



Council Executive Report

Charles P. Potucek, City Manager

September / October 2022

Highlights

- ➔ Station 4 received 172 calls and 102 transports in October 2022.
- ➔ The Department of Parks, Recreation, and Library kept busy with several fall events! Vineyards in the Park partnered with Art in the Park for a successful second year. The Annual Oktoberfest was held on September 16th and 17th. The City hosted a Food and Wine Pairing Murder Mystery Comedy on October 15th.
- ➔ New routes will be implemented for refuse collection on January 1st. Information will be sent out via mail and social media in the next eight weeks leading up to the change!
- ➔ A NovelBranch book vending machine will be available at the Mall.

Departments

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City Manager's Message

As I write this in early December, it's hard to believe the end of the year is upon us already! We all know the years seem to go by faster and faster as we get older, but 2022 really flew by.

The end of this year is particularly bittersweet as we wish farewell to Mayor Mueller in his retirement from City office after 12 years as our mayor and 9 years on City Council. Mayor Mueller truly made a difficult job look easy, and I know he will be genuinely missed not only by City Hall but the entire community. I'd like to personally thank him for his leadership of Sierra Vista particularly regarding the city's many water efforts including being a founding member of the Upper San Pedro Partnership, and his hard work to develop and maintain an exceptionally positive partnership with Fort Huachuca.

I would also like to extend my sincere congratulations to Mayor-Elect Clea McCaa, re-elected City Councilmembers Carolyn Umphrey and William Benning, and Councilmember Mark Rodriguez on his first full term election. It has been a pleasure working with our Councilmembers over the past four years, and I look forward to working with Mayor McCaa and all of you into the future.

On a logistical note, buckle up for a fast and furious start to the New Year. An administrative retreat for the Council will be planned in January to go over administrative policy and procedures. A reception will be held before the first Council meeting of the year on January 12 to welcome and honor the new Mayor and newly-elected and -appointed councilmembers (please expect more information and invitations in the next few weeks). Staff are in the process of interviewing new strategic planning consultants, and your strategic planning process will be scheduled for late February or March. Last but certainly not least, the budget process is

Upcoming Council Meetings

(City Hall Council Chambers except where noted)

Dec. 6, 3:00 p.m. – Work Session

Dec. 12, 5:00 p.m. – Council Meeting

Jan. 10, 3:00 p.m. – Work Session

Jan. 12, 5:00 p.m. – Council Meeting

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already underway and will also kick off in earnest in February/March.

Finally, I hope everyone has a happy and safe holiday season and gets some time to rest and recharge. Thank you all for another excellent year, and I look forward to what 2023 holds in store.

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

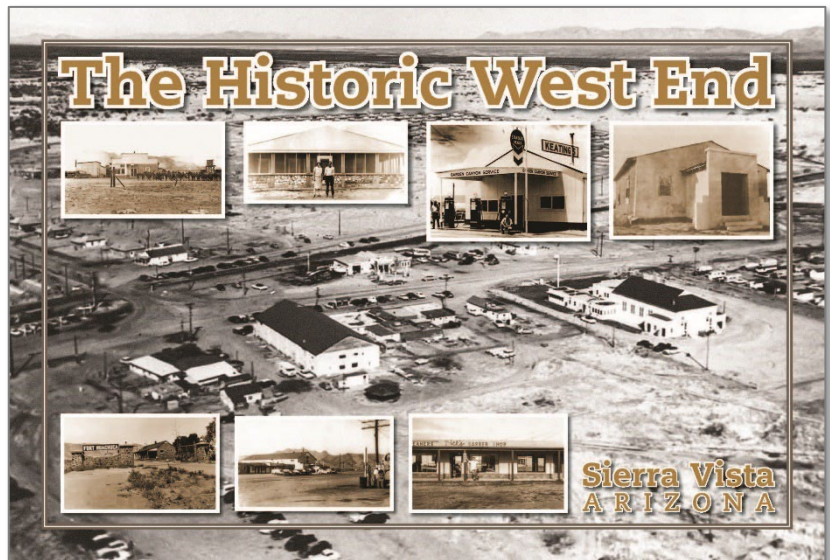
Chuck Potucek, City Manager

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 websites and assisting with and developing social media, Marcom staff completed the following City projects during September and October 2022:

- **Animal Control:** Created and produced flyers and social media promotion for Pawgwartz Open House; copywrote and designed weekly Pet Finders ad.
- **Cochise County Tourism & Economic Development:** Editing and design service for two "Redhot eBlast" newsletters; graphics for digital attractions pass; graphic design and copy editing for ads and flyer; provided administrative support.
- **Community Events:** In partnership with community organizations, the City produced maps and flyers for the Sky Island Tour and provided plastic bags and visitor information for participants. MarCom staff also produced flyers for the Rising Sun Run and provided visitor information and swag.
- **Economic Development:** Wrote editorial content and designed full-page ad for *FDI Alliance* magazine.
- **Fire & Medical Services:** Promoted open house for FS4 and 9-11 ceremony at FS3.

- **Henry F. Hauser Museum:** Designed and coordinated production of wall decals, posters, postcards, and banners for the Historic West End exhibit.



Postcard design for Henry F. Hauser Museum's Historic West End exhibit.

- **Parks & Recreation:** Designed and produced lifeguard hiring poster; flyers for Tsunami Night, annual maintenance closure, Spooky Saturday Haunted Hunt, and Movies in the Park; and poster for the Sparks After School Program.
- **Police:** Wrote and distributed SVPD press releases, website posts, and social media posts. Post Daily Incident Reports.
- **Public Works:** Updated annual refuse collection calendars and provided them to the billing service for insertion in the November billing; produced a holiday pickup postcard; started projects to notify residents about change in refuse route collection days; started design to replace sign at Sierra Vista Municipal Airport.
- **Library:** Created artwork for book vending machine.

- **SEACOM:** Ongoing recruitment campaign, to include print ads in the Herald, radio ads on KWCD (92.3FM) and KZMK (100.9FM); radio ads will run through December. Designed a digital recruitment flyer for use by partners, printed recruitment brochures and referral cards.
- **Vista Transit:** Weekly print ad copywriting and design; facility poster to promote Yellow Route and need for drivers.



Answer the Call
SEACOM is hiring qualified 9-1-1 dispatcher applicants.

- Starting annual salary: \$42,567
- Annual salary after training: \$43,887
- Overtime opportunities & Incentive pay
- Paid health, life, and dental insurance
- Great family insurance plans
- Generous paid time off
- Tuition assistance
- ...and more!

On the job training provided at NO COST TO YOU!

Learn more and apply at SierraVistaAZ.gov or scan here



SEACOM dispatcher recruitment cards and print demand attention with bright colors and a QR code linking to the job description.

Shop Local campaign launched. Per the 2022-23 Council Strategic Plan, the MarCom division launched a Shop Local campaign. The campaign will consist of radio, digital, and newspaper advertising, social media posts, and inclusion in media messaging as appropriate. The radio campaign will run on KZMK (100.9FM). To further drive the message home—and support Sierra Vista’s small businesses—the division is planning to hang “Shop Local” street pole banners in the West End redevelopment area (along Fry Boulevard from Fab Avenue to North Garden, and along North Garden from Fry to West Taylor Drive).

Plans to expand audience reach. Per the 2022-23 Council Strategic Plan, the MarCom division is continuing to work toward completion of a strategic communications plan. However, such a plan is a moving target, while the goal of the division is to continually reach audiences in new and effective ways, regardless of the status of a written and final communications plan. Initial survey results for the plan demonstrate that the majority of respondents are satisfied with communications from the City and are utilizing media sources the City used at the time of the survey, with the exception of local radio and local newspaper. With that information, the City has increased advertising with the local radio station and newspaper as budget allows.

As Council tasked the division with expanding the reach and impact of messaging, the division is cooperating with other City departments to install oft-requested street pole banners in the West End redevelopment area. The planned banners include key messaging, to include Shop Local (see above), emphasize key tourism and lifestyle elements, and promote major City events. Additional efforts include empowering key staff members to contribute to and manage department-specific web pages and social media accounts. Staff has been provided information about the City’s editorial style and brand elements.



One of several Shop Local digital ads.

Short videos are trending, and the Hootsuite platform allows approved users to upload short videos, usually shot with a mobile phone, to their department's Facebook feed. Using the Hootsuite backend, the MarCom division ensures content is professional and furthers the City's overarching messages prior to going live. A great example is the work being done by Don Foster for Fire & Medical Services. For example, a one-minute video recording EMS personnel responding to an accident—and asking drivers to be careful—received 10,939 views and 2,101 engagements.

Another 43-second video, showcasing the new county-wide alerting system installed in fires stations received nearly 8,200 impressions and 1,822 engagements. Kudos to SVF&MS!



Fire & Medical Services personnel respond to an accident in this minute-long video.

Sierra Vista tourism promotions. The division launched the first-ever digital Adventure Guide visitor app in September. The app, called the Sierra Vista Adventure Guide, is available for both Android and Apple platforms at no cost to downloaders. The app includes all information found in the printed Adventure Guide, Birding Guide, and Dining & Lodging Guide, plus an audio walking tour of Sierra Vista's historic plaques. The app also links to the City's visitor Facebook page and maps. Users can rate attractions, create "to do" lists, and make personal notes. Additional content, to include walking tours and photo galleries, will be added at a future date.

The digital Adventure Guide is designed to work hand-in-hand with a new publication called the Sierra Vista Attractions Map. The map, which includes a QR code to download the digital guide, lists key places to visit in Sierra Vista and on Fort Huachuca, and in the surrounding areas.

In addition to including the QR code on the printed Attractions Map, the same code is being placed in print ads and will serve as the landing page for future digital ads.

Print advertising in the past couple of months include a half-page feature in *Global Heroes*, a stand-alone publication, which will be inserted in the Wall Street Journal and distributed to readers in New York, Connecticut, and New Jersey. Targeting our birding audience, Sierra Vista's half-page ad appeared in *Living Bird*.

The City placed digital ads with Cornell Lab of Ornithology on bird identification pages. (Cornell Lab is the nation's authority on birds and birding.) From 8/1/22 through 10/31/22, Sierra Vista's digital ads received 395,508 page views and 377 click-throughs to the designated landing page.

Another digital campaign launched with [Texas Monthly](#) as part of the publications digital winter travel guide. The editorial and photo content promotes Sierra Vista as the penultimate wine tasting destination and plays off the "Road Trip!" "Shotgun!" dialog often called between drivers and passengers. The campaign runs through January.



One of several banner ads created for the *Texas Monthly* winter travel guide.

Sierra Vista is partnering with the Watershed Management Group to attract local and out-of-area volunteers to participate in the annual beaver survey. The survey documents beaver evidence along the San Pedro River.


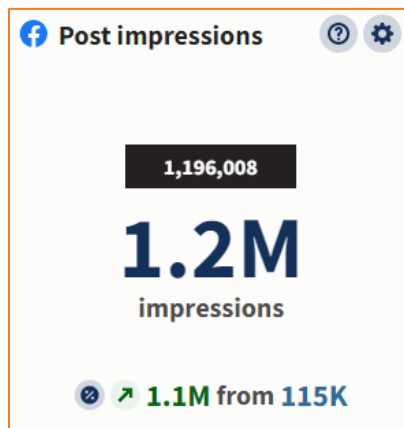
The City continually works with its tourism partners, to include the Cochise County Tourism & Economic Council and the Arizona Office of Tourism (AOT) by participating in activities and submitting events to their calendars. On November 4, AOT coordinated a media visit with an Irish journalist, John Greene, who was on assignment with the Sunday Independent, writing a travel piece about Arizona. Staff secured a guide for Mr. Greene at Ramsey Canyon preserve and made lunch recommendations with restaurants to help highlight Sierra Vista’s cultural diversity. The publication enjoys a circulation of 700,000 and the entire piece will provide the state an ad equivalency value of more than \$62,000.

Social media data. Social Media Posts for all 10 of the City’s social media channels, to include Facebook, Instagram, and Twitter, post engagement has increased for the period September-October 2022 over the prior two months. See graphic on following page.

VisitSierraVista - City of Sierra Vista Tourism Office
 5 days ago

Did you know beavers used to be widespread in Southern Arizona? It's true! And by building dams, they played a big role in slowing down flood flows in rivers, recharging groundwater, and supporting native habitat. Watershed Management Group is holding its second beaver survey along the San Pedro and its tributaries on 12/3, and they're looking for volunteers to help track evidence of beavers to help our local environment. Learn more at <http://ow.ly/TsnG50LsGSQ> Survey Social Media Posts for City of Sierra Vista

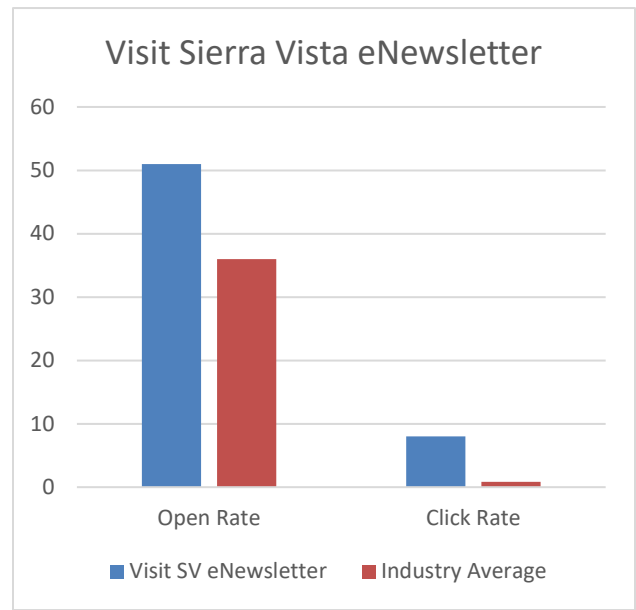
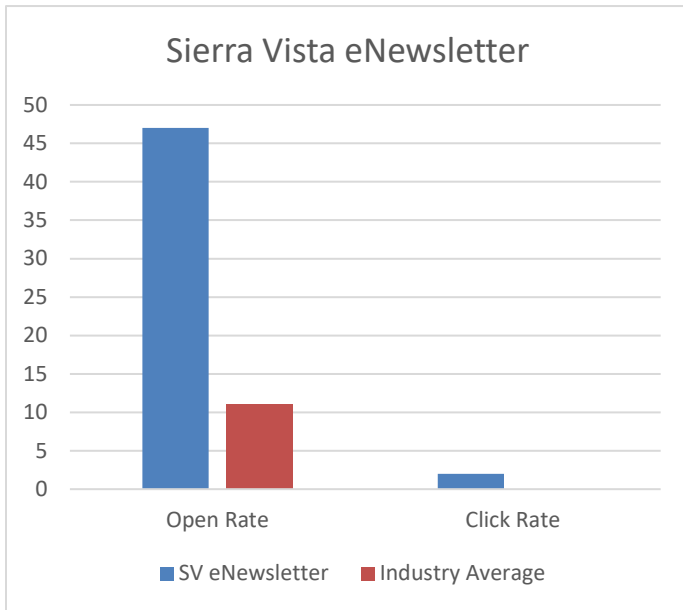
[Read less](#)

Total post impression data by social media platform in September and October. Impressions are defined as the number of times a post appeared in someone’s feed.

Enewsletter data. Other communications efforts include the weekly eNewsletter, which is sent to about 3,800 subscribers. Over the September-October period, the eNewsletters received an open rate of 47% with a 2% click rate. The industry average open rate is 11% and the industry average click rate is 0%. This suggests that the City is providing meaningful, relevant, and timely content to subscribers.

The quarterly Visitor eNewsletter was sent on November 4 to 829 subscribers and enjoyed an open rate of 51% and a click rate of 8%, compared to an industry average open rate of 36% and a click rate of 0.83%. Content included the above-mentioned beaver survey, winter activities, and more.



Digital media production. Staff produced several videos in the September-October period, including:

Project	Media	Department
Pawgwarts	Video	Nancy J. Brua Animal Care Center
Adopt a Dog	Video	Nancy J. Brua Animal Care Center
Historic Walking Tour	Audio	Visit Sierra Vista
Oktoberfest	Photography	Parks & Recreation
Fire Truck & First Female Engineer	Photography	Fire & Medical Services
EMS Substation (Station #4)	Photography	Fire & Medical Services
Lockbox Program	Photography	Police
DUI Task Force	Photography	Police & DUI Task Force
National Night Out	Photography	Police & Local Law Enforcement
Meeting Broadcasts	Video and Production	City Council

Division Performance Metrics

Facebook Post Reach*	Sept-Oct 2022
City of Sierra Vista	172,250
Visit Sierra Vista	8,879
Facebook Page Consumption*	
City of Sierra Vista	144,000
Visit Sierra Vista	156
Press Releases Issued	18
Facility Posters	1 version

* 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	2021	2022
Local-Not Identified	1	59	2	73	2	45	9	51	7	40	45	49
In-State	0	33	4	49	12	32	20	44	49	28	20	15
Out-of-State	5	77	10	123	12	118	63	50	52	10	10	14
Foreign	0	9	0	34	0	37	10	23	12	16	7	11
Phone/Virtual/Email*	20	329	18	389	66	302	275	288	221	279	294	204
Other Fulfillment												
Groups, Mfgs, etc.	0	390	0	135	286	840	742	120	143	1080	18	0
Curbside	0	57	0	58	0	67	17	34		68	52	32
TOTAL	26	954	34	861	378	1441	1127	610	484	1521	446	325
Visitor Source	July		August		September		October		November		December	
	2021	2022	2021	2022	2021	2022	2021	2022	2021	2022	2021	2022
Local-Not Identified	67	25	53	27	48	94	74	71	50	38	48	53
In-State	107	5	10	10	36	10	48	17	10	31	33	10
Out-of-State	159	8	14	13	19	13	25	36	153	32	90	44
Foreign	19	7	4	33	5	3	14	9	28	8	18	9
Phone/Virtual/Email	210	204	159	256	192	297	205	172	83	238	50	189
Other Fulfillment												
Groups, Mfgs, etc.	253	0	0	150	175	0	195	400	80	126	0	120
Curbside	60	54	32	18	43	29	65	33				47
TOTAL	875	303	272	507	518	446	626	738	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.

Red Hot Groups eBlast promotions. Through Red Hot Groups, CCTEC sends out three Eblasts a year focused on Tour Operators. The Eblasts are sent with the National Tour Association’s annual convention dates in mind. This helps CCTEC capitalize on the organization’s attendance and sponsorship at the conference. Two Eblasts focus on the Western Region, and one is a National eblast.

GET Real
in Cochise County, Arizona!

<p>Real friendly communities welcome you to unique Cochise County events, from wine tasting festivals to bike tours, art shows and car shows to parades and rodeos, music festivals to a cowboy poetry gathering.</p>	<p>With comfortable temperatures and clear skies, Cochise County is a real star gazer’s delight. Its multiple observatories and two International Dark Sky Parks are bound to leave you star struck!</p>	<p>Explore wide-open spaces under expansive blue skies. Whether hiking, biking, birding, climbing, or camping, there are plenty of real adventures to be had in Cochise County.</p>

www.ExploreCochise.com

Explore Our Communities
BISBEE • DOUGLAS • SIERRA VISTA • WILLCOX

Most recent Red Hot eBlast

Visit Arizona Initiative (VAI) grant. In late 2021, CCTEC submitted for the VAI Grant through Arizona Office of Tourism (AOT). The AOT VAI grant review committee awarded CCTEC a pre-award status in the amount of \$159,666.32—more than 60% of the initially requested amount—for the two grant projects CCTEC submitted.

Project I consists of broadcasts with the NBC affiliates in Phoenix, Tucson, Chicago, Dallas, and Los Angeles markets. Broadcasts include animated digital ads and television commercials, as well as interviews with local experts. In September, the interview featured Rod Keeling of Keeling Schaefer, promoting Cochise County Wine Country. The November interview featured local cycling enthusiast Stu Carter, promoting Cochise County as a destination for outdoor activities, with emphasis on bicycling. The interviews aired in the Phoenix and Tucson markets.

Project II consists of videography and photography for specific market niches. The content will be used on the ExploreCochise.com website. Videography took place in Chiricahua National Monument, San Pedro River, Ramsey Canyon Preserve, and outdoor areas around Willcox, Douglas, and Sierra Vista. Logos were developed for birding and bicycling (right).

Experience Cochise County On Two Wheels



Bicycling interview with Stu Carter, part of Project I.



Status Report

Activity	Date
Funds received	June 2022
RFP process completed	April/May 2022
Projects awarded	June 2022
Kick-off meetings	June-July 2022
Project I - Digital Ads	Aug.-Sept. 2022
Project I - Interviews	Sept.-Nov. 2022
Project II - Logo development	Aug. 2022
Project II - Videography & Photography	Sept. 2022

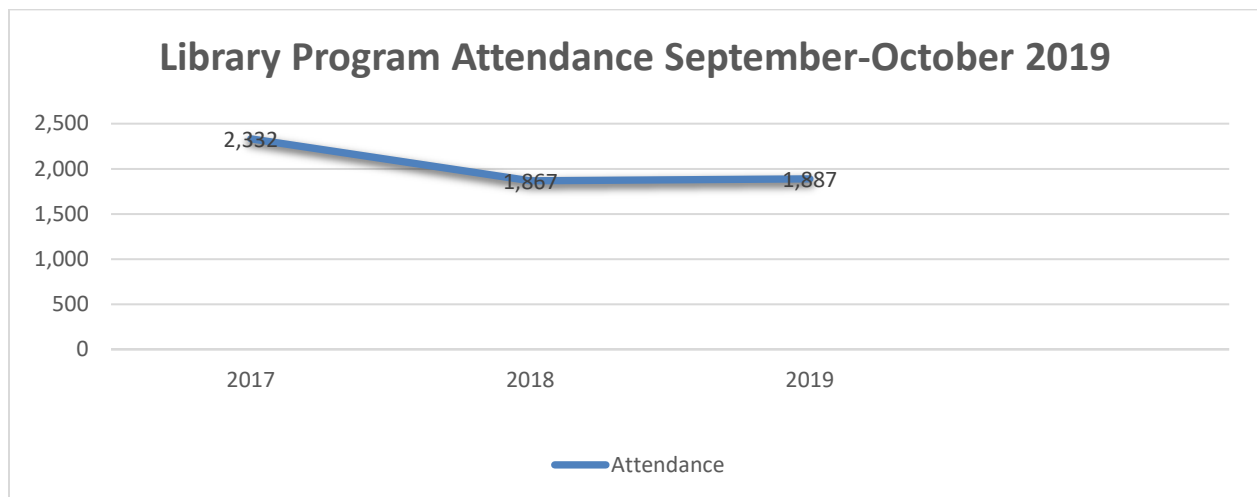
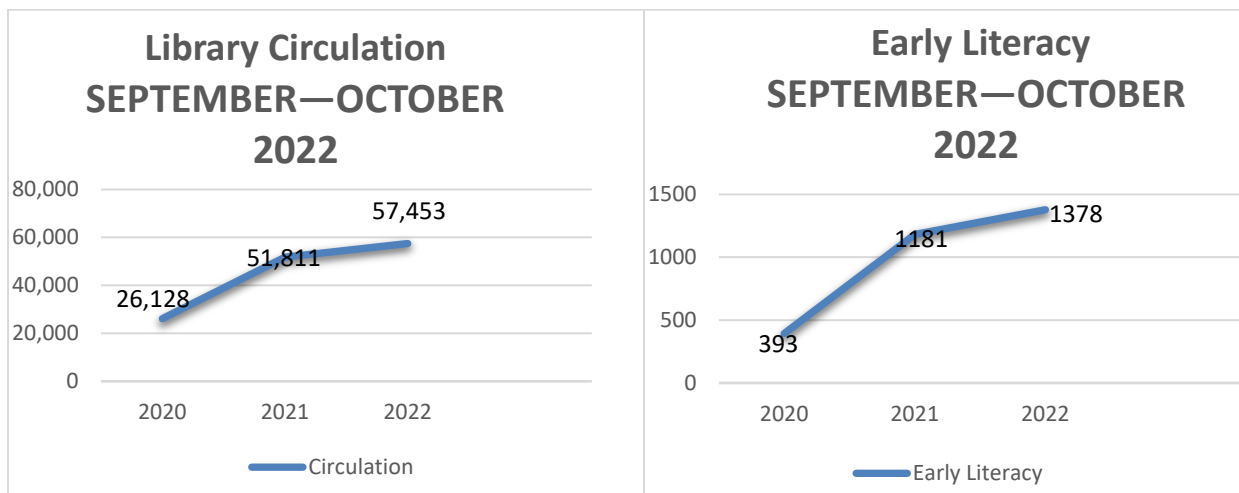
Digital attractions pass. As part of the Arizona Office of Tourism Rural Community Co-op, CCTEC elected to take on a relationship with Bandwango. This includes a free pass and paid pass. The free pass is currently underway, with plans to launch mid-December. The free pass is called the "*Cochise County Action Ticket*." There is no charge to businesses to participate, and users can download passes for free. The pass can be downloaded from the internet to mobile phones and provides pass users with discounts to attractions throughout Cochise County. Discounts are not required of the businesses to be part of the pass, but strongly recommended to increase visitors to their location. The idea behind the pass is to increase visitation to attractions across Cochise County. When pass users visit an attraction, they are automatically checked in via their phone using geofencing technology. To increase user volume, the passes are gamified; users earn points for every check in, and points are used to register for chances to win one of three prizes each quarter. Currently, the logo for the pass is under development and launch is anticipated very soon.

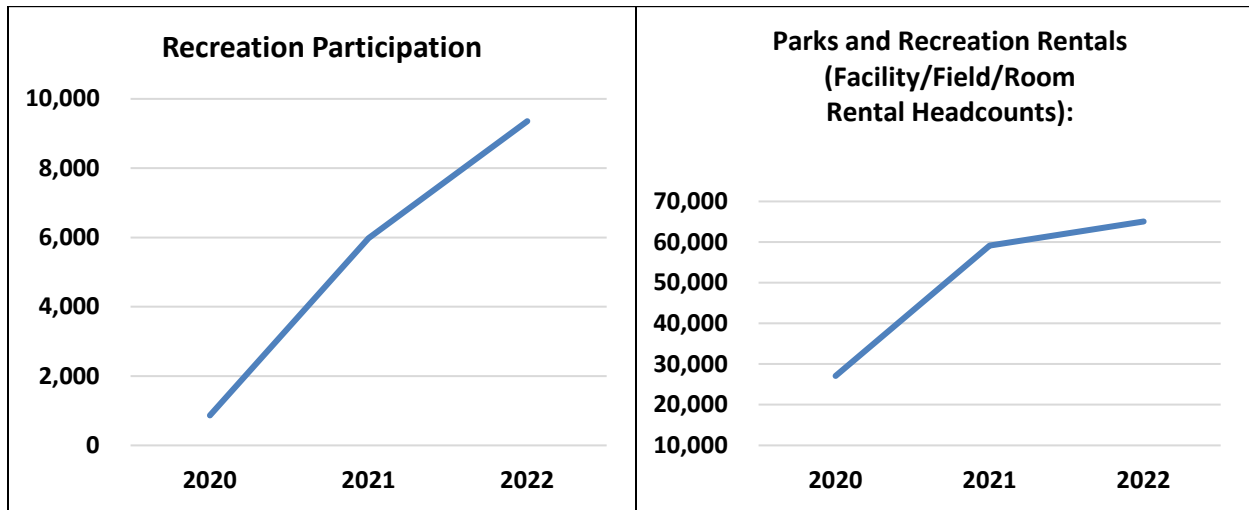
Department of Parks, Recreation, and Library

September – October Dashboard (Years: 2021 vs. 2022)

Library Circulation:	57,453
Library Program Attendance:	1,887
Early Literacy Attendance:	1,378

Parks, Recreation & Special Events Revenue:	\$230,498
Parks, Recreation & Special Events Program Attendance:	9,356
Parks, Recreation & Special Events Rentals:	65,066





Oktoberfest

The community came out to support the Annual Oktoberfest on September 16th and 17th. Sauerkrauten Glockenspielen Oompah-pah-pah band entertained the crowd under the tent during the day with traditional oompah melodies, while the Hamptons did a great job getting the crowd going after dark with great covers of popular songs. Parks, Recreation and Library staff Erika Sacket and Logan Miller enjoyed dressing up for the Oktoberfest and had fun serving libations in the main tent.



Vineyards in the Park

Vineyards in the Park partnered with the Huachuca Art Association's FAMOUS event, Art in the Park, for a successful second year! Everyone enjoyed the overall ambience and the perfect weather this year. The event featured six wineries: Wilhelm Vineyards, Twisted Union, Vino Bandito De Sonoita, Charron Vineyards, Elgin Vineyards and Distillery, and Sonoita Vineyards. Elgin Vineyards and Distillery was a big hit with their flavored rums and slushie drinks. Sonoita Vineyards had wine sangria and Wilhelm Vineyards prepared for the warm weather with wine popsicles for sale. The City received our largest pre-sales to date and the wineries were extremely busy and thrilled with the turnout. We can't wait to do it again next year!



Food and Wine Pairing Murder Mystery Comedy

The Food and Wine Pairing Murder Mystery Comedy on Saturday, October 15th at the Ethel Berger Center was well received. All 26 participants had a wonderful time as The Fault Line Players performed a hilarious spoof of Happy Day, which included audience participation. Everyone thoroughly enjoyed being part of the show. The Book Nook Café, located in the Sierra Vista Library, catered the four-course meal and it was paired with wine from Sonoita Vineyards. The four-course meal consisted of: Autumn Salad paired with Baja Booz, Roasted butternut squash soup paired with Arizona Sunset, Meatloaf, potato salad and sweet pea and pearl onions paired with Petite Syrah, and Brownie paired with Desert Nectar. Everyone was impressed with the delicious food prepared by the Book Nook's owner Lisa Graziano!



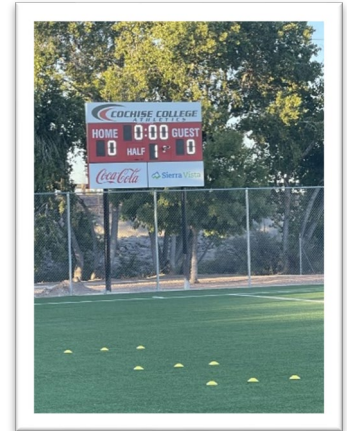
Sports Programming



The Cyr and Domingo Paiz Soccer complexes, along with Howard Field, hosted the Fall Recreation Soccer Programs. The Programs are partnerships with the Sierra Vista Soccer Club and the Coronado Athletic Club. Games for the programs started in late September and will run through November. The Stone Complex, Arbenz Field, and Cole field have been staying busy with the Youth Football Programs. Pee Wee Sports Camp started up again on October 1st and will run through November 12th. Registration is ongoing for the 2023 Winter Youth Basketball Program, with the program starting in January.

Partnership with Cochise College: Cyr Complex Scoreboard

As the home of the Cochise College Apache's Women's Soccer Team (whoop whoop!), Cyr Center Park's West Soccer field received a much-appreciated addition. On September 10th, Cochise College held a dedication ceremony for a new scoreboard at Cyr's collegiate-level field. The scoreboard and installation were made possible through our strong partnership with Cochise College. The City of Sierra Vista is excited to host the women's soccer team at Cyr Center Park. Our Apaches had an outstanding season, with an overall record of 11-6. The Apaches made it to the 1st Round of the ACCAC Region 1, Division 1 tournament losing to Arizona Western College in Yuma, AZ. We are so proud of their accomplishments!

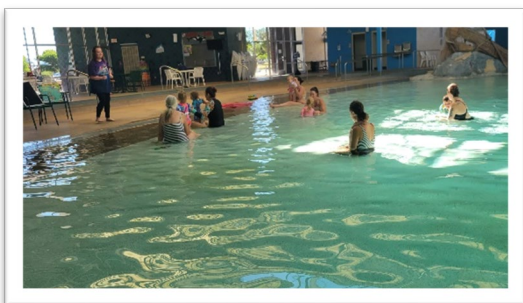


Fall Break Tsunami Night

The Cove held its annual fall break Tsunami Night on October 14th, with 211 patrons participating in a night of pizza, soda, and big tunes. Not to mention, the Cove put out some radical waves. Although the event was relatively smaller than our last couple of events, participants had a great time!



Splishy Splashy Story Time



Splishy Splashy Story Time is back at the Cove. This exciting program is a collaboration between the Cove and the Library. Story time, led by our own Art Coordinator Mollie Shelton, is held at the Cove on the first Monday of each month from 10 a.m. to 10:30 a.m. Splishy Splashy Story Time is a guided book reading of two books with singing and dancing to go along with the chosen story. In September and October, we had a total of 22 participants come and enjoy Mollie's stories. The next Story Time is scheduled for November 7th.

Fall Swim Lessons

The Cove held swim lessons from October 17th through October 27th. Staff welcomed Parent and Child, Preschool aquatic, and Learn to Swim Levels 1 and 2 participants in this swim lesson session. In total, 26 eager young swimmers advanced their skills, and staff hopes they continue to develop their swim journeys. The City will hold more swim lessons in March 2023 when the Cove reopens from its closure for various Schneider Electric project installations.



Youth Triathlon



On October 22nd, 112 kids and parents splashed into the Cove, put the rubber to the road, and sprinted to the finish to participate in the 2022 Thunderbolt Triathlon. The Thunderbolt Triathlon is a partnership between The City of Sierra Vista and Bolt Multisport, a local 501(C)3 that hosts two youth triathlons each year. Participants came from all over the state and even Mexico, to participate in the event. This year, staff changed the bike course to include the use of the Avenida Escuela extension. A

parent wave was also included to add an exciting competition between kids and their parents. The next Youth Triathlon is planned for April 15, 2023.



Winter Closure for Upgrades at the Cove

The Cove will be closed from December 5th through (approximately) February 24th to undergo major renovations in its mechanical room. All the many pumps are being replaced with new ones and the old sand filters that are at end of life are being replaced with new diatomaceous earth (DE) filters. These new filters are state of the art and can filter out particles down to 3-5 microns where the older sand filters were capable of 20-100 microns. Staff is very excited about the upcoming renovation and cannot wait to open back up to the public with visibly cleaner and more efficient technologies keeping patrons safe. These improvements will also save over 1.6 million gallons of water annually!

Library programs focus on seniors, legal help, crafts, and culture

Adult Services continues to expand its programming (welcoming all, including families and teens) beyond book discussions and writers' clubs with speakers, crafting and literary how-to's, cultural and language programs, and partnering with local services.

Staff partners with SEAGO's various departments, the Cochise County Superior Court, and the Henry F. Hauser Museum. Recently, staff collaborated with SEAGO's Area Agency on Aging to promote their *needs assessment survey for residents* with a display of library materials that benefited both institutions. Patrons filled out numerous surveys, and library materials on the brain, health, aging, and elder care saw more circulation. The library hosts SEAGO's Care Giver Alumni division in supporting local caregivers and their Medicare Open Enrollment dates. The Cochise County Superior Court has a self-help center where the public can pick up the most common legal packets for free at the library.



In September, the Library and Henry F. Hauser Museum finished this year's collaborative speaker series, *Arizona & Beyond*. This series promotes and explores various historical and educational topics relating primarily to Arizona while extending past our borders.

Sierra Vista Library Reaches Out to the Community

The Youth Services Division of the Library is always excited to be invited to local schools and events to do library outreach. Whether they get to make new library cards, read stories, or talk about library events and programs, getting out of the building and meeting the residents of Sierra Vista is something to look forward to. Recently, Erica Merritt, Youth Services Librarian, and Remy Pepper, Programming Assistant, participated in three outreach opportunities.

At the end of July, Erica and Remy had a table at the City's Back to School Fair held at the Sierra Vista Mall. While there, they connected with about 1,000 residents (kids and adults) to tell them about programs and resources available to the public with their library cards. They handed out a lot of programming calendars and brochures, as well as a small tote bag with a notebook and pencil for the kids. The event was a great success and people were excited to find out what the library has to offer.



In August, Southwest Wings Birding and Nature Festival at Cochise College asked Erica and Remy to present a bird-themed story time. They read stories, sang songs, and had bird crafts for the kids. Some of the attendees of the festival were regular library patrons and were so excited to see the story time ladies outside of the library!

Finally, in October, Erica and Remy had a table at the Leman Academy of Excellence Family Literacy and Chili Cook-Off event. The ladies spoke with about 50 people, made some new library cards for adults and kids, and discussed the programs and services offered at the library. The parents asked some great questions and provided helpful feedback about services they were familiar with. The ladies were excited to taste and vote on some delicious chili as well!

All the staff members at the Library love being invited to events like these to be able to talk about their favorite topic: how awesome the Library is. They look forward to participating in more outreach opportunities in the coming months.

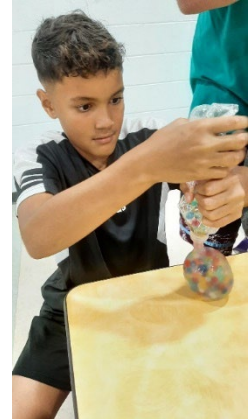
Coming to a mall near you: a Book Vending Machine!

The Library is very excited to launch a NovelBranch book vending machine located at The Mall at Sierra Vista.

This 'satellite branch,' funded in part by the Friends of the Sierra Vista Public Library, features books for adults and children, which can be checked out and returned at the device using their existing library card. The Library staff, in partnership with mall management, look forward to serving community members who may not be able to make it to the Library on a regular basis.

2022-23 Sparks After School Recreation Program

Child and Family Programming's Sparks covered costs with a 5% profit above operational expenses for the first quarter of the 2023 fiscal year. The Sparks after school recreation program provides children with a fun filled time of activities in a safe and supervised setting. This offers an option to bridge the gap between the end of the school day and the workday for parents and guardians of the participants.



Child & Family Programming

The Child and Family Programming division hosted Spooky Saturday on October 29th. The kids could choose from a variety of creepy crafts to create and decorate; and spooky characters were hidden throughout the library's outdoor botanical garden area for a Haunted Hunt. Backyard style games filled the patio for the families to enjoy together. There was even an ideal spot to capture a group photo of those that were all dressed up in their Halloween costumes. It was a morning with no tricks and lots of treats for the participants of Spooky Saturday!

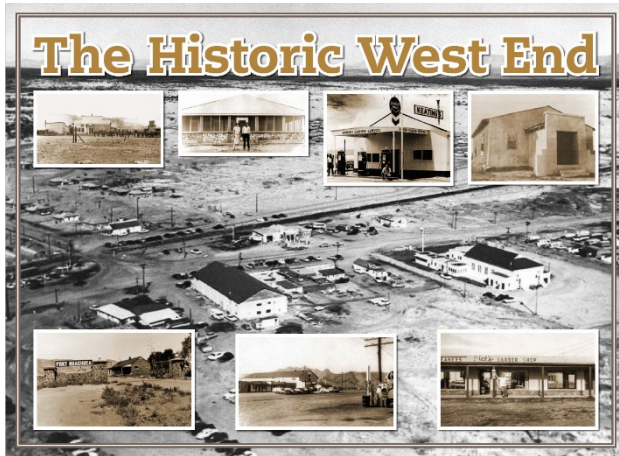


Art Studio offers kiln space rental



Beginning this September, the Art Studio started to accept ceramic pieces made outside of the studio to be fired in our kilns. This allows the community to create pottery when previously hindered by not having access to a kiln. We are offering four different load types: single mug sized piece, full kiln layer, half kiln and full kiln as well as a bisque 05 fire option and a glaze 5 fire option to accommodate a wide variety of firing needs. Clay and glaze must first be approved by Art Studio staff, however, pieces can be dropped off during studio hours and patrons can expect their pieces back in about a week.

New Museum Exhibit and Programs Highlight Relevant Social & Cultural Histories



In October, the Henry F. Hauser Museum opened its new exhibit: "The Historic West End." The exhibit explores the early development of Sierra Vista directly outside the gates of Fort Huachuca, beginning with the movement and meeting of cultures. It emphasizes the Buffalo Soldiers, Apache scouts, people of Mexican and/or indigenous descent, and settlers who formed most of our nascent community and highlights the growth and development of the West End and its connection to the influx of soldiers on Fort Huachuca at different times. The exhibit wraps up with the movement of goods and services further out and the push for downtown revitalization, tying our historic past to present efforts.

The Museum also featured new programs with an emphasis on cultural awareness! From mid-September through October, the museum highlighted Hispanic heritage in new youth programs and by partnering with the Sierra Vista Historical Society to create a community ofrenda at the cemetery.

The museum also worked closely with the Arts & Humanities and Cultural Diversity Commissions to host a "Dusk with Dead" cemetery tour, where participants walked amongst the graves to hear the diverse stories of historical figures buried there from actors in period-appropriate costumes. Some featured figures included Serapio Valenzuela, a Yaqui who labored in our early community after fighting against Porfirio Diaz in the Mexican Revolution; Pvt. Jose Perez, who served in the Eastern Theater during World War II; and Maria Garcia Gibson, who was an orphan in Mexico and lived a hard life before marrying a Buffalo Soldier and moving here. Participants enjoyed this engaging and substantive program, saying that they learned a lot and looked forward to coming again next year to hear new stories!

Adult Adaptive Recreation Program enjoys community outings

The Adult Adaptive Recreation Program participated in many community activities in recent months. Some of these activities include a Dine-a-night at the Diner in Sierra Vista, a kick ball game at the City Park, bowling at Desert Lanes on Fort Huachuca and a hike in collaboration with the Friends of the San Pedro River. The program is open to adults who have a variety of developmental disabilities supported by the state Division of Developmental Disabilities or self-pay. In the program, participants work on social skills, teamwork, developing relationships and specific individual objectives that support growth and greater independence through a variety of recreational activities.



Commission Updates

Parks and Recreation Commission. The Parks and Recreation Commission met October 11th. Agenda items discussed were upcoming commission vacancies due to expiring member terms (2), a guest presentation on Electric Bicycles by Steve Scheumann, and commission projects. Facility definitions in ordinances and discussion of dog ordinances was tabled until the next meeting. The discussion of dog ordinances, and Facility/Park definitions in city ordinances, was tabled until the next meeting. The commission met on November 9th and voted on a member application and ordinance wording updates to recommend to council in the future. There were two calls to the public: Steve Scheumann regarding e-bike braking distances, and Betty and Bob Pointer regarding Roadrunner Park. The next meetings of the Parks and Recreation Commission are scheduled at the Oscar Yrun Community Center on the second Tuesday of the month, December 13th and January 10th, 2023, at 5:30 p.m.

Youth Commission. The Youth Commission met in September at the OYCC with a new member who was excited to be a representative of the youth in the area. She contributed ideas for the inclusion of youth programming in the City's strategic plan. The next meeting date and location is pending.

Library Commission. The Library Commission met in September and discussed library programs and current events. The next meeting will be Monday, December 19th, at 4:30 p.m. in the library conference room.

Arts & Humanities Commission. The Arts & Humanities Commission met in September and discussed collaboration with the Cultural Diversity Commission event at the Fry Pioneer Cemetery. Other items discussed were an electrical box art project and departmental updates. The next meeting of the Arts & Humanities Commission will be Tuesday, December 13th, at 4:00 p.m.

Cultural Diversity Commission. The Commission on Cultural Diversity collaborated with the Arts & Humanities Commission to support the "Dusk with the Dead" cemetery tour on Saturday, Oct. 29. The program had 65 attendees and concentrated largely on the untold stories of those of Mexican and/or indigenous descent buried at the cemetery. The commission also met on Tuesday, Nov. 1, to discuss planning programs to highlight Kwanzaa, Black History Month, and Lunar New Year. The commission meets again on Tuesday, December 6th, at 5:15 p.m. in the Sierra Vista Public Library Meeting Room.

Upcoming Events:

November 5: Sonoita Wine & Beer Tasting Tour –Depart EBC 11AM to Return EBC 5PM

November 15: Senior Holiday Dinner - Ethel Berger Center – Doors Open 3:30PM

December 2: Annual Tree Lighting and Holiday Market - Veterans Memorial Park – 5PM to 9PM

December 3: Holiday Market - Veterans Memorial Park – 11AM to 9PM

December 2-January 2: Real Ice Temporary Ice Rink – Veterans Memorial Park – Hours Vary (see City website)– Closed Christmas Day

December 10: Yuletide Market-Ethel Berger Center- 10AM to 3PM

Public Works

Engineering

Eddie Cyr Park. The work on the new multi-use path next to Eddie Cyr Park has been completed. The multi-use path was made possible through an Arizona State Parks grant and will link Soldier's Creek Park with Eddie Cyr Park. The multi-use path will also provide an ADA accessible route from the new parking lot to Eddie Cyr Park. Future phases of improvements will include landscaping and lighting, but the work is being done in phases to fit within available funds.



State Route 90. Although not a City-owned roadway, staff from both Public Works and the Sierra Vista Metropolitan Planning Organization have been working closely with the Arizona Department of Transportation on the repair of State Route 90 between Industry Drive and Moson Road. This section of roadway has clearly deteriorated rapidly. Originally ADOT had hoped to bid the project right after the first of the year and move into construction in the spring. However, staff is now hearing that construction likely won't begin until the summer. The delay is a concern given the current condition of the roadway. The SVMPO therefore reached out to ADOT and asked them to investigate whether a temporary solution is needed to slow the rapid deterioration until construction is ready to begin. ADOT is evaluating the request and potential solutions.

Schneider Project Phase II. The first phase of the Schneider Project was an overwhelming success in terms of utility savings and facility improvements, and the second phase is now underway. First up are improvements to the well at Veteran's Memorial Park, the installation of EV chargers at several locations, and work at the Veteran's Memorial Park Sports Complex. The work at the VMP Sports Complex in particular will have a huge visual impact. The existing sports facilities have been largely mothballed since Apache Middle School closed more than ten years ago. The improvements will bring the facilities back to life and will include new restrooms, irrigation improvements, an artificial turf football/soccer field, a renovated track, new spectator seating areas, and a variety of other improvements. Evaporative cooling units at the gym have also been installed to replace the former units, which were hanging from the side of the building on chains. The track and other improvements adjacent to the Martin Luther King Parkway were recently demolished, so the work is becoming more visible to the general public. In the coming months, the area will be regraded and the bases for the new sports field lighting will be prepared. A variety of other underground utility work will also take place before the new track and field begins to emerge.



Airport

Airport Master Plan. Staff is currently working with the Federal Aviation Administration on an update to the City's Airport Master Plan. The Master Plan is typically updated every ten years, and Sierra Vista's current Plan was completed in 2013 and accepted by the FAA in 2014. A complete Master Planning process is lengthy and can take two years or more, so the update will require a significant time commitment on the part of staff. However, the Master Plan will also identify projects and set development priorities for the next ten years at the airport. Since the airport is a joint-use facility with Libby Army Airfield, the new Master Plan will be a joint effort with Fort Huachuca to adequately gauge space needs for the entire property rather than just on the City side. This is the first time the City and the Fort have undertaken this effort together, and it is expected to lead to more efficient planning for the facility as a whole. The City recently received a project initiation letter for the Master Plan update from the FAA, and the required environmental clearances were submitted at the end of October. The next step will be to submit a formal grant application by the end of the calendar year. A grant offer would be expected in the early spring. If a grant is received as expected, over 95% of the cost would be funded by the FAA and ADOT.

Refuse

Route Changes. New routes are being implemented for refuse collection on January 1st, and residents will receive additional information in their mailboxes and on social media in the next eight weeks leading up to the change. Up to 20% of customers will see their pick-up days change from M/Th to Tu/F, or vice versa. Customers may also notice the truck coming by at a different time than they are accustomed to. Refuse routes have not received a major update in more than 25 years. As new subdivisions have been built and added to existing routes, the efficiency of the routes has decreased. The new routing will help to improve fuel economy and should also result in faster pick-ups City-wide.

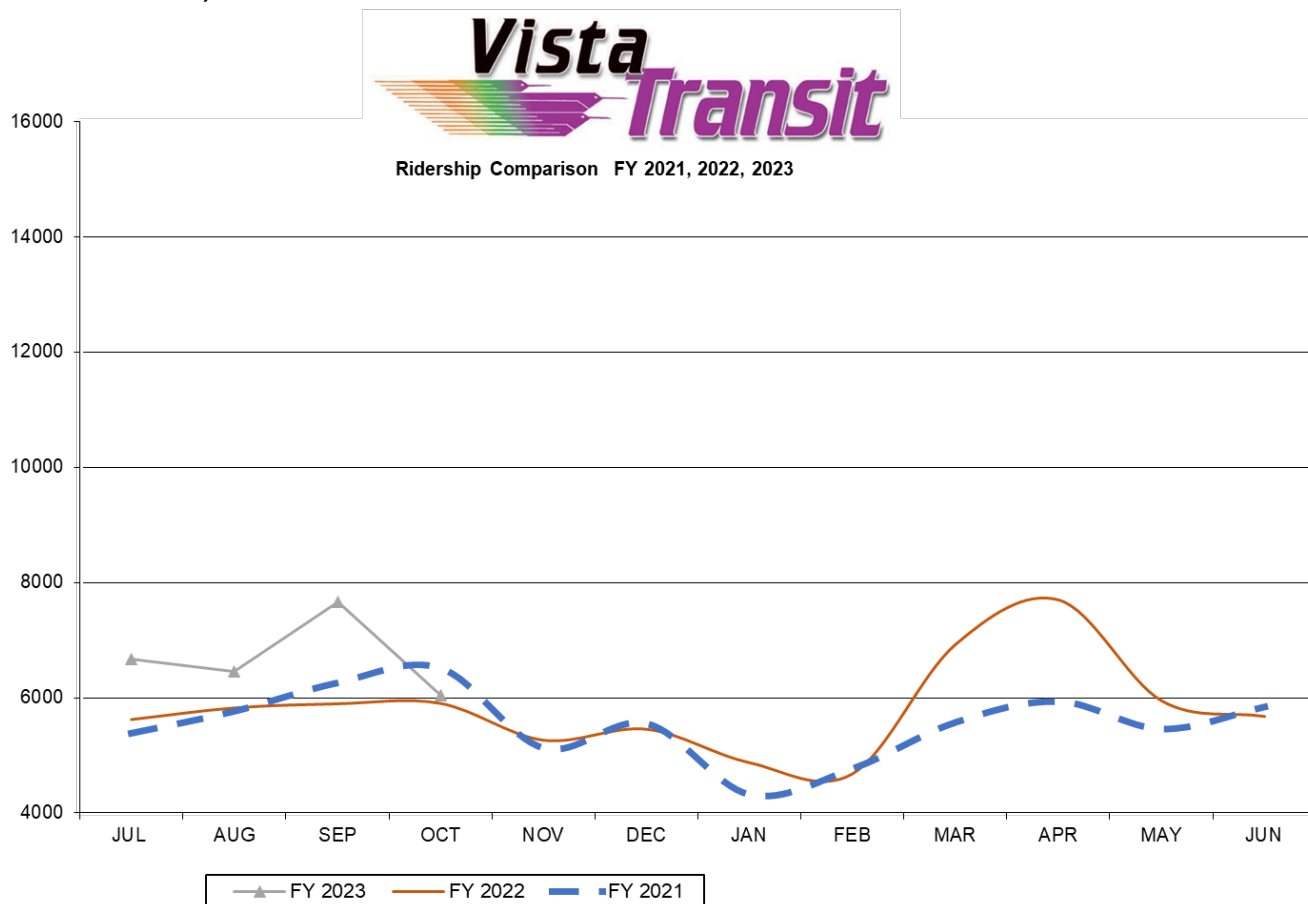


Compost. As in years past, Compost will be closed Thanksgiving week. Thanksgiving tends to be a slow time at Compost and closing the facility to the public gives staff the opportunity to get caught-up on needed items without having to devote a person to staff the entrance. Compost will reopen to the public on Monday, November 28th.

Transit

Triennial Review. Transit's Triennial Review from the Federal Transit Administration took place this past summer. Staff received the list of review findings from the FTA and is currently working through the comments. Findings are not unanticipated, and every agency will have some. However, Vista Transit generally fared very well. Most of the findings have already been addressed, and remaining items are in progress.

Vista Transit Ridership Data. Transit continues to see impacts from COVID-19, although recent months have brought an uptick in the number of riders. Ridership numbers have trended at or above the previous year since November 2021 but are still running below pre-pandemic levels. It is likely at this point that preferences have permanently shifted, and a return to pre-pandemic levels is unlikely in the near future.



Staffing. More than any other section of Public Works, Vista Transit continues to experience 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. Although some positions have been filled, the City of Sierra Vista continues to advertise for several vacant 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.

Facilities

Energy Cost Increases. In June, SSVEC notified customers via an insert in their bill that utility costs would be going up due to an increase in what is called the Wholesale Power and Fuel Cost Adjuster. According to the information from SSVEC, the adjuster represents the total costs of providing members electricity, minus the revenue generated from the base rate for electricity. With increased pressure on the utility grid and other market forces causing the price of electricity to rise sharply over the last few months, the adjuster has steadily increased. The corresponding increase to most customer’s bills is 30-40% over the last year. The City is seeing less of an

increase than it would have without the Schneider Energy Efficiency Project, but the significant and unexpected increase is nonetheless hurting the bottom line. Unfortunately, SSVEC has indicated that continued increases are likely over the next few months due to energy shortages and an increasing demand for power generated from renewable sources.

Administration

Farewell. Congratulations to Wastewater Worker Dan Lewis on his retirement! Dan worked up until his very last day and gave an emotional goodbye to his coworkers. He was the epitome of the Public Works motto, "Pride in Service", and will be missed around the Pedro Castro Maintenance Center.



Presentations. Management staff recently gave presentations on the Environmental Operations Park and City water conservation efforts to several groups including U.S. Representative Gallego, staff from U.S. Representative Kirkpatrick's office, and the Fort Huachuca Sentinel Landscape Restoration Partnership Working Group. In addition, staff is scheduled for another FHSL presentation in mid-November to a group of over 40 out-of-state individuals to include other Sentinel Landscape Coordinators, Natural Resource Conservation Service State Conservations from around the nation, and principal signers of the Sentinel Landscapes program Memorandum of Understanding for 2022. The latter group will be in Sierra Vista for about three days and will be doing tours throughout the Sentinel Landscape. Staff is excited to be a part of this effort to showcase our region!

Multi-Jurisdictional Hazard Mitigation Plan. City staff has been working with Cochise County on an update to the Multi-Jurisdictional Hazard Mitigation Plan. The MJHMP is a County-wide effort led by the Cochise County Department of Emergency Management to identify natural hazards in the County and their relative risk level. The Plan is updated every five years. A notice of the Plan update and an opportunity for the public to provide input is provided on the City's website. The current schedule has the Plan completing around the end of the calendar year and adoption by contributing governments starting in January. Participation in the MJHMP gives the City the opportunity to apply for grants to help mitigate the identified hazards.

Commission Updates

Airport Commission. The next meeting of the Airport Commission will be held on November 16th at 5:00 p.m. in the terminal. Items of discussion include the upcoming Airport Master Plan update. The Airport Commission currently has a full contingent of five members, although two members have terms expiring at the end of the year and it is not clear if they intend to reapply.

Environmental Affairs Commission. The next meeting of the Environmental Affairs Commission will be held on December 14th at 3:30 at the Pedro Castro Maintenance Center. Agenda items are anticipated to include the possibility of the EAC "adopting" a public space and efforts to engage other members of the community. The EAC currently has four members and one vacancy. Two members have terms expiring at the end of the year and it is not clear if they intend to reapply.

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

Continue Ongoing Efforts to Revitalize the West End

ED Staff continues to work with Community Development to share the West End Partnership Grant opportunity with west end businesses and prospective businesses. Be on the lookout for Midtown Plaza Event Center opening in the West End soon!



Maximize Economic Impact of the Municipal Airport

Airport Project. Economic Development (ED) 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.

ED staff continues to meet with several interested parties to include private companies, the U.S. Forest Service, and Ft. Huachuca, to utilize the space available at the Municipal Airport. Staff is working with Arizona Commerce Authority (ACA) to create a list of potential incentives to finalize attraction of a long-term tenant. Staff is hopeful that this process will be completed by the end of the year to allow the company to establish operations next spring.

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

Staff attended the Association of Defense Communities (ADC) Installation Innovation Conference in Phoenix. This opportunity allowed staff to hear from various military leaders on military priorities for the future, such as climate change initiatives, military spouse workforce development, and diversity, equity, and inclusion plans. This understanding will help us to better partner with our local installation on mutually beneficial initiatives into the future. The forum also allows staff to network with various military installation leaders, economic development professionals, and representatives from municipalities and organizations from across the United States, gathering ideas and potential sparks for new innovations that will assist the development of our city and relationships with our own military community at Ft. Huachuca. Economic Development manager Tony Boone also participated in a breakout forum session with Ft. Huachuca Garrison Commander COL Johnny Ives. As one of the first military communities to complete the Joint Resource Utilization with the Military Installation Resiliency Risks Study, they were able to share valuable insight and lessons learned to other communities seeking to emulate the process in their own communities.



Increase and Expand Effective Marketing Efforts

Other Marketing Efforts. Staff is exploring and evaluating additional options to increase marketing potential in the area of sports tourism and increase City visibility state and nationwide. The following is the advertisement supported by our city Communications and Marketing Team and published by FDI Alliance that is running on virtual platforms such as LinkedIn.



CITY MAKES INVESTMENTS FOR BETTER BUSINESS IN ONE OF ARIZONA'S BEST-RATED COMMUNITIES

Sierra Vista, Arizona has been transforming and has emerged as a serious contender among site selectors. Multi-million-dollar investments in the municipal airport and the historic downtown district are highly visible improvements that are capturing the attention of investors and workforce alike.

The Sierra Vista Municipal Airport boasts a 12,000-foot runway—long enough to land any aircraft. With this massive runway ready for business, Sierra Vista prepped a 13-acre parcel with apron access and ample parking—a prime location for any aviation-related business.

Sierra Vista's downtown redevelopment project transformed a five-lane thoroughfare into a two-lane, pedestrian-friendly district that invites patrons to leave vehicles curbside and explore entertainment options. The redevelopment project, along with the City's matching grant program, are creating an inviting entrance to this history-rich community.

In 1877, the U.S. Army established Fort Huachuca in the southern foothills. Still active, the Fort is now the U.S. Army's hub of technology and cyber defense. The operations are supported by thousands of highly educated, technology-focused contractors, many of whom are recruited from the 400-plus military personnel who voluntarily separate from service, via Fort Huachuca, annually.

A key player in the technology mix is Cochise College. Strategically training today's students for tomorrow's jobs, Cochise College is recognized as one of the top three community colleges in the United States. Its newest programs include a fully equipped augmented reality/virtual reality center and a military standard, hands-on cybersecurity lab.

University of Arizona's College of Applied Science and Technology, also in Sierra Vista, is one of the nation's top cybersecurity training facilities. CAST's cyber operations program is designated as a Center of Academic Excellence by the National Security Agency, one of only 20 in the nation, and its intelligence education program is approved by the Defense Intelligence Agency.

The first EPA WaterSense Community, Sierra Vista has made great strides in conserving this precious natural resource, from completing a nationally recognized water treatment facility to installing rainwater collection and stormwater mitigation infrastructure, Sierra Vista is a model city for smart water use.

Taking another step forward in water conservation, Sierra Vista installed high-quality artificial turf on its soccer fields in




2020. The turf fields, along with an extensive complex of baseball and softball facilities, have put Sierra Vista on the nation's map for tournaments. Perhaps more attractive is Sierra Vista's cooler temperatures, averaging a comfortable 73 degrees for the year, and generally 10 to 20 degrees cooler than Arizona's crowded metropolitan centers, thanks to the elevation and mountain canyons.

The Huachuca Mountains, with the highest peak at 9,465 feet, bolster Sierra Vista's outdoor recreation. Part of the Sky Islands, the Huachuca are a medley of soaring peaks that cup southeast Arizona and create one of the most diverse ecosystems in the world in a blend of tropical and temperate climates, and riparian areas, and expansive forests.

In town, paved multi-use paths wind through the community and invite pedestrians and cyclists to enjoy rolling terrain. Short commutes, open spaces, and an indoor water park are the extra amenities that elevate Sierra Vista's lifestyle.

Sierra Vista has earned many laurels, including the most affordable city in Arizona, best city for teleworking, best city for young families, and best city to retire to.

At about 45,000, Sierra Vista's population is right-sized, supporting many big city amenities in a community that has everything you need, and nothing you don't. Sierra Vista is close to Tucson International Airport and

Interstate 10, yet far enough off the beaten path to feel like home.

More information about Sierra Vista's extraordinary opportunities can be found at SierraVistaAZBusiness.com.



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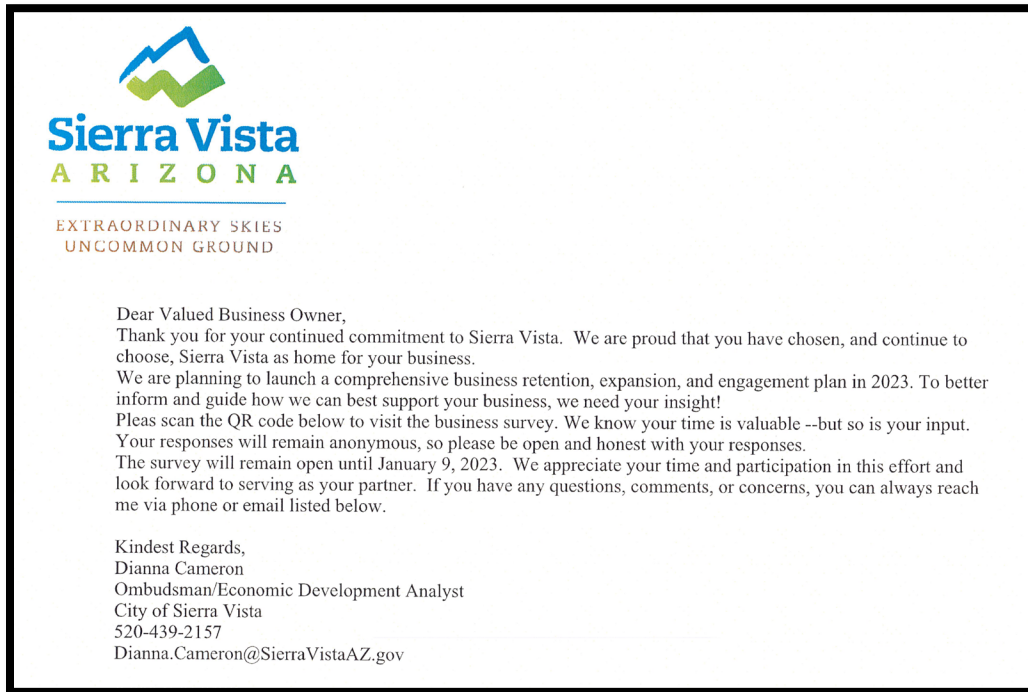
Economic Development Activities and Key Engagements

Chamber Engagements. The SV ED Department continues to participate in SV Area Chamber of Commerce events, as well as Southeast Arizona Hispanic Chamber of Commerce events. SV ED staff supported and attended Good Morning Sierra Vista in September, as well as a Hispanic Chamber mixer and Business at Twilight event in October.

Business Support. The ED Department saw a drop in the number of new business courtesy inspections, and only supported two. The department continues to meet with prospective and existing businesses, holding a total of nine meetings during this reporting period. Staff also participated in a Cochise County Business Discussions Workshop hosted by the Cochise SBDC on Oct. 9th. The event was attended by business owners and prospective business owners from Sierra Vista and around the County. The event allowed City staff to present information about the permitting process and services available to assist them through the processes of expansion, tenant improvements, business licensing, and startup. Thanks for the support from Community Development and out Fire Marshall at the event.

The SV ED staff is actively working on finalizing a more comprehensive Business Retention and Expansion plan and more formalized Business Engagement plan for calendar year 2023.

- Part of this initiative will begin by sending out a QR code survey to all Sierra Vista businesses with their business license renewal (letter inserted below) in Nov/Dec.



- Other potential objectives include but are not limited to, regular meetings with business support and development partners, updates to the economic development portion of the website, increased business engagement, celebratory events and business spotlights, and exploration of software programs to better track engagement and feedback from the business community.
- Staff is also scheduled to begin bi-weekly business engagement walkabouts in partnerships with the Cochise SBDC in November.
- Staff continues work with the Sierra Vista IDA, Sierra Vista Area Chamber of Commerce, Univ of Arizona Center of Innovation, and U of A Tech Park to initiate a tech-based incubator in early 2023.
- Staff in coordination with our partners continues work on Moonshot AZ Pioneer Pitch – Cochise County in June 2023.

Sierra Vista ARIZONA
HERALD/REVIEW
AREDF
SVAC

Moonshot Workshop Series
Preparing You for Success in the

Moonshot AZ Pioneer Pitch – Cochise County Competition

This "Shark Tank" inspired entrepreneur business pitch contest is open to the public. Do you have a "moonshot" idea or an existing business you'd like to expand? Join other entrepreneurs and seasoned experts for this unique Cochise County event **May 31st, June 7th, 14th, 21st, and 28th 2023**. The event will kick off with a brief public meeting to lay out what is involved and how to participate starting **May 31st, 2023** provided by the Cochise College Small Business Development Center (SBDC). Then a series of 3 workshops will be held to assist in developing and the delivery of your pitch. The workshops will be provided in-person at specific locations across the county and via Zoom. All in-person workshops and the final pitch event will be held at Cochise College, Sierra Vista Campus Student Union, 901 N. Colombo Ave, Community Room 100B.

Week 1 – Public Meeting – Wednesday, May 31st (4pm – 6pm) Topics:

- Introduction to Moonshot
- Outline for your "Pitch"
- What you do and why?

Week 2 – Workshop 1 – Wednesday, June 7th (4pm – 6pm) Topics:

- Your market sizes
- Sales potential
- Target Market

Week 3 - Workshop 2 – Wednesday, June 14th (4pm – 6pm) Topics:

- Your product
- Problem Solved
- Why you're different
- Outline for your "Pitch"

Week 4 - Workshop 3 – Wednesday, June 21st (4pm – 6pm) Topics:

- Financial Overview
- What do you need?

Week 5 – Final Pitch – Wednesday, June 28th (4pm – 6pm) Topics:

- Financial Overview
- What do you need?

COCHISE COLLEGE
ARIZONA SBDC
ARIZONA COMMERCIAL AUTHORITY
SBA

Economic Development Analyst/Ombudsman, Dianna Cameron, received certification as an Entrepreneurship Development Professional (EDP) from the International Economic Development Council (IEDC). This certification represents the completion of five, multi-day, IEDC courses in areas such as entrepreneurial led economic development and growth, credit and finance analysis, and business retention and expansion practices, as well as a two-hour written exam and oral presentation of a project assessment plan before a board. Education from these courses is being directly applied to develop the business retention and expansion plan for 2023 mentioned above.



Staff met with the owner of Senior Helpers back in June as they looked at expanding their business into Sierra Vista and Cochise County.

Be on the lookout for these new Sierra Vista businesses!



Support to Fort Huachuca. The SV ED staff increased meetings with Ft. Huachuca stakeholders 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 Army Airfield, as well as create impetus for discussion of the acquisition of more land for further growth and development.

Staff participated in the two-day Fort Huachuca Airspace Summit and met with the FAA team in preparation for discussions in November on the way ahead for the Fort's excess 203 acres vicinity of the Municipal Airport.

Economic Development Commission

The economic development commission held its inaugural meeting on Thursday, October 27th at City Hall. The meeting was attended by all members of the newly formed commission to include Wallace Ricks, Joan Wilson, Dr. Gary Packard, Marvin Kouza, and Hannah Rainey, as well as ex-officio members, Dan Valle, and Melany Edwards-Barton. One member of the public was also in attendance. Staff provided information on the General Plan, Council's Strategic Plan, and the Plan for Prosperity, as well as current projects and focus of economic development initiatives within the City. Solid feedback and ideas are already being shared and the committee looks forward to meeting again on December 14th and potentially after the new year to do a more comprehensive strategy meeting.

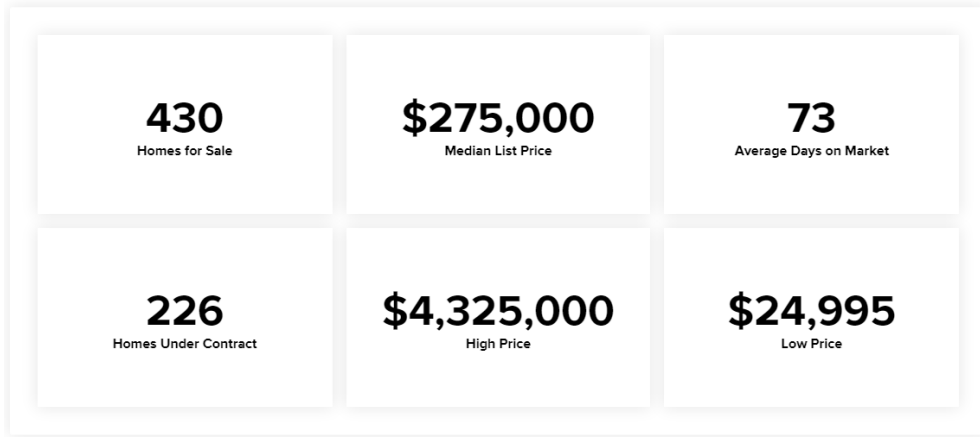


Jobs Report

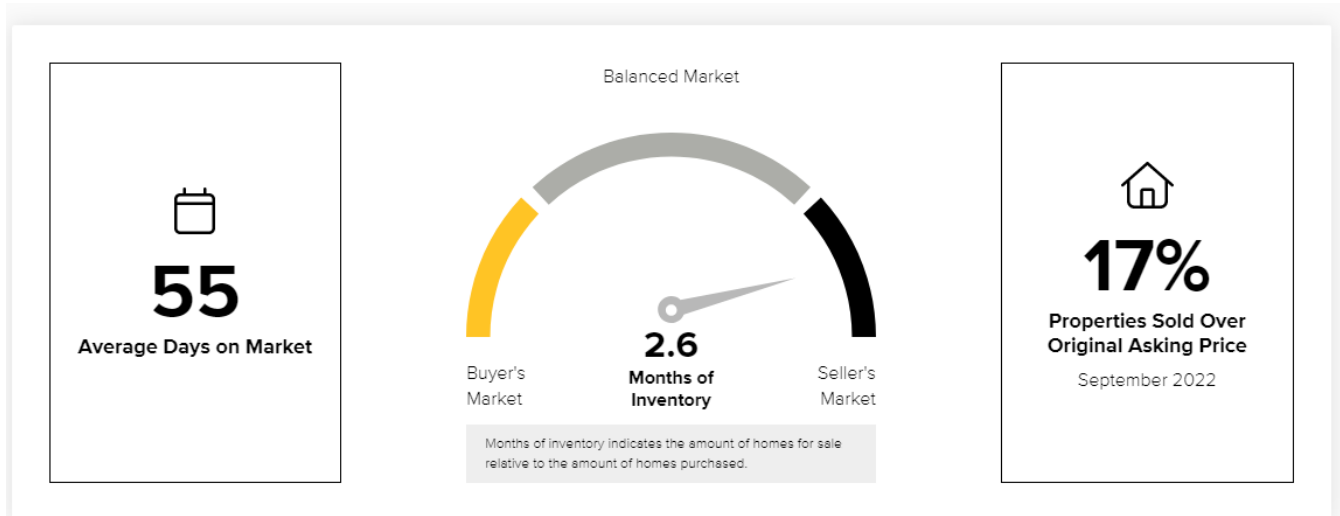
Staff receives a regular jobs posting report generated by AZ @ Work that show all job vacancies within Cochise County and Sierra Vista. As of Oct 19th, there were 936 vacant positions in Cochise County, with 766 being in Sierra Vista. Available jobs range from entry level positions in food service, retail, and hospitality to advanced positions in health care and government contracting. Government contracting and DoD civilian opportunities supporting the mission of Ft. Huachuca account for approximately 18% of job vacancies, with medical and medical services opportunities accounting for an additional almost 19%. Job postings for Sierra Vista Unified School District, Canyon Vista Medical Center, and Jacobs top the list, accounting for over 19.5% of Sierra Vista job vacancies.

Housing Report

Sierra Vista is still seeing a favorable seller's market at almost all price points, but we are starting to see a slowdown in the number of houses sold most likely due to increased interest rates and not being in a peak military move cycle.



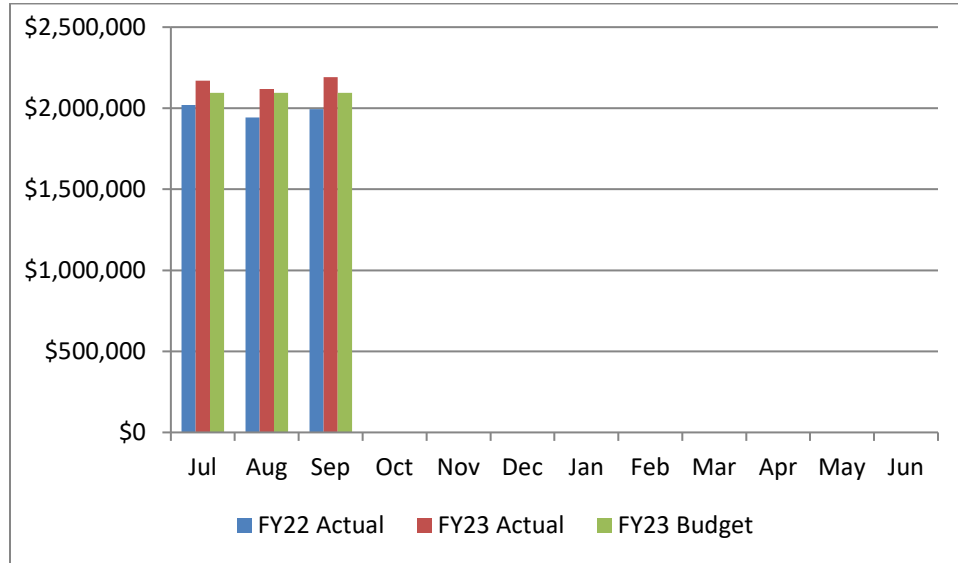
	Current Period Sep 2022	Last Month Aug 2022	Change From Last Month	Last Year Sep 2021	Change From Last Year
Homes Sold	184	191	▼ 4%	215	▼ 14%
Median Sale Price	\$270,000	\$249,000	▲ 8%	\$220,000	▲ 23%
Median List Price	\$274,750	\$250,000	▲ 10%	\$220,000	▲ 25%
Sale to List Price Ratio	97%	96%	▲ 1%	98%	▼ 1%
Sales Volume	\$52,590,727	\$51,376,097	▲ 2%	\$49,944,129	▲ 5%
Average Days on Market	55 days	47 days	▲ 8 days	50 days	▲ 5 days
Homes Sold Year to Date	1,805	—	—	1,980	▼ 9%
For Sale at Month's End	430	394	▲ 9%	—	—



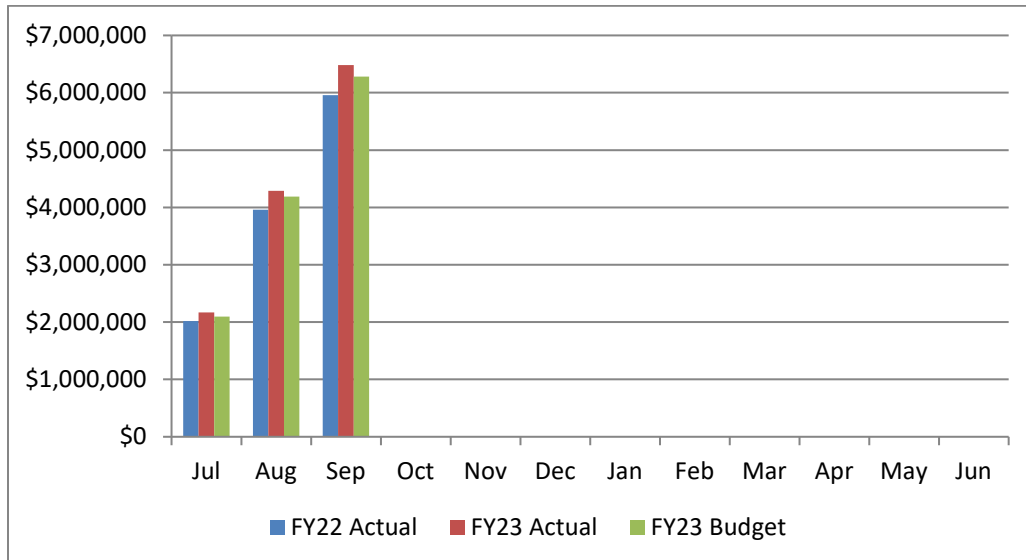
Administration

Sales Tax Collection. Gross privilege tax collections were up \$150,388, or 7.45% for July, \$176,012, or 9.06% for August, and \$197,617, or 9.91% for September over fiscal year 2022.

The chart below provides a monthly comparison of FY23 actual, FY23 budget, and FY22 actual.



Through September, collections are up \$524,017, or 8.80%, from Fiscal Year 2022. The chart below provides a monthly comparison of FY23 actual, FY23 budget, and FY22 for the Fiscal Year.



Description	Oct-21	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Sep-22
Utilities	90,672.58	78,049.77	97,549.59	107,481.21	108,868.32	106,253.10	89,735.94	93,633.70	100,386.16	106,113.19	119,514.08	108,178.70
Communications	14,266.94	13,687.43	13,540.67	13,436.39	13,230.29	13,185.14	14,132.96	9,231.56	12,287.48	12,350.77	11,855.74	11,710.71
Publication	769.16	748.01	1,014.00	894.47	744.88	819.52	772.52	763.33	767.36	813.32	757.66	869.65
Restaurant & Bar	235,154.56	202,169.56	226,790.93	214,904.77	243,951.95	241,268.41	263,830.50	250,773.62	246,707.72	227,599.27	239,695.57	236,441.00
Contracting - Prime	51,603.18	45,824.52	51,051.31	45,357.37	78,781.97	50,393.23	38,267.25	95,101.08	28,646.18	96,908.97	52,629.88	94,682.32
Retail Sales	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	1,007,831.28	1,133,231.03	1,061,721.08	1,054,295.20	1,089,669.35
Use Tax Purchases	52,259.48	68,586.75	85,280.23	59,901.21	56,616.78	60,849.33	76,013.10	51,088.27	65,938.08	73,081.90	51,421.19	62,750.89
Use Tax from inventory	59.68	2,337.34	1,010.02	109.49	1,163.80	535.77	721.06	1,177.47	2,105.69	2,002.10	1,126.25	795.48
Residential Rental	37,504.01	49,864.52	76,468.19	28,500.43	47,082.95	44,322.09	45,813.58	41,127.41	46,732.97	38,193.75	37,910.30	43,251.04
Retail Food for home consumption	232,233.36	244,039.10	339,410.75	248,573.42	238,103.91	276,780.21	343,564.46	184,255.13	277,825.71	267,465.82	271,971.61	270,751.90
Commercial Rental	29,348.22	25,933.25	29,541.92	31,122.48	26,106.64	27,996.30	29,775.92	30,440.21	30,580.92	26,136.44	28,437.18	29,380.31
Tangible Property Rental	25,853.28	10,347.60	24,130.59	18,318.48	21,305.34	25,579.82	18,902.21	20,805.51	25,053.93	26,378.64	29,807.86	25,759.50
Extended Stay	97,214.48	88,318.88	87,162.21	77,264.71	126,178.16	97,302.45	130,719.49	132,736.21	112,989.60	102,750.13	104,653.76	108,106.03
Online sales	99,453.00	113,294.00	124,284.93	99,168.13	96,230.03	114,194.27	106,049.35	114,845.52	97,649.05	106,294.12	103,372.58	96,370.69
Other	17,376.32	(1,054.90)	15,723.80	10,726.86	8,703.72	12,162.42	13,115.75	17,735.95	15,705.29	22,306.59	11,175.14	13,223.65

Community Development

- **South City Annexation.** On September 8, 2022, the Mayor and City Council approved Ordinance No. 2022-004, finalizing the annexation of commercially zoned parcels comprising 67-acres of land east of State Route 92 generally between Golden Acres Drive and Glenn Road.
- **Community Development Block Grant Program.** On October 13, 2022, the Mayor and City Council approved Resolution 2022-066, approving the submission of the U.S. Department of Housing and Urban Development PY 2021 Consolidated Annual Performance and Evaluation Report (CAPER). The CAPER describes the activities undertaken during the program year beginning on July 1, 2021 and ending on June 30, 2022 using funds granted to the City for community development projects and initiatives. Most notably, the City completed public improvements at Eddie Cyr Park and Solider Creek park during this timeframe. To date, the City has received nine applications for emergency home repairs. Six applications are in progress, one project has been completed, one owner requested a hold while other repairs are being performed, and one applicant was disqualified due to ineligibility of the requested work.
- **Better Work Initiative.** The City has been awarded a \$52,250 matching grant from the Arizona Department of Housing to support Better Bucks of Sierra Vista in carrying out a new initiative to employ local homeless individuals on a daily basis to perform beneficial work on public properties. The grant will also cover the continuation of the monthly Sierra Vista Community Connect events at the Ethel Berger Center. Participants will be required to register with the Homeless Management Information System. Available housing and support services will be offered to entice participants to improve their situation. A subrecipient contract between the City and Better Bucks of Sierra Vista has been drafted with the program scheduled to launch in January 2023.
- **West End Commission (WEC).** On October 3, 2022, the City's Museum Curator presented information on a new exhibit featuring the history of the West End; Eric Grisham from Arizona @ Work explored the potential for holding a job fair focused on the City's youth population. Staff provided updates on community development initiatives.
- **Commission on Disabilities Issues (CODI).** On October 27, 2022, CODI members participated in an equity and disability fair on Fort Huachuca where they manned a booth and passed out disability resource guides and Vistability award nomination forms. A nomination was submitted for Saul Pichardo and Texas Roadhouse who was recognized with a Certificate of Appreciation at the October 13, 2022, City Council meeting.

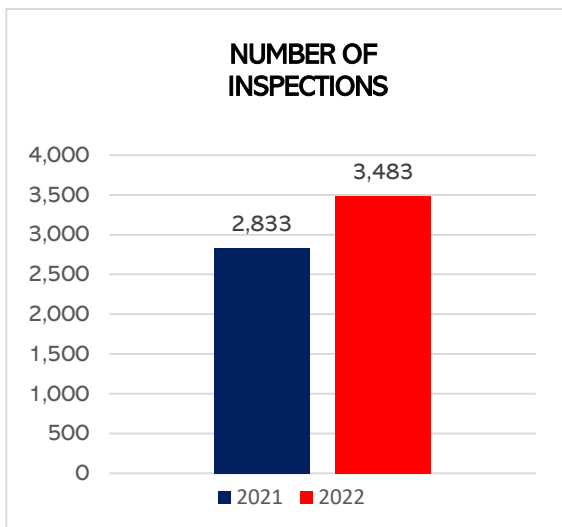
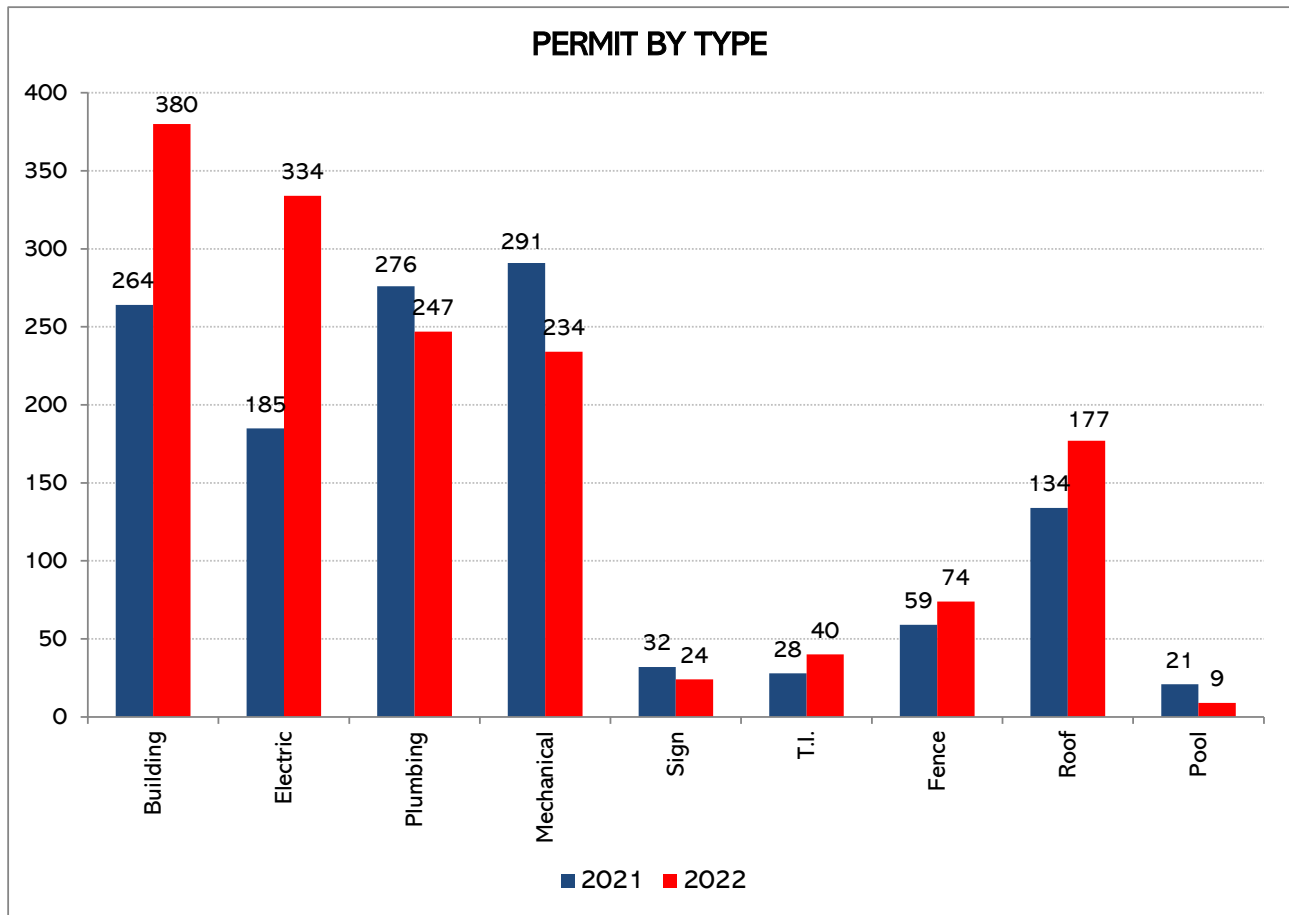
Building & Inspection Services

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

PLANS UNDER REVIEW		
PROJECT NAME	PROJECT TYPE	PROJECT ADDRESS
Blendz	Tenant Improvement	156 E Fry Blvd
Cochise Medical Office	Tenant Improvement	5151 E Highway 90
Fry's Food - Fire Sprinkler System	Tenant Improvement	4351 E Highway 90
Gymnasium - ADA Compliant Bathrooms	Addition - Commercial	382 E. Wilcox Dr
Park Professional Building	Tenant Improvement	2700 E Fry Blvd
Sierra Grande Clubhouse	Tenant Improvement	500 S 7th St
Sierra Vista School - Shade Install	Accessory Commercial	3228 St Andrews Dr
Sierra Vista Sports Complex	New Commercial	3105 E. Fry Blvd
Taco Bell	Commercial New	No Physical Address
U-Haul Propane Tank	Accessory Commercial	2011 E Fry Blvd
PLANS APPROVED		
PROJECT NAME	PROJECT TYPE	PROJECT ADDRESS
Casa Del Sol - Phase 2	Apartment New	1020 S Carmichael Ave
Coronado Cochise Venture	Tenant Improvement	2387 E Fry Blvd
Garden Canyon Clubhouse	Commercial New	405 South Garden Ave
Gogi BBQ House	Tenant Improvement	1173 E Fry Blvd
Popeyes Chicken	Commercial New	467 E. Hwy 90
Sierra Suites Kitchen Rehab	Tenant Improvement	391 E Fry Blvd
Williams/Melo Law Office TI	Tenant Improvement	2107 Paseo San Luis, #B
Freddy's	Commercial New	572 N Highway 90
PERMIT ISSUED/UNDER CONSTRUCTION		
PROJECT NAME	PROJECT TYPE	PROJECT ADDRESS
AZ20527 Cell Tower	Cell Tower New	1300 Fort Ave
Dental Office Expansion	Tenant Improvement	3477 Canyon De Flores (B)
Casa Del Sol - Phase 2	Apartment New	1020 S Carmichael Ave
Center for Academic Success - Roof	Tenant Improvement	900 Carmelita Dr
Cochise Medical Office	Tenant Improvement	5151 E Highway 90
Comfort Inn - electrical changes	Tenant Improvement	3500 E Fry Blvd
COSV Cyr Center Soccer Nets	Tenant Improvement	111 Cyr Center
COSV Veteran's Park Storage Tank	Accessory Commercial	3105 E Fry Blvd
Embrace Life	Tenant Improvement	4116 Avenida Cochise, #F-G-H-I
EMS Substation	Cell Tower New	2155 S 7th St
Fry's Food - Phase 2 Pick Up Expansion	Tenant Improvement	4351 S Hwy 90
Garden Ave & Fry Improvements	Addition - Commercial	1011 N Coronado Ave
Girls Home	Tenant Improvement	1850 Paseo San Luis
Hair Salon	Tenant Improvement	172 E Fry Blvd
Hair Salon	Tenant Improvement	1630 S Hwy 92
Haven Health	Addition - Commercial	660 N Coronado Drive
HCS Connect to City Sewer	Tenant Improvement	150 N Canyon Dr

High Desert Sign Company	Tenant Improvement	448 Whitton St
Hula Hair & Sole Barber Exterior Renovation	Tenant Improvement	33 S Garden Ave
Hummingbird Assisted Living	Tenant Improvement	2047 S Hwy 92
International Karaoke Remodel	Tenant Improvement	325 W Fry Blvd F
Joy Korean Church Addition	Addition - Commercial	598 Myer Dr
Lowe's - Temporary Tent power	Tenant Improvement	3700 MLK Jr Pkwy
Gogi BBQ House - Renovation	Tenant Improvement	1173 E Fry Blvd
Rothery Sports Complex	Tenant Improvement	3305 Est Fry Blvd
SAIC	Tenant Improvement	665 N Garden Ave
Salvation Army - Walk in Freezer	Addition - Commercial	180 E Wilcox Dr
Sierra Evangelical Church Canopy Cover	Accessory Commercial	101 N Lenzner Ave
Sierra Vista Surgical Center	Commercial New	1940 E Wilcox Dr
Sky Island Apartment Renovations	Tenant Improvement	600 Charles Dr
SSVEC Construction Office	Tenant Improvement	1348 Giulio Cesare Ave
Tombstone Brewery	New Commercial	332 N Garden Ave
Twisted Twins Ramen	Tenant Improvement	920 E Fry Blvd
Westwood Village Apartments	Tenant Improvement	201 North Garden Ave
PROJECT COMPLETED		
PROJECT NAME	PROJECT TYPE	PROJECT ADDRESS
Truelieve	Tenant Improvement	1633 S Hwy 92, #7
Chiricahua Community Health	Tenant Improvement	77 Calle Portal, #A260 & C240
Cochise Dental	Tenant Improvement	66 N Garden Ave
FHYZICAL SV	Tenant Improvement	1849 Paseo San Luis
PC's Lounge Shade Cover	Accessory Commercial	4700 E Hwy 90
Pepsi	Commercial New	175 W Kayetan
Punchy's Tavern	Tenant Improvement	1939 Frontage Rd, #A
SEABHS	Commercial New	4721 Campus Dr
Wendy's - Interior/Exterior Renovations	Tenant Improvement	1100 E Fry Blvd
Wendy's Drive Thru Menu Board & Canopy	Tenant Improvement	1100 E Fry Blvd

YEAR OVER YEAR PERMIT STATISTICS JANUARY THRU OCTOBER



CONSTRUCTION TRENDS

CONSTRUCTION TYPE	NEW CONSTRUCTION	
	2021	2022
SINGLE-FAMILY UNITS	45	46
SINGLE-FAMILY ADDITIONS	7	12
MANUFACTURED HOME UNITS	29	69
MULTI-FAMILY UNITS	0	62
NON-RESIDENTIAL (SQ. FT.)	22,165	17,864

Code Enforcement

The City's Code Enforcement officers responded to 153 complaints during the reporting period with four-fifths of the case load being reported by citizens. The City abated three properties for overgrowth during this timeframe.

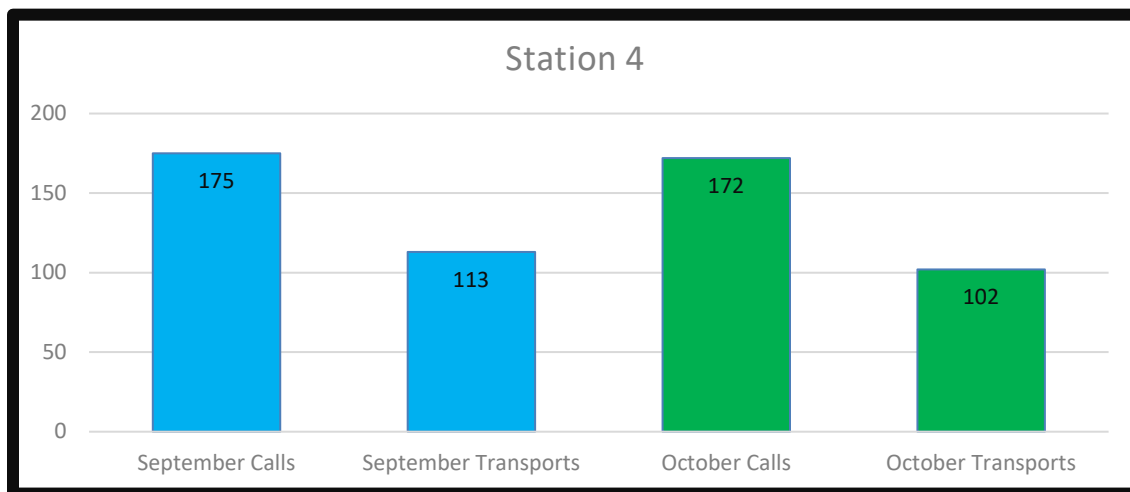
CODE REFERENCE	COMPLAINT	REPORTING PERIOD	DESCRIPTION
		SEPT-OCT 2022	
150.25.4	ALLEYWAY MAINTENANCE	6	OVERGROWTH, OBSTRUCTION, DEBRIS INTERFERING WITH USE OF ALLEYWAY
150.23.3	ANIMAL WASTE	2	EXCESSIVE ANIMAL WASTE ON PRIVATE PROPERTY
150.23.20	BLIGHT	1	UNSIGHTLY, UNSAFE, OR UNSANITARY CONDITIONS
150.23.14	CLEAR VISION	2	OBSTRUCTING CORNER VISIBILITY
150.25.8	DILLAPIDATED WALL/FENCE	1	NOT UPRIGHT/DISREPAIR
90.11	DOMESTIC FOWL	1	COOP LOCATION, CONDITION, ODORS, NUMBER
150.23.15	FIRE DANGER	1	COMBUSTABLE MATERIAL THAT POSES A HAZARD
150.23.22	GRAFFITI	1	UNAUTHORIZED INSCRIPTION, FIGURE OR DRAWING OR OTHER DEFACEMENT
150.24.A	ILLEGAL DUMPING	21	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
150.23.8	JUNKYARD DUMPING GROUND	7	EXCESSIVE WASTE, ABANDONED PROPERTY, JUNK BEING STORED ON PROPERTY
150.25.1	LITTER/DEBRIS	15	GARBAGE, WOOD, CANS, ETC. LITTERING A PROPERTY
110.01.A	NO BUSINESS LICENSE	1	UNAUTHORIZED HOME- BASED BUSINESS
150.25.5	OVERGROWTH	100	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	2	ROOSTER IN RESIDENTIAL ZONE
150.04.015	RV LIVING	3	OCCUPYING AN RV FOR MORE THAN 14 DAYS IN RESIDENTIAL ZONING DISTRICT

71.02.C	RV/TRAILER PARKING	3	LONG-TERM STORAGE OF RV/CAMPER/TRAILER ON PUBLIC STREET
150.25.1	SANITATION	8	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	3	GREEN AND STAGNANT POOL
150.23.11	UNGUARDED PITS/HOLES	1	POTHOLES ON PRIVATE PROPERTY
150.18.A	UNSAFE STRUCTURE	3	UNFIT FOR HUMAN HABITATION/STRUCTURALLY COMPROMISED
TOTAL		153	

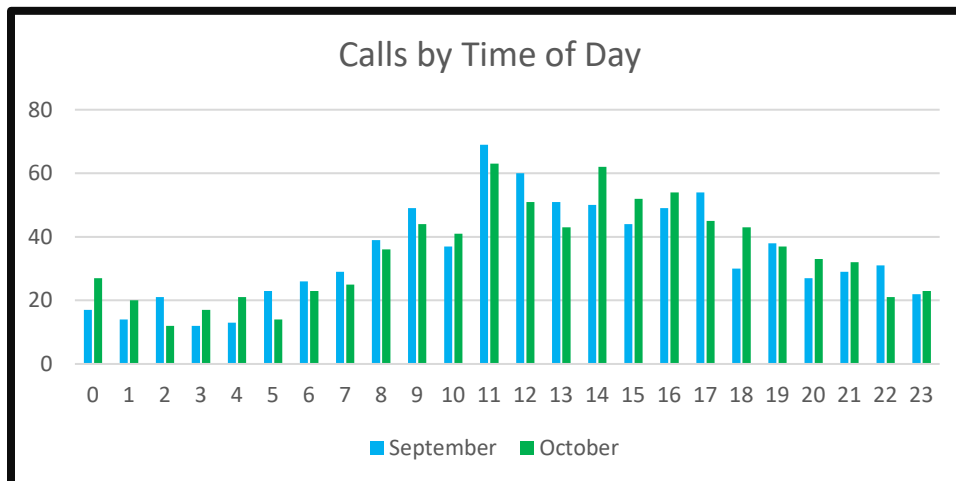
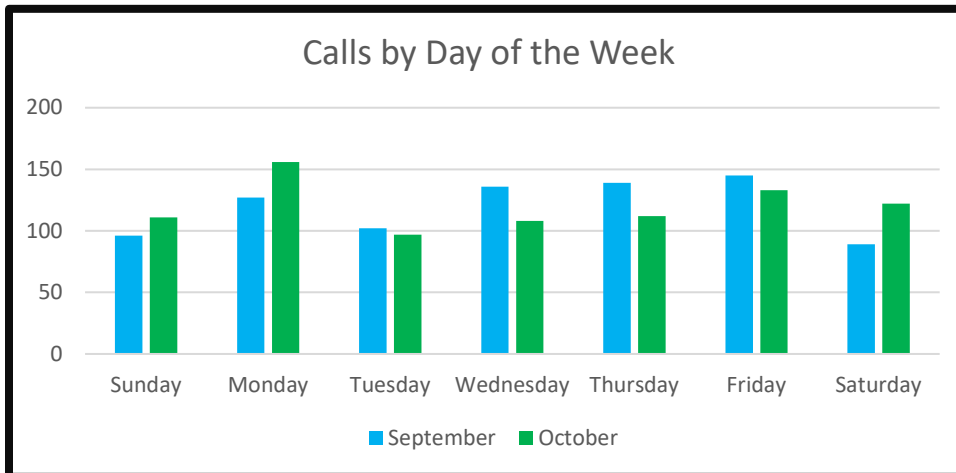
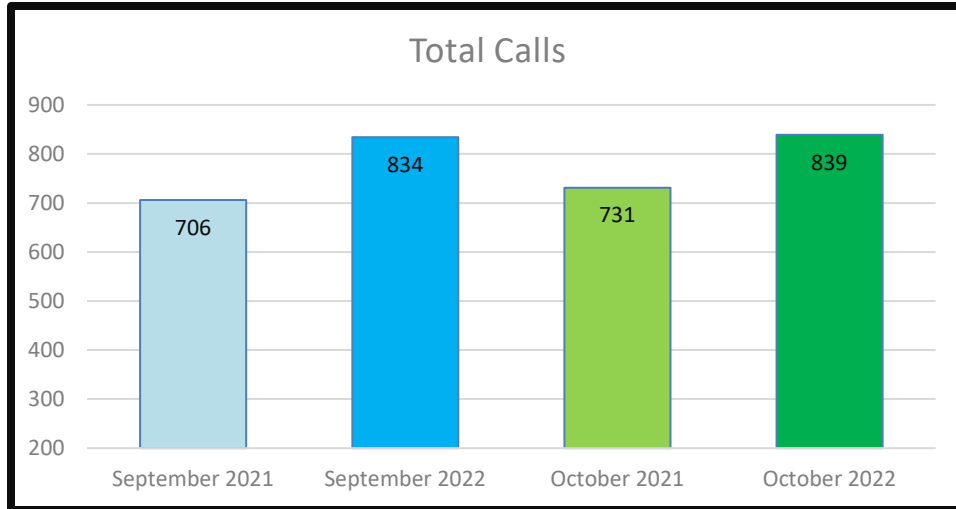
Sierra Vista Fire and Medical Services (SVFMS)

STATION 4

The Grand Opening for Sierra Vista Fire and Medical Services Station 4 was held September 30, 2022. Dorothy Tompkins, the widow of Hubert Tompkins, which the park across from the station is named after, spoke about the importance of timely medical response. "Today, this building is one of the most important buildings in this town," she continued. "Why? Because it can save lives ... No playing around or 'well, I'll wait and see.' Call them, and they will come." The station has proved to be beneficial and already Medic 204 is one of the busiest medic units in town. Medic 204 is averaging over 100 transports a month. Getting to the areas off BST and throughout the westside with the new G4 response plans has helped SVFMS personnel improve efficiency and effectiveness to our city residents.



Incident Information



SECURE LOCK-BOX PROGRAM

The lock-box program has been a huge success in the City of Sierra Vista. Since the program began two months ago, Sierra Vista Fire and Medical Services staff have placed over 85 lockboxes to residents within the city limits. The secure lockbox program is primarily for elderly residents who live alone, are physically challenged, or have a medical condition with a probability that it may be necessary to call 911 for assistance. Upon installation, the lockbox can only be used by emergency personnel should assistance be required. The application is available on the City website.



CHRISTMAS DRIVE



For over 50 years, SVFMS personnel have helped the less fortunate in our community by holding the annual Christmas Drive. This year is no different and things are starting to take form. Applications will be available at Station 3 on December 2nd and 3rd from 0800-1200. The radio promotions are being held November 30th, December 7th, and 14th in the ACE Hardware/ Schlotzsky's parking lot. Bag and Tag is scheduled for December 17th at Station 1 from 1300-1600. Delivery Day is December 18th starting

at 0800 at Station 1.

Applicants must apply in person and have the following information:

1. Must have I.D. (may use driver's license/I.D., Military I.D.)
2. Must have utility bill/mail showing their name at Sierra Vista, Hereford or Palominas address.
3. Must show proof that the child/children are under the parental/guardianship rights (may use birth certificate, DES papers, WIC/AHCCCS papers, Court Order, Power of Attorney, Medical Power of Attorney, Guardianship papers)

Police Department

Calls for Service

During Q3-2022, total calls for service held relatively steady in overall calls for service. The department experienced an increase in citizen-initiated calls for service with a decrease in officer-initiated calls for service. Officers proactively generated 5,145 calls for service and citizens initiated 5,739 calls for service for a total of 10,884 calls for service in Q3-2022.



Traffic Crashes

The chart to the right represents traffic crashes in the City of Sierra Vista over the last five years. There were significant reductions in crashes during 2019 and 2020, and a significant reduction in fatal crashes during 2020. The department believes the reduction in 2020 was due to closures during the pandemic. The increase in 2021 can be attributed to the public re-engaging after the pandemic as the crash totals are closer to historic numbers.

	2017	2018	2019	2020	2021
Non-injury	460	537	456	398	478
Injury	178	168	138	124	139
Fatal	5	5	4	0	3
TOTAL	643	710	598	522	620

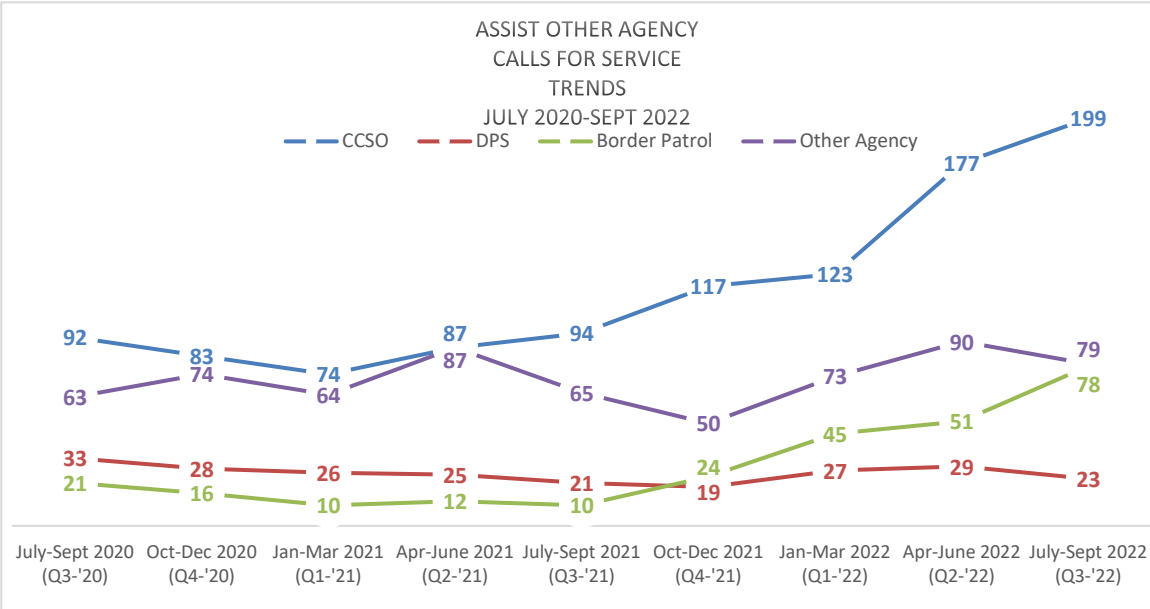
	Jan-Sept 2021	Jan-Sept 2022
Non-injury	350	275
Injury	104	102
Fatal	3	2
TOTAL	457	379

The chart to the left is a comparison of crash data for the first three quarters of 2021 and 2022. The chart is provided to compare current 2022 data with previous years since 2022 is not complete. The chart demonstrates a reduction of non-injury crashes, while injury crashes remain relatively at the same level.

While the chart shows 2022 fatal crash totals are similar to 2021 totals, there were three additional fatal crashes that occurred in October and November. Full data for October and November is not yet available; however, the addition of these three fatal crashes increases the fatal crash total to 2017-2018 totals.

The graphs below depict calls for service handled by the department from Q3-2020 through Q3-2022. 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.

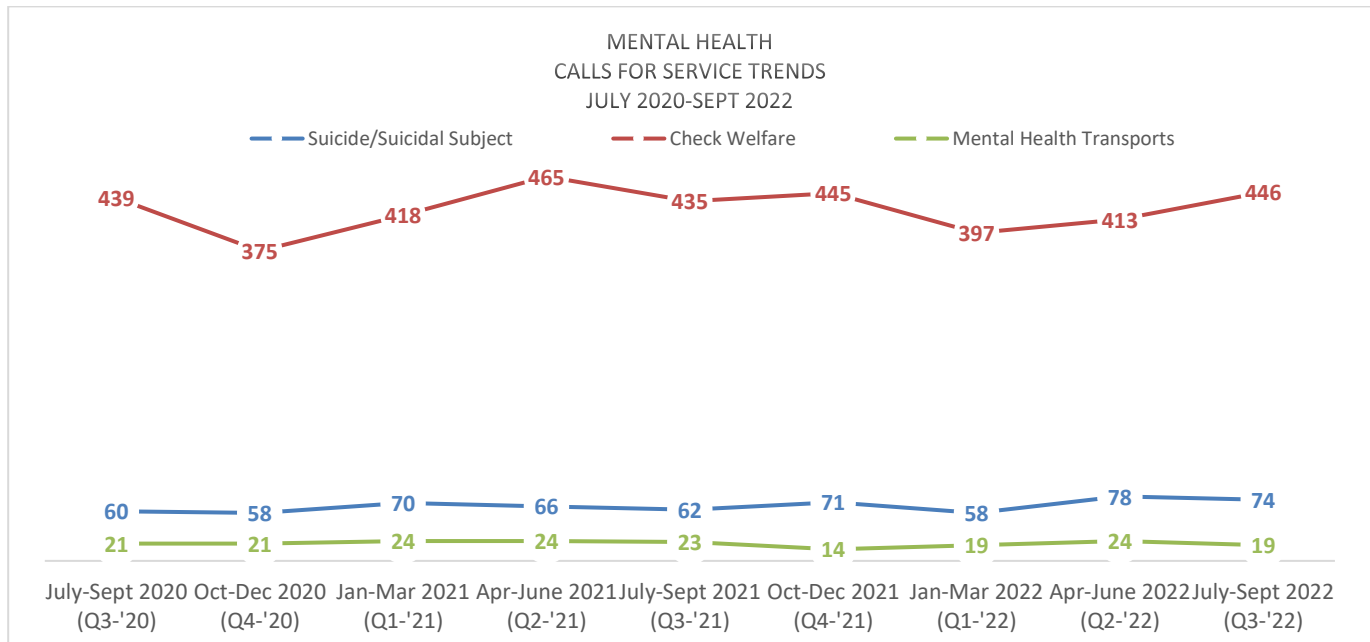
Assist Other Agencies & Pursuits



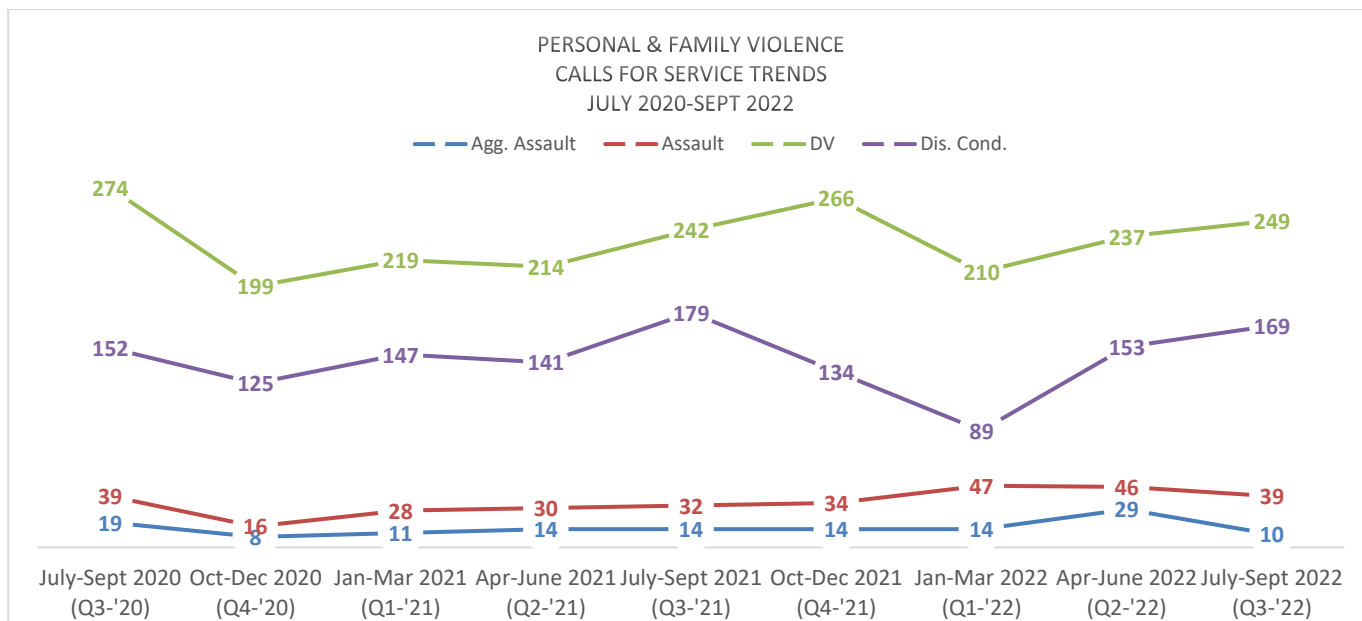
The trend of the increase in the number of calls for service to assist the Cochise County Sheriff's Office and other law enforcement agencies continues. Every agency is short personnel requiring more cooperation to ensure the public's safety. The significant

increase in agency assists for the Cochise County Sheriff's Office and U. S. Border Patrol is directly related to Operation Safe Streets and continued issues with pursuits of load vehicles.

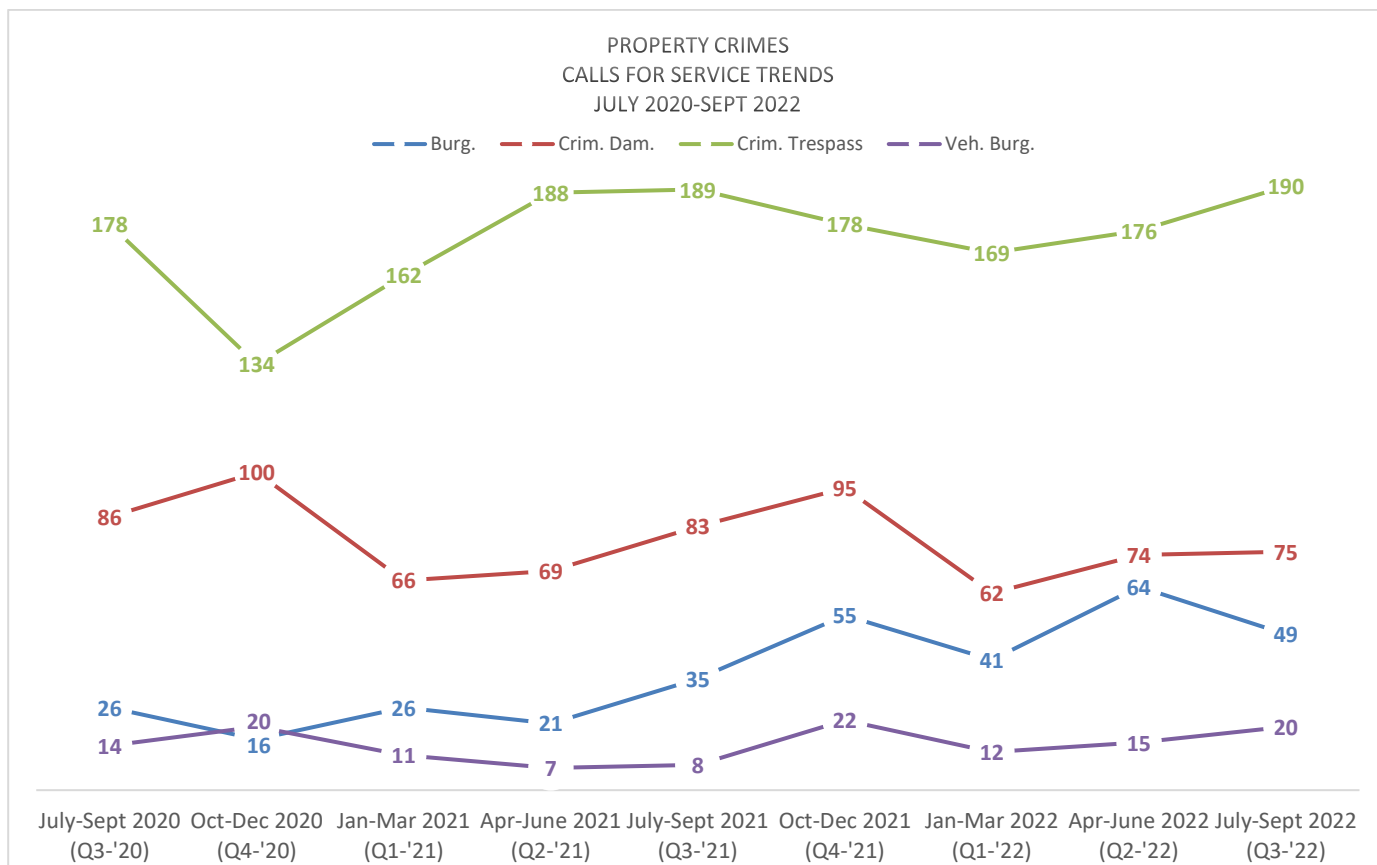
Mental Health Calls for Service



Personal & Family Violence Related Calls for Service

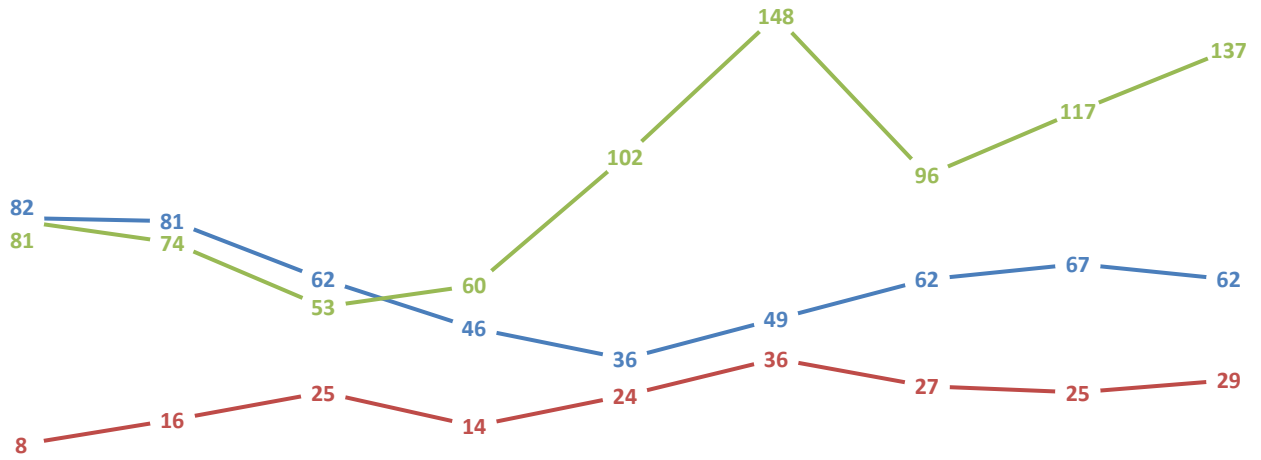


Property Crime Calls For Service



PROPERTY CRIMES
CALLS FOR SERVICE TRENDS
JULY 2020-SEPT 2022

— Shoplift. — Stolen Veh. — Theft



July-Sept 2020 (Q3-'20) Oct-Dec 2020 (Q4-'20) Jan-Mar 2021 (Q1-'21) Apr-June 2021 (Q2-'21) July-Sept 2021 (Q3-'21) Oct-Dec 2021 (Q4-'21) Jan-Mar 2022 (Q1-'22) Apr-June 2022 (Q2-'22) July-Sept 2022 (Q3-'22)

