



# Council Executive Report

Charles P. Potucek, City Manager

September / October 2020

## Highlights

- ➔ Check out the new and improved Visitor Center that has relocated to the rear of the OYCC.
- ➔ The Spotlight video received 15,810 views and the Veterans Day video received 2,910 views on Facebook.
- ➔ The Henry F. Hauser Museum and Sierra Vista Public Library are currently hosting the national traveling exhibition Discover Exoplanets: The Search for Alien Worlds.
- ➔ Coronado Drive between MLK/Moorman and Fry Boulevard closed on Monday, November 9<sup>th</sup> for a pavement rehabilitation project and is expected to stay closed for approximately a month.

## Departments

	Page
Police	3
Fire and Medical	7
Community Development	11
Leisure & Library	17
Public Works	24
Economic Development	28
Marketing & Public Affairs	32
Administration	37

## City Manager's Message

As the calendar year comes to a close, I think many of us tend to spend some time reflecting on the past year. This year has certainly been one for the history books, and there are many things I think many of us miss – events, parties, hugs, handshakes, seeing people’s faces, and leaving our homes without worrying about getting sick. But I am hopeful the new year will bring a return to a more normal way of life, and City departments and residents will be able to return to most, if not all, of our past activities.

While the pandemic has affected nearly everyone’s daily lives, I continue to be exceptionally proud of the work City staff have accomplished despite the many challenges present in the world today. Progress continued on the strategic plan goals, with most close to completion. Planning has started for the new strategic planning session next spring, and I look forward to another round of collaboration and new goals for the next two-year cycle. You’ll hear more about that shortly.

The end of the year also often means goodbyes as well. We had a number of retirements take place this fall – Jeff Hatfield, Public Works facilities maintenance worker; Gary Utter, Public Works streets maintenance worker; Diane Mitchell, SVF&MS administrative secretary; and Darrin Stensby, Public Works refuse supervisor. I thank them all for their many years of service, and the City is lucky to have had such quality people serving the community.

I’d also like to take this opportunity to thank Councilmembers Gwen Calhoun and Kristine Wolfe for their years of service to the City as they step off Council at the end of December. It has been a pleasure working with you both, and your service and commitment to the constituents you have served has been admirable.

The upcoming new year will bring a number of activities I’d ask you all to be on the lookout for on your various calendars. An administrative retreat will be scheduled for

## Upcoming Council Meetings

(City Hall Council Chambers except where noted)

Dec. 8, 3:00 p.m. - Work Session

- City Manager Update

Dec. 10, 5:00 p.m. – Council Meeting

~~Dec. 22, 3:00 p.m. – Work Session~~

- CANCELLED

~~Dec. 24, 5:00 p.m. – Council Meeting~~

- CANCELLED

Dec. 24-25 – City Offices closed in observance of Christmas Day Holiday

### 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)

January to review any ongoing legal issues, the council handbook, and administrative practices and procedures. Our new councilmembers will have orientation sessions with individual departments through December and January. Options for strategic planning dates will be shared soon; please expect about two and a half days to complete the initial planning. Staff will be sending multiple documents to review and read ahead of planning.

### City Manager Highlights

 The court agreement with Cochise County was passed by the Board of Supervisors at their November 17 meeting. It now goes into effect as planned on January 1, 2021, and the City will see the increase in its payment for the FY2021-2022 fiscal year.

 The EMS substation project is currently out for a Request for Qualifications procurement for interested firms. Responses are due back by December 18 at noon. Staff will evaluate the proposals, and select up to three of the top-scoring firms for interviews in early January. Once a firm is selected, negotiations will follow, and the project will hopefully be under construction by late spring/early summer.

Finally, I'd like to wish everyone a happy, healthy, and safe holiday season! We all look forward to hitting the ground running in the new year. With so many upcoming meetings, activities, and things to keep track of in the next couple months, I especially encourage everyone not to hesitate to reach out at any time with questions or comments.

Chuck Potucek, City Manager

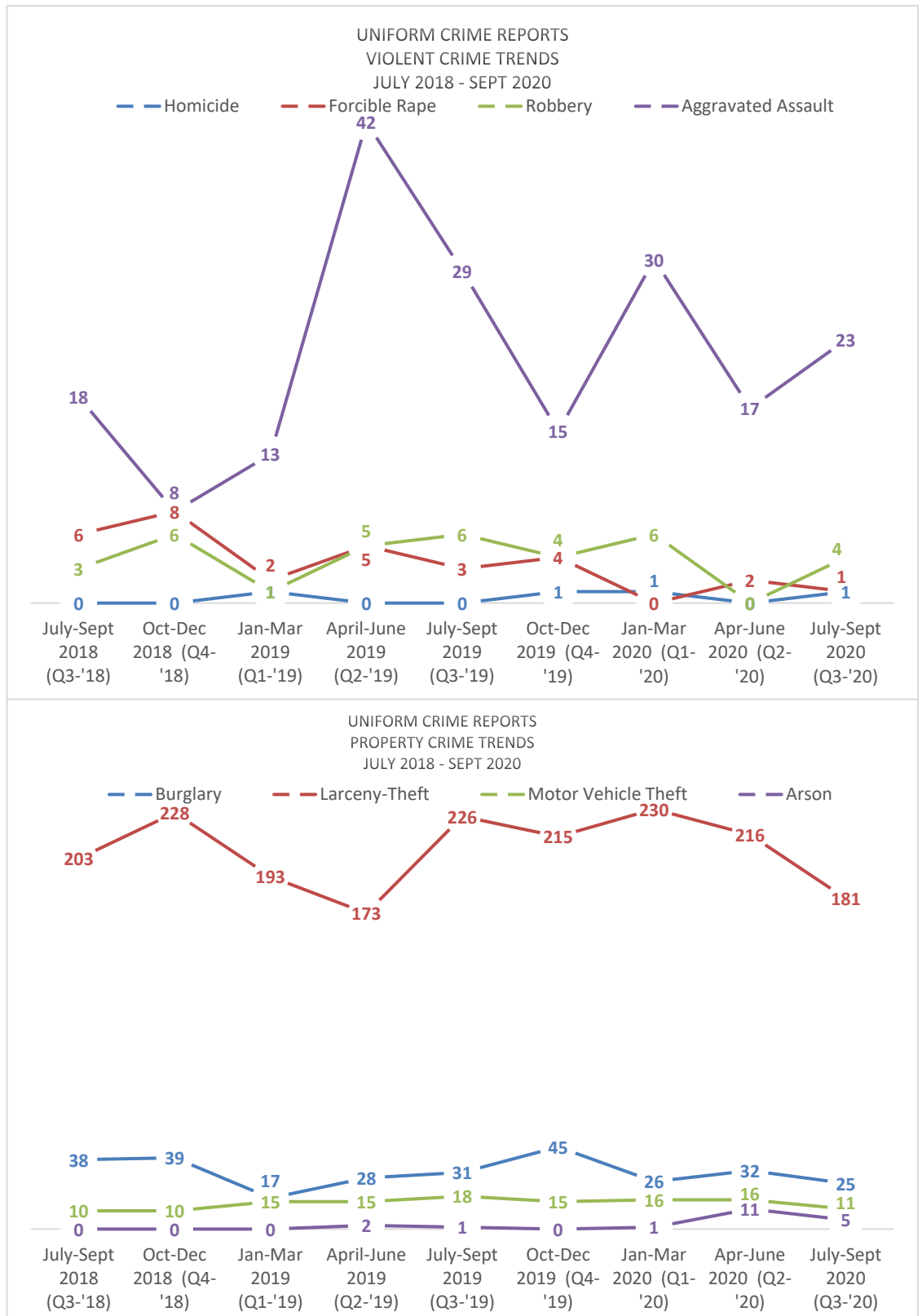
# Police Department

## Uniform Crime Report (UCR)

The charts to the right represent reported UCR Part I crimes from Q3-2018 through Q3-2020. Please note that the statistics for 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. A large majority of violent crimes are committed by individuals previously known to the victims and rates of occurrences have remained relatively steady.

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, although Larceny-Theft has declined over the last two quarters mainly due to a reduction in shopliftings and vehicle burglaries.



## National Incident-Based Reporting System (NIBRS) Transition

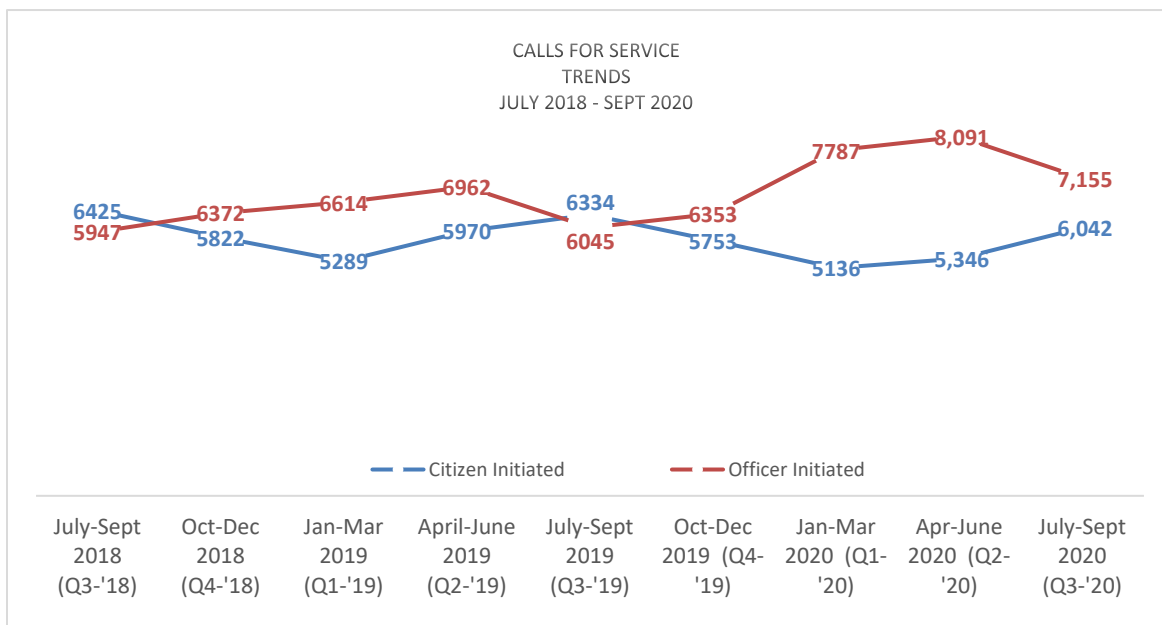
The department has officially started the transition from reporting UCR crime statistics to NIBRS crime statistics as required by the Federal Bureau of Investigation (FBI). Over the next three months the department will be submitting both UCR and NIBRS statistics to validate the department's NIBRS reporting before officially "going live" with NIBRS in January 2021. NIBRS represents a significant change in the reporting of crime statistics for Sierra Vista. UCR collects combined crime information for only ten offense categories while NIBRS collects offense, victim, offender, property, and arrestee information for 49 offenses. In addition, the Hierarchy Rule in UCR reporting requires that law enforcement agencies only report the most serious offense occurring in an incident, whereas NIBRS collects up to ten offenses for each incident of crime. As a result, the switch to NIBRS may give the appearance of an increase in certain crime categories while the actual occurrence of crime has not increased. An example as listed in an FBI bulletin is:

"An example of these differences can be seen in an incident involving murder, robbery, and motor vehicle theft. The Hierarchy Rule in the SRS (UCR) states when more than one offense occurs within an incident, only the most serious crime contributes to the agency's monthly crime totals. Therefore, the agency would count only the homicide for the monthly totals because homicide is the highest offense on the hierarchy. When reported through NIBRS, however, the agency would count the murder, the robbery, and the motor vehicle theft."

As a result of the department beginning official NIBRS reporting in January 2021, there may be the appearance that certain crime classifications have increased. Previously these crimes would have been reported as a sub-category of another incident under UCR and would not appear in official FBI crime statistics. The most important result of the switch to NIBRS will be a more accurate picture of the crimes that are occurring in Sierra Vista since more crime categories are reported to the FBI. Further information on the impacts of the switch to NIBRS can be found at the following link:

[https://ucr.fbi.gov/nibrs/2014/resource-pages/effects\\_of\\_nibrs\\_on\\_crime\\_statistics\\_final.pdf](https://ucr.fbi.gov/nibrs/2014/resource-pages/effects_of_nibrs_on_crime_statistics_final.pdf)

Below is an examination of calls for service handled by the department from Q3-2018 through Q3-2020. 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.



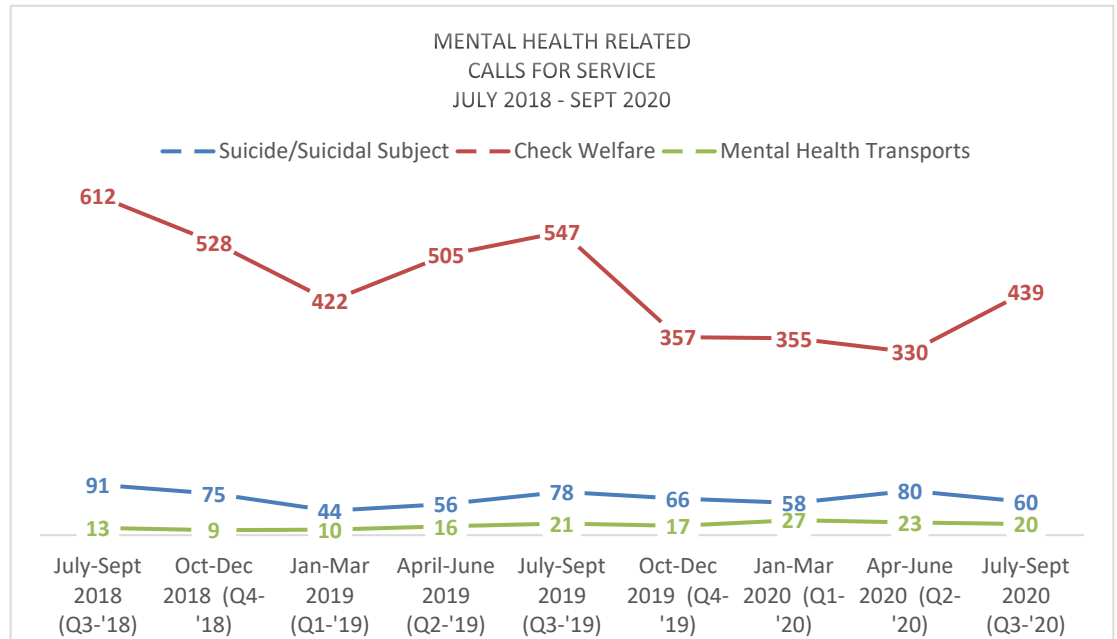
### Calls for Service

In Q3-2020, officer-initiated calls for service continue to outpace citizen-initiated calls for service. Officers proactively generated 7,155 calls for service and citizens initiated 6,042 calls for service. In total, the department

handled 13,197 calls for service in Q3-2020 with officer-initiated calls for service accounting for 54.2% of total calls for service and citizen-initiated calls for service accounting for 45.8%.

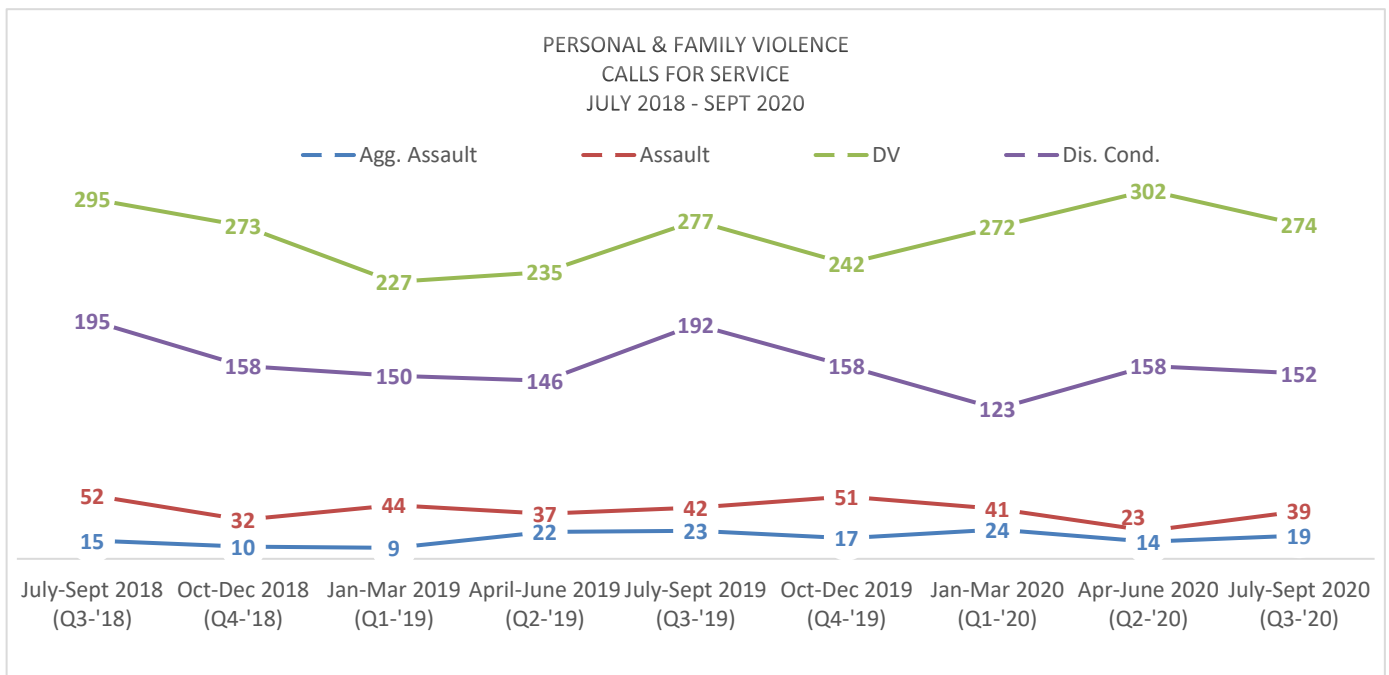
### Mental Health Calls for Service

The trends for mental health related calls for service have slightly decreased since Q3-2018. 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.



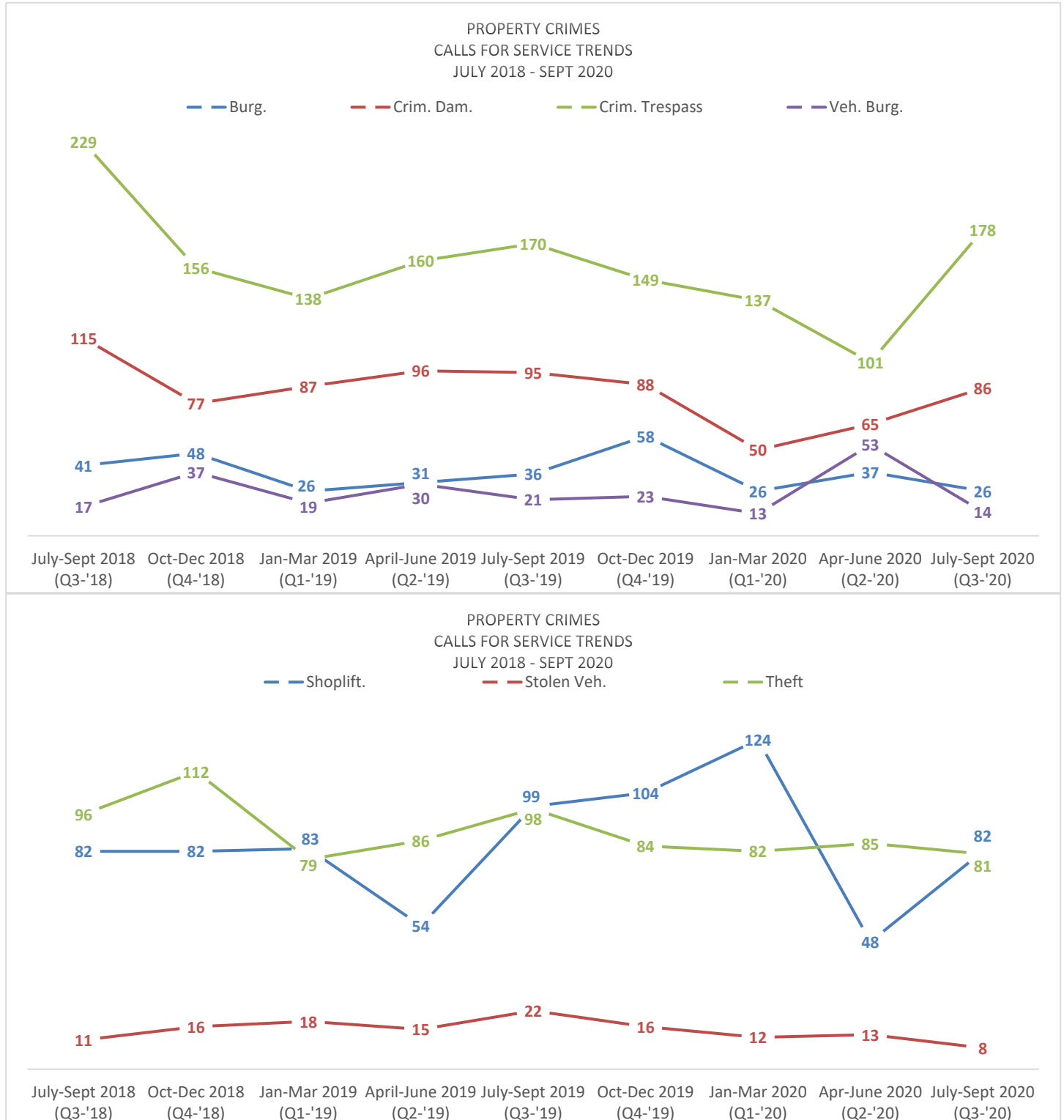
### Personal & Family Violence Related Calls for Service

During this reporting period, the trend for calls related to domestic violence shows an overall decrease; however, there has been a significant increase since March 2019. The trends for assault, aggravated assault, and disorderly conduct calls for service continue to remain relatively steady.



## Property Crime Calls For Service

During Q3-2020, the department responded to increases in criminal damage, criminal trespass, and shoplifting calls for service. These recent increases appear to be a result of increased traffic at local establishments as pandemic restrictions were relaxed during Q3-2020; however, there was a significant decrease in burglary and vehicle burglary calls for service during this same time frame.



# Sierra Vista Fire and Medical Services (SVFMS)

## COVID – 19

Sierra Vista Fire and Medical Services (SVFMS) has adopted the operational changes consistent with CDC guidelines to ensure effective and efficient care of all patients during and after the COVID-19 pandemic. We feel these changes will allow us to stay ahead of the curve if any other issues arise.

SVFMS personnel will continue to have their temperatures taken along with a medical survey at 0800 and 2000 hours. These procedures ensure we have healthy personnel responding to our community's needs.

In addition, SVFMS is in the process of purchasing the SUPER-C Mister a commercial backpack type sprayer that will be used to clean the stations and apparatus.

## PRO Q/A

Pro Q/A is fully operational and has already paid dividends. Community members calling 911 are receiving lifesaving instruction from certified Emergency Dispatchers. As SEACOM staff continue to learn and effectively use Pro Q/A to its full potential, the chain of survival and patient outcomes will continue to improve.

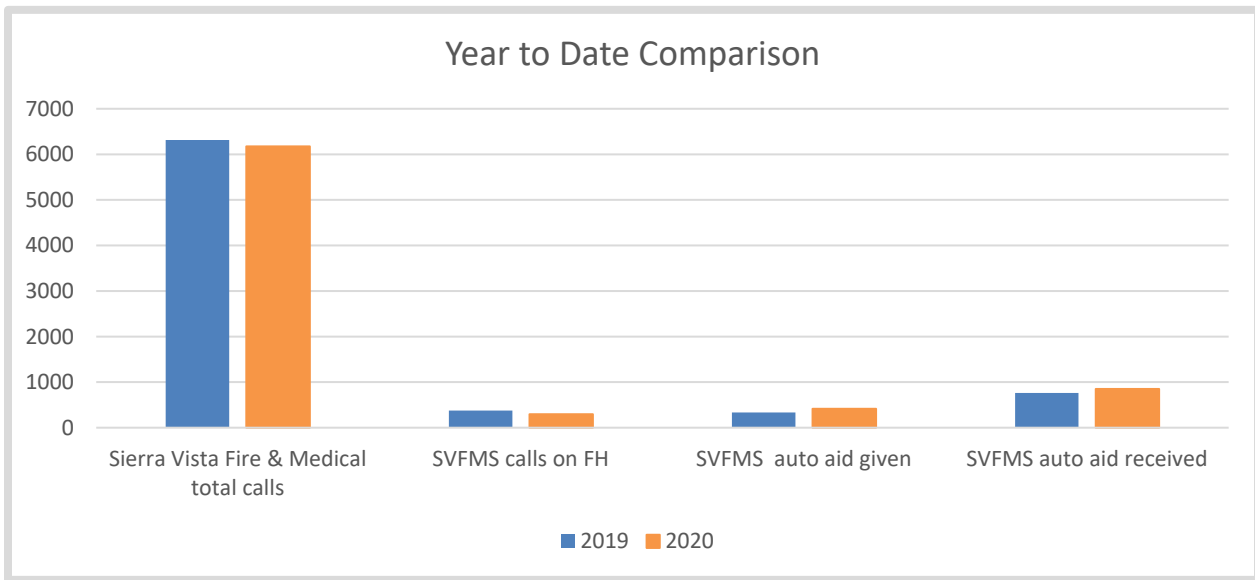
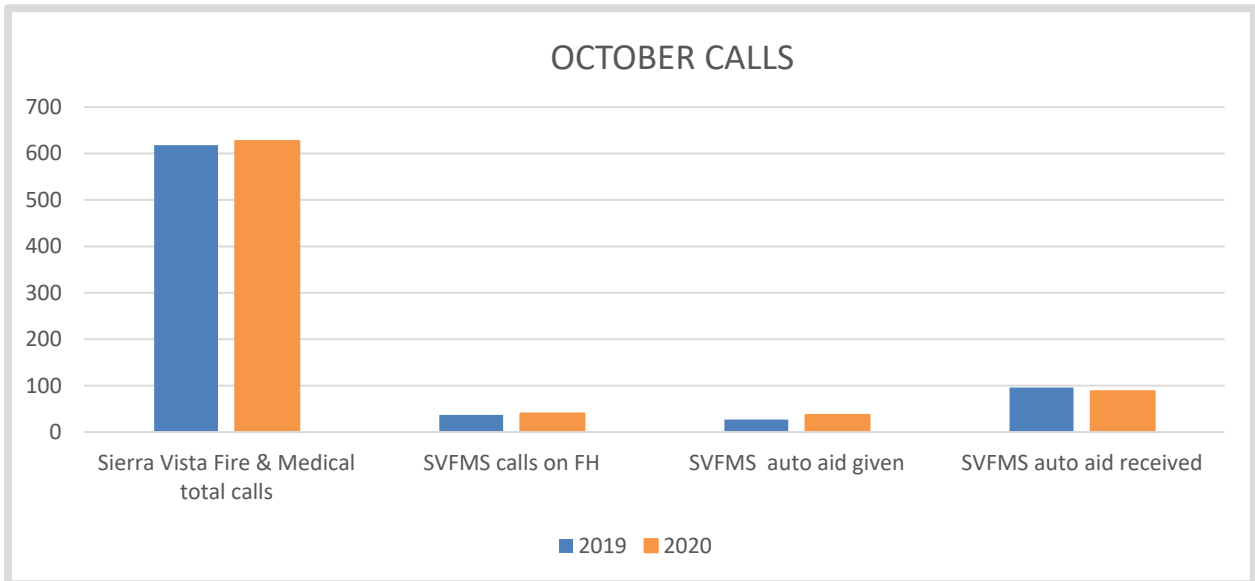
## Firefighter's Christmas Toy Drive

For over forty years the Christmas Toy Drive has been successfully collecting and distributing toys to our community. This year with the effects of COVID-19 still weighing heavily on the minds of everyone, the department is expecting an overwhelming amount of requests for assistance. Staff will be taking all COVID-19 precautions during the scheduled events listed below to ensure customer and firefighter safety.

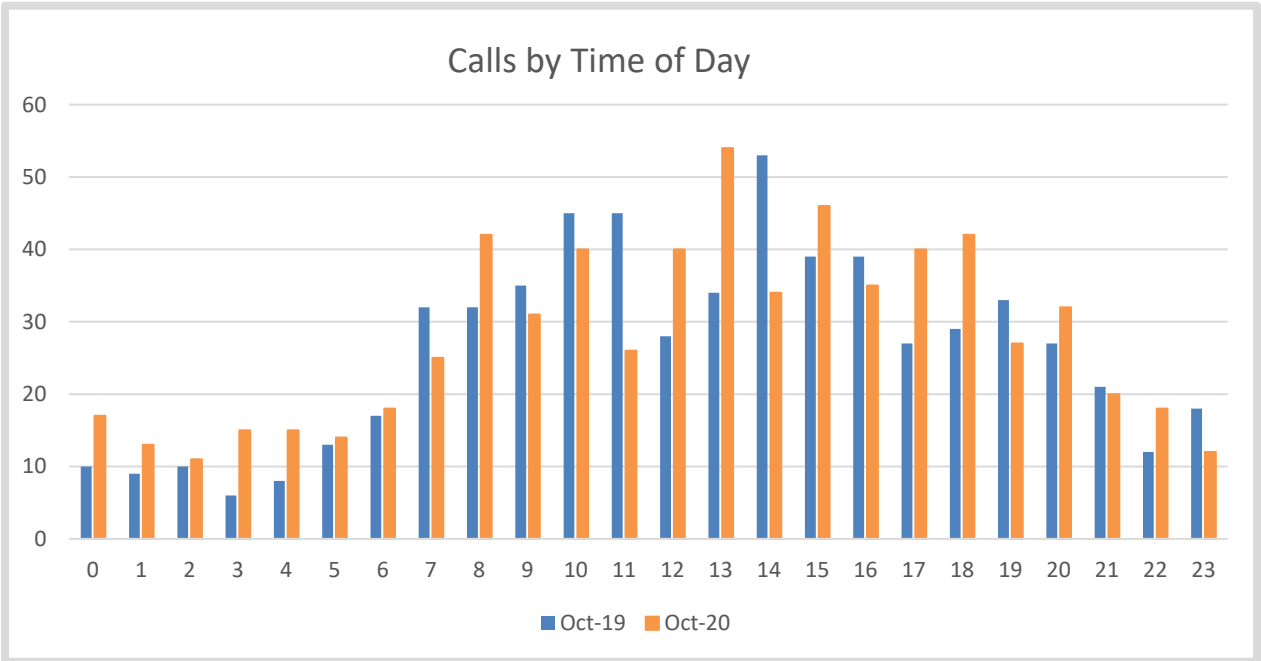
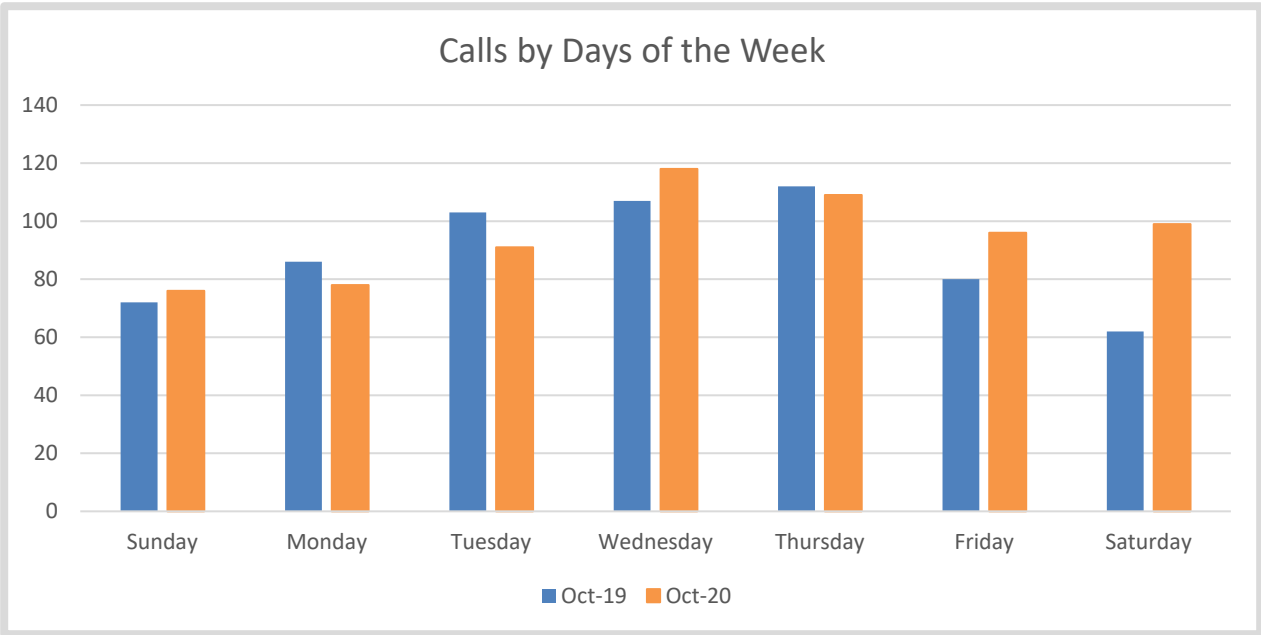
Radio Remotes	December 2, 9 and 16 1600-1800 Ace/Schlotsky's parking lot.
Applications	December 4 and 5 at Fire Station 203 from 0800-1200.
Bag and Tag	December 19 from 1300-1600 at Fire Station 201
Delivery Day	December 20 starting at 0800 from Station 201

Please come out and lend us a hand on any of these scheduled dates.

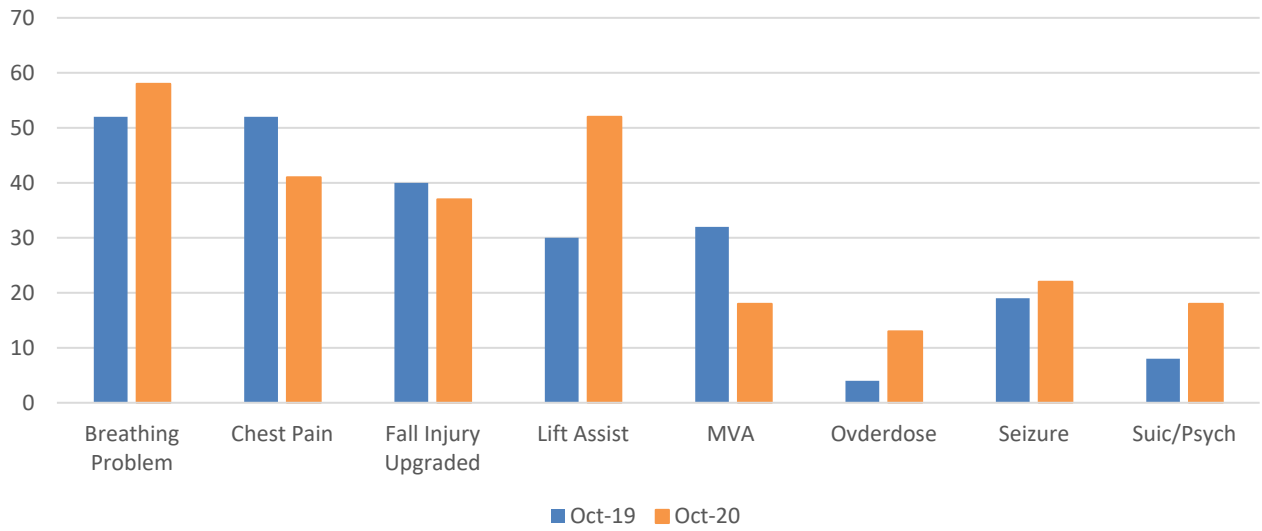
	<b>OCTOBER</b>	<b>2019</b>	<b>2020</b>
SVFMS total calls		618	627
SVFMS calls on FH		37	40
SVFMS auto aid given		27	37
SVFMS auto aid received		96	88



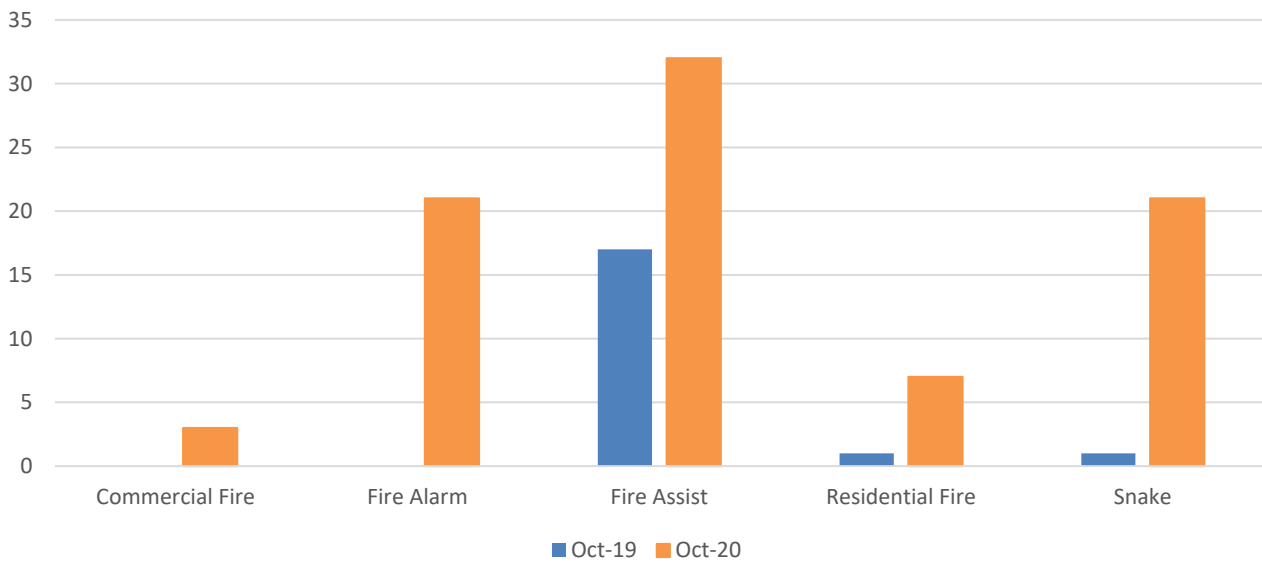




Select EMS Nature Codes Comparison



Select Fire Nature Codes Comparison



# Community Development

## Planning & Administration

- Community Development Block Grant (CDBG-CV) Emergency Crisis Fund.** On May 14, 2020, the City entered into a Subrecipient Agreement with the United Way of Sierra Vista and Cochise County, Inc. to carry out the Emergency Crisis Fund providing assistance to individuals and families impacted by COVID-19. In September, the City received notice from the U.S. Department of Housing and Urban Development (HUD) that Sierra Vista was awarded a second allocation of \$239,351 in CDBG-CV funds. On October 6, 2020, the City Council discussed funding priorities and there was a consensus to allocate the additional funding towards the Emergency Crisis Fund. Staff prepared the necessary amendments to the CDBG Five-Year Consolidated Plan and PY 2019 Annual Action Plan to assign the funds. During the reporting period, the United Way distributed \$22,393 to community members in need as described in the following chart.

Provider	Purpose	Sept.	Benefit	October	Benefit
St. Vincent De Paul	Rental Assistance	\$17,838.15	27 households	\$6,949.72	13 households
St. Vincent De Paul	Utility Assistance	\$2,978.97	32 households	\$1,886.59	9 households
S.V. Dream Center	Food	\$0	0 persons	\$4,210.54	450 persons
Pegues & Tucker	Mental Health	\$0	0 persons	\$1,099.00	42 persons
GNA	Shelter Assistance	\$1,044.18	5 persons	\$0	0 persons
United Way	Administration	\$532.00		\$532.00	
	TOTAL	\$22,393.30		\$11,625.93	

- VISTA 2030 Evaluation and Appraisal Report.** In October, the Planning and Zoning Commission continued its review of the City's progress on meeting the goals and strategies contained in the VISTA 2030 General Plan. Staff presented a progress update on the Growth Element. Staff will present its review of the Urban Design Element at the Planning and Zoning Commission in November. The Evaluation and Appraisal Report will be presented to City Council next summer after the Planning and Zoning Commission completes its review.
- Parks and Recreation Master Plan Update.** Staff prepared an inventory and assessment of existing park facilities, review of previously adopted park plans, and associated mapping including socio-economic data overlays for the new Parks and Recreation Master plan. The background studies will be presented to the Parks and Recreation Commission in November for their review and comment.
- New Commercial Site Plans.** During the reporting period, the City received two new commercial site plans applications: (1) Tombstone Brewery and Pub will feature a new 8,705 square foot eating and drinking establishment on property located at 322 North Garden Avenue will; and (2) Dutch Bros, a drive thru coffee establishment, is proposed on an outparcel just south of the west driveway entrance to Plaza Vista Mall (adjacent to CAL Ranch and Hobby Lobby).

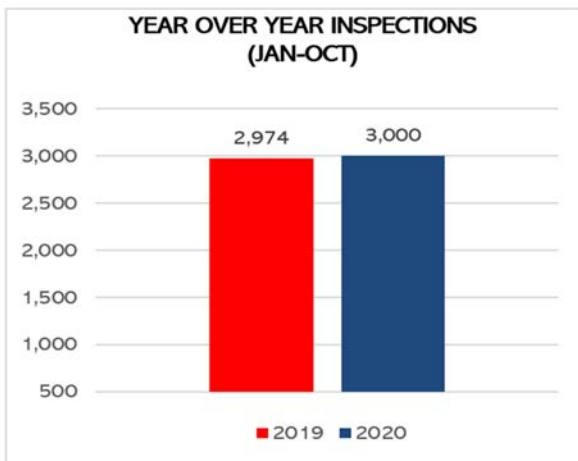
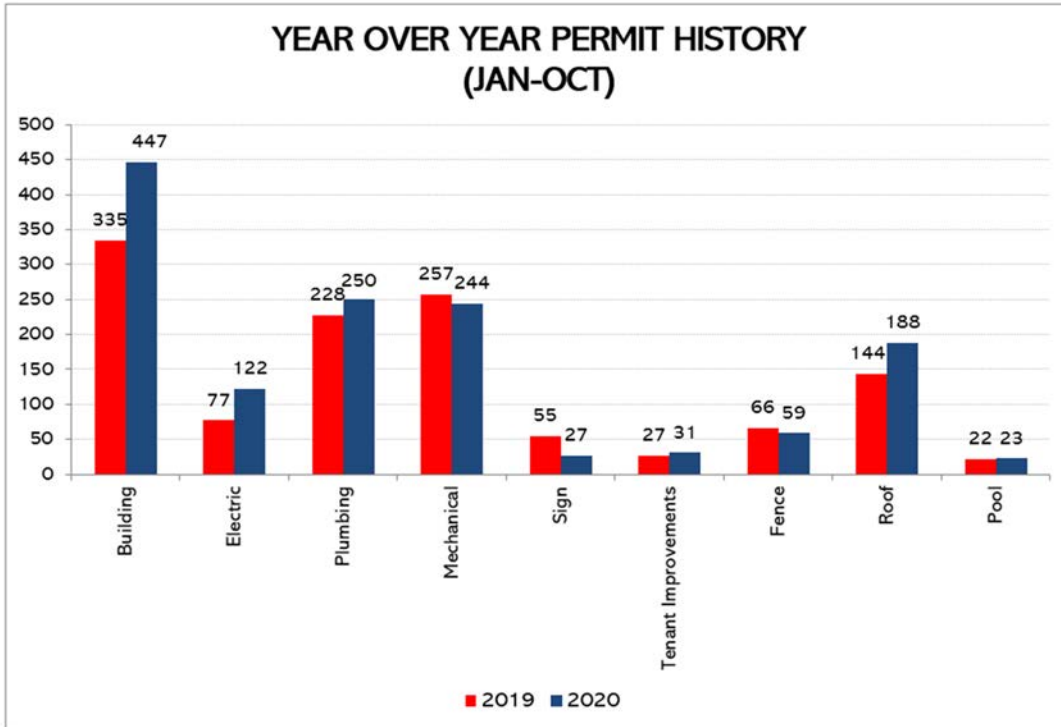
- **Commission Updates.** The Commission on Disabilities Issues (CODI) met on September 9, 2020, to discuss ADA improvements to the City's website. The West End Commission reconvened in August to review the updated Commission Handbook, and receive an update on West End Redevelopment and current projects. The October meeting was cancelled due to lack of attendance. The next meeting is scheduled for December 14, 2020.

## Building & Inspection Services

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

PLANS UNDER REVIEW		
PROJECT NAME	PROJECT TYPE	PROJECT ADDRESS
Vista Bella Apartments (new garages)	Accessory Commercial	77 El Camino Real
U-Haul - outdoor canopy	Accessory Commercial	2011 E Fry Blvd
Haven Health	Addition - Commercial	660 N Coronado Drive
Mountain Vista MHP - Club House	Tenant Improvement	700 S Carmichael
Rutherford Diversified	Addition - Commercial	1813 Paseo San Luis
Sierra Vista Methodist Church	Accessory Commercial	3225 St Andrews Drive
Dutch Bros Coffee	New Commercial	To be assigned
Tombstone Brewery	New Commercial	332 N Garden Ave
PLANS APPROVED		
PROJECT NAME	PROJECT TYPE	PROJECT ADDRESS
Vista Bella Apartments	Tenant Improvement	77 El Camino Real
PERMIT ISSUED/UNDER CONSTRUCTION		
PROJECT NAME	PROJECT TYPE	PROJECT ADDRESS
U-Haul - Interior Renovations	Tenant Improvement	2011 E Fry Blvd
Via Elegante	Tenant Improvement	4255 Calle Vista
SV Chiropractic	Tenant Improvement	247 S 7th Street, #B
PDS Multipurpose Building	Accessory Commercial	5130 Paseo Las Palmas
American Family Insurance	Tenant Improvement	999 E Fry Blvd, #110
PC's Lounge	Tenant Improvement	4700 E Highway 90
Beau Tea & The Bites	Tenant Improvement	1634 S Highway 92
Sierra Vista Tile	Tenant Improvement	784 E Wilcox Drive
Indochine	Tenant Improvement	1299 E Fry Blvd, #B
The Copper Oven	Tenant Improvement	185 E Wilcox Drive
Sierra Vista Glass	Tenant Improvement	556 W Fry Blvd
SSVEC	Tenant Improvement	311 E Wilcox
CSV - HR/PROCUREMENT Remodel	Tenant Improvement	1011 N Coronado Drive
CSV - Civil Airport	Tenant Improvement	1011 N Coronado Drive
T-Mobile @ Teleperformance	Cell Tower Modification	4253 Enterprise Way
Spencer Rays/S.V. Vision	Tenant Improvement	1502 E Fry Blvd
Wal-Mart Online Grocery Pick Up Expansion	Tenant Improvement	500 N Highway 90
Circle K Store #3410	Tenant Improvement	2275 Buffalo Soldier Tr.
Cove - Wave Machine	Tenant Improvement	2900 MLK Jr Parkway
Luqa Barber Shop	Tenant Improvement	4325 E Hwy 90

EOP	Tenant Improvement	1011 N Coronado Drive
<b>PROJECT COMPLETED</b>		
PROJECT NAME	PROJECT TYPE	PROJECT ADDRESS
Horizon - Soldier Creek	Tenant Improvement	655 N Garden Ave, #D
NCI - Soldier Creek	Tenant Improvement	655 N Garden Ave, #C
Buena High School Theater Expansion	Commercial Addition	5225 Buena School Blvd
Oasis Apartments	Tenant Improvement	4250 E Busby Drive
Chase Bank	Solar - Commercial	3932 E Fry Blvd
Best Western Plus - Tower Modifications T-Mobile	Cell Tower Modification	260 N Garden Ave
Leman Academy	Tenant Improvement	1000 E Wilcox Drive



CONSTRUCTION TYPE	NEW CONSTRUCTION (JAN-OCT)	
	2019	2020
SINGLE-FAMILY UNITS	66	79
SINGLE-FAMILY ADDITIONS	15	9
MANUFACTURED HOME UNITS	1	54
MULTI-FAMILY UNITS	0	0
COMMERCIAL (SQ. FT.)	0	0
INDUSTRIAL (SQ. FT.)	0	0
INSTITUTIONAL (SQ. FT.)	1,650	0
OFFICE (SQ. FT.)	0	0

## Code Enforcement

Overgrowth, sidewalk obstructions, litter/debris, right-of-way encroachments, and inoperative vehicles remain the top five most reported code enforcement violations. Staff initiated 212 cases during September/October which is above the YTD monthly average of 91 cases. Approximately 80% of the cases were initiated in response to a citizen complaint.

Starting last summer, code enforcement and finance staff have been working together to increase the number of registrations for utility service using door hangers. This lapse most often occurs when there is a change in ownership or tenancy on a property. The door hanger initiative is producing excellent results with 64 new sign ups during the reporting period.

CODE REFERENCE	COMPLAINT	REPORTING PERIOD	YEAR TO DATE	DESCRIPTION
		SEPT-OCT (2020)	JAN - OCT (2020)	
150.15.C	ADDRESS NUMBER MISSING	0	7	RESIDENTIAL ADDRESS NUMBER NOT VISIBLE FROM STREET
150.25.4	ALLEYWAY MAINTENANCE	2	12	OVERGROWTH, OBSTRUCTION, DEBRIS INTERFERING WITH USE OF ALLEYWAY
150.23.3	ANIMAL WASTE	3	14	EXCESSIVE ANIMAL WASTE ON PRIVATE PROPERTY
150.23.21	ATTRACTIVE NUISANCE	2	6	MAINTAINING A CONDITION THAT IS DANGEROUS TO YOUNG CHILDREN AND WHICH MAY ATTRACT THEM
150.23.20	BLIGHT	0	6	UNSIGHTLY, UNSAFE, OR UNSANITARY CONDITIONS
150.23.10	BURN/DISPOSAL REFUSE	0	2	ILLEGAL BURNING ON PRIVATE PROPERTY W/O PERMIT
150.23.14	CLEAR VISION	4	17	OBSTRUCTING CORNER VISIBILITY
150.25.8	DILLAPIDATED WALL/FENCE	0	2	NOT UPRIGHT/DISREPAIR
150.23.6	EQUIP AT RESIDENCE	0	2	COM/INDUSTRIAL TYPE EQUIPMENT VISIBLE TO PUBLIC FOR MORE THAN 48 HOURS (EXCLUDING CONSTRUCTION)
150.23.15	FIRE DANGER	1	8	COMBUSTABLE MATERIAL THAT POSES A HAZARD
150.23.22	GRAFFITI	0	4	UNAUTHORIZED INSCRIPTION, FIGURE OR DRAWING OR OTHER DEFAACEMENT
150.24.A	ILLEGAL DUMPING	1	5	DEPOSITING LITTER OR DEBRIS ON ANY LAND
50.16	ILLICIT DISCHARGE	0	2	UNPERMITTED WATER ON STREET OR WASH/CONTAMINATION TO GROUND WATER
150.23.16	INFESTATION	2	10	BEEES
150.23.17	INOPERATIVE VEHICLE	12	47	NO REGISTRATION, FLAT TIRES, DISABLED MOTOR

150.23.8	JUNKYARD DUMPING GROUND	0	3	EXCESSIVE WASTE, ABANDONED PROPERTY, JUNK BEING STORED ON PROPERTY
150.25.1	LITTER/DEBRIS	20	104	GARBAGE, WOOD, CANS, ETC. LITTERING A PROPERTY
110.01.A	NO BUSINESS LICENSE	1	3	UNAUTHORIZED HOME-BASED BUSINESS
93.01A	NOISE	0	1	LOUD AND RAUCOUS
150.23.9	ODORS	0	3	FOUL SMELL
150.25.5	OVERGROWTH	91	401	TALL GRASS & WEEDS (OVER 12")
91.11.B.1	RIGHT-OF-WAY ENCROACHMENT	22	60	OBSTRUCTION, NON-PERMITTED IMPROVEMENT IN PUBLIC RIGHT-OF-WAY
90.11.4	ROOSTERS/BREEDING	0	2	ROOSTER IN RESIDENTIAL ZONE
150.04.015	RV LIVING	0	3	OCCUPYING AN RV FOR MORE THAN 14 DAYS IN RESIDENTIAL ZONING DISTRICT
71.02.C	RV/TRAILER PARKING	2	5	LONG-TERM STORAGE OF RV/CAMPER/TRAILER ON PUBLIC STREET
150.25.1	SANITATION	4	8	NO SANITATION SERVICE/TRASH BUILD UP
150.23.13	SIDEWALK OBSTRUCTION	43	148	ANYTHING OBSTRUCTING A 36" WIDE PATHWAY OR 80" OVERHANG
150.25.10	SWIMMING POOL	1	5	GREEN AND STAGNANT POOL
150.23.14	TRAFFIC SIGN BLOCKED	0	2	OBSTRUCTION OF A TRAFFIC SIGN (TREE OR BUSH)
150.23.12	UNGUARDED PITS/HOLES	0	2	POTHoles ON PRIVATE PROPERTY
150.18.A	UNSAFE STRUCTURE	1	11	UNFIT FOR HUMAN HABITATION/STRUCTURALLY COMPROMISED
<b>TOTAL</b>		<b>212</b>	<b>905</b>	
<b>COMPLAINT BASED</b>		<b>170</b>		
<b>PROACTIVE</b>		<b>42</b>		

## Property Abatements Completed in October



364 McAbee Street (Before)



364 McAbee Street (After)



372 McAbee Street (Before)



372 McAbee Street (After)

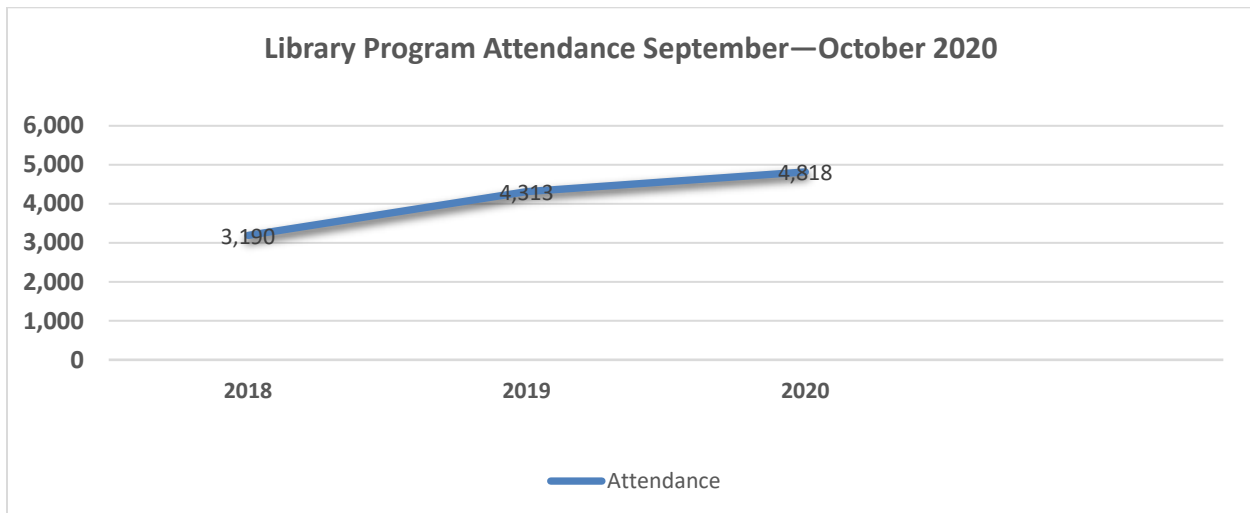
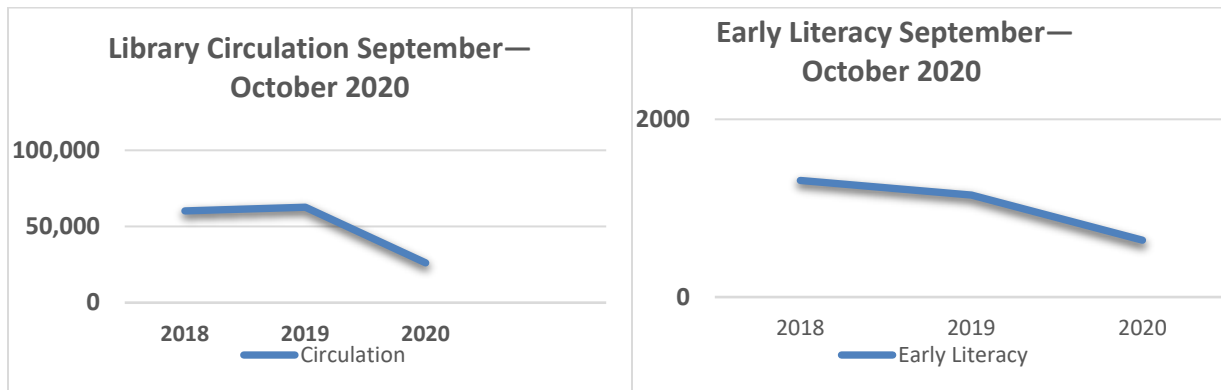


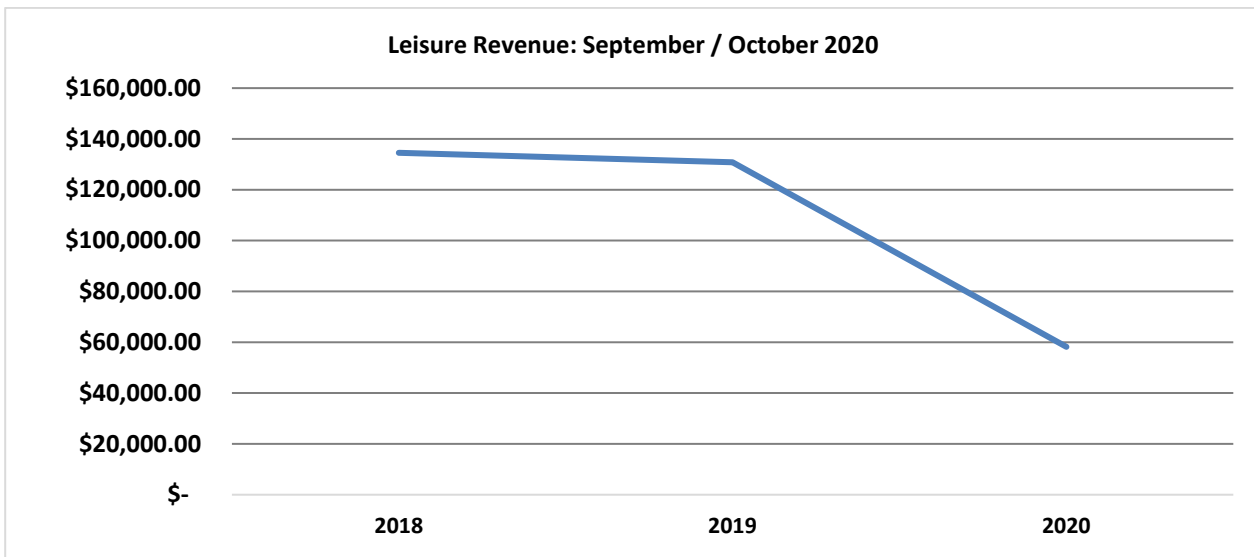
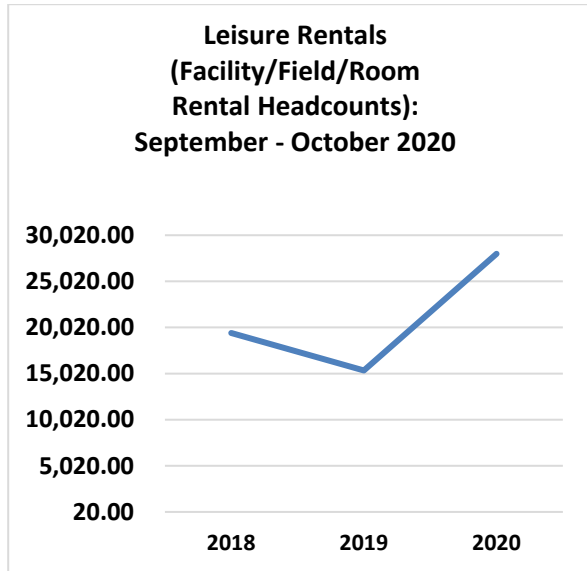
# Leisure and Library Services Department

## September-October Dashboard (Years: 2018 vs. 2019 vs. 2020)

<b>Library Circulation: September—October</b>	<b>26,128</b>
<b>Library Program Attendance: September—October</b>	<b>4,818</b>
<b>Virtual Library Program Attendance: September—October</b>	<b>4,032</b>
<b>Virtual Early Literacy Attendance: September—October</b>	<b>640</b>

<b>Leisure Revenue: September - October</b>	<b>\$58,193.61</b>
<b>Leisure Program Attendance: September - October</b>	<b>695</b>
<b>Rentals: September - October</b>	<b>28,007</b>





**[Employee Appreciation Drive-Thru BBQ](#)**

After the success of the first employee appreciation lunch, a second Halloween themed drive thru lunch was held on Wednesday, October 28<sup>th</sup> complete with tricks and treats.

The talented staff at Leisure & Library Services created large appreciation posters and set up a spooky drive thru area. City leadership came out and braved the haunted drive thru and grilled up a tasty lunch and packaged them up with some spooky goodies and tickets for a virtual raffle with prizes coordinated by our HR Division. There were even a few instant winners!





Staff utilized the drive thru area in front of the OYCC and employees didn't even have to leave their car! Refuse trucks, fire trucks, police cars - nothing was too big to handle! Staff that couldn't break away were able to have their lunch delivered to their work locations. Call ahead orders for large groups were packed with care and made available for pickup by departments as well. Approximately 283 lunches were packed up with delicious food & treats, and enjoyed by staff.

## Aquatics

The Cove was open for lap swim during the months of September and October within COVID return protocols. Staff were able to accommodate lap swim during the day on Monday, Wednesday, Friday, and Saturday, and in the evening on Tuesdays and Thursdays. Staff implemented a reservation system allowing one swimmer per lane to stay within COVID safety protocols. The system worked well, and patrons have been mostly positive in their response to the needed protocols and happy to have lap swim available.

Per the Intergovernmental Agreement with the Sierra Vista Unified School District, the Cove also hosted the Buena High School Swim and Dive Team. Three swim meets were held at The Cove, two of which were held virtually.

## Rothery Wash Cleanup

"World Make a Difference Day" was held on Saturday, October 24<sup>th</sup>. On this day members of local churches get together to complete service projects throughout the community. One of the projects was hosted by the Sports Division with approval from the Sierra Vista Public School District. Volunteers and staff gathered to clean up the area between Veterans Memorial Park and the Rothery Educational Center, which needed some TLC. Forty members from the LDS church started the cleanup efforts of this large area. Sports, Aquatics and Park Maintenance staff are finishing the first run through of haul away brush from the wash. They have removed about 15 trailer loads of clippings and underbrush so far. Phase 2 of the cleanup will include another community event to place rock around the different cactus areas that were planted decades ago by students when the site was still an active school campus.



## Highlighting History at Multiple Sites

The Henry F. Hauser Museum and Sierra Vista Public Library are currently hosting the national traveling exhibition *Discover Exoplanets: The Search for Alien Worlds*. Using hands-on multimedia activities and static displays, the exhibit delves into the search for habitable worlds beyond our solar system, how NASA scientists are searching for these worlds, and how they may be like our own. The museum also offers a companion display highlighting the history of Patterson Observatory and the Huachuca Astronomy Club, vivid astrophotography from local amateur astronomers, and a “meteors and more” display. *Discover Exoplanets* was developed by the Space Science Institute’s National Center for Interactive Learning in partnership with NASA’s Universe of Learning.

The Sierra Vista Sports Division is hosting the museum’s first off-site exhibit *Sierra Vista Sports Through the Ages*. The exhibit explores local sports history through artifacts and images ranging from the 1940s-present. It highlights early recreation activities and the growth and expansion of programs that have served this community throughout the years. This interdivisional collaboration between Sports Supervisor John Healy and Museum Curator Elizabeth Wrozek seeks to increase interest in and awareness of both city divisions among populations that commonly do not overlap.



The Fry Pioneer Cemetery is now open to the public for the first time in over a decade—how exciting! The cemetery opened in conjunction with Fr. Greg Adolf’s annual blessing of the cemetery on All Souls’ Day. Sierra Vista Historical Society received a grant through Arizona Humanities and the National Endowment for the Humanities to fund the production and installation of a service gate, the last project needed to secure the cemetery before opening. The Fry Pioneer Cemetery is on the National Register of Historic Places and recently garnered a 2020 Governor’s Heritage Preservation Honor Award through the Arizona State Historic Preservation Office and Arizona Preservation Foundation.

## Library Now Offering Mobile Wi-fi

The Sierra Vista Public Library recently purchased 21 hot spots to begin loaning to our community at no cost, for two weeks at a time. While the library had been considering purchasing hot spots for several months, the COVID situation made the need more critical, and Leisure & Library Services Director Laura Wilson, as well as Library Manager Emily Duchon, recommended “warp speeding” the project so that some of the children and families acutely affected by COVID and now working/schooling from home, would have reliable access to the internet.

Susan Abend, Adult Services Librarian, spearheaded the research and implementation of the project using both budgeted funds and grant funds from the Friends of the Sierra Vista Public Library. Working with T-Mobile, each hot spot comes ready to use—is CIPA compliant and guaranteed to offer strong signals in the Sierra Vista area and the outskirts. Bisbee and Huachuca City have implemented a similar project with great success—the hotspots are one of the most popular items checked out and typically have a very long waiting list. Sierra Vista is hoping for the same outcome!



Please encourage families who are in need of internet service to contact the library, or better yet, tell them to pop in and check out a hotspot of their very own and try it out. Each device comes in a locked case with easy to follow instructions. All one needs is a library card—and voila! As the library no longer attaches overdue fines, keeping a device won't cost .20/day, but will carry a fairly steep replacement fee. Devices that aren't returned on time can be turned off by the hotspot administrator the next day—making sure that the new service isn't abused or circulated improperly without library consent. The new hotspot checkout program is just one more effort the SVPL has made to bring equality and inclusivity to library programming and outreach services.

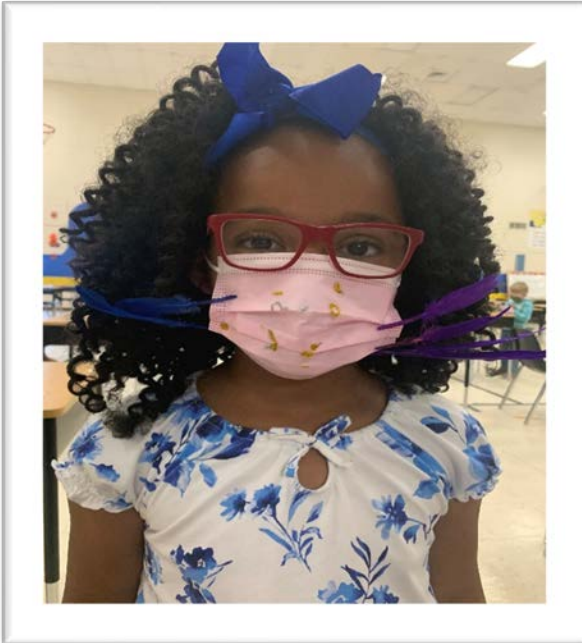
### ["Art in 2020": A Take Home Project](#)

The Arts & Humanities Commission will be promoting a new project during the winter months highlighting local talent that might have been missed or overlooked during the virus-induced shutdowns of 2020. Because public venues and entertainment centers have been largely shuttered this year, the commission desired to highlight those in our community still working on art, music, dance, and other artistic endeavors during this unprecedented time. Beginning shortly, you will likely see fliers and social media posts asking for entries from talented Sierra Vistans. The project isn't so much a contest, as it is a chance to showcase via social media, and hopefully in person, the local talent many of us have been missing out on during this period of time.

The hope is local artists of all types will send in, via email, projects that they've been working on from home, that the commission can then highlight on the library's Facebook page during the next several months. In addition, a spring performance will be held on the library stage area during safer times—to hopefully coincide with the completion of the community's ceramics mural project which will also take place there during that time frame. Members of the art community in Sierra Vista are working diligently to finish that enormous hands-on project.

A mural "grand opening" (set to be placed on the library's botanical garden wall areas), as well as a public performance, will tentatively be showcased and marketed to the community in Spring 2021. The event will offer light refreshments, performances, and invite conversations with local artists on the meanings behind the mural's depictions of local history and wildlife.

## Kids World Update



The Kid's WORLD After School Program began operating on September 14 at three elementary schools--and although operating with reduced numbers due to the pandemic, still had significant interest from parents. Precautions were put into place to mitigate some of the additional risks for the children and staff in a group setting during this time, such as wiping down playground equipment after use, taking temperatures of participants, and wearing masks. The youth of our community have been quick to adapt to the changes necessary to keep everyone safe, and staff has had few, if any, issues regarding the changes taking place for their safety.

Last month, the children in Kids World at all sites had the opportunity to participate in a community contest held by the Arts and Humanities Commission: "Maskerpiece!". Kids World had over 40 entrants, and using craft supplies such as feathers, sequins, and crayons to doll up typical airway masks, turned in their

entries to the commission via email in hope of winning a grand prize. The commission was so impressed by their ingenuity that they graciously donated a pizza party to all sites, resulting in all Kids World participants being the ultimate "winners."

## Going on a StoryWalk!

The Sierra Vista Public Library installed two StoryWalks this fall to keep families engaged and connected to literature while there have been limited programs provided by the library. The StoryWalk at the Sierra Vista Public Library winds throughout the botanical garden behind the building. Families can walk through the story, answering questions and doing simple movement activities, while enjoying the scenic landscape of the garden. The second StoryWalk is located at Chaparral Village Park. The park's StoryWalk wraps around the interior of the park ending by the playground. Both StoryWalks encourage early literacy and physical activity while maintaining safe physical distancing practices.

Every four to six weeks, Ruth Fenchak (Teen and Outreach Programmer) and Crystle Ardoin (Programming Assistant) choose a new book for each of the locations, often based on the season or a special library event. Books used so far include *The World Needs More Purple People* by Kristen Bell and Benjamin Hart, *Cat's Colors* by Airlie Anderson, *Bella's Fall Coat* by Lynn Plourde, and *The Little Old Lady Who Was Not Afraid of Anything* by Linda Williams. At the end of each StoryWalk is a guest book for families to sign and leave a message if they choose. Each location has recorded approximately 60-80 visitors each month, with some leaving notes expressing how much they have enjoyed the stories. StoryWalk materials are purchased using funds generously provided by The Friends of the Sierra Vista Library and The Little Library Bookstore.



## Commissions update

The Youth commission has not met in awhile due to very few commissioners, and the Library commission has not met due to mostly basic activities taking place at the library during the pandemic.

There have been no applicants for the Commission on Cultural Diversity to date.

The Parks & Recreation Commission began meeting again in November with a full agenda. The Commission discussed the current drone policy within city limits and the current ordinance regarding commercial activities in city parks. They agreed to work on collecting additional information and working on alternative language for Council to review for approval in the future. There was a motion to recommend dedicating the football field on the Rothery property to Keith Hampton, who was a highly respected football coach in our community. Council will receive a formal recommendation for that action in early 2021. Staff gave a presentation to the Commission on the Parks Master Plan draft and discussion was held on public input. Communications & Marketing will give a presentation to the Commission on how to use Bang the Table to collect public input at their December meeting. The next scheduled meeting is Tuesday, December 8<sup>th</sup> at 5:30 pm at the OYCC.

Arts & Humanities met virtually in September and October. They ran a public art contest for mask decorations called 'Maskerpiece' and rewarded participants from our Kids W.O.R.L.D. programs with a pizza party. They are currently running an 'Art in 2020' promotion to showcase local artists on the Library's Facebook page. They also resumed work on a ceramics mural public art project that began several years ago with Cochise College and many community members. The commission recommended space on the wall at the library's botanical garden. The City and the Commission will begin mounting the pieces of the mural after the first of the year. Once complete and once it is safe enough for people to gather, the Commission will host the community with refreshments and entertainment to open the mural to the public. Meetings will resume for the A&H Commission in January after the holiday season.

# Public Works

## Engineering

**Fry / North Garden.** The design process for the Fry and North Garden improvements is continuing, and the 75% complete plans are expected by the end of the year. Staff returned comments to the consultant on the 35% plans in early September. Per Council consensus, the consultant will include a traffic signal at the Fry/Carmichael intersection on the 75% plans. The traffic signals at Fry/North Garden and Fry/North are tentatively slated for removal, but additional decisions will be made as the plans progress and the full picture of the final “look” of the project becomes more clear. Design is currently projected to finish in mid-2021. Construction of the first phase will then continue through calendar year 2021 and complete in early 2022.



**Coronado Drive Rehabilitation.** Coronado Drive between MLK/Moorman and Fry Boulevard closed on Monday, November 9<sup>th</sup> for a pavement rehabilitation project and is expected to stay closed for approximately a month. The pavement on that stretch of roadway has deteriorated rapidly in the last few years as traffic volumes have increased. Due to a large number of potholes, the decision was made to do a complete pavement rebuild rather than trying to patch and overlay the existing pavement. The contractor used variable message boards for more than a week ahead of the closure to notify motorists, and impacted businesses received individual notices as well.

**City Hall Remodel.** The City Hall remodel project is working towards completion, and the relocation of work groups within the building has started. Portions of the former Procurement area and North Wing conference room are now home to Human Resources, who moved out of their former space in the front lobby last week. The area formerly occupied by Human Resources will be the new home of the Marketing & Communications division. Since many City Hall employees are currently teleworking due to COVID-19, operational disruptions should continue to be minimal while the project continues and nears completion.



**Annual Street Maintenance.** Potholes and other roadway repairs are always at the forefront of many people’s mind, and as winter transitions into spring, staff will be finalizing the annual street maintenance list. A tentative list was provided as part of the budgeting process, but the final list is not typically prepared until the spring in order to account for any changes as a result of winter rains. Monsoon rains were relatively light this year, so it is hoped the winter rains will be more plentiful, even if they sometimes cause potholes!



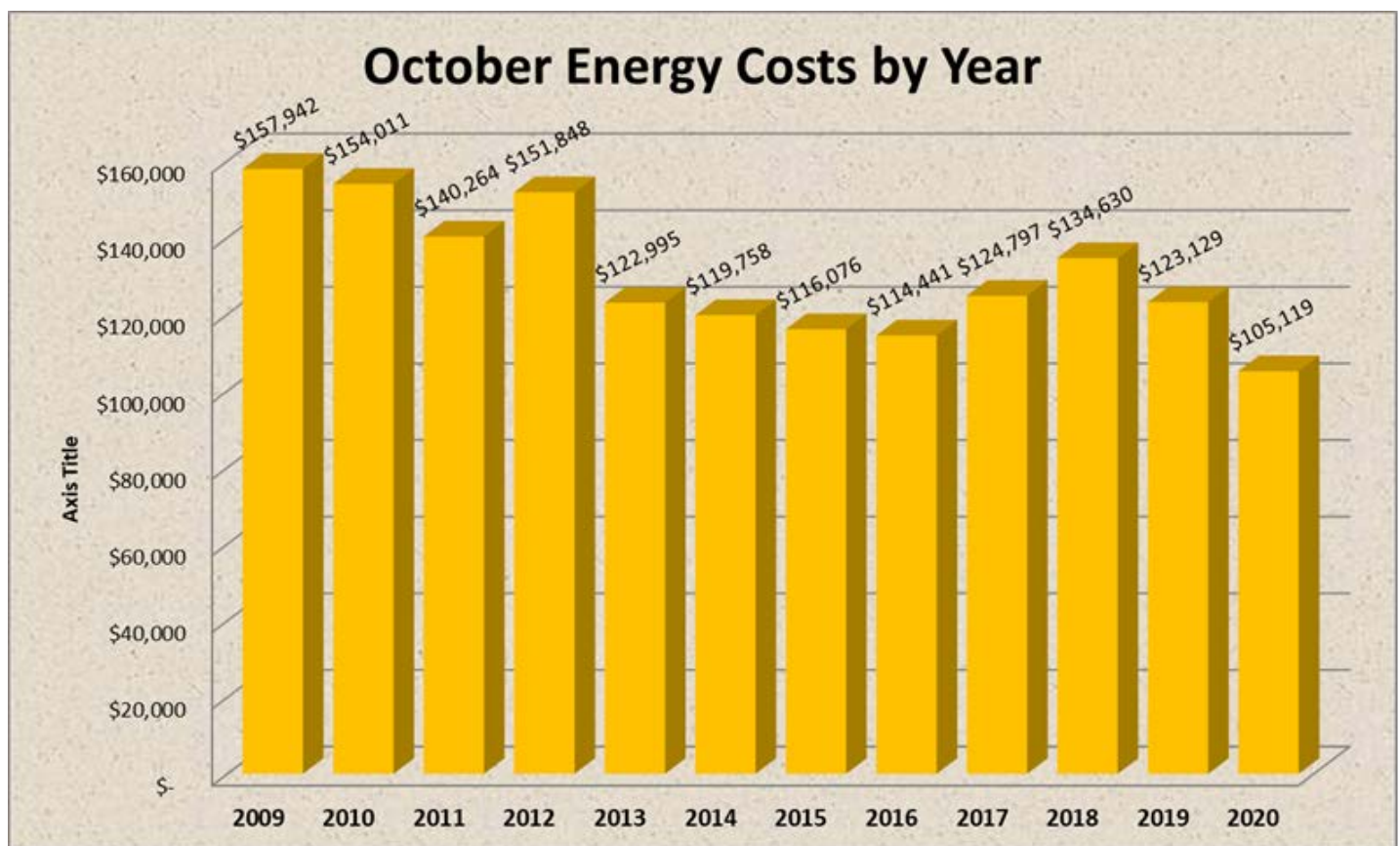
## Fleet

**Vehicle Replacements.** New Fleet Supervisor Larry Platt recently met with representatives from each department/section to review the vehicle needs for upcoming years. Although Fleet has for years kept track of the age and repair expenses for each vehicle and prioritized replacements accordingly, Larry is making some changes which should improve the process and will also help to get a better handle on new vehicle acquisition costs. Changes will be in place in time for the fiscal year 2021-2022 budget.

## Facilities

**Schneider Project.** The City is continuing to see positive results from the Schneider Energy Efficiency Project. Monthly electricity has been consistently below the prior year for almost a year. Starting in March, though, year over year comparisons become more difficult due to the closure of City facilities as a result of COVID-19. Whereas February electricity usage declined by about 7.5% year over year, March saw a 15.2% decline, and April was a whopping 19.3%. May through August declines ranged from 13.9% to 18.8%. In general, energy savings seem to be dropping off by about 1% a month due to the gradual reopening of City facilities. It will take some time to return to “normal” and to be able to gauge the full impact of the energy efficiency projects, but the cost savings thus far have been substantial.

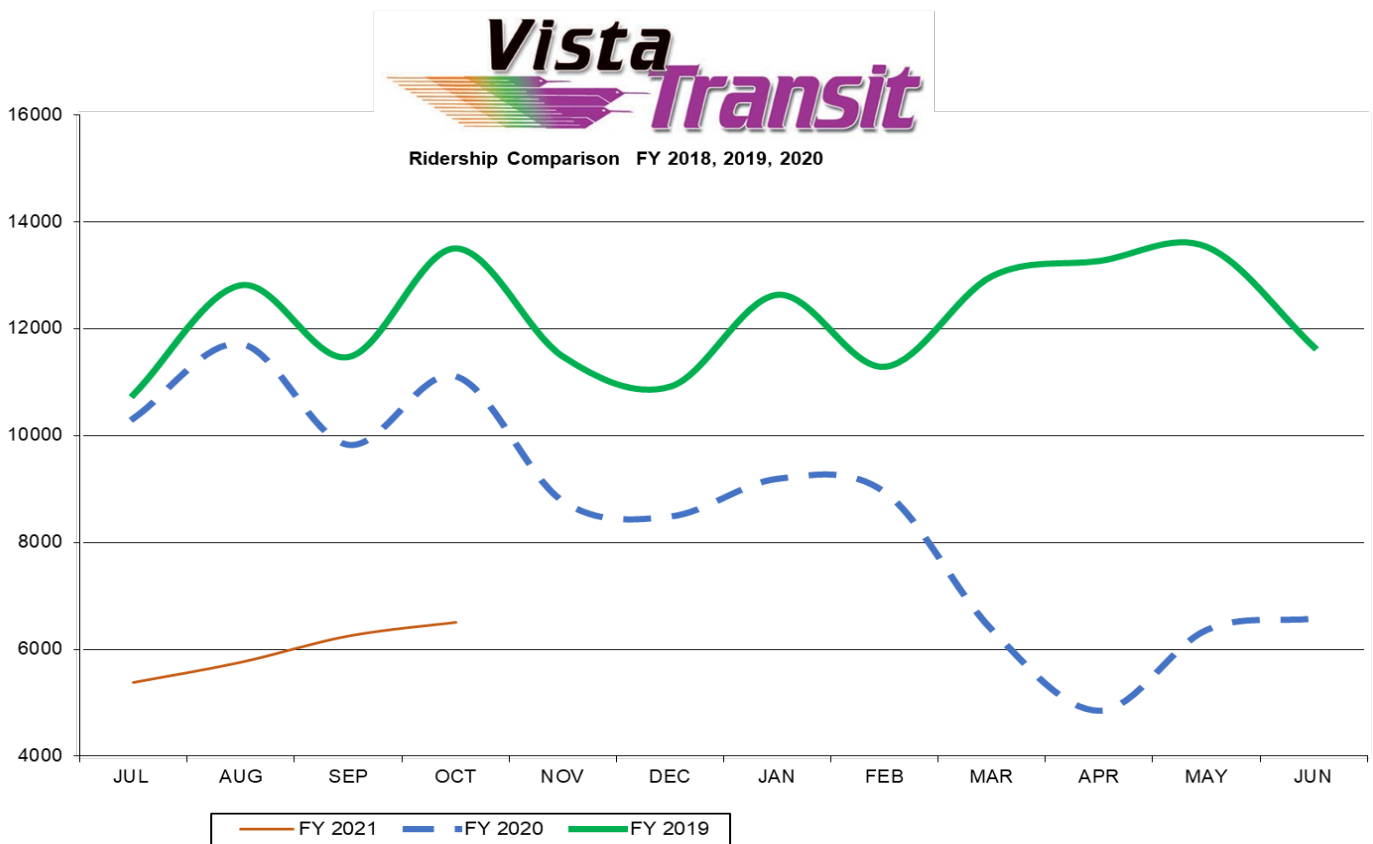
Staff is also working with Schneider representatives to determine the reason behind a few outlier facilities which show increased energy costs from month to month. It is possible operational changes or equipment malfunctions are leading to the increase, but the situations are being investigated further to see if there are any potential energy savings the City is missing.



## Transit

**Vista Transit Ridership Data.** Transit continues to see significant impacts from COVID-19, although some of the services which were suspended at the start of the pandemic have been reactivated. The Transit Center is open to the public with a maximum occupancy posted, and the drivers have resumed the collection of fares. However, some operational changes remain 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.

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



## Airport

**Fire Season.** Due to the large number of fires in the western part of the country, the Forest Service has reactivated operations at the Sierra Vista Municipal Airport. This year is the first time anyone can recall that the Forest Service has been active during the winter, but the fire season is unfortunately showing no signs of abating. Monsoon moisture across the west was at near historic lows, and the outlook for winter rains is unfortunately low as well.



## Commissions Update

The Airport Commission recently recommended the reappointment of one existing member and the appointment of one new member to the commission. If approved, the commission will have three members come January. The next meeting for the commission is scheduled in January.

The Environmental Affairs Commission agreed by consensus to recommend the reappointment of any commissioners who reapplied, and two applications were received. If approved, the commission will have a full five members come January. The next meeting for the commission is scheduled in January.

# Economic Development

## Economic Framework Strategy Development

### Maximize Economic Impact of the Municipal Airport

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

Staff has received the adjusted 100% completed design and the final construction documents and estimates to remove the dirt mountain. Staff is currently working with schedules to meet and discuss the new plans again based on the changes requested. This has been complicated by the precautions of COVID and the necessity to coordinate with Fort Huachuca, and their schedules. Once staff is satisfied with the plans, we will begin the statement of work for the actual construction project later in the FY.

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

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 might have qualified for this funding. We have since been advised the initial "dirt work" will not be considered. However, we were encouraged to consider applying for the grant assistance once we begin building structures and have a client identified who can demonstrate job creation. If awarded this funding will significantly offset the costs associated with the airport development work.

### Fry Boulevard Streetscape Project

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

### Fort Huachuca Joint Resource Utilization Study

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

Staff finalized and submitted the performance report due to OEA on October 31. The current expenditures are limited to staff time in preparing and selecting the consultant.

Staff has been working with Matrix Design Group on the stand-up of the committees and scheduling the kick-off meeting for December 10. Staff will be significantly involved as this process continues to support request for information and centralizing available information.

The fiscal impact for the study includes the 10% match to the entire grant through primarily City staff time supporting the process. The consultant cost is set at \$425,635 with the approximate total value of the grant at \$534,602 (federal funds \$480,700 and non-federal \$53,902).

## DCIPS Grant

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

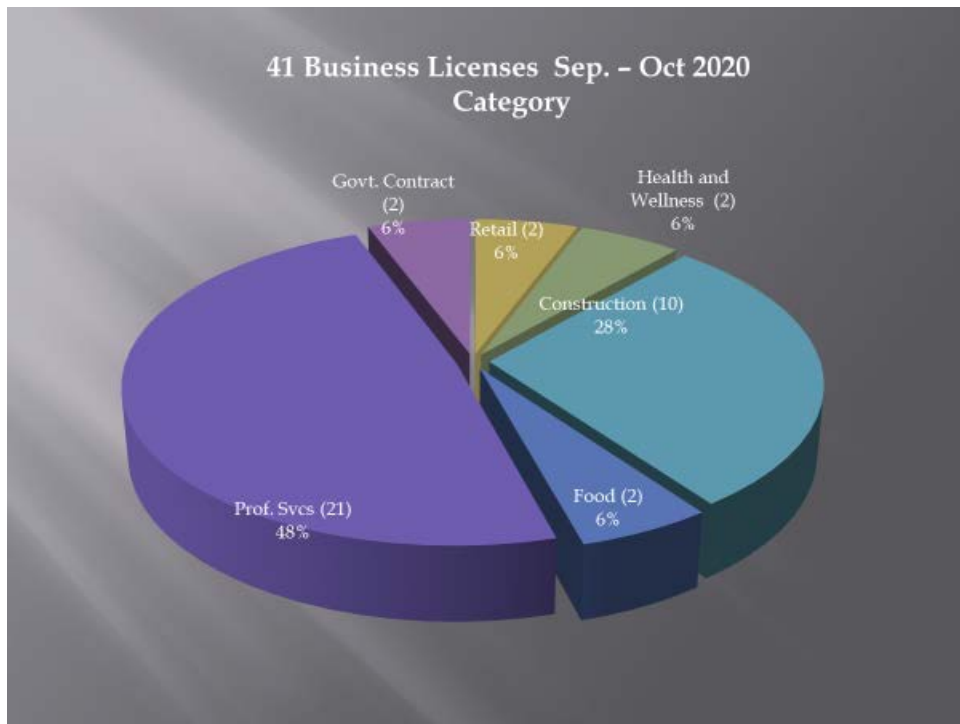
During this reporting period, staff has been working to create the scope of work and the request for qualifications (RFQ) necessary to support the design build of the EMS substation. There has been significant internal coordination to move this project forward as well as key external engagement with OEA and Fort Huachuca. On October 29, staff met virtually with OEA for the official kick-off meeting to formally start the grant cycle. The specific milestones must be met to ensure that we maintain the federal funding so this will be a priority for the staff.

Next steps: Expect procurement to advertise the RFQ in mid-November with the design build firm selected in January 2021 to meet the aggressive OEA timeline for construction.

## Sep / Oct 2020 Business License Analysis

There was a total of 41 new business licenses issued between September - October 2020. Of the new licenses, 7 were home based businesses. 19 of the licenses were out of town businesses. 4 were within five miles of the City, 3 were within 30 miles and 12 were greater than 50 miles from Sierra Vista. The remaining licenses were for a variety of services based on categories.

- 3 – Retail
- 2 – Health and Wellness
- 2 – Govt. Contracting
- 10 – Construction
- 2 – Food
- 21 – Professional Services



## Economic Development Activities and key engagements

02 September: Served as a panelist to discuss the implications of climate security on military installations and supporting communities at the Arizona: Climate Security Discussion sponsored by American Security Project

02 September: Supported the Council Candidate Orientation with an Economic Development update

03 September: Participated in the USDA Arizona Community Prosperity Virtual Summit

04 September: Coordinated photo op to highlight Cochise College's new Cyber Center and Virtual Reality Lab for future advertising opportunities

08 September: Attended the design kick-off for the design/build procurement process of the EMS Substation

15 September: Participated in the Resource Partners virtual discussion to demonstrate all the supporting resources for Sierra Vista business owners

16 September: Virtual meeting with a potential Airport business

17-18 September: attended the Annual Board Meeting for AZ@Work supporting Cochise, Graham, and Greenlee counties

17 September: Attended the Southern Arizona Economic Development Quarterly Meeting led by Pima County

23 September: Coordinated telephonic meeting with the CEO of a potential business attraction with Cochise College

24 September: Attended the virtual Association of Defense Communities Summit

25 September: Met with Fort Huachuca leadership to discuss the future of the Fort and partnership opportunities supported by the City of Sierra Vista

29 September: Participated in Regional Economic Development Professionals Update led by Sun Corridor Inc.

29 September: Served as a panelist on the ADC's Pop-Up session on DCIPS to cover the EMS Substation project

30 September: Telephone call with the Arizona Representative from the US Economic Development Agency concerning grant opportunities at the airport

06 October: Met with potential tenant at the Municipal Airport

07 October: Coordinated a phone call to discuss the way forward of the Environmental Assessment supporting the DCIP grant funded project of the EMS Substation with Fort Huachuca's Environmental Department

09 October: Follow-up phone call on airport opportunities at the municipal airport

13 October: Partnered with the Greater Sierra Vista Chamber of Commerce on Good Morning Sierra Vista Virtual event

15 October: Attended the virtual Association of Defense Communities Summit

19 October: Attended the ADC's virtual Army Town Hall with Army leadership presenting the current situation and future challenges with Army installations

21 October: Attended coordination meeting with the JRUS consultant to work through the kick-off meeting

21 October: Met with the Circle K Regional Manager on current plans in Sierra Vista, the Fry Blvd Streetscape project, and future development and upgrades to their locations within the City

27-29 October: Arizona Association of Economic Development Virtual Fall Forum

29 October: Attended the Sierra Vista/Fort Huachuca DCIP kick-off meeting with OEA

## Housing report

In the Sierra Vista area, Sep 2020 active inventory was 211, a 52% decrease from Sep. 2019. There were 186 closings in Sep. 2020, a 60% increase from Sep. 2019.

Year-to-date 2020 there were 1,407 closings.

Months of Inventory was 1.1, down from 3.8 from Sep. 2019. Median price of sold homes was \$209,000 for the month of Sep. 2020, up 7% from Sep. 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

## Visitor Center relocation.

Beginning with improvement construction in last fiscal year, the Visitor Center moved out of the OYCC foyer and into the large space in the rear of the facility. Now the Visitor Center is a welcoming space with room to navigate the literature displays. In addition to the new carpet, paint, and cubicle construction, interactive displays have been installed. As visitors walk down the hallway to the reception desk, they will find a panorama of the Huachuca Mountain range with peaks and valleys identified, a bird wingspan comparison display, and large photos of animals. In the larger area, a gallery of wildlife photos was installed to mask the accordion wall (which will remain closed), a large screen featuring sourced images, and two large fabric panels. Subtle audio of bird noises is still to be installed in the hallway, which will round-out the multi-sensory Visitor Center experience.

The intentional layout focuses visitors' attention on Sierra Vista's tourism pillars: hiking, bicycling, bird- and wildlife watching, and winery visitation, using large-scale graphics and furniture placement to facilitate traffic flow.



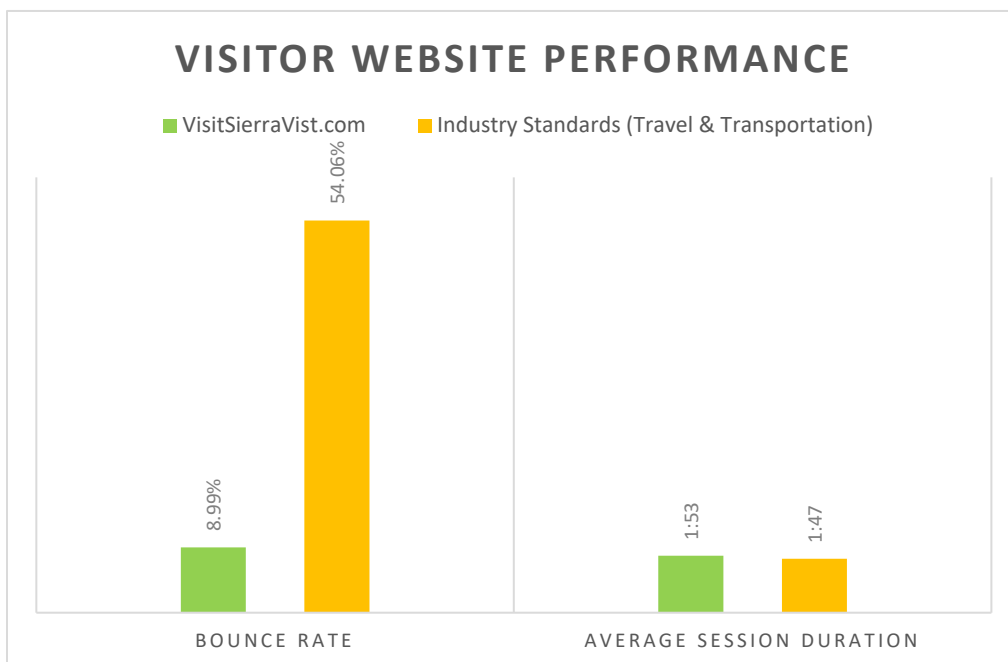
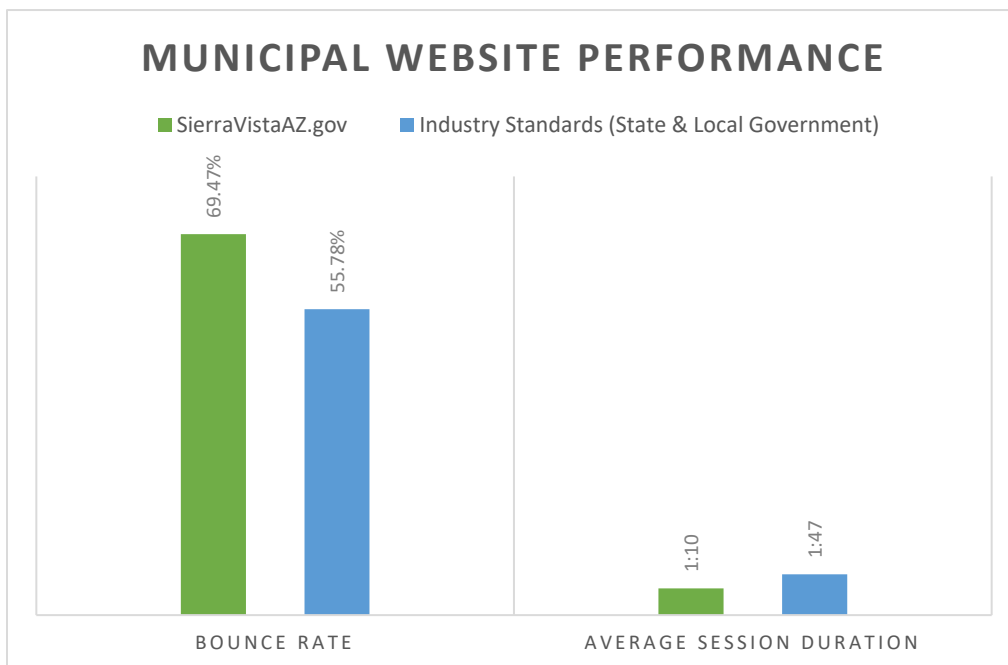
Some photos of the new Visitor Center, which includes oversize interactive graphics (above), a wildlife "portrait" gallery (left), and an inviting traffic flow (top).



**Website Performance.** Data for Q121 (July-Sept. 2020) for both SierraVistaAZ.gov and VisitSierraVista.com websites are shown below, along with industry standards for benchmarks.

75.4 percent of the traffic on the municipal website, SierraVistaAZ.gov, were unique users. The top page visited (besides the home page) was the [Living Here](#) page. This page is being used as a landing page for a cooperative marketing campaign between the Economic Development and Marketing & Communications divisions. (More information on this campaign is on the following page.) The municipal site is experiencing a higher bounce rate (69.47% vs 55.78%) and lower session duration (1:10 vs 1:47) than the State & Local Government industry benchmarks.

90.2 percent of the traffic at the visitor website, VisitSierraVista.com, were unique users. The top landing page was the [Three Favorite Hikes](#) page. This page was created as part of a paid campaign in FY20, and it is still one of the top performing pages quarter after quarter. The visitor site is experiencing a significantly lower bounce rate (8.99% vs 54.06%) and a slightly better session duration (1:53 vs 1:47) than the Travel & Transportation industry benchmarks.

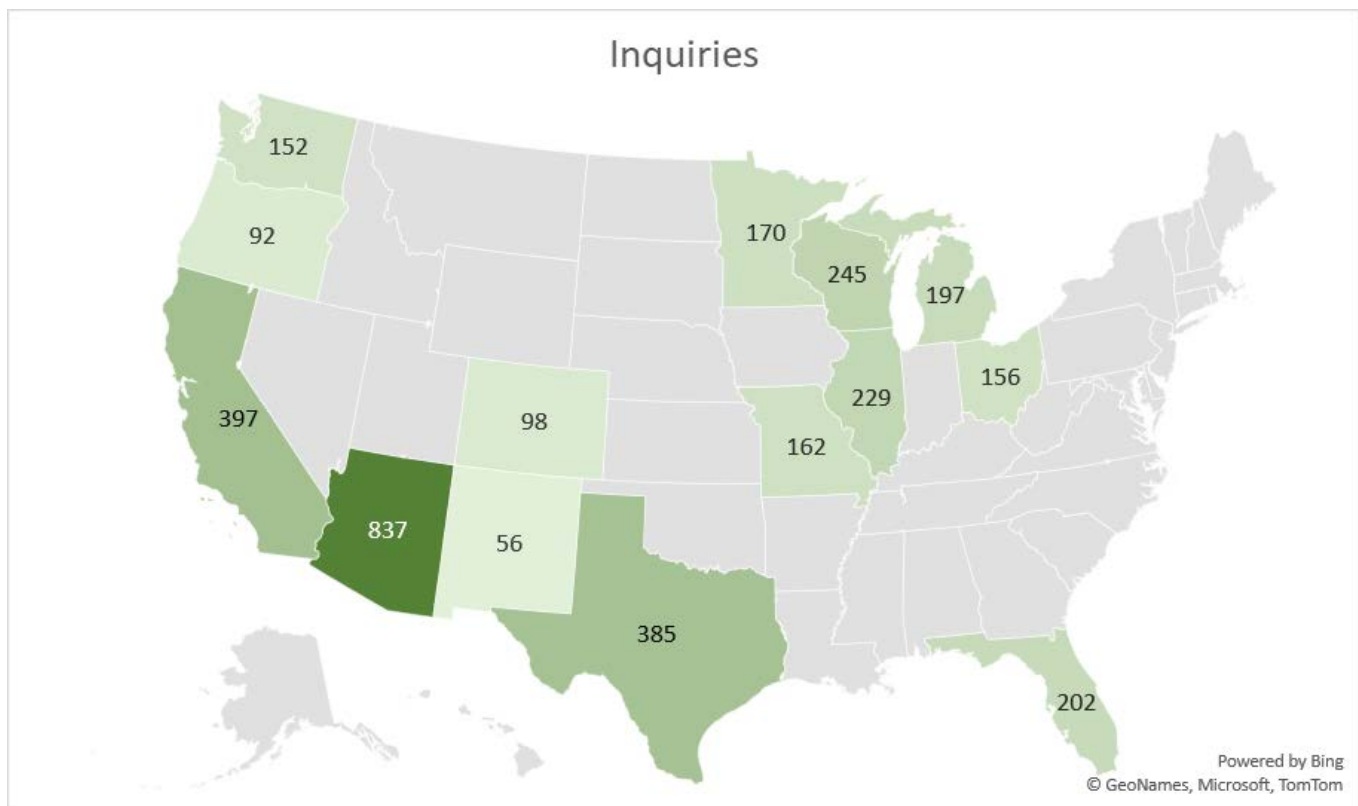


**Economic Development and Marketing & Communications Partnership.** In addition to providing marketing services to the Economic Development division for its marketing efforts, the two divisions are partnering on a digital ad campaign to increase awareness in key markets. The ads deliver both quality of life and quality of business messages. The campaign delivers ads via Facebook, search engine marketing, and programmatic placements. For Q121 (July-Sept. 2020), the campaign returned the following results:

Key Performance Indicators	Deliverable
Impressions	2,171,620
Clicks	24,063
Click thru rate	1.11%
Conversions (sign up for eNewsletter)	77

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

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



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

**Municipal Facebook Page**

Key Performance Indicators	1Q21	4Q20	% Change
Impressions	635,796	820,718	-23
Reach	326,089	467,169	-30
Engagement	29,920	49,245	-39
# Followers	14,021	13,850	1.23

**Visit Sierra Vista Facebook Page**

Key Performance Indicators	1Q21	4Q20	% Change
Impressions	402,091	753,363	-46.62
Reach	389,140	752,481	-48.29
Engagement	12,229	39	31,256
# Followers	20,832	20,858	-0.12

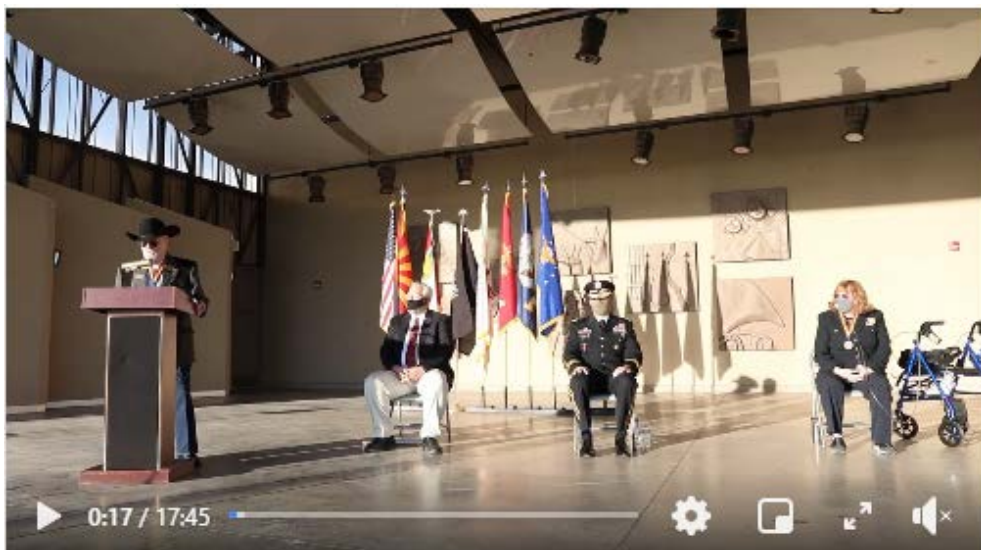
**Video Projects.** The Spotlight video received 15,810 views on Facebook and reached 17,802 viewers. Post engagement was extremely positive with 224 “thumbs up” and 64 “love” responses. There were no negative icons clicked. Comments included:

“Really happy we moved here 20 years ago from Illinois! Our police department and fire department are the best in the world!! Great folks and always with a good attitude! I’ve used the EMS ambulance several times and ALWAYS top notch!”

“Great update. Looking forward to the live Spotlight Breakfast in 2021. For a small town, we have some big leaders.”

“Very interesting, great presentation on all the updates!”

In lieu of a Veterans Day celebration in Veterans Memorial Park, the Marketing & Communications team developed a video for Veterans Day, which was released via Facebook, the municipal website, Cox Channel 12, and the Fort Huachuca social media channel on Nov. 11. As of Nov. 12, the video received 2,910 views on Facebook and reached 6,317 viewers. Engagement was also positive; the video has received 246 total reactions, to include 191 “thumbs up” and 55 “love” responses.



Sierra Vista’s “virtual” Veterans Day event was produced in the weeks leading up to Nov. 11, then released on Veterans Day via several media channels.

### 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 October; see Extended Stay Tax revenue in the Finance report. However, it is encouraging that Sierra Vista continues to receive requests for mailed literature (see "Fulfill Wpress/VC" data), phone inquiries, as well as some walk-in traffic.

### Tourism Commission.

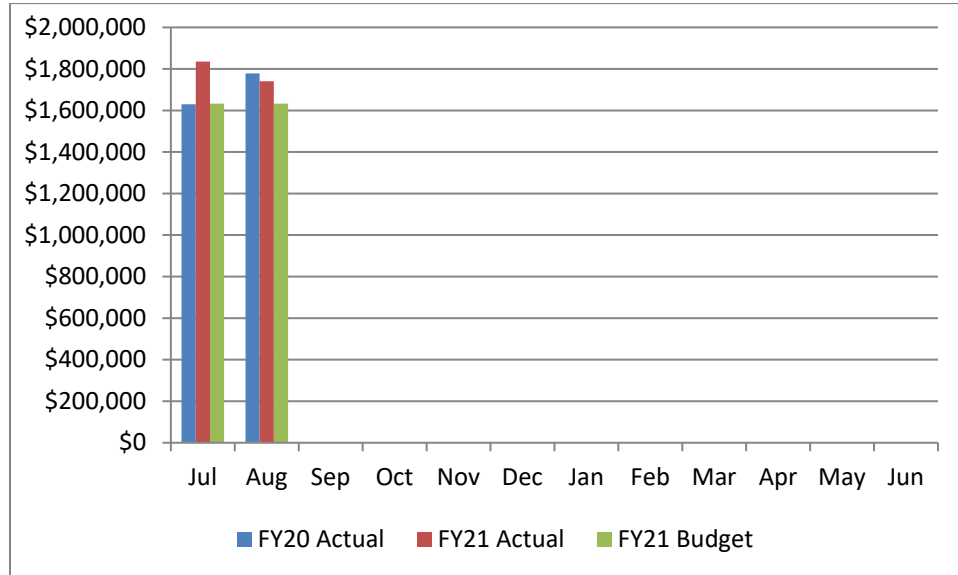
The Tourism Commission has not met at this time.

Visitor Source	January		February		March		April		May		June	
	2019	2020	2019	2020	2019	2020	2018	2020	2019	2020	2019	2020
Local-Not Identified	298	240	385	415	335	180	335	0	280	2	250	3
In-State	99	63	98	115	115	35	78	0	85	0	63	0
Out-of-State	528	493	660	700	680	253	550	0	233	1	213	1
Foreign	78	98	90	163	73	28	53	0	43	0	-	0
Phone Calls	300	268	230	325	240	313	230	270	245	260	178	232
Total Other Fulfillment	1303	1,266	1,109	1,303	935	321	897	132	1,363	217	959	199
Fulfill Wpress/VC	436	361	354	338	310	141	202	132	253	217	281	199
Literature Racks	470	110	345	570	165	140	240	0	850	0	63	0
Groups, Mtgs, etc.	562	795	410	395	460	40	455	0	260	0	615	0
<b>TOTAL</b>	<b>2,771</b>	<b>2,428</b>	<b>2,572</b>	<b>3,021</b>	<b>2,378</b>	<b>1,130</b>	<b>2,143</b>	<b>402</b>	<b>2,249</b>	<b>479</b>	<b>1,663</b>	<b>431</b>
Visitor Source	July		August		September		October		November		December	
	2019	2020	2019	2020	2019	2020	2019	2020	2018	2019	2018	2019
Local-Not Identified	285	2	250	1	223	63	288	75	253	195	250	173
In-State	118	6	88	4	80	50	140	83	33	43	35	85
Out-of-State	218	0	190	2	193	113	240	123	240	225	140	230
Foreign	5	0	0	0	20	0	20	18	40	43	90	35
Phone Calls	255	123	238	155	198	90	248	108	178	248	205	228
Total Other Fulfillment	686	184	890	343	673	395	1,403	200	760	1,043	681	1,142
Fulfill Wpress/VC	286	184	250	223	238	215	233	200	240	193	241	192
Literature Racks	200	0	100	0	50	0	620	0	275	260	70	860
Groups, Mtgs, etc.	200	0	540	120	385	180	550	0	245	590	370	90
<b>TOTAL</b>	<b>1,567</b>	<b>315</b>	<b>1,656</b>	<b>505</b>	<b>1,387</b>	<b>711</b>	<b>2,339</b>	<b>607</b>	<b>1,504</b>	<b>1,797</b>	<b>1,401</b>	<b>1,893</b>

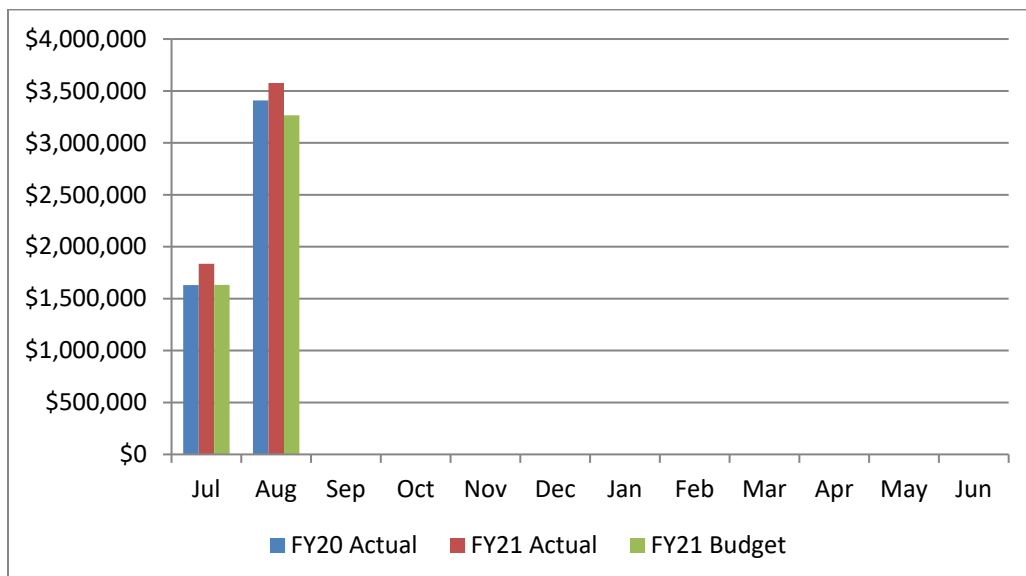
# Administration

**Sales Tax Collection.** Gross privilege tax collections for July were up \$205,166, or 12.6% from last July and August collections were down \$37,694, or 2.1% from last August. These individual month's data are skewed because a utility company's July 2019 return was included in August 2019's report.

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



Through August total privilege tax collections are up \$167,472 or 5.0% over last fiscal year and \$310,233, or 9.5%, ahead of budget. The chart below provides a monthly comparison of FY20 actual, FY20 budget, and FY19 for the complete Fiscal Year.



Description	Sep-19	Oct-19	Nov-19	Dec-19	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20	Aug-20
Utilities	103,067.90	87,268.57	79,950.93	88,942.27	101,145.65	92,785.59	80,521.75	74,434.93	75,239.21	79,760.61	99,493.64	93,872.50
Communications	20,609.07	20,427.16	19,993.57	20,352.03	15,921.72	15,548.81	15,989.89	15,671.12	15,763.80	15,608.32	13,925.27	11,791.14
Publication	3,837.74	3,281.19	2,872.34	2,697.11	3,783.44	3,175.78	3,048.83	2,155.87	2,812.02	2,827.26	3,208.34	2,547.41
Restaurant & Bar	197,415.00	189,395.23	208,004.65	212,733.55	194,907.59	186,602.83	170,720.45	141,888.71	202,876.33	200,632.51	212,542.00	206,433.95
Contracting - Prime	61,968.03	72,726.18	89,430.56	71,000.41	38,889.31	60,039.22	54,379.05	54,240.00	58,988.13	53,996.62	53,762.80	48,908.89
Retail Sales	801,748.59	825,142.63	883,768.22	1,069,108.59	766,917.36	807,931.35	852,486.28	855,486.82	1,001,425.57	1,007,508.10	916,689.85	893,975.40
Use Tax Purchases	58,101.37	61,061.36	60,140.92	63,728.10	54,196.26	48,936.13	57,720.49	49,722.13	56,512.51	75,546.28	66,184.03	56,723.08
Use Tax from inventory	1,276.30	(2,044.16)	912.32	486.63	2,576.90	975.39	1,358.50	1,061.04	440.13	166.28	772.72	796.72
Residential Rental	39,417.59	32,755.47	34,923.08	58,683.69	35,048.50	46,806.41	40,864.09	35,329.16	30,440.11	37,697.33	33,135.84	35,195.51
Retail Food for home consumption	198,627.20	197,856.92	213,082.26	293,643.80	209,998.79	205,783.39	287,400.08	257,490.35	239,907.47	229,617.14	239,063.18	202,019.39
Commercial Rental	21,777.78	30,920.86	32,540.80	35,062.53	30,924.41	30,730.92	29,813.97	25,702.76	25,685.88	32,062.28	28,156.64	33,116.91
Tangible Property Rental	19,716.15	21,474.10	19,677.82	20,167.95	24,026.55	16,312.77	19,513.27	14,279.30	17,009.33	17,548.81	21,037.43	17,509.07
Extended Stay	71,430.05	90,286.22	75,624.43	67,100.88	87,561.13	86,807.65	46,110.16	50,882.92	40,674.16	50,977.37	63,713.51	63,612.48
Online sales		36,764.85	56,125.74	69,973.36	78,267.90	53,725.13	61,500.01	76,363.98	79,094.82	75,101.01	79,797.51	76,718.37
Other	13,327.04	378.41	7,977.04	16,893.96	9,088.23	7,564.12	16,614.13	6,167.52	19,089.44	915.25	3,731.58	(2,456.46)