



Council Executive Report

Charles P. Potucek, City Manager

June / July / August 2022

Highlights

- ➔ The Avenida Escuela extension opened at the end of August.
- ➔ Station 4 became operational on August 1st.
- ➔ 737 people attended the Cove's end of summer Tsunami Night.
- ➔ Community Development performed 2,846 inspections year-to-date.
- ➔ The City's Spotlight Breakfast video has been posted on the City's website, YouTube, and Facebook. The video has been viewed 1,043 times since it's upload in August.

Departments

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City Manager's Message

This summer was historic and very busy in many ways – from the adoption of the largest City budget ever, to the completion of a long-awaited new road, the Fry Boulevard revitalization project, and the City's first EMS station.

None of the accomplishments this summer and the time it took to get to their completion would have been possible without first the direction of City Council as many of these projects were strategic plan goals, and second without the very hard work of City staff.

In addition to these projects, I'd also like to recognize the efforts of the Marketing & Communications and IT divisions for their work in launching the City's new website in July, which included pulling together all the content, working with the company creating the site, and doing all of the technical work on the back end, plus much more. It was a huge amount of work, and the new website is professional, well-designed, and easy to navigate. This project was the culmination of a strategic plan goal from the previous strategic plan, and it was exciting to see another element of that initiative accomplished to provide clear, consistent, and improved communication with the community.

I hope to see you all at the Station 4 ribbon cutting ceremony, which is scheduled for October 14 at 10am, immediately followed by an open house for the community to view this beautiful new station. I'm pleased to see the number of calls going to this station clearly show the need it is fulfilling, which was once again the result of multiple strategic plans adopted by Council.

As the end of the calendar year comes into sight here, my office will be working on planning the next strategic planning session early next spring, which is another exciting time. With the election in November, we'll also be scheduling an

Upcoming Council Meetings

(City Hall Council Chambers except where noted)

Oct. 11, 3:00 p.m. – Work Session

Oct. 13, 5:00 p.m. – Council Meeting

Oct. 25, 3:00 p.m. – Work Session

Oct. 27, 5:00 p.m. – Council Meeting

Nov. 8, 3:00 p.m. – Work Session

Nov. 10, 5:00 p.m. – Council Meeting

Nov. 22, 3:00 p.m. – Work Session

Nov. 24, 5:00 p.m. – Council Meeting

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administrative retreat in January to review administrative practices and procedures. It will be a very busy start to the year with a new budget season beginning just after all of that!

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

Chuck Potucek, City Manager

Police Department

Recruiting Update

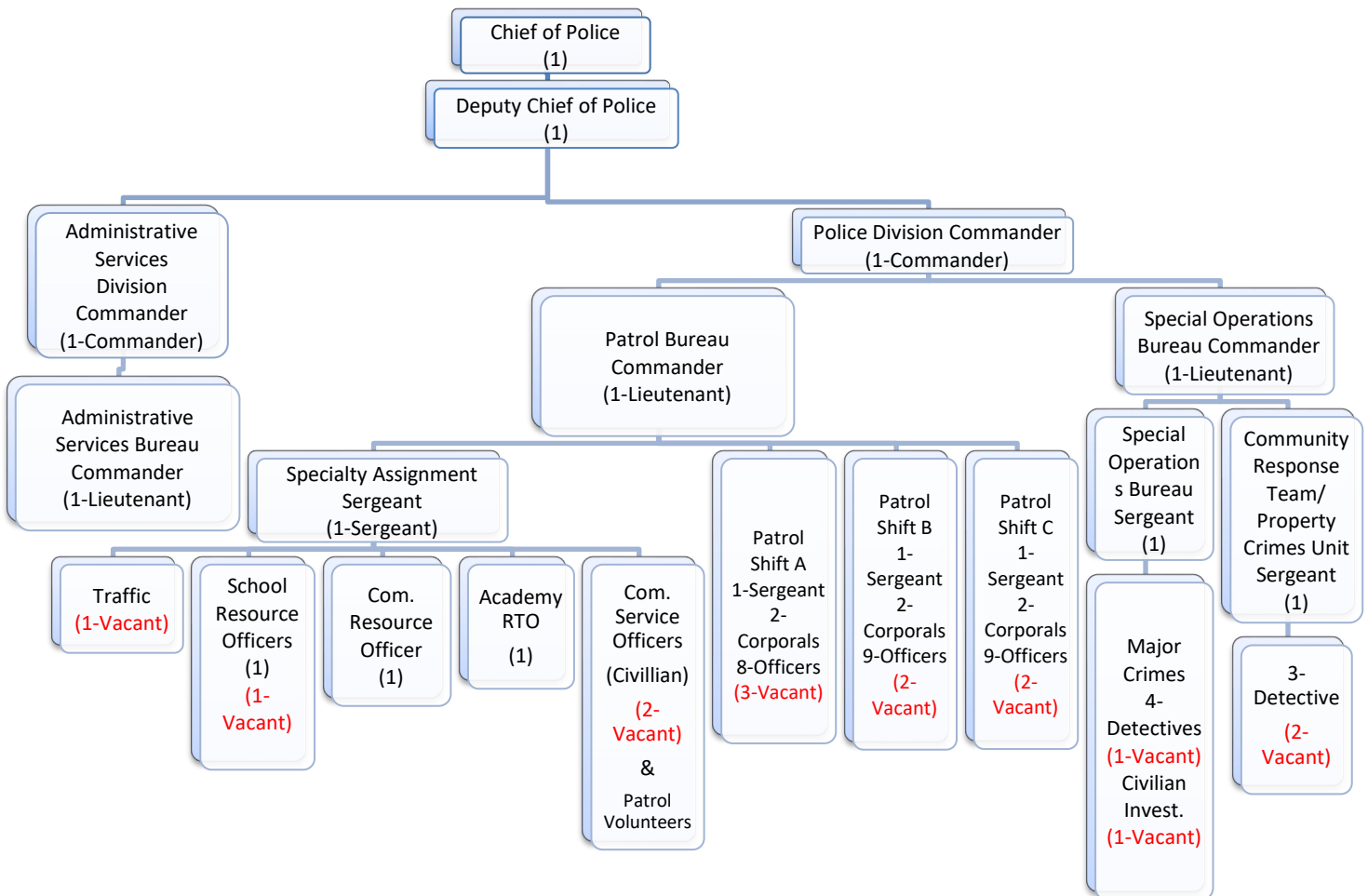
Recruitment efforts continue to be hit and miss in recruiting qualified individuals to serve as police officers with the City of Sierra Vista. Despite increased efforts by the recruiting team, the number of applicants continues to decline at a drastic rate. The department historically has had approximately 180-200 applicants for police officer positions between January and August. During the same period in 2021, applicants totaled approximately 100. In 2022, the department received just over 40 applications. The department continues to recruit heavily at military bases, community colleges, and police academies throughout Arizona, New Mexico, and Texas.

Despite these challenges the department has had some success. The department currently has two recruits attending the Southeast Arizona Law Enforcement Training Academy (SEALETA) in Douglas. One of the recruits is attending the academy as a Sierra Vista Police Department intern through the U.S. Army's Career Skills Program. This recruit completed the entire hiring process with the city and is attending the academy as a police reserve. The department will officially hire the recruit as an officer once he permanently transitions out of the service. The department also has two officers currently in field training and made conditional offers of employment to two lateral officer applicants.



Sworn Officer Staffing Update

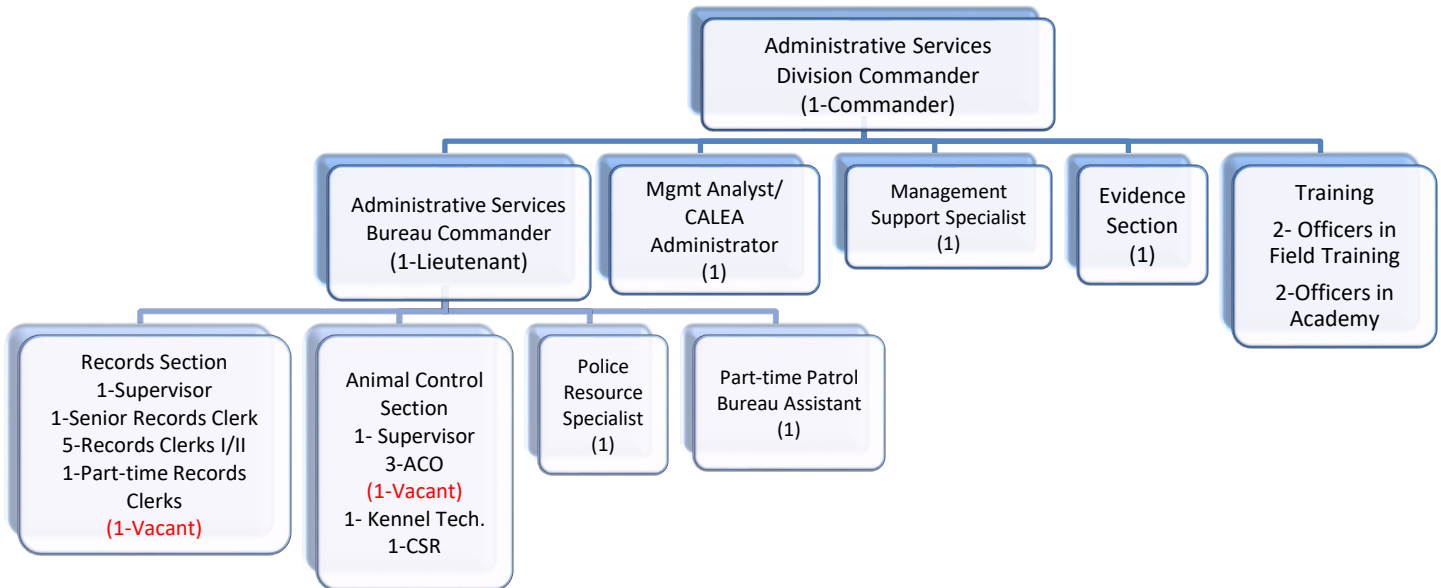
The FY2021-22 Classification and Compensation Plan authorizes the police department’s staffing level at 68 sworn officers with 67 positions funded through the budget. The department currently has 60 officer positions filled, but only 56 of these officers are available to assign to duty. The remaining four positions are classified as “unavailable for assignment.” Specifically, two officers are in the academy and two are in field training. The two officers currently in field training will be assigned to patrol once field training is completed by the end of September 2022. New to the department are the two new Community Service Officer positions and one new Civilian Investigator position. The department is currently in the hiring process for all three of these positions. Below is the department’s current organizational chart for sworn officer positions.



Due to the staffing shortages, the department has left multiple positions vacant or unassigned. These positions include seven patrol assignments, one traffic unit assignment, one major crimes detective assignment, one property crimes detective assignment, one community response team (CRT) assignment, and one (1) school resource officer (SRO) position. The department still anticipates four sworn officer retirements before the end of FY 22-23.

Current Civilian Staffing Update

As demonstrated in the chart below, the department is in a much better position regarding civilian staffing. Civilian positions have fewer issues with vacancies, light-duty assignments, and initial training time. Below is the department’s current organizational chart for civilian positions.

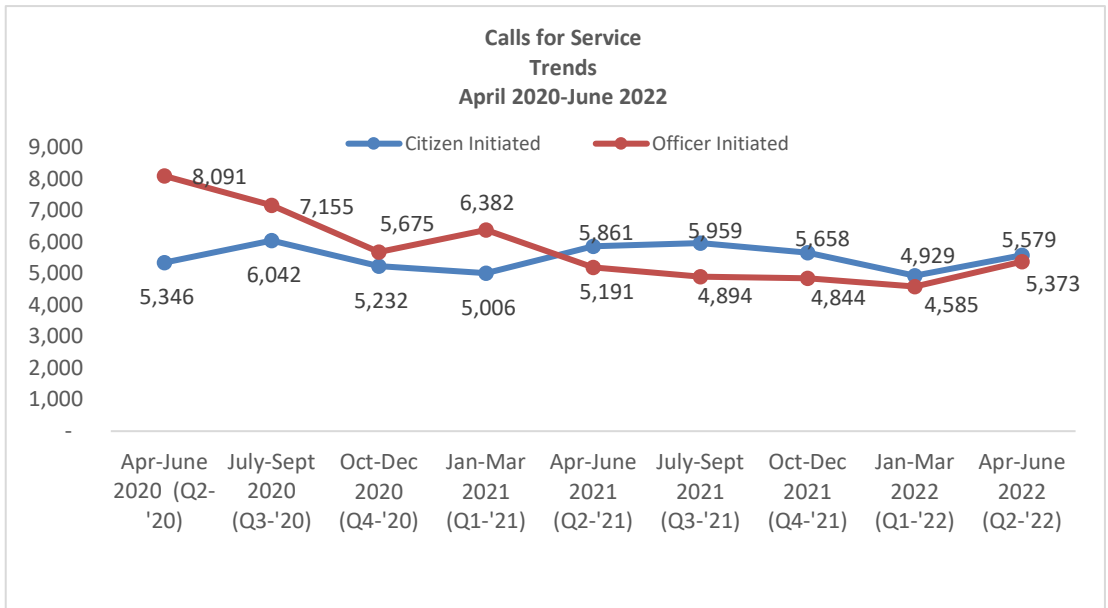


The department’s records section is currently authorized seven full-time positions and two part-time positions. The Records Section duties include preparing reports for the County Attorney’s Office and public information requests, transcribing interviews, redacting videos, conducting background requests, and completing crime statistical reporting.

The department’s animal care and control section is authorized seven full-time positions including one supervisor, four animal control officers, one kennel technician, and one customer service representative. Duties include animal-related calls for service, adoptions, shelter operations, and proactive enforcement.

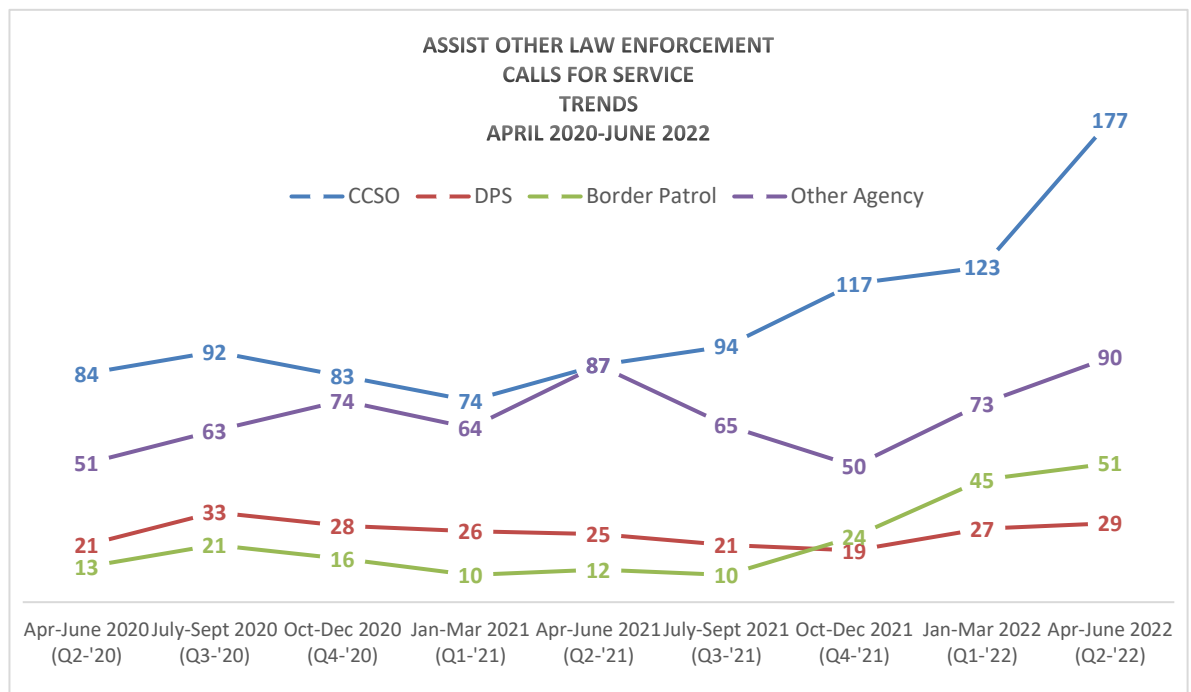
Calls for Service

During Q2-2022, total calls for service increased in both officer-initiated and citizen-initiated calls for service. Officers proactively generated 5,373 calls for service and citizens initiated 5,579 calls for service for a total of 10,952 calls for service in Q2-2022. The graphs below depict calls for service handled by the department from Q2-2020 through Q2-2022. 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.

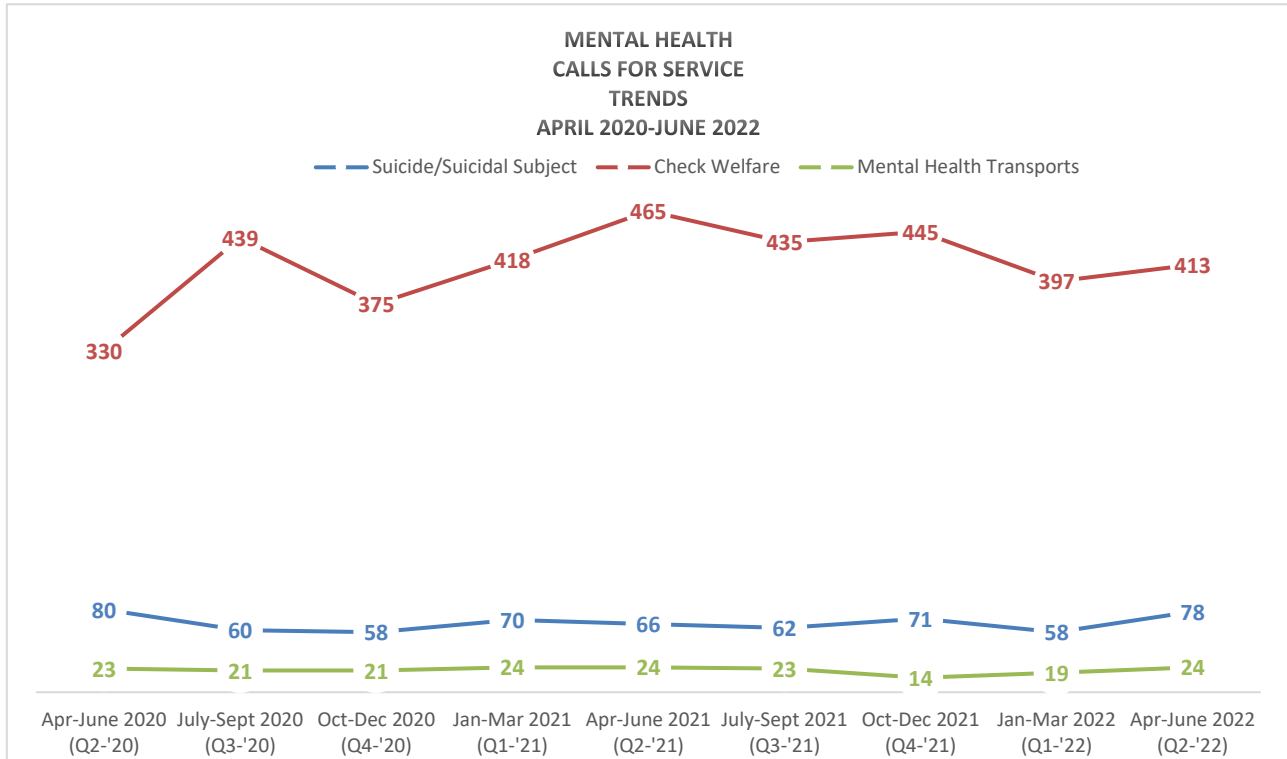


Assist Other Agencies & Pursuits

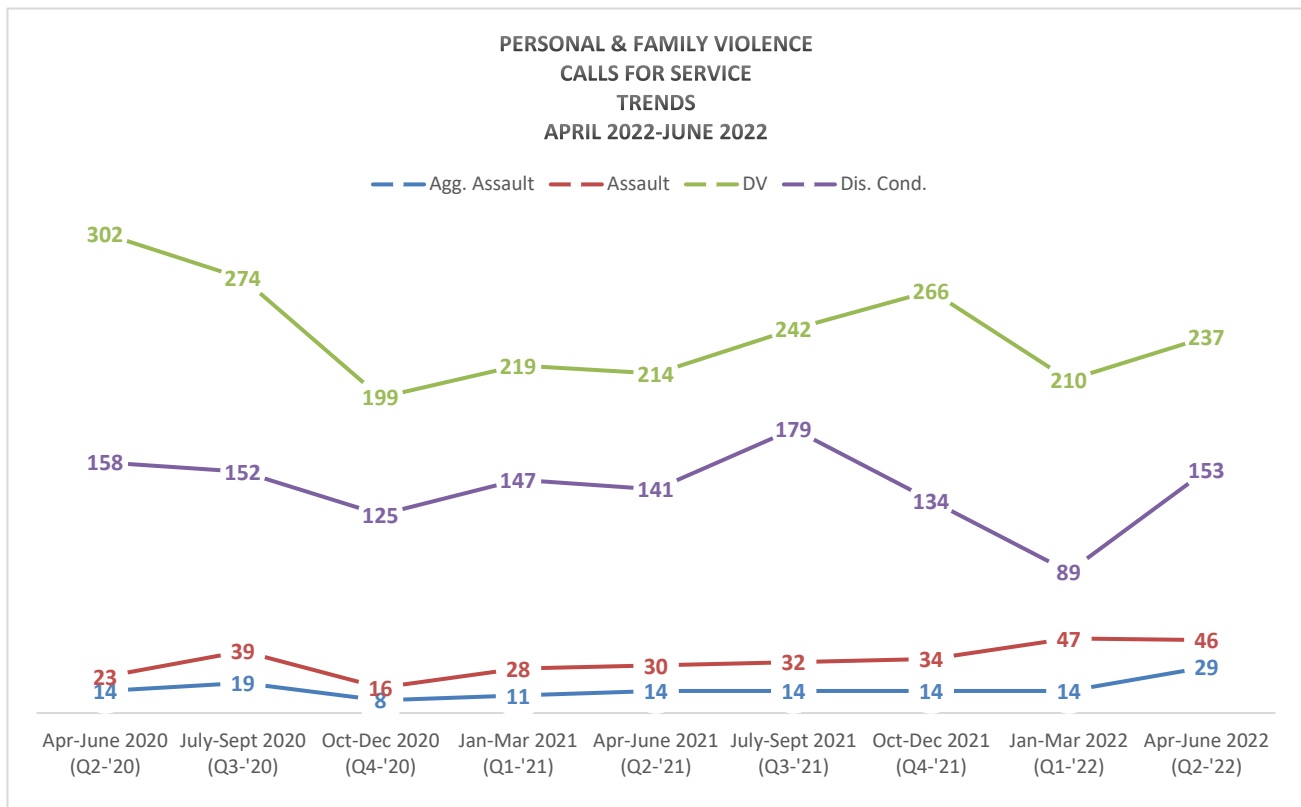
The trend of the increase in the number of calls for service to assist other law enforcement agencies continues as every agency is short personnel requiring more cooperation to ensure the public's safety. In addition, the increase in agency assists for the Cochise County Sheriff's Office, the Department of Public Safety, and U. S. Border Patrol is directly related to Operation Safe Streets and continued issues with pursuits of load vehicles.



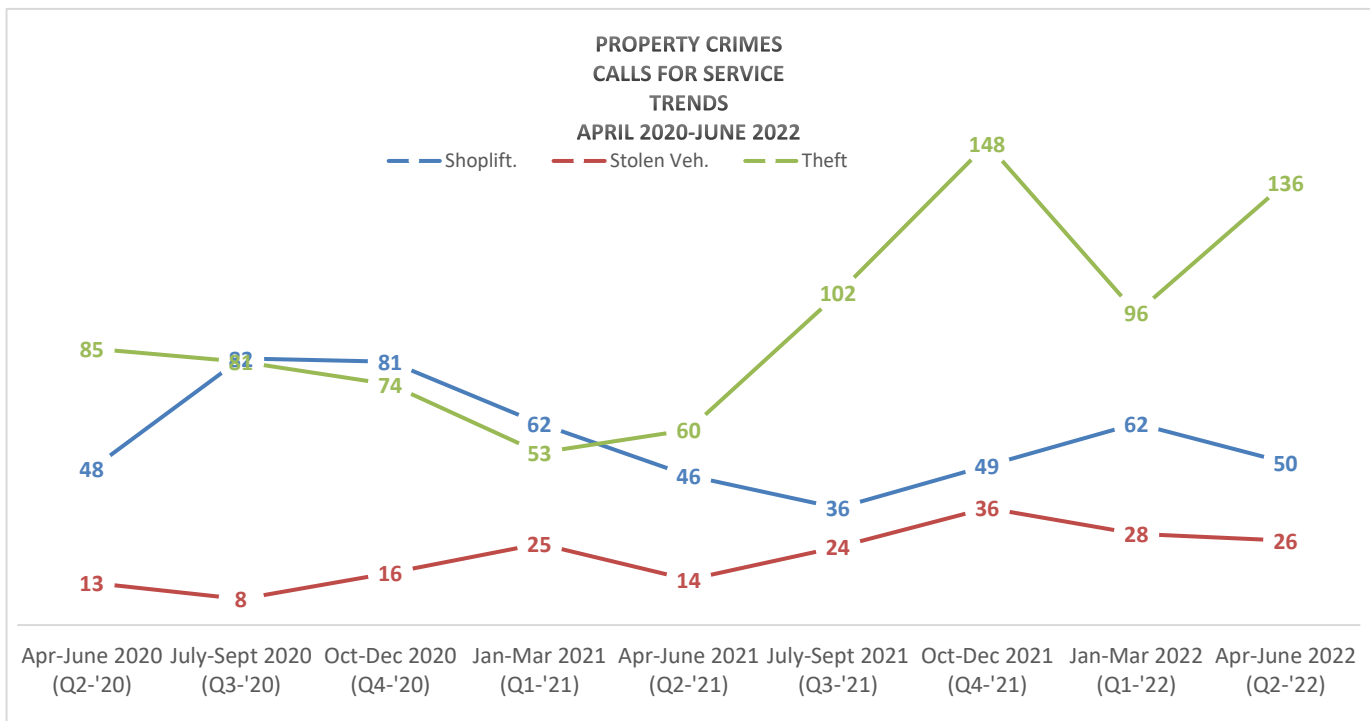
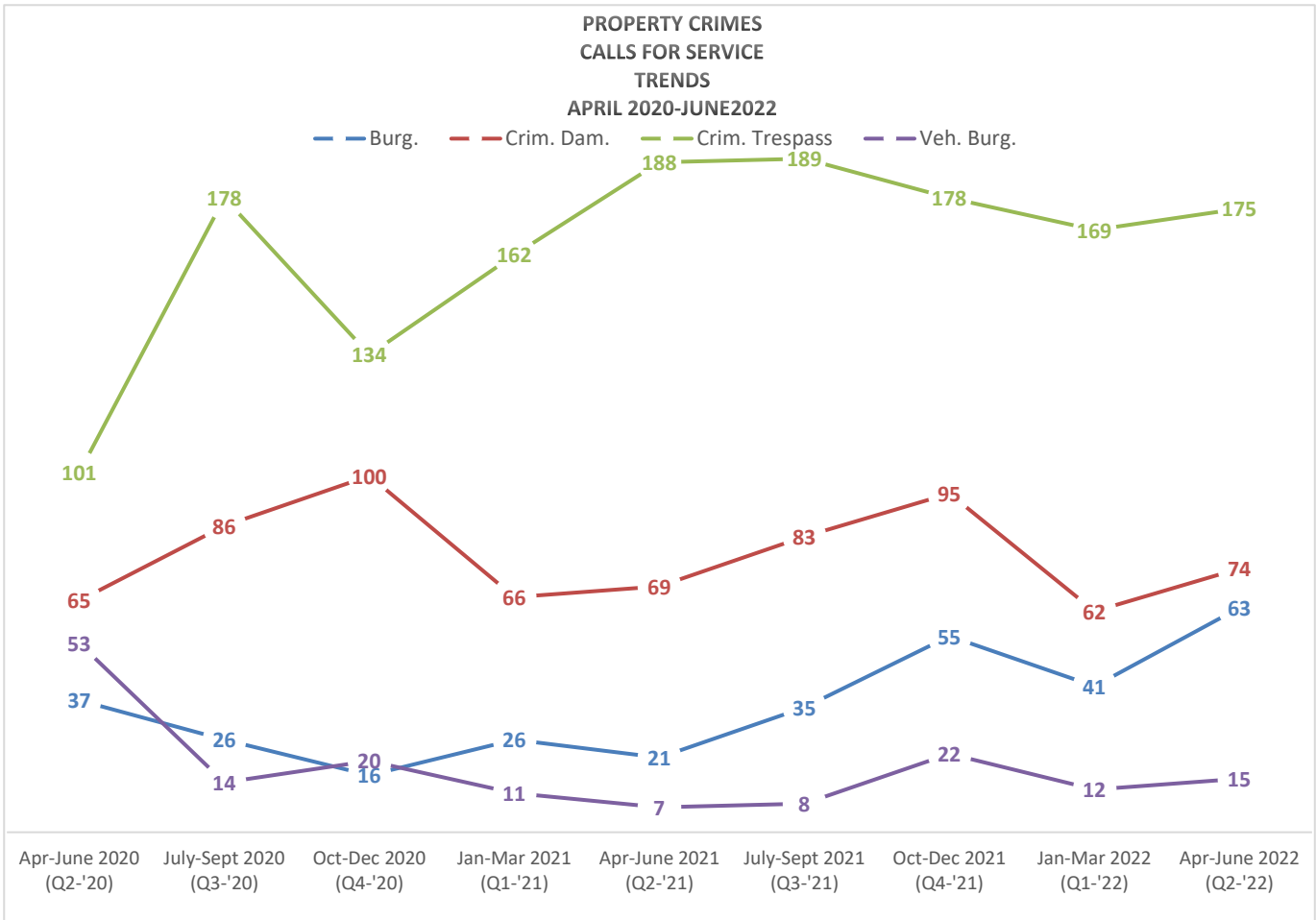
Mental Health Calls for Service



Personal & Family Violence Related Calls for Service



Property Crime Calls For Service





Jun-Aug 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
June-Aug 2022	968	\$4,840
Total	2,633	\$13,165

Total Bus Passes Redeemed	750
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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
June-Aug 2022	469.2	\$2,346	\$1,725.06	\$4,792.18	\$3,326.01

*Reimbursements lag a few weeks.

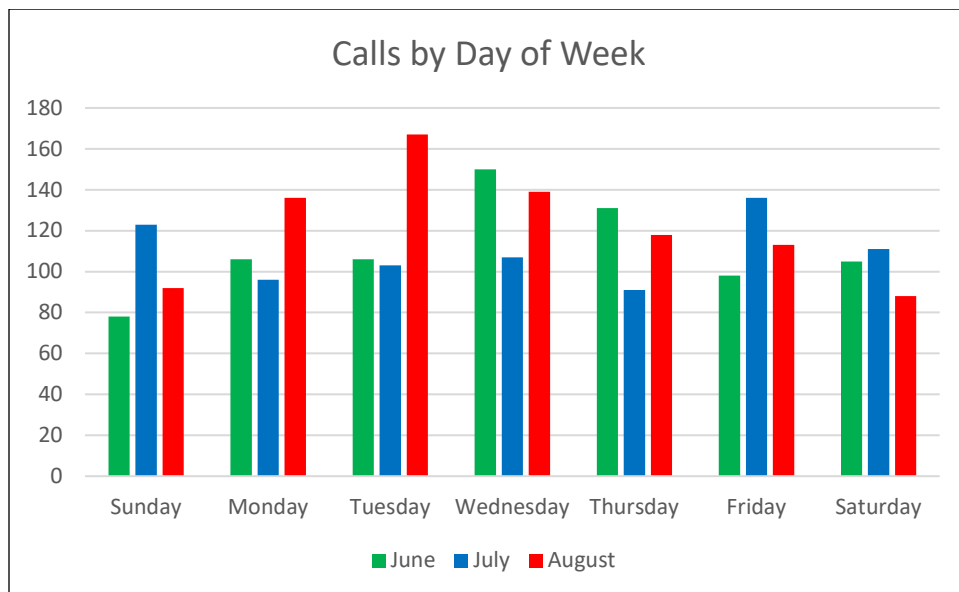
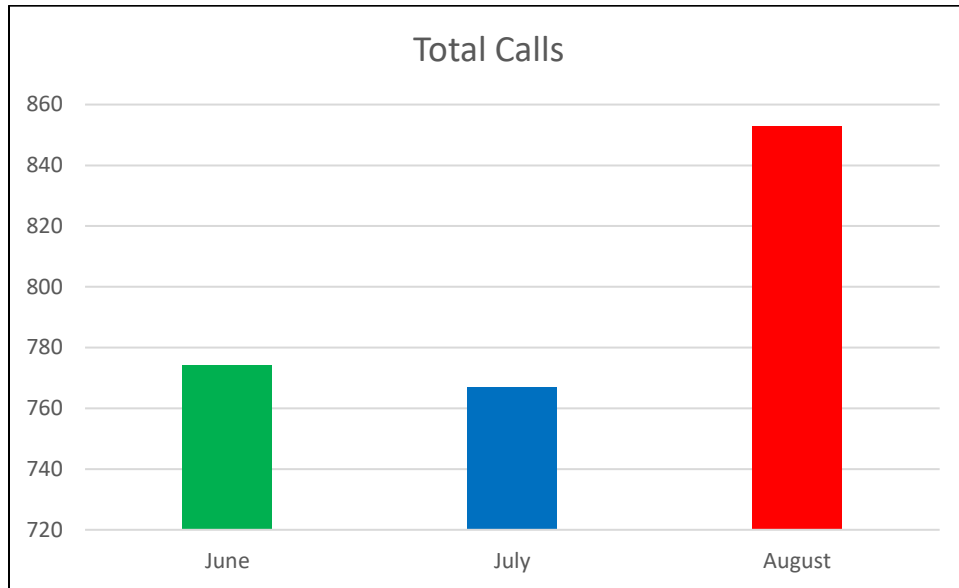
Sierra Vista Fire and Medical Services (SVFMS)

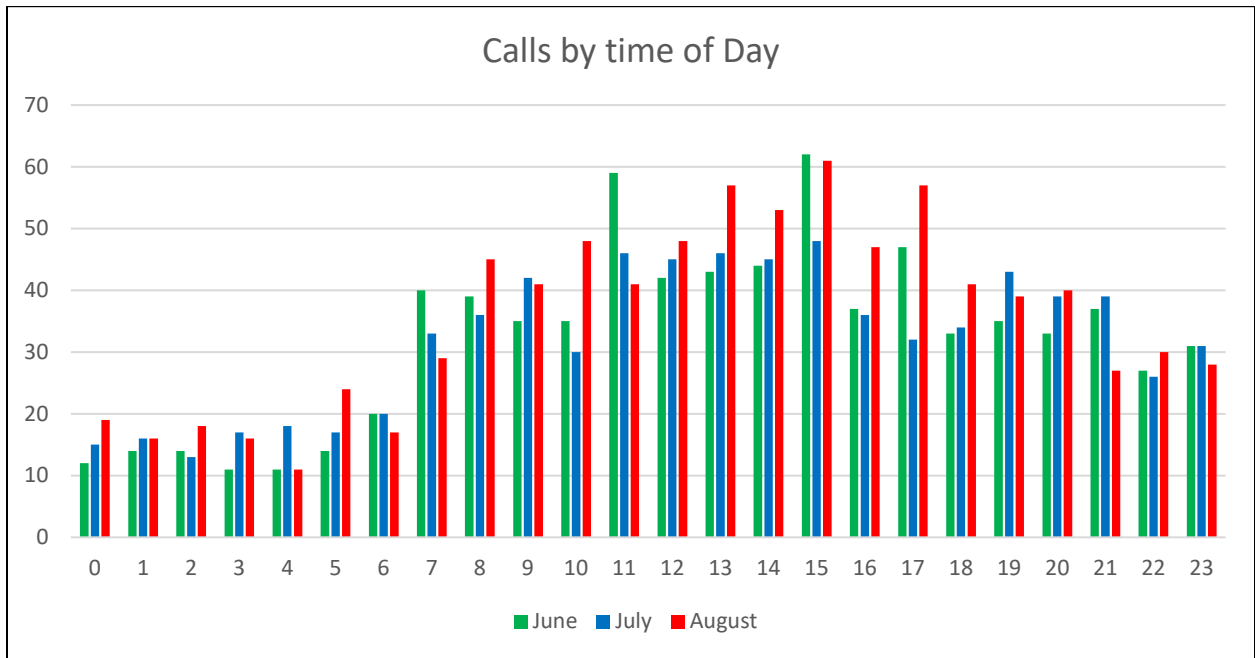
Station 4

After much anticipation, Station 4 became fully operational August 1st, 2022. The Station is a huge asset to our community and is already proving to have a perfect location within the city. The call volume for Station 4 as anticipated with the new response plans allows for equal coverage throughout the city for the three 24-hour medic units. In its first month of operations Medic 204 at Station 4 had 115 transports, Medic 201 located on Fry Boulevard transported 133 and Medic 202 located on Avenida Cochise transported 99. A special thanks goes to Core Construction and Perlman Architects for the awesome design and commitment to this project. We would like to give a huge thank you to the City of Sierra Vista team and especially the Program Manager Tony Boone. The Ribbon Cutting and open house is schedule for October 14, 2022 from 10:00 a.m. – 12:00 p.m.



Incident Information





Aerial Apparatus

Sierra Vista Fire and Medical took delivery of the Pierce Enforcer 107' Single Axle Quint Ladder in August. This apparatus replaces our 75' Pierce Ladder Truck. The new aerial operates out of Station 2 on Avenida Cochise along with the 100' Platform Tower.



Secure Lockbox Program

Working with Sierra Vista Police Department, Sierra Vista Fire and Medical is helping with a program designed to allow police and emergency personnel access to a home in emergency situations where forced entry may be necessary. 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 City of Sierra Vista was initially issued 35 lockboxes; they have all been distributed and we are waiting our next supply.

Community Development

- **Community Development Block Grant Program.** On July 14, 2022, the City Council approved the City's PY 22 Annual Action Plan providing \$227,172 for public facility upgrades at Soldier Creek Park and \$25,000 towards augmenting the City's Emergency Home Repair/Disabilities Modifications Program. At the same meeting, the City approved substantial amendments to the City's Five-Year Consolidated Plan and PY 2019 Annual Action Plan to incorporate \$77,209 of reallocated CARES Act funding towards emergency crisis fund related relief. The U.S. Department of Housing and Urban Development has approved the Grant Agreement for the CARES Act funds and an amendment to the Subrecipient Contract with United Way of Sierra Vista and Cochise County, Inc. was executed on September 8, 2022, consistent with the Agreement presented to the City Council. Funds will be disbursed beginning this October through next March in accordance with the Agreement.
- **Community Connect (One Stop Resource and Referral Center).** The reporting from the Sierra Vista Community Connect (SVCC) 6-month pilot project suggests the project had significant impact in the Sierra Vista community. From March through August, the event attracted 362 people, generating 1,661 points-of-contact with participating service providers. These points-of-contact led to a total of 130 formal referrals to various agencies in the community and over 58 completed applications for services. In total, 460 meals were served and over 314 individualized personal care kits were distributed. Based on completed registration forms, the event connected 101 homeless individuals or families (the target audience) with services. A grant application has been submitted to the Arizona Department of Housing to cover half the cost of future community connect events after the CARES Act funding ends next March.
- **West End Commission (WEC).** Staff reviewed the City's goals and strategies pertaining to West End revitalization from the City's General Plan, VISTA 2030, and currently adopted Strategic Plan to review progress and identify areas of concentration for the upcoming fiscal year. Staff worked with the WEC to formulate a business survey and adopt a neighborhood program. The WEC also expressed interest in holding a job fair in the spring targeting the youth population.
- **Commission on Disabilities Issues (CODI).** The Commission heard from Fort Huachuca about an upcoming equity and disability fair on October 27, 2022. CODI will explore ways to be involved and have a presence at the event.
- **Annexation Strategy.** The City Council initiated proceedings to annex 19 commercially zoned parcels comprising approximately 67-acres of land east of State Route 92 generally between Golden Acres Drive and Glenn Road. Staff secured ten Pre-Annexation and Development Agreements on a majority of the properties within the area proposed for annexation to ensure completion.

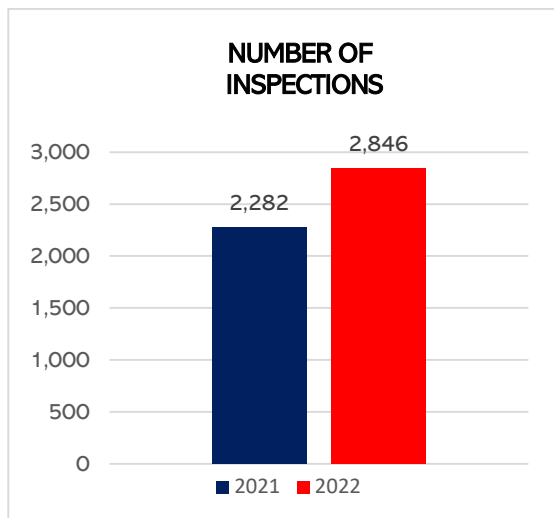
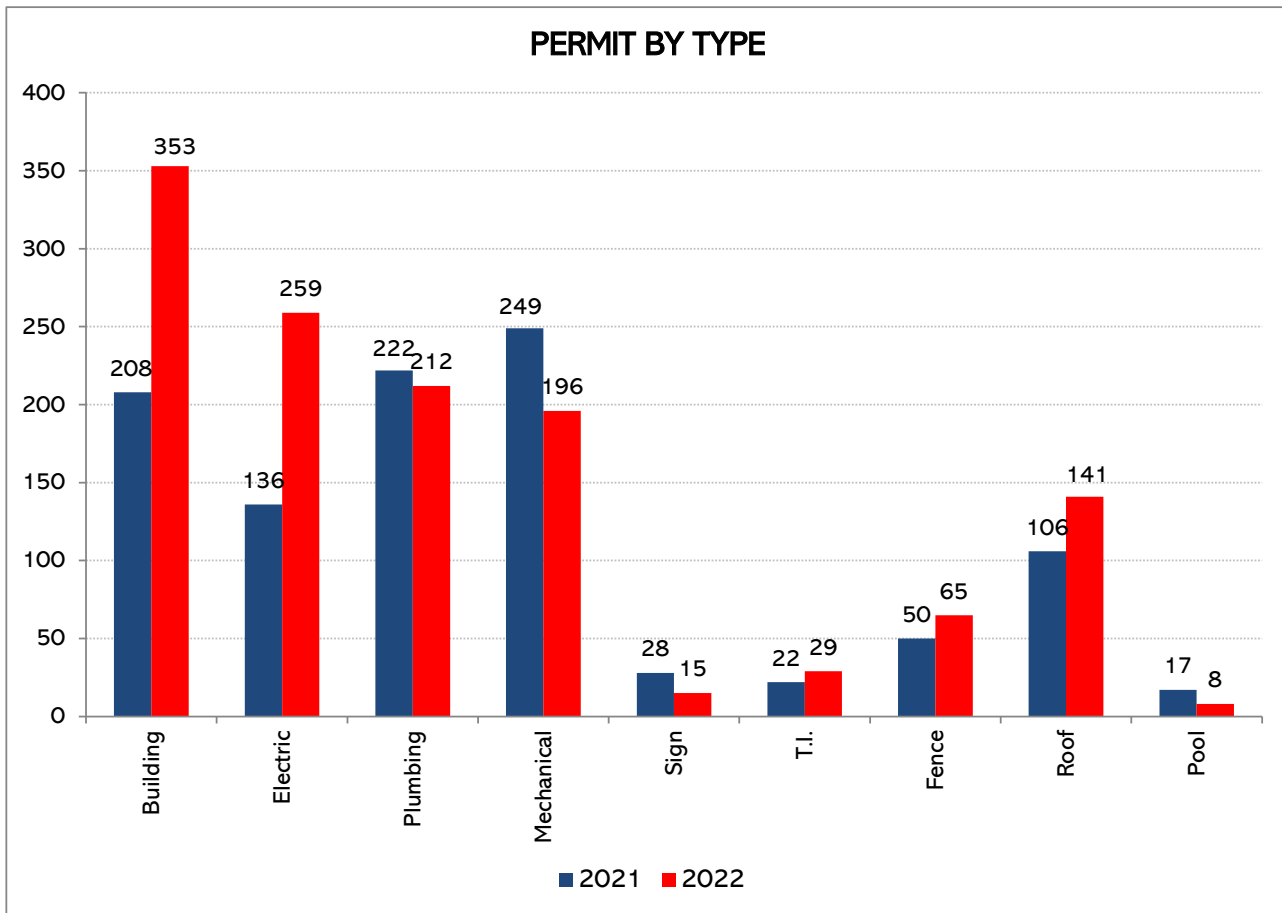
Building & Inspection Services

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

PLANS UNDER REVIEW		
PROJECT NAME	PROJECT TYPE	PROJECT ADDRESS
COSV Cyr Center Soccer Nets	Tenant Improvement	111 Cyr Center
Freddy's	Commercial New	TBD - Canyon De Flores
Hair Salon	Tenant Improvement	172 E Fry Blvd
Hair Salon	Tenant Improvement	1630 S Hwy 92
Joy Korean Church Addition	Commercial Addition	598 Myer Dr
Sierra Grande Clubhouse	Tenant Improvement	500 S 7th St
SSVEC Construction Office	Tenant Improvement	1348 Giulio Cesare Ave
Taco Bell	Commercial New	No Physical Address
Twisted Twins Ramen	Tenant Improvement	920 E Fry Blvd
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
Garden Canyon Clubhouse	Commercial New	405 S Garden Ave
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
PERMIT ISSUED/UNDER CONSTRUCTION		
PROJECT NAME	PROJECT TYPE	PROJECT ADDRESS
AZ20527 Cell Tower	Cell Tower New	1300 Fort Ave
Canyon De Flores - Dental Office	Tenant Improvement	3477 Canyon De Flores (B)
Chiricahua Community Health	Tenant Improvement	77 Calle Portal, #A260 & C240
Cochise Dental	Tenant Improvement	66 N Garden Ave
Comfort Inn - electrical changes	Tenant Improvement	3500 E Fry Blvd
Coronado Cochise Venture	Tenant Improvement	2387 E Fry Blvd
COSV Veteran's Park Storage Tank	Accessory Commercial	3105 E Fry Blvd
Embrace Life	Tenant Improvement	4116 Avenida Cochise
FHYZICAL SV	Tenant Improvement	1849 Paseo San Luis
Fry's Food - Phase 2 Pick Up Expansion	Tenant Improvement	4351 S Hwy 90
Girls Home	Tenant Improvement	1850 Paseo San Luis
Haven Health	Addition - Commercial	660 N Coronado Drive
High Desert Sign Company	Tenant Improvement	448 Whitton St
Hula Hair & Sole Barber Renovation	Tenant Improvement	33 S Garden Ave
Hummingbird Assisted Living	Tenant Improvement	2047 S Hwy 92
Mike Ash TI for new business	Tenant Improvement	325 W Fry Blvd, #F
New Era Med	Tenant Improvement	126 S Coronado Drive
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
Restaurant Renovation	Tenant Improvement	1173 E Fry Blvd
SAIC	Tenant Improvement	665 N Garden Ave
SEABHS	Commercial New	4721 Campus Dr
Sierra Evangelical Church Canopy Cover	Accessory Commercial	101 N Lenzner Ave
Sierra Vista Surgical Center	Commercial New	N/A
Sky Island Apartment Renovations	Tenant Improvement	600 Charles Dr
Tombstone Brewery	New Commercial	332 N Garden Ave
Truelieve	Tenant Improvement	1633 S Hwy 92, #7
Wendy's Menu Board & Canopy	Tenant Improvement	1100 E Fry Blvd
Wendy's	Tenant Improvement	1100 E Fry Blvd
PROJECT COMPLETED		
PROJECT NAME	PROJECT TYPE	PROJECT ADDRESS
American Leadership Academy	Tenant Improvement	4251 Enterprise Way
Berean Academy	Accessory Commercial	1169 N Columbo Ave.
COSV EMS Station #4	Commercial New	2051 S 7th St
COSV EMS Comm Tower	Cell Tower New	2051 S 7th St
Dunkin' Donuts	Tenant Improvement	500 N Hwy 90
Doc's Watering Hole	Tenant Improvement	1959 Frontage Rd
Navy Federal Credit Union	Tenant Improvement	440 N Hwy 90 #B4
Prickly Café	Tenant Improvement	2151 S Hwy 92, #120
Childtime	Tenant Improvement	1299 N 7th St
FHASD Maintenance - Ft Huachuca School	Tenant Improvement	47120 Rucker St
Rothery Business Office	Tenant Improvement	3305 E Fry Blvd
Southwest Emporium	Tenant Improvement	101 E Wilcox Drive

YEAR OVER YEAR PERMIT STATISTICS JANUARY THRU AUGUST



CONSTRUCTION TRENDS

CONSTRUCTION TYPE	NEW CONSTRUCTION	
	2021	2022
SINGLE-FAMILY UNITS	35	42
SINGLE-FAMILY ADDITIONS	7	10
MANUFACTURED HOME UNITS	23	53
MULTI-FAMILY UNITS	0	0
NON-RESIDENTIAL (SQ. FT.)	17,465	16,616

Code Enforcement

The City's Code Enforcement officers responded to 278 complaints during the reporting period.

CODE REFERENCE	COMPLAINT	REPORTING PERIOD JUN-AUG 2022	DESCRIPTION
150.15.C	ADDRESS NUMBER MISSING	2	RESIDENTIAL ADDRESS NUMBER NOT VISIBLE FROM STREET
150.25.4	ALLEYWAY MAINTENANCE	21	OVERGROWTH, OBSTRUCTION, DEBRIS INTERFERING WITH USE OF ALLEYWAY
150.23.3	ANIMAL WASTE	8	EXCESSIVE ANIMAL WASTE ON PRIVATE PROPERTY
150.23.21	ATTRACTIVE NUISANCE	2	MAINTAINING A CONDITION THAT IS DANGEROUS TO YOUNG CHILDREN AND WHICH MAY ATTRACT THEM
150.23.20	BLIGHT	4	UNSIGHTLY, UNSAFE, OR UNSANITARY CONDITIONS
150.23.14	CLEAR VISION	3	OBSTRUCTING CORNER VISIBILITY
150.25.8	DILLAPIDATED WALL/FENCE	1	NOT UPRIGHT/DISREPAIR
90.11	DOMESTIC FOWL	1	COOP LOCATION, CONDITION, ODORS, NUMBER
150.23.6	ARTIFICIAL ILLUMINATION	1	LIGHT THAT EXTENDS BEYOND THE PROPERTY LINE IN A NUISANCE MANNER
150.23.22	GRAFFITI	14	UNAUTHORIZED INSCRIPTION, FIGURE OR DRAWING OR OTHER DEFACEMENT
150.24.A	ILLEGAL DUMPING	43	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	2	EXCESSIVE WASTE, ABANDONED PROPERTY, JUNK BEING STORED ON PROPERTY
150.25.1	LITTER/DEBRIS	28	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	98	TALL GRASS & WEEDS (OVER 12")

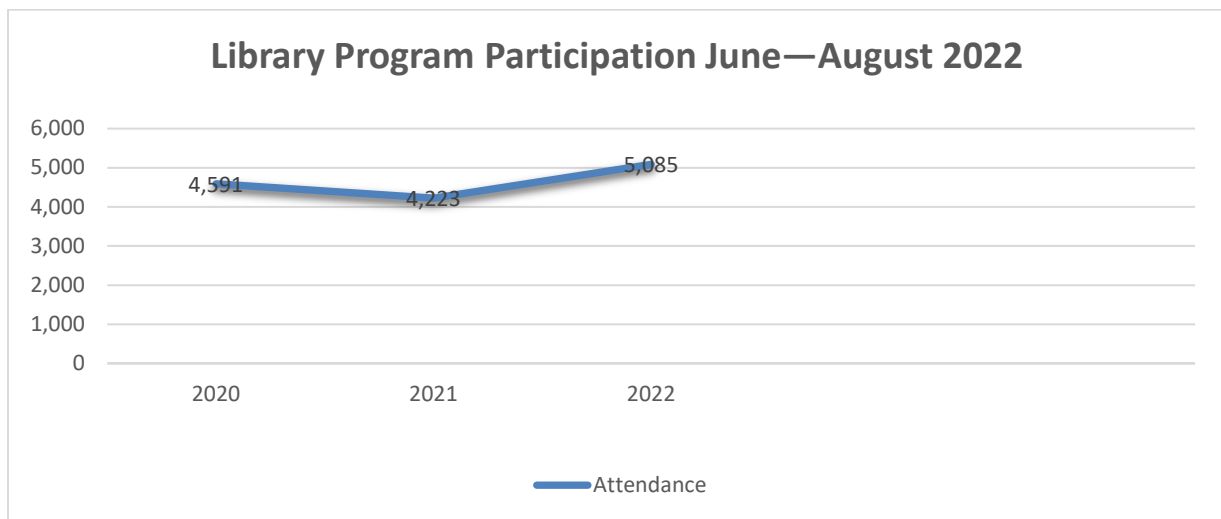
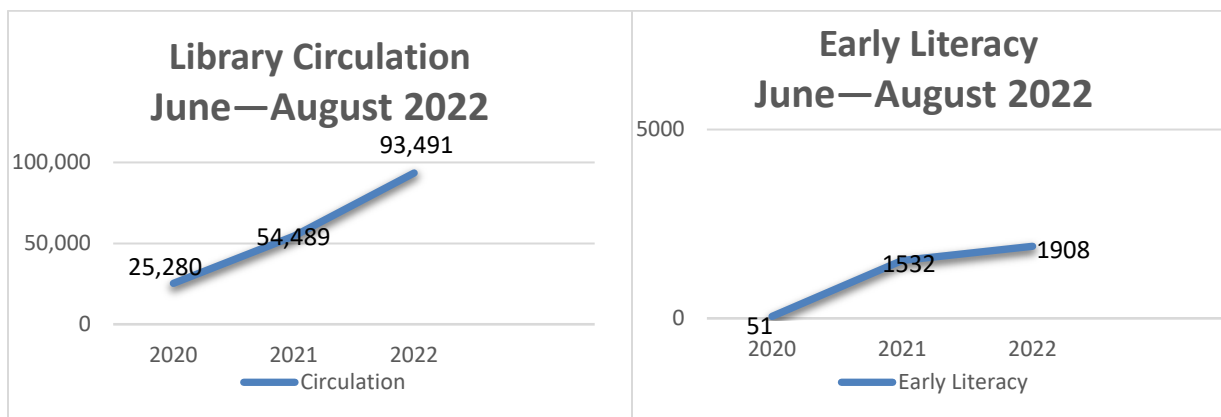
91.11.B.1	RIGHT-OF-WAY ENCROACHMENT	2	OBSTRUCTION, NON-PERMITTED IMPROVEMENT IN PUBLIC RIGHT-OF-WAY
90.11.4	ROOSTERS/BREEDING	1	ROOSTER IN RESIDENTIAL ZONE
150.04.015	RV LIVING	1	OCCUPYING AN RV FOR MORE THAN 14 DAYS IN RESIDENTIAL ZONING DISTRICT
71.02.C	RV/TRAILER PARKING	1	LONG-TERM STORAGE OF RV/CAMPER/TRAILER ON PUBLIC STREET
150.25.1	SANITATION	6	NO SANITATION SERVICE/TRASH BUILD UP
150.23.13	SIDEWALK OBSTRUCTION	24	ANYTHING OBSTRUCTING A 36" WIDE PATHWAY OR 80" OVERHANG
150.25.10	SWIMMING POOL	5	GREEN AND STAGNANT POOL
150.12	STORM DRAINAGE	1	DRAINAGE OF ROOFS AND PAVED AREAS, YARDS AND COURTS AND OTHER OPEN AREAS ON THE PREMISES THAT DISCHARGE IN A MANNER THAT ADVERSELY AFFECTS NEIGHBORING PROPERTY
150.18.A	UNSAFE STRUCTURE	1	UNFIT FOR HUMAN HABITATION/STRUCTURALLY COMPROMISED
TOTAL		278	

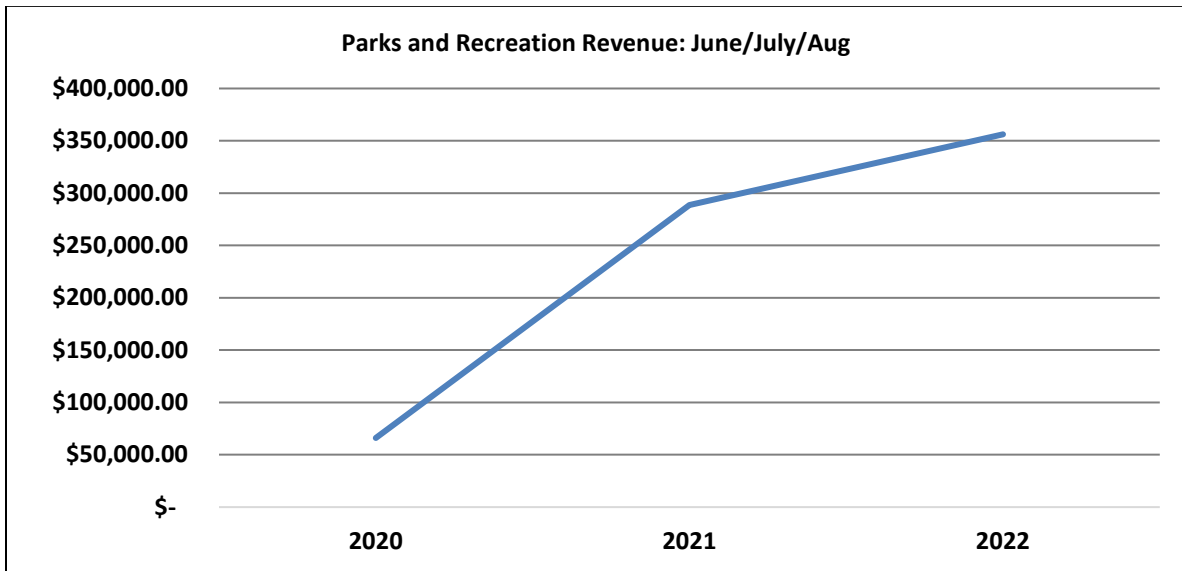
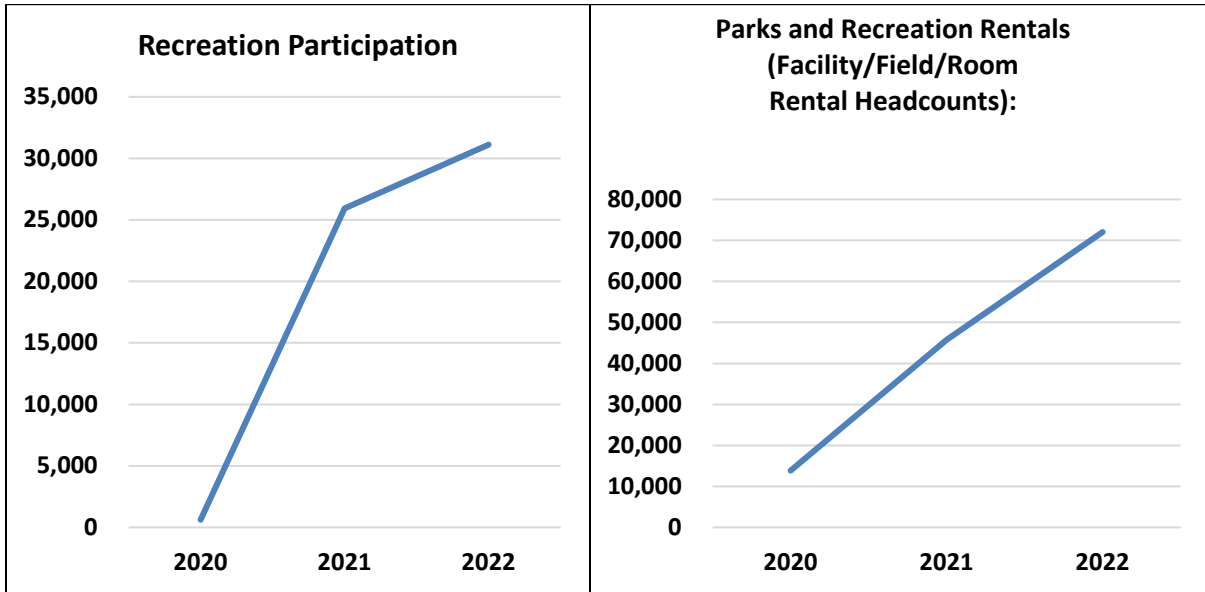
Department of Parks, Recreation, and Library

June – July - August Dashboard (Years: 2020 vs. 2021 vs. 2022)

Library Circulation: June—August	93,491
Library Program Participation: June—August	5,085
Early Literacy Participation: June—August	1,908

Parks, Recreation & Special Events Revenue: June—August	\$356,197
Parks, Recreation & Special Events Program Attendance: June—August	31,114
Parks, Recreation & Special Events Rentals: June—August	72,046





Annual 4th of July

50TH ANNUAL 4th OF JULY Celebration
 PRESENTED BY SIERRA VISTA ROTARY CLUBS WITH THE CITY OF SIERRA VISTA AND FORT HUachuCA

SUNDAY, JULY 3RD 2022 - VETERANS MEMORIAL PARK AT CENTENNIAL PAVILION
 Street Dance Presented by San Padre Novas
 5:00 pm – 11:00 pm Food, Beverage, Beer and Wine Vendors
 7:00 pm – 11:30 pm Gig & The Glow

MONDAY, JULY 4TH 2022 - VETERANS MEMORIAL PARK AND CENTENNIAL PAVILION
 7th Annual Pets & People Picnicals - Raindate #1 presented by New Frontier Animal Medical Center
 7:00 – 2:30 am Registration + 7:30 – 8:00 am – Judging of Entries
 8:00 – 8:30 am Fireworks + 8:30 – 9:00 am - Awards Presentation
 Hosted By: Grady Butler

DISPLAYS, VENDORS
 8:00 am – 2:00 pm Fort Huachuca Military Displays - 8 Troop, 6888 C.A.C., 8th Airborne Division, 8th Army
 Arts & Crafts Vendors • Food, Beverage, Beer and Wine Sales

EVENTS AT CENTENNIAL PAVILION - EMCEE: WILL BENNING
 8:00 – 8:30 am Reflection: Fly Boy Captain Salvation Army ChOC Presentation by Fly Squad Troop 468 and American Heritage Girls Troop AZ 1464
 Live Music with Brandon Sanchez
 Table to the Light presentation by Sierra Vista Rotary Club
 President Nathan Williams Reading of Colors by Ft Huachuca Honor Guard
 National Anthem by Linda Dalling
 Proclamation - Sierra Vista Mayor Rick Mueller and 8 Troop
 Guest Speaker: MG Christopher L. Estabek, Ftly State Cannon Salute with Fort Huachuca Honor Battery narrated by Robert LaHotta

2022 RED WHITE & BLUE SPONSORS
 DOMINGO PAIZ & STONE FIELDS - EMCEE: ROBERT LAPOSTA
 6:00 pm - 8:00 pm Live Broadcast WJTV, KWCD and Thunder 95.1
 7:00 pm - 9:00 pm Patriotic Music, Ft Huachuca Honor Guard, National Anthem by Linda Dalling, Cannon Salute
 8:05 pm - 9:00 pm 50th Annual Super Spectacular 4th of July Fireworks Show Simulcast live on FoxMountain

HERALD REVIEW
 NEW YORK PIZZA
 THE WINE TRAIL
 2022 4th of July Sponsor List

PATRIOTIC:
 American Legion #1890, Fort Huachuca Rotary Club, Sierra Vista Rotary Club, Sierra Vista Lions Club, Sierra Vista Elks Club, Sierra Vista Optimist Club, Sierra Vista Kiwanis Club, Sierra Vista Rotary Club, Sierra Vista Lions Club, Sierra Vista Elks Club, Sierra Vista Optimist Club, Sierra Vista Kiwanis Club

LIBERTY:
 Sierra Vista Rotary Club, Sierra Vista Lions Club, Sierra Vista Elks Club, Sierra Vista Optimist Club, Sierra Vista Kiwanis Club

FREEDOM:
 Sierra Vista Rotary Club, Sierra Vista Lions Club, Sierra Vista Elks Club, Sierra Vista Optimist Club, Sierra Vista Kiwanis Club

The Noon Time Rotary Club once again provided the community with a wonderful 4th of July Fireworks show and hosted activities at Veterans Memorial Park. The Department of Parks, Recreation and Library supported the events in the park by providing fencing, supporting the noon time ceremony, trash pickup and tear down services. The Buena High School Theater Team provided the sound at the Stone Complex during the Fireworks. The Rotary club estimated a rolling crowd of 10,000 participants between the two locations for the festivities.

Willcox Wine Tour

The June 18th wine tour had 22 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 enjoyed a light snack with their tastings. The group then headed off to Birds and Barrels followed by a final tasting of Strive wines at Golden Rule’s tasting room in downtown Wilcox. After the tasting participants had supper on their own at a restaurant of their choosing before returning to Sierra Vista.



Pearce BBQ Wine Tour



August 6th the department hosted the Pearce BBQ Wine Excursion. A total of 23 participants enjoyed their day traveling to three different vineyards in the Pearce area. First stop was Four Tails Vineyards where we sampled several wines, then we made our way to LDV Vineyards and had wonderful wine and a hearty brisket bbq lunch. Our final stop was High Lonesome Vineyards where we enjoyed more tastings and wine slushies! They were a fabulous adult dessert to end our day.

Summer Concerts In The Park

The Sierra Vista Community Band kicked off the 2022 Summer Concerts in the Park Series on May 12 with about 250 people showing up to enjoy the evening entertainment. Bill Cassidy brought out 140 people on May 19 and over 200 again on June 9. This year a new performing group joined the lineup - the Sierra Vista Symphony. Over 650 people came out to enjoy their performance on June 2 after which they received a standing ovation. Forged by Fire performed on June 16 with 300 people coming out to hear them play. Luis Lebron and his Latin Experiment brought out 550 people to the park on July 7. The Desert Swing Band had 250 people show up for their performance on July 14. Desert Fever had 275 people in the park on July 21 and the SVJ6 had 225 people show up to hear them play. Continuing with tradition, the series was a great success once again! Many thanks go out to all who participated in sharing their music with the community.



Movies In The Park



COX Communications partnered with the City again this year to provide the summer Movies in the Park series. On June 4, the weather was perfect and 700 people attended *Ghostbusters: Afterlife*. On June 11, for *Sing 2*, there was some wind earlier in the day, but the weather cooperated in the evening, and we had 375 people show up for the movie. We closed out the season with a good turnout of about 300 for *Encanto*.

Christmas in July Craft Bazaar

On July 16, the annual Christmas in July Craft Bazaar took place at the Ethel Berger Center with 21 vendors participating. There was a large turnout of customers, and the vendors reported they had a great sales day. Vendors were lined up first thing Monday, July 18th to sign up for the next event, the Yuletide Market and Bazaar, which will be held on December 10th at the Ethel Berger Center.

West End Art, Beats & Eats

The West End Art Beats & Eats took place in the street from Fab Avenue to North Garden this summer every Friday night from July 15 – August 5. The street was closed each of the evenings to allow vendors to enhance the already great businesses in the west end and create an environment to highlight the new west end corridor from 5pm-10pm. The Parks,



Recreation, and Library Department got things set up on each of the nights and then let the community and area businesses utilize the space. On July 15 Willy D Vibe provided live music and 5 merchandise vendors participated in the evening. On July 22nd John Lindland provided live music, and 2 food vendors and 5 merchandise vendors braved the rain and storms to provide an evening of fun. On July 29 JEMM provided live music with a food vendor and 4 merchandise vendors. On August 5 John Lindland again provided live music with 3 food vendors and 3 merchandise vendors signed up for

the last evening. The closure was a good idea that needs some tweaking. The department has been speaking with the Economic Development Division and taking the lessons learned to start planning for next summer's activities.

Sports Programming

Sports hosted basketball, tennis, table tennis, and kickball camps/clinics over the summer. The participation numbers exceeded 75 kids. July was the end of the Little League and Ponytail seasons, as well as the Futsal program. Staff are currently taking registrations for the Fall Recreation Soccer Programs with partnerships with the Sierra Vista Soccer Club and the Coronado Sports Group. Both programs' registrations are open through early September, with currently over 600 participants registered between them. Stone Complex, Arbenz Field, and Cole Field are staying busy with the Youth Football Programs which kicked off in July. Registration also opened for the 2023 Winter Youth Basketball Program as of September 12.



Adult Sports

The Spring Adult Basketball Program came to a close with the Championship game played in late July. Games were played in the Veterans Memorial Sports Complex Gym. Registration is currently open for Fall Adult Basketball to begin in mid-September. The Fall Adult Softball Men's and Coed leagues started back up on August 8 with a total of 20 teams.

Tournaments

In late June the Little League Baseball Minors District tournament was hosted at the Stone Complex. In July, the Ponytail Softball Minors District Tournament and State Tournament were hosted at the Domingo Paiz Complex. USA Softball out of Tucson hosted an all-night Fastpitch Softball tournament at the Stone Complex fields on August 5th and 6th for 7 18-U teams. Four of the teams were from Tucson, 1 from Bisbee, 1 from Douglas, and one local Sierra Vista team. Our local Sierra Vista Diamonds won the "Owl Nighter" tournament.



Tsunami Night @ The Cove!

The Cove's end of summer Tsunami Night was held on July 29 and was an ENORMOUS success. With "Big Waves", diving boards, slides, and the warming pool, the event brought out 737 people for this annual event. There were so many participants that showed up a standby line was created to keep the numbers at a manageable level. By the end of the night 108 liters of soda and 110 pizzas were devoured by attendees! DJ Jay topped off the evening playing tunes for everyone to enjoy. The next special event night at the Cove will be held October 14. It was one of the most successful events at the Cove ever!

Movie Night



The Cove and the Henry Hauser Museum collaborated to host a Dive in Movie night in conjunction with the Opulent Ocean exhibit at the museum. The movie, "The Meg", was shown with moviegoers receiving free popcorn and soda. Before and after the movie participants enjoyed the Cove's "Tsunami" waves. The event was a huge success with 306 patrons enjoying the dimmed lights, shark themed movie, and great atmosphere.

Upcoming Events:

September 16 & 17: Annual Oktoberfest – Veterans Memorial Park – 9/16 5PM to 11PM, 9/17 11AM to 11PM

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

October 14: Tsunami Night - Cove – 7:00 PM - 10:00PM

October 15: Food & Wine Pairing Murder Mystery Comedy - Ethel Berger Center 1:00PM to 3:30PM

November 11: Annual Veterans Day Parade – 7th and Fry to VMP and Fry – Ceremony to Follow – 9:00AM

October 29: Movie in the Park – Centennial Pavilion/VMP – 6:00PM/Dusk

November 5: Sonoita Wine and Beer Tasting Tour - Depart EBC 11:00AM Return to EBC 5:00PM

November 12: Movie in the Park – Centennial Pavilion/VMP – 6:00PM/Dusk

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

December 2: Annual Tree Lighting and Holiday Market - Veterans Memorial Park – 5:00PM – 9:00PM

Summer Wrap Up

The Cove was a huge hit over the summer. On a weekly average, from May 28 – Aug 3, the Cove welcomed 2,000 open swim patrons. Throughout the summer the Cove welcomed 15,179 total swimmers through the building. Summer Swim Lessons also were heavily attended with 516 participants learning new swimming skills and water safety.



Fall Hours



Now that summer is at an end the Cove has expanded hours for lap swimming, water walking, splash time, and also started a new shallow water open swim activity. Shallow water open swim consists of swimming in shallow area of the pool with no waves, the tube slides, and the warming pool. This activity is held on Wednesdays from 12PM to 3PM. The Cove will also be starting up fall swim lessons from Parent and Child through Learn to Swim 2 levels. These swim lessons will start up in early October.

Library Awarded Grants & Summer Reading Ends

The Internet and digital devices are a lifeline in today's digitally connected world. The Sierra Vista Public Library is consistently looking for ways to bridge the digital access divide in the community by seeking out new technologies to make accessible, for free, to all. A few noteworthy examples of that desire of late include the addition of mobile hotspots to the collection, as well as the addition of interactive tablets and talking books in the youth services area.



This year SVPL added 22 hotspots through an LSTA grant through the State Library of Arizona. Hotspots are in continuous use and have circulated at least 1,269 times in the past year—and always have a waitlist of patrons hoping to use them. Wi-Fi hotspots

are available for patrons over 18 to borrow for up to two weeks at a time, free of charge. Users include families with school-aged children, online students, and job seekers. This program has already positively impacted the community by closing the homework gap for students of all ages, supporting workforce development, and providing library users access to online information and services.

In addition, the library recently added Playaway's Launchpad tablets to the children's collection. The library was able to select 10 Launchpad tablets and 37 Wonderbooks (books with digital audio players) via a small grant from the State Library. Launchpads are tablets that are pre-loaded with literacy games, STEAM activities, storybooks, music, and more. They give kids freedom to explore a world of learning on a tablet that's 100% secure with no internet needed (everything is pre-loaded). Parents also appreciate that they can have their younger children use them without any fear that they'll end up on an inappropriate website.

Kids World Gets a New Name & Rec and Rolls Take on a New Meaning During Parks Month



The Child and Family Programming division hosted the 2022 summer recreation program at the Sierra Vista Sports Division building. The program previously operated under the name Kid's W.O.R.L.D. for more than 20 years and was ready for a change. This summer was the first offering under the new name, "SPARKS". Along with a new name and a new space, participants had new schedule options for utilizing the program this summer, including options to take swim lessons or engage in sports programs. One hundred and five kids signed up and used the program over the 9 weeks it was offered--most of them on a repeat

basis—so the changes were well received by the community!

In addition to days packed with activities, crafts, games, water-fun, and sports, Sparks took advantage of the new location and its proximity to Veteran’s Memorial Park. The group made weekly visits to the VMP playground and the Cove Aquatic Center. The new program name will continue to run with the name “SPARKS” for the after-school recreation and break programs, to solidify the changes made within the program and add some zest to exciting happenings taking place within the Child and Family programming division.

The division also held a series of Rec & Roll events to celebrate National Park and Recreation Month locally in July. Each event highlighted a different park, or sports field within the City to introduce the public to spaces they may not be aware of--or overlooked, in the past. This year, the entire department collaborated on events for P & R Month with special features. For example, members of the Parks Maintenance team showcased their work vehicles at Tompkins Park one Saturday and helped the kids to transplant flowers to take home. The library brought “Oceans of Possibilities” (this year’s summer reading theme) to Veteran’s Memorial Park with a summer finale consisting of foam, foam, and more foam!



Take Art Home (We Encourage It)!



The Sierra Vista Artist Studio will begin renting a portable, home-ready pottery wheel in September. For the price of \$50.00 a week, or \$30.00 for the weekend, renters will enjoy the wheel, a set of potter's tools, a tarp (pottery is messy), and an instruction guide in the comfort of their own home. The wheel can be reserved by calling the Oscar Yrun Community Center’s Front Desk, or Mollie Shelton at the Artist Studio. All that’s involved to pick up the items for the week are a signed user's agreement, along with payment. The pottery wheel available for rent, the “Speedball Artista,” is known to be easy to use, lightweight, and high quality—so any skill level is encouraged to try their hand at it and give pottery at home a try!

Extraordinary Exhibits

This summer, the Henry F. Hauser Museum hosted the Opulent Oceans: Extraordinary Scientific Illustrations exhibition from the American Museum of Natural History (AMNH) in New York City. This national resource brought over 1,100 visitors into the museum in a three-month period—that’s half of the museum’s average yearly patronage! The museum will also

be working with AMNH in a case study this fall to see how hosting these exhibitions impacts awareness and engagement for smaller cultural, historical, and educational organizations.

Turning the focus back to local history that is relevant to the changing landscape of our community, the museum will open The Historic West End exhibit in September! This exhibit will explore the development of Sierra Vista directly outside the gates of Fort Huachuca, beginning with the movement and meeting of cultures. It will emphasize the Buffalo Soldiers, people of Mexican and/or Yaqui descent, and settlers who formed and built most of our nascent community. It will also highlight the growth and development of the West End, the later movement of goods and services further out, and the push for downtown revitalization—tying our historic past to a forward focused future!



Commission Updates

Parks and Recreation Commission: The Parks and Recreation Commission did not meet in June or July 2022. They did meet September 6, 2022. Agenda items discussed were, Strategic Planning in relation to commission goals, electric bicycles, moving monthly commission meetings back to the second Tuesday of the month which was voted on to do so. The discussion of dog ordinances, clarification of facility/park definitions in city ordinances, and ideas for new commission projects was tabled until the next meeting. The next meetings of the Parks and Recreation Commission are scheduled to be held in-person at the Oscar Yrun Community Center on October 11th, November 8th, and December 13th at 5:30 p.m.

Library: The commission did not have attendees in June. Librarian Erica Merritt will lead September's meeting.

Youth: One commissioner was in attendance and will be bringing strategic plan ideas to the next meeting in September.

Arts and Humanities: The commission moved to quarterly in person meetings, pending active agenda items (in which case it will meet more often). There was one attendee in June, so the typical meeting was not held. A subcommittee has been working with Cultural Diversity to paint some of the City's Electrical Boxes on the West End. In addition, a former member of the commission is working alongside a volunteer, Brandi Dare, to paint a mural on the Landwehr Plaza Bathroom.

Cultural Diversity: The commission moved to quarterly in person meetings, pending active agenda items (in which case it will meet more often). The group is currently coordinating an Electrical Box Project with the Arts and Humanities Commission and working with the same commission to support the Dusk with the Dead Event to be held this October at the Fry Pioneer Cemetery. A special meeting will be held on Tuesday, September 6 to coordinate the latter. The next quarterly meeting is scheduled for Tuesday, November 1 at 5:15 p.m. in the Library Conference Room.

Public Works

Engineering

Eddie Cyr Park. Work on the new parking lot at Eddie Cyr is wrapping up with the construction of the adjoining multi-use path. 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 budgets.



Avenida Escuela. The Avenida Escuela extension project opened to traffic at the end of August! Located between Walmart and the Domingo Paiz Sports Complex, the new roadway completes an important loop and provides a secondary access into and out of the ballfields. The new roadway includes drainage features and both a multi-use path and lighting on the east side of the roadway. Although some minor touch-up work remains, the roadway is now available and open to the public. However, the public is reminded that the speed limit approaching the sports complex is 15 mph.

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 recently got underway. First up are improvements to the well at Veteran’s Memorial Park and the installation of EV chargers at several locations. Work at the Veteran’s Memorial Park Sports Complex is also expected to start by mid-September. 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.



Streets



Monsoon Wrap-Up. Sierra Vista experienced an above average monsoon, which is great news for many reasons. Unfortunately, the above average rain has also led to a higher number of WEEDS than most years. The Streets Section is continuing to spray right-of-way areas to kill any seeds and is removing weeds as resources allow. However, with the amount of calls coming in, addressing all areas will take time. If the public sees an area in need of attention, they are encouraged to call the Public Works Department at (520) 458-5775 so it can be added to the work list.

Refuse

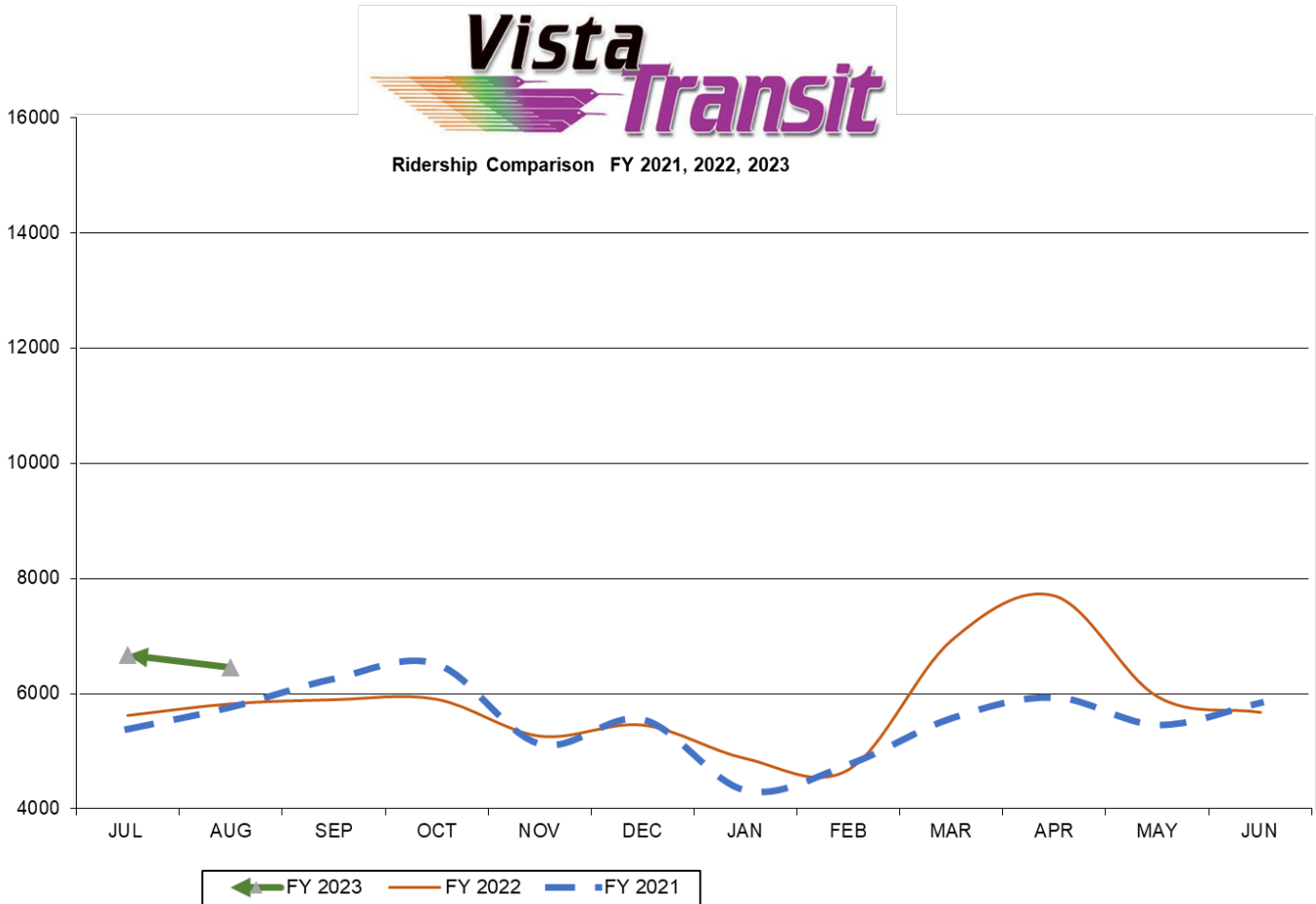
Route Changes. New routes are being implemented for refuse collection on January 1st, and residents will see additional information coming out within the next few weeks. Up to 20% of customers will see their pick-up days change from M/Th to Tu/F, or vice versa. Customers may also notice the truck coming 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.



Transit

Triennial Review. Transit staff was notified in December that its triennial review by the Federal Transit Administration would 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. 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. Grant administration in particular was singled out by the reviewers as being the best they had ever seen. Thank you to Yolanda Velasquez in the City's Finance Division for all of her hard work in tracking and administering the City's FTA funds! Public Works also thanks the many other members of the City team who worked collaboratively to help make this year's triennial review a success.

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. Ridership numbers have trended at or above the previous year since November 2021 but are still running below pre-pandemic levels.



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. 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.

Airport

Storm Damage. A severe monsoon storm with grape-sized hail moved through the airport in early August, leaving some minor damage in its wake. The skylight in one hangar was broken, and the lettering on the front of the terminal which had become brittle with age was destroyed. Staff worked with tenants to inspect all hangars for damage, but fortunately, storm damage other than that listed above consisted of only small roof leaks. Non-storm related repair needs were also noted and are being addressed.

Facilities

Energy Cost Increases. In June, SSVEC notified all 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 and is now sitting at \$0.035 per kilowatt hour. 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 impacting the budget. 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 Part-Time Refuse Worker Larry Schmitt and Wastewater Technician Hector Hagele on their retirements! Both were long-time employees and will be missed, but their coworkers wish them well as they move on to new endeavors.

Commission Updates

Airport Commission. A meeting of the Airport Commission was held on August 17th at 5:00 p.m. at the terminal. All five commission members were in attendance. Items of discussion included the upcoming Airport Master Plan update and airport capital requests which were included in this year's budget.

Environmental Affairs Commission. The next meeting of the Environmental Affairs Commission will be held on September 28th 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 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

Be on the lookout for these new West End businesses that successfully filed for a business license or opened:

Advanced IT Concepts (AITC) celebrated their grand opening ribbon cutting on Aug. 22. We are proud to have their new office location here in Sierra Vista and appreciate the hard work and improvements they have made in renovating this West End space.



Sierra Vista Dance Company expanded to a second location on Aug. 8th, this time taking up residence on the West End. Be sure to check out the new Southwest Emporium on Wilcox Dr. that opened in June. New vendor businesses continue to apply for and receive business licenses within this location, serving as a small business incubator of sorts.



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.

Update – ED staff continues to meet with several interested parties to include private companies, U.S. Forest Service, and Ft. Huachuca, to utilize the space available at the Municipal Airport. Staff will have a meeting in September with the Arizona Commerce Authority's business development team to make them aware of the airport and other community assets.

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

Fort Huachuca Joint Resource Utilization Study. The JRUS was completed and the final study submitted at the end of June. Staff continues to finalize the grant paperwork into September to close this out with OLDCC. The final financial expenditures were \$520,518 (city and federal contributions). This will be the last report on the JRUS. The website with all of the document and background on the JRUS is located at [Fort Huachuca Joint Resource Utilization Study \(arcgis.com\)](http://arcgis.com).

DCIP Grant – EMS Station. The station is complete and was issued a temporary certificate of occupancy on July 29th, 2022, allowing it to begin taking its first calls on August 1st with the final Certificate of Occupancy issued on August 22, 2022. This will be the last report as staff will finalize the grant close out with OLDCC.

Site Photo – Aug. 1, 2022



Increase and Expand Effective Marketing Efforts

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



See your business take off

Just prepped! Lease this 13-acre site with apron frontage, runway access, and ample parking. Sierra Vista Municipal Airport is located on AZ Hwy 90 and adjacent to Fort Huachuca, providing access to a 12,001-foot runway. Unparalleled flying conditions in an affordable, business-friendly city with an educated workforce. Discover the Sierra Vista advantage.

www.SierraVistaAZBusiness.com

Sierra Vista
ARIZONA
(520) 439-2184

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 that ran in Business Facilities 2022 Site Seekers Guide.

and the highest point in Arizona known as Humphrey's Peak at an elevation of 12,637 feet. From here one may see the north rim of the Grand Canyon. Flagstaff's Laurel is a ropes course through the pines that rivals any such experiences elsewhere. Then there is Hyatt's Sport, a high-altitude training facility that trained Olympic athletes from around the world for the recent summer Olympics earning over 200 medals. The awarded independent restaurants, craft breweries, and outdoor festivals show a robust economy catering to the world. Concessionaires to the Colorado River flows the Grand Canyon create world class rafts, fishing, stargazing and wildlife viewing, while hundreds of other guiding services for trails, rides, hikes, swims and more make a stay in Flagstaff unforgettable.

Flagstaff in the fall delivers brilliant autumnal colors that warm spirits as nights begin to cool and an invitation to explore the skies at the uniquely Flagstaff star gazing event known as the Star Party. <http://www.flagstaffstarparty.org/>. Winter boasts over 120 inches of snow in the community and a ski area known as Arizona Snowbowl with steep and glades, terrain parks and beginner terrain as well. As spring springs into green, there are days that invite one to ski in the morning, to paddleboard in the afternoon, and to visit the Museum of Northern Arizona which invites visitors to an intimate understanding of the Colorado Plateau.

This is truly just the tip of the iceberg. Try luxury camping with <https://mikingliving.com/> or a Segway tour through the downtown with <https://asegwayandpeda.tours.com/> and so much more.

If you're wondering what other types of industry call Flagstaff home besides the hotels, restaurants and bars, activities, amenities and destinations, there is a short answer: A LOT. Economic Development efforts seek to attract, retain and grow research and design in clean technologies, bio-medical and medical devices, software, e-commerce, manufacturing,

Flagstaff is world renowned for its impact on the astronomical community by being the first dark sky city, a testing ground for lunar rovers, and we are the home to Lowell Observatory which discovered Pluto!

materials, technology, and healthcare. In fact, a major expansion is underway with Northern Arizona Healthcare's (NAH)-Flagstaff Medical Center (FMC), the only level 1 trauma unit outside of the Phoenix and Tucson areas, which is relocating and expanding onto 180 acres in Flagstaff.

Additionally, Flagstaff continues to experience major business growth in the aerospace and manufacturing sectors. Kalosys Space Technologies recently arrived in Flagstaff and will have their first satellites sent into the final frontier by the end of 2023. Flagstaff is world renowned for its impact on the astronomical community by being the first dark sky city, a testing ground for lunar rovers, and we are the home to Lowell Observatory which discovered Pluto!

The world's largest manufacturer of ice cream cones, Joy Cone Company is planning to expand their facility and deliver even more Joy Cones to the

world. Flagstaff also just recruited the largest new business in the last 50 years with the arrival of UACI Whitehall Automotive Industries. Whitehall fabricates automotive components for electric vehicle companies like Tesla, and is helping to pave the way to a sustainable transportation future. They will create over 300 quality jobs in the Flagstaff community over the next three years.

Whether you are a traveler looking to experience the wonders of nature on your next adventure, or a business owner searching for a new prosperous economic landscape, or just simply hunting for your next weekend getaway, Flagstaff truly has something for everyone. There is so much that can be said about this charming mountain town, however, words can only tell you so much and we encourage you to come see for yourself why Flagstaff is truly an amazing place to live, work, and play. **EF**

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Economic Development Activities and Key Engagements

Chamber Engagements. The 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 participated in Economic Development Day hosted by the Sierra Vista Area Chamber of Commerce as part of their Leadership Sierra Vista Program. Staff educated approximately 20 participants on the intricacies of what economic development means in the city, and how visions are executed with collaboration across City departments. Staff also attended the SV Area Chamber Economic luncheon and supported Good Morning Sierra Vista.

Staff also served as Director of Operations for the SEAZ Hispanic Chamber's SonoraFest event and attended two monthly Hispanic Chamber of Commerce mixers. It is estimated that approximately 3,500 people attended SonoraFest 2022 to shop and browse the booths of the 47 Sonoran vendors that participated. After-action follow up indicates that businesses in and around the mall saw increased sales and traffic to their locations and reported on the event favorably. SonoraFest 2023 is being planned for a spring date.

Business Support. The ED Department supported ten courtesy inspections, and one pre-submittal meeting 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 provide assistance throughout, as well as to have firsthand knowledge of the growth, changes and development taking place in the community.

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, details of various permitting procedures and policies, as well as cross collaboration with the County Health Department. The department also attended a ribbon cutting for Urban Axe Yard, TekSynap, Doc's Watering Hole, AITC, and welcomed Prickly's Café to town. Staff also held nine meetings with prospective businesses/potential investors, to include discussions with fiber connectivity providers, to introduce them to the business climate of Sierra Vista and discuss potential development.



The Department continues to work with the SVA Chamber, IDA, The University of Arizona Tech Park, and the SBDC, to facilitate partnership efforts to secure RISE grant funding to extend UofA's tech-based business incubator into Sierra Vista. Staff is hopeful that the results of the RISE Grant will be known soon.

Support to Fort Huachuca. 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 is also looking for ways to support the new Garrison Commander’s initiatives to increase military spouse workforce initiatives.

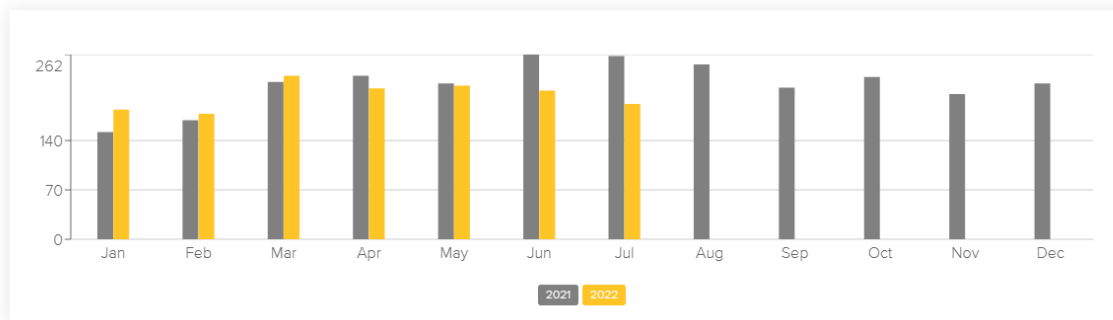
Economic Development Commission

It took some time to stand-up the commission, but all five members and two ex officio members were approved on August 24, 2022. Next steps will be to coordinate the initial commission meeting in Oct/Nov 2022. The agenda for the first meeting will include an overview on the already approved strategies and guidance such as the General Plan, Plan for Prosperity, and the goals identified in the Council’s Strategic Plan. Additionally, the commission will get to know each other, cover conflict of interest, and set the stage with a standard date/time for future meetings.

Housing Report

In the Sierra Vista area, for July 2022, there were 380 active listings, 263 under contract, and 192 sold. This is down from 260 homes sold in July 2021. Year-to-date 2022 there were 1,429 closings, a 6% decrease from year-to-date 2021. Months of inventory is up, but not enough to reach a balanced market, and a seller’s market continues for our area. Average sale to list price ration has dropped to 97% which is down slightly from 99% in May, and homes are staying on the market a bit longer than in previous months of 2022.

Homes Sold



	Current Period Jul 2022	Last Month Jun 2022	Change From Last Month	Last Year Jul 2021	Change From Last Year
Homes Sold	192	211	▼ 9%	260	▼ 26%
Median Sale Price	\$250,000	\$262,000	▼ 5%	\$235,000	▲ 6%
Median List Price	\$255,000	\$262,000	▼ 3%	\$235,000	▲ 9%
Sale to List Price Ratio	97%	98%	▼ 1%	99%	▼ 2%
Sales Volume	\$50,355,642	\$60,726,392	▼ 17%	\$67,616,251	▼ 26%
Average Days on Market	48 days	45 days	▲ 3 days	47 days	▲ 1 day
Homes Sold Year to Date	1429	—	—	1517	▼ 6%

<p>380</p> <p>Homes for Sale</p>	<p>\$296,500</p> <p>Median List Price</p>	<p>59</p> <p>Average Days on Market</p>
<p>263</p> <p>Homes Under Contract</p>	<p>\$4,250,000</p> <p>High Price</p>	<p>\$35,000</p> <p>Low Price</p>

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 July and August 2022:

- **City Manager's Office:** Coordinated Spotlight Breakfast event, including meal, venue, and staffing coordination; designed, printed, and coordinated invitation mailings; created and launched advertising campaign; developed and printed collateral, to include an Annual Accomplishments brochure and program of events; created a video; and designed and purchased swag items for Spotlight Breakfast. (More detail follows.)

Designed and staffed booth for the Arizona League of Cities Showcase tradeshow event.

- **Cochise County Tourism & Economic Development:** Copywriting, editing, and design service for two "Redhot eBlast" newsletters; developed branding components for use in television campaign; sized and provided photos for website; coordinated printing of envelopes; provided administrative support.
- **Economic Development:** Wrote editorial content and designed ad for *Business Facilities* magazine.
- **Fire & Medical Services:** Program, invitation, and social media advertising for the 9/11 Remembrance Day event; produced retractable banners for recruitment.
- **Parks & Recreation:** Designed and produced special event feather flags; developed and provided posters and advertising for Oktoberfest event; designed and produced posters for The Cove's *Tsunami Night*; coordinated artwork and production for fidget toy for Sparks program.
- **Police:** Flyers and posters for the following SVPD events: Bearcat Pull, Tip-a-Cop event, For the Nancy J. Brua Animal Care Center: Print and deliver Spay and Neuter vouchers, additional event posters. Wrote and distributed SVPD press releases, website posts, and social media posts.
- **SEACOM:** Developed and launched digital, broadcast, and print dispatcher recruitment campaign. Campaign launched in early September and will run through December 2022.
- **Tourism:** Ad copywriting and design services. Ads include UCLA Football Program ad, Cornell Labs digital and print ads (All About Birds).
- **Vista Transit:** Weekly print ad copywriting and design.

GO Big

In Sierra Vista, we don't believe in watered-down anything. Hike big mountains, shred big trails, chow down on big flavor and wash it back with a big brew, then kick back under a big sky a'blazin'. **Sierra Vista, Arizona. Small dot. Big adventure.**

VisitSierraVista.com | 800-288-3861

Targeting football fans, the ad in the UCLA Football program portrays a “larger than life” visitor experience.

Fall issue of *Vistas*. The MarCom division produced and direct mailed the fall issue of *Vistas* magazine, which features the new EMS Substation, Station 4 project; the promotion of Michelle Knodle, who is the City's first female Fire & Medical Services engineer; and the department's new 107-foot Ascendant ladder truck. The issue also highlights the City's dedication to responsible resource management, to include energy and water; Community Development's Emergency Home Repair program; and recaps the Spotlight Breakfast presentations. Other information includes upcoming events and activities, with the back page ad dedicated to the Vineyards in the Park event, held in conjunction with Art in the Park on Oct. 1. The issue was direct mailed to addresses with Sierra Vista's zip codes, and distributed at City facilities, on Post, and a handful of community centers, as made available on the City's website, social media, and via the eNewsletter.

VISTAS

SIERRA VISTA FIRE & MEDICAL SERVICES Station 4

New Substation Enhances EMS Response

City Spotlights Plans & Projects

Apply for an Emergency Home Repair

Enjoy Your Favorite Fall Events

Explore the Fry Pioneer Cemetery

Library Adds New Resources for Parents

Play Youth or Adult Basketball

CITY OF SIERRA VISTA | Autumn 2022

Fall Vistas newsletter is available online.

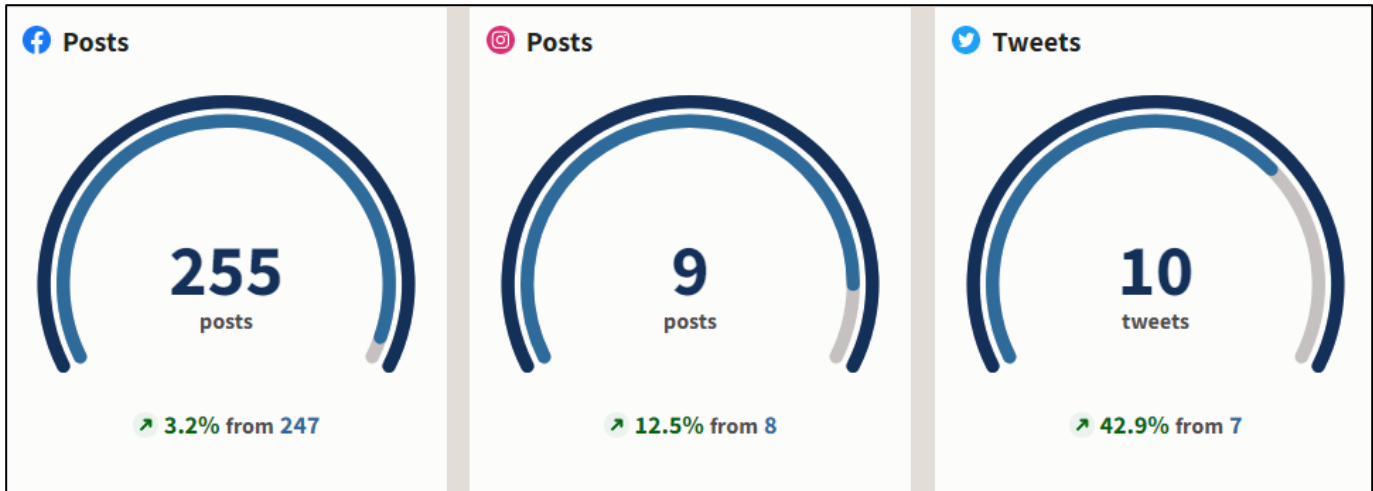
Spotlight Breakfast. More than 120 people attended the City’s annual Spotlight Breakfast in August. Presentations by Assistant City Manager Victoria Yarbrough and City Manager Chuck Potucek were the pivotal points in the event. The popularity of the video created for the 2020 Spotlight led to a request to create a “donut hole” video, which could be presented during the event to bridge the two main speakers. The MarCom team planned, recorded, and edited the video, which featured some department managers who have engaged in high-profile projects over the past year. The video was repurposed, adding introduction and closing tiles, to continue the City’s message long after the event. The video was posted on the City’s website, YouTube, and Facebook. It has been viewed 1,043 times since its Aug. 19 upload.



Spotlight video has been viewed 1,043 times since Aug. 19, 2022.

Expanding social media use. With the implementation of Hootsuite to aid in social media management, the MarCom division launched a Facebook page for the Nancy J. Brua Animal Care Center in July. The page currently has 409 followers.

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 July-August 2022 over the prior two months. See graphic on following page.



Social media engagement data, showing total number of posts and change in engagement over a two-month period.

Sierra Vista News

EXTRAORDINARY SKIES. UNCOMMON GROUND.

Moving Forward

Cooperative tourism effort promotes authentic experiences

Cochise County Tourism and Economic Council (CCTEC), along with the City of Sierra Vista and other participating communities, has launched a new campaign encouraging potential visitors to "get real" in Cochise County.

For the past several years, tourism studies have shown that today's visitors are seeking authentic experiences, and the "Get Real" campaign speaks to that, touting the opportunity to experience "real" western culture, flavors, outdoors, and more in Cochise County.

The campaign was developed with grant monies awarded from the Arizona Office of Tourism Visit Arizona Initiative grant program. Not only does it include interviews on Phoenix's NBC station, airing in the Phoenix and Tucson metropolitan areas, but also digital ads and streaming television commercials running in those locations, as well as in Chicago, Dallas, and Los Angeles. Click the photo above to view the campaign's attention-grabbing television commercial.

eNewsletter; sign up at SierraVistaAZ.gov.

Enewsletter data. Other communications efforts include the weekly eNewsletter, which is sent to about 3,400 subscribers. Subscribership has increased by 138 since launching the new website, which includes a prominent "sign up" banner on every page. The July eNewsletters received an open rate of 46% to 50%, with click rates as high as 5%. The August eNewsletters regularly received an open rate of ranging between 45% and 50%, with click rates as high as 9%. The industry average open rate is 37% and the industry average click rate is 1%. This suggests that the City is providing meaningful, relevant content to subscribers.

Website. The City's new websites launched on July 19, 2022. The sites (SierraVistaAZ.gov and VisitSierraVista.com) operate from the same database/backend, which allows for seamless transitions between pages shared on both sites, such as the "Living Here" page. The backend allows for

additional staff assistance through the ability to allow access to specific pages; this option will be implemented early this fall and will empower departments to better manage their website content. The site will be undergoing additional fine-tuning over the next several months.

... and more! Staff produced four live segments with Cool FM online in July and August, and in-house produced a full podcast episode. The podcast featured an interview with retiring Parks Maintenance Supervisor Bryan Mills. Mills reflected on his career with the City and the deep roots he formed in Sierra Vista after his service in the Army brought him here. Prior to his gig with the Parks Department, Bryan worked as a drafter and engineering technician with the Public Works Department. This episode was downloaded 104 times and is one of the podcast's most downloaded episodes.

Division Performance Metrics

Facebook Post Reach*	July-Aug 2022
City of Sierra Vista	198,601
Visit Sierra Vista	1,849
Facebook Page Consumption*	
City of Sierra Vista	144,000
Visit Sierra Vista	85
Press Releases Issued	6

* 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 met on July 18. There are two members on the commission, and both were in attendance. They expressed an interest in staffing an information booth at some events in the park. To date, there has been no movement on this item.

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, Mtgs, etc.	0	390	0	135	286	840	742	120	143	1080	18	0
Curbside	0	57	0	58	0	67	17	34	68	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	2020	2021	2020	2021	2020	2021	2020	2021
Local-Not Identified	67	25	53	27	63	48	75	74	50	38	48	53
In-State	107	5	10	10	50	36	83	48	10	31	33	10
Out-of-State	159	8	14	13	113	19	123	25	153	32	90	44
Foreign	19	7	4	33	0	5	18	14	28	8	18	9
Phone/Virtual/Email	210	204	159	256	90	192	108	205	83	238	50	189
Other Fulfillment												
Groups, Mtgs, etc.	253	0	0	150	180	175	0	195	80	126	0	120
Curbside	60	54	32	18	43	43	65	65	555	473	47	47
TOTAL	875	303	272	507	711	518	607	626	555	473	401	472

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

The City of Sierra Vista 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.



ExploreCochise.com

New campaign. CCTEC recently updated its campaign to invite potential visitors, residents, or businesses to "Get Real" in Cochise County. For the past several years, tourism studies have shown that today's visitors are seeking authentic experiences, and the "Get Real" campaign speaks to that, touting the opportunity to experience "real" western culture, flavors, outdoors, and more in Cochise County. The campaign was developed with grant monies awarded from the Arizona Office of Tourism (AOT) Visit Arizona Initiative (VAI) grant program. Not only does it include interviews on Phoenix's NBC station, airing in the Phoenix and Tucson metropolitan areas, but also digital ads and streaming television commercials running in those locations, as well as in Chicago, Dallas, and Los Angeles.

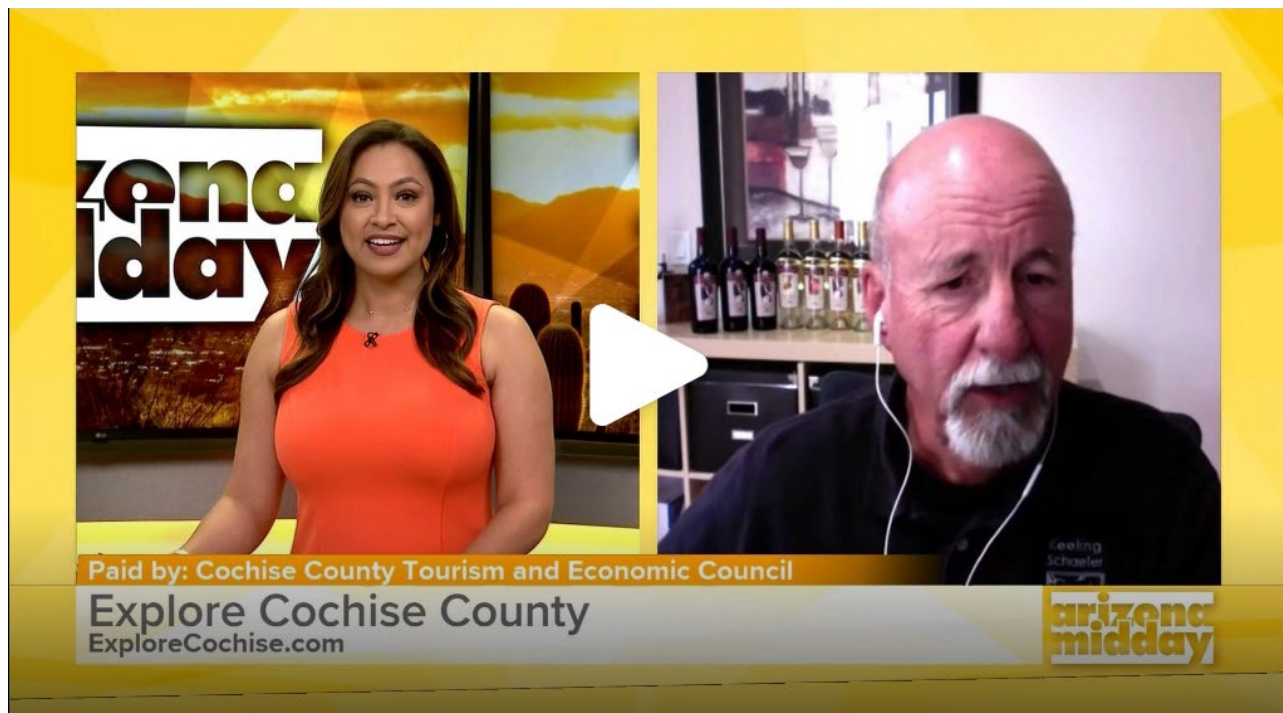
Website updates in process and completed. CCTEC staff has worked closely with Pat Davis Design Group to update, edit, and enhance the following areas in the website, ExploreCochise.com, for better viewing, navigation, and representation of Cochise County.

- 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 photographs to Casual Astronaut articles and itineraries to increase engagement
 - Adding Activity Pages for the following interests: Biking; OHV/ATV; and Rock Climbing



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

- Money provided: June 2022
- RFP process completed: April-May 2022
- Projects award: June 2022
- Kick-off meetings: June-July 2022
- Project 1, with Channel 12/KPNX (NBC), launch: Aug-Sept 2022, utilizing animated digital ads and commercial approved and launched across Phoenix, Tucson, Chicago, Dallas, and Los Angeles.
- Project 1, with Channel 12/KPNX (NBC), launch: Sept 2022, featuring an interview about Cochise County wine country, streaming to Phoenix and Tucson metros areas.
- Project 2, with Herrmann-Global, itinerary confirmed: Sept 2022. Activity will include videographer and talent for birding shoots (Chiricahua National Monument, San Pedro River, and Ramsey Canyon Preserve) and bicycling shoots (Willcox - road cycling, Douglas - gravel cycling, and Sierra Vista - mountain biking).



Wine country interview with Rod Keeling of Keeling Schaefer Vineyards, part of Project 1.



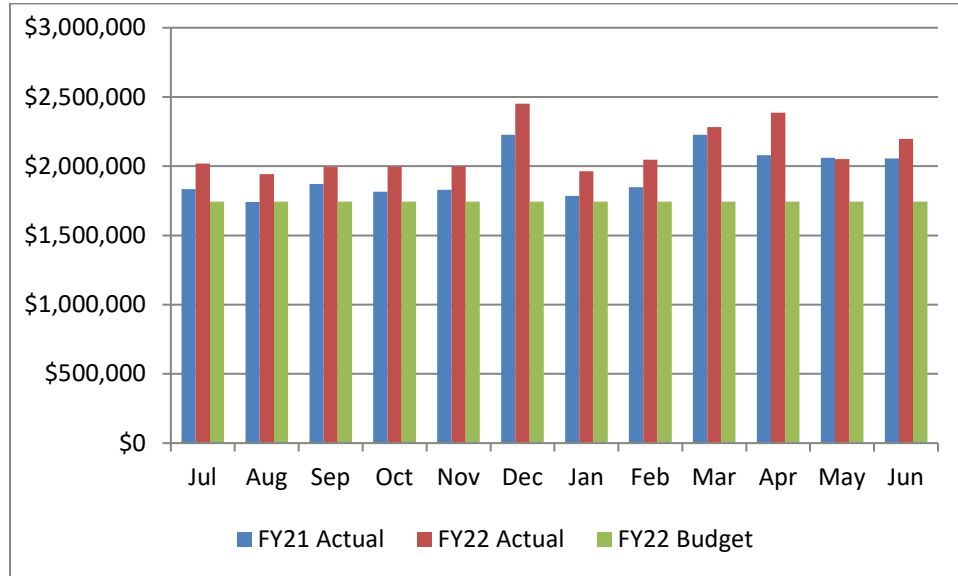
Local presentations. CCTEC staff appreciates having occasion to present to organizations. On Aug. 23, staff had the opportunity to present at the Tombstone Chamber of Commerce social. The presentation shared what the CCTEC is and what it does; the CCTEC’s Marketing Pillars; how CCTEC benefits its IGA members and Cochise County as a whole; the research that goes into making marketing and promotions decisions for CCTEC; and what FAM tours are and how they are beneficial. CCTEC staff also addressed questions from the floor.

Kate Cox at the Tombstone Chamber’s Annual Banquet, Aug. 23.

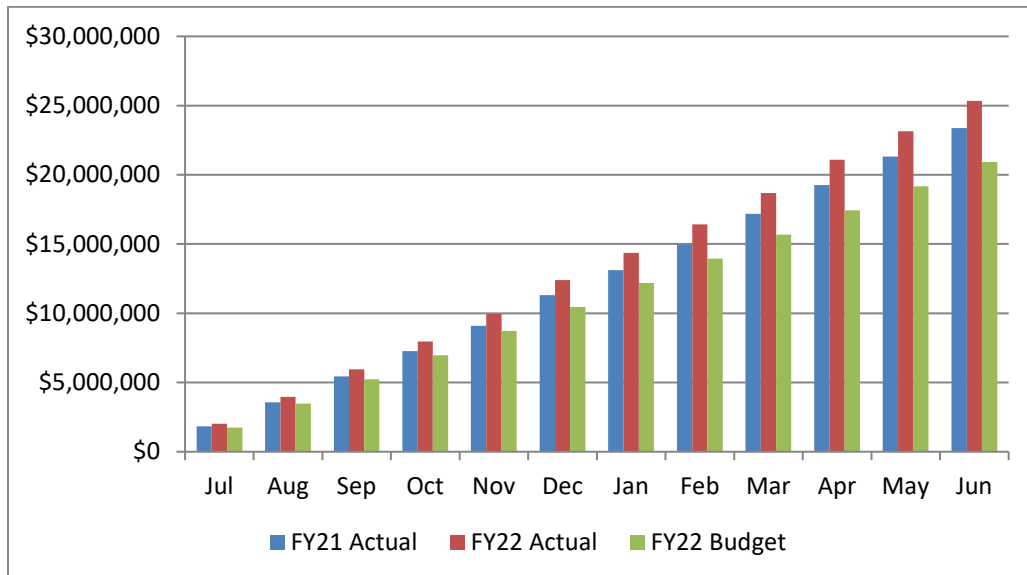
Administration

Sales Tax Collection. Gross privilege tax collections were down \$9,986, or 0.5%, from last May and up \$141,235, or 6.9%, from last June.

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



For Fiscal Year 2022, collections were up 1.95M, or 8.4%, from Fiscal Year 2021. The chart below provides a monthly comparison of FY22 actual, FY22 budget, and FY21 for the Fiscal Year.



Description	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22
Utilities	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	93,633.70	100,386.16
Communications	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	9,231.56	12,287.48
Publication	4,600.52	3,217.36	896.04	769.16	748.01	1,014.00	894.47	744.88	819.52	772.52	763.33	767.36
Restaurant & Bar	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	250,773.62	246,707.72
Contracting - Prime	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	95,101.08	28,646.18
Retail Sales	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	1,007,831.28	1,133,231.03
Use Tax Purchases	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	51,088.27	65,938.08
Use Tax from inventory	1,116.52	473.60	254.47	59.68	2,337.34	1,010.02	109.49	1,163.80	535.77	721.06	1,177.47	2,105.69
Residential Rental	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	41,127.41	46,732.97
Retail Food for home consumption	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	184,255.13	277,825.71
Commercial Rental	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	30,440.21	30,580.92
Tangible Property Rental	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	20,805.51	25,053.93
Extended Stay	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	132,736.21	112,989.60
Online sales	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	114,845.52	97,649.05
Other	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	17,735.95	15,705.29