page.

With the OYCC is closed, the Visitor Center was relocated to the large "multi-purpose" area near the restrooms. The space is built out, thanks to Public Works; the MarCom staff is still relocating the displays and other items. This move creates a larger, dedicated space for visitors and features a new reception desk, electronic photo wall, displays, and signage. The space meets the Arizona Office of Tourism requirements for a certified visitor center and will be listed on the state's tourism website and included in the state visitor guide.

In FY20, Sierra Vista hosted a team of travel writers who operate as the Trip Sisters. A segment they recorded about exploring Coronado Cave is now running on two National Geographic Facebook pages (Adventure and Travel) as well as NatGeo Travel Twitter feed. The three media outlets have 23.7 million followers.

Multimedia communications.



Podcast logo, used for consistent identity of the episodes across all media.

Let's Talk Sierra Vista. Sierra Vista's podcast, "Let's Talk Sierra Vista," launched on June 12 featuring an interview with Police Chief Adam Thrasher with host Adam Curtis. The pair discussed local protests and the department's accreditation and Service with Honor culture. The inaugural podcast has received 164 downloads. Two additional episodes have been produced, to include a look at development in the West End with Economic Development Manager Tony Boone and Museum Curator Elizabeth Wrozek. Together, the guests discussed ways the City is seeking to redevelop Sierra Vista's West End while maintaining and celebrating the history of the community. The third episode featured Youth Services Librarian Erica Merritt, who shared ways in which the Library is continuing to serve the public during the COVID-19 closures, and how the library is evolving to meet changing community needs.

Each new episode is being advertised on Facebook, targeting audiences who have expressed interest in the subject matter, as well as broad announcements on Facebook, in the eNewsletter, and on the City website home page. The link to the podcast directs potential listeners to the City's **Podbean** library, which includes all prior podcasts. When listeners visit the site, they may discover ones they missed, helping build the audience over time.

Bang the Table. Bang the Table, a community engagement software, is currently undergoing backend development. The software was purchased prior to the COVID-19 pandemic, and most of the planned communications topics have been put on hold due to the uncertainties the pandemic has caused. Regardless, the MarCom division is planning to launch the platform in August and feature a link to the podcast, COVID-19 information, and Council actions.

The August launch is a strategic decision: it affords time to build a multi-layered communications strategy designed to inform and engage the public on City Council's actions. The strategy is to

include meeting previews, noting agenda items; meeting reviews; invitations for public comment; links to the videos of the Council meetings and work sessions; and a one-click link to email the Mayor and Council group. This effort will coincide with a short revision to the Let's Talk Sierra Vista program, with a brief, high-level summary of Council news.

Vistas. Amid the uncertainty of the pandemic, the *Vistas* newsletter slated for April was postponed by a month and mailed in early June. The editorial was planned to both address the COVID-19 situation while demonstrating that the City is continuing operations that serve the community, reinforce the Buy Local message, spotlight West End projects, and encourage safe activities. In addition to being mailed to all Sierra Vista addresses, 12-page issue is available **online**.



The summer issue of Vistas was mailed in June.

Buy Sierra Vista. Partnering with the Economic Development team, the MarCom division followed up the Buy Sierra Vista message with an article in *Vistas* (above) and two videos created in house. The videos, "Why Buy Local" and "The Power of Buying Local," were posted on Facebook. Together, they received nearly 30,000 views. It is difficult to measure the success of this campaign in terms of retail sales tax revenue as people are staying home more to stay safe during the COVID-19 outbreak. The two divisions plan to continue with Buy Local messaging throughout FY21.

Sierra Vista as a relocation destination. As noted above, the "new normal" is pointing to a growing desire to live, work, and play in areas with a lower population density. In partnership with the Economic Development division, MarCom has been placing digital ads in national target markets to increase awareness of Sierra Vista and invite potential businesses to relocate. When



Build your business where an exceptional workforce, nationally-recognized higher education, state-of-the-art medical facilities, and leading edge technology are the cornerstones— Sierra Vista. Designated as one of the Best Cities for Teleworking*, Sierra Vista offers a perfect balance of lifestyle, affordability, and high technology. *BusinessInsider (July 2020)



www.SierraVistaAZBusiness.com (520) 439-2212

Business Facilities ad, touting low population density, a high quality of life, and ease of teleworking.

COVID-19 cases began increasing exponentially, the campaign was placed on hold. Although Arizona is considered a global virus hotspot, the campaign is relaunching to take advantage of the listing in Business Insider, as one of the best places to telecommute from, and to further leverage Sierra Vista's designation as one of the best places to retire (listed in *America's 100 Best Places to Retire*, published in 2018).

For the May and July issues of Business Facilities magazine, the MarCom division developed editorial submissions touting Sierra Vista's medical opportunities, higher education, forward technology, and educated workforce. These cornerstones serve as business development and expansion opportunities and emphasize that Sierra Vista is a modern community with desirable amenities.

Business Licenses now online. Business license applications for most business types are now available as fillable forms online. Future projects include converting the paper forms for solicitors, mobile food businesses, and license updates to online forms. This project should be completed within the next few weeks.

Visitor Center data. The table to the right totals the visitor source for individuals contacting the Visitor Center for information. The effect the decrease in all global travel, is evident in numbers for March through June. Total decrease for these four months is 5,991.

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

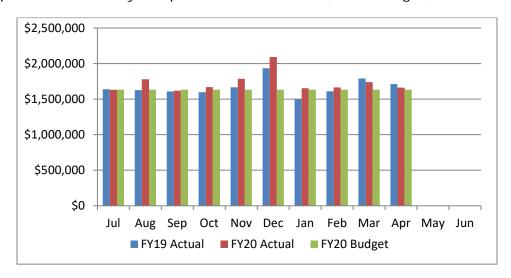
	Jani	January	February	uary	March	rch	April	ril	Σ	May	nſ	June
Visitor Source	2019	2020	2019	2020	2019	2020	2018	2020	2019	2020	2019	2020
Local-Not Identified	298	240	385	415	335	180	335	0	280	7	250	3
In-State	99	63	98	115	115	35	78	0	85	0	63	0
Out-of-State	528	493	099	200	089	253	220	0	233	1	213	1
Foreign	78	86	06	163	73	28	23	0	43	0	-	0
Phone Calls	300	798	230	325	240	313	230	270	245	790	178	232
Total Other Fulfillment	1303	1,266	1109	1,303	935	321	268	132	1,363	212	656	199
Fulfill Wpress/VC	436	361	354	338	310	141	707	132	253	212	281	199
Literature Racks	470	110	345	220	165	140	240	0	820	0	29	0
Groups, Mtgs, etc.	562	795	410	395	460	40	455	0	260	0	615	0
TOTAL	2,771	2,428	2,572	3,021	2,378	1,130	2,143	402	2,249	479	1,663	431
	າ	July	August	nst	September	mber	October		November		Dece	December
Visitor Source	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	20	118	99	88	20	80	69	140	33	43	38	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	989	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	069	100	029	50	301	620	275	790	02	860
Groups, Mtgs, etc.	473	200	737	540	069	385	1010	550	245	290	370	90
TOTAL	1,901	1,567	2,545	1,656	3,249	1387	2,730	2,339	1,504	1,797	1,401	1,893

Administration

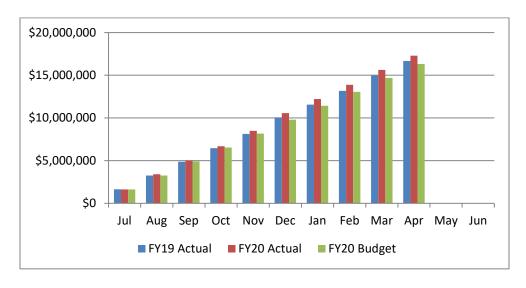
Sales Tax Collection. Gross privilege tax collections for April were down \$49,872, or 2.9% from last April.

This is the first full month of the effects of the COVID-19 pandemic on the City's TPT revenues. The Hotel/Motel classification was down 45.2% from last April, less than the decrease in March. Bar/Restaurant was down \$73,487, or 34.1%. For the second month, retail sales, excluding internet sales, was up \$48,166, or 4.3%. Online sales in April were \$76,364. Since inception in October, the City has collected \$432,721 in Privilege Taxes from online sales. For comparison, State shared Transaction Privilege Taxes for April were \$46,845, or 12.4% less that last April.

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



Through the end of March Privilege Taxes are 5.7% ahead of budget and 3.7% above last Fiscal Year. The chart below provides a monthly comparison of FY20 actual, FY20 budget, and FY19 for the complete Fiscal Year.



Description	May-19	Jun-19	Jul-19	Aug-19	Sep-19			Dec-19	Jan-20	Feb-20	<u>Mar-20</u>	Apr-20
Utilities	86,762.75	88,249.27	23,926.77	187,370.65	103,067.90			88,942.27	101,145.65	92,785.59	80,521.75	74,434.93
Communicaitons	21,194.04	20,179.29	20,392.32	20,258.24	20,609.07			20,352.03	15,921.72	15,548.81	15,989.89	15,671.12
Publication	3,135.80	2,721.41	2,867.66	2,291.44	3,837.74			2,697.11	3,783.44	3,175.78	3,048.83	2,155.87
Restaurant & Bar	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	141,888.71
Contracting - Prime	36,477.16	82,395.97	40,832.04	52,160.62	61,968.03			71,000.41	38,889.31	60,039.22	54,379.05	54,240.00
Retail Sales	841,040.53	844,565.20	861,120.18	866,499.67	801,748.59			1,069,108.59	766,917.36	807,931.35	852,486.28	855,486.82
Use Tax Purchases	50,042.36	63,700.78	75,668.81	60,909.14	58,101.37			63,728.10	54,196.26	48,936.13	57,720.49	49,722.13
Use Tax from inventory	357.13	1,371.46	842.70	523.60	1,276.30			486.63	2,576.90	975.39	1,358.50	1,061.04
Residential Rental	31,140.57	38,201.48	29,962.27	30,905.62	39,417.59			58,683.69	35,048.50	46,806.41	40,864.09	35,329.16
Retail Food for home consumption	213,827.50	194,974.51	208,471.22	201,153.54	198,627.20			293,643.80	209,998.79	205,783.39	287,400.08	257,490.35
Commercial Rental	31,452.70	31,613.39	30,004.35	25,380.53	27,777.78			35,062.53	30,924.41	30,730.92	29,813.97	25,702.76
Tangible Property Rental	20,106.66	22,059.78	21,197.63	20,393.41	19,716.15			20,167.95	24,026.55	16,312.77	19,513.27	14,279.30
Extended Stay	94,905.40	79,698.76	96,156.46	96,787.24	71,430.05			67, 100.88	87,561.13	86,807.65	46,110.16	50,882.92
Online sales								69,973.36	78,267.90	53,725.13	61,500.01	76,363.98
Other	9.903.86	18,694.66	10,890.87	8,562.47	13,327.04	378.41		16,893.96	9,088.23	7,564.12	16,614.13	6,167.52