



Council Executive Report

Charles P. Potucek, City Manager

November / December 2022

Highlights

- ➔ The 2,600 square foot ice rink in VMP provided more than 7,500 people an opportunity to make memories on the ice. The rink operated from December 2, 2022, through January 2, 2023.
- ➔ Sierra Vista will soon be following the lead of a variety of other transit agencies by implementing free fares effective March 1st.
- ➔ The Sierra Vista Fire and Medical Services Christmas Drive assisted 603 children and over 224 families this year!
- ➔ On January 25, 2023, the Better Work Program kicked off their first workday with four participants!

Departments

	Page
Marketing & Communications	3
Parks, Recreation, & Library	12
Public Works	17
Economic Development	22
Administration	27
Community Development	29
Fire and Medical	35
Police	41

City Manager's Message

It's been a busy start to the year as you all are well aware. Thank you to everyone for making time for the retreat, executive sessions, surveys for strategic planning, the upcoming strategic planning day itself, and a multitude of other things scheduled for you to start off this year.

We continue to keep an eye on a number of concerning bills in the state legislature. The residential rental tax exemption passed out of the legislature last week and went to Governor Hobbs to sign. A letter from Mayor McCaa will be on its way to her by the end of the week expressing our opposition to this tax exemption and sharing the impacts on our budget. Right now, the City would stand to lose approximately \$500,000 a year in residential rental tax revenue should she sign the exemption bill. Victoria is keeping a close eye on the food tax exemption bill as well, which is also still unfortunately alive and well in the legislature but has not passed and gone to the Governor yet.

After realizing the City had been deficient with its safety planning, implementation, and training, staff proactively reached out to ADOSH, the Arizona Division of Occupational Safety and Health (Arizona's OSHA), to request a complimentary review of the City's safety practices, training, and planning. A very beneficial partnership is now underway where ADOSH consultants will work with City staff to evaluate and develop proper safety programs/protocols and training programs. Beyond the program development and training assistance, ADOSH offers the Public Entity Partnership Program (PEPP). This program was created to help improve and enhance current safety and health practices at all levels. If accepted into the program, the City and ADOSH will work together to establish measurable goals that will be monitored by ADOSH who will provide consultants and a Compliance Assistant Officer to conduct regular proactive

Upcoming Council Meetings

(City Hall Council Chambers except where noted)

Feb. 21, 3:00 p.m. – Work Session

Feb. 23, 5:00 p.m. – Council Meeting

Mar. 7, 3:00 p.m. – Work Session

Mar. 9, 5:00 p.m. – Council Meeting

Mar. 21, 3:00 p.m. – Work Session

Mar. 23, 5:00 p.m. – Council Meeting

City Manager's Office Contacts

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

inspections of City programs and Facilities. All consultants and trainers provided by ADOSH are provided free of charge.

Although we were unsuccessful in receiving the RAISE grants staff applied for in the current fiscal year for large street construction projects, staff are already planning applications for the next round. The feedback received was constructive and very useful and will be used to refine the next applications.

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 November and December 2022, and January 2023:

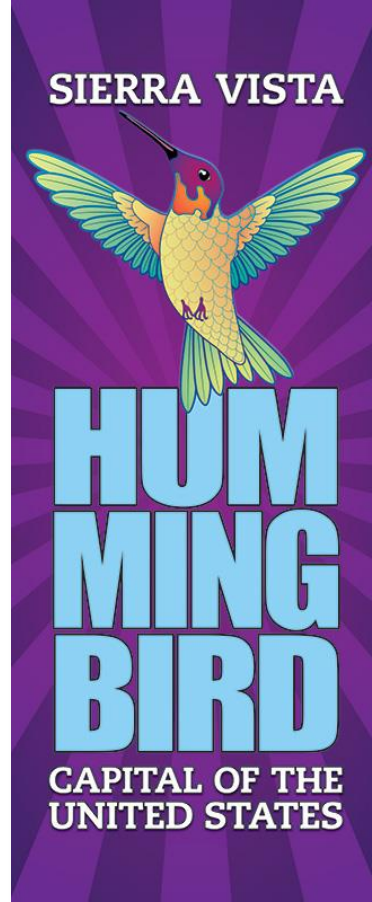
- **Animal Control:** Created and produced flyers and social media promotion for Love-a-Bull Open House; copywrote and designed weekly Pet Finders ad; designed and produced notecards for the shelter.
- **Cochise County Tourism & Economic Development:** Editing and design service for two “Redhot eBlast” newsletters; graphics for digital attractions pass; graphic design and copy editing for ads; provided administrative support. (CCTEC report follows.)
- **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:** Designed and provided copywriting service for full-page Chamber directory ad, promoting the City’s services for entrepreneurs. Wrote editorial content and designed full-page ad for *FDI Alliance* magazine.
- **Finance:** Created tags for refuse bins, which will be used for delinquent accounts.
- **Henry F. Hauser Museum:** Designed and coordinated production of Jurassic Wonders sticker to complement upcoming exhibit.
- **Parks & Recreation:** Designed and produced posters and flyers for Spring Break Tsunami Night; flyers for Art Studio and Sensory Science Fun programs; coordinated media member regarding a story about the energy initiative updates at The Cove; focused latest podcast episode on facility improvements to sports facilities, part of the energy initiative; promotional campaign for Winter Magic (see below).
- **Public Works:** Promotional efforts to notify residents about change in refuse route collection days, which included direct mail, door hangers, website updates, and other notifications; completed design to replace sign at Sierra Vista Municipal Airport.



Refuse route change postcard. Print materials were color-specific, depending on which pickup days changed for affected addresses.

- **Police:** Wrote and distributed SVPD press releases, website posts, and social media posts. Post Daily Incident Reports; coordinated recruitment efforts (see below).
- **Community Development:** Created icons for use in Vista 2024 General Plan, currently under development by that department; created and coordinated production of Certificate of Inspection and Approval stickers.
- **Library:** Created artwork for book vending machine; promoted “Stories in the Round,” a story time program that will take place at The Mall at Sierra Vista; created bookmarks to promote library programs.
- **Vista Transit:** Weekly print ad copywriting and design; facility poster to promote Yellow Route and need for drivers; revised both English and Spanish versions of the Paratransit application packet.

Street pole banners. The MarCom division is using street pole banners in the redevelopment area to promote Sierra Vista with seasonal messages, as well as to promote City-sponsored events. (A huge shout of thanks to the Parks & Rec department for arranging installation of the banners!) The banners are designed to reinforce our brand messages, to include outdoor recreation, birding, and the relaxed lifestyle of Sierra Vista, as well as to promote events. The banner program was kicked off in December with a new “Welcome” banner depicting a winter scene, plus banners promoting the December events in Veterans Memorial Park, called “Winter Magic.” The Winter Magic events featured an ice skater to help support the local ads promoting the month-long ice rink in the park. In early January, the Winter Magic banners were replaced with Shop Local banners as part of our ongoing “Shop Local” campaign.



Three of the street pole banner designs, including the Winter Magic, summer seasonal banner, and third touting Sierra Vista’s “Hummingbird Capital of the U.S.” moniker. Additional designs have been finalized and are being printed.

Recruitment efforts. The MarCom division is continuing to work on overall City recruitment efforts, with effort directed toward public safety and transit drivers. Staff developed flyers and recruitment business cards for Fire & Medical Services and SEACOM, includes transit driver messaging in print ads, and placed a City-wide recruitment window decal on one of the Vista Transit buses (only one placement was available).

MarCom staff continues to work with the Police recruitment team and has assisted with social media posts, recommended strategic campaigns, and provided print and digital recruitment products. Currently, staff is working on a series of in-depth assignment-specific videos, which will be used for recruitment.

The MarCom division expended a portion of its budget for SEACOM recruitment, including locally targeted digital advertising. The campaign resulted in 287,430 impressions, 888 clicks (for a 0.31% click-thru rate), and 6,120 conversions. SEACOM recently reported that they now have enough trainees to fully staff the call center. Over the three-month period of this report, the MarCom division invested \$6,600 in purchased advertising, plus staff time for graphic design and project management. This campaign ended on 12/31/2022.

Vistas. The winter issue of *Vistas* was mailed to Sierra Vista residents in November. The issue included a cover story on “Winter Magic” as part of our overall promotion strategy for the event. *Vistas* also included content on the visitor app, the changes to the refuse routes, upcoming events, and mentions of the Christmas Tree Recycling program and shopping locally. A digital version of *Vistas* is available on the website, print copies are available in most City buildings.

Christmas Tree Recycling. The Christmas Tree Recycling message was reinforced with posters placed in City facilities and The Mall at Sierra Vista, and a video was created with the help of Council members Carolyn Umphrey and Angelica Landry. In addition to other posts, the video was published on Facebook and YouTube, resulting in 330 views. Views were redirected to additional information on the City’s website.



Recruitment ad installed on Vista Transit bus.



Produced in-house, this video about recycling live Christmas trees into compost featured two Council members.

Shop Local. The Shop Local campaign kicked off for the holiday shopping season and will continue until mid-October 2023. The kickoff included radio, digital, and print ads, as well as posters, which the Economic Development team distributed to local businesses. A portion of the digital ads were part of a partnership program the City entered into with Townsquare Media that gave local businesses the opportunity to buy into the digital campaign at a discount so they could include their own “shop local” message.

Asset	Impressions	Clicks	Click-thru rate
Shop Local digital banners (City only)	23,315	208	0.89%
Shop Local digital banners (partnership)	7,204	63	0.87%
Radio ads (:30)	900 airings	NA	NA
Newspaper ads	8 insertions	NA	NA
Posters	50	NA	NA
Street Pole banners (installed Jan. 2023)	36 banners	NA	NA

Winter Magic. The MarCom division invested significantly in promoting Winter Magic, the month-long winter event in Veterans Memorial Park, starting with the tree lighting, parade, visits with Santa, and the opening of the ice-skating rink. Promotional efforts included a feature article in Vistas and advertising via print, radio, and social media outlets. The radio promotions included broadcast ads throughout the month, as well as a live remote during the opening weekend.

Old World Santa Project. The Old World Santas were again placed in Veterans Memorial Park during December. This beloved artwork was a showpiece for the newly expanded holiday events in Veterans Park, called Winter Magic. Over time, four of the panels were damaged from handling and artwork was replaced using funds earned from prior years’ ornament sales.

In fall 2022, the newest pair of Santa ornaments were released, which featured artwork for Virginia’s Santa and Santa’s Spotted Grey. Again, community members were given the chance to vote on two designs for the 2023 ornaments. The winning artwork for the 2024 ornaments is Musical Santa and Midnight Visitor. Ornaments will be available in fall 2023.

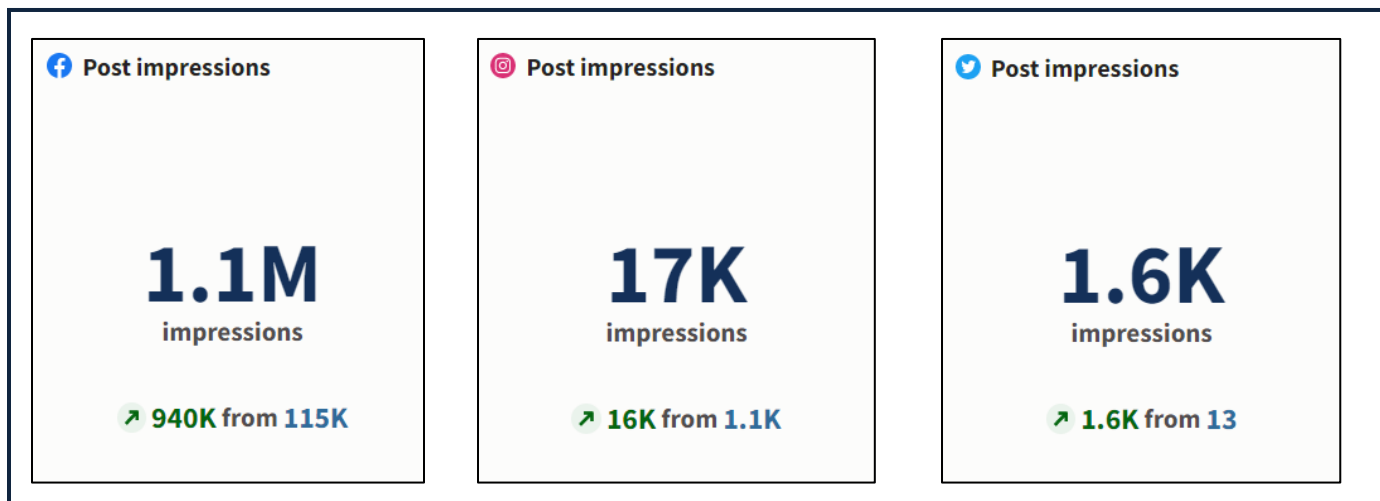


Above: Graphic design for part of the Shop Local campaign, used for print ads and posters.

Left: Musical Santa and Midnight Visitor were selected by the community for the 2024 limited-edition Old-World Santa ornaments. Funds raised are used to pay for upkeep of the display.

Weekly eNewsletter. The City’s weekly eNewsletter is sent to about 3,800 subscribers. Over the November-January period, the eNewsletters received an open rate of 37% with a 2% click rate. The industry average open rate is 11% and the industry average click rate is 0%. This indicates that the City is providing meaningful, relevant, and timely content to subscribers.

Social Media. 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 Nov.-Dec. 2022 over the prior two months.



Total post impression data by social media platform for the Nov.-Dec. 2022 period. Impressions are defined as the number of times a post appeared in someone’s feed.

Multimedia Projects. Staff produced several multimedia communications projects in the November-December 2022 and January 2023 period, including:

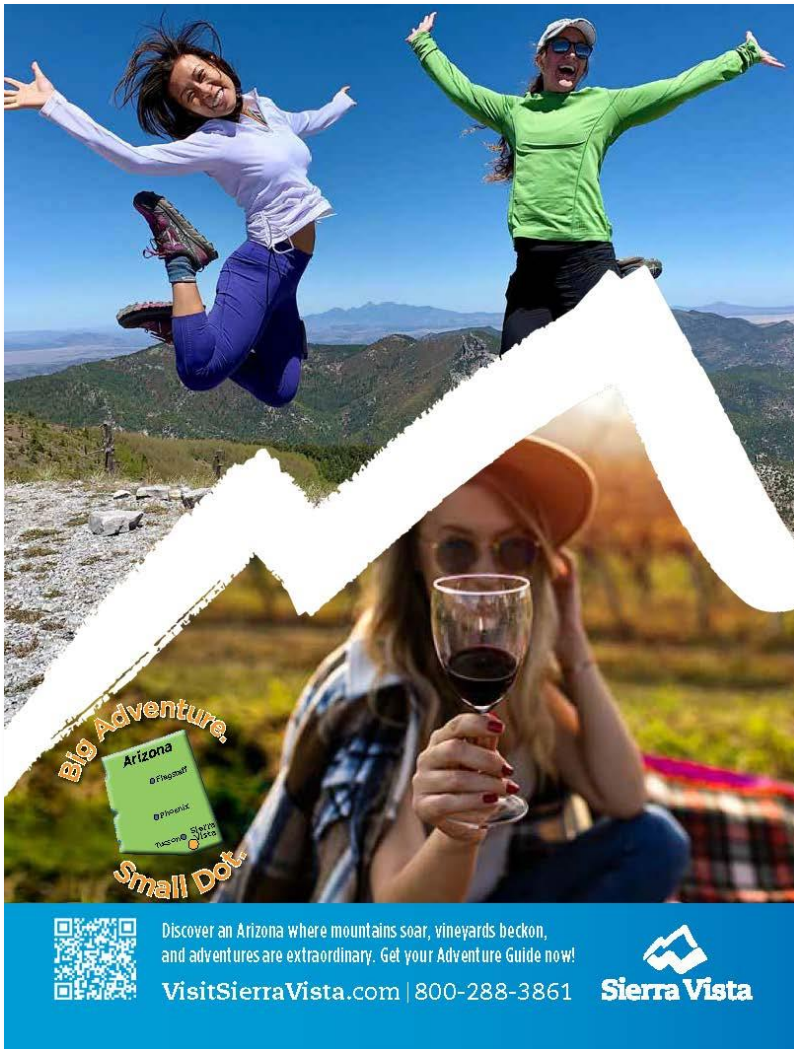
Project	Media	Department
Christmas Tree Recycling	Video	Public Works
Book Vending Machine	Video	Library
Podcast Energy Initiative Update	Audio	City, featuring Parks & Recreation
Meeting Broadcasts	Video and Production	City Council



The latest episode of Let's Talk Sierra Vista, City Public Information Officer Adam Curtis is joined by Parks, Recreation, and Library Director Laura Wilson to share an in-depth look at how the City is tackling many key projects at one time through phase II of an energy initiative with Schneider Electric. This nearly hour-long conversation was posted on Jan. 26 and was downloaded 57 times in the first six days.

Sierra Vista tourism promotions. The MarCom division placed a print ad in *Play Ball!* magazine, with is the official publication of the Cactus League baseball and is distributed to the spring training teams, fans, and subscribers. The full-page ad invites readers to “go East” to discover Sierra Vista, as distribution and games occur in the Phoenix metro area.

The City placed digital ads with Cornell Lab of Ornithology on bird identification pages, and a print ad within their printed magazine, *Living Bird*. The print ad features a Violet-crowned Hummingbird, one of the least-seen hummingbirds in the United States—but present in Sierra Vista! (Cornell Lab is the nation’s authority on birds and birding.)



Full-page ad appearing in *Food & Travel* magazine.

A full-page ad was also placed in *Food & Travel* magazine, reaching a younger demographic with interest in exploring new areas while discovering new flavors. The ad features some of Sierra Vista’s knock-out views and invites visitors to enjoy wine tasting at our nearby two-dozen-plus vineyards. The ad touts a map and tagline: *Big Adventure. Small Dot.*

The division is preparing promotional campaigns to invite local residents to enjoy the entertainment associated with the El Tour de Zona, which will help create a more festive atmosphere for the out-of-town attendees. This should launch in February. Additionally, the Sierra Vista team is working with Cochise County Tourism & Economic Council to provide visitor information, which will be distributed to guests at Veterans Memorial Park and in their digital packets.

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.

Tourism Commission. As of Jan. 1, 2023, the Tourism Commission has one member. Members are not active and have not met.

Visitor Center data. The table on the following page totals the visitor source for individuals contacting the Visitor Center for information. 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	
	2022	2023	2021	2022	2021	2022	2021	2022	2021	2022	2021	2022
Local-Not Identified	59	67	2	73	2	45	9	51	7	40	45	49
In-State	33	17	4	49	12	32	20	44	49	28	20	15
Out-of-State	77	109	10	123	12	118	63	50	52	10	10	14
Foreign	9	17	0	34	0	37	10	23	12	16	7	11
Phone/Virtual/Email*	329	254	18	389	66	302	275	288	221	279	294	204
Other Fulfillment												
Groups, Mtgs, etc.	390	200	0	135	286	840	742	120	143	1080	18	0
Curbside	57	83	0	58	0	67	17	34		68	52	32
TOTAL	954	747	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	38	65	53	46
In-State	107	5	10	10	36	10	48	17	31	12	10	17
Out-of-State	159	8	14	13	19	13	25	36	32	64	44	53
Foreign	19	7	4	33	5	3	14	9	8	9	9	5
Phone/Virtual/Email	210	204	159	256	192	297	205	172	238	254	189	125
Other Fulfillment												
Groups, Mtgs, etc.	253	0	0	150	175	0	195	400	126		120	200
Curbside	60	54	32	18	43	29	65	33		47	47	46
TOTAL	875	303	272	507	518	446	626	738	473	451	472	492



The City of Sierra Vista (CoSV) 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.

Visit Arizona Initiative (VAI) grant update. In late 2021, CCTEC submitted for the VAI Grant through AOT. The AOT VAI grant review committee awarded in the amount of \$159,666.32 for two grant projects submitted by CCTEC.

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 and promoted Cochise County as a destination for outdoor activities and wine tasting. The digital ads delivered 624,500 impressions, more than 2,000 clicks, and a click-thru rate of .37%, nearly four times the average. The streaming television ads delivered more than 188,000 ads and earned a view to completion rate of 97.35% (the normal expectation is just 15% completion!), reaching more than 157,250 unique households.

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).

Digital attractions pass launched. To promote Cochise County by providing discounts and deals to enjoy local attractions, CCTEC partnered with Bandwango to create the “Cochise County Action Ticket.” This mobile pass can be uploaded to phones at no cost from the ExploreCochise.com website. With this pass, locals and visitors alike are encouraged to “Experience real attraction adventures as they explore, hike, bike, bird, or camp state and national park sites. Discover remarkable museums, the real West, outstanding entertainment, and real friendly communities. Kick back under star-studded skies. Step away from it all and GET REAL in Cochise County, Arizona.” Pass holders can check-in along the way and earn points to redeem for entries into the quarterly prize and grand prize giveaway drawings.



Graphic used on ExploreCochise.com for the attractions pass.

This quarter, the donated prizes showcase the CCTEC community of Willcox. Next quarter, the prizes will feature the community of Bisbee, then Douglas, then Sierra Vista will be the focus of the final quarter of the year 2023. The Willcox mini prizes are one of Apple Annie's signature award-winning apple pies or a Source of Coffee gift certificate for drinks and homemade food for two and one bag of locally roasted whole bean coffee. The Grand Prize is a weekend in Willcox including:

- Tickets for two to Amerind Museum

- Tickets for two to Rex Allen Museum and historical book
- Wine tasting for two at Bodega Pierce Vineyard
- Wine tasting and vineyard tour for two at Pillsbury Vineyard with Sam Pillsbury
- \$50 gift card to Big Tex BBQ
- Dinner for two at Tirrito Farm
- One-night stay at Arizona Sunset Inn & Suites

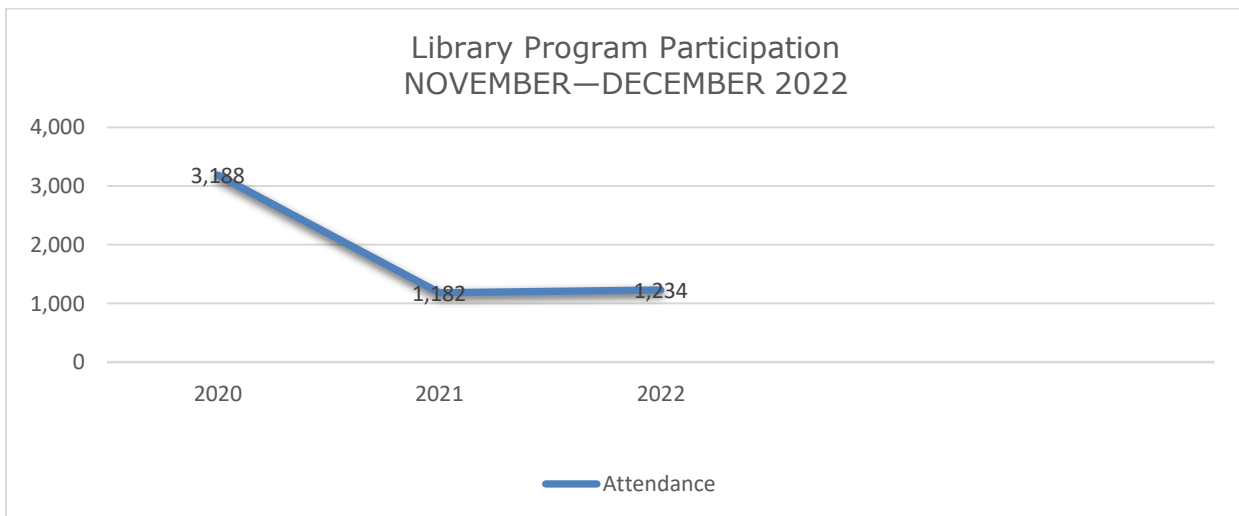
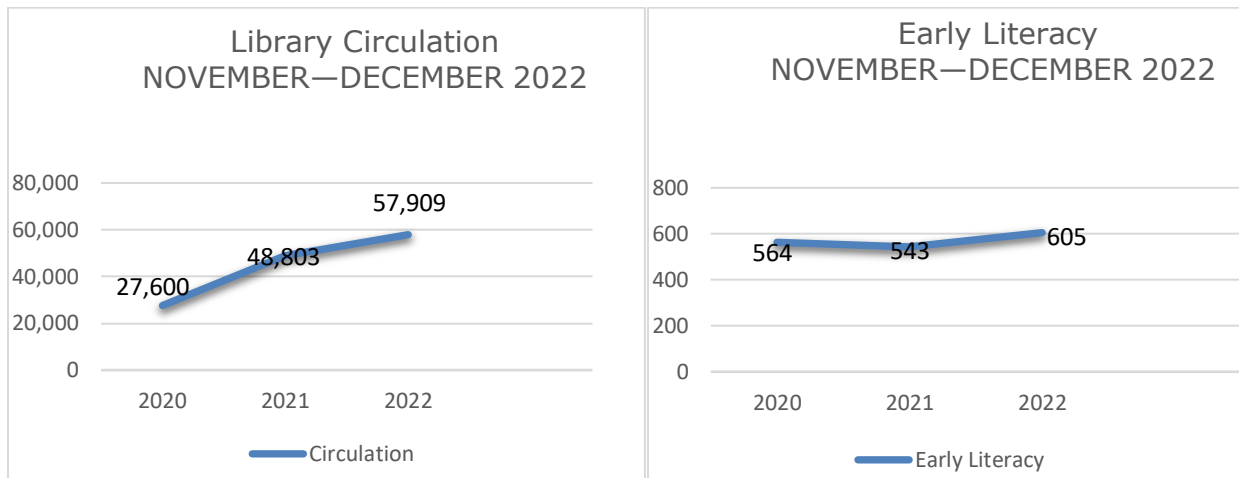
Media buys. CCTEC purchased the following media placements through the Arizona Office of Tourism Rural Cooperative program, which matches 50% of selected media buys, enabling small destinations to leverage limited dollars. Creative was provided for the following media buys for the months of this report:

- DIGITAL
 - Arizona Highways, Digital Package, appearing in January
 - Sojern, Native Advertising Package, appearing in February
- PRINT
 - Play Ball, Spring Training Magazine, Spring 2023
 - ROVA, RV Travel Magazine, appearing in February
 - Westways, AAA Southern California Magazine, appearing in February
 - Arizona Drive Guide, road travel magazine for Arizona, appearing in 1Q2023
- OTHER
 - Cochise County Action Ticket, Bandwango Mobile Passport (see above).

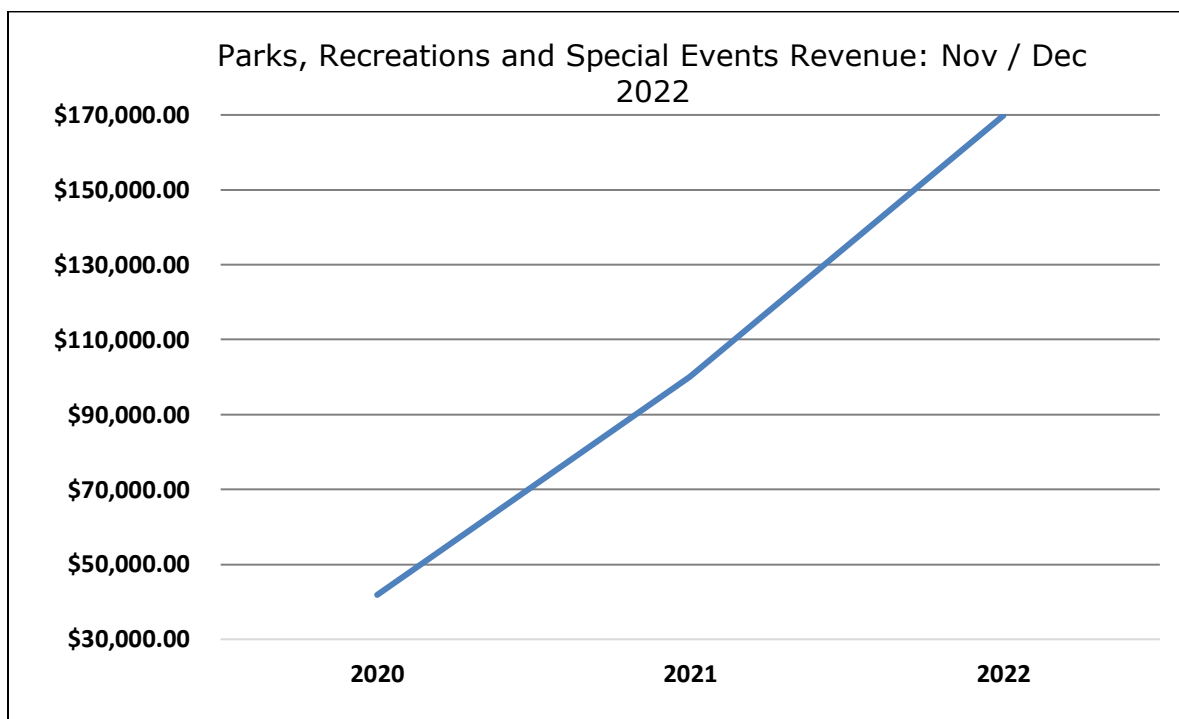
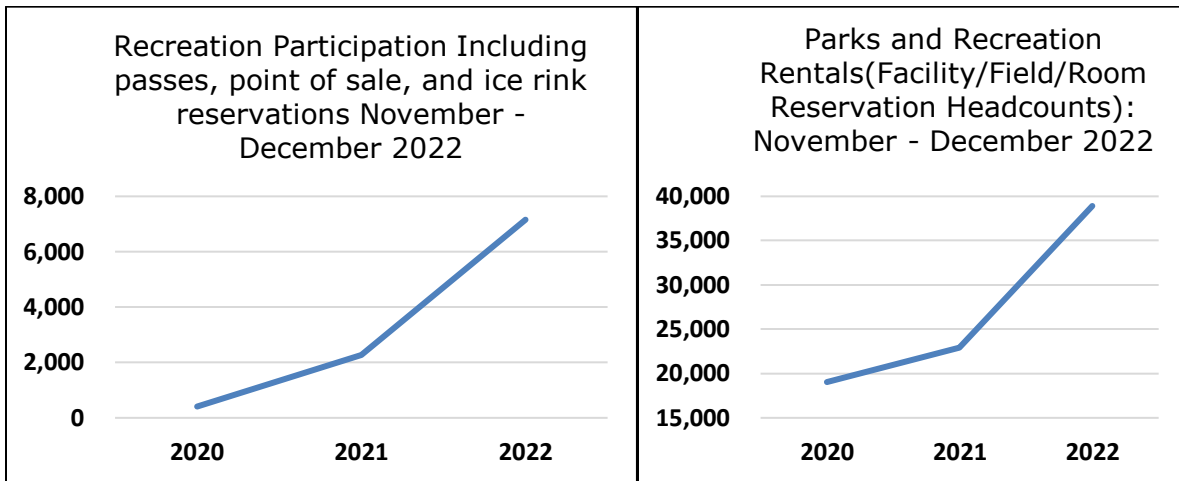
Department of Parks, Recreation, and Library

November – December Dashboard (Years: 2020 vs. 2022)

Library Circulation:	57,909
Library Program Participation:	1,234
Early Literacy Participation:	605



Parks, Recreation & Special Events Revenue:	\$169,800
Parks, Recreation & Special Events Program Attendance:	7,157
Parks, Recreation & Special Events Rentals:	38,913



*Revenue from December 2022 was a significant increase over the past two years, which reflects in the graph. This increase is largely due to the ice-skating rink in the Park during the holiday season.

Tree Lighting and Holiday Market

December 2nd and 3rd was the Annual Tree lighting and Holiday Market. A record crowd attended the Tree lighting on Friday night. For the second year the two-day Holiday Market was held in conjunction with the tree lighting. Over 30 vendor spots were filled with local arts and craft vendors. This year, thanks to a grant by the Arizona Office of Tourism, beautiful ornaments were purchased along with a tree topper to the Christmas tree generously donated by the Sierra Vista Kiwanis organization.



Senior Holiday Dinner

The Annual Senior Holiday Dinner held November 15 at the Ethel Berger Center was well attended with 111 participants. Staff had the pleasure of having the Buena Rhythmic chorus provide entertainment for our seniors. Our head chef this year was Parks Maintenance Technician, John Garza, who was assisted by Teresa Penny, Paris Poor and Parmalee Mitchell. Everyone had a great time and enjoyed the opportunity to gather over good food with great company.



Sonoita Beer and Wine Tour

Another great wine tour is in the books! This time, the first stop was Rune Winery. Everyone enjoyed their tastings and noshed on snacks from their amazing tapas menu. At Hops and Vines, participants were treated with a unique tasting that was paired with Cheetos! Some indulged in slushy drinks to savor for the afternoon before heading to dinner at Copper Brothel Brewery. The food was great, the drinks were amazing, and we were thrilled to introduce locals and visitors to what Arizona wine country is all about. Look for the next tour coming soon!

Winter Magic

It was a historic year and an amazing holiday season as staff brought ice to the desert! The outdoor ice rink in Veterans Memorial Park during the month of December was a monumental success. The 2,600 square foot REAL ice rink provided more than 7,500 people an opportunity to make memories on the ice, and they LOVED it! Truth be told, so did we! The rink was operated December 2, 2022, through January 2, 2023.



Reserved skate times purchased in advance were often sold-out days ahead. There were times set aside for the special needs community to provide an inclusive environment and other times were set aside for private rentals. Department staff are already discussing how we can make next year's "Winter Magic" even more magical! Staff are looking forward to continuing to build on 2022's success and to make Sierra Vista THE destination for winter holiday activities. These features bring visitors into the community to enjoy the holidays which supports local retail businesses, restaurants, bars, and hotels. This was so much more than an ice rink and provided holiday memories for the local community and visitors for years to come! More than 55,000 people visited Veterans Memorial Park during the month, and we loved every second of it.

Sports & Aquatics Programming

During the month of November, the Fall Adult Men's and Coed Softball Leagues finished up with end of season tournaments. It was a successful season, but staff are still looking to attract more participants.

In December, the Fall Youth Soccer Recreational Leagues successfully ended. The seasons were successful, and everyone had a great time! In the same month, Youth Basketball registrations closed with 314 participants. Skills and Evaluations were held on December 7th, 8th, and 9th. Coaches received rosters before the end of the month so practices could begin on January 2nd.

The staff from the Cove were troopers and braved the cold outdoor weather to provide support to the ice rink in the park while the Cove is closed and receiving upgrades as a part of the Schneider Electric project. The Cove is tentatively tracking to re-open on March 1st!

New Play Structures



Parks replaced two older playgrounds recently with some fun features for community families to enjoy! The playground located behind the Oscar Yrun Community Center near the south end of the pickle ball courts was replaced with some fun, musical, interactive play features which is inclusive and a bit different than what the community is used to. Families have been seen swinging by to check it out and staff loves seeing people have fun with the new additions.



The castle playground in the front of Veterans Memorial Park has also been updated. The old playground was installed in 1996, so it was time for a makeover. The new and improved playground is getting a lot of attention and families seem to be appreciating it very much!

Commission Updates

Parks and Recreation Commission. The Parks and Recreation Commission met November 9th and December 13th. November agenda items included voting on member applications, ordinance addition recommendations to add some facility definitions, and including some language in the Code of Ordinances regarding e-bikes on local park trails. Betty and Bob Pointer spoke at call to the public on Roadrunner Park design ideas, and Steve Scheumann spoke about e-bikes on park trails. December agenda items were light and included discussion of possible commission projects and an update on commission application status. The next meetings of the Parks and Recreation Commission are scheduled to be held in-person at the Oscar Yrun Community Center on February 14th, and March 14th, 2023, at 5:30 p.m.

Library Commission. Received a new applicant, Radford Hyde, which was passed onto city management for review. Staff gave updates on departmental happenings.

Cultural Diversity Commission. The Commission is working closely with the museum curator to implement a poster project (depicting various historical happenings around the city), beginning in the West End District.

Youth Commission. The Commission led a successful clean-up project this January and organized a coat drive as well. A new applicant was appointed, Aubrey Travis. With Aubrey's appointment, there are three approved members currently. Councilmember Rodriguez is discussing other activities with the Commission as well.

Arts & Humanities Commission. Is in the process of reimagining the next Arts and Humanities Awards, as well as continuing the West End Electrical Box Mural Project this Spring.

Upcoming Events:

February 11: Tubac Trip –Depart EBC 8:30AM to Return EBC 5:30PM

May 18: Wilcox Wine Tour –Depart EBC 9:00AM to Return EBC 5:00PM

February 25: Murder Mystery Comedy Dinner - Ethel Berger Center – 1:00PM to 3:30PM

May 25: Spring Bazaar-Ethel Berger Center- 10AM to 3PM

March 23-26: Tour De Zona - Veterans Memorial Park and surrounding area – 5PM to 9PM

Public Works

Engineering

State Transportation Board. Hosted by the Sierra Vista Metropolitan Planning Organization, the Arizona Department of Transportation Board visited Sierra Vista on January 19th and 20th. The Board meetings previously rotated to different locations around the state, but due to COVID, the meetings were held completely online until recently. With the meetings still retaining an online component, there were less members of the board present at this visit compared to the last time they came to Sierra Vista about five years ago. However, Friday’s board meeting was still a packed house, with most members of the state board in attendance, along with representatives from other municipalities, ADOT staff, Sierra Vista Council members and staff, members of the public, and the media. The evening before the board meeting, local representatives were able to attend a dinner with members of the board to discuss local priorities in a more informal setting. One project which came up several times was the State Route 90 pavement repair. Although the project was originally expected to bid around the end of calendar year 2022, the bidding was delayed by additional project length added to the scope. Instead of the project running from Industry Drive to Moson Road, the northern limit was moved to the Border Patrol checkpoint. The schedule now has the project going out to bid later this summer with construction to follow. Unfortunately, the section of roadway in Sierra Vista City limits has deteriorated rapidly and is now very rough. The SVMPO has 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. Solar parking covers are under construction in several areas as well. The work at the VMP Sports Complex in particular is highly visible to the public and is really starting to come together. Construction crews poured the concrete base for the new track and tennis courts a few weeks ago, so the new configuration of the site is becoming more clear. When complete, a rubberized surface will be added to the track and the quality of the finished track will be a far cry from the dirt surface which was in use up until a couple of months ago. 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.



Airport

Airport Master Plan. Staff is currently working with the Federal Aviation Administration on a potential 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. A formal grant application was submitted at the end of the calendar year, and staff is now awaiting a grant offer. If a grant is received as expected, over 95% of the cost of the master plan would be funded by the FAA and ADOT.

Refuse

Route Changes. New refuse routes were implemented on January 1st, and the roll-out was relatively smooth despite the added complexity of the first week of the new routes coinciding with a holiday week. About 20% of customers saw their pick-up days change from M/Th to Tu/F, or vice versa. Refuse routes had not received a major update in more than 25 years. As new subdivisions were built and added to existing routes, the efficiency of the routes had decreased. The new routing will help to improve fuel economy and should also result in faster pick-ups City-wide.



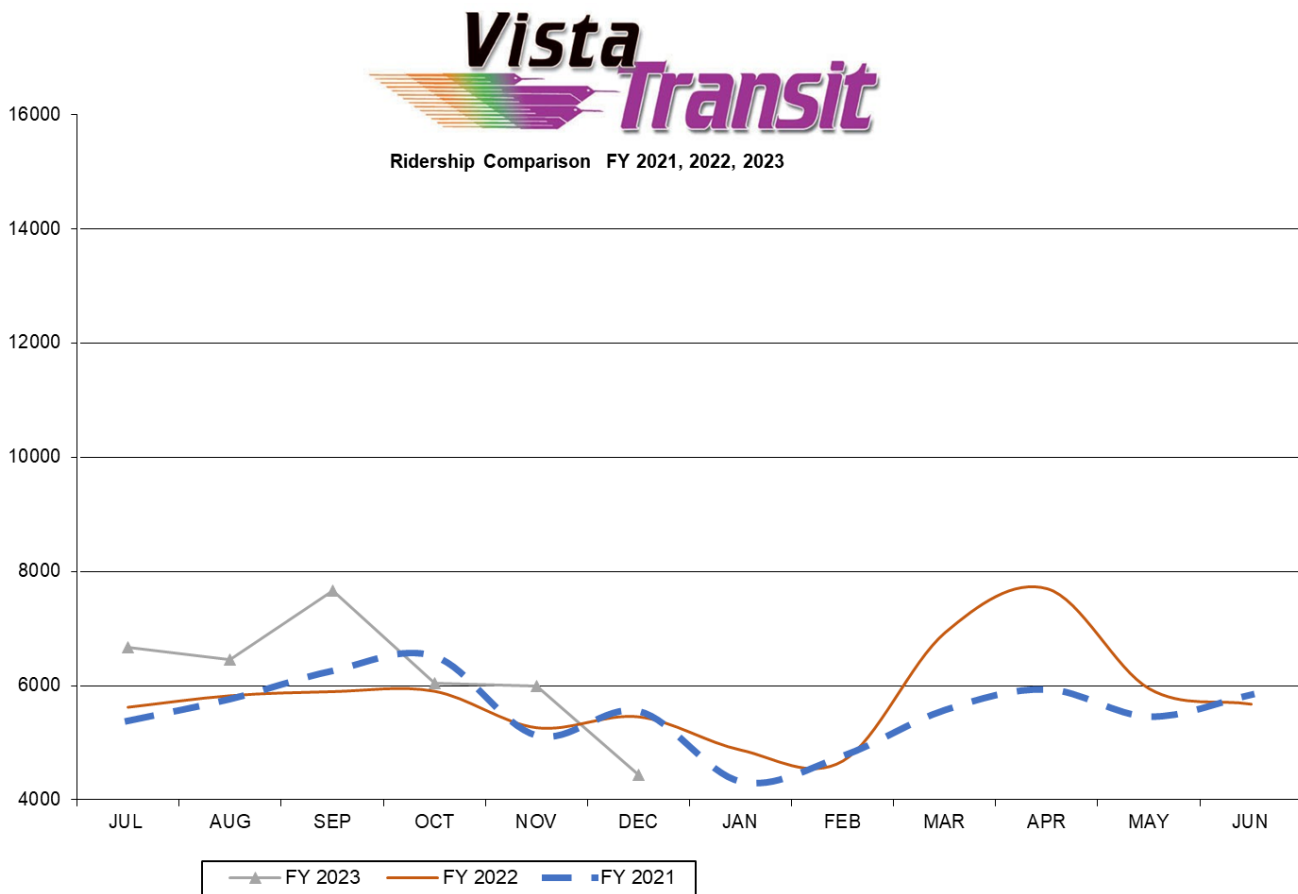
Transit

Triennial Review. Transit's Triennial Review from the Federal Transit Administration took place this past summer. Staff has received the list of review findings from the FTA and resolved the vast majority of the comments. A few items remain, and an extension has been granted by the FTA to allow for adequate time to complete remaining items. However, in general Vista Transit fared very well during the review. The FTA singled out Grant Administration and Procurement as particularly noteworthy and said that the procurement program currently being utilized by the City is one of the best they have seen.

Fare Reduction. Sierra Vista will soon be following the lead of a variety of other transit agencies by implementing free fares effective March 1st. Although the free fare will be introduced as a pilot program, the change could become permanent if it shows benefits as expected. Like many other Transit providers, fare box revenues for Sierra Vista tend to be small. In most years, fare revenue is only about \$63,000. However, when the costs associated with collecting the fares are considered, the City barely breaks even. These costs include things like issuing passes, counting and tracking money, delivering cash to City Hall, equipment maintenance, etc. Fares have other costs which are more difficult to account for as well to include staff time spent working with passengers who either do not have the fare or don't have exact change, issues with some passengers not wanting to show their pass, and passengers putting items other than money in the fare box. Many transit agencies who were still allowing cash started moving towards cashless systems during COVID. City staff looked into cashless systems, but the annual cost would have far exceeded the fare box revenue that is collected each year. In looking for alternatives, it was found that several transit providers across the country, including Tucson, had moved to free fares.

Not only did the free fares reduce operating costs, the change was very well received by the public in a time where costs for other goods and services are rising sharply. For those passengers who are low income and transit dependent, the savings from free fares are meaningful. Any negative impacts from free fares will be monitored and addressed as needed, but if the pilot program is successful, free fares will become the new normal.

Vista Transit Ridership Data. Transit continues to see impacts from COVID-19 with ridership numbers 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. The free fares may have some impact, but based on the experience of other agencies, it is not anticipated to be large.



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. In December, staff had to make the difficult decision to cut a limited number of hours from the consolidated routes due to additional staffing shortages. 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. Transit agencies are having an additional challenge in recruiting new drivers because fewer people want to drive a high-capacity vehicle in the post-COVID era. Although some positions have been filled, hiring, onboarding, and training new drivers can take several months. 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, the adjuster has steadily increased. Due to some additional increases in December, the issue has recently been getting additional attention from the media. Some customers report that their bills have increased by 50% or more. 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

Visits. Staff recently hosted a visit from a group of over 40 out-of-state individuals to include Sentinel Landscape Coordinators and Natural Resource Conservation Service State Conservationists from around the nation. The group was in Sierra Vista for about three days and participated in tours throughout the Fort Huachuca Sentinel Landscape. Staff was excited to be a part of this effort to showcase our region, and the visit was very well received! In early February the City Manager, the Mayor, and staff will also host a visit from the Bureau of Land Management national director. The visit will be an excellent opportunity to showcase the partnerships which are driving a new era of water resource conservation projects and talk about the important of the Memorandum of Understanding that was signed between BLM, the City, the County, and the Fort about a year ago.

REPI Challenge. On January 30th, the news was officially released that the City in conjunction with other partners was awarded design funding for the Riverstone Recharge Project. The grant award is about \$900,000. The Readiness and Environmental Protection Integration (REPI) Challenge program is geared towards Sentinel Landscapes. The REPI program is a key tool for combating encroachment that can limit or restrict military training, testing, and operations. It protects military missions by helping remove or avoid land-use conflicts near military bases by protecting open spaces. This year is the second in a row that the Fort Huachuca Sentinel Landscape has been successful in its grant application, which speaks to the high level of collaboration and quality projects which exist within the landscape. More information on awarded projects can be found on the REPI Challenge website: <https://www.repi.mil/Buffer-Projects/REPI-Challenge/>

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 was provided on the City's website. The Plan has now been completed and accepted by FEMA and in turn must be formally accepted by each municipality participating in the planning process. Sierra Vista's acceptance of the plan is scheduled for the first council meeting in February.

Commission Updates

Airport Commission. The next meeting of the Airport Commission will be held on February 15th at 5:00 p.m. in the terminal. Items of discussion include the upcoming Airport Master Plan update. The Airport Commission currently has four members since one person termed-out at the end of the calendar year and chose not to continue. Two commissioners and one Council member were present at the previous meeting on November 16th. A round table format led to some good discussion among the small group present on upcoming planning efforts, Fort Huachuca priorities, and the unique needs and opportunities of joint-use airfields.

Environmental Affairs Commission. The next meeting of the Environmental Affairs Commission will be held on March 22nd at 3:30 at the Pedro Castro Maintenance Center. The EAC currently has three active members, and all three were in attendance at the last meeting on December 14th. Discussion items included the possibility of the EAC “adopting” a public space and efforts to engage other members of the community.

Economic Development

Economic Framework Strategy Development

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

Ignite: Economic Development and Community Prosperity

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

Continue Ongoing Efforts to Revitalize the West End

ED Staff continues to work with Community Development to share the West End Partnership Grant opportunity with west end businesses and prospective businesses. Staff is proud to share relocation and improvements to Elevate Hair Studio, now on Fry Blvd, along with Cochise Dental's new office on Garden Ave. Cochise Dental has made, and continues to make, a significant investment on the West End with the use of grants, as well as an upcoming Economic Development Business Attraction Fund project that will improve the City owned portion of the driveway/parking lot which serves as the entrance to the building. We look forward to sharing more updates once these additional improvements are complete. The West End also welcomed West End Realty to South Garden Ave.



Maximize Economic Impact of the Municipal Airport

Airport Project. 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 – staff continues to work with two potential tenants at the municipal airport.

Increase and Expand Effective Marketing Efforts

The Economic Development team as well as Marketing/Tourism and Parks and Recreation started a new visitor analysis subscription to inform our efforts in December 2022. Placer.ai states, "We empower private and public organizations to make better decisions by helping them understand what's really happening in the physical world." This information will provide detailed analytics for multiple focus areas within the city especially in terms of visitor data such as how many visitors, where they are from, and where they go after they leave a venue. Among other data points, Placer.ai will also have a 'void' analysis tool that will identify gaps in various industries within a specific area to include suggestions for businesses that might meet the demographics of the community.

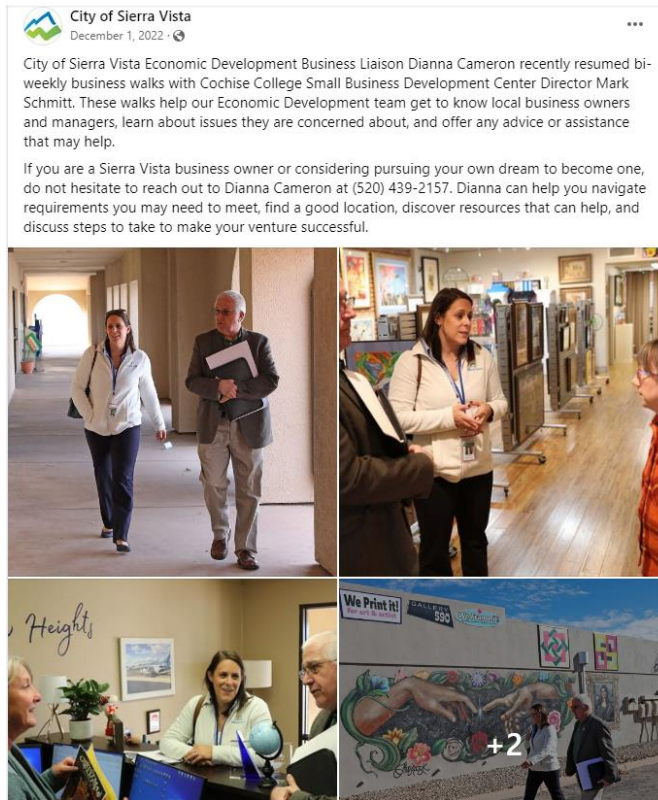
Additionally, the city placed a one-page ad within the Sierra Vista Area Chamber of Commerce's business guide with contact information for Economic Development to provide another avenue to engage our Economic Development Stakeholders.

Economic Development Activities and Key Engagements

Chamber Engagements. ED staff continues to participate in SV Area Chamber of Commerce events, as well as Southeast Arizona Hispanic Chamber of Commerce events although events were limited this quarter due to the holiday season. Staff supported and attended several meetings, supported a business at twilight, as well as a chamber ribbon cutting for Mitchell's Remodeling.

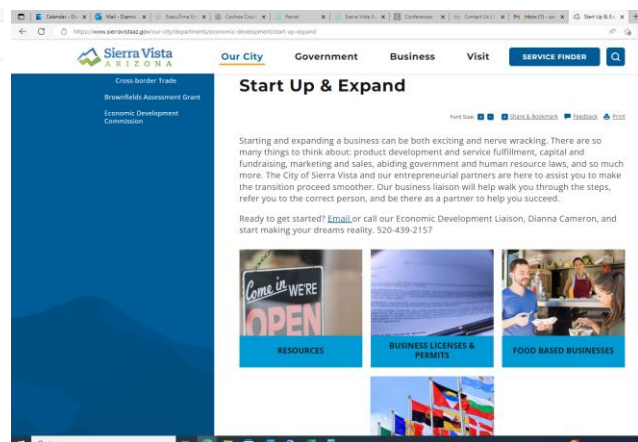
Business Support. Staff has been busy working on developing a more comprehensive Business Retention and Expansion plan and more formalized Business Engagement plan for calendar year 2023. A business survey was sent to all Sierra Vista businesses with their business license renewal either by direct mail or email. The survey remained open until Jan 31st and we look forward to sharing the results once analyzed.

Staff has begun bi-weekly business engagement walks in partnership with the Cochise Small Business Development Center. These walks have proven quite fruitful and even supported the marketing efforts of our shop local campaign, which was well received by the local businesses. The walks are providing staff with valuable insight while cultivating relationships to build a more business-friendly Sierra Vista.



Economic development staff has also held several demos with various CRM software platforms. After careful consideration, staff has narrowed down the prospects and will pursue finalizing a decision and launching the new software soon. The software will allow staff to better track business engagement, support, objectives, and progress.

Staff has also been busy working on the economic development portion of the City’s website. Some of the categories were cleaned up to make navigation more user friendly, key information easier to find, and created a new page dedicated to food-based businesses complete with county health links and considerations. Staff is also working on updating the data with key partners and stakeholders to ensure the best of our city is emphasized, up to date, and poised to attract new businesses and families. Pictures are also in the process of being updated to showcase our diversity and include as many local highlights as possible.



Staff continues to work on ways to engage with our economic development partners. The staff helped to promote and attended a small business Christmas party hosted by Doc's Watering Hole and the SBDC to network with local businesses, members of the ACA and SBA, and increase City presence within the community. Continued collaboration is being planned for additional events later in 2023.

Economic Development staff coordinated a one-day meeting at Arizona Commerce Authority to brief on the city's potential as well as connect to the various elements of ACA such as film/TV, real-estate, and sector specific business development.

Be on the lookout for these new Sierra Vista businesses! New restaurant Gogi BBQ House opened on Fry Blvd; Twisted Twin Ramen, also on Fry Blvd., relocated into the City from the County; and Punchy's Tavern had their grand opening on Nov. 7th on Frontage Rd.



Support to Fort Huachuca. 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 and attended the ribbon cutting of their newly renovated pub, Fiddler's Green.

Economic Development Commission

The economic development commission held their last meeting of the year on Dec. 14th. The commission identified five potential products to guide their efforts including: review of plans/strategy, generation of reports on new initiatives, specific inquiry on topics of council and staff interest, canvassing of their individual networks for strategic feedback, and assistance with funding and grant opportunities. The commission discussed their ideas for the future of Sierra Vista, as well as barriers to growth and development. The commission plans to continue these discussions, as well as the implications of opportunities such as the new Douglas port of entry at the next meeting, which is scheduled for Feb. 22nd at 10:00am.

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 Jan 3rd, there were 766 vacant jobs in the City of Sierra Vista. Health care and medical services make up over 18.5% of the vacancies, follow by IT/Cyber at just over 17%, hospitality at over 13%, and education at 11%. There are 1,126 vacant positions county wide.

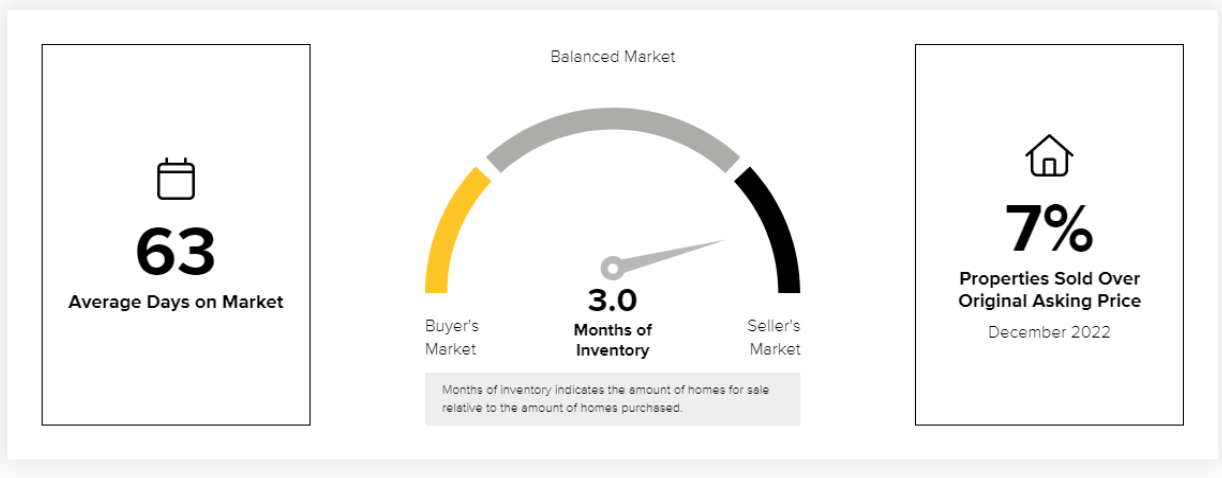
Housing Report

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, down 38% from this time last year. A 12 day increase in the average number of days on the market from last year, 8 days longer than the previous quarter, is another indicator of the slowing market

	Current Period Dec 2022	Last Month Nov 2022	Change From Last Month	Last Year Dec 2021	Change From Last Year
Homes Sold	136	149	▼ 9%	220	▼ 38%
Median Sale Price	\$237,500	\$250,000	▼ 5%	\$250,000	▼ 5%
Median List Price	\$246,495	\$250,000	▼ 1%	\$251,000	▼ 2%
Sale to List Price Ratio	95%	96%	▼ 1%	97%	▼ 2%
Sales Volume	\$34,000,141	\$40,633,545	▼ 16%	\$58,635,502	▼ 42%
Average Days on Market	63 days	57 days	▲ 6 days	51 days	▲ 12 days
Homes Sold Year to Date	2,309	—	—	2,642	▼ 13%
For Sale at Month's End	447	455	▼ 2%	—	—

Market Conditions

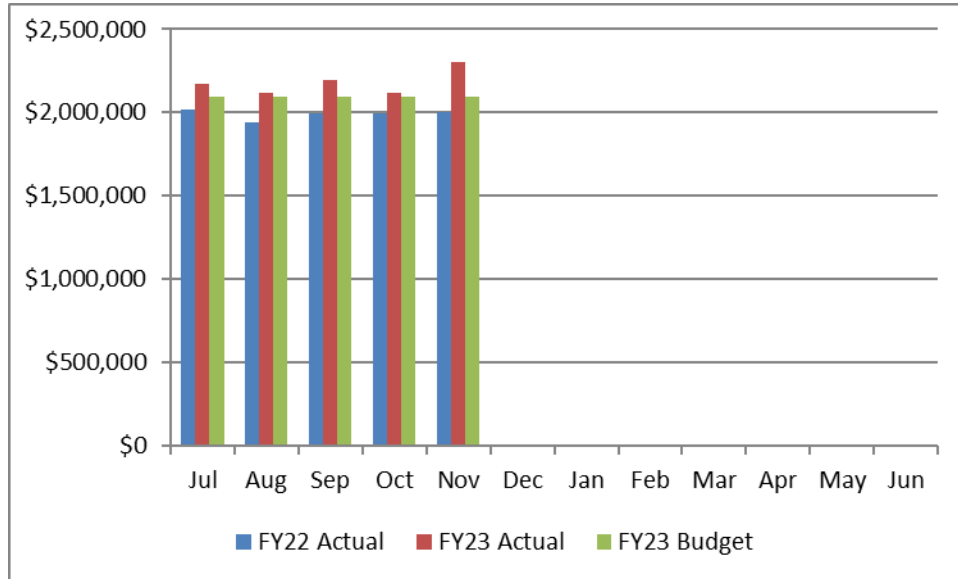
Market Climate



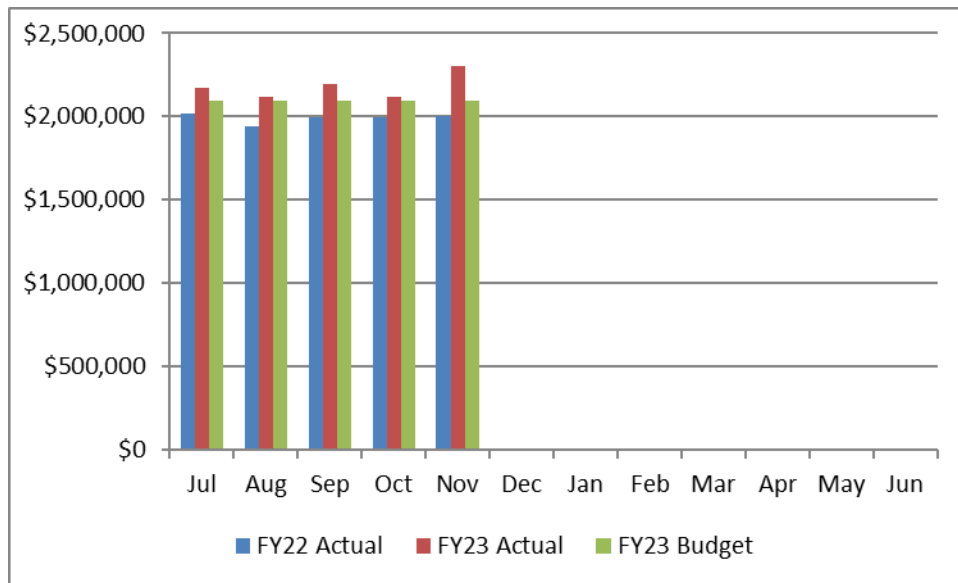
Administration

Sales Tax Collection. Gross privilege tax collections were up \$122,137, or 6.12%, for October and \$300,608, or 15.04%, for November over fiscal year 2022.

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



Through November, collections are up \$946,763, or 9.51%, from Fiscal Year 2022. The chart below provides a monthly comparison of FY23 actual, FY23 budget, and FY22 for the Fiscal Year.



Description	Dec-21	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Sep-22	Oct-22	Nov-22
Utilities	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	99,830.25	102,301.14
Communications	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	11,823.34	11,432.90
Publication	1,014.00	894.47	744.88	819.52	772.52	763.33	767.36	813.32	757.66	869.65	703.58	715.02
Restaurant & Bar	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	242,228.95	233,825.05
Contracting - Prime	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	43,443.80	91,771.58
Retail Sales	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	1,024,609.09	1,149,704.19
Use Tax Purchases	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	50,785.95	65,303.90
Use Tax from inventory	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	144.69	1,730.58
Residential Rental	76,488.19	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	47,621.41	49,888.00
Retail Food for home consumption	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	267,849.31	289,573.65
Commercial Rental	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	34,089.64	26,611.37
Tangible Property Rental	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	40,812.72	20,451.72
Extended Stay	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	111,179.77	107,878.27
Online sales	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	113,552.02	124,501.28
Other	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	28,884.76	23,646.32

Community Development

- **Community Development Block Grant Program.** In November, KE&G completed construction of the parking lot expansion project at the Society of St. Vincent De Paul, St. Andrew Conference, which added 13 paved parking spaces to provide barrier free access and client safety to the food bank and conference offices where clients meet with case workers.

During the months of October through December, the United Way of Sierra Vista and Cochise County distributed \$34,499.91 in emergency assistance (CDBG CARES Act CV-3 funds) through its non-profit partners for rental assistance (53 households); utility assistance (77 households) and food assistance (142 household). CARES Act funds were also used for the monthly Community Connect events at the Ethel Berger Center in November/December with the following outcomes:

- 84 people received meals;
 - 68 people received care kits;
 - 97 people were provided a chance to meet with providers;
 - 59 Better Bucks Booklets were distributed;
 - 517 points of contact were made with service providers;
 - 21 appointments scheduled with service providers; and
 - 13 applications were made for services with service providers.
- **West Sierra Vista Partnership Program (WSVPP).** The WSVPP provides matching grant funding at varying levels for certain building and site improvements on commercial properties located within the redevelopment area. During the reporting period, four grant requests were approved for the following properties:
 - 301 S. Garden Avenue, West End Realty (new signage)
 - 156 W. Fry Boulevard, Sierra Vista Dance Company (new signage)
 - 325 W. Fry Boulevard, Tell Mamma (tenant improvement)
 - 11 E Willcox, Juan’s Barbershop (tenant improvement, signage)

Fiscal year to date, the City has approved seven grant applications and carried over three from the prior fiscal year. The \$85,625.25 that has been committed has leveraged \$4,572,742 in matching private investment.

- **Neighborhood Partnership Grant Program.** In December, the City launched the program to encourage residents and civic organizations to communicate and work together on projects and initiatives that will benefit neighborhoods. This citizen led, grassroots approach to neighborhood building uses low-cost and scalable interventions to catalyze long term change. Mini-grants of up to \$2,500 are now available to support projects within public rights-of-way and property that make a positive impact. Applicants are encouraged to be creative with their proposals.
- **West End Commission (WEC).** On December 12, 2022, Staff held an “agenda free” WEC meeting where members and attendees could openly raise and discuss topics of interest. Staff facilitated wide ranging discussion that covered special events, use and ownership of vacant and underutilized properties, redevelopment strategies, park conditions, and neighborhood initiatives.

- **Planning and Zoning Commission.** On December 13, 2022, the Planning and Zoning Commission held a public hearing and voted to recommend approval on a series of amendments to the Sierra Vista Development Code relating to:
 - Article 151.03 (Administration and Enforcement) amending procedures and requirements pertaining to zoning compliance certificates, building permits, and certificates of occupancy to be consistent with current practice;
 - Article 151.06 (Special Regulations for Particular Uses) establishing performance standards for unattended donation boxes;
 - Article 151.18 (Site Plan) clarifying levels of review for site plan applications; and
 - Article 151.22 (District Regulations) amending lot coverage area and building setbacks to provide additional flexibility.

The proposed amendments are scheduled to be presented to the City Council on February 23, 2023.

- **Commission on Disabilities Issues (CoDI).** On December 14, 2022, staff held a CoDI meeting which covered the National Disability Employment Awareness Observation Event held at Fort Huachuca on October 27, 2022. CoDI had a booth and handed out disability resource guides during the event which included speakers on topics such as information regarding service dogs, discrimination law, and the history of disabled personnel serving in both enlisted and civilian capacities for the U.S. Military. A paratransit coverage area map developed by staff to meet ADA guidelines was share. Future agenda topics requested by CoDI include:
 - Increased focus on the City’s transit service and its support of disabled individuals. (More specifically, this includes the lack of service on Sunday and a lack of shelter on the stop at Paseo San Luis, where surrounding businesses serve a large number of disabled individuals).
 - Increased focus on inviting relevant stakeholders, such as varying members of the local disabled community, has been proposed for 2023.
 - Working with other relevant organizations and inviting them at least once a year to a CoDI meeting (potentially taking place in the evening) to discuss objectives, duties, and potential collaborations.

Building & Inspection Services

The following projects were reviewed/inspected during November/December 2022:

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
Dividend Homes Façade & Add'n.	Addition - Commercial	3827 S. Highway 92
Don8it - repair collapsed building	Tenant Improvement	650 E. Wilcox Dr
Freddy's	Commercial New	572 N Highway 90
Gymnasium - ADA Compliant Bathrooms	Addition - Commercial	382 E. Wilcox Dr
Oasis Apartments - Stucco	Tenant Improvement	4250 E. Busby Dr
Sierra Grande Clubhouse	Tenant Improvement	500 S 7th St
Tractor Supply - Remodel	Tenant Improvement	4860 E. Highway 90
Tropical Smoothie	Commercial New	562 S. Highway 92
U-Haul Propane Tank	Accessory Commercial	2011 E Fry Blvd
PLANS APPROVED		
PROJECT NAME	PROJECT TYPE	PROJECT ADDRESS
Garden Canyon Clubhouse	Commercial New	405 South Garden Ave
Gogi BBQ House - Split Unit / Service Panel	Tenant Improvement	1173 E Fry Blvd
Park Professional Building Remodel	Tenant Improvement	2700 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
PERMIT ISSUED/UNDER CONSTRUCTION		
PROJECT NAME	PROJECT TYPE	PROJECT ADDRESS
AZ20527 Cell Tower	Cell Tower New	1300 Fort Ave
Canyon De Flores - Dental Office Expansion	Tenant Improvement	3477 Canyon De Flores (B)
Casa De La Sierra - Stairs & Landing Repair	Tenant Improvement	500 S. Coronado Dr
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
Commercial Financial Office	Tenant Improvement	500 N. Garden Ave
Coronado Cochise Venture	Tenant Improvement	2387 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
Dish Wireless Cell Tower	Cell Tower New	3616 E. Little Hill Lane
Embrace Life	Tenant Improvement	4116 Avenida Cochise
EMS Substation	Cell Tower New	2155 S 7th St
Fry's Food - Phase 2 Pick Up Expansion	Tenant Improvement	4351 S Hwy 90
Fry's Food - Fire Sprinkler System	Tenant Improvement	4351 E Highway 90

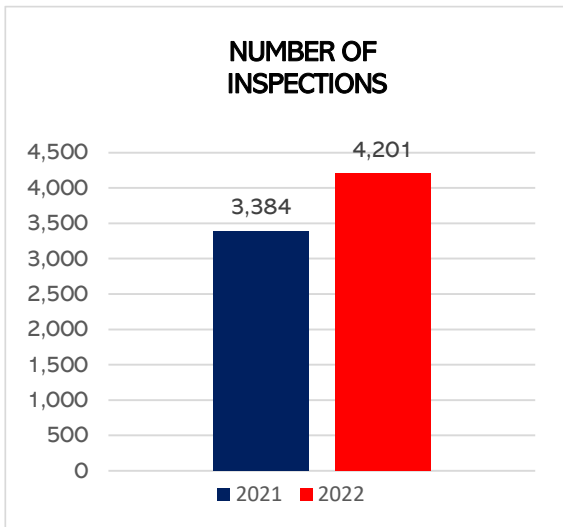
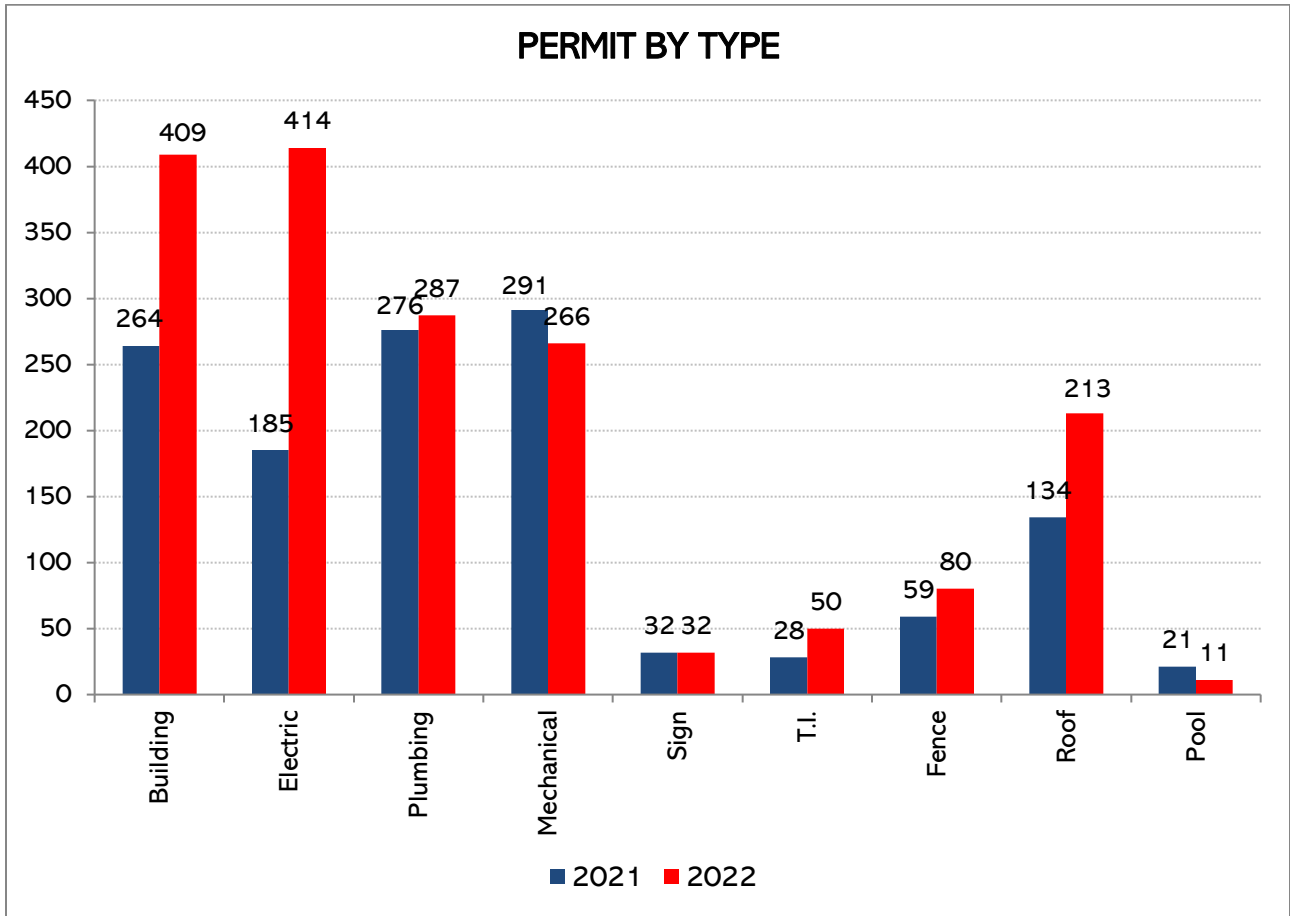
Garden Ave & Fry Improvements	Addition - Commercial	1011 N Coronado Ave
Girls Home	Tenant Improvement	1850 Paseo San Luis
Gymnasium - ADA Compliant Bathrooms	Addition - Commercial	382 E. Wilcox Dr
Hair Salon	Tenant Improvement	1630 S Hwy 92
Haven Health	Addition - Commercial	660 N Coronado Drive
HCS 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 (Tell Mamma)	Tenant Improvement	325 W Fry Blvd F
Joy Korean Church Addition	Addition - Commercial	598 Myer Dr
Juan's Barber Shop - expanding	Tenant Improvement	11 E. Wilcox Dr B
Northrop Grumman - remodel	Tenant Improvement	4067 Enterprise Way
Oasis Apartments - Plywood	Tenant Improvement	4250 E. Busby Dr
Office Building	Tenant Improvement	5100 E. Highway 90 E
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 School - Shade Install	Accessory Commercial	3228 St Andrews Dr
Sierra Vista Sports Complex	New Commercial	3105 E. Fry Blvd
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
Taco Bell	Commercial New	3466 Canyon De Flores
Tombstone Brewery	New Commercial	332 N Garden Ave
Westwood Village Apartments	Tenant Improvement	201 North Garden Ave

PROJECT COMPLETED

PROJECT NAME	PROJECT TYPE	PROJECT ADDRESS
Twisted Twins Ramen	Tenant Improvement	920 E Fry Blvd
Hair Salon	Tenant Improvement	172 E Fry Blvd
Lowe's	Tenant Improvement	3700 MLK Jr. Pkwy
Gogi's BBQ House	Tenant Improvement	1173 E Fry Blvd

Full Year Over Year Permit Statistics

In 2022, the City issued 1,762 permits which represents a 37% increase over the prior year. Staff carried out 4,201 inspections (24% increase) which equates to an average of 17 inspections per business day.



CONSTRUCTION TRENDS

CONSTRUCTION TYPE	NEW CONSTRUCTION	
	2021	2022
SINGLE-FAMILY UNITS	54	52
SINGLE-FAMILY ADDITIONS	8	14
MANUFACTURED HOME UNITS	44	77
MULTI-FAMILY UNITS	0	62
NON-RESIDENTIAL (SQ. FT.)	22,165	19,737

Code Enforcement

The City's Code Enforcement officers responded to 60 complaints during the reporting period with more than half of the case load being reported by citizens. During this timeframe, staff closed 45 prior cases; carried out five abatements; conducted nine homeless camp details; six SVPD assists; and supported volunteers cleaning up 12 different areas of the city.

CODE REFERENCE	COMPLAINT	REPORTING PERIOD	
		NOV-DEC 2022	DESCRIPTION
150.25.4	ALLEYWAY MAINTENANCE	7	OVERGROWTH, OBSTRUCTION, DEBRIS INTERFERING WITH USE OF ALLEYWAY
150.23.20	BLIGHT	4	UNSIGHTLY, UNSAFE, OR UNSANITARY CONDITIONS
150.23.14	CLEAR VISION	2	OBSTRUCTING CORNER VISIBILITY
90.11	DOMESTIC FOWL	1	COOP LOCATION, CONDITION, ODORS, NUMBER
150.23.6	ARTIFICIAL ILLUMINATION	2	LIGHT THAT EXTENDS BEYOND THE PROPERTY LINE IN A NUISANCE MANNER
150.23.15	FIRE DANGER	1	COMBUSTABLE MATERIAL THAT POSES A HAZARD
150.23.22	GRAFFITI	1	UNAUTHORIZED INSCRIPTION, FIGURE OR DRAWING OR OTHER DEFAACEMENT
150.24.A	ILLEGAL DUMPING	22	DEPOSITING LITTER OR DEBRIS ON ANY LAND
150.23.17	INOPERATIVE VEHICLE	2	NO REGISTRATION, FLAT TIRES, DISABLED MOTOR
150.23.8	JUNKYARD DUMPING GROUND	1	EXCESSIVE WASTE, ABANDONED PROPERTY, JUNK BEING STORED ON PROPERTY
150.25.1	LITTER/DEBRIS	3	GARBAGE, WOOD, CANS, ETC. LITTERING A PROPERTY
110.01.A	NO BUSINESS LICENSE	1	UNAUTHORIZED HOME- BASED BUSINESS
150.25.5	OVERGROWTH	20	TALL GRASS & WEEDS (OVER 12")
91.11.B.1	RIGHT-OF-WAY ENCROACHMENT	1	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	3	NO SANITATION SERVICE/TRASH BUILD UP
150.23.13	SIDEWALK OBSTRUCTION	12	ANYTHING OBSTRUCTING A 36" WIDE PATHWAY OR 80" OVERHANG
150.25.10	SWIMMING POOL	1	GREEN AND STAGNANT POOL
TOTAL		60	

Sierra Vista Fire and Medical Services (SVFMS)

Christmas Drive

The Christmas Drive was a huge success. Fire Marshal Foster and Engineer/Medic Knodle took the lead and did an outstanding job with their team on the applicant sign-up days, toy sorters, radio promotions, Bag 'N Tag, and delivery day. This community continues to surprise everyone with their generosity. The amount of monetary gifts and new unwrapped toys was unbelievable and assisted in making this holiday season memorable for all who participated. This year the Christmas Drive assisted **603** children and over **224** families.

COVID-19

COVID-19 along with other illnesses are still very active in our community. SVFMS continues to use operational changes consistent with CDC guidelines to ensure care of all patients. These changes have proven to be more efficient and effective for our operations and ensure we are doing everything possible to keep our patients and staff safe. We have asked crews to remain vigilant.

Station 4

Station 4 during its first 5 months transported 573 patients, averaging 114 transports per month. Getting to the areas off Buffalo Soldier Trail and throughout the west side of the City with the new G4 response plans has helped SVFMS personnel improve efficiency and effectiveness to our city residents. With the addition of more EMS employees for staffing, M204 is in service everyday ensuring the proper unit goes to incidents.

Fort Huachuca

Sierra Vista Fire and Medical Services was awarded the contract to continue to provide medical support on Fort Huachuca for the next 10 years. The ambulances at Black Tower and the Fire Station on Irwin are staffed by SVFMS personnel. Having SVFMS crews on post has really bolstered our relationship with Fort Huachuca Fire and we hope to improve our training and responses with them.



Incident Numbers

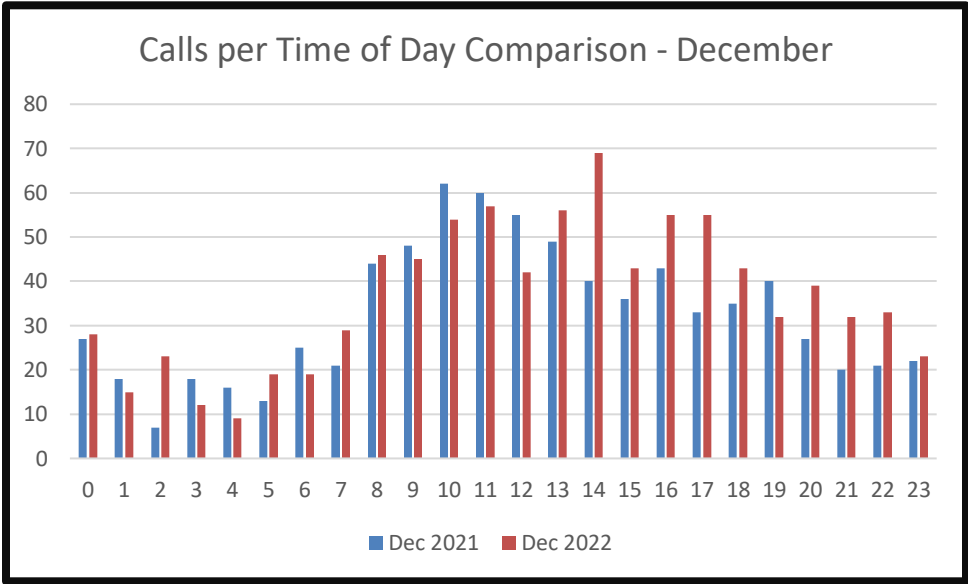
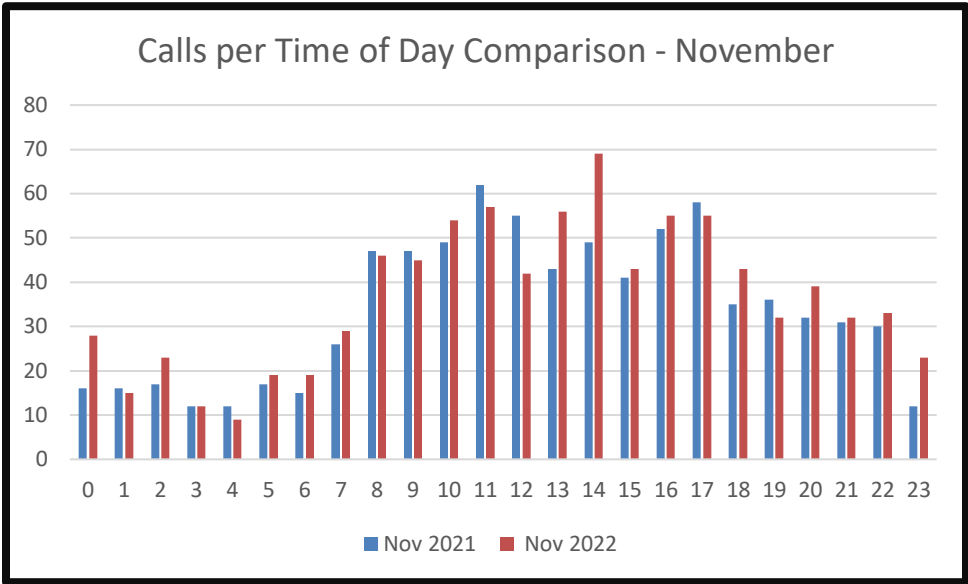
		Nov	Dec
Year to date Total Incidents	2022	8555	9433
	2021	8047	8828
Total Calls run by SVFMS	2022	849	878
	2021	810	781
Total Calls on FH	2022	25	19
	2021	34	24
Automatic Aid Given	2022	42	62
	2021	77	65
Automatic Aid Received	2022	93	92
	2021	116	131

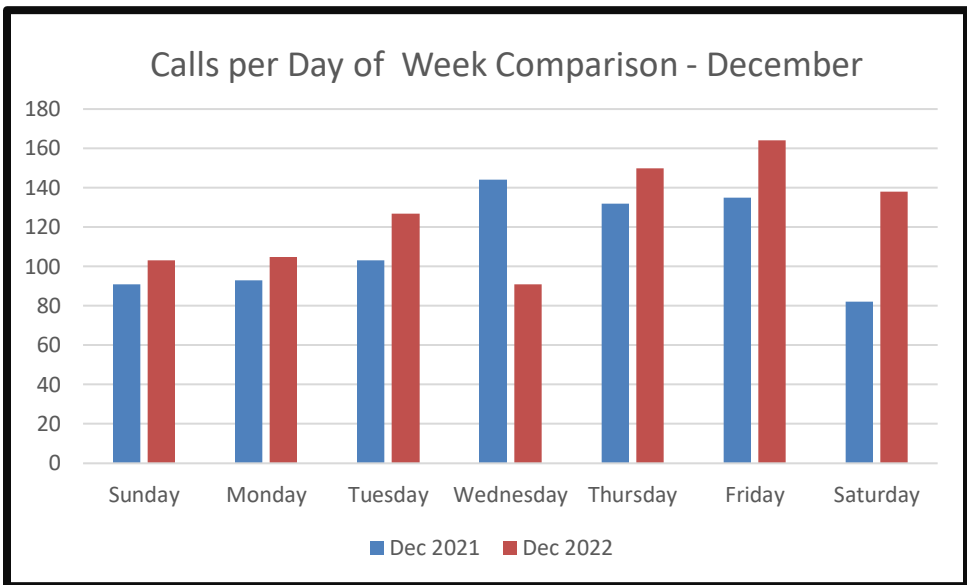
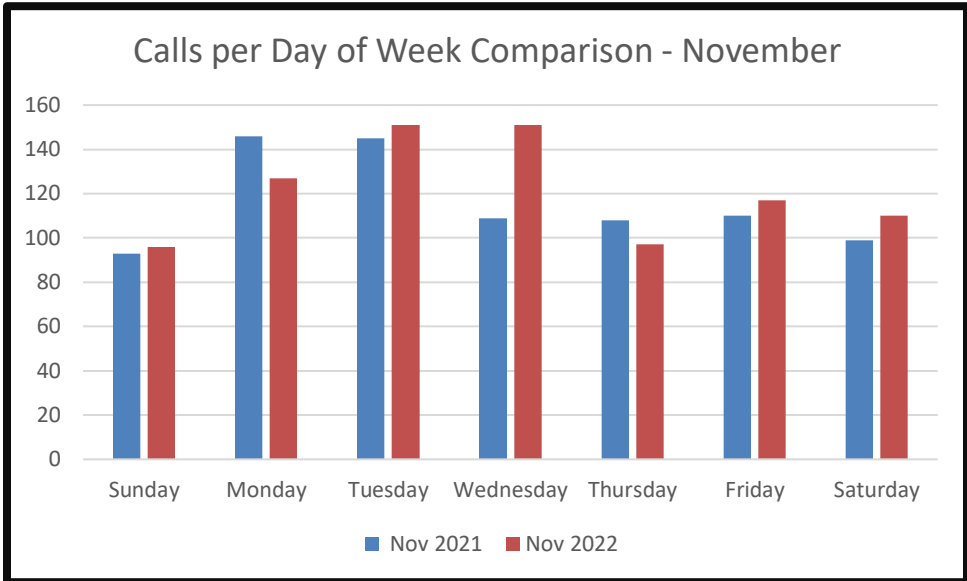
Unit Responses

		Nov	Dec
Engine 201	2022	215	240
	2021	254	254
Truck 202	2022	169	200
	2021	183	186
Engine 203	2022	148 (29 transported)	165 (43 transported)
	2021	157 (31 transported)	140 (22 transported)
Medic 201	2022	236 (144 transported)	239 (139 transported)
	2021	264 (124 transported)	278 (133 transported)
Medic 202	2022	180 (93 transported)	201 (96 transported)
	2021	223 (116 transported)	223 (97 transported)
Medic 204	2022	182 (117 transported)	186 (126 transported)
	2021	97 (51 transported)	95 (57 transported)
Medic 205	2022	26 (14 transported)	11 (5 transported)
	2021	29 (23 transported)	32 (20 transported)
Medic 206	2022	0	0
	2021	0	0

November					
Nature Codes		Nature Codes		Nature Codes	
Abdominal pain	13	Comm Fire Downgrd	2	Poss. Deceased	5
Allergy	4	Diabetic	11	Res. Fire	4
Altered LOC	38	Electrical Hazard	2	Res. Downgrade	1
Animal Bite	1	Fainted	12	Seizures	21
Assault EMS	7	Fall Injury	86	Sick person	116
Back Pain	7	Fire Alarm	46	Smoke Inv.	4
Bleeding	28	Fire Assist	19	Snake Fire	12
Breathing Problem	105	Hazmat	9	Special Rescue	1
Brush Fire	3	Heart Problem	11	Stab/GSW/Pen	2
Burn injury	1	Lift Assist	57	Stroke/TIA	22
Cardiac Arrest	5	Lockbox	33	Suic/Psych	9
Chest Pain	42	Medical Alarm	3	Trauma Inj.	9
Choking	2	MVA	25	Unconscious	19
Code 1 Transport	35	Outside Fire	2	Unk. Problem	4
Commercial Fire	1	Overdose	9	Vehicle Fire	1

December					
Nature Codes		Nature Codes		Nature Codes	
Abdominal Pain	14	Disorderly	1	Overdose	7
Allergy	3	Electric Haz	4	Poss Deceased	3
Altered LOC	42	Eye Injury	2	Pregnancy	2
Assault EMS	9	Fainted	11	Res. Fire	4
Back Pain	1	Fall Injury	97	Seizures	24
Bleeding	28	Fire Alarm	35	Sick Person	97
Breathing Problem	117	Fire Assist	11	Smoke Inv.	4
Brush Fire	4	Hazmat	8	Snake Fire	4
				Special	
Burn Injury	1	Headache	1	Rescue	1
Cardiac Arrest	10	Heart Problem	4	Stab/GSW/Pen	2
Chest Pain	58	Heat/Cold	1	Stroke/TIA	14
Choking	4	Lift Assist	91	Suic/Psych	8
Code 1 Transport	38	Lockbox	5	Trauma Inj	11
		Medical			
Comm. Fire	2	Alarm	10	Unconscious	15
Comm. Downgrd	2	MVA	43	Unk Problem	8
Diabetic	12	Outside Fire	3	Vehicle Fire	2





Police Department

Total Calls for Service – 2022

The Sierra Vista Police Department entered 41,785 calls for service in 2022. This represents a decrease of 2,010 (-4.59%) calls for service as compared to 2021. A total of 21,611 (51.72%) calls for service were initiated by citizens calling for assistance (citizen-initiated), while 20,174 (48.28%) were initiated by proactive officer activity (officer-initiated). Below is a 6-year comparison of calls for service:

	2016	2017	2018	2019	2020	2021	2022
Citizen-Initiated	25,568	26,068	25,101	23,346	21,755	22,484	21,611
Officer-Initiated	21,003	21,267	22,704	25,974	28,706	21,311	20,174
Total	46,571	47,335	47,805	49,320	50,461	43,795	41,785

The overall calls for service decline is attributed both a decline in officer-initiated and citizen-initiated calls for service. The continued decline in officer-initiated calls for service (-1,137) is likely attributed to a couple of factors. First, the department continues to experience staffing challenges, which led to fewer officers available to proactively initiate calls. Second, the continued conversion from the Federal Bureau of Investigation’s (FBI) Uniform Crime Reports (UCR) to the National Incident-Based Reporting System (NIBRS) modified how the department records some officer-initiated calls for service. The result is the elimination of recording additional calls for service under specified circumstances.

The demand on department members is impacted by the types of calls for service, including calls that require a multiple-officer response or in-depth, time-intensive investigation. Calls for service are calls to which officers respond, and do not necessarily reflect whether an actual crime was committed. However, they are significant in that the officers must thoroughly investigate each call. Actual crime data will be reported in the NIBRS year-end report.

Suicidal Subject & Mental Health Related Calls for Service

Suicidal subject and mental health related calls for service remained relatively steady during 2022 and continue to be a significant concern. Check welfare calls for service can include mental health issues as well as potential medical issues when friends and/or family have not been able to contact a friend or loved one. While successful resolutions of these calls for service can be very rewarding, they represent a significant challenge and officer safety risk.

Call Type	2016	2017	2018	2019	2020	2021	2022
Suicidal Subject	270	387	345	244	256	269	268
Check Welfare	2,292	2,372	2,368	1,932	1,499	1,763	1,626
Court Ordered Mental Health Transports	27	58	62	64	92	85	78

Personal and Family Violence Related Calls for Service

Personal and family violence related calls for service continued to obligate a significant amount of officers' time during 2022. The increase in overall assault calls for service (aggravated and simple) is concerning but has not yet increased to levels the department responded to in 2016 or 2017.

Call Type	2016	2017	2018	2019	2020	2021	2022
Agg. Assault	86	81	65	71	65	53	74
Armed Robbery	11	12	7	1	5	2	1
Robbery	13	16	7	15	7	8	9
Assault	217	226	181	174	119	124	176
Domestic Violence	1,200	1,361	1,279	981	1,047	941	907
Disorderly Conduct	686	743	674	646	558	601	574

Sex-Crime Related Calls for Service

Sex-crime related calls for service take significant time to investigate and are extremely stressful for the victims, their families, and the investigating officers. Increases in several categories of these types of calls increased the investigative workload of all involved. In addition, detectives proactively worked cases involving sexual exploitation to identify and prosecute child sex predators. The department started using the general "sex offense" call for service category in 2019 to log potential sex offense calls for service that were difficult to categorize during initial call entry by call takers. These calls are subsequently categorized under the appropriate crime class in NIBRS reporting.

Call Type	2016	2017	2018	2019	2020	2021	2022
Molest/Child Molest	20	19	14	9	12	14	4
Sexual Misconduct w/Minor	27	34	30	40	34	41	63
Sex Offense	NA	NA	NA	9	9	14	21
Sexual Assault	38	46	61	35	28	36	35
Sexual Exploitation	16	29	20	16	19	19	20

Property Crime & Fraud Related Calls for Service

Property crime calls continue to constitute a large portion of the department's overall calls for service and increases across several crime categories may indicate a return to pre-pandemic levels. Property crimes continue to be driven by drugs, and the property crimes unit and community response team work together to target the offenders of these crimes. Specific proactive patrol assignments also appear to have an impact on the occurrences of these types of crimes.

Call Type	2016	2017	2018	2019	2020	2021	2022
Burglary	280	243	182	151	105	137	177
Criminal Damage	416	459	404	366	301	313	280
Criminal Trespass	833	836	825	617	550	717	701
Shoplifting	462	434	347	340	335	193	297
Stolen Vehicle	78	86	56	71	49	99	108
Theft	490	576	443	347	322	363	470
Vehicle Burglary	157	119	110	93	100	49	65
Forgery	19	29	15	8	4	7	1
Fraud	312	299	278	288	281	309	329
ID Theft	56	67	41	54	62	49	40

EMT Response and Fire Assist Calls for Service

While the fire services have primary responsibility for medical calls for service, police officers respond to many of these calls, sometimes as the first responder on scene. Since officers are usually patrolling the city, many times they arrive earlier than fire members. While officers are often dispatched to these types of calls for service, officers routinely scan the fire dispatch channel and may respond on their own initiative. In addition, officers may be called to assist the fire department to make forced entry into buildings where patients may need assistance. Every officer is trained in cardiopulmonary resuscitation (CPR), most officers carry an Automated External Defibrillator (AED) in their vehicles, and the department offers a monetary incentive to officers that are certified emergency medical technicians (EMT) or paramedics.

Call Type	2016	2017	2018	2019	2020	2021	2022
Assist Fire Depts.	474	489	496	436	478	570	456

Assist Other Agencies Calls for Service

The Sierra Vista Police Department is not the only agency to experience an increase in workload over the last several years. Law enforcement agencies in this area routinely help each other with calls for service or with investigating cases. In 2022, the department continued to provide significant assistance to other agencies, especially considering the increase in reckless driving and pursuits by smugglers in the area.

Call Type	2016	2017	2018	2019	2020	2021	2022
Assist Cochise County Sheriff	297	348	343	257	329	372	620
Assist Dept. of Public Safety	57	68	89	130	101	91	99
Assist Border Patrol	14	14	14	37	58	56	212
Assist Military Police	8	24	23	18	9	11	8
Assist Other Agency	301	299	261	243	243	266	300





Year End 2022 Report

Below are statistics 2022 as reported by the Better Bucks Board of Directors.

Time Frame	Booklets Redeemed	Additional Paid by Customer	Total Purchase	Reimbursement to Locations*
2022	12,537	\$5,295.23	\$17,077.20	\$12,438.62
*Reimbursements lag a few weeks.				
Total Bus Passes Redeemed			1,109	

On January 25, 2023, the Better Work Program kicked off with their first workday. Six people had originally signed up with four showing up to work. The work site was in the field west of Veteran's Memorial Park which has been a popular sight for the homeless camps. There are several abandoned camps in this area.

All four participants were very enthusiastic about working and they all expressed appreciation for the program. They also expressed they would work as many days as possible. Organizers expected the participants to take up to three hours to clean up one of the campsites. They did it in one hour!! Their hard work allowed them to tackle the other five sites in the area as well.

Thanks to Jessica and Gilbert from Community Development for arranging a 40 cubic foot roll off dumpster that was delivered to the site and for supervising the clean-up.

