



Council Executive Report

Charles P. Potucek, City Manager

April / May 2022

Highlights

- ➔ West Fest, held on Saturday, April 30th, was attended by an estimated rolling crowd of 4,000 people!
- ➔ 760 Better Bucks books were distributed in April and May of 2022.
- ➔ The Avenida Escuela extension is underway with roadway alignment clearing and the box culvert currently under construction.
- ➔ Over 2,300 people attended the 5th Annual Wine, Beer, and Spirits Festival was held on Saturday, May 28th! 219 people registered for the Sky Island Summit Challenge, with participants coming in from all over the country and Canada!

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City Manager's Message

There's always a lot of anticipation when a new fiscal year starts. Department budgets are refreshed, and new projects start their journey. Some projects are still wrapping up from last year, though we were fortunate that not as many projects were affected with delays as we thought might happen.

Another grant opportunity arose with a short turnaround time, and staff are currently working hard on another Defense Community Infrastructure Program (DCIP) grant request to help fund the expansion of the Nancy J. Brua Animal Care Center. If awarded, the budget will be significantly increased and help cover increased construction costs, and also allow construction to begin as soon as the design is complete. Staff recently discovered that the \$1.2 million donation that was earmarked for the shelter expansion was in actuality much less. If the grant is not received, the construction will be delayed by a few months after design concludes in late spring and considered for next fiscal year's budget. We'll hear by September if the new DCIP grant is awarded.

The legislative session this year was another interesting one, and many of us watched anxiously as the session adjourned with just a few days to spare. Victoria scheduled Triadvocates to brief Council at your work session on August 23 about the state budget, new bills passed, and anything particularly affecting Sierra Vista. I was extremely pleased to see that the reconstruction of Highway 90 from the Border Patrol station in Whetstone all the way down to Moson Road was included in the budget. I'm told construction on the worst part that we're all well aware of from Campus Drive to Moson Road is still scheduled to begin in early 2023.

As we close out the old fiscal year, I'd also like to take this opportunity to thank all of our staff for their dedication and

Upcoming Council Meetings

(City Hall Council Chambers except where noted)

Jul. 12, 3:00 p.m. – Work Session

Jul. 14, 5:00 p.m. – Council Meeting

Jul. 26, 3:00 p.m. - Work Session

Jul. 28, 5:00 p.m. – Council Meeting

City Manager's Office Contacts

Charles.Potucek@SierraVistaAZ.gov
Victoria.Yarbrough@SierraVistaAZ.gov
Jennifer.Dillaha@SierraVistaAZ.gov
520-439-2147

www.SierraVistaAZ.gov

hard work over the past year. Now more than ever where one works is a choice, and I am very appreciative of everyone who chose to come to work for Sierra Vista, and remain working with Sierra Vista. The strength of any organization is its people, and Sierra Vista is fortunate to have the amazing staff it does.

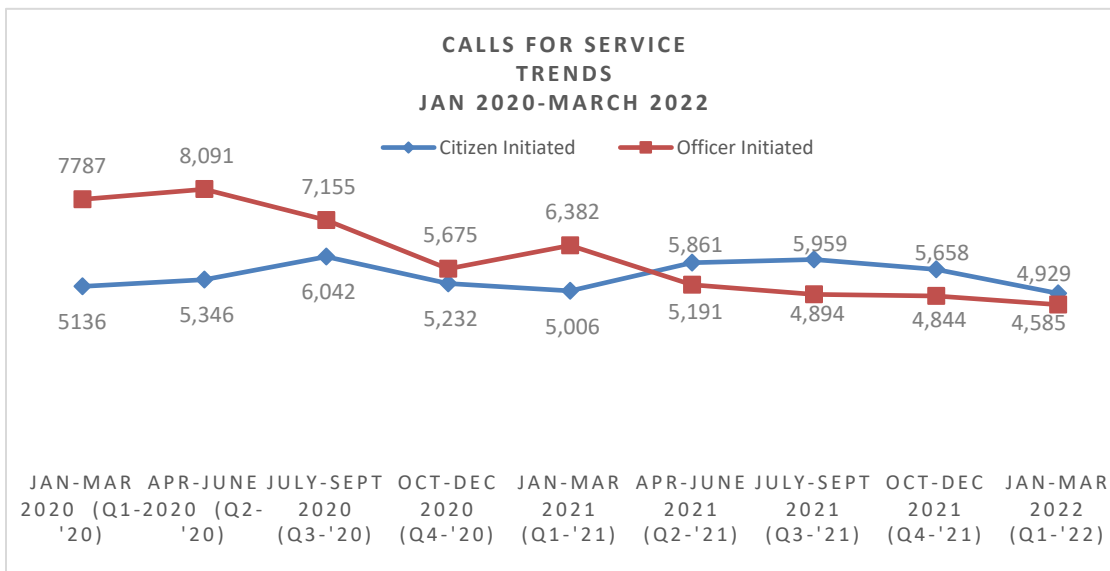
I look forward to working through this exciting year with all of you, and as always, if you have any questions, please don't hesitate to reach out to Victoria or me.

Chuck Potucek, City Manager

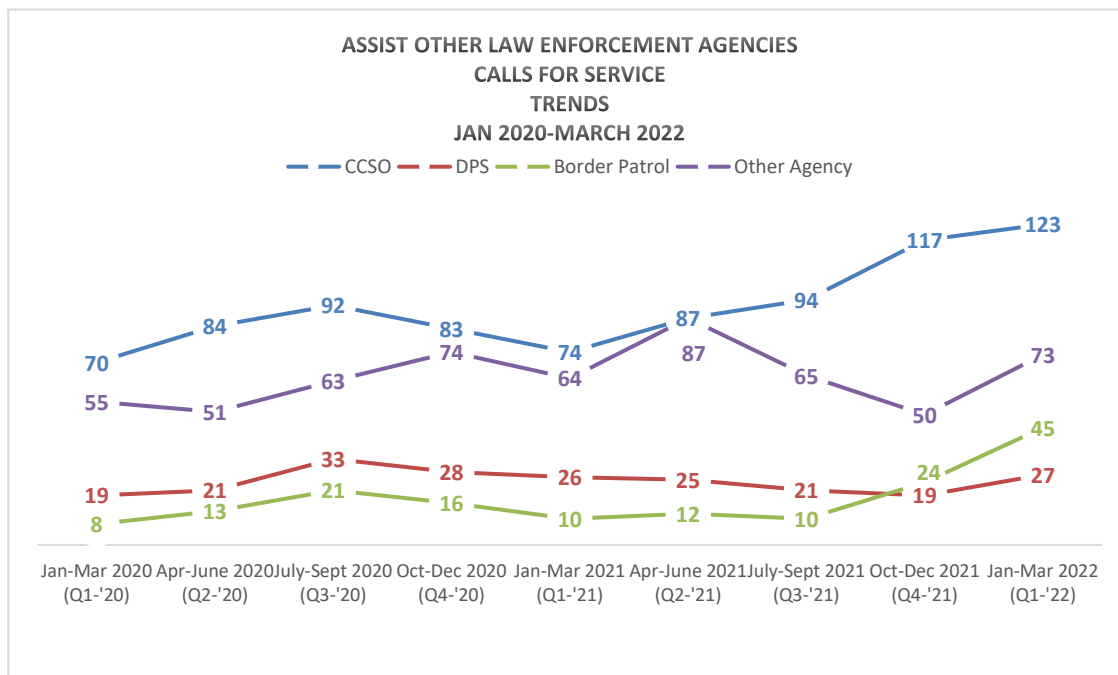
Police Department

Calls for Service: January-March 2022

During Q1-2022, total calls for service continued to decline, particularly in officer-initiated calls for service. This decline is attributed to the number of officers available daily due to staffing shortages. Officers proactively generated 4,585 calls for service and citizens initiated 4,929 calls for service for a total of 9,514 calls for service in Q1-2022.

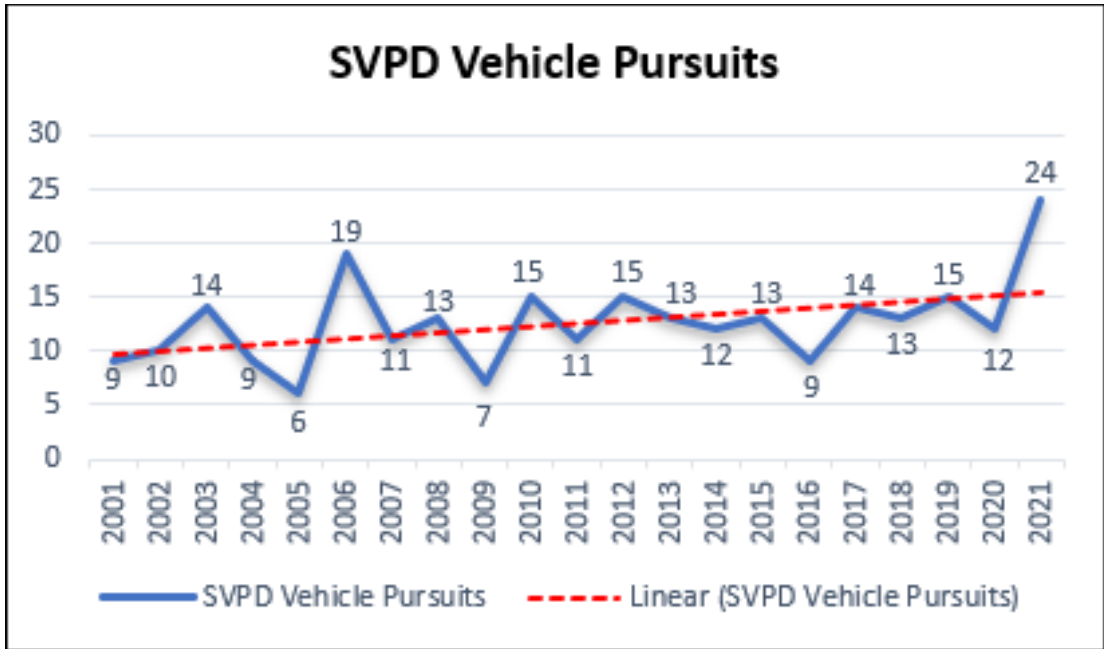


Assist Other Agencies & Pursuits



A troubling trend has been the increase in the number of calls for service to assist other law enforcement agencies and the number of Failure to Yield/Pursuits. Every agency is short personnel which requires everyone to work more closely with each other to provide for the public safety. In addition, the increase in

agency assists and Failure to Yield/Pursuits can be linked to the increased number of reckless load drivers.

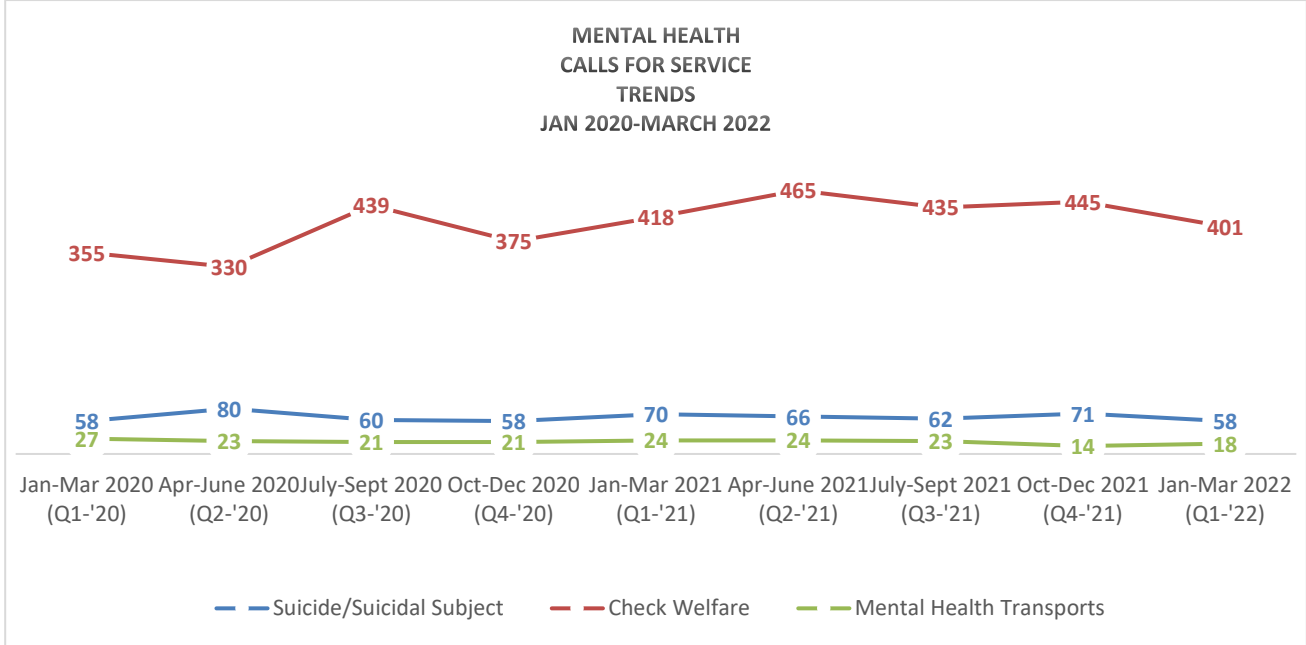


To the left is a graph of the number of pursuits the department has been involved in for the last 20 years (2001-2021). As can be seen, the number of pursuits in 2021 increased dramatically. In addition, during Q1-2022 (Jan-March) the department was involved in eight pursuits which puts the department on track to have more pursuits in 2022

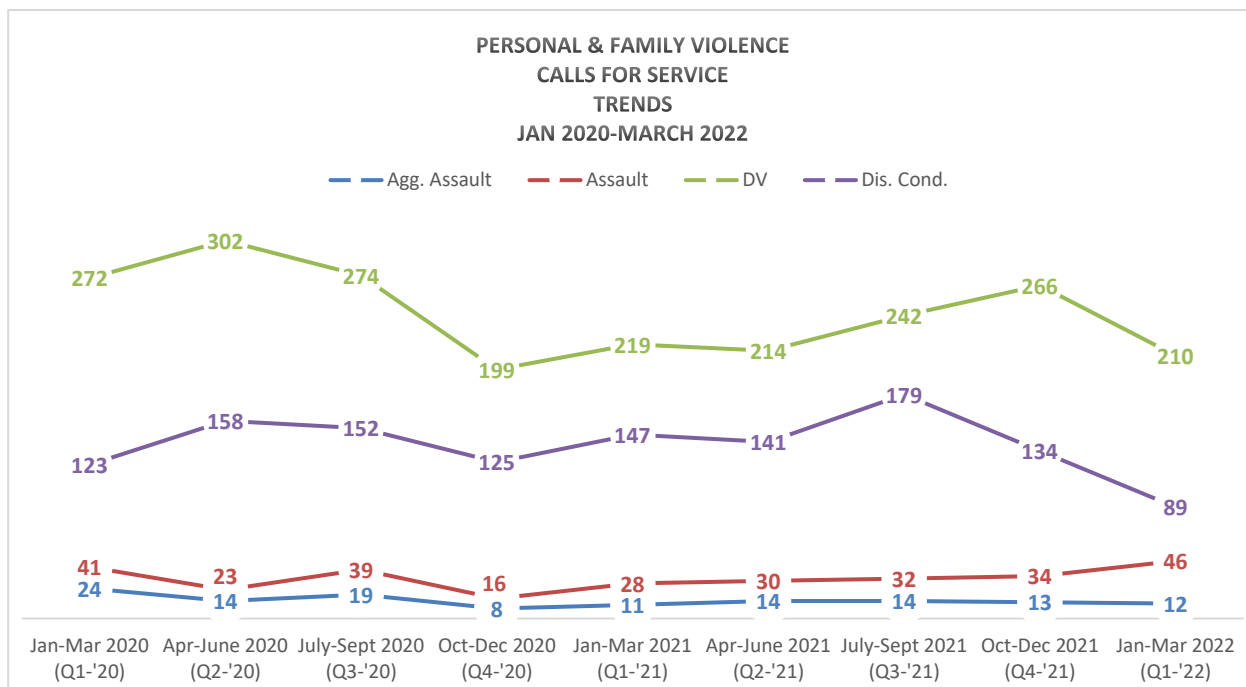
than in 2021. Since many of these pursuits involved load drivers recklessly driving through the city limits, the department has partnered with the Cochise County Sheriff’s Office, the Department of Public Safety, the U.S. Border Patrol, and U.S. Department of Homeland Security Investigations in Operation Safe Streets to try to stop these reckless drivers before they reach the city limits. An analysis will be completed after Q2-2022 to determine if Operation Safe Streets is having an impact on the number of Failure to Yield/Pursuits in which the department is involved.

The additional graphs below depict calls for service handled by the department from Q1-2020 through Q1-2022. 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.

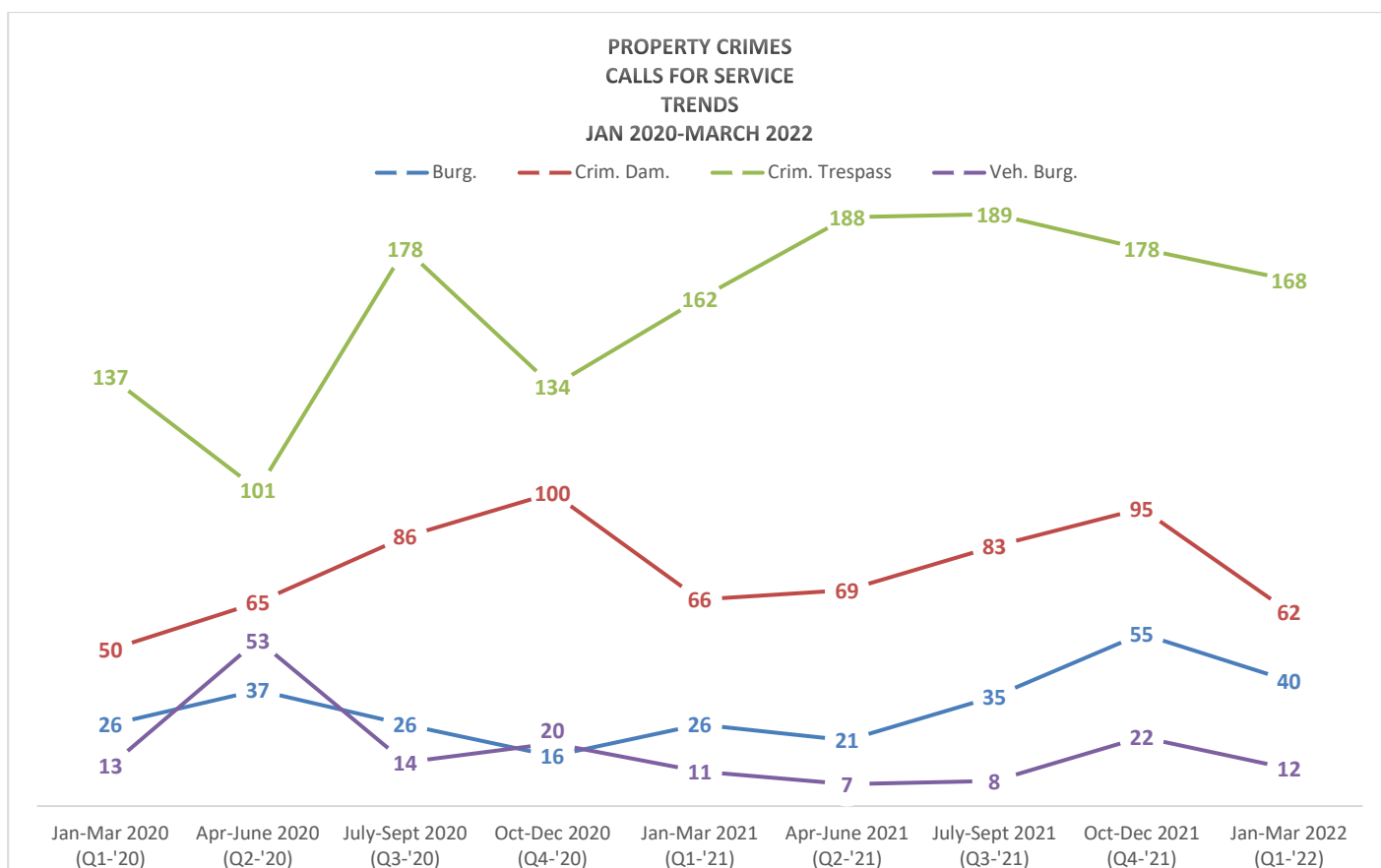
Mental Health Calls for Service



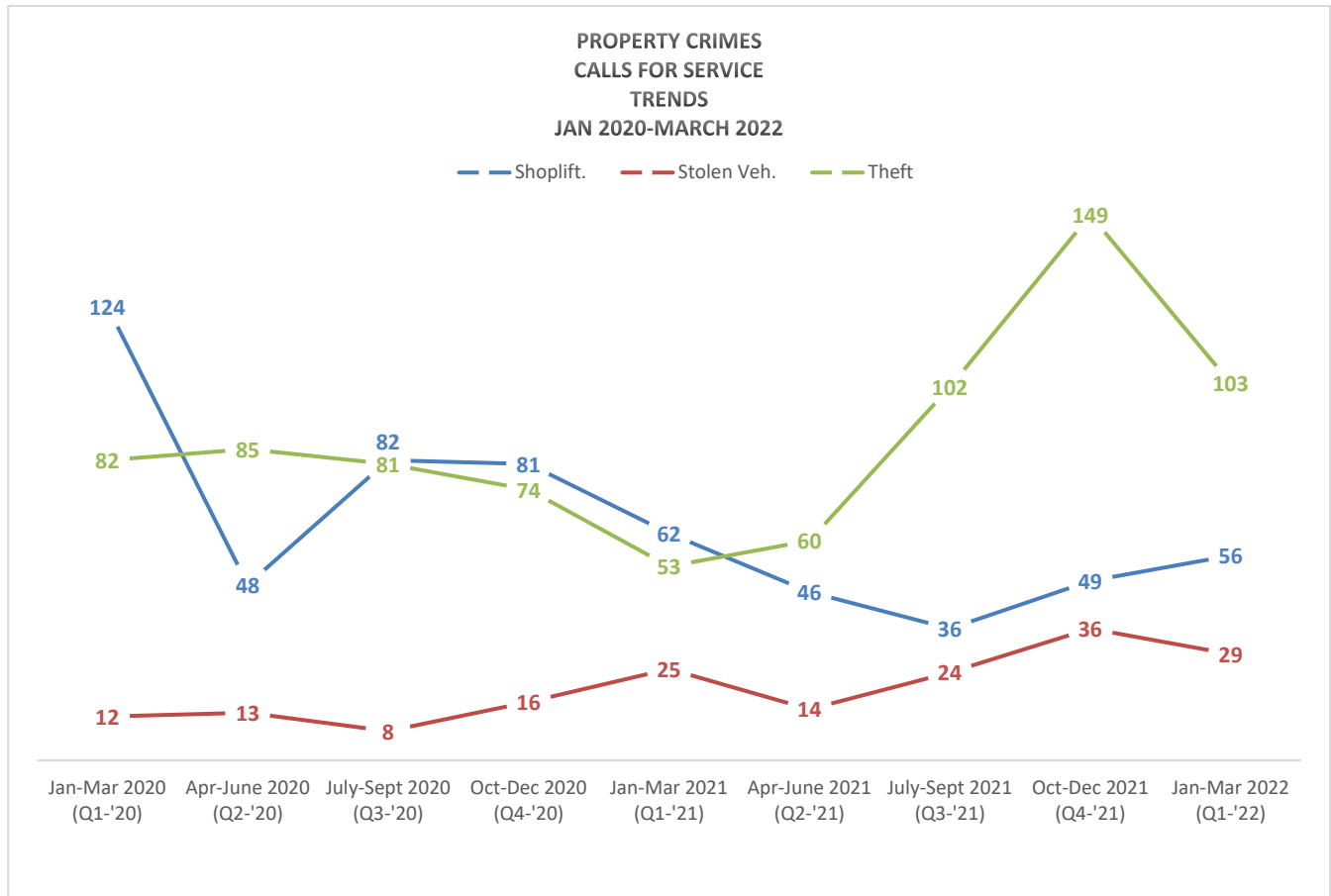
Personal & Family Violence Related Calls for Service



Property Crime Calls For Service



Property Crime Calls For Service (cont.)





April-May 2022 Report

Below are statistics since the inception of the program as reported by the Better Bucks Board of Directors.

Book Distribution		
Time Frame	Books	Value
Oct-Dec 2021	1,500	\$7,500
Jan-March 2022	1,113	\$5,565
April-May 2022	760	\$3,800
Total	2,633	\$13,165

Total Bus Passes Redeemed	426
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Better Bucks Redemptions					
Time Frame	Booklets Redeemed	Booklets Redeemed Value	Additional Paid by Customer	Total Purchase	Reimbursement to Locations*
Oct-Dec 2021	281.4	\$1,407	\$787.71	\$2,148.02	\$1,491.16
Jan-March 2022	404	\$2,020	\$847.81	\$2,731.13	\$1959.14
April-May 2022	577.6	\$2,888	\$1,176.05	\$3,785.89	\$2,969.82
Total	1,263	\$6,315	\$2,811.57	\$8,665.04	\$6,420.12

*Reimbursements lag a few weeks.

Sierra Vista Fire and Medical Services (SVFMS)

Station Alerting

The County Board of Supervisors unanimously voted to approve \$2,240,000 in American Rescue Plan Act (ARPA) funds to the Fire Station Alerting System project, benefiting the county's 34 fire station level systems and 2 dispatch level systems across Cochise County. This project could not have been successful without the assistance of Deputy County Administrator Sharon Gilman, SEACOM Susan Papatrefon, Sierra Vista Fire Department Battalion Chief Josh Meeker and Fry Fire District Battalion Chief Billy Seamons. The equipment to outfit all 34 fire stations in the county has been delivered to the individual stations. Installation begins at the end of this month at Station 204. This project will greatly enhance SEACOM's ability to more quickly and efficiently dispatch fire and medical emergencies. It will also enhance our crew's ability to be alerted to the emergency more quickly and have a faster response time.

Station 204

Construction is completed at Station 204. It is a beautiful station, and we are very proud of this very beneficial addition to our community. We are awaiting some final touches to be completed and the hope is to be operational in the month of August 2022. There will be an ALS ambulance staffed 24/7 at the station, which will provide a much-needed quicker emergency medical response to the south and west sides of our community. We are very grateful for the hard work and dedication of all those involved in acquiring and constructing this station, especially to City of Sierra Vista Economic Development Manager, Tony Boone and his team, City Management, and to Mayor Mueller, and City Council.

New Aerial Ladder Truck

Our newly purchased Pierce Ascendant aerial ladder truck has been completed. We recently sent members of our Physical Resource Committee and a member of Fleet Services to inspect the truck at the manufacturing plant. It is a beautiful truck, and we are ecstatic to bring it here to our community to help further protect and serve our citizens. It will be replacing our current 75' ladder truck, which is on its last leg.

Call Volume

We continue to see an increase for emergency calls for service. Data shows that we have increased in emergency call volume by 33% since 2018. We have worked closely with city management to ensure that our staffing and deployment are keeping up with the increase in call volume so we can continue to provide the excellent emergency services that our community deserves.

Incident Numbers

		April	May
Year to date Total Incidents	2022	2945	3664
	2021	2791	3561
Total Calls SVFMS ran	2022	745	719
	2021	681	770
Total Calls on FH	2022	33	22
	2021	31	26
Auto Aid Given	2022	58	56
	2021	43	53
Auto Aid Received	2022	121	117
	2021	80	117

Unit Responses

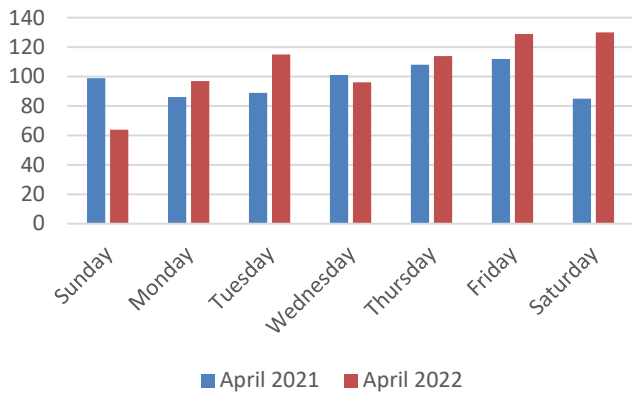
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	April	May
Engine 201	220	192
Truck 202	172	159
Engine 203	156 (40)	154 (36)
Medic 201 (22 days)	149 (70)	(22 days) 124 (69)
Medic 202	203 (100)	182 (80)
Medic 204	228 (111)	200 (116)
Medic 205	30 (22)	28 (18)
Medic 206	0	0

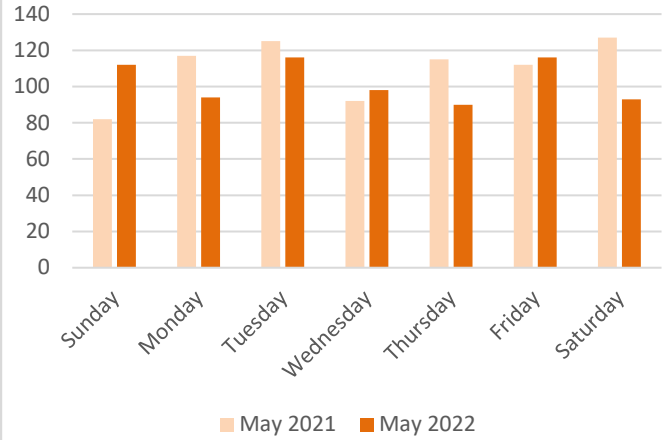
April					
Nature Code		Nature Code		Nature Code	
Abdominal Pain	19	EMS-Standby	1	PD Assist	1
Aircraft Emergency	1	Eye Injury	3	Poss Deceased	3
Allergy	2	Fainted	11	POSS OVERDOSE	1
Altered LOC	25	Fall Injury	84	Pregnancy	2
Animal Bite	1	Fire Alarm	18	PUBLIC ASSIST	1
Assault EMS	3	Fire Assist	10	Res Fire	6
Back Pain	9	Ft Huach Backfill	1	Seizures	25
Bleeding	28	Hazmat	6	Sick Person	94
Breathing Prob	86	Headache	2	Smoke Inv	10
Brush Fire	7	Heart Pro Up	11	Snake Fire	18
Cardiac Arrest	7	Heat/Cold	2	Special Rescue	2
Chest Pain	29	Lift Assist	56	Stroke/TIA	10
Choking	2	Med	3	Suic/Psych	12
Code 1 Trans	26	Medical Alarm	6	Trauma Injury	6
Comm Fire	5	MEDICAL EMERG	1	Unconscious	17
Deceased	1	Mutual Aid	3	Unk Problem	9
Diabetic	14	MVA	30	Vehicle Fire	3
Electric Haz	1	Overdose	11		

May					
Nature Code		Nature Code		Nature Code	
Abdominal Pain	22	Electric Haz	1	Overdose	10
Allergy	3	Eye Injury	2	Poss Deceased	5
Altered LOC	40	Eye Injury Up	1	Pregnancy	2
Assault EMS	12	Fainted	13	Res Fire	10
Back Pain	3	Fall Injury	50	Seizures	20
Bleeding	24	Fall Injury Up	25	Sick Person	101
Breathing Prob	77	Fire Alarm	18	Smoke Inv	1
Brush Fire	5	Fire Assist	18	Snake Fire	20
burn Illegal	1	Ft Huach Backfill	1	Stab/GSW/Pen	1
Burn Injury	1	Hazmat	8	Stroke/TIA	13
Cardiac Arrest	3	Heart Prob	6	Suic/Psych	15
Chest Pain	42	Lift Assist	45	Trauma Injury	6
Choking	1	Medical Alarm	9	Unconscious	18
Code 1 Trans	15	MVA	35	Unk Problem	5
Comm Fire	1	Outside Fire	3	Vehicle Fire	1
Diabetic	7				

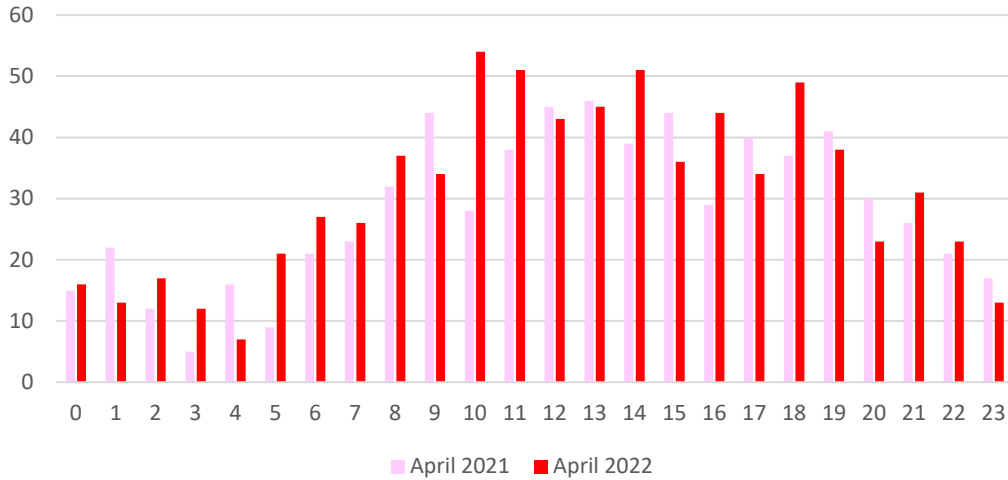
Day of the week Comparison - April



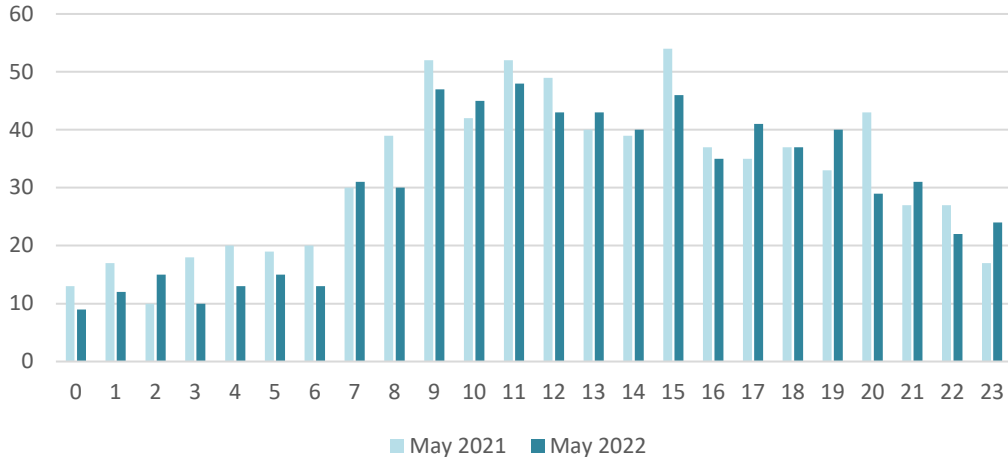
Day of Week Comparison - May



Time of Day Comparison - April



Time of Day Comparison - May



Community Development

- **Community Connect (One Stop Resource and Referral Center).** The Sierra Vista Community Event on May 3rd featured 26 service organizations and attracted approximately 60 people, 22 of them homeless individuals. Agencies reported 464 points of contact with clients. There were 36 follow-up appointments scheduled and 21 applications for service were completed. Just over three-quarters (76%) of the attendees were female and 70% were from Sierra Vista. Moreover, 43% were over the age of 55. The same percentage reported that they were struggling to pay their rent or mortgage. The homeless population at the event was 81% female, with 45% receiving no public assistance. The data suggests the event is maintaining consistent levels of attendance, especially among the target population and among service providers. All agencies said that they would like to participate in the next event.



- **West End Commission (WEC).** Staff briefed the WEC in April on the final event details concerning West Fest which was held on April 30, 2022. The following meeting in May, the WEC provided Staff with feedback on the event which was strongly positive.
- **Pre-Annexation Agreements.** The Mayor and City Council accepted two pre-annexation agreements during the reporting period involving residential property in Fry Townsite not currently contiguous with the city limits.
- **Rebuilding American Infrastructure with Sustainability and Equity (RAISE) Grant.** Community Development assisted Engineering author two federal grant requests: (1) funding for implementing the remaining phases of the Fry/North Garden Avenue corridor improvement project (\$12,060,215); and (2) funding for constructing shared use pathways along the State Route 90 bypass between 7th Street and Campus Drive and along State Route 92 from Buffalo Solider Trail to Kachina Trail (\$5,415,956). A decision on both requests is expected on August 12, 2022.
- **Acceptance of Right-of-Way Deed.** On April 14, 2022, the Mayor and City Council approved Resolution No. 2022-019 accepting right-of-way dedication from Los Arcos Estates, LLC, for additional land needed along the eastern side of Judd Street for public improvements.

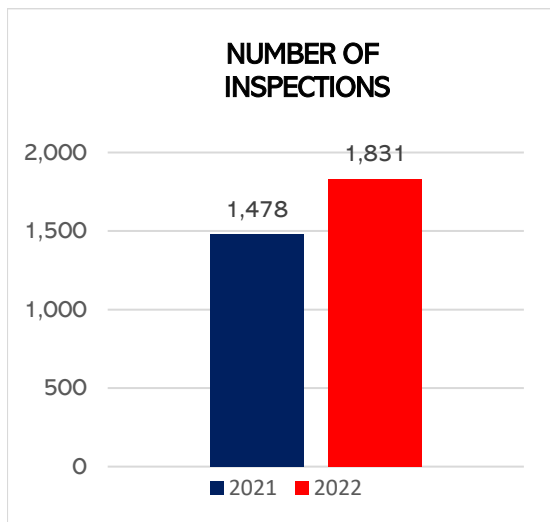
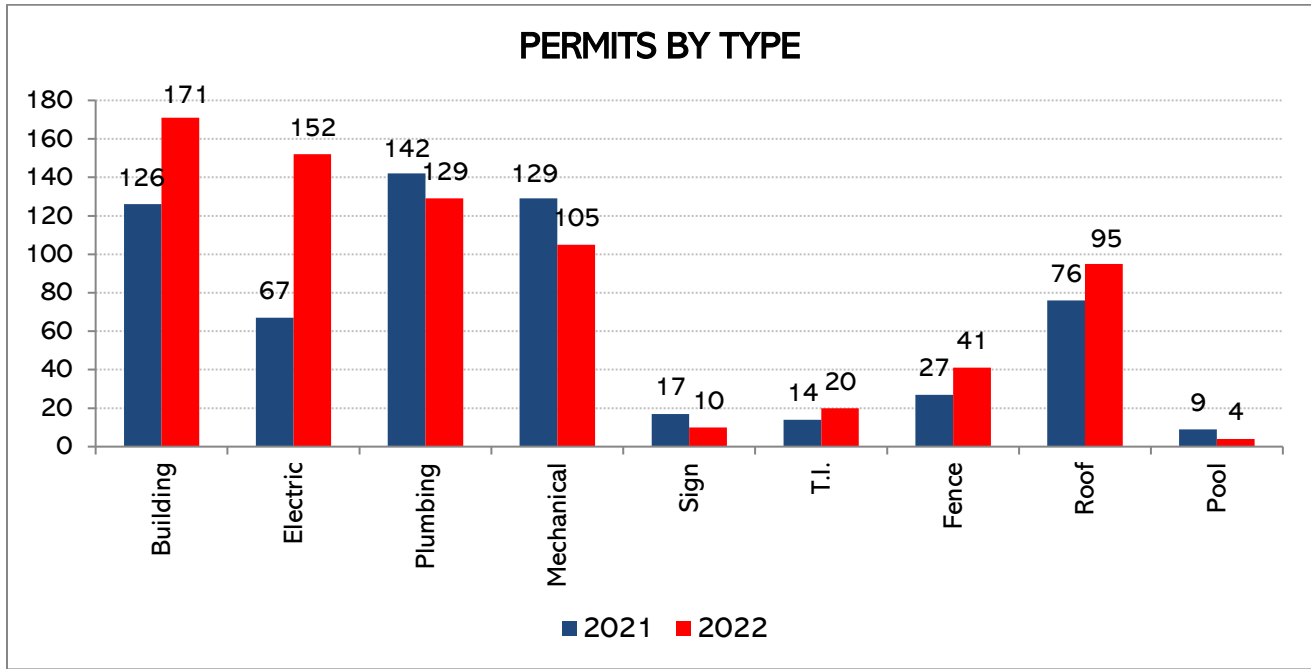
Building & Inspection Services

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

PLANS UNDER REVIEW		
PROJECT NAME	PROJECT TYPE	PROJECT ADDRESS
True Leaf Cannabis Store	Tenant Improvement	1633 S Hwy 92, #7
Chiricahua Community Health	Tenant Improvement	77 Calle Portal, #A260 & C240
Hula Hai & Sole Barber Exterior Renovation	Tenant Improvement	33 S Garden Ave
Hummingbird Assisted Living	Tenant Improvement	2047 S Hwy 92
Sierra Grande Clubhouse	Tenant Improvement	500 S 7th St
Sierra Suites Kitchen Rehab	Tenant Improvement	391 E Fry Blvd
Sky Island Apartment Renovations	Tenant Improvement	600 Charles Dr
U-Haul Propane Tank	Accessory Commercial	2011 E Fry Blvd
Wendy's	Tenant Improvement	1100 E Fry Blvd
Williams/Melo Law Office TI	Tenant Improvement	2107 Paseo San Luis, #B
PLANS APPROVED		
PROJECT NAME	PROJECT TYPE	PROJECT ADDRESS
Casa Del Sol - Phase 2	Apartment New	1020 S Carmichael Ave
Garden Canyon Clubhouse	Commercial New	405 S Garden Ave
Fry's Food - Phase 2 Pick Up Expansion	Tenant Improvement	4351 S Hwy 90
Popeyes Chicken New Building & Drive Thru	Commercial New	467 E. Hwy 90
PERMIT ISSUED/UNDER CONSTRUCTION		
PROJECT NAME	PROJECT TYPE	PROJECT ADDRESS
Berean Academy	Accessory Commercial	1169 N Columbo Ave.
Canyon De Flores - Dental Office Expansion	Tenant Improvement	3477 Canyon De Flores (B)
Childtime	Tenant Improvement	1299 N 7th St
Cochise Dental	Tenant Improvement	66 N Garden Ave
Comfort Inn - electrical changes	Tenant Improvement	3500 E Fry Blvd
COSV Fire Station #4	Commercial New	2051 S 7th St
COSV EMS Cell Tower	Cell Tower New	2051 S 7th St
Culver's Drive Thru Expansion	Tenant Improvement	632 S Hwy 92
Doc's Watering Hole	Tenant Improvement	1959 Frontage Rd
Dunkin' Donuts	Tenant Improvement	500 N Hwy 90
Glamour Us by Kim J	Tenant Improvement	1865 Paseo San Luis
FHASD Maintenance - Ft Huachuca School	Tenant Improvement	47120 Rucker St
FHYZICAL SV	Tenant Improvement	1849 Paseo San Luis
Haven Health	Addition - Commercial	660 N Coronado Drive
Navy Federal Credit Union	Tenant Improvement	440 N Hwy 90 #B4
New Era Med	Tenant Improvement	126 S Coronado Drive
Pepsi	Commercial New	175 W Kayetan
Politi TI - Café & Cheese Shop	Tenant Improvement	101 E Wilcox Drive
Prickly Café	Tenant Improvement	2151 S Hwy 92, #120
Punchy's Tavern	Tenant Improvement	1939 Frontage Rd, #A
Rothery Business Office	Tenant Improvement	3305 E Fry Blvd
SAIC	Tenant Improvement	665 N Garden Ave
SEABHS	Commercial New	4721 Campus Dr
Sierra Vista Surgical Center	Commercial New	N/A
Tombstone Brewery	New Commercial	332 N Garden Ave
Trouvaille Bakery	Tenant Improvement	920 E Fry Blvd
Urban Axe	Tenant Improvement	3758 E Fry Blvd

PROJECT COMPLETED		
PROJECT NAME	PROJECT TYPE	PROJECT ADDRESS
Crazy Bato	Tenant Improvement	2270 E Fry Blvd, #E5
Vista Bella - Tenant Improvements	Tenant Improvement	77 El Camino Real

YEAR OVER YEAR PERMIT STATISTICS THRU MAY



CONSTRUCTION TYPE	NEW CONSTRUCTION	
	2021	2022
SINGLE-FAMILY UNITS	16	29
SINGLE-FAMILY ADDITIONS	2	5
MANUFACTURED HOME UNITS	6	21
MULTI-FAMILY UNITS	0	0
NON-RESIDENTIAL (SQ. FT.)	871	16,616

Code Enforcement

The City's Code Enforcement officers responded to 87 complaints during the reporting period.

CODE REFERENCE	COMPLAINT	REPORTING PERIOD APR-MAY 2022	DESCRIPTION
150.15.C	ADDRESS NUMBER MISSING	1	RESIDENTIAL ADDRESS NUMBER NOT VISIBLE FROM STREET
150.25.4	ALLEYWAY MAINTENANCE	4	OVERGROWTH, OBSTRUCTION, DEBRIS INTERFERING WITH USE OF ALLEYWAY
150.23.3	ANIMAL WASTE	1	EXCESSIVE ANIMAL WASTE ON PRIVATE PROPERTY
150.23.20	BLIGHT	1	UNSIGHTLY, UNSAFE, OR UNSANITARY CONDITIONS
150.23.14	CLEAR VISION	1	OBSTRUCTING CORNER VISIBILITY
150.23.22	GRAFFITI	3	UNAUTHORIZED INSCRIPTION, FIGURE OR DRAWING OR OTHER DEFAACEMENT
150.24.A	ILLEGAL DUMPING	5	DEPOSITING LITTER OR DEBRIS ON ANY LAND
50.16	ILLCIT DISCHARGE	1	UNPERMITTED WATER ON STREET OR WASH/CONTAMINATION TO GROUND WATER
150.23.17	INOPERATIVE VEHICLE	3	NO REGISTRATION, FLAT TIRES, DISABLED MOTOR
150.25.1	LITTER/DEBRIS	17	GARBAGE, WOOD, CANS, ETC. LITTERING A PROPERTY
110.01.A	NO BUSINESS LICENSE	2	UNAUTHORIZED HOME- BASED BUSINESS
150.23.9	ODORS	1	FOUL SMELL
150.25.5	OVERGROWTH	28	TALL GRASS & WEEDS (OVER 12")
91.11.B.1	RIGHT-OF-WAY ENCROACHMENT	2	OBSTRUCTION, NON-PERMITTED IMPROVEMENT IN PUBLIC RIGHT-OF-WAY
90.11.4	ROOSTERS/BREEDING	1	ROOSTER IN RESIDENTIAL ZONE
150.04.015	RV LIVING	3	OCCUPYING AN RV FOR MORE THAN 14 DAYS IN RESIDENTIAL ZONING DISTRICT
150.25.1	SANITATION	2	NO SANITATION SERVICE/TRASH BUILD UP
150.23.13	SIDEWALK OBSTRUCTION	10	ANYTHING OBSTRUCTING A 36" WIDE PATHWAY OR 80" OVERHANG
150.25.10	SWIMMING POOL	1	GREEN AND STAGNANT POOL
TOTAL		87	



BEFORE AND AFTER
PHOTOS -

145 SHEILA LANE

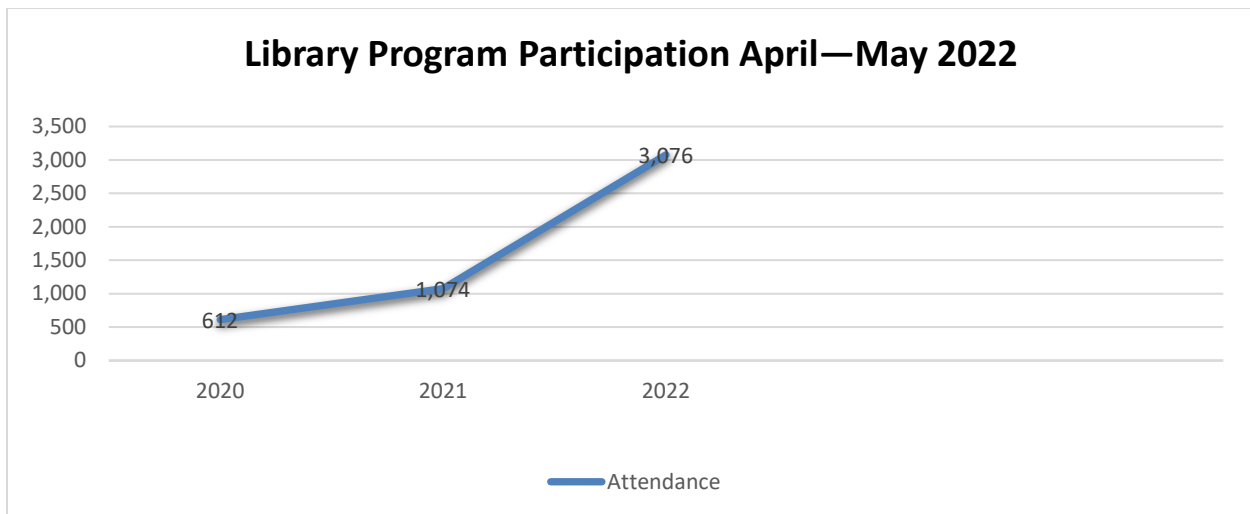
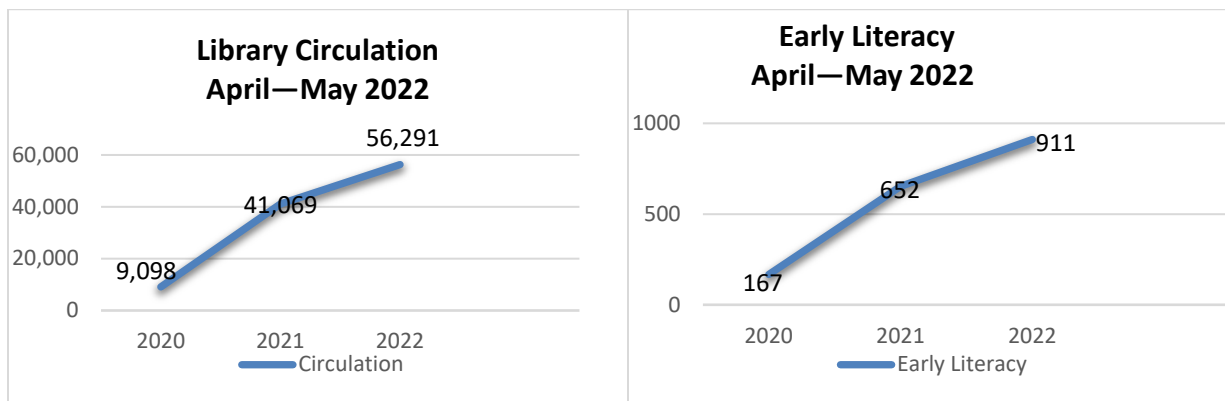


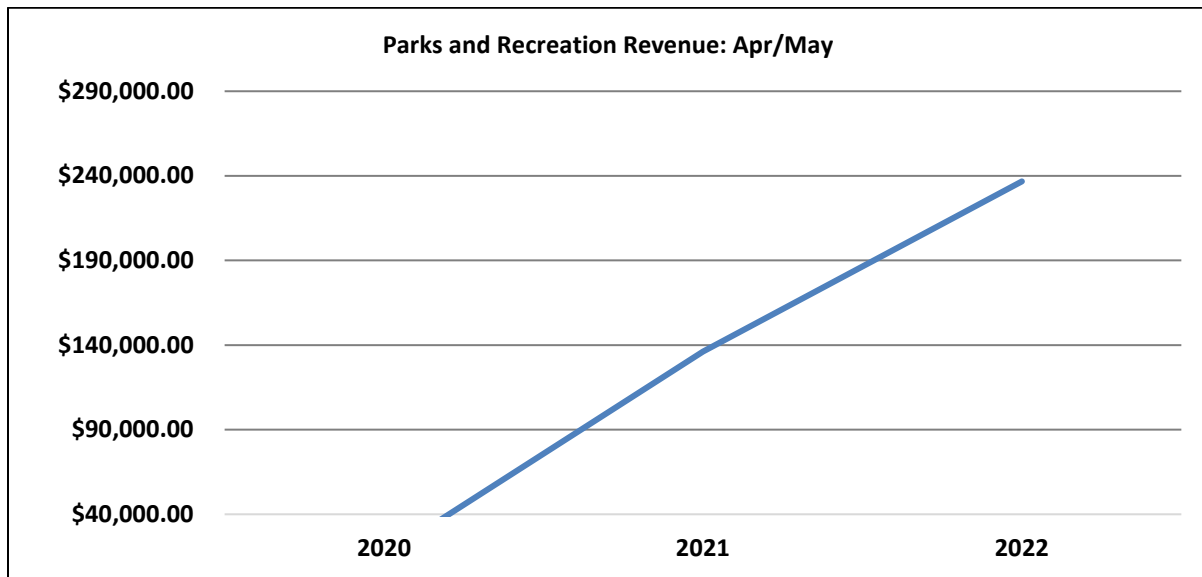
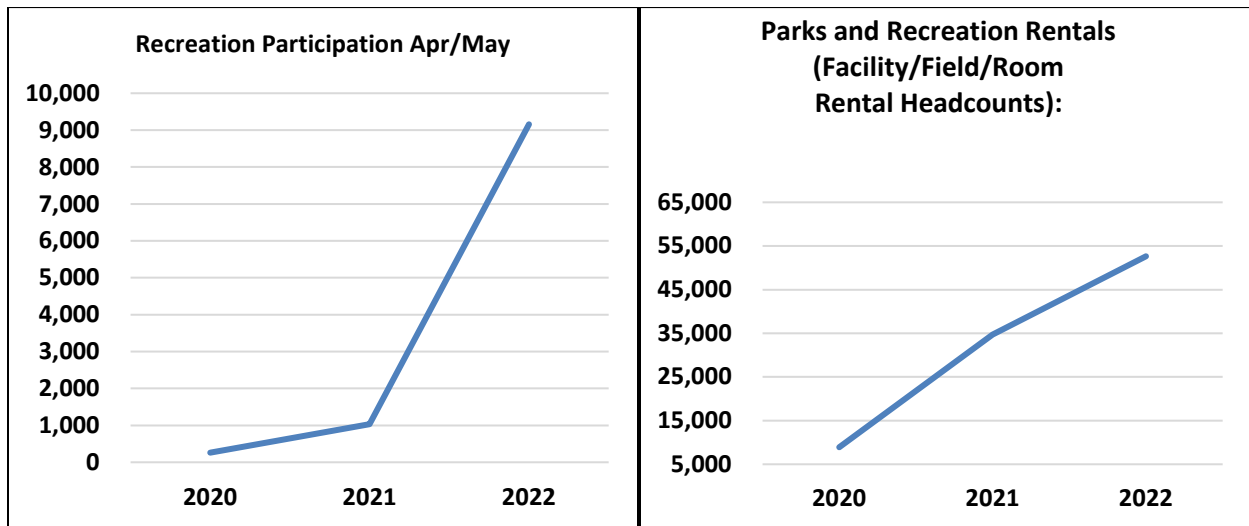
Department of Parks, Recreation, and Library

April – May 2022 Dashboard (Years: 2020 vs. 2021 vs. 2022)

Library Circulation:	56,291
Library Program Participation:	3,076
Early Literacy Participation:	911

Parks, Recreation & Special Events Revenue:	\$236,715
Parks, Recreation & Special Events Program Attendance:	9,158
Parks, Recreation & Special Events Rentals:	52,638





New Museum Programs Target Leisure Audiences



The Henry F. Hauser Museum has launched two new program series strategically designed to engage consumer groups ranging from ages 30-60 years to raise awareness of the existence of the museum and its many offerings to the local community. What started as a unique experiment to get less involved age groups through the door has proved a huge success, seemingly overnight.

The #TriviaTuesday series has been successful in increasing West End awareness during the West End revitalization project, while also increasing knowledge

of local history. #TriviaTuesday highlights various businesses on the West End by promoting trivia team events at local pubs and restaurants. Trivia can include topics from anything and everything--famous mysteries, movie titles, and Cochise County history. All events have been well attended, with winners taking away gift certificates to local venues located primarily in the above-mentioned district.

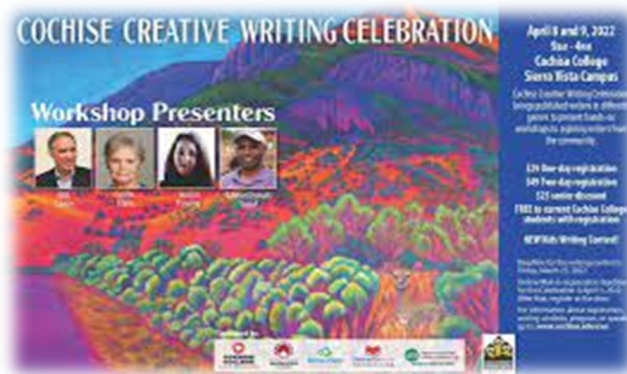
Meanwhile, "Escape the Museum" (an in-house escape room activity), has increased museum attendance by approximately 35% in just one month--with most patrons visiting the site for the first time, according to our post event survey. Museum staff utilized the summer's exhibit theme, "Opulent Oceans" to summon the exotic world of the deep sea—complete with magical creatures, hidden treasure, and oceanic folklore to create an out of this world puzzle game for families and friends alike. The escape room magic will continue throughout the summer into the month of August, so be sure to contact the museum shortly if you and your family are interested in partaking as this event books up quickly.

Library Partners With College to Promote Writing

The Sierra Vista Public Library collaborated with the Creative Writing Celebration hosted at Cochise College this April to promote local authors and their writing. The yearly celebration, which the library has been involved with for many years, encourages writers (both young and old) to hone their craft and help them promote their work to the publishing community. Each year the writing festival brings in a variety of authors, professors, and editors to give advice and mentorship to the creative artists who apply to be involved.

This year the festival introduced a new Kids Writing Contest covering ages Kindergarten-12th grades. The contest winners were announced after 2 days of workshops led by industry leaders, publishers, and professors.

Susan Abend, Adult Services Librarian, was a member of the CWC selection committee and assisted in organizing portions of the event, including the Kids Contest. She also led programs at the library to coincide with the Writing Celebration and promote its effort during the month of April.



We encourage the community to contact the library if they are interested in next year's Creative Writing Celebration, or better yet, tell them to pop in and ask for Susan for instructions on how to apply.

West Fest

The inaugural West Fest was held on Saturday, April 30th with the street closure celebrating the newly completed west end corridor. A grand opening of the streetscape kicked off the event with applause.



From 3:00p.m.-6:00p.m. families enjoyed magicians, face painting, games and activities with DJ entertainment. From 6:00pm-9:00pm patrons enjoyed the "No Alibis" live band, and with the Landmark Café and Hoppin' Grapes extension of premises into outdoor patios they were able to sit outside and enjoy an adult beverage while listening to the band.

A total of 34 volunteers came out to assist with the set/up and tear down of the event. The Sparks program, Art Studio, Library and Museum staff provided family friendly interactive booths for family entertainment. The Fire & Medical Services Department and Police Department both set up static displays for family interaction and outreach.

Twenty-four West End businesses not directly on the event corridor also participated in the event taking advantage of the City canopies set up for outreach at the event.

The event was well attended by families, with an estimated rolling crowd of 4,000.

Wine, Beer, and Spirits Festival

The Fifth Annual Wine, Beer and Spirits Festival was held on Saturday, May 28 from 12:00p.m. to 7:00p.m. This year had an excellent turnout with presales of 364 and over 2,300 in total attendance.

New to this year was the ability to use a beer ticket to purchase a flight or a glass of beer. Patrons reported they loved being able to try a variety of beers before purchasing a full glass.



The shaded areas of the South and West side of Veterans Memorial Park provided an ideal setting for vendors and crowds alike to enjoy the three local bands who performed during the event. The featured "Wine Check" area was well used this year, where patrons could check in their bottles while enjoying the day, then pick up on their way out of the park. Staff received many comments from patrons as they picked up their purchases that this was a much appreciated feature.

Several Summit Challenge participants came to the park after the hike to enjoy the music and festivities. There were a total of 177 Summit Challenge tickets redeemed.

Sonoita Wine Tour

April 9th took us to Sonoita for the 44th Annual Blessing of Sonoita Vineyards. The weather was great as the participants were able to enjoy tastings of new and current releases from six different Sonoita Vineyards. Shopping, food, and live music rounded out the experience allowing participants to gather with friends in the laid-back environment while taking in the ambiance of the festival.



Willcox Wine Tour



June 18th was the Willcox wine tour which had 21 participants sign up. The weather was wonderful for a day of wine tasting at the farmhouse tasting rooms. The first stop was Golden Rule where participants were able to enjoy a light snack with their tastings. The group then headed off to Birds and Barrels followed by a final tasting of Strive wines at their tasting room in downtown Willcox. After the tasting participants had supper on their own at a restaurant of their choosing in Willcox before returning to Sierra Vista. The next wine trip is August 6th to Pearce with visits to Four Tails Vineyard, LDV Vineyard, and High Lonesome Vineyards.

Summer Concerts In The Park

The 2022 Summer Concerts in the Park Series kicked-off on May 12th with the Sierra Vista Community Band. About 250 people showed up to enjoy the evening entertainment. Bill Cassidy brought out 140 people on May 19 and over 200 on June 9. This year a new performing group was added to the lineup - the Sierra Vista Symphony. Over 650 people came out to enjoy their performance on June 2 in which they received a standing ovation at the end. Forge by Fire performed on June 16 with 300 people coming out to hear them play. The weather so far for the Summer Concerts Series has been wonderful which contributed to such a high turnout. The community certainly seemed to have enjoyed the performances.



Movies In The Park

Staff are thrilled to partner with COX Communications again this year to provide the Movies in the Park series this summer. Cruella brought 350 people out on May 14. On June 4, the weather was perfect and 700 people attended Ghostbusters: Afterlife. Although June 11 was a little windy earlier in the day, the weather panned out for the evening, and 375 people showed up to watch Sing 2.

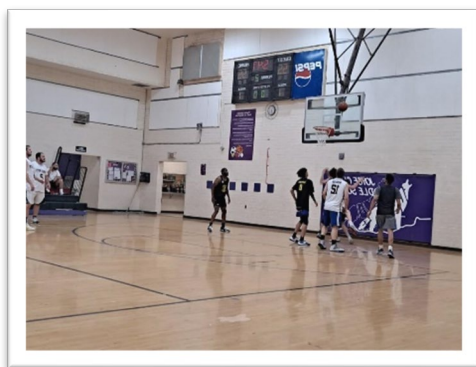


Sky Islands Summit Challenge

219 hikers enjoyed the Sky Island Summit Challenge this year on May 28th. The participants came to Sierra Vista this year from all over the country and some from as far away as Canada. 91 participants competed in the single peak challenge, 21 in the double peak, and 78 in the three peak experience. The weather was great for the hike and provided locals and out of towners with a wonderful day for a hike through local elevations.

Sports Programming

Sports in April and May was full of activity. Both the Little League and Ponytail seasons kicked off which utilized a number of the softball and baseball fields. The Ponytail partnership took in 173 registrations for the program. These numbers also include the Avengers special needs program that runs through the Ponytail league. Our spring soccer partnership with Coronado Sports Group had 295 participants. The program ran from late March through the Championship in early June. We are currently just starting the Futsal program in partnership with Sierra Vista Soccer Club. The indoor program will run through the end of July and has 47 participants.



The Adult Softball League had a total of 22 teams between the Men's and Coed Divisions. Staff welcomed back the "T-Recs" Therapeutic Recreation team this season and were thrilled to see them back out there and at it. The season ran from early April until early June. The Adult Basketball League started in mid-May and will run through the end of July. There are 10 teams registered who play on Thursday and Friday nights at the VMPSG Gym and the JCMS Gym.

Tournaments

USA Softball out of Tucson hosted two Fastpitch tournaments at the Domingo Paiz and Stone Complex fields. The first tournament was held on April 9th and hosted 10 teams from Sierra Vista and Tucson. The June 18 and 19 tournament hosted 14 teams from Sierra Vista, Tucson, New Mexico and Texas. Feedback has been great from the visiting teams, and we look forward to hosting them again!



Tsunami Night



The Cove's Spring Break Tsunami night was held on June 3rd and was well attended. With the recent great weather, the diving boards and outside patio were also opened up for the event. DJ Jay Jamison spun up some great tunes and 90 pizzas were enjoyed by the 316 people who came out to experience the "Big Waves". The next Tsunami night will be held on July 29th to close out the summer season.

Summer Swim Lessons

Summer Swim Lessons are booming at the Cove. Four two-week sessions running Monday thru Thursday are offered throughout the summer. Lessons began June 6th and will run through July 28th. The two June sessions accommodated over 270 participants in 'learn to swim' lessons. The Cove is also offering adult learn to swim lessons which have been well received.



Summer Hours

Beginning Memorial Day weekend, the Cove expanded operating hours to seven days a week for the summer. Open swim is offered seven days a week while still accommodating regular facility swim opportunities. Swim lessons, water walking, splash time, lap swim as well as exercise classes are offered rounding out the myriad of aquatic opportunities offered at the facility. The additional lap swim hours in the morning and evening, and earlier opening at 5:30 instead of 6:00 for early birds who like to get their exercise in before going to work (which was changed in November), has also been very well received.



Parks Maintenance

The Parks Maintenance Division is divided into three sections of maintenance: Parks, Sports Fields, and Buildings. Of the three sections Parks is the largest containing more than 18 million square feet to tend. The grass, trees, and shrubs must all be tended to as springtime begins. Each of the features located at a park must be washed and cleaned, especially from the extensive winds incurred over the spring



season. The staff also supports events held at Veterans Memorial Park as well as weekly rentals of ramadas at the Community Parks which require set up and clean up for each of the reservations. On May 14 with the help of the Parks & Recreation Commission and volunteers from Ft. Huachuca staff spread 60 tons of rip rap at Soldier Creek Park.

Commission Updates

Parks and Recreation Commission: The Parks and Recreation Commission met on April 5th and May 3rd. Agenda items discussed were: rock placement at Soldier Creek Park; clarification of facility/park definitions in city ordinances; possible renaming/dedication of VMPSC tennis courts; the adopt a park program; ideas for new commission projects; and the public process planning for Roadrunner Park.

Library Commission: The Library Commission (1 member) met virtually in June to discuss departmental updates.

Youth Commission: In June, the Youth Commission (1 member) discussed how to recruit more members and departmental offerings.

Arts and Humanities Commission: A subcommittee formed for the electrical box project in coordination with the Cultural Diversity Commission. This commission now meets quarterly, unless new agenda items present themselves.

Cultural Diversity: A subcommittee formed to enhance the city's electrical boxes, with permission from SSVEC. This subcommittee primarily meets online, via email updates. This commission now meets quarterly, unless new agenda items present themselves.

Upcoming Events:

July is Parks & Recreation Month!

July 16: Christmas In July Craft Bazaar – Ethel Berger Center – 9:00AM – 3:00 PM

July 7, 14, 21, 28: Concerts In The Park – Veterans Memorial Park – 6:30PM-7:30PM

July 10: Gaslight Theater- Depart/Return EBC – 12:30PM – 7:00PM

July 29: Tsunami Night – Cove – 7:00PM – 10:00PM

August 6: Pierce Wine Tour – Depart/Return EBC- 9:00AM – 6:00PM

September 16 &17: Annual Oktoberfest – Veterans Memorial Park – 5:00PM – 11:00PM & 11:00AM – 11:00PM

October 1: Vineyards in the Park - Veterans Memorial Park – 11:00AM – 6:00PM

Public Works

Engineering



along Fry Blvd.

Fry / North Garden. The Fry / North Garden Improvement Project is complete! A reopening ceremony and the event West Fest were held at the end of April to celebrate, and the feedback from the community has been overwhelmingly positive. Popular features include the decorative and enhanced lighting, plentiful landscaping, pedestrian amenities, and reduction in conflict points. Some businesses along the corridor have reported that they have never been busier! The design of the next phase of the project along North Garden from Fry to Buffalo Soldier Trail is underway, and staff is also pursuing grants to complete remaining phases

Eddie Cyr Park. Construction of a new parking lot with 100+ spaces to serve Eddie Cyr Park was recently completed. People who have been in the community for a while will remember the site as the former location of the Public Works maintenance yard and Animal Control. Since those operations relocated more than 15 years ago, the site had been sitting vacant. The new improvements look great and provide much needed parking for larger events at Eddie Cyr Park. Funding for the project is from Community Development Block Grants, and future phases will include the installation of landscaping and enhanced lighting.



Avenida Escuela. The Avenida Escuela extension project is starting to take shape. Located between Walmart and the Domingo Paiz Sports Complex, the new roadway will complete an important loop and will provide a secondary access into and out of the ballfields. Completion is currently scheduled for August. Although the progress on the roadway is exciting, the public is reminded that the area remains an active construction zone. Moving, driving around, or walking through barricades is both dangerous and illegal and could lead to injuries. Please continue to respect the construction zone until the project is complete and the roadway is opened to traffic.

Charleston. The first phase of the Charleston Road pavement replacement project from the State Route 90 Bypass to Colombo is complete, and the roadway reopened to traffic on June 24th. The second phase of the work involving an overlay from Colombo to Giulio Cesare is now beginning. There will not be a complete closure, but the roadway will be reduced to one lane in each direction with the open lanes shifting periodically. Contingent on weather during monsoon season, the project is expected to be fully complete by the end of August.



Streets



Monsoon. The arrival of monsoons is an exciting time, but it is also a time when weeds and other plants grow rapidly. It is important to remember that the dumping of any items, including “green” waste, in washes is illegal and can lead to big problems. Some people wrongly assume that green waste is natural and therefore will not cause any issues. However, accumulations of green waste are a fire hazard and must be removed. In addition, if they are washed downstream, they can clog drainage structures. Residents who need to dispose of green waste can do so at the Compost Facility or arrange a special pick-up free of charge.

Airport

Fire Season. The fire season was an active one but is now waning as monsoon storms arrive. On a local level, Bisbee had several wildfires which threatened structures. On a larger scale, New Mexico saw the largest wildfire in state history. The last few years have seen smaller amounts of winter rains in our area. When combined with a hot and windy spring, fires which start can grow rapidly. Our area is fortunate to have a Forest Service tanker base which can respond quickly to help bring local wildfires under control.

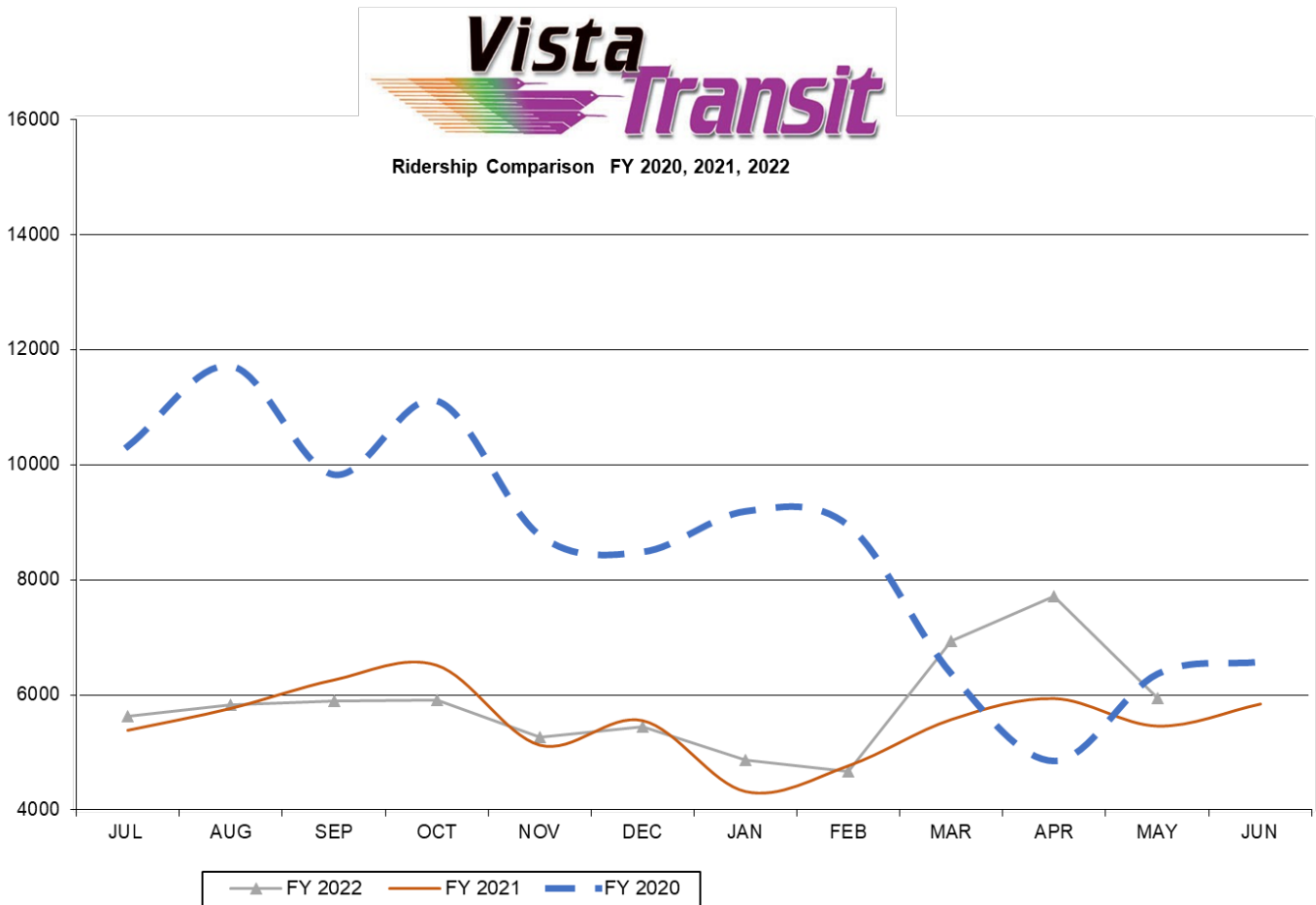


Airport Capital Improvements. Staff met with the Federal Aviation Administration and Arizona Department of Transportation in June to discuss the annual updates to the Airport Capital Improvement Plan (ACIP). In addition to pavement maintenance, the big focus for the next few years will be an update to the City’s Airport Master Plan. The City is required by the FAA to update its master plan every ten years, and the current master plan is now more than eight years old. Staff plans to coordinate its master plan update with Fort Huachuca to provide a multi-jurisdictional view of airport needs over the next ten years.

Hangars. Hangar vacancies are down at the airport, and the occupancy rate is now approaching 100% for the first time in years. Although a waiting list for hangars used to be common, vacancy rates started to increase about ten years ago due to shifting demographics within the pilot community. However, a wave of retirements brought on by the pandemic has apparently renewed interest in general aviation as a hobby.

Transit

Vista Transit Ridership Data. Transit continues to see significant impacts from COVID-19, although recent months have brought an uptick in the number of riders. Both March and April ridership numbers were above the previous two years. The federal mask mandate for public transit was also lifted in the last few months, so operations are slowly returning to normal.



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. All required documents were submitted to the FTA in January, and staff will be meeting with the FTA the week of June 27th to discuss the review findings in depth. Initial review findings were positive, and staff is expecting a good outcome.

Staffing. More than any other section, Vista Transit is experiencing significant staffing shortages. Starting in May, staff modified and consolidated routes pending the hiring and training of additional drivers. The reasons for the staffing challenges are complex and multi-faceted. However, one aspect is a shortage of drivers holding a Commercial Driver's License (CDL). CDL drivers are in high demand nationwide, and transit agencies are having a difficult time recruiting new drivers. On a local level, the school district also experienced challenges and had to consolidate bus routes and sometimes struggled to have enough drivers available for sports teams and other activities. The City of Sierra Vista is currently advertising for several positions, and those who are interested in either full or part-time work are encouraged to apply. Routes will return to normal as soon as staffing levels allow.

Farewell. Transit lost a valued member of its team when Karyl Lamb passed away unexpectedly in May. Karyl was very physically active throughout her life, and she passed doing what she loved. Karyl was an amazing person who led a life full of adventure. She will be dearly missed by all who knew her and had the pleasure of working with her.

Administration

Price Increases. Global supply chain disruptions caused by the pandemic, labor shortages, and other factors are increasing prices sharply for several sections of Public Works. Although there are a variety of examples, below are just a few which are straining the bottom line. In addition, volatility in the market has increased, so costs have become more difficult to predict moving forward. Starting July 1st, Fleet will be increasing the labor rate for external contracts. The current rate has not been increased since 2014 and is now well below market. Below is how much costs have increased over the past year:

Natural Gas – 25%
Vehicle Parts – 25%
Steel – 100%
Gasoline (Unleaded) – 62%
Gasoline (Diesel) – 84%
Construction Materials – 20%

Commission Updates

Airport Commission. A meeting of the Airport Commission was held on May 18th at 5:00 p.m. at the Pedro Castro Maintenance Center. Unfortunately, no commission members were in attendance, and the meeting was canceled after ten minutes. One member had indicated in advance that she would be unable to attend. The Airport Commission has four members and one remaining vacancy.

Environmental Affairs Commission. A meeting of the Environmental Affairs Commission was held on June 22nd at 3:30 at the Pedro Castro Maintenance Center. Two commissioners and one member of the public were in attendance. Discussion centered on website updates, potential projects, City water efficiency codes, a restart of the Environmental Merit Award, and Phase II of the Schneider Energy Efficiency Project. The EAC currently has three members and two vacancies.

Economic Development

Economic Framework Strategy Development

Mayor and Council formally adopted the six objectives of the Economic Development Framework 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

Continue Ongoing Efforts to Revitalize the West End

ED staff continues to monitor and assist with various new business initiatives on the West End, such as Tombstone Brewery which is still undergoing construction and anticipated to be open near the end of the summer. Staff attended and provided support to West Fest and followed up by attending a West End business association start up meeting. Staff continues to work on fostering positive relationships with local commercial real estate agents and property owners of vacant West End businesses, and to promote the West End Partnership Program to encourage new business in that area. Be on the lookout for these new West End businesses that successfully filed for a business license: Fix My Device, Military Precision HC, Gumption, Blendz, Loyal Ink Custom Printing, and Tortilla Familia.



Maximize Economic Impact of the Municipal Airport

Airport Project

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 final walkthrough was completed on April 8th. Since the completion of the project, ED staff has met with several interested parties to include private companies, the Forest Service, and Ft. Huachuca. Meetings will continue as staff works with these organizations to create a viable and best use solution.

New Municipal Airport Sign

Photo as of June 17th, 2022. The New Municipal Airport Sign is complete and ready for tenants to add their logos!



Expand support of, awareness of, and opportunity for military missions on Fort Huachuca

Fort Huachuca Joint Resource Utilization Study

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 July 2022 with OLDCC approving a no cost extension as there was conflict in scheduling all stakeholders for the final committee meeting. Matrix held the final

committee meeting virtually on April 12, a resiliency brief with Fort Huachuca personnel on April 15, and the final virtual public meeting on April 18 via Zoom. The final draft for comments was released on May 20 and staff received the final copy of the JRUS on June 10. The remaining steps will be acceptance of the study, final reporting to OLDCC, and closure of the grant.

DCIPS Grant – EMS Station

The substation is nearing completion with a punch list walk through scheduled for June 28. The temporary certificate of occupancy will be held until approximately July 8 when Southwest Gas installs the meter and turns on natural gas service to the building. The back-up generator is still delayed with expected installation the first week of August. The grant was scheduled to close at the end of July, but staff will submit an extension until the end of September to finish out construction completion as well as completion of all construction documents.

Site Photo – June 16th, 2022



Increase and Expand Effective Marketing Efforts

Airport Business Advertisements

Economic Development staff worked with Marketing & Communications staff to generate an advertisement for the newly prepared 13-acre redevelopment area at the Sierra Vista Municipal Airport.

Economic Development Activities and Key Engagements

Chamber Engagements

The ED staff continues to participate in Sierra Vista Area Chamber of Commerce events, as well as Southeast Arizona Hispanic Chamber of Commerce events. ED staff participated in two monthly small business committee meetings hosted by the Sierra Vista Area Chamber of Commerce, and two monthly Hispanic Chamber of Commerce mixers. Staff also participated in a Chamber Business at Twilight event, and one collaborative business walk. These events allow staff to network with local businesses and continue to cultivate relationships that will facilitate City involvement and positive partnerships. ED staff also agreed to support the upcoming SonoraFest event, hosted by the Hispanic Chamber of Commerce. This event will involve developing relationships with the Consulate of Mexico in Douglas, the State of Sonora's Secretariat of

Economy, and various Sonoran vendors and entertainment providers. Staff anticipates that this event will see a strong turnout that will generate direct and indirect economic impact for the City, as well as act as a catalyst for further economic opportunity.

Business Support

The ED division supported five courtesy inspections, and five pre-submittal meetings in cooperation with Community Development. These inspections allow the ED team an opportunity to meet and establish a connection with new and expanding business owners early in the process and offer assistance throughout the process, as well as to have firsthand knowledge of the growth, changes and development taking place in the community.

ED staff met with numerous businesses and supported cross departmental meetings with business owners and property managers to assist with various needs, such as startup assistance, West End Partnership Program grant funds, concerns with space and tenant needs, concerns over the temporary Charleston Road closure, and misunderstandings with County Health code requirements. The department also attended a ribbon cutting for Crazy Bato. Staff also held six meetings with various prospective businesses to introduce them to the business climate of Sierra Vista and discuss potential development.

Staff continues to work with the Chamber, IDA, and The University of Arizona Tech Park to facilitate partnership efforts to secure RISE grant funding to extend UofA's tech-based business incubator into Sierra Vista.

Support to Fort Huachuca

ED staff continues to work with Fort Huachuca's Housing Services Office in their efforts to gather information needed to update BAH rates for the 2022-2023 fiscal year. This relationship has allowed ED staff valuable insight into the housing, rental, and hotel markets. This information has supported four meetings with potential developers in the hospitality industry.

Staff increased meetings with Ft. Huachuca stakeholders in order to develop plans to further facilitate growth of Libby Army Airfield in conjunction with the Sierra Vista Municipal Airport. Staff is hopeful that the City will be able to help relieve strain and potential overcrowding at Libby, as well as create impetus for discussion of the acquisition of more land for further growth and development.

Other Events and Activities

Staff participated in meetings with Arizona Commerce Authority, attended a SEAGO Workforce Development Luncheon, USDA Rise Partnership meeting, meetings with Cochise College, as well as Canyon Vista Medical Center. The ED Manager attended and presented at the Southeastern Arizona Contractors Association meeting in May.

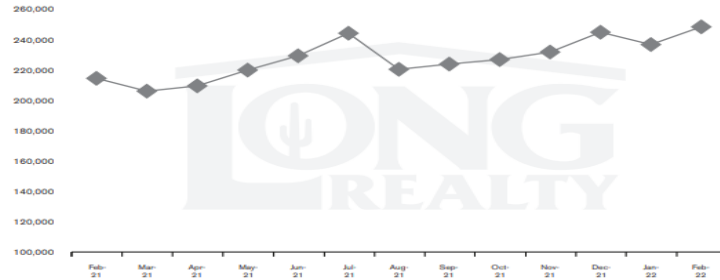
Housing Report

The May 2022 Sierra Vista active inventory was 266 houses, a 48% increase from May 2021. There were 189 closings in May 2022, virtually unchanged from May 2021. Year-to-date 2022 there were 873 closings, a 4% increase from year-to-date-2021. Months of inventory was 1.4, up from 0.9 in May 2021. The median price of sold homes was \$250,000 for the month of May 2022, up 13% from May 2021.

MEDIAN SOLD PRICE
SIERRA VISTA

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

Feb 2021	Feb 2022
98.4%	97.9%

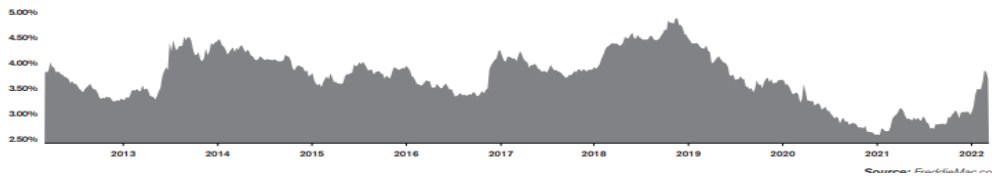


MONTHLY PAYMENT ON A MEDIAN PRICED HOME SIERRA VISTA

Year	Median Price	Int. Rate	MO. Payment
2006	\$207,769	6.140%	\$1,201.22
2021	\$215,000	2.810%	\$840.34
2022	\$249,250	3.760%	\$1,097.94

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

Marketing & Communications

Serving City departments. Marketing & Communications staff provides promotional services for all City departments, to include flyers; business cards; 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 the second quarter of the 2022 calendar year:

- **City Manager’s Office:** Designed Tentative Budget and Final Budget book covers.
- **Community Development:** Large format maps for sign frames used at the WestFest event; designed and produced street banner for WestFest.
- **Cochise County Tourism & Economic Development:** Copywriting, editing, and design service for two “Redhot eBlast” newsletters; design service for Arizona State Vacation Guide.
- **Economic Development:** Developed creative and wrote ad copy and editorial copy for two ads for *Expansion Solutions* magazine.
- **Fire & Medical Services:** Updated and printed recruitment brochure and popup banners.
- **Human Resources:** Developed creative and managed flight for a digital general recruitment campaign. The campaign had 679,318 impressions, 1,365 ad clicks, and averaged 0.24% engagement, which is nearly three times the national average.
- **Library:** Design and produced a scavenger hunt bingo card and bookmarks for the Hour to Kill, Book Discussion Group, and Writers Club.
- **Museum:** Handbill for the West End Scavenger Hunt. Provided artwork and managed the purchase of branded give-away item.
- **Parks & Recreation:** Continued working with staff members on social media posts. Provided design work for Sports division (hours of operation signage and t-shirt graphic for the PeeWee Sports Camp). Reprinted the Parks sticker. Created and produced handbills and table tents for the Wine, Beer & Spirits Festival. Developed and managed broadcast and digital advertising for the Summit Challenge and Wine, Beer & Spirits Festival. Digital efforts resulted in 1.27 million impressions (primarily in the Phoenix metro area) and 5,915 click-thrus. Launched a public input forum for Roadrunner Park input via EngageSierraVista.
- **Police:** Developed creative and managed flight for digital officer recruitment and lateral transfer campaign, including a hyper-targeted effort to support the Police Recruiter’s effort at Fort Hood. Since launching in mid-February, the campaign generated 1.6 million impressions and generated 5,522 clicks for a click-thru rate, about 5 times the national average. Also, in support of recruitment efforts, MarCom created and managed production of recruitment materials, to include an updated brochure, business card, and booth backdrop. Created new digital ads, which included updating current photo library. Press releases, website posts, and social media posts.
- **Public Works:** Press releases, social media posts, handbills, and posters for the Charleston Road project. Included information about the Avenida Escuela extension in the spring issue of *Vistas*.

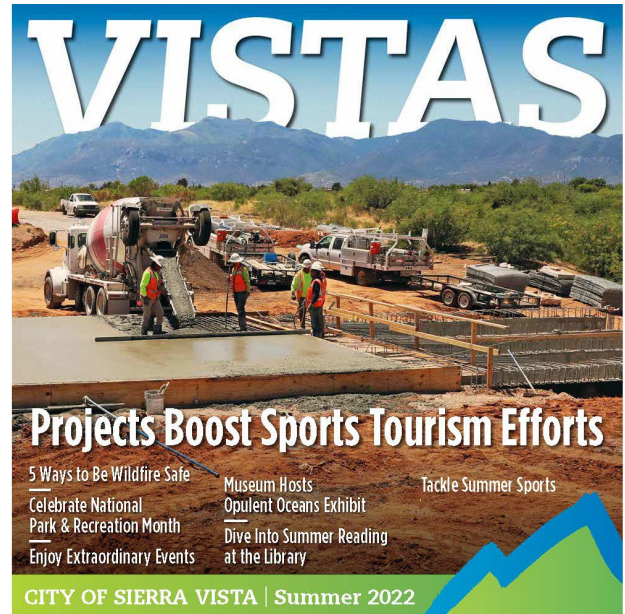
- **Tourism:** Ad copywriting and design services. Reprint of handout materials.
- **Vista Transit:** Weekly print ad copywriting and design.

Communications. In addition to promotional efforts, MarCom also designed and produced several posters to promote the upcoming July 4 events.

Produced and direct mailed the summer issue of *Vistas* magazine, which touts the City’s sports tourism efforts, wildfire safety, Parks & Recreation month, and promotion of upcoming City-provided activities and events.

Other communications efforts include the weekly eNewsletter, which is sent to about 3,200 subscribers. The email regularly receives an open rate of 44%, significantly higher than the overall average of 30% and greater than the average for government services of 36%. The link click-thru rate averages 4%, versus 2% for the industry.

Staff produced seven live segments with Cool FM online during this report period. Staff also responded to multiple inquiries by local and Tucson-based media to aid in accurate reporting.



Staff produced two podcast episodes, one in April featuring our Chief Information Officer Abe Rubio, who discussed the City’s efforts to stay cyber safe, and offering cyber safety tips for listeners. The second podcast episode was released in June and featured Library, Recreation, & Cultural Services Manager Emily Duchon and Museum Curator Elizabeth Wrozek. The episode explored the museum’s “Opulent Oceans” exhibition and the summer reading program, called “Oceans of Possibilities.”

Website. In early 2021, MarCom and IT were tasked with evaluating website providers who specialize in content management systems for governments. Over the course of several months, multiple systems were evaluated, ultimately resulting in a contract with Granicus.

MarCom staff began developing a new website look and feel, navigation, and content management system. The new site includes a service finder, quick links on the home page, and a drop-down mega menu for navigation among other features. The site also includes an integrated tourism site, which sports a unique look to help differentiate it from the municipal site.

The site is currently undergoing a final “scrub” before going live to ensure that links and forms work, and that content is current and complete. The site is expected to go live on July 19.

Division Performance Metrics

Facebook Post Reach*	Jan-Mar 2022	April-June 2022
<i>City of Sierra Vista</i>	254,063	345,713
<i>Visit Sierra Vista</i>	45,189	4,460
Facebook Page Consumption*		
<i>City of Sierra Vista</i>	14,838	20,443
<i>Visit Sierra Vista</i>	62	147
Press Releases Issued	23	30

* 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.

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	
	2021	2022	2021	2022	2021	2022	2021	2022	2021	2022	2020	2021
Local-Not Identified	1	59	2	73	2	45	9	51	7	40	3	45
In-State	0	33	4	49	12	32	20	44	49	28	0	20
Out-of-State	5	77	10	123	12	118	63	50	52	10	1	10
Foreign	0	9	0	34	0	37	10	23	12	16	0	7
Phone/Virtual/Email*	20	329	18	389	66	302	275	288	221	279	232	294
Other Fulfillment												
Groups, Mtgs, etc.	0	390	0	135	286	840	742	120	143	1080	0	18
Curbside	0	57	0	58	0	67	17	34	68	68	NA	52
TOTAL	26	954	34	861	378	1441	1127	610	484	1521	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 includes a regular report for the Cochise County Tourism and Economic Council (CCTEC). The activities of the CCTEC are defined through an intergovernmental agreement (IGA) 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 include Bisbee, Douglas, Sierra Vista, and Willcox.

MEDIA PITCHES. CCTEC receives between one and six requests a day from writers for assistance on tourism-related stories. These requests are not always applicable to Cochise County, but when they are, CCTEC staff works to gather information, data, and photos, as necessary, and answer the request within the timeline provided. Often, they are due the same day, sometimes within hours. Just a few of the responses that CCTEC has submitted Q2 include:

- Best Biking Cities in the US (featuring Sierra Vista)
- Best Winery in Every State (featuring Willcox)
- Ideas for Celebrating Pride Month (featuring Bisbee)
- Best Fishing Destinations in the US for Memorial Day 2022 (featuring Parker Canyon Lake)
- Best Small-Town Summer Vacations in the U.S.
- Family Dude Ranches In the USA
- 10 Best Weekend Trips You Need to Take This Year

SOCIAL MEDIA PROMOTIONS. CCTEC has worked to raise awareness events across Cochise County via Facebook, Instagram, and Twitter, in addition to general Cochise County promotions. Here is an event post "short list":

- Southwest Wings Spring Fling Festival (Sierra Vista)
- Willcox West Fest and Chuckwagon Cook-Off (Willcox)
- Southwest Wings Birding and Nature Festival (Sierra Vista) *Photo
- Wine, Beer, and Spirits Festival / Summit Challenge (Sierra Vista)
- Douglas Days (Douglas)
- Ranching Heritage Festival (Willcox) *Photo
- Bisbee PRIDE (Bisbee)
- Sonora Fest (Sierra Vista)
- Blues in Bisbee (Tombstone)
- Willcox Flyer Bike Ride (Willcox)

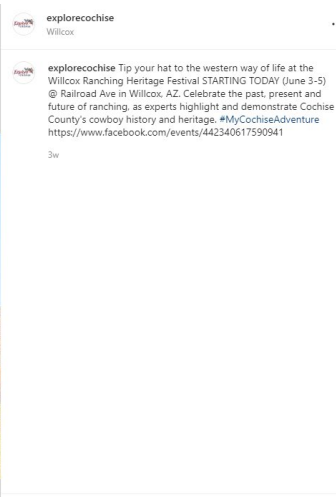
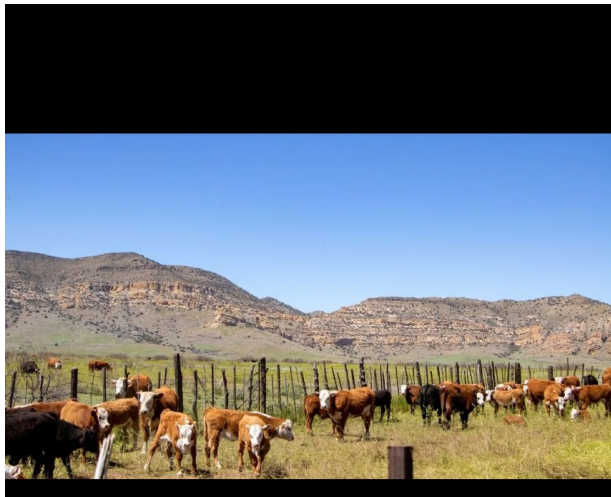


Explore Cochise @Explore_Cochise · Jun 7

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1 month ago, SW Wings had an incredibly successful Spring Fling! 212 species were recorded, including five ABA rarities. If you missed out, don't fret. You can join SW Wings for their Summer Fest! Registration closes 7/15. swings.org/main-festival [#MyCochiseAdventure](https://twitter.com/MyCochiseAdventure)





WEBSITE UPDATES IN PROCESS & PLANNED. ExploreCochise.com has brought an excellent source of visitors to Cochise County over the last 3 months. It is important to maintain an up-to-date and engaging presence online, including with the website. As such, CCTEC staff is working with Pat Davis Design Group to update, edit, and enhance the following areas for better viewing, navigation, and representation of Cochise County.

- Boost representation by having hero photo (home page) rotating photos of each community
- Increase ease of navigation by rearranging tabs at top and in some drop-down menus
- Add more engaging content by
 - Updating "Stories" tab with articles from Casual Astronaut collaboration
 - Adding Activity Pages for Biking; OHV/ATV; Rock Climbing

ARIZONA OFFICE OF TOURISM (AOT) VISIT ARIZONA INITIATIVE (VAI) GRANT. In late 2021, CCTEC submitted for the VIA Grant through AOT. CCTEC requested \$249,000 to cover two specific projects. The AOT VIA grant review committee awarded CCTEC a pre-award status in the amount of \$159,666.32 - nearly 64% of the initially requested amount.

- **MONEY PROVIDED (June 2022)**
CCTEC was awarded the monies for the AOT VAI Grant in the third wave.
- **RFP PROCESS COMPLETE (April-May 2022) & PROJECTS AWARDED (June 2022)**
CCTEC and CoSV were able to award the projects under the AOT VAI Grant to the two respective vendors selected in the RFP's evaluation process.
- **KICK OFF MEETINGS (June-July 2022)**
Support staff for the CCTEC AOT VAI Grant process had their Kick-Off Meeting, and Kick-Off Meetings are scheduled with the vendor of each project for July 2022.

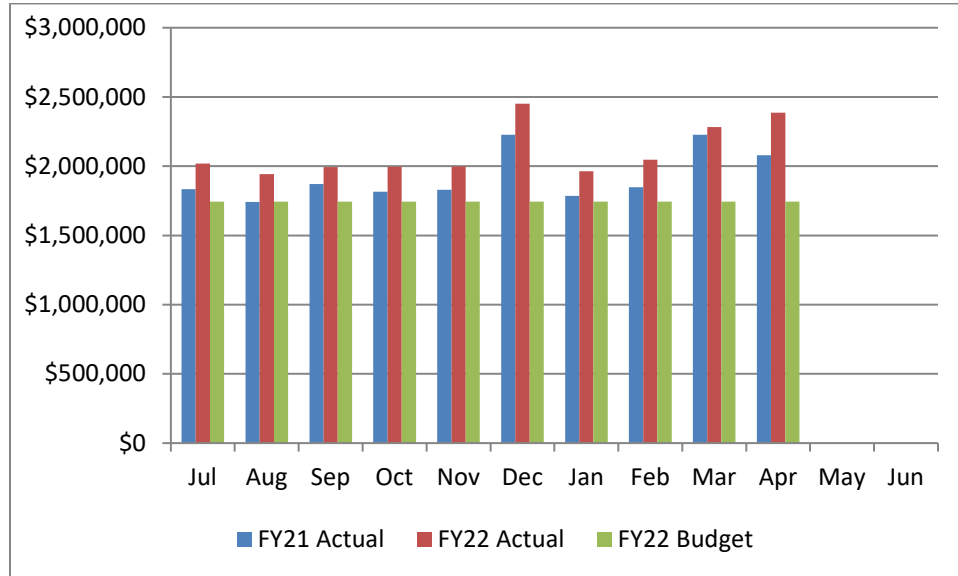
AOT INTERNATIONAL REPRESENTATIVES - FAMILIARIZATION TOUR (FAM) PLANNING. AOT is coordinating with CCTEC on a FAM for their international representatives to be held just after the Governor's Conference on Tourism (GCOT) July 13-15, 2022. The international representatives participating in this FAM represent both trade and media, and they are based in Mexico, Germany, United Kingdom, China, and France. ***This will be their first time to Cochise County!*** When they all come to Arizona, AOT takes them to different areas to familiarize them with Arizona locations they have not yet visited. This allows the representatives to pitch stories to journalists and propose ideas to tour operators in their home countries. It is always better for them to experience a destination first-hand! For this FAM, there will be seven participants. They will visit the six major communities of Benson, Willcox, Douglas, Bisbee, Sierra Vista, and Tombstone. CCTEC is researching and planning for attractions, accommodations, and dining opportunities that showcase the four pillars* of Cochise County.

**Outdoor Adventure, Birding & Wildlife, Wine & Cuisine, and Culture & History*

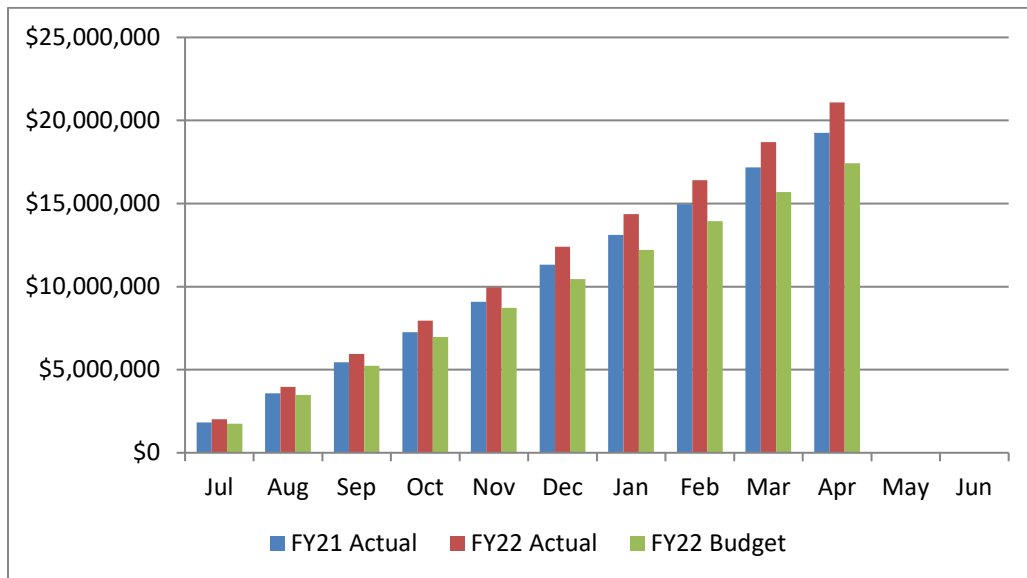
Administration

Sales Tax Collection. Gross privilege tax collections were up \$199,425, or 10.8%, from last February, \$57,297, or 2.6%, from last March and \$307,931, or 14.8%, from last April.

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



Fiscal year collections thru April were up \$ 1.82M, 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	May-21	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22	Apr-22
Utilities	75,120.68	102,190.58	109,414.69	89,369.71	88,186.14	90,672.58	78,049.77	97,549.59	107,481.21	108,868.32	106,253.10	89,735.94
Communications	15,403.39	15,292.18	13,816.14	13,993.23	14,493.07	14,266.94	13,687.43	13,540.67	13,436.39	13,230.29	13,185.14	14,132.96
Publication	2,968.58	2,483.32	4,600.52	3,217.36	896.04	769.16	748.01	1,014.00	894.47	744.88	819.52	772.52
Restaurant & Bar	260,270.45	227,293.77	244,254.65	217,266.66	229,681.58	235,154.56	202,169.56	226,790.93	214,904.77	243,951.95	241,268.41	263,830.50
Contracting - Prime	40,859.88	38,954.91	51,147.83	58,295.89	48,163.27	51,603.18	45,824.52	51,051.31	45,357.37	78,781.97	50,393.23	38,267.25
Retail Sales	1,088,665.02	1,066,901.16	1,013,962.71	983,140.55	1,027,199.18	1,011,653.63	1,056,580.80	1,278,962.40	1,008,191.82	979,955.49	1,211,859.97	1,215,199.78
Use Tax Purchases	57,755.87	61,727.67	57,831.87	55,917.68	64,891.47	52,259.48	68,586.75	85,280.23	59,901.21	56,616.78	60,849.33	76,013.10
Use Tax from inventory	1,558.82	1,253.46	1,116.52	473.60	254.47	59.68	2,337.34	1,010.02	109.49	1,163.80	535.77	721.06
Residential Rental	39,872.84	39,526.87	36,357.20	36,079.89	42,010.35	37,504.01	49,864.52	76,468.19	28,500.43	47,082.95	44,322.09	45,813.58
Retail Food for home consumption	230,451.47	227,080.23	219,744.62	224,986.19	229,187.69	232,233.36	244,039.10	339,410.75	248,573.42	238,103.91	276,780.21	343,564.46
Commercial Rental	26,687.08	38,026.78	28,300.10	30,364.61	26,399.92	29,348.22	25,933.25	29,541.92	31,122.48	26,106.64	27,996.30	29,775.92
Tangible Property Rental	19,885.33	21,959.23	24,059.77	23,991.65	20,217.04	25,853.28	10,347.60	24,130.59	18,318.48	21,305.34	25,579.82	18,902.21
Extended Stay	98,224.63	105,148.04	115,420.88	107,284.11	97,482.02	97,214.48	88,318.88	87,162.21	77,264.71	126,178.16	97,302.45	130,719.49
Online sales	92,881.88	94,544.55	91,400.32	90,362.10	90,439.46	99,453.00	113,294.00	124,284.93	99,168.13	96,230.03	114,194.27	106,049.35
Other	11,042.60	12,989.90	8,300.31	7,868.47	14,822.96	17,376.32	(1,054.90)	15,723.80	10,726.86	8,703.72	12,162.42	13,115.75