



Council Executive Report

Charles P. Potucek, City Manager

November / December 2021

Highlights

- ➔ In November, the Cove expanded its hours, to include additional lap swim hours in the morning and evening and opening at 5:30 instead of 6:00 for those early birds!
- ➔ During 2021, 5 police officers retired from the Department with a total of over 100 years of experience.
- ➔ As of December 31, 2021, 350 Santa ornaments have been sold.
- ➔ This year, SVFMS assisted 164 families and 378 children during its annual Christmas Drive!

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City Manager's Message

The new year brings everyone's favorite time of year – budget season! And while the process may seem cloaked in mystery, in actuality, it is a very straightforward procedure. We start the budget by asking some fundamentally important questions, such as, what are the economic, political, and social environments of the community and what is the City's financial position.

To answer these questions, staff remains engaged in the community and with Council throughout the year to effectively scan the environments and recommend realignment of resources to meet the needs of the citizens. Staff also monitors upcoming legislation and its potential impact to the City's budget. Lastly, a mid-year financial review is critical in assessing the effectiveness of the current year's budget and in setting realistic expectations for next year's budget.

As always, the Council's Strategic Leadership Plan is a vital tool in forming a new budget. The Strategic Plan serves as a statement of priorities that staff relies on to clearly demonstrate the desired results of the community. In the upcoming months, you will see new initiatives presented by staff that meets the Strategic Leadership Plan's critical success factors. We're excited to begin this important process for the City and see all the new projects that await Fiscal Year 2023.

In conjunction, staff is working hard to finalize several significant projects for Fiscal Year 2022. Despite the supply chain disruptions experienced all over the nation, the Fry/North Garden Improvement Project and the new Emergency Medical Services Substation have made significant progress. The deadline for bids on the next major anticipated projects, the Avenida Escuela Extension and the reconstruction of Charleston Road, ended on January 28th.

Upcoming Council Meetings

(City Hall Council Chambers except where noted)

Feb. 8, 3:00 p.m. – Work Session
• City Manager Update

Feb. 10, 5:00 p.m. – Council Meeting

Feb. 21 – City offices closed in observance of President’s Day

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

Feb. 24, 5:00 p.m. – Council Meeting

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The projects were awarded to KE&G and are set to begin in the springtime.

The beginning of the year is a busy time for staff, but we wouldn't have it any other way!

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

Chuck Potucek, City Manager

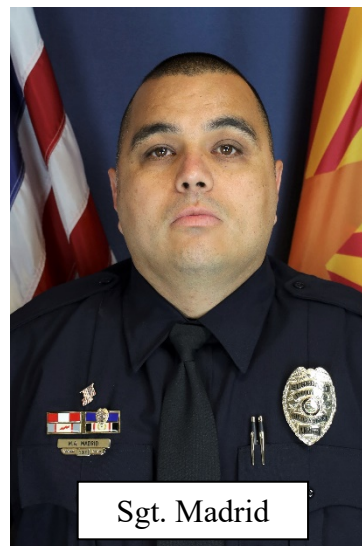
Police Department

Retirements

The end of 2021 brought an end to a “year of retirements” for the department. During 2021, five police officers officially retired with a total of over 100 years of experience. Retiring in 2021 were Sergeant Jeremy Wolfe, Sergeant Marco Madrid, Corporal Nick Lamay, Officer Lori Burdick, and Officer Allan Foote. Everyone will be missed, and the department wishes them well in their retirements!



Sgt. Wolfe



Sgt. Madrid



Cpl. Lamay



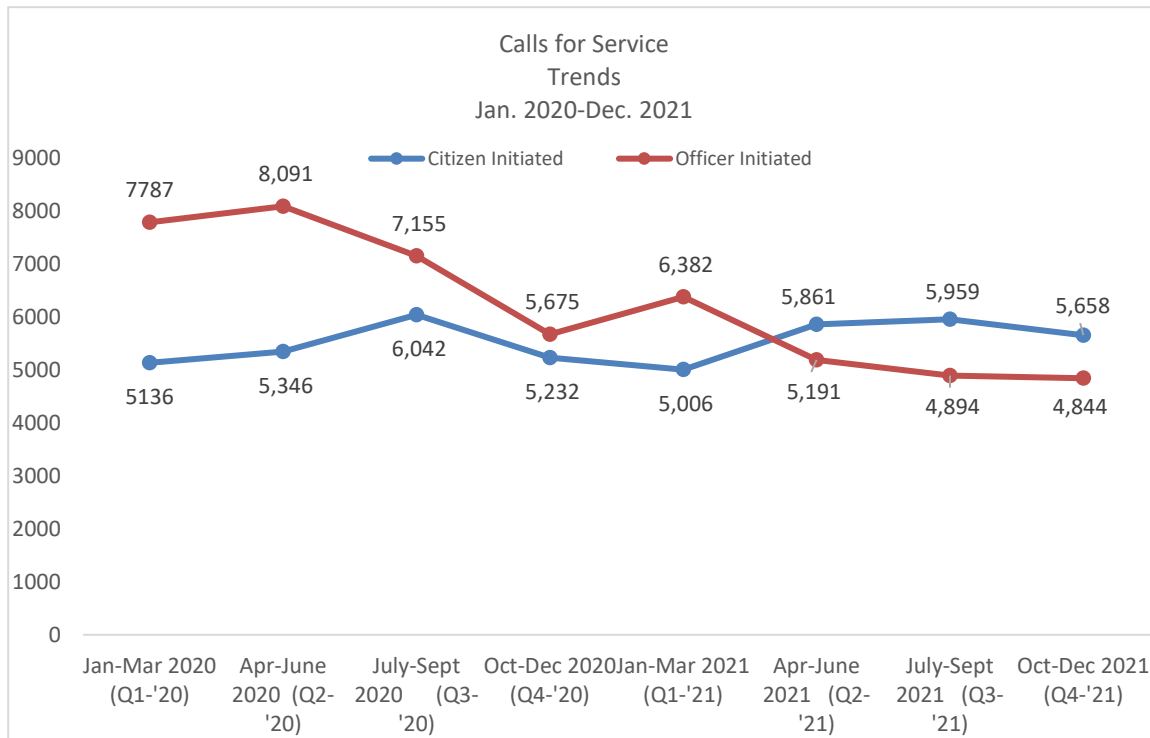
Ofc. Foote



Ofc. Burdick

CONGRATULATIONS!

Calls for Service - 2021



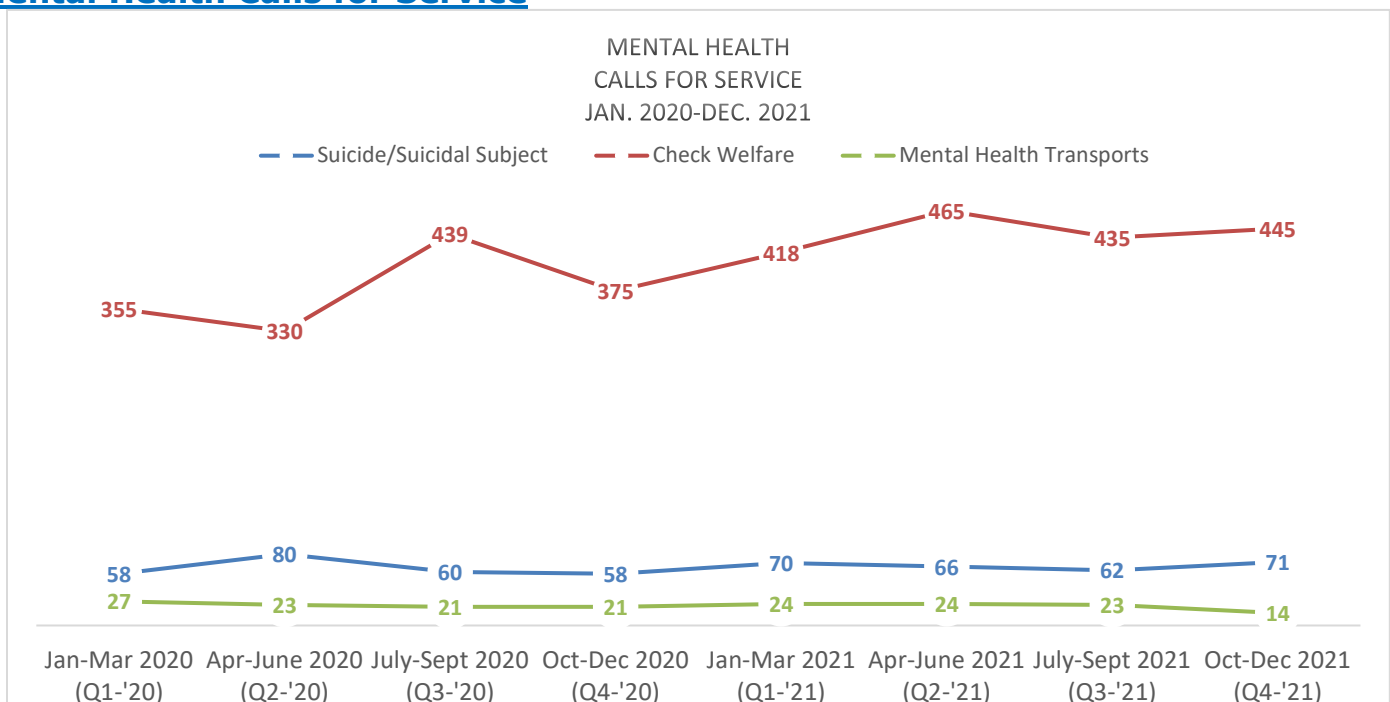
During Q4-2021, officers proactively generated 4,844 calls for service and citizens initiated 5,658 calls for service for a total of 10,502 calls for service in Q4-2021.

In total during 2021, officers responded to 22,484 citizen-initiated calls for service and proactively initiated 21,211 calls for

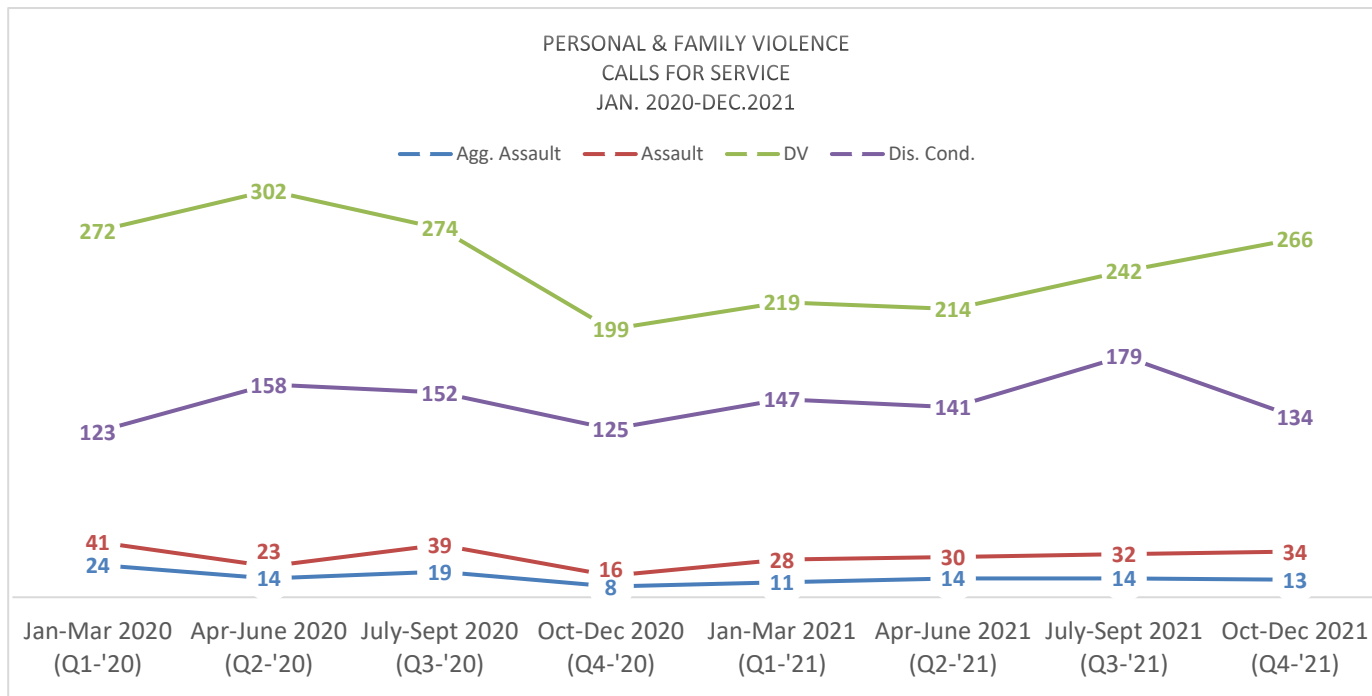
service.

The graphs below depict calls for service handled by the department from Q1-2020 through Q4-2021. It should be noted that these represent calls for service as reported to the department's dispatch center and do not represent whether the officers determined an actual crime was committed

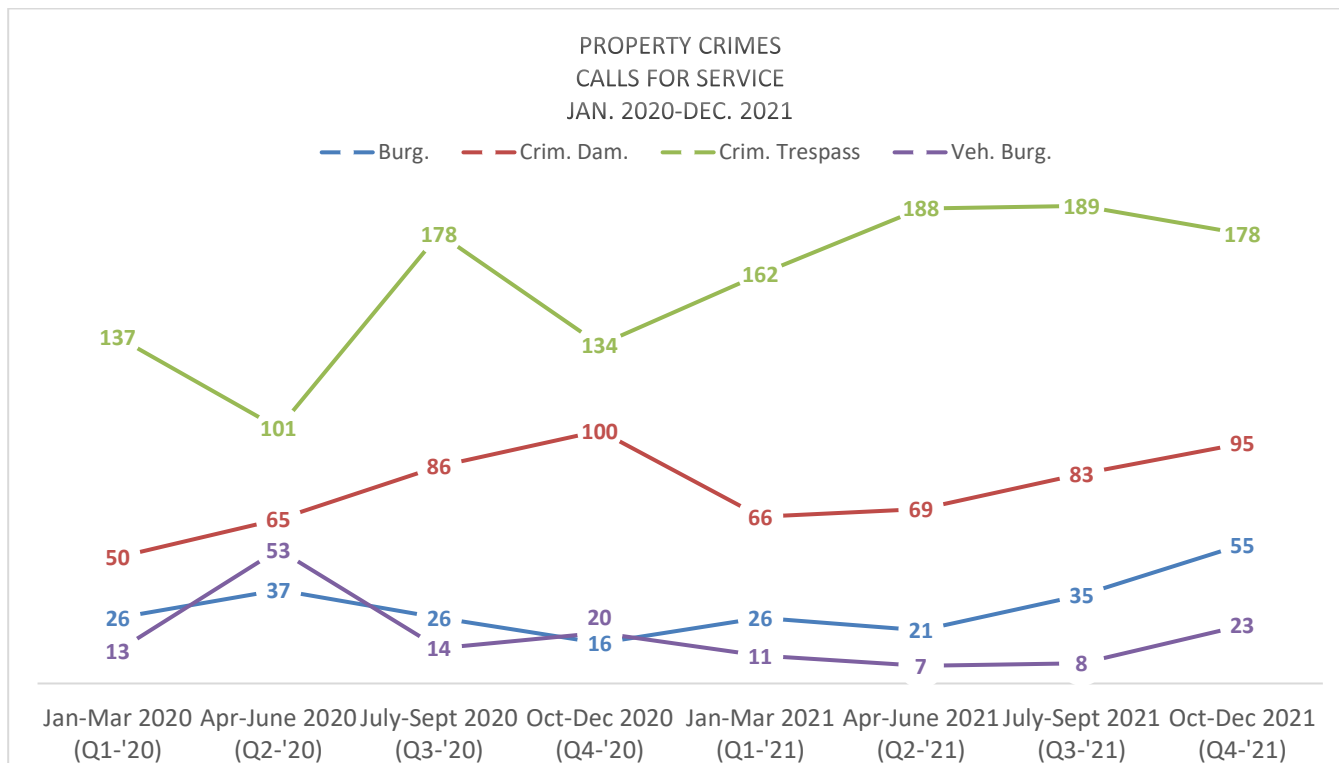
Mental Health Calls for Service



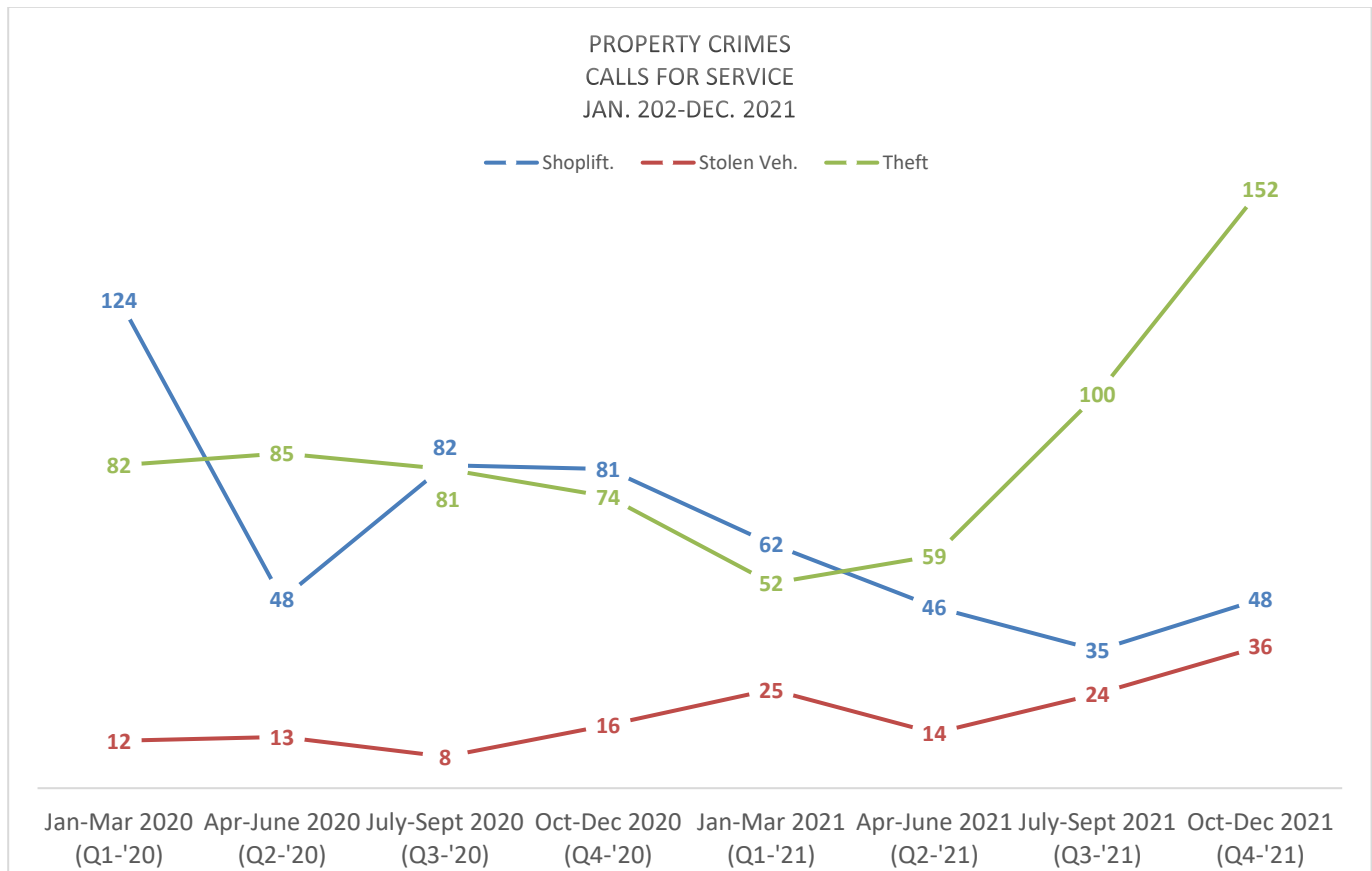
Personal & Family Violence Related Calls for Service



Property Crime Calls For Service



Property Crime Calls For Service (cont.)





December Report

The Better Bucks of Sierra Vista is off to a running start and has seen some significant progress over the last couple of months. Corporal Scott Borgstadt reports that there were increases in the sales and redemptions of booklets during December 2021. In addition, a partner merchant reported to Corporal Borgstadt that shopliftings have significantly decreased since the Better Bucks kick-off and credits the program for the reduction. Below are December 2021 statistics as reported by the Better Bucks Board of Directors.

December Sales and Income		
Sales Location	Booklets Sold	Income
SVPD & City Hall Booklet Sales	254	\$1524.00
Sierra Vista Library Sales (November 2021)	18	\$108.00
Cash Donations		\$62.00
December 2021 Total		\$1694.00
*Sierra Vista Library Sales (Dec. '21-in Jan '22 Report)	50	\$300.00

December Redemptions			
Redemption Location	Booklets Redeemed	Total Purchased	Reimbursed to Location*
City of Sierra Vista Transit (Bus Passes)	80	-	-
Food City (*Not available for December)	-	-	-
Fry's Food	81.2	\$610.10	\$394.68
Goodwill	71.8	\$461.55	\$350.51
Culver's	21.8	\$140.01	\$106.27

*Reimbursements lag a few weeks.

December Better Bucks Distribution by Provider	
SVPD	160
City Hall	40
City of Sierra Vista Library	60
Good Neighbor Alliance	20
Veteran's Organization	10
Joe McDermott (Board Member)	100
Fred Shirley (Board Member)	10
Total	400
Still Available at Board of Directors Discretion	31

Sierra Vista Fire and Medical Services (SVFMS)

COVID-19

COVID-19 is still very active in our community. Sierra Vista Fire and Medical Services (SVFMS) will continue to use the operational changes consistent with CDC guidelines to ensure care of all patients during and after the COVID-19 pandemic. These changes have proven to be more efficient and effective for our operations and ensure we are doing everything possible to keep our patients and staff safe. While COVID-19 is still present every day on calls and in our community, crews are asked to be vigilant.

Station 4

The EMS sub-station is making great progress and went vertical last week. The Fire Marshal and crews drive by daily to check on the progress. The estimated completion date is April 2022. Staff, with the assistance of Human Resources, is in the process of hiring additional personnel ready around the March timeframe to ensure readiness once the station opens. In addition, the newly hired staff will assist current personnel as we continue to see a record number of incidents in and throughout our automatic and mutual aid response areas.

Christmas Drive

The Christmas Drive was a huge success. Fire Marshal Foster and Firefighter/Medic Knodle took the lead and did an outstanding job with their team on the applicant sign-up days, toy sorting, radio promotions, Bag N Tag, and delivery day. This community continues to surprise everyone with its generosity. The amount of monetary gifts and new unwrapped toys was unbelievable and assisted in making this holiday season memorable for all who participated. This year SVFMS assisted 164 families and 378 children.

Incident Numbers

		Nov	Dec
Year to date Total Incidents	2021	8047	8828
	2020	6859	7607
October Totals			
Total Calls run by SVFMS	2021	810	781
	2020	685	748
Total Calls on FH	2021	34	24
	2020	29	27
Auto Aid Given	2021	77	65
	2020	47	80
Auto Aid Received	2021	116	131
	2020	93	136

Unit Responses

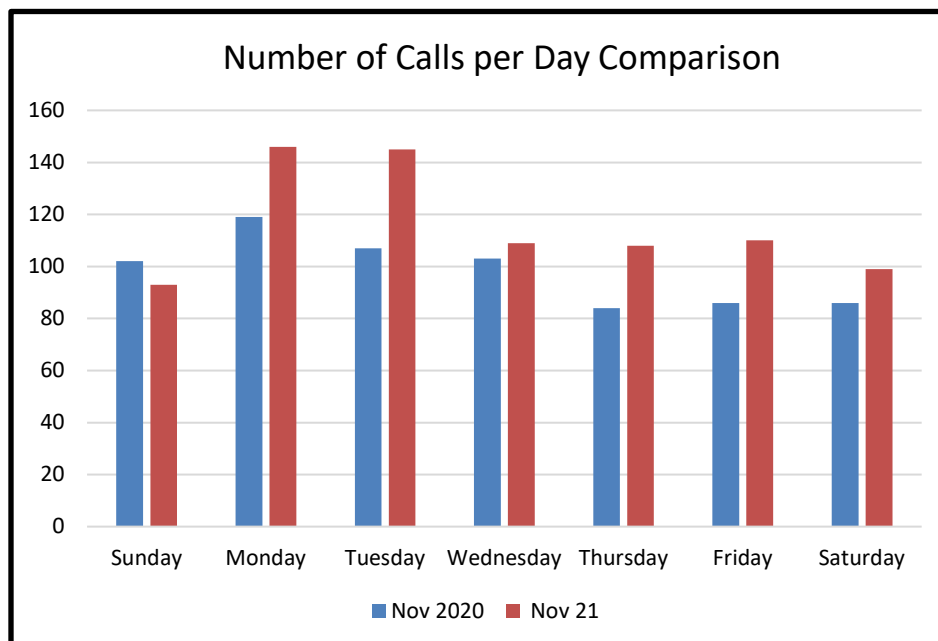
		Nov	Dec
Engine 201	2021	254	254
	2020	198	236
Truck 202	2021	183	186
	2020	185	190
Engine 203	2021	157 (31 transported)	140 (22 transported)
	2020	130 (22 transported)	162 (31 transported)
Medic 201	2021	264 (124 transported)	278 (133 transported)
	2020	212 (130 transported)	247 (155 transported)
Medic 202	2021	223 (116 transported)	223 (97 transported)
	2020	194 (112 transported)	210 (145 transported)
Medic 204	2021	97 (51 transported)	95 (57 transported)
	2020	25 (19 transported)	31 (31 transported)

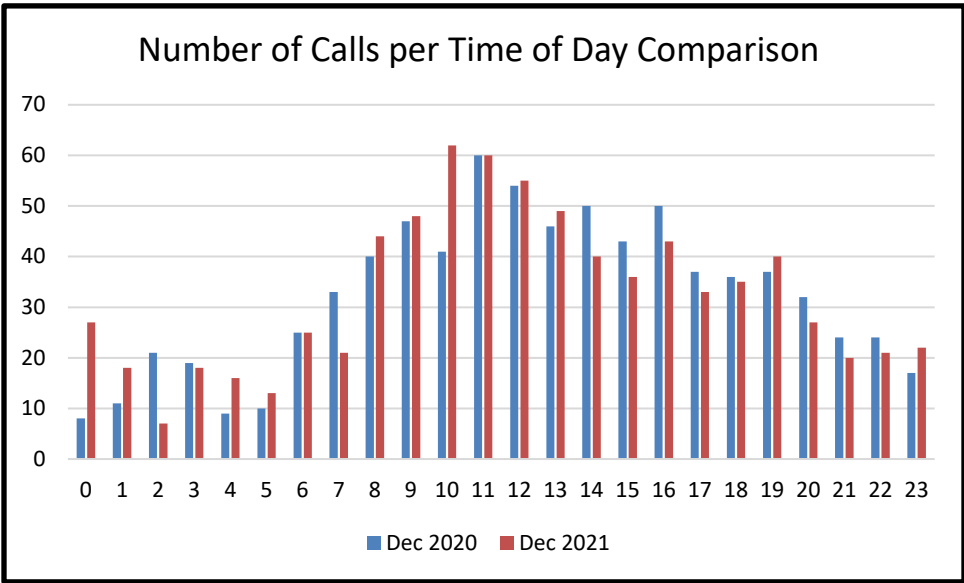
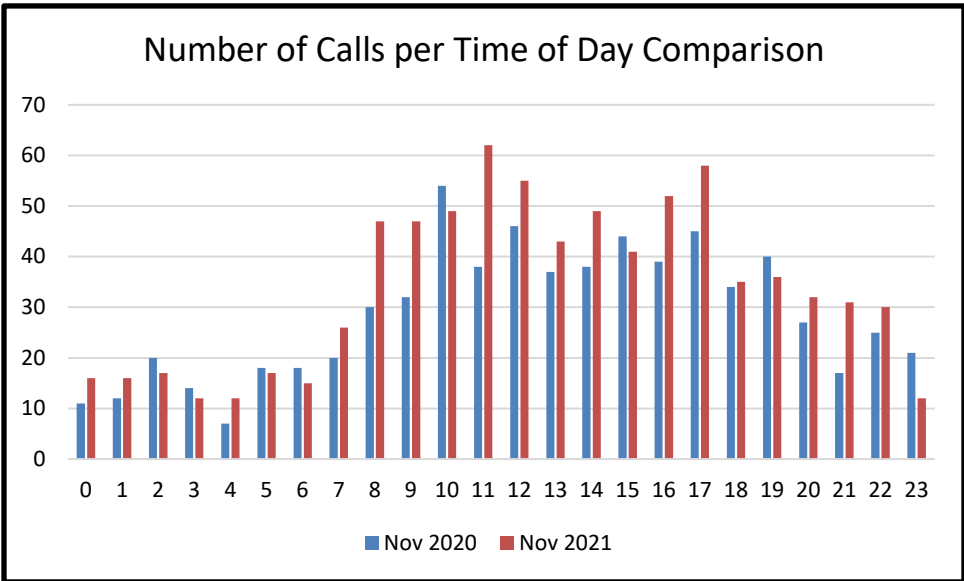
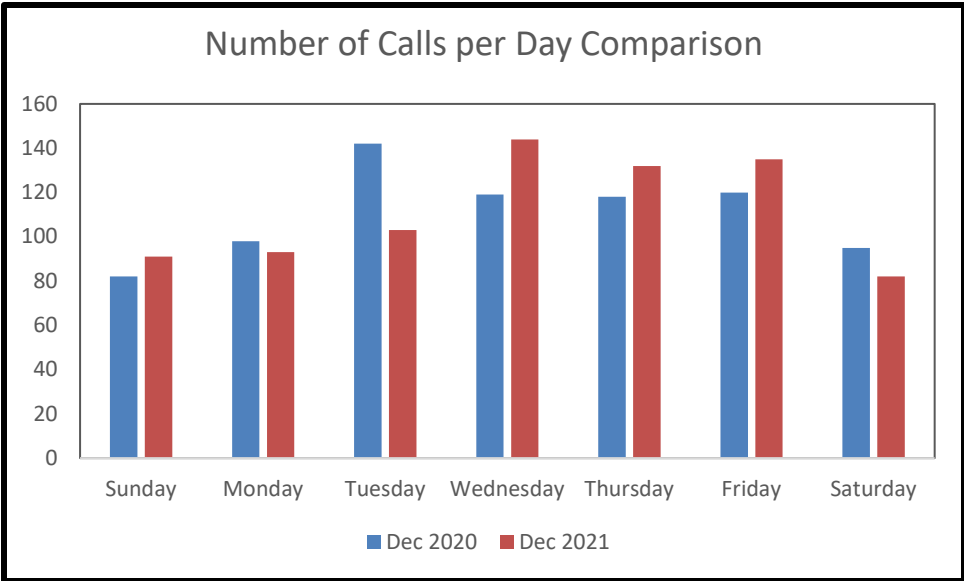
Unit Responses

		Nov	Dec
Medic 205	2021	29 (23 transported)	32 (20 transported)
	2020	29 (9 transported)	27 (14 transported)
Medic 206	2021	0	0
	2020	0	0

Nature Codes	November		Nature Codes	Nature Codes	Nature Codes
	Nature Codes	Nature Codes			
		Code 1			
Abdominal Pain	11	Trans	24	Outside Fire	4
Abdominal Pain Up	10	Comm Fire	1	Overdose	2
Allergy	1	Diabetic	4	Overdose Up	4
Allergy up	3	Diabetic Up	6	Poss Deceased	5
Altered LOC	37	Electric Haz	1	Pregnancy	2
		EMS-			
Animal Bite	1	Standby	1	Res Fire	13
Animal Up	1	Eye Injury	1	Seizures	5
Assault EMS	9	Fainted	17	Seizures Up	11
Back Pain	11	Fall Inj	30	Sick Person	111
Back Pain Up	2	Fall Inj Up	60	Smoke Inv	5
Bleeding	10	Fire Alarm	25	Snake Fire	11
Bleeding Up	16	Fire Assist	14	Stab/GSW/Pen	1
Breathing Prob	110	Hazmat	7	Stroke/TIA	12
Brush Fire	4	Hazmat Up	3	Suic/Psy Up	2
		Heart Pro			
Brush Threat	1	Up	10	Suic/Psych	7
Cardiac Arrest	11	Heart Prob	2	Traum Inj Up	1
Chest Pain	45	Lift Assist	43	Traum Inj	5
		Medical			
Choking	2	Alarm	7	Unconscious	26
Choking Up	2	MVA	17	Unk Problem	8
CO/INH/Haz	2	MVA Up	10	Vehicle Fire	3

		December			
Nature Codes		Nature Codes		Nature Codes	
Abdominal Pain	12	Diabetic	7	Outside Fire	3
Abdominal Pain Up	5	Diabetic Up	7	Overdose	3
Allergy	3	Electric Haz	1	Overdose Up	7
Allergy up	2	EMS-Standby	1	PD Assist	1
Altered LOC	29	Fainted	10	Poss	
Animal Bite	4	Fall Inj	28	Deceased	5
Assault EMS	4	Fall Inj Up	51	Preg Up	2
Back Pain	3	Fire Alarm	24	Pregnancy	3
Back Pain Up	2	Fire Assist	15	Res Fire	3
Bleeding	12	Ft Huach		Seizures	7
Bleeding Up	18	Backfi	2	Seizures Up	16
Breathing Prob	116	Hazmat	13	Sick Person	89
Brush Fire	2	Hazmat Up	1	Smoke Inv	6
Brush Threat	1	Heart Pro Up	9	Snake Fire	2
Cardiac Arrest	15	Heart Prob	1	Stroke/TIA	20
Chest Pain	41	Heat/Cold	1	Suic/Psy Up	4
Choking	1	Lift Assist	55	Suic/Psych	6
Choking Up	3	Medical		Traum Inj	10
Code 1 Trans	27	Alarm	7	Unconscious	25
Comm Fire	1	MVA	17	Unk Problem	7
		MVA Entrap	1		
		MVA Up	8		





Community Development

Planning & Administration

- **Commission on Disabilities Issues (CODI).** In December, the members of CODI met to receive an update on closed captioning technology for City Council meetings that's on track to start in early 2022; learn about upcoming bicycle/pedestrian projects being funded by an FTA grant; and a summary of outcomes of reasonable modification permit applications that have been approved under the new process (two approved; one withdrawn; and one denied).
- **West End Commission (WEC).** The WEC met in November and December to begin discussions on a springtime event tentatively planned for April 30, 2022, from 3 p.m. to 9 p.m. The focus will be on showcasing West End businesses. Daytime activities discussed include a ribbon cutting type ceremony for the first phase of the Fry Boulevard redevelopment; Arbor Day free tree giveaway; chalk art contest along the pedestrian walkways; car show along S. Fab Ave; kid activities (scavenger hunt; putt-putt; street magicians; balloon animals, etc.). Genres of live entertainment were discussed; attracting food/beverage vendors; and the need to engage the businesses to maximize participation.
- **Planning and Zoning Commission (P&Z).** The P&Z met in November to consider land use and zoning map amendments for the Phase 2 portion of Cyr Center Park (formerly Public Works Yard) at 1224 North Avenue to reflect its intended use as Open Space. The City-initiated applications were unanimously recommended for approval.
- **Development Review Committee (DRC).** On December 29, 2021, the DRC met to consider the approval of a site plan application for Casa Del Sol, Phase 2. The 2.4-acre portion of the overall 8.1-acre site is located at 1020 S. Carmichael Avenue. The second phase consists of two, four-story apartment buildings containing 64-units and an amenity area with pool, barbeque area, gazebo, and laundry/maintenance building. The units will be leased to low-to-moderate income seniors with affordability restrictions imposed by the Low-Income Housing Tax Credit program. The DRC considered the conditions of the Development Agreement that was previously approved by the Mayor and City Council that modified certain development code standards pursuant to the City's Urban Infill Incentive District policy. The application was found to meet the City's review criteria and was unanimously approved with two conditions. The Applicant indicated that he was in the process of renegotiating the deadline for completing the project by December 31, 2022, with the Arizona Department of Housing.
- **West Sierra Vista Redevelopment Area (WSVRA) Expansion.** On November 18, 2021, the Mayor and City Council approved Resolution 2021-078, authorizing the boundary to be expanded to include nearly all commercially zoned property west of 5th Street, covering 162 parcels comprising 111 acres excluding public rights-of-way. Staff is in the process of preparing text amendments to the West Sierra Vista Redevelopment Area Plan with the support of Stantec, Inc., the EPA Brownfields Consultant. A draft is expected to be ready for public review in February 2022.

Building & Inspection Services

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

PLANS UNDER REVIEW

PROJECT NAME	PROJECT TYPE	PROJECT ADDRESS
Chill Factor Hookah Lounge	Tenant Improvement	833 E Fry Blvd
COSV EMS Substation	Cell Tower New	2051 S 7th St
FHYZICAL SV	Tenant Improvement	1849 Paseo San Luis
Fry's Food - Phase 2 Pick Up Expansion	Tenant Improvement	4351 S Hwy 90
Pepsi	Commercial New	175 W Kayetan
Sierra Grande Clubhouse	Tenant Improvement	500 S 7th St
Sierra Vista Surgical Center	Commercial New	N/A
Urban Axe	Tenant Improvement	3758 E Fry Blvd
Vanilla TI	Tenant Improvement	302 El Camino Real, #11

PLANS APPROVED

PROJECT NAME	PROJECT TYPE	PROJECT ADDRESS
Arizona State Radiology	Tenant Improvement	155 Calle Portal, #500
Casa Del Sol - Phase 2	Apartment New	1020 S Carmichael Ave
Cochise Dental	Tenant Improvement	66 N Garden Ave
Dunkin' Donuts	Tenant Improvement	500 N Hwy 90
Haven Health	Addition - Commercial	660 N Coronado Drive
Navy Federal Credit Union	Tenant Improvement	440 N Hwy 90 #B4
Popeyes Chicken New Building & Drive Thru	Commercial New	467 E. Hwy 90
Salvation Army	Addition - Commercial	180 E Wilcox
Sky Island Apartments	Tenant Improvement	600 Charles Drive
Trouvaille Bakery	Tenant Improvement	920 E Fry Blvd
Vanilla TI	Tenant Improvement	150 N Canyon Drive

PERMIT ISSUED/UNDER CONSTRUCTION

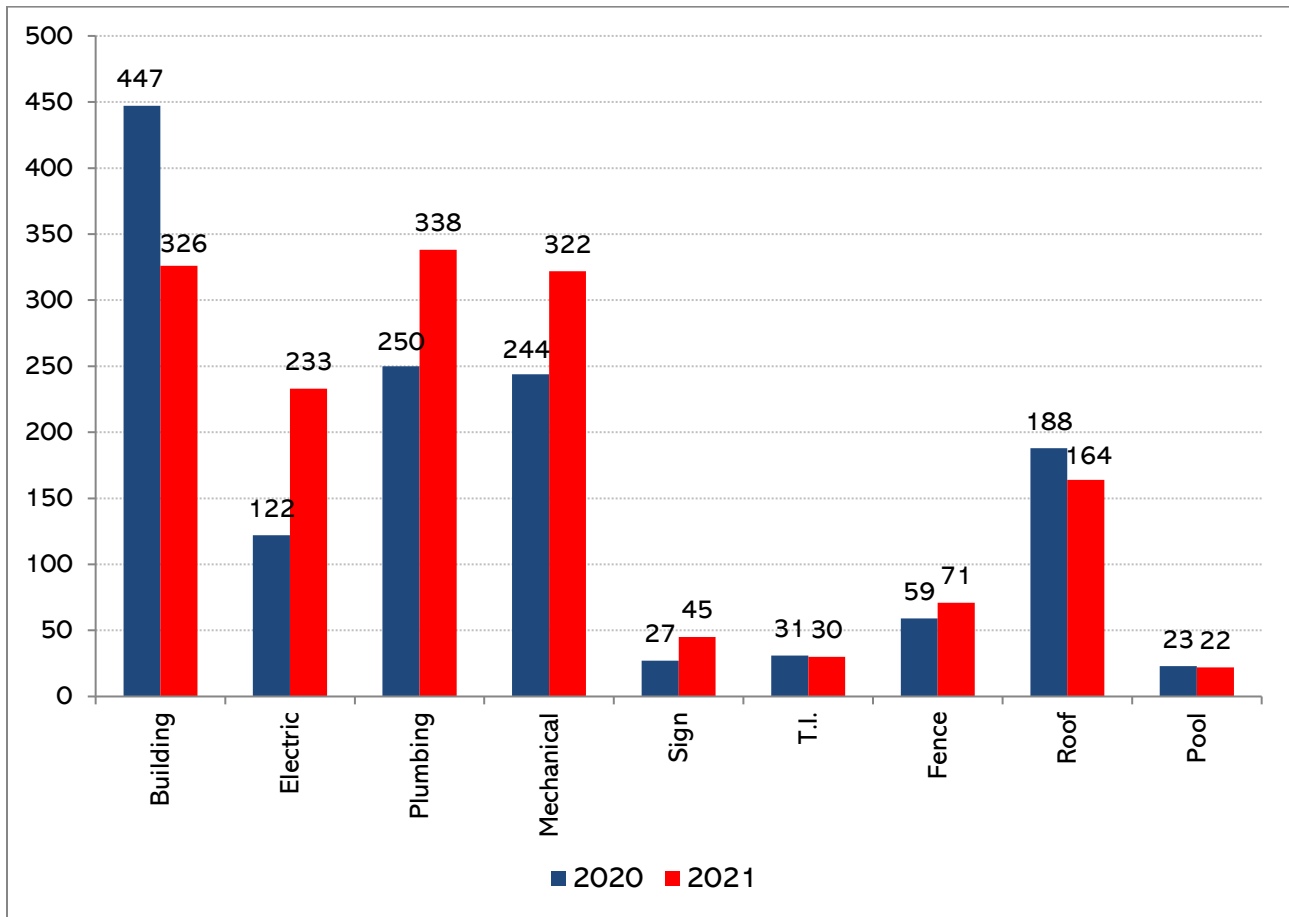
PROJECT NAME	PROJECT TYPE	PROJECT ADDRESS
Berean Academy	Accessory Commercial	1169 N Columbo Ave.
Buena High School - Shade Canopy	Accessory Commercial	5225 Buena School Blvd
Canyon De Flores - Dental Office Expansion	Tenant Improvement	3477 Canyon De Flores (B)
Colin Powell Learning Center	Tenant Improvement	4525 Campus Drive
COSV Fire Station #4	Commercial New	2051 S 7th St

Crazy Bato	Tenant Improvement	2270 E Fry Blvd, #E5
Culver's Drive Thru Expansion	Tenant Improvement	632 S Hwy 92
Dish Wireless - PXPHX00229A	Cell Tower Mod	1045 S Lenzner Ave
Dish Wireless	Cell Tower Mod	3616 E Little Hill Lane
FHASD Maintenance - Ft Huachuca School	Tenant Improvement	47120 Rucker St
Kristen Vasquez - Interior Renovations	Tenant Improvement	125 E Fry Blvd (2)
PDS Elementary - Shade Structure	Accessory Commercial	5142 Paseo Las Palmas
PXPHX00237A	Cell Tower Mod	4253 Enterprise Way
SEABHS	Commercial New	4721 Campus Dr
Sierra Vista Mall - Outlet S#2531	Tenant Improvement	2200 EL Mercado Loop
T-Mobile @ Teleperformance	Cell Tower Mod	4253 Enterprise Way
Tombstone Brewery	New Commercial	332 N Garden Ave
Vista Bella - New building #7 (fire)	Apartment New	77 El Camino Real
Vista Bella - Tenant Improvements	Tenant Improvement	77 El Camino Real
We Frame It - ADA Ramps	Tenant Improvement	590 E Fry Blvd

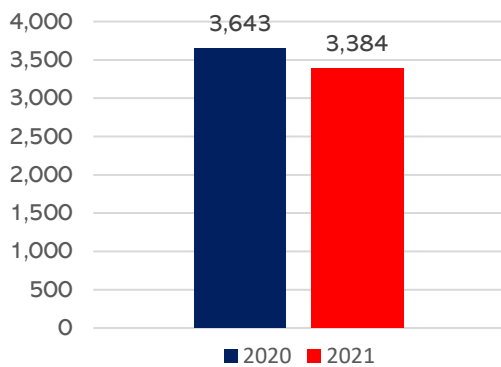
PROJECT COMPLETED

PROJECT NAME	PROJECT TYPE	PROJECT ADDRESS
Dutch Bros Coffee	New Commercial	475 N Hwy 90
U of A Groth Hall	Tenant Improvement	1140 Colombo Ave
Chiricahua Community Health - #200 & #600	Tenant Improvement	155 Calle Portal
Frys Food - expansion existing p/up & parking	Tenant Improvement	4351 E Hwy 90
Ginny Francis - New Stucco Façade	Tenant Improvement	1500 E Fry Blvd
Mister Carwash	Tenant Improvement	3850 Martin Luther King Pkwy
Johnson Controls	Cell Tower Mod	4481 Campus Drive (A)
Sierra Vista Electronics	Tenant Improvement	55 S Highway 92, #F
TI Flooring Company	Tenant Improvement	346 E Fry Blvd

YEAR OVER YEAR PERMIT STATISTICS



YEAR OVER YEAR INSPECTIONS



YEAR OVER YEAR CONSTRUCTION TRENDS

CONSTRUCTION TYPE	NEW CONSTRUCTION	
	2020	2021
SINGLE-FAMILY UNITS	97	54
SINGLE-FAMILY ADDITIONS	9	8
MANUFACTURED HOME UNITS	54	44
MULTI-FAMILY UNITS	0	0
COMMERCIAL (SQ. FT.)	0	22,165

Code Enforcement

The City's Code Enforcement officers responded to 102 complaints during the reporting period. In addition, court-ordered abatements were carried out at 107 North Canyon Drive and 140 E. Busby Drive involving the demolition and removal of unsafe structures.

CODE REFERENCE	COMPLAINT	REPORTING PERIOD	DESCRIPTION
		NOV-DEC (2021)	
150.25.4	ALLEYWAY MAINTENANCE	7	OVERGROWTH, OBSTRUCTION, DEBRIS INTERFERING WITH USE OF ALLEYWAY
150.25.8	DILLAPIDATED WALL/FENCE	2	NOT UPRIGHT/DISREPAIR
90.11	DOMESTIC FOWL	2	COOP LOCATION, CONDITION, ODORS, NUMBER
150.24.A	ILLEGAL DUMPING	4	DEPOSITING LITTER OR DEBRIS ON ANY LAND
50.16	ILLICIT DISCHARGE	1	UNPERMITTED WATER ON STREET OR WASH/CONTAMINATION TO GROUND WATER
150.23.17	INOPERATIVE VEHICLE	4	NO REGISTRATION, FLAT TIRES, DISABLED MOTOR
150.25.1	LITTER/DEBRIS	16	GARBAGE, WOOD, CANS, ETC. LITTERING A PROPERTY
150.25.5	OVERGROWTH	39	TALL GRASS & WEEDS (OVER 12")
91.11.B.1	RIGHT-OF-WAY ENCROACHMENT	4	OBSTRUCTION, NON-PERMITTED IMPROVEMENT IN PUBLIC RIGHT-OF-WAY
150.04.015	RV LIVING	1	OCCUPYING AN RV FOR MORE THAN 14 DAYS IN RESIDENTIAL ZONING DISTRICT
71.02.C	RV/TRAILER PARKING	1	LONG-TERM STORAGE OF RV/CAMPER/TRAILER ON PUBLIC STREET
150.23.13	SIDEWALK OBSTRUCTION	16	ANYTHING OBSTRUCTING A 36" WIDE PATHWAY OR 80" OVERHANG
150.25.10	SWIMMING POOL	1	GREEN AND STAGNANT POOL
150.18.A	UNSAFE STRUCTURE	2	UNFIT FOR HUMAN HABITATION/STRUCTURALLY COMPROMISED
TOTAL		102	



107 CANYON DR



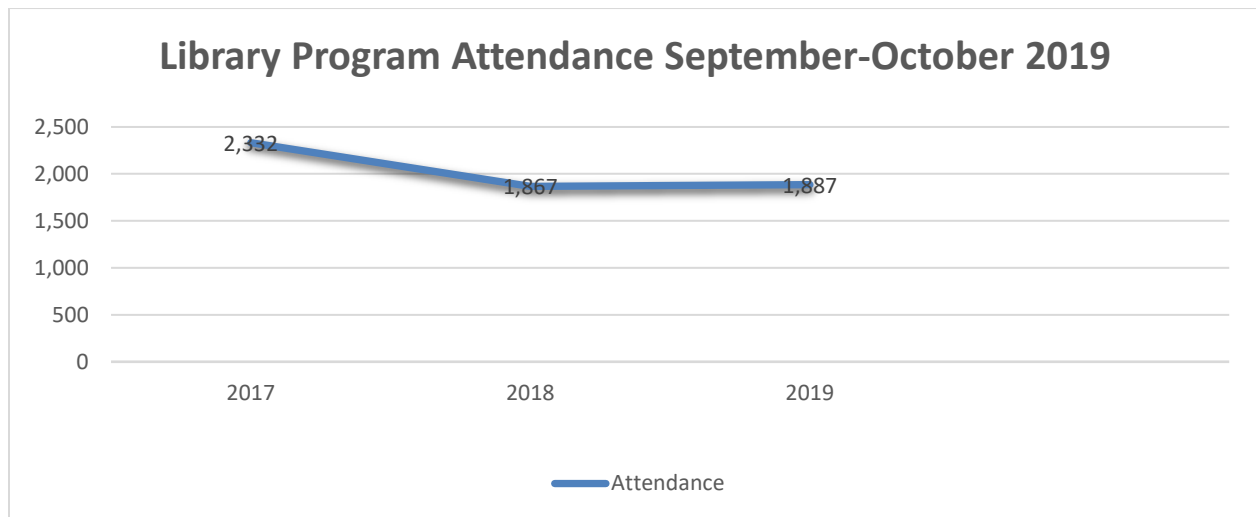
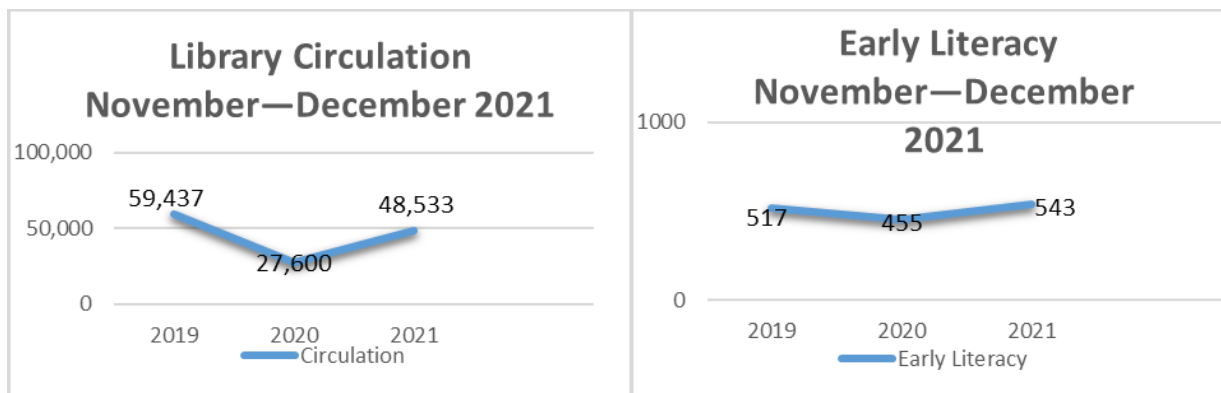
140 E BUSBY DR



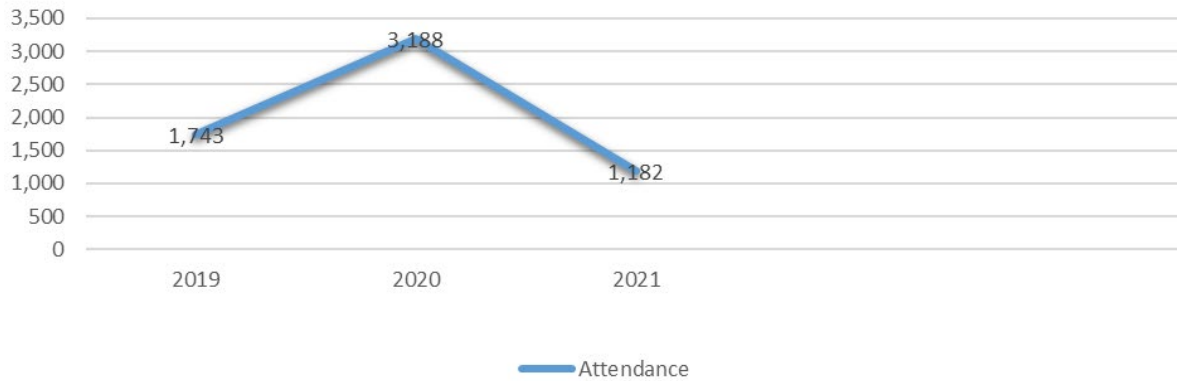
Department of Parks, Recreation, and Library

November - December Dashboard (Years: 2019 vs. 2020 vs. 2021)

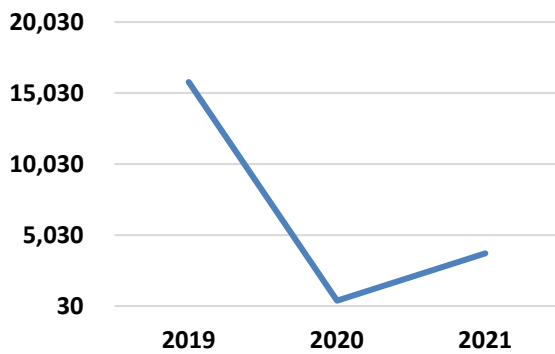
Library Circulation: November—December	48,533
Library Program Participation: November—December	1182
Early Literacy Participation: November—December	543
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Revenue: Nov. – Dec.	\$100,158
Program Attendance: Nov. – Dec.	3,751
Rentals: Nov. – Dec.	22,959



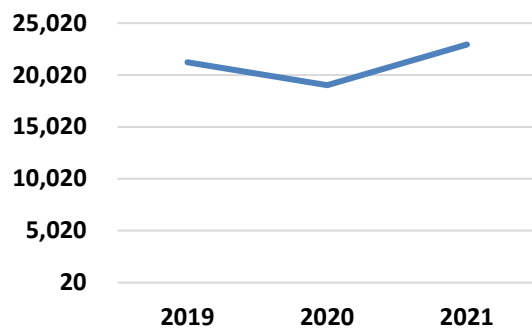
Library Program Participation November—December 2021



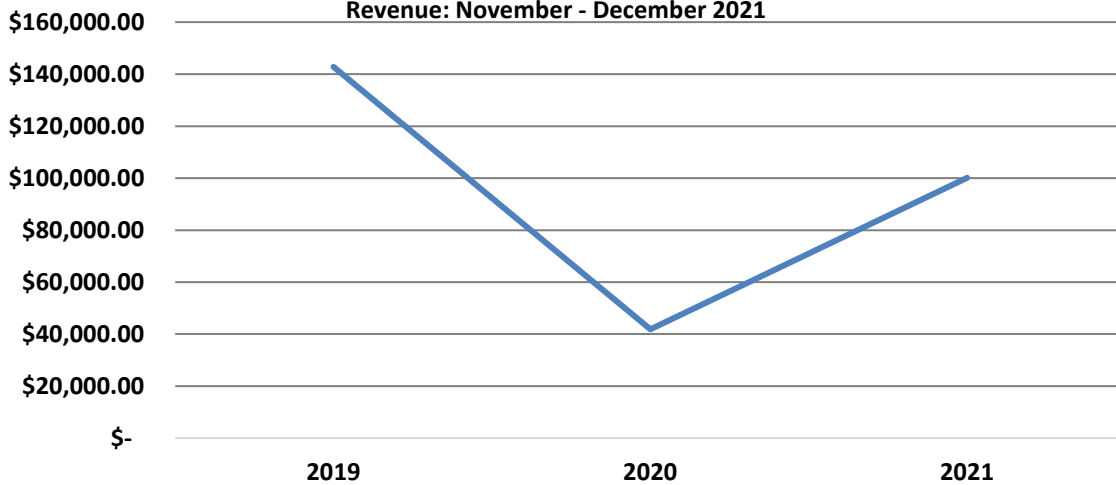
Parks, Recreation & Special Events Participation November - December 2021



Parks and Recreation Rentals (Facility/Field/Room Rental Headcounts): November - December 2021



Parks and Recreation & Special Events Revenue: November - December 2021



Special Events

Annual Veterans Day Parade

The Annual Veterans Day Parade returned this year on Thursday, November 11th. Forty-nine parade entries including active-duty troops from Fort Huachuca traveled the parade route from 7th Street to Veterans Memorial Park. The parade was followed by the annual Veterans Day Ceremony including the ceremonial cake cutting with the cake provided by the Military Officers Association. The ceremony at the park was a combination of active-duty troops and civilians and had a much higher public attendance than in previous years.



Pierce Wine Trail and Tour



On November 6th the Parks and Recreation Bus took its first outing since COVID with 30 fabulous participants to Pearce to visit 1764 Vineyard, Four Tails Vineyard, and High Lonesome Vineyard. On the way there we stopped at Talking Irons Coffee Saloon and ended the day with dinner at Thirsty Lizard Lounge on the way back. It was a great day and everyone had a lot of fun!

Annual Tree Lighting and Holiday Market

This event was expanded to two days this year and moved to the center of Veterans Memorial Park. Attendees welcomed the beautiful new centerpiece, a 20 ft. community tree which was generously donated by the Kiwanis Club. Food and craft vendors were on hand both days to sell their wares and the Noon Time Rotary Club operated a wine and beer garden, which was very successful. The community band played and Mayor Rick Mueller made welcoming remarks and counted down the ceremonial tree lighting on Friday evening. On Saturday, the Desert Swing Band provided a free holiday concert at noon. The Chamber of Commerce Christmas Light Parade traveled a new route around Veterans Memorial Park bringing attention and attendance to this great new event. There were children's games, snow machines and visits with Santa on both nights. Buena Rhythmics Advanced Choir provided entertainment on Saturday after the parade with carols and bells.



Active Adults

Senior Holiday Dinner

The Senior Holiday Dinner on November 16, 2021 was a big splash for the seniors this year with over 90 participants. The menu for the event was turkey, ham, mashed potatoes, dressing, vegetable medley, cranberry sauce and of course their choice of apple or pumpkin pie. The Department of Parks, Recreation and Library full time staff cooked and served the meal at the Ethel Berger Center. They held a raffle with several prizes for participants, which they always enjoy. The Buena Rhythmics Choral group was this year's entertainment and also assisted with service and clean up.



The COVE

Cove Offers Expanded Hours

In November, the Cove expanded its hours. This included adding additional lap swim hours in the morning and evening and opening at 5:30 instead of 6:00 for those who are early birds and like to get their exercise in before going to work. Staff added additional evening water walking and splash time hours while supporting two local swim teams who use the facility in the afternoon. Finally, a Saturday evening private rental option is being offered and has been a huge hit.



The Cove has various swimming activities from 5:30am-12:00pm and 4:00pm – 8:00pm on Monday and Wednesday and 5:30am-9:00am and 4:00pm-8:00pm on Tuesdays and Thursdays. Fridays from 5:30am-12:00pm and 3:30pm-5:30pm and Saturdays 8:00am – 5:30pm.

Parks

Christmas Set Up

This year the Christmas Tree Lighting event was moved from the flagpole area to the center of Veterans Park. Staff held a tight schedule this year with the new Christmas tree arriving the week before the event, but our Parks Maintenance Team had the tree up and running in one day. Finding a level spot, establishing an electric connection, and securing the tree from the elements were a few of the set-up issues that were solved by the staff. The trees in the front of the park were also lit with the help of SSVEC and their larger bucket trucks. City staff across several departments and volunteers wrapped lights around the ash trees along the southwest parking lot in record time! Staff want to make sure to thank everyone who helped to bring our beautiful Park to life! We can't wait to do it again next year!



Parks Maintenance

Now that our fall/winter events have come to a close, and thanks to our mild winter so far, staff will be starting the aeration and fertilization of the larger parks and sports fields. This process helps nourish the soil for the upcoming spring seeding. Fescue will continue to stay green into the winter like much of our sports fields, but the Bermuda will go dormant. The roots of both grasses continue to germinate throughout the winter as we do not have the harsh winters as in areas to the north.



Collaborative Initiatives

Collaboration is defined by the action of working together to produce or create something—and our divisions have been doing just that! Program Leaders Mollie Shelton and Ruth Fenchak (of the art studio and the library, respectively), have been hosting monthly programs for children and teens ages 10-18 in the art studio space using funds generously donated by the City's two Friends of the Library Groups. This is a win-win as we're introducing a new generation to art as a hobby in a different space than the library, while keeping the program free and accessible to all who are interested.



This month, the leaders taught local teens how to make pinch pot succulent planters out of clay. The creativity flowed in the brightly lit studio space as the participants learned how to work clay using only their hands as tools to create something they can utilize daily in their homes. If you don't know what a pinch pot is: let us inform you, as they're incredibly easy and a delight to make. A pinch pot is a lump of clay, pounded and made malleable by using hands or instruments—followed by multiple "pinching" movements to mold the clay into a shape such as a cup, bowl, or flowerpot. The only true limit is the artist's imagination and there's all sorts of practical uses for them around the house or office.

Ms. Shelton has begun selling 1-pound portions of clay so that community members wanting to "dip into" ceramics but don't want to purchase an entire bag (20 pounds) can do so affordably and without commitment. Remember this next time your family visits from out of town, as the artist studio is really one of our local gems where lots of creative and fun times can be had for a very affordable price. Staff on hand can teach you or a guest how to make your own decorative pinch pot effectively in no time!

Monthly Surprises at the Art Studio of Sierra Vista

Sierra Vista's art studio is on 'fire' lately (pun intended)! The studio was busy getting ready for the holidays with monthly "pop in" programming for both the months of November and December. Local residents were so excited they purchased 325 pounds of clay in those two months (that's A LOT)! Christmas ornaments brought in over 27 people to the studio, using cookie cutters and colorful glazes to create their own meaningful gifts to hand out to friends and family during the most special time of year. Ms. Shelton has been working on programming that doesn't involve clay as well, to bring in other art forms and interests into the studio space. Watch for embroidery in January and sign up if you'd like to learn the basics of stitching. The example to the right is what participants will walk away with following class instruction.



In addition, if you'd like to participate in next month's pop in program, use your fingers to create a heart shaped trinket tray—perfect for that special someone in your life just in time for Valentines Day!

2021 Adaptive Adults Christmas Show

If you couldn't make it to the 2021 annual Therapeutic Recreation Christmas show this past December, you definitely missed out! This year, participants planned a variety show that included reading stories, performing skits, festive dancing, and songs. Examples of some of the performances include a skit of the Grinch Who Stole Christmas, a reading of the "Night Before Christmas," and multiple belt worthy songs including some classic holiday favorites as well as "Beat It" by Michael Jackson and "Uptown Girl" by Billy Joel. The non-holiday music broke things up a bit and kept the audience on their feet, clapping and singing along to some of their all-time pop favorites!



Therapeutic Recreation staff held practices 1-2x a week for the past several months for all those who wanted to participate--and were commended by management at the start of the show for their hard work and organizational skills in helping to put together such a heartwarming and meaningful event for the participants, their families and friends.

Following the hour-long interactive program, a potluck dinner was enjoyed by the audience and organizers alike. At the end of it all, TR folks enjoyed a surprise special visit from Santa Claus.

Commission Updates

Parks and Recreation Commission

The Parks and Recreation Commission met on November 2nd and December 7th. Agenda items discussed were a peace pole proposal and presentation from Sierra Vista South Rotary; McFadden Park Dedication scheduled for Saturday, January 22nd at 3pm; Adopt-A-Park; Roadrunner Park public process on feedback for its future development to begin in the spring; ideas for new commission projects and expiring member terms. This commission has no vacancies. The next meetings of the Parks and Recreation Commission will be held in-person at the Oscar Yrun Community Center on January 4th and February 1st at 5:30 p.m.

Library Commission

Did not meet during November or December. All positions are currently vacant with one application under review. Meetings will commence as members become available.

Youth Commission

Meetings on hold pending membership applications. No applications have been received.

Commission on Cultural Diversity

The Commission on Cultural Diversity met on January 4th and is discussing bringing back the Diversity Fair in a different iteration, and possibly some public art projects (in collaboration with the A and H Commission) next fiscal year.

Arts & Humanities Commission

The commission is scheduled to meet in January and decided not to hold meetings over the holidays so there's nothing to report for December. The commission currently has 3 active members and 2 vacancies. The commission is beginning discussion of a large "Chalk Art Event" this Spring in the City's West End district to coincide with a springtime event.

Upcoming Events:

February 12: Tubac Annual Festival of the Arts – Departs from Ethel Berger Center - 8:30AM

March 18: Tsunami Night – Cove – 6:00PM – 10:00PM

February 26: Senior Expo – Ethel Berger Center – 10:00AM – 2:00PM

March 25-27: El Tour De Zona - Veterans Memorial Park

March 19: Spring Bazaar - Ethel Berger Center – 9:00AM – 3:00PM

Public Works

Engineering

Fry / North Garden. The Fry / North Garden Improvement Project is really starting to come together! Although the contractor had originally hoped to complete the project in December, supply chain disruptions and the prolific monsoon season were challenges that led to some delays. However, the contractor is still anticipating completion in the early spring. Feedback on the new roadway profile has been very positive, especially as amenities such as streetlights and landscaping are installed. Previously, streetlights were inconsistently placed and landscaping was largely non-existent. Area businesses are remaining open during construction, and the contractor is taking care to make sure access is as minimally disruptive as possible. However, the active construction zone does require some restrictions, and both motorists and pedestrians are reminded to obey all traffic control devices and instructions from construction personnel. Walking or driving around signs and barricades is hazardous for all involved and could lead to damages or injuries!



EMS station. Construction of the new Emergency Medical Services station hit a milestone recently when vertical construction started. With the walls now rising, the building is starting to take shape and become more noticeable to passers-by. Utility work is also ongoing as line extensions are brought into the site. The EMS station will help to improve response times to the western and southern areas of the city in particular, which includes many military families living off-post. The project is on an accelerated timeline due to the City's successful application for a federal grant, and substantial completion is scheduled for April 2022.

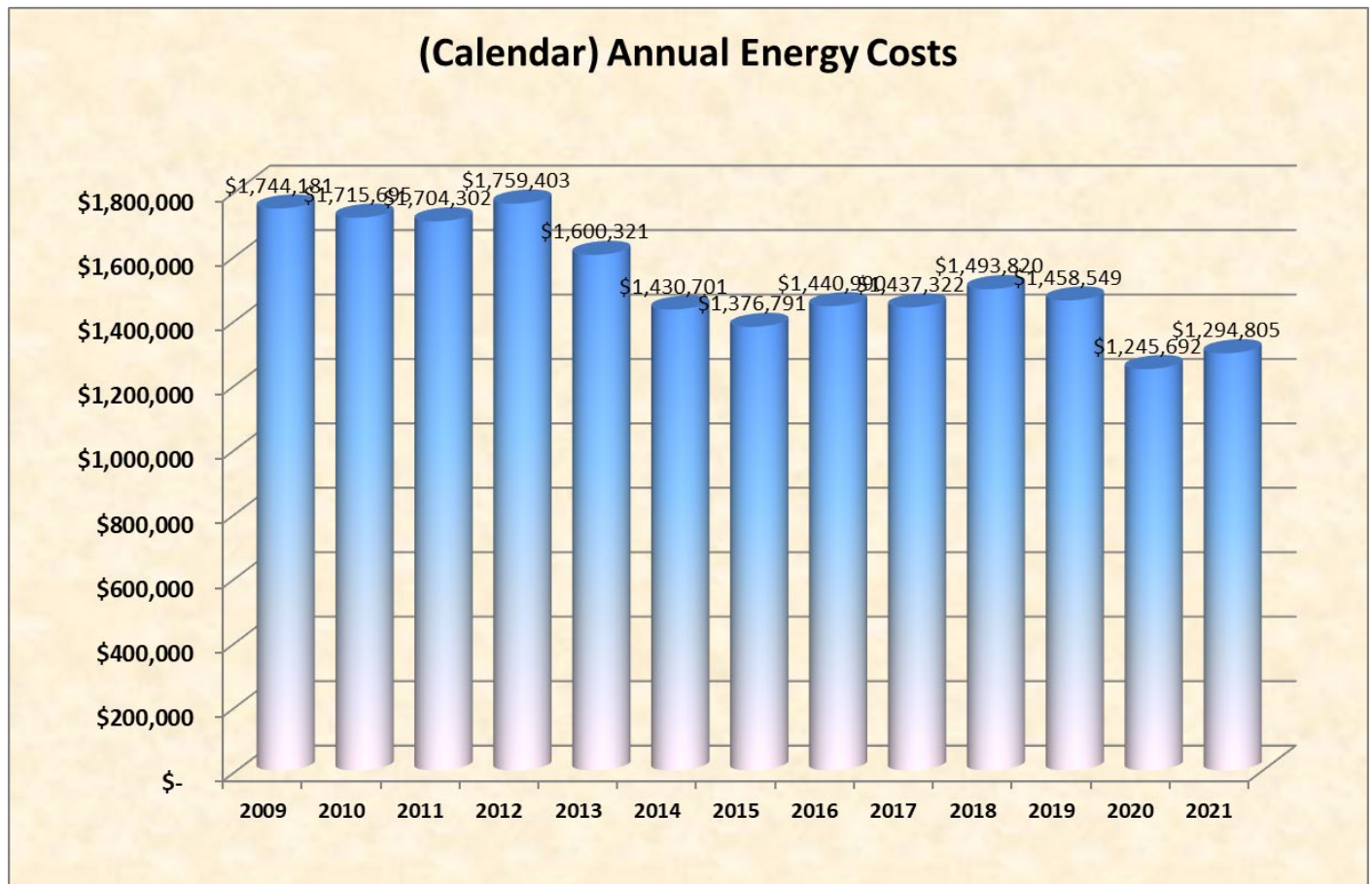


Future Projects. Engineering has completed plans on two projects which are now out to bid: the Avenida Escuela Extension and a roadway reconstruction/repair on Charleston Road. Both projects will be bid together to benefit from economies of scale. The Avenida Escuela project in particular is an exciting one which has been many years in the making. It will complete the final segment of the roadway from Wal-Mart to the ballfields and will provide a secondary access into

and out of the ballfields. Construction of both projects is anticipated to begin in the spring.

Facilities

Schneider Project. It has now been close to two years since the majority of the Schneider energy efficiency projects were completed. With December being the end of the year, a graph showing annual energy usage is included below. Note that with the exception of the pandemic year in 2020 when most City facilities were either closed or operating at reduced capacity, 2021 saw the lowest energy use on record and was more than \$80,000 lower than any year prior to 2020! As recently as 2012, the City was spending more than \$1.7 million dollars each year on electricity at its facilities. For the last two years, those costs have been under \$1.3 million, meaning \$400,000 is now available for other priorities.



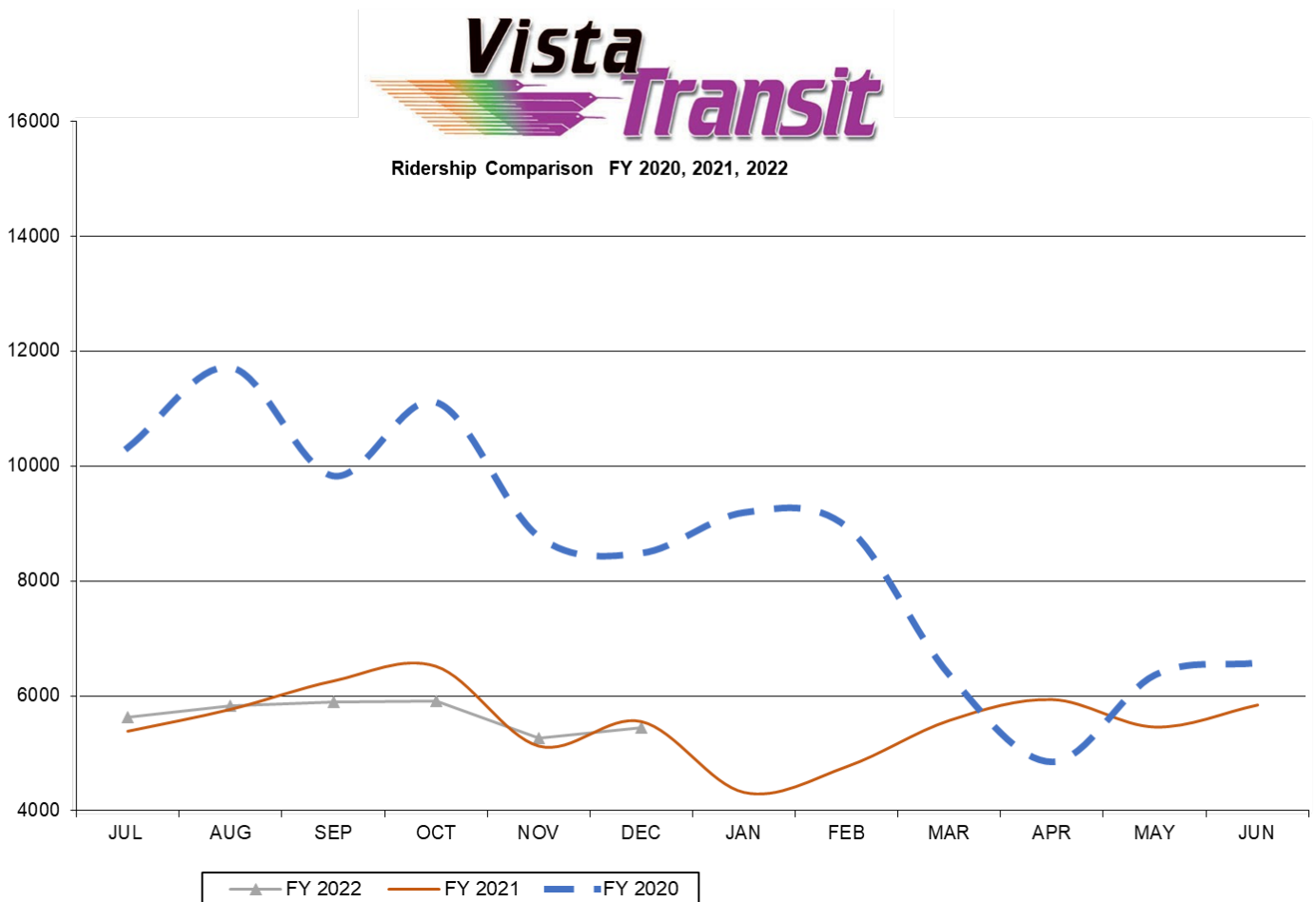
Airport



Dirt Pile Removal. The removal of a large mound of dirt from the airport is going well, and more than 80% of the pile is now gone. This dirt pile built up over time as excess dirt from a variety of construction projects was added to the site. Although convenient for temporary storage, the dirt pile was also impeding economic development efforts since it was difficult to envision a future project site with a mountain of dirt in the way! Removal efforts began in November and are expected to conclude in February 2022.

Transit

Vista Transit Ridership Data. Transit continues to see significant impacts from COVID-19. Ridership will likely continue to trend lower for quite some time due to the prolonged impacts of the pandemic. Those who had an option other than public transit during the pandemic have shifted their preferences and are thus far returning in smaller numbers. In addition, masks are still required on public transit by federal order, and this requirement is unpopular with some passengers leading to reduced ridership. The challenges being experienced by Vista Transit are by no means unique and are similar to challenges public transit is facing around the country.



Triennial Review. Transit staff was notified in December that its triennial review by the Federal Transit Administration will be taking place in 2022. The triennial review is a time-intensive process requiring staff across the organization to submit documents for the FTA's review. Adding to the complexity of this year's process, the review will be held remotely. The City has brought former Transportation Administrator Mike Normand under contract to assist with this effort, since he guided Vista Transit through a very successful triennial review back in 2019. Welcome back, Mike!

Administration

Farewell. The Public Works Department would like to offer a fond farewell and congratulations to Mike Bettencourt on his retirement. Thank you for your service to the City of Sierra Vista, and best of luck on all of your future endeavors!

Commission Updates

Airport Commission. A meeting of the Airport Commission was held on November 17th at 5:00 p.m. in the terminal. Discussion primarily centered on current construction projects and commission vacancies. The Airport Commission now has three vacancies, and interested parties are encouraged to apply.

Environmental Affairs Commission. At their last meeting on December 15th, the EAC expressed frustration with the lack of interest in commission membership and the difficulty moving forward without additional members. The EAC now has three vacancies and a possible fourth upcoming.

Economic Development

Economic Framework Strategy Development

Mayor and Council formally adopted the six objectives and staff continues to work to activate these objectives. Furthermore, five of the objectives were adopted by council in the current strategic plan.

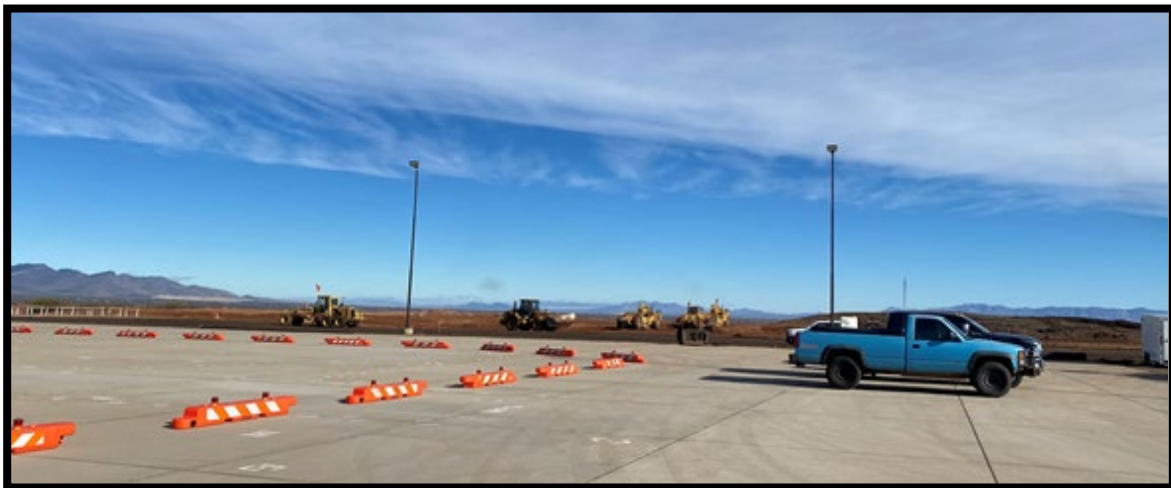
Ignite: Economic Development and Community Prosperity

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

Maximize Economic Impact of the Municipal Airport

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

The Municipal Airport Redevelopment project continues and remains on track with no change orders or cost. As of December, \$335,180 has been completed from the original \$852,400 contract. Most of the excess material has been removed from the site while compaction and drainage are now being completed on the 13 undeveloped acres. Install of the drainage pipe will commence in January 2022, but the project may be extended due to lack of available materials. As of Jan 6, 2022, KE&G had only received 25% of the required pipe to complete the project. Photos below are from December 28, 2021.





Fort Huachuca Joint Resource Utilization Study

The Office of Economic Adjustment (OEA), now renamed the Office of Local Defense Community Cooperation/OLDCC), awarded the Joint Resource Utilization Study for Fort Huachuca running from April 2020 through March 2022. 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.

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

The JRUS was extended until March 2022 with OLDCC approving a no cost extension. Matrix Design group led a series of key engagements on December 13 and 14 to review and refine the draft strategy in the JRUS. The technical committee made of subject matter experts met on Dec 13 along with a public meeting that evening. The policy committee representing the city, county, Fort Huachuca, and other stakeholders followed up on Dec 14th. Next steps will include completion of the JRUS draft along with supporting strategies for review by all stakeholders as well as the public. Completion date remains March 30, 2022.

DCIPS Grant

City Staff coordinated a submission for the emergency medical services station construction project for the Defense Communities Infrastructure Pilot Program. This is a highly competitive OLDCC grant with only \$50M available and the City of Sierra Vista was one of only sixteen winning proposals. This grant provides funding to build the EMS station with a total federal contribution of \$1.438M allowing construction to begin in calendar year 2021. The City of Sierra Vista will contribute \$1,626,183. for the design and construction of the project. The Staff finalized the grant agreement obligating the federal funds at the end of their fiscal year. In support of the construction, staff awarded the environmental study necessary to receive approval from OEA to begin construction. Construction must be completed by the end of the grant March 31, 2022 (April 30, 2022 is the requested amendment date) with a certificate of occupancy.

Staff continues work with Core Construction and the utilities in support of the construction of the EMS station. The project went vertical with the install of the steel frame for the apparatus bay in December with framing beginning in January. Overall, the timeline remains on track to be operational in April 2022 although there have been challenges with subcontractors and material acquisition.

The requested amendment by OLDCC was approved on December 7, 2021 for the no cost extension and budget adjustments as of his report with the following updated timeline:

Current Project Schedule

Design Complete February 28, 2021
Start Construction June 30, 2021
Construction Complete January 31, 2022

New Project Schedule

August 31, 2021
September 30, 2021
July 31, 2022



Site Photo – Jan 6, 2022

New Municipal Airport Sign

High Desert continues work on the Municipal Airport Sign with expected painting and final assembly at the beginning of 2022. Staff made a visit to High Desert on Nov 10, 2021 to review the sign progress and meet on site at the current sign location on Dec 27, 2021 to discuss installation. Completion by the local vendor has been slower than originally expected, but demolition and install of the new sign are scheduled for January 2022.

Economic Development Activities and key engagements

30 Oct-03 Nov Attended the Association of Defense Communities (ADC) Innovation Forum in San Antonio TX

12 Nov Attended the Flinn-Brown (Arizona Center for Civic Leadership) Annual Convention in Phoenix

16 Nov Sponsored and attended the Global Economic Outlook Luncheon with the SBDC to discuss global trends impacting Sierra Vista, Arizona, and the nation

17 Nov Participated in the Sierra Vista Area Chamber of Commerce Small Business Committee Meeting

17 Nov Met with local property owner to discuss potential redevelopment and reuse of their property on the West End

18 Nov Coordinated and participated in along with other City staff to support We Serv realtor tour to showcase city projects and initiatives to improve the community

23 Nov Supported a courtesy inspection for a new potential business owner

24 Nov Met with West End property owner to discuss potential uses for their vacant property

29 Nov Telephonic meeting with potential new business owner

30 Nov Attended the La Frontera Governing Board meeting

02 Dec Presented to the Rotary Club of Sierra Vista West

07 Dec Participated in ACA's Regional Business Development Advocacy Committee as the Cochise County representative

07 Dec Met with representatives of a new business venture looking to locate in Sierra Vista

09 Dec Attended the El Tour de Zona in progress review meeting

13 Dec JRUS Technical committee and public meeting

14 Dec JRUS Policy committee

16 Dec Participated in the AZ@Work quarterly board meeting

Housing report

In the Sierra Vista area, November 2021 active inventory was 212, a 4% increase from November 2020. There were 181 closings and a 5% decrease from November 2020. Year-to-date 2021 there were 2072 closings, a 14% increase from year-to-date 2020. Months of Inventory was 1.2 up from 1.1 in November 2020. Median price of sold homes was \$235,000 for the month of November 2021, up 15% from November 2020.

THE HOUSING REPORT

SIERRA VISTA | DECEMBER 2021

In the Sierra Vista area, November 2021 active inventory was 212, a 4% increase from November 2020. There were 181 closings in November 2021, a 5% decrease from November 2020. Year-to-date 2021 there were 2,072 closings, a 14% increase from year-to-date 2020. Months of Inventory was 1.2, up from 1.1 in November 2020. Median price of sold homes was \$235,000 for the month of November 2021, up 15% from November 2020.

CLOSED SALES SIERRA VISTA



ACTIVE LISTINGS AND MONTHS OF INVENTORY SIERRA VISTA



Properties under contract and Home Sales data is based on information obtained from the ARMLS and SAMS using iRealtyGraphix software. All data obtained 12/07/2021 is believed to be reliable but not guaranteed.

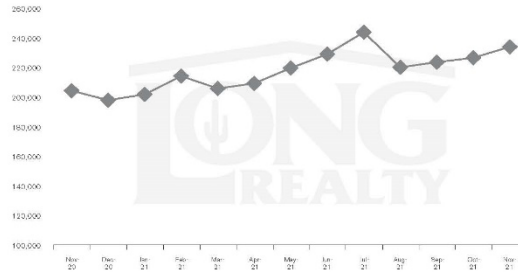
THE HOUSING REPORT

SIERRA VISTA | DECEMBER 2021

MEDIAN SOLD PRICE SIERRA VISTA

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

Nov 2020	Nov 2021
98.3%	98.9%

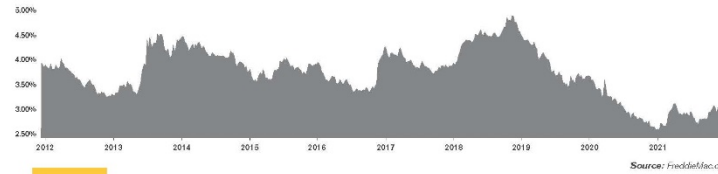


MONTHLY PAYMENT ON A MEDIAN PRICED HOME SIERRA VISTA

Year	Median Price	Int. Rate	MO. Payment
2006	\$207,769	6.140%	\$1,201.22
2020	\$205,000	2.770%	\$797.11
2021	\$235,000	3.070%	\$949.68

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

30 YEAR FIXED MORTGAGE RATE



Source: FreddieMac.com

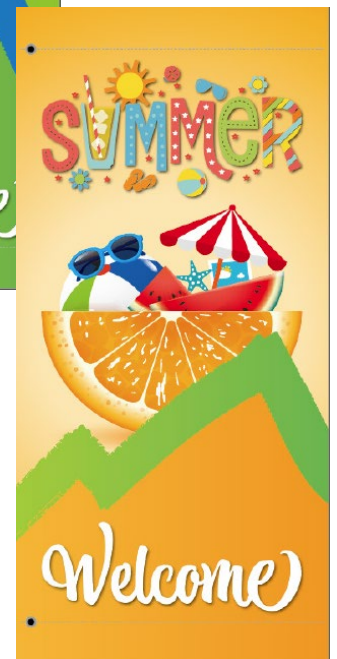
These statistics are based on information obtained from ARMLS and SMLS and using TrendGraphic software on 12/07/2021. Information is believed to be reliable, but not guaranteed.

HousingReportSelect.asp (longrealtyonline.com)

Marketing & Communications

Serving City Departments. Marketing & Communications staff provides promotional services for all City departments, to include flyers; posters; brochures; and print, digital, and broadcast advertising. In addition to maintaining website and assistance with social media, Marcom staff completed the following City projects during November and December:

- Animal Control: Weekly pet adoption ads, flyer to solicit volunteers, flyer to solicit pet foster families, promotions for the “Paw-li-day Ugly Sweater Party;” press release regarding temporary suspension of adoptions.
- Community Development: Updates to the West End Partnership brochure; press release regarding changes to traffic flow in the West Fry/North Garden Redevelopment Project area.
- City Manager’s Office: Regular Council meeting broadcasts, employee holiday luncheon poster.
- Library: Library bookmark
- Leisure: Digital and radio ads, social media promotions, and banners for the annual Tree Lighting and Holiday Market event; residential and business communications for those impacted by road closures for the holiday parade.
- Economic Development: Ad and editorial copy for Business Facilities magazine.
- Tourism: Ad and copywriting for blog post for ROVA Magazine and website.
- Parks: Seasonal street pole banners for Veterans Memorial Park.
- Public Works: Public notifications regarding crack sealing projects; press releases regarding closure of compost facility and holiday schedule changes, a direct mail postcard with refuse collection changes.
- Vista Transit: Weekly print ad copywriting and design.



Two of four of the seasonal banners that will be placed in Veterans Memorial Park.

Community Communications. In addition to promotional efforts, MarCom also completes public awareness campaigns. In November and December, campaigns included a DUI Awareness poster. In addition to PSA and press releases specified above, the division published the winter issue of *Vista* magazine, which was mailed to every Sierra Vista resident in late November. The issue focuses on holiday activities, with a two-page spread devoted to the annual Tree Lighting and Holiday Market event, as well as a full page with information about the Henry F. Hauser’s James Webb Telescope exhibit and activities. Other content includes “Six Things to Look Forward to in 2022,” which spotlighted the City’s current capital improvement projects to include the West Fry/North Garden project, the new EMS substation construction, road and parking area improvements, and the expansion at the Nancy J. Brua Animal Care Center. The newsletter is available for pickup at City buildings and on Post, as well as electronically on the City’s website.

Other communications efforts include the weekly eNewsletter, which is sent to nearly 3,500 subscribers. The email receives an open rate of about 40% each week, nearly double that of the overall average of 22.6% and far greater than the average for government services of 26.1%.

Celebrating Santa. In conjunction with the placement of the Old World Santa panels at Veterans Memorial Park, the Marketing & Communications division released two new enameled brass ornaments: *The Palace Santa* and *Yee Haaaaa!*, which were sold directly at the Tree Lighting event and via online ordering. Sales were nearly double that of 2020; as of December 31, 2021, 350 ornaments had been sold, compared to 180 sold in 2020. Proceeds are used to maintain the Santa display artwork.

Community voting selected the 2022 ornaments, which will be *Virginia's Santa* and *Santa's Spotted Gray*.



The 2021 Old World Santas ornaments were released in November.



Digital Production Designer.

The MarCom team is delighted to welcome new staff member Lawrence Boyd, filling a position that has been open since June 2021. Lawrence brings decades of design and video production skills to the City and is busy generating new project ideas, gathering b-roll, and bolstering our photo library. His office is in City Hall around the corner from the City Manager's office near Economic Development. Please stop by and say hello when you're passing by.

Left: Lawrence Boyd

Division Performance Metrics

Facebook Post Reach*	Sept-Oct, 2021
<i>City of Sierra Vista</i>	325,071
<i>Visit Sierra Vista</i>	1,179
Facebook Page Consumption*	
<i>City of Sierra Vista</i>	19,329
<i>Visit Sierra Vista</i>	130
Press Releases Issued	17

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

Tourism Commission. The Tourism Commission did not meet.

Connecting with Travel Writers. The MarCom manager represented the City of Sierra Vista/Visit Sierra Vista at the Travel Classics West conference during a meet-and-greet event hosted by the Arizona Office of Tourism. This afternoon-long event in Scottsdale afforded the opportunity to reconnect with travel writers and pitch Sierra Vista as editorial content for potential blogs, social media, and print articles. With the specter of COVID-19 still looming, the event was not as heavily attended in years past, but those in attendance were ready to travel and experience the far-flung corners of Arizona. Staff will be partnering with Cochise County Tourism & Economic Council and nearby communities to follow up with attendees.

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

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

Visitor Source	January		February		March		April		May		June	
	2020	2021	2020	2021	2020	2021	2020	2021	2020	2021	2020	2021
Local-Not Identified	240	1	415	2	180	2	0	9	2	7	3	45
In-State	63	0	115	4	35	12	0	20	0	49	0	20
Out-of-State	493	5	700	10	253	12	0	63	1	52	1	10
Foreign	98	0	163	0	28	0	0	10	0	12	0	7
Phone/Virtual/Email*	268	20	325	18	313	66	270	275	260	221	232	294
Other Fulfillment												
Groups, Mtgs, etc.	905	0	965	0	180	286	0	742	0	143	0	18
Curbside	NA	0	NA	0	NA	0	NA	17	NA	NA	NA	52
TOTAL	2,067	26	2,683	34	989	378	270	1,127	263	484	236	446
Visitor Source	July		August		September		October		November		December	
	2020	2021	2020	2021	2020	2021	2020	2021	2020	2021	2020	2021
Local-Not Identified	2	67	1	53	63	48	75	74	50	38	48	53
In-State	6	107	4	10	50	36	83	48	10	31	33	10
Out-of-State	0	159	2	14	113	19	123	25	153	32	90	44
Foreign	0	19	0	4	0	5	18	14	28	8	18	9
Phone/Virtual/Email	123	210	155	159	90	192	108	205	83	238	50	189
Other Fulfillment												
Groups, Mtgs, etc.	0	253	120	0	180	175	0	195	80	126	0	120
Curbside		60		32		43		65				47
TOTAL	315	875	505	272	711	518	607	626	555	473	401	472

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



ExploreCochise.com

The MarCom division report will be including a regular report of activities through the **Cochise County Tourism and Economic Council** (CCTEC). The activities of the Cochise County Tourism and Economic Council are defined through an intergovernmental agreement between the participating communities and Cochise County. Funds received from each entity are cooperatively invested in marketing efforts to promote Cochise County as a destination for tourists and economic investment. The Council committee members, defined through the IGA, are the Cochise County administrator and city managers from each invested community, which includes Benson, Bisbee, Douglas, Sierra Vista, and Willcox.

HARO submission. CCTEC culls between one and six requests a day from writers seeking assistance on tourism-related stories through "Help A Reporter Out," commonly referred to as "HARO." The requests are not always applicable to Cochise County, but when they are, CCTEC staff works to gather information, data, and photos to pitch Cochise County for inclusion in the writers' articles. Just a few of the inquiries CCTEC has submitted Q2 and Q3 include:

- Multi-generational Destinations
- Bucket List Places in Every State
- 25 Best Rock-Climbing Locations (*selected*)
- Best Unknown Locations in U.S.
- Best Destinations of 2022 (*selected*)
- Best Historic Towns in Every State

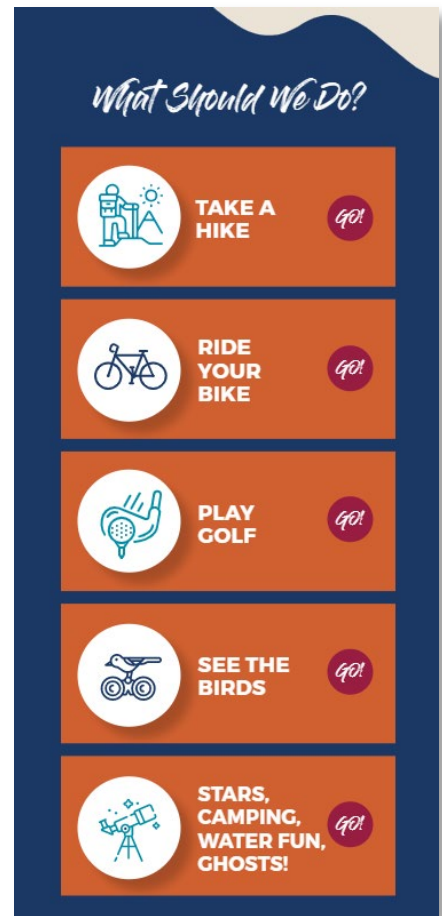
Interactive itineraries. CCTEC is working with Outside Inc. to create three interactive itineraries focused featuring Wine and Dine, Outdoor Adventure, and the CCTEC participating communities. The Interactive Itineraries will allow potential visitors and current guests a look at what Cochise County has to offer at-a-glance. The project is expected to be completed by the end of February 2022.

Arizona Office of Tourism "Visit Arizona Initiative" grant.

In late 2021, CCTEC submitted for the Visit Arizona Initiative (VIA) grant administered through the Arizona Office of Tourism (AOT). CCTEC requested \$249,000 to cover two specific projects: an Arizona and national travel and tourism campaign delivered via streaming television, digital advertising, and a daily Arizona-focused television show; and two themed promotional initiatives for the growing activities of bicycling and birding, including development of a logo and tagline, landing page and microsite buildout, custom social media posts, storytelling video production from a local's perspective, and enhanced ad campaign distribution.

The AOT VIA grant review committee awarded CCTEC a pre-award status in the amount of \$159,666.32, totaling 64% of the initially requested amount.

CCTEC worked with its fiscal agent, City of Sierra Vista, to establish requests for proposals (RFPs) for both projects. Presently, both RFPs are out for bid, with statements of qualifications due January 20, 2022.



Sample table of contents for the Outdoor Adventure category of the interactive itineraries.



Digital ad placed at Go-Arizona.com, via Go Travel Sites, to attract leads for the Attractions Map.

Attraction maps and mailings. CCTEC receives 15 to 70 requests a week for the county *Attractions Map*, a self-mailer that highlights attractions across Cochise County. The requests are received through advertising efforts via Go-Travel Sites, a travel information site with high traffic.

National Tour Association Travel Exchange (TRES) Conference. CCTEC took part in the TRES Sales Mission in November, along with four other locations from Arizona. This provided the opportunity to share information about Cochise County with a group of tour operators specifically interested in Arizona tour options. As part of the conference, CCTEC had 25 sales meetings with different tour operators interested in keeping Cochise County in their tours or adding it or a specific aspect of it to their upcoming tours.

CCTEC sponsored the charging station where attendees could charge their phone or laptops during the conference. Additionally, CCTEC Marketing Coordinator, Kate Cox, earned the Certified Tour Planner designation and was recognized on stage at the event.

Participation at the AOT Media Marketplace at Travel Classics West. CCTEC had a booth at the Travel Classics West travel writer’s conference in Scottsdale in November, which provided an opportunity for Destination Marketing Organizations to meet with travel writers to pitch their respective locations. CCTEC was able to establish new and rekindle older relationships with travel writers from across the country.

Travel writers. In late August, CCTEC facilitated the visit for a travel writer, **Cassie Helper**, who traveled throughout the county. While in Cochise County, Cassie visited Willcox, Bisbee, Douglas, Sierra Vista, and Benson. To date, she has provided over 30 social media posts and stories via Instagram recapping her visit.

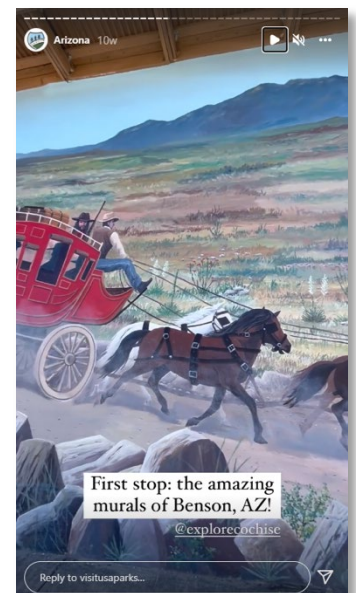
CCTEC hosted **Whitney James** in October. Ms. James visited Benson, Willcox, Bisbee, Douglas, Sierra Vista, and Parker Canyon Lake. Over the next couple of quarters, Whitney and Visit USA Parks will create both an inspirational story and

an itinerary-based story that will appeal to domestic and international travelers. The stories will be translated into German. Visit USA Parks will also schedule social media posts and retargeting ads via Visit USA Parks social media outlets, primarily targeting the US and German markets.

Tucson with Kids

In October, the **Tingom Family** made a visit to Cochise County while completing a “Tucson with Kids” feature. The family visited Benson, Willcox, and Sierra Vista. The family will write several social media and blog posts throughout the rest of this fiscal year. Planned topics include:

- Summary of multi-day trip
- Things to do in Wilcox, Benson, and Sierra Vista
- Nature and hikes in Cochise County
- History of Southeast AZ
- Showcase pieces on: Apple Annie’s Orchard, hummingbird banding, and The Cove
- Upcoming events in Cochise County

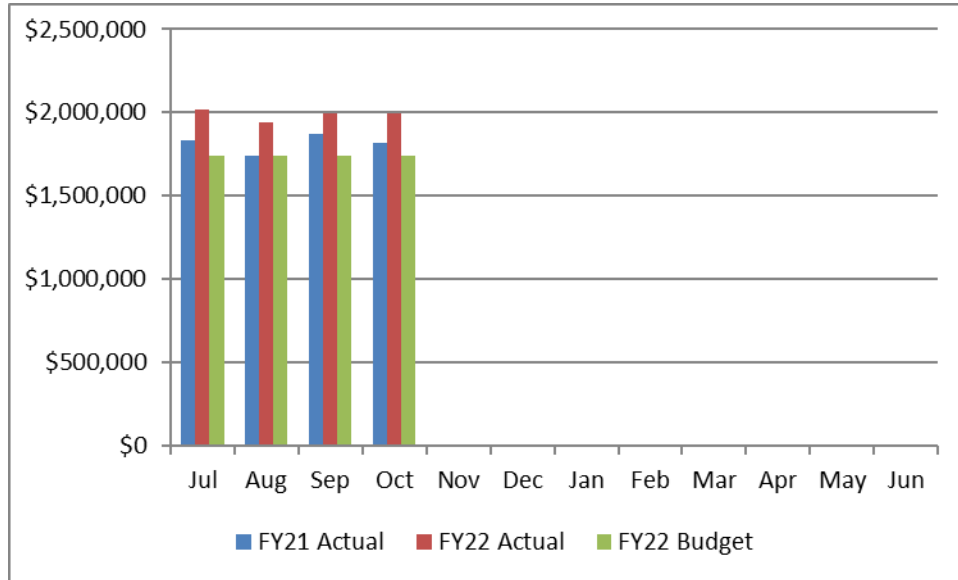


One of Whitney James’ Instagram posts, featuring the Benson murals.

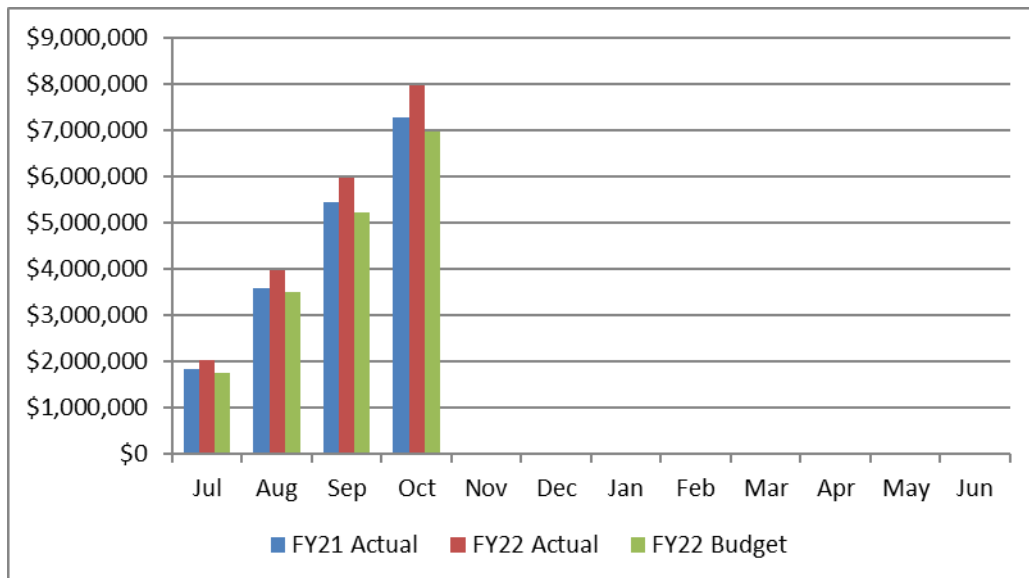
Administration

Sales Tax Collection. Gross privilege tax collections for September were up \$122,204, or 6.6% from last September and for October were up \$178,877, or 9.9% from last October.

The chart below provides a monthly comparison of FY22 actual, FY22 budget, and FY21 actual.



Fiscal year collections thru October were up \$687,423 or 9.5%, from Fiscal Year 2021. The chart below provides a monthly comparison of FY22 actual, FY22 budget, and FY21 for the Fiscal Year.



Description	Nov-20	Dec-20	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21
Utilities	76,500.37	75,410.60	51,540.69	139,413.49	99,362.71	86,067.56	75,120.68	102,190.58	109,414.69	89,369.71	88,186.14	90,672.58
Communications	11,077.05	11,428.55	11,091.50	10,982.33	14,862.28	14,959.08	15,403.39	15,292.18	13,816.14	13,993.23	14,493.07	14,266.94
Publication	2,511.08	2,582.38	3,623.81	2,794.54	3,190.45	2,017.12	2,968.58	2,483.32	4,600.52	3,217.36	896.04	769.16
Restaurant & Bar	192,431.66	214,332.04	208,797.85	204,535.41	244,376.86	243,990.67	260,270.45	227,293.77	244,254.65	217,266.66	229,681.58	235,154.56
Contracting - Prime	34,745.94	37,750.68	40,848.43	30,966.00	54,942.62	35,336.18	40,859.88	38,954.91	51,147.83	58,295.89	48,163.27	51,603.18
Retail Sales	953,337.25	1,168,865.20	909,602.55	918,604.00	1,150,583.38	1,104,612.86	1,088,665.02	1,066,901.16	1,013,962.71	983,140.55	1,027,199.18	1,011,653.63
Use Tax/Purchases	66,734.41	81,634.07	60,298.92	62,909.07	82,420.16	67,178.13	57,755.87	61,727.67	57,831.87	55,917.68	64,891.47	52,259.48
Use Tax from inventory	580.91	2,008.38	76.65	175.95	1,625.27	74.20	1,558.82	1,253.46	1,116.52	473.60	254.47	59.68
Residential Rental	37,609.23	67,768.40	45,681.52	40,401.83	40,704.54	39,027.43	39,872.84	39,526.87	36,357.20	36,079.89	42,010.35	37,504.01
Retail Food for home consumption	250,113.97	339,730.10	230,972.21	231,427.39	253,787.47	230,476.66	230,451.47	227,080.23	219,744.62	224,986.19	229,187.69	232,233.36
Commercial Rental	32,659.59	32,533.98	25,786.54	27,567.69	31,923.16	30,146.78	26,687.08	38,026.78	28,300.10	30,364.61	26,399.92	29,348.22
Tangible Property Rental	19,625.85	20,477.18	21,246.60	16,895.83	25,528.30	18,601.25	19,885.33	21,959.23	24,059.77	23,991.65	20,217.04	25,853.28
Extended Stay	55,713.84	61,065.74	78,719.17	69,793.22	95,857.24	86,590.01	98,224.63	105,148.04	115,420.88	107,284.11	97,482.02	97,214.48
Online sales	90,134.34	106,037.28	88,757.05	82,517.90	118,922.42	107,786.57	92,881.88	94,544.55	91,400.32	90,362.10	90,439.46	99,453.00