



Council Executive Report

Charles P. Potucek, City Manager

January / February / March 2022

Highlights

- ➔ El Tour de Zona, a three-day cycling event by Perimeter Cycling, rolled into Sierra Vista on March 24th with 658 riders from 34 states and Canada!
- ➔ Marketing and Communications created two employment recruitment videos. Enjoy the latest one that highlights working in Finance!
- ➔ Pee Wee Sports Camp is back with a total of 53 participants!
- ➔ As the Fry / North Garden project nears completion, the Avenida Escuela extension kicks off! Also, the Charleston repaving project is set to begin in mid-April.

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City Manager's Message

It's been a very busy spring as events started, the budget process kicked into full gear, and our many projects this year continued. I hope you are as pleased to see the results of Tour de Zona at the end of March, and some of our projects such as the Fry Boulevard reconstruction, as I was.

With the spring and beginning of budget season, we're already looking ahead to next year. Revenue remains strong, and I expect to recommend a significant, though reasonably conservative, increase to our revenue projections for next year. While revenue projections are looking great, this is tempered by increasing costs in personnel and some O&M areas. Regardless, it will be a good budget that will show progress in achieving your strategic plan.

There are many grant opportunities at the moment, and more on the way, as staff work hard to identify feasible grants and prepare applications. Two applications were recently submitted for infrastructure grants: one to complete construction of N Garden Ave improvements and design/construct the rest of the planned Fry Boulevard improvements, and one to complete the circuit of multi-use paths around the City. Appropriations requests were also submitted this year to Senator Kelly's office for construction of the Riverstone effluent project which would transport effluent from the EOP to the Riverstone site southeast of the City adjacent to the SPRNCA for recharge, and to Representative Kirkpatrick's office for improvements to Buffalo Soldier Trail and Moson Road. Award of any one of these projects would have a tremendous impact on the area, so please join me in keeping your fingers crossed! As a result of these many grant opportunities, please also expect to see an even larger grant budget for next fiscal year since we must budget for the money in case we receive it. Most of

Upcoming Council Meetings

(City Hall Council Chambers except where noted)

May 10, 3:00 p.m. – Work Session

May 12, 5:00 p.m. – Council Meeting

May 24, 3:00 p.m. - Work Session

May 26, 5:00 p.m. – Council Meeting

May 30 – City offices closed in observance of Memorial Day

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these projects though would not move forward without this grant or appropriations funding.

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

Chuck Potucek, City Manager

Police Department

National Incident-Based Reporting System (NIBRS)

In previous reports the department indicated a move from the Federal Bureau of Investigation (FBI) Uniform Crime Reports (UCR) to the FBI National Incident-Based Reporting System (NIBRS). NIBRS is more comprehensive and provides a more accurate picture of crime in communities. Below is the department's NIBRS report for 2021.

Sierra Vista PD - AZ0020900 - NIBRS Agency Crime Overview - 2021						
2019 Population Estimate	44,310	Group A Offenses	Offenses (*)		Arrests (**)	
			Reported	Cleared	Adult	Juvenile
Offense Overview		Crimes Against Persons				
Offense Total	1,827	Murder and Nonnegligent Manslaughter	4	2	1	0
Number Cleared	802	Negligent Manslaughter	0	0	0	0
Percent Cleared	43.90 %	Kidnapping/Abduction	10	8	8	0
Group A Crimes per 100,000 population	4,123.2	Rape	19	0	0	0
		Sodomy	2	0	0	0
		Sexual Assault With An Object	1	0	0	0
		Fondling	14	3	0	1
		Incest	0	0	0	0
Arrest Overview		Statutory Rape	2	1	1	0
Total Arrests	1,437	Aggravated Assault	70	39	24	1
Adult Arrests	1,211	Simple Assault	285	194	129	23
Juvenile Arrests	226	Intimidation	48	11	8	1
Unknown Age	0	Human Trafficking, Commercial Sex Acts	0	0	0	0
Arrests per 100,000 population	3,243.1	Human Trafficking, Involuntary Servitude	0	0	0	0
Average number offenses/incident	1.19	Crimes Against Property				
		Arson	1	1	1	0
		Bribery	0	0	0	0
		Burglary/Breaking & Entering	97	16	5	6
		Counterfeiting/Forgery	13	2	1	0
		Destruction/Damage/Vandalism of Property	27	15	7	1
		Embezzlement	4	1	1	0
		Extortion/Blackmail	6	0	0	0
		False Pretenses/Swindle/Confidence Game	156	24	18	0
		Credit Card/Automated Teller Machine Fraud	25	6	0	0
		Impersonation	45	1	2	0
		Welfare Fraud	0	0	0	0
		Wire Fraud	5	1	1	0
		Identity Theft	29	3	2	0
		Hacking/Computer Invasion	0	0	0	0
		Robbery	12	10	7	6
		Pocket-picking	0	0	0	0
		Purse-snatching	2	0	0	0
		Shoplifting	193	105	92	21
		Theft From Building	23	5	3	0
		Theft From Coin Operated Machine or Device	1	1	1	0
		Theft From Motor Vehicle	46	4	4	3
		Theft of Motor Vehicle Parts/Accessories	10	1	0	0
		All Other Larceny	232	41	26	1
		Motor Vehicle Theft	27	5	3	0
		Stolen Property Offenses	6	2	0	0
		Crimes Against Society				
		Drug/Narcotic Violations	175	120	111	7
		Drug Equipment Violations	168	138	48	1
		Betting/Wagering	0	0	0	0
		Operating/Promoting/Assisting Gambling	0	0	0	0
		Gambling Equipment Violations	0	0	0	0
		Sports Tampering	0	0	0	0
		Pornography/Obscene Material	17	6	5	0
		Prostitution	2	0	0	0
		Assisting or Promoting Prostitution	0	0	0	0
		Purchasing Prostitution	0	0	0	0
		Weapon Law Violations	47	34	8	1
		Animal Cruelty	3	2	2	0
		Total Group A Offenses	1,827	802	519	73
Group B Arrests						
Offense	Adult	Juvenile				
Bad Checks	0	0				
Curfew/Loitering/Vagrancy Violations	0	23				
Disorderly Conduct	120	25				
Driving Under the Influence	153	1				
Drunkenness	0	0				
Family Offenses (Nonviolent)	25	0				
Liquor Law Violations	32	13				
Peeping Tom	0	0				
Trespass of Real Property	85	5				
All Other Offenses	277	86				
Total Group B	692	153				

NIBRS divides crimes into Group A Offenses and Group B Offenses. Group A Offenses are further divided into Crimes Against Persons (14 offenses), Crimes Against Property (25 offenses), and Crimes Against Society (12 offenses). Group B Offenses include 10 crime categories and only report the number of arrests in these categories and not a total of crimes reported. The category "All Other Offenses" within Group B includes False Reporting, Possessing of Burglary Tools, Destruction of Evidence, Fish and Game Violations, Felony Flight, Fugitive from Justice, Harassment, Harboring a Fugitive, Littering, Obscene Phone Calls, Obstruction of Justice, Parole/Probation Violation, Reckless Endangerment, and Violation of Court Order.

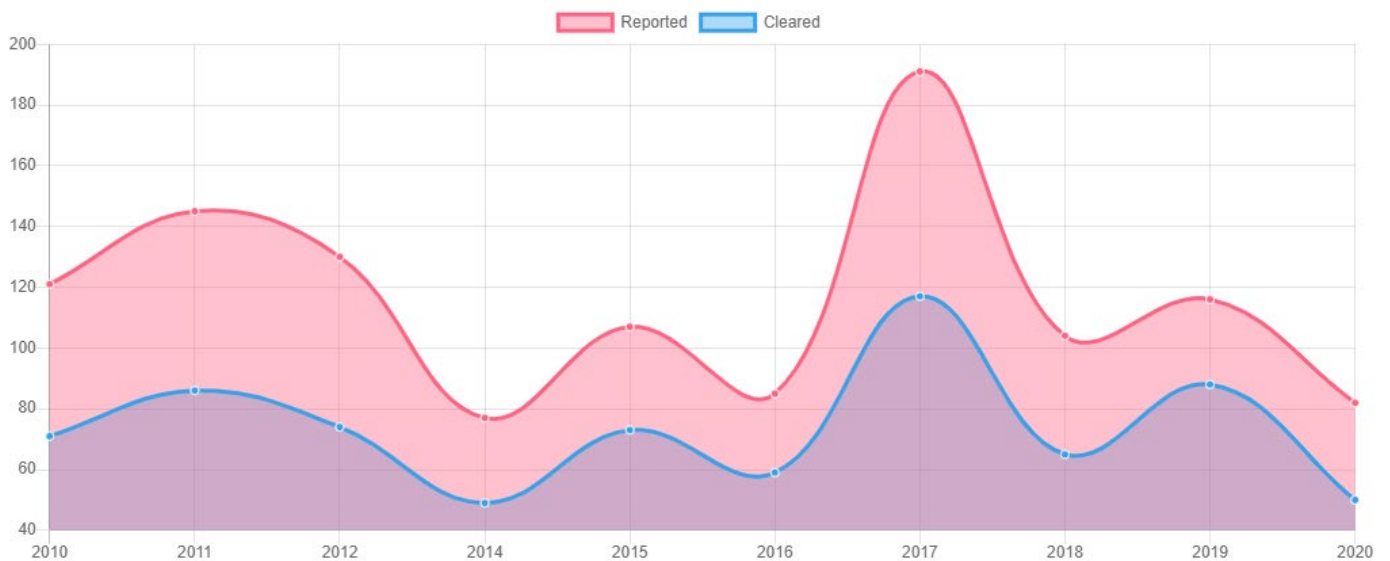
Each crime category shows the number of crimes reported to the department, the number of those reports that have been "Cleared," and the number of adult and juvenile arrests for each category. A crime report is considered cleared if an arrest has been made, or if there is probable cause to arrest the offender but for reasons outside the department's control the offender cannot be arrested (victim does not want to pursue charges, death of the offender, prosecution declined before arrest, etc.)

NIBRS reports also provide an overall "Offense Overview," which provides a total for all crime categories, the total cases cleared, the percentage cleared, and a total of Group A offense per 100,000 population. In addition, an "Arrest Overview" is provided for total arrests for both Group A and Group B offenses. This overview also includes the total adult arrests, juvenile arrests, and arrests per 100,000 population for both Group A and B offenses.

The FBI also reports crime data through the Federal Bureau of Investigation Crime Data Explorer. In 2021, only 9,881 out of 18,818 law enforcement agencies reported data to the FBI. As a result of the low participation, data trends by region are not available. However, year-by-year crime data comparisons are available for previous years. Below is the summary of Uniform Crime Reports (UCR) data reported by the department between 2010-2020 for both violent crimes and property crimes.

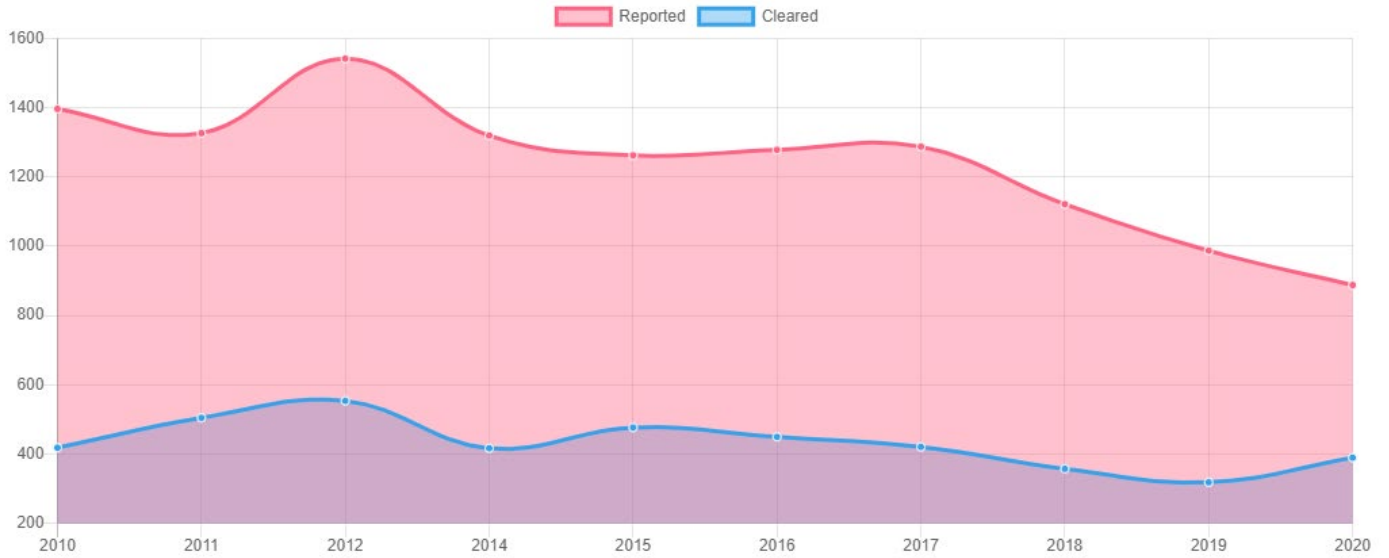
ALL VIOLENT CRIMES

Summary Crime reported by the Sierra Vista Police Department 2010-2020



ALL PROPERTY CRIMES

Summary Crime reported by the Sierra Vista Police Department 2010-2020





January-March 2022 Report

The Better Bucks of Sierra Vista continues to see significant progress through the first quarter of 2022. Corporal Scott Borgstadt continues to report increases in total sales and redemptions of booklets. Below are statistics since the inception of the programs 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
Total	2,633	\$13,165

Total Bus Passes Redeemed	263
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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
Total	685.4	\$3,427	\$1,635.52	\$4,879.15	\$3450.3

*Reimbursements lag a few weeks.

New Subscriber Information

- ✓ Bisbee's Police and Fire contract was approved by the JPA Board and will be presented to Bisbee council on April 19th.

ProQA

ProQA Dispatch Software integrates the power of the International Academies of Emergency Dispatch's protocols with today's critical computer technologies. It helps emergency dispatchers move smoothly through Case Entry and Key Questioning. It assists dispatchers in quickly identifying the appropriate Determinant Code for each case and clearly displays the response configuration specifically assigned to the code by local agency authorities. ProQA then guides dispatchers in providing all relevant Post-Dispatch and Pre-Arrival Instructions, as well as important case completion information.

SEACOM administers all three protocols of ProQA: Police, Fire, and EMS. Additionally, SEACOM contracts to have our Quality Control (QC) administered. Using these reports SEACOM staff performance can be gauged.

Below is an excerpt of a recent review.

"Great work this month, your team either had a reduction in non-compliant cases or closely maintained numbers from previous months. You can see below that they have been very consistent over the last three months. If we are able to focus on a few areas that are highlighted above with comments, hopefully we will see a downward trend over the next three months for all disciplines. Many of the deviation areas go across all call types i.e., questions not asked to the caller."

The summary report notates a status of "high Compliance" with all staff at SEACOM.

IT

Aside from predicted upgrades, there have been no significant issues. Because SEACOM is an extremely complex facility, there are daily adjustments made to ensure connectivity with all the entities involved.

Budget

The tentative budget worksheet is not complete. Preliminary budget reflected is at \$2,686.842.31. The proposed budget includes personnel increases of 4% market and 2% step in July 2022, and an additional 2% step in January 2023. Discussion was held about the SUA II funding and whether there are expenditures in the SEACOM budget that could be submitted to the State for potential funding as related to Border issues.

Sierra Vista Fire and Medical Services (SVFMS)

Station Alerting

The Cochise County Board of Supervisors unanimously voted 3-0 to approve \$2,240,000 in American Rescue Plan Act (ARPA) funds to the Fire Station Alerting System project, benefiting the county's 34 Fire Station level systems and 2 Dispatch level systems across Cochise County. This project could not have been successful without the assistance of Deputy County Administrator Sharon Gilman, SEACOM administrator Susan Papatrefon, Sierra Vista Fire Department Battalion Chief Josh Meeker, and Fry Fire District Battalion Chief Billy Seamons.

SVFMS 2021 Award Winners

Sierra Vista Fire and Medical Services held the awards ceremony in March for our 2021 winners. SVFMS always has a hard time picking the best of the best as all employees are excellent at their jobs. The ceremony was held at the Ethlel Berger Center. This years award winners are:

Firefighter of the Year:	Captain Adam Saathoff
Paramedic of the Year:	EMS Hannah Sovar-Knox
EMT of the Year:	Firefighter/EMT Jennifer Fleming
Special Recognition:	Captain Shawn Mott

Station 204

SVFMS Station 204 (new EMS station) is making tremendous progress and completion is scheduled for July. Staff are currently working on the thousands of response plans needed to ensure the best, most appropriate units will respond to the designated area for this station once the station is completed.

COVID-19

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

Incident Numbers

		Jan	Feb	Mar
Year to date Total Incidents	2022	752	1456	2200
	2021	725	1365	2110
Total Calls run by SVFMS	2022	752	704	744
	2021	725	640	745
Total Calls on FH	2022	17	32	24
	2021	16	41	58
Auto Aid Given	2022	46	39	45
	2021	55	47	41
Auto Aid Received	2022	130	136	150
	2021	105	75	99

Unit Responses (# Transported)

	Jan	Feb	Mar
Engine 201	272	224	228
Truck 202	165	169	182
Engine 203	140 (26)	135 (41)	147 (42)
Medic 201	(13 days) 87 (48)	(12 days) 82 (37)	(19 days) 116 (57)
Medic 202	219 (111)	210 (106)	206 (126)
Medic 204	252 (111)	259 (131)	241 (106)
Medic 205	23 (15)	31 (19)	26 (15)
Medic 206	1	1 (1)	2 (1)

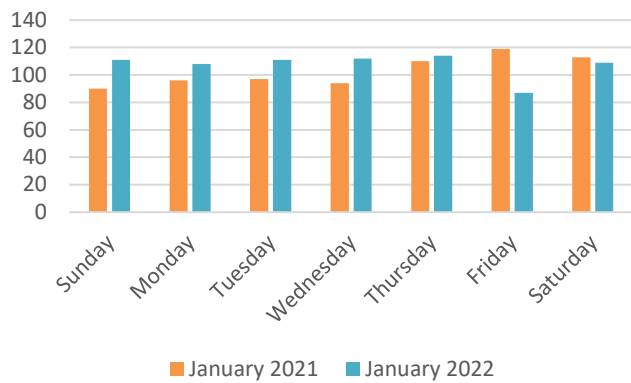
January					
Nature Codes		Nature Codes		Nature Codes	
Abdominal Pain	20	Diabetic	14	Outside Fire	9
Allergy	7	EMS Standby	1	Overdose	6
Altered LOC	30	Fainted	6	Poss. Deceased	7
Animal Bite	1	Fall Injury	80	Pregnancy	2
Assault EMS	6	Fire Alarm	28	Res. Fire	7
Back Pain	5	Fire Assist	15	Seizures	11
Bleeding	22	Ft Huachuca			
Breathing		Backfill	1	Sick Person	85
Problems	108			Smoke	
Brush Fire	4	Hazmat	8	Investigation	6
Cardiac Arrest	7	Headache	1	Stab/GSW/Pen	1
Chest Pain	39	Heart Problem	6	Stroke/TIA	12
Choking	1	Heat/Cold	1	Suicide/Psych	18
Code 1		Lift Assist	88	Trauma Injury	7
Transport	33	Medical Alarm	4	Unconscious	15
Commercial Fire	3	MVA	17	Unknown Problem	5

February					
Nature Codes		Nature Codes		Nature Codes	
Abdominal Pain	17	Electric Hazard	2	Poss. Deceased	4
Allergy	5	Explosion	1	Power Line	1
Altered LOC	22	Fainted	9	Pregnancy	3
Animal Bite	2	Fall Injury	77	Res. Fire	5
Assault EMS	4	Fire Alarm	26	Seizures	9
Back Pain	4	Fire Assist	11	Sick Person	87
Bleeding	16	Ft Huachuca		Smoke	
Breathing		Backfill	1	Investigation	2
Problems	109	Hazmat	9	Snake-Fire	1
Brush Fire	3	Headache	1	Stab/GSW/Pen	1
Cardiac Arrest	9	Heart Problem	8	Stroke/TIA	20
Chest Pain	50	Lift Assist	47	Suicide/Psych	14
Choking	1	Medical Alarm	7	Trauma Injury	5
Code 1		MVA	19	Unconscious	16
Transport	45			Unknown Problem	4
Commercial Fire	1	Outside Fire	3		
Diabetic	9	Overdose	14		

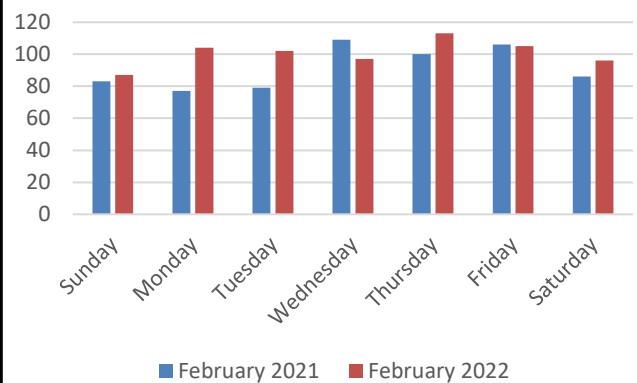
March

Nature Codes	Nature Codes	Nature Codes	Nature Codes
Abdominal Pain	17	Drowning	1
Allergy	4	Electric Hazard	1
Altered LOC	27	Fainted	10
Animal Bite	2	Fall Injury	85
Assault EMS	5	Fire Alarm	31
Bleeding	23	Fire Assist	5
Breathing Problems	88	Hazmat	7
Brush Fire	4	Headache	2
Cardiac Arrest	13	Heart Problem	14
Chest Pain	45	Lift Assist	57
Choking	4	Medical Alarm	14
Code 1 Transport	37	MVA	23
Commercial Fire	2	Outside Fire	3
Diabetic	9	Overdose	8
		Poss. Deceased	7
		Pregnancy	1
		Res. Fire	4
		Seizures	23
		Sick Person	102
		Smoke Investigation	7
		Stroke/TIA	12
		Suicide/Psych	14
		Traffic Inc	1
		Trauma Injury	7
		Unconscious	15
		Unknown Problem	7
		Vehicle Fire	1

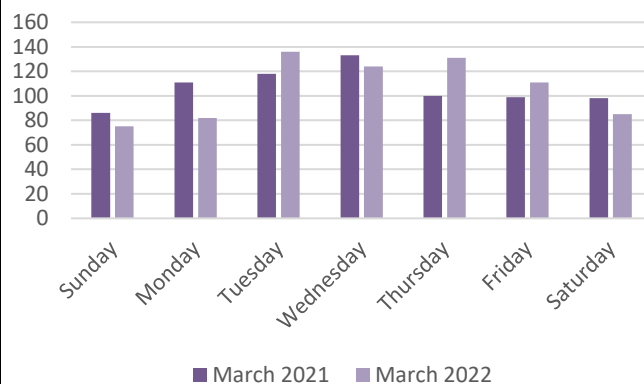
Day of the week comparison -
January

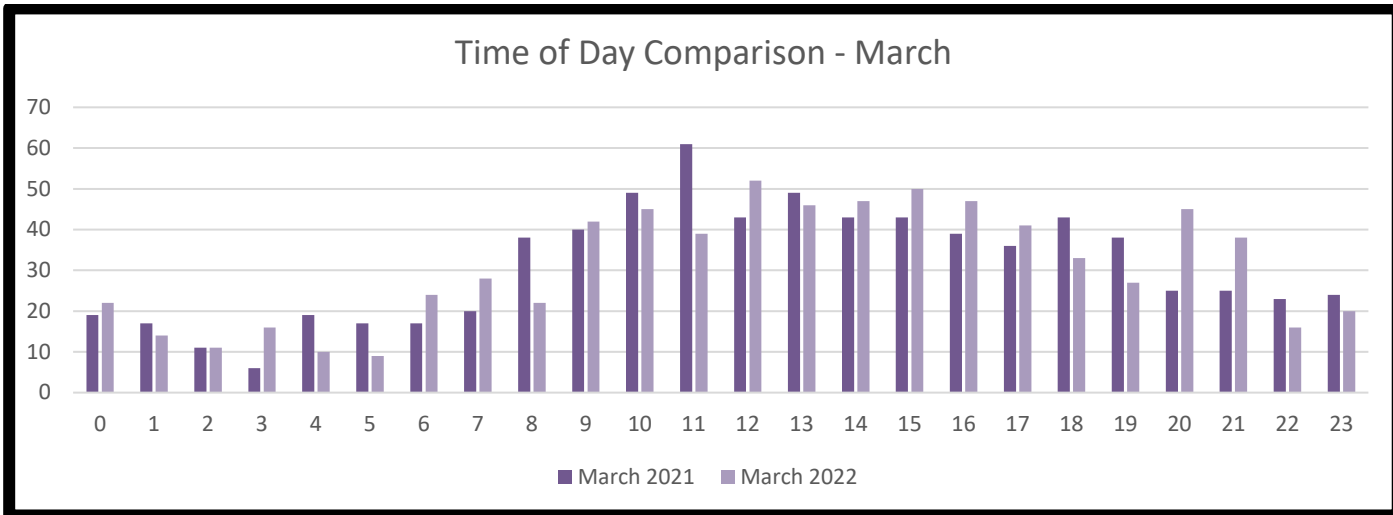
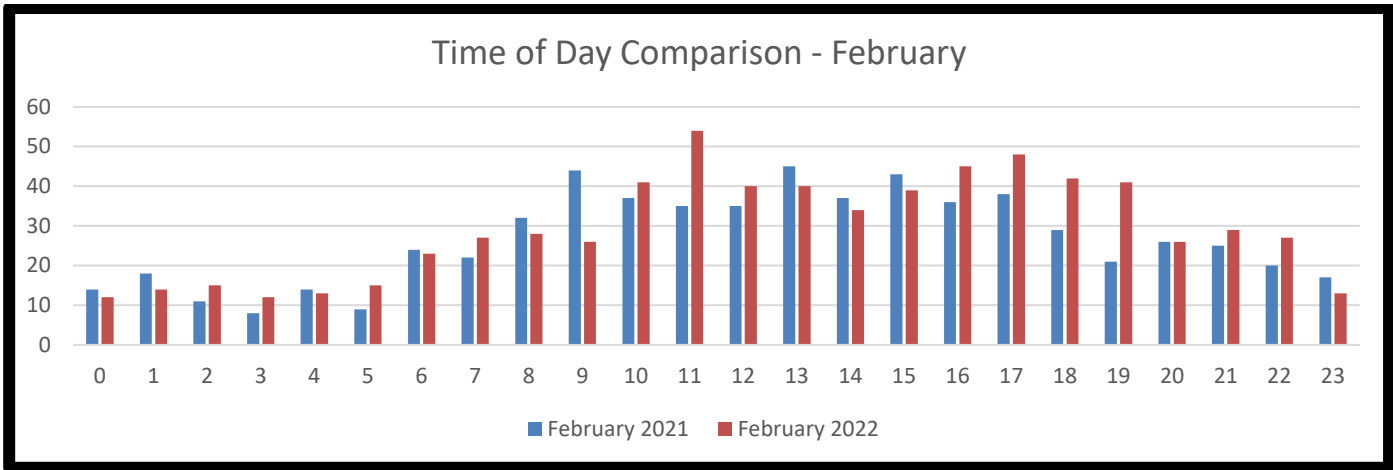
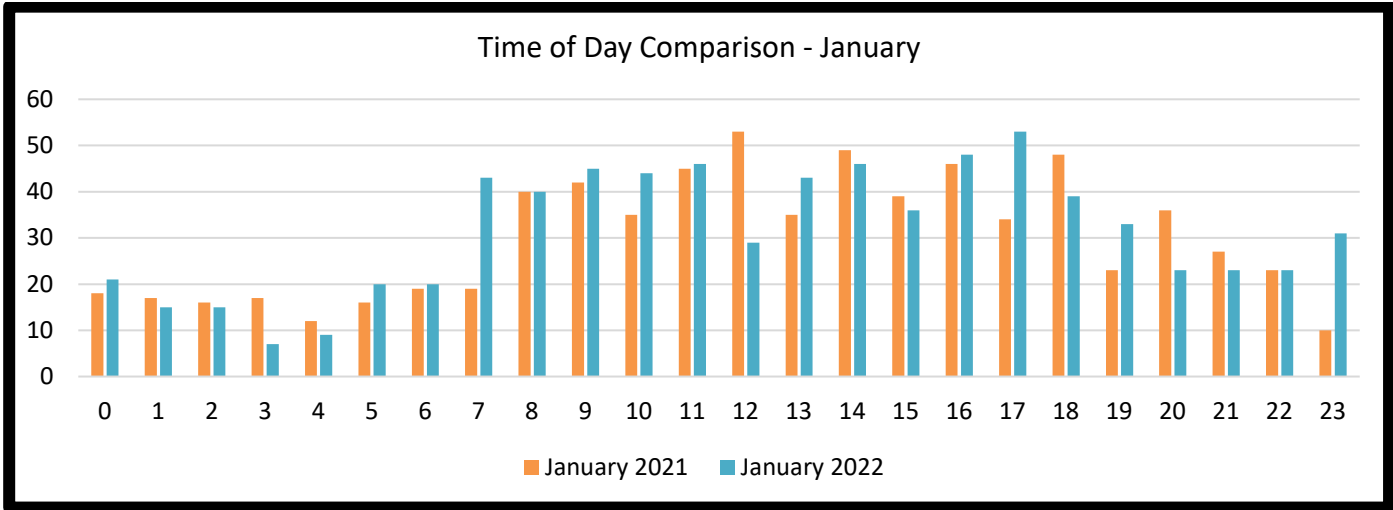


Day of the week comparison -
February



Day of the week comparison -
March





Community Development

- **Community Connect (One Stop Resource and Referral Center).** The Sierra Vista Community Event on April 5th featured 31 service organizations (up 11 from the first event) and attracted approximately 95 people.
 - 28 were homeless individuals (an 86% increase from the first month) and 7 were struggling veterans.
 - Agencies reported 714 points of contact with clients, up from 565 (26% increase) from the first month.
 - 44 follow-up appointments were scheduled (a 10% increase from the previous month) and 17 applications for services were completed (a 113% increase from the first month).
 - 68% of the attendees were female and 87% were from Sierra Vista.
 - 57% were over the age of 55 and almost half reported they were struggling to pay their rent or mortgage.
 - The homeless population at the event was 73% female with half having zero income, and almost 40% were receiving no public assistance.

The data suggests the event is growing, especially among the target population (the homeless) and among service providers. All but two agencies (undecided) said they would like to participate in the next event on May 3rd.

- **Commission on Disabilities Issues (CODI).** On March 16, 2022, CODI met to hear perspectives on accessibility issues; update on events; and potential training opportunities and partnerships. The Citizen Participation and Transportation and Circulation Elements of the General Plan were reviewed. Liza Quinones, Sherron Driver, Scott Pralinsky, and Raquel Hoston have been added to the CoDI membership/associate membership roster. City Staff shared existing and proposed shared use paths/sidewalks using the City's WebApps:

- [Shared Use Paths – Existing / Proposed Reference Map](#)
- [City Sidewalks Reference Map](#)

Accessibility concerns were raised with the City's ADA coordinator concerning Vista Transit, including:

- Several bus stops around town are still missing shelters and/or seating
- The new bus's fold-out ramp does not fully connect to the curb, making it difficult for ADA access
- The curb-to-curb pickup program application is potentially problematically lengthy, has potential for future streamlining.

Staff noted that these issues can be evaluated during the triennial FTA review.

The Commission is largely content with the goals and strategies laid out within the "Citizen Participation" and "Transportation & Circulation" elements of the General plan – only one language alteration request was offered:

- For Citizen Participation Goal 1-1, Strategy #3, it is recommended that neighborhood meetings or public workshops always offer an online attendance option for those unable to attend in-person. This is especially pertinent with Covid-19, where health factors and other disabilities may prevent individuals from attending crowd gatherings, in addition to potential access barriers such as transportation availability.

- **West End Commission (WEC).** The WEC met in January and February to continue planning for West Fest scheduled for April 30, 2022, from 3 p.m. to 9 p.m. The event will celebrate the completion of the first phase of the Fry Boulevard redevelopment project. The event will serve as a showcase for West End businesses in a fun and active street festival. More than 30 businesses have signed up to participate. The West End Commission was also briefed on the expansion to the West Sierra Vista Redevelopment Area and upcoming Community Development Block Grant planning process.
- **Planning and Zoning Commission (P&Z).** On March 1, 2022, the Planning and Zoning Commission considered a conditional use request for changing the design of two telecommunication towers from monopole to monopine to support 5G technology. The towers are located at 1300 Fort Avenue and 1045 S. Lenzner. The Commission unanimously voted to recommend approval of both applications.
- **Development Review Committee (DRC).** On February 14, 2022, the DRC approved two site plan applications: (1) a 2,297 sq. ft. Popeyes Chicken Drive-Thru restaurant in Plaza Vista Mall at 467 N. Highway 90; and (2) a 11,616 medical office/surgical center at 1940 E. Wilcox Drive.

Building & Inspection Services

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

PLANS UNDER REVIEW		
PROJECT NAME	PROJECT TYPE	PROJECT ADDRESS
Chill Factor Hookah Lounge	Tenant Improvement	833 E Fry Blvd
Garden Canyon Clubhouse	Commercial New	405 S Garden Ave
Glamour Us by Kim J	Tenant Improvement	1865 Paseo San Luis
Jo 2 Go	Commercial New	125 South Avenida Escuela
Pepsi	Commercial New	175 W Kayetan
Rothery Business Office	Tenant Improvement	3305 E Fry Blvd
SAIC	Tenant Improvement	665 N Garden Ave
Sierra Grande Clubhouse	Tenant Improvement	500 S 7th St
Wendy's	Tenant Improvement	1100 E Fry Blvd

PLANS APPROVED

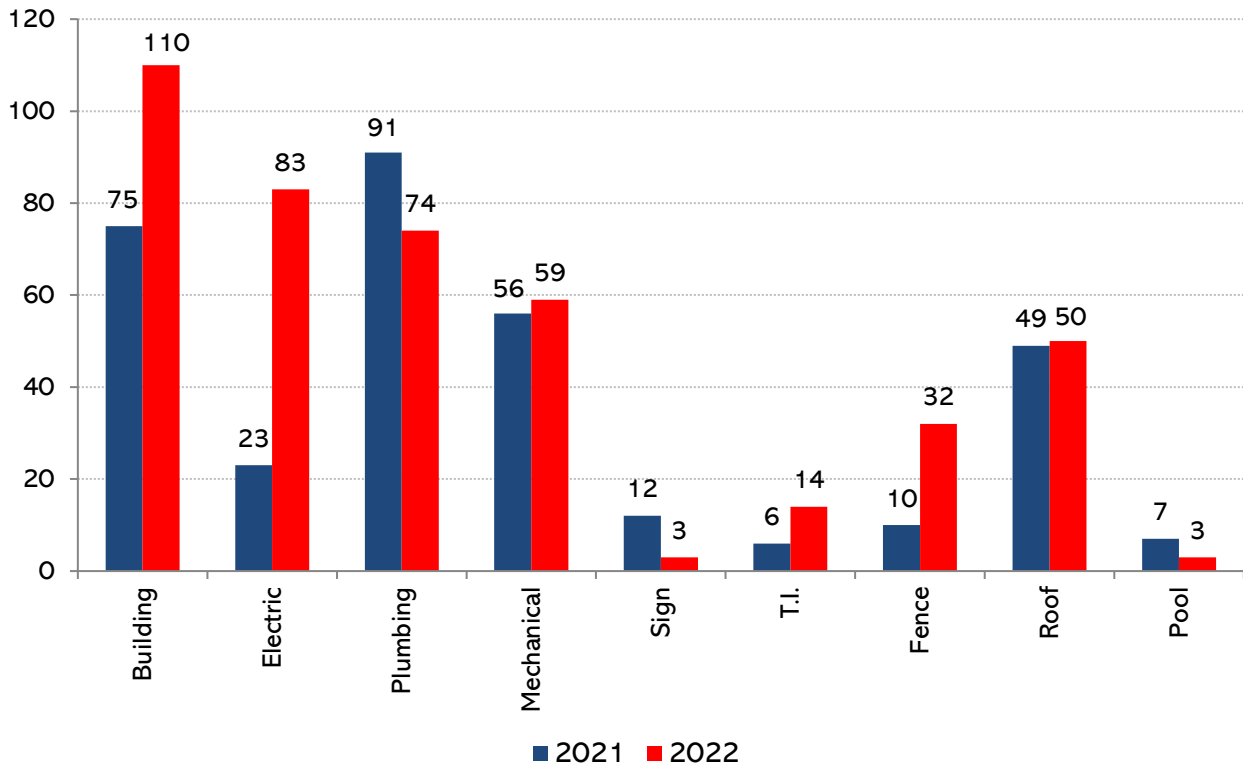
PROJECT NAME	PROJECT TYPE	PROJECT ADDRESS
Casa Del Sol - Phase 2	Apartment New	1020 S Carmichael Ave
Fry's Food - Phase 2 Pick Up Expansion	Tenant Improvement	4351 S Hwy 90
Popeyes Chicken New Building & Drive Thru	Commercial New	467 E. Hwy 90

PERMIT ISSUED/UNDER CONSTRUCTION

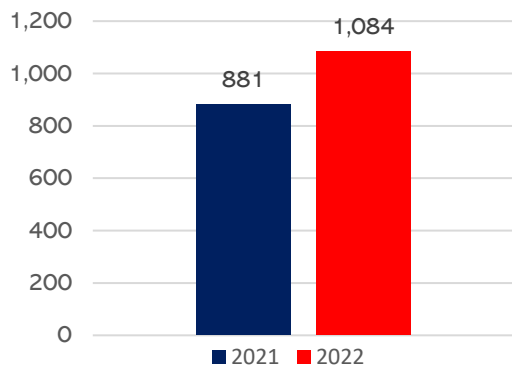
PROJECT NAME	PROJECT TYPE	PROJECT ADDRESS
Berean Academy	Accessory Commercial	1169 N Columbo Ave.
Canyon De Flores - Dental Office Expansion	Tenant Improvement	3477 Canyon De Flores (B)
Childtime	Tenant Improvement	1299 N 7th St
Cochise Dental	Tenant Improvement	66 N Garden Ave
COSV Fire Station #4	Commercial New	2051 S 7th St
COSV EMS Cell Tower	Cell Tower New	2051 S 7th St
Crazy Bato	Tenant Improvement	2270 E Fry Blvd, #E5
Culver's Drive Thru Expansion	Tenant Improvement	632 S Hwy 92
Dish Wireless - PXPHX00229A	Cell Tower Modification	1045 S Lenzner Ave
Dish Wireless	Cell Tower Modification	3616 E Little Hill Lane
Doc's Watering Hole	Tenant Improvement	1959 Frontage Rd
Dunkin' Donuts	Tenant Improvement	500 N Hwy 90
FHASD Maintenance - Ft Huachuca School	Tenant Improvement	47120 Rucker St
FHYZICAL SV	Tenant Improvement	1849 Paseo San Luis
Haven Health	Addition - Commercial	660 N Coronado Drive
Kristen Vasquez - Interior Renovations	Tenant Improvement	125 E Fry Blvd (2)
Navy Federal Credit Union	Tenant Improvement	440 N Hwy 90 #B4
New Era Med	Tenant Improvement	126 S Coronado Drive
Prickly Café	Tenant Improvement	2151 S Hwy 92, #120
PXPHX00237A	Cell Tower Modification	4253 Enterprise Way
SEABHS	Commercial New	4721 Campus Dr
Sierra Vista Surgical Center	Commercial New	1940 E Wilcox Dr
Tombstone Brewery	New Commercial	332 N Garden Ave
Trouvaille Bakery	Tenant Improvement	920 E Fry Blvd

Urban Axe	Tenant Improvement	3758 E Fry Blvd
Vista Bella - Tenant Improvements	Tenant Improvement	77 El Camino Real
We Frame It - ADA Ramps	Tenant Improvement	590 E Fry Blvd
PROJECT COMPLETED		
PROJECT NAME	PROJECT TYPE	PROJECT ADDRESS
Gypsy Sips	Tenant Improvement	999 E Fry Blvd, #106
KS Hair	Tenant Improvement	3410 Canyon De Flores, #B
Pit Stop Gourmet Burgers	Tenant Improvement	1939 Frontage Road, #F
Politi	Tenant Improvement	101 E Wilcox
Sierra Vista Mall - Outlet S#2531	Tenant Improvement	2200 EL Mercado Loop
Vanilla TI	Tenant Improvement	150 N Canyon Drive
Colin Powell Learning Center	Tenant Improvement	4525 Campus Drive
Vista Bella - New building #7 (fire)	Apartment New	77 El Camino Real
Buena High School - Shade Canopy	Accessory Commercial	5225 Buena School Blvd
PDS Elementary - Shade Structure	Accessory Commercial	5142 Paseo Las Palmas

PERMIT BY TYPE (JAN-MAR)



OF INSPECTIONS JAN-MAR



JAN-MAR CONSTRUCTION TRENDS

CONSTRUCTION TYPE	NEW CONSTRUCTION	
	2021	2022
SINGLE-FAMILY UNITS	13	19
SINGLE-FAMILY ADDITIONS	0	2
MANUFACTURED HOME UNITS	3	13
MULTI-FAMILY UNITS	0	0
COMMERCIAL (SQ. FT.)	0	11,616

Code Enforcement

The City's Code Enforcement officers responded to 114 complaints during the reporting period.

CODE REFERENCE	COMPLAINT	REPORTING PERIOD	DESCRIPTION
		JAN-MAR (2022)	
150.25.4	ALLEYWAY MAINTENANCE	3	OVERGROWTH, OBSTRUCTION, DEBRIS INTERFERING WITH USE OF ALLEYWAY
150.23.3	ANIMAL WASTE	2	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	2	UNSIGHTLY, UNSAFE, OR UNSANITARY CONDITIONS
151.04.009	FENCE	1	CORNER CLEARANCE/HEIGHT/LOCATION
150.23.22	GRAFFITI	2	UNAUTHORIZED INSCRIPTION, FIGURE OR DRAWING OR OTHER DEFACEMENT
150.24.A	ILLEGAL DUMPING	8	DEPOSITING LITTER OR DEBRIS ON ANY LAND
150.23.17	INOPERATIVE VEHICLE	8	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	29	GARBAGE, WOOD, CANS, ETC. LITTERING A PROPERTY
110.01.A	NO BUSINESS LICENSE	1	UNAUTHORIZED HOME- BASED BUSINESS
150.25.5	OVERGROWTH	18	TALL GRASS & WEEDS (OVER 12")
91.11.B.1	RIGHT-OF-WAY ENCROACHMENT	5	OBSTRUCTION, NON-PERMITTED IMPROVEMENT IN PUBLIC RIGHT-OF-WAY
150.04.015	RV LIVING	2	OCCUPYING AN RV FOR MORE THAN 14 DAYS IN RESIDENTIAL ZONING DISTRICT
71.02.C	RV/TRAILER PARKING	4	LONG-TERM STORAGE OF RV/CAMPER/TRAILER ON PUBLIC STREET
150.25.1	SANITATION	1	NO SANITATION SERVICE/TRASH BUILD UP
150.23.13	SIDEWALK OBSTRUCTION	16	ANYTHING OBSTRUCTING A 36" WIDE PATHWAY OR 80" OVERHANG
150.25.10	SWIMMING POOL	1	GREEN AND STAGNANT POOL

150.12	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
150.23.11	UNGUARDED PITS/HOLES	1	POTHoles ON PRIVATE PROPERTY
150.18.A	UNSAFE STRUCTURE	1	UNFIT FOR HUMAN HABITATION/STRUCTURALLY COMPROMISED
TOTAL		114	

PROPERTY ABATEMENT AT 207 STARDUST



BEFORE

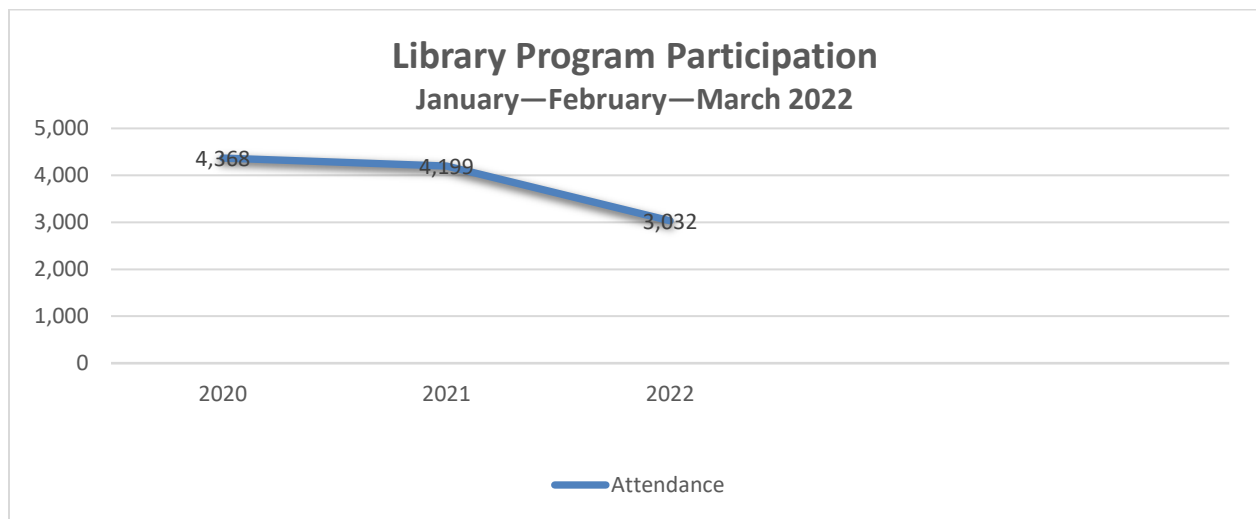
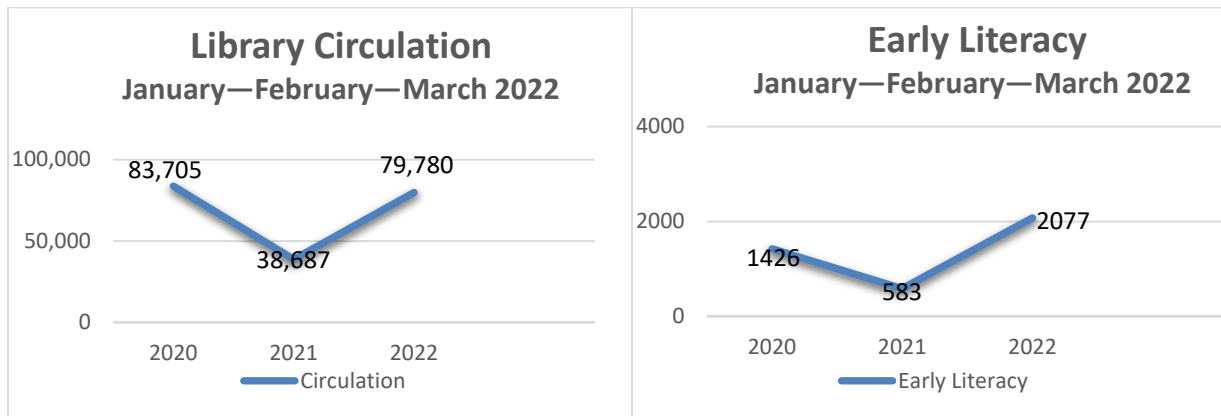


AFTER

Department of Parks, Recreation, and Library

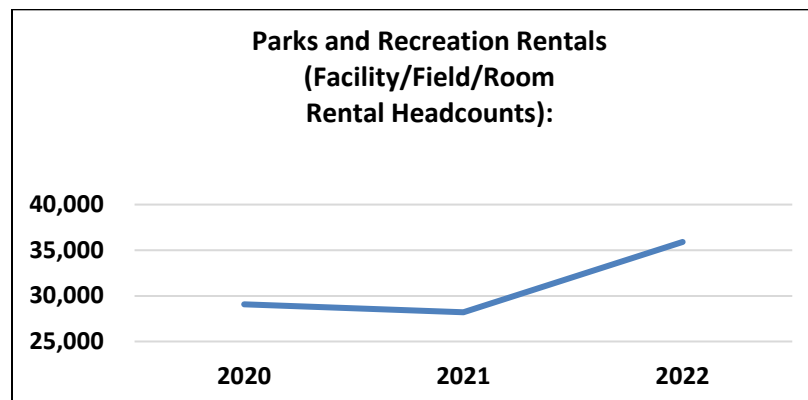
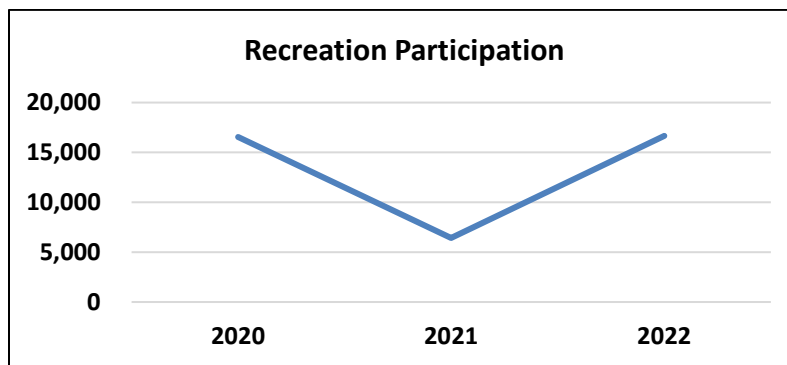
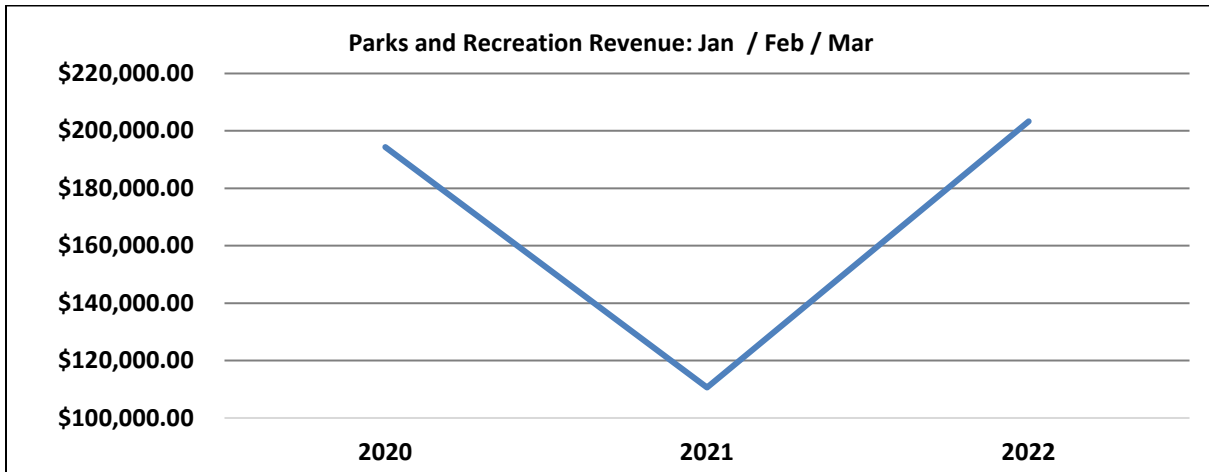
January—February—March 2022 Dashboard (Years: 2022 vs. 2021 vs. 2020)

Library Circulation: January—February—March	79,780
Library Program Participation: January—February—March	3,032
Early Literacy Participation: January—February—March	2,077



Parks, Recreation & Special Events Revenue:	\$203,326.85
Parks, Recreation & Special Events Program Attendance:	16,659
Parks, Recreation & Special Events Rentals:	35,905

*All values currently exceeding pre-pandemic numbers as compared to the first quarter of calendar year 2020



Kids World Experiments with Science



The division’s child and family programming staff began offering a new program in February called Sensory Science Fun--held on Tuesday evenings (perfect for working parents!) in the City’s Art Studio. The first in the series of hands-on experiments had 3 snow themed trials for each child to participate in with their parent/guardian close at hand.

All stations were prepared with the necessary supplies for everyone to have their turn completing the activities before moving on to the next--assembly line style. The immersive nature of the program kept everyone engaged throughout the process. For example? The fake snow made in one of the trials was actually cold to the touch; snowstorms made in a jar bubbled and fizzed similar to how a real snowstorm would behave in the wild. All the Arizona

kids really enjoyed getting a flavor of the northern winters—while safe in our warm building, of course. And as kids always know how to do, they had a lot of fun getting their hands dirty while creating fluffy, slimey, northern snow pack.

Art Studio Sizzles During Winter Months

The patrons of the Art Studio stayed busy this January and February buying a total of 492 pounds of clay that resulted in 19 kiln firings throughout the month, which kept Studio Leader Mollie Shelton busy as ever.

Eleven budding artists started off the year getting ready for Valentine's Day by making adorable heart trinket trays as the featured monthly project Ms. Shelton designed. The March featured project, hand built mugs, were very popular with the community--with a total of 46 participants coming in to get their hands dirty. MIKID (Mentally Ill Kids in Distress,) held a special “Family Bonding Night” event at the Art Studio which made up nearly half of those mug participants, and our Adaptive Adults participants stopped by as well one evening, which is always a great time.



The Art Studio openly welcomes newcomers, non profits, as well as school groups regularly, so if you know anyone looking for a unique opportunity to do something new, have them call the Oscar Yrun Community Center and inquire about the space and its offerings.

In addition to the newcomers who wanted to try their luck at a monthly project, the studio additionally welcomed its regular visitors with a total of 137 visits in the last few months—some of

their favorite crafts include wheel throwing, wall hangings, and even sculpting their own pets in the ever-lively studio space!

[Vox Books at the Library](#)

The Sierra Vista Library recently added Vox Books to the Children’s book collection. What are Vox Books? Vox Books are the world’s first audio books that live nestled inside print books and narrate the pages for you, live, as you turn the page. The permanently attached VOX Reader transforms an ordinary print book into an all-in-one read-along with the simple pressing of a button. No need for computers, tablets, CDs, or a fancy app—children simply press “start” to listen to the story in front of them. These special books are particularly wonderful for youth who may have some reluctance to read on their own, or who struggle with issues such as dyslexia—as they can just follow with their eyes and let the narrator spell out the actual words.

Children can choose from picture books, non-fiction titles, or chapter books—whatever their reading level and interests. Some of the picture book recordings even include music, such as “Dogs Run Free” by Bob Dylan (we highly recommend this title, it’s adorable). The all-in-one device can be played with or without headphones, and the battery charge lasts up to 100 plays—making staff involvement and headaches associated with the new devices extremely minimal.

The initial collection of 16 picture books was purchased using a generous donation from the Little Library Bookstore. Erica Merritt (Children’s Librarian), enjoyed going through the choices and picking out the titles for the first order. Within a week of the books being on the shelves most had been checked out and there was a clamoring for more. Due to their popularity, the library now has a regular shipment of new Vox Books quarterly, so make sure to stop by periodically and see what titles you can bring home with you!



[SVPL to Welcome Family Workstations](#)



The library will soon welcome 2 new “family workstation” computer areas, in the area located next to the study rooms. During the pandemic, it became crystal clear that some jobs will never return to the traditional workplace, hence the need to readjust our thinking on conventional work set ups and spaces--even inside the library. The stations will come equipped with a computer area for mom/dad, and a padded play area (with moving sensory side panels) for baby/toddler to keep busy with. The “side car” for baby also contains a mirror and a locking gate so that children are secure and safe while their parents work.

The Little Library Bookstore is funding a large part of the family workstation project (the Friends Shop adjacent to the library) so kudos to them and their generosity for allowing this project to move forward. If popular, the library hopes to add two more stations in the near future.



Tsunami Night

The Cove's spring break Tsunami night was held on March 18th and was a huge success. With our recent great weather, the diving boards and outside patio were opened for the event. DJ Jay Jamison spun up some great tunes and 98 pizzas were enjoyed by the 748 people came out to experience the "Big Waves". The next Tsunami night will be held on June 3rd to kick off the summer season.

Splishy Splashy Storytime

What's better than our daily "Splash Time" here at the Cove? It's "Splishy Splashy Storytime", a collaboration between our incredible Library and Aquatics. Splishy Splashy Storytime is a fun program, held at the regular splash time hours, for ages 5 and under to experience stories, songs and physical movement designed for the water. From fun in the water in March to all about ducks in April, the program has been an absolute hit. The first two sessions had 21 and 42 participants, respectively. The next scheduled Splishy Splashy Storytime will be on May 2nd.



Pee Wee Sports Camp

With a record 53 participants, PEE WEE SPORTS CAMP is BACK! The one-hour camp every Saturday for 6 weeks teaches an introduction to sports for 3-5-year-olds. Camp participants learn about basketball, baseball/softball, and soccer in an interactive and fun environment. The program had to be split into three different hour time frames to accommodate all registrations this session.



El Tour de Zona



El Tour de Zona, a three-day cycling event put on by Perimeter Cycling, rolled into Sierra Vista on March 24th. Veterans Memorial Park served as the hub of the event. Ninety RVs camped out in the parking lot while about 50 tent campers called Howard Field home. Three days of riding included Ramsey Canyon, Bisbee, and Tombstone as destinations. The event had 658 riders from 34 states and included international riders from Canada. Local restaurants and hotels were full, and Sierra Vista's two bike shops were bustling. Our wonderful community came out in full support, and even the school kids at Huachuca Mountain Elementary school lined the school fence when the riders went by on Friday to cheer them on (pictured below). We look forward to hosting the event again in 2023 (it's already on the books!).



Spring Bazaar



Our annual Spring Bazaar was held at the EBC on Saturday, March 19th from 9am to 3pm. Over 250 shoppers were able to enjoy the wares of 30 different vendors. Our next bazaar will be the Christmas In July Bazaar on Saturday, July 16th at the EBC from 9am-3pm for which we already have several vendors registered.

[Rec on the Road: Trip to Tubac!](#)

The City hosted a road trip to the 63rd Annual Tubac Festival of the Arts on February 12. It was so popular that the excursion was sold out by the third week in January. There were 33 participants who travelled on our gorgeous bus and explored many fine artisan and crafts exhibits. The exhibits were integrated throughout the village along roadways and plazas. Everyone had a great time and expressed interest in offering it again next year. We think that's a great idea!



[Rec on the Road: Blessing of the Vineyards](#)



The annual Blessing of the Vineyards in Sonoita is a favorite event for wine lovers in our neighboring wine region. It was a wonderful excursion where participants enjoyed music, vendors, and of course, wonderful Arizona wines! We are so excited to be able to offer these trips again, see all the familiar faces, and introduce some new folks to the vineyard experience.

[Commission Updates](#)

Library Commission: The library commission had one attendee so only general updates were given at this meeting regarding departmental happenings. There are 3 vacancies on this commission.

Arts & Humanities Commission: The commission will be attending "West Fest" along with library staff to set up a chalk event for families. The commission is planning a joint project with Cultural Diversity to paint electrical boxes (with permission from SSVEC) this Spring/Summer. There are 3 vacancies on this commission.

Cultural Diversity Commission: The commission is planning on a Spring/Summer electrical box project, along with the Arts & Humanities Commission. The group has been discussing options to engage audiences in new social and digital spaces. There is one vacancy on this commission.

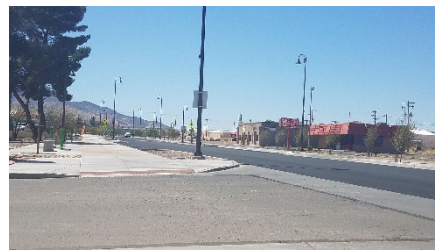
Youth Commission: The commission had a meeting and only one member attended so only general updates on divisional happenings were discussed. There are currently 4 vacancies on this commission. Staff is exploring a potential partnership with the Boys and Girls Club to identify potential members and work more closely with the community's teen/pre-teen population.

Parks & Recreation Commission: The commission is currently reviewing the Code and working on recommendations to improve the language regarding dogs being permitted at special events; developing definitions for each type of park in the community; and establishing a definition and policy for sports fields. They are also planning a volunteer day for Soldiers Creek Park, and working with staff on the rollout for the public process for the future park in the Canyon de Flores neighborhood. There are no vacancies on this commission.

Public Works

Engineering

Fry / North Garden. The Fry / North Garden Improvement Project is nearing completion, and the project will be substantially complete in time for a grand reopening at the end of the month. A small amount of work remains at the intersections. In addition, pavement sealing work is being completed in the area ahead of the grand reopening. Feedback on the new roadway profile has been very positive, especially as amenities such as streetlights and landscaping are installed. Previously, streetlights were inconsistently placed, and landscaping was largely non-existent.



EMS Substation. Construction of the new Emergency Medical Services Substation is ongoing, and the building is really starting to take shape. Unfortunately, construction has been delayed by supply chain issues with electrical equipment. The long lead time for critical equipment has thus pushed back the completion of the building to this summer. Other work on the site is continuing contingent on equipment and materials availability. The EMS Substation will help to improve response times to the western and southern areas of the city, which includes many military families living off-post.



Avenida Escuela. The Avenida Escuela extension project recently began construction, and the progress is exciting to watch. At this point, the roadway alignment has been cleared and the box culvert is under construction. Other drainage improvements are also visible. Contingent on materials availability, completion is scheduled for the fall. This Avenida Escuela extension project will complete the final segment of the roadway from Wal-Mart to the ballfields and will provide a secondary access into and out of the ballfields.

Charleston Road. The Charleston repaving project is gearing up to begin in mid-April. The start of the project was delayed to avoid conflicts with the overwhelmingly successful El Tour de Zona event, additional conflicts around the Buena High School graduation, and also the higher percentage of inexperienced drivers using the roadway. Due to the necessary delays and accommodations, completion will likely push into next fiscal year. However, the hope is to have the construction substantially completed by the start of the new school year.



State Routes 90/92. Although State Routes 90 and 92 are owned and maintained by the Arizona Department of Transportation (ADOT), there is nonetheless a high level of interest in the scheduling of the upcoming pavement maintenance project. According to information conveyed by ADOT to the Sierra Vista Metropolitan Planning Organization (SVMPO), the project is currently in the pre-bid stage with both project scoping and environmental study underway. Advertisement of the project is tentatively planned for the fall with the hope of opening bids by the end of the calendar year. If the schedule is met, the project would go to the State Transportation Board in January 2023 and begin construction in February or March of 2023.

Grants. The federal Bipartisan Infrastructure Law (BIL) has created a lot of new opportunities for infrastructure funding, and grant opportunities are starting to be released. Staff is currently working on several different grant proposals for roadways, multi-use paths, parks, the airport terminal building, and recharge facilities to name a few. Although the grants take quite a bit of time to prepare, staff is optimistic that some of them may pan out. Sierra Vista has an excellent reputation for delivering grant funded projects, and our strong record is an asset when applying for new grants.

Streets



Wash Maintenance. The Streets Section is hard at work on wash maintenance around the City. It is a big job, but the return of Department of Corrections inmate crews has been a huge help. To assist Streets in getting to as many areas as quickly as possible, it is important to remember that the dumping of any items, including “green” waste, in washes is illegal and can lead to big problems. Some people wrongly assume that green waste is natural and therefore will not cause any issues. However, accumulations of green waste are a fire hazard and must be removed. In addition, if they are washed downstream, they can clog drainage structures. Residents who need to dispose of green waste can do so at the Compost Facility or arrange a special pick-up free of charge.

Facilities

Police Station Flooring Replacement. The replacement of the Police Station flooring had been on the capital list for a number of years, but a water line break approximately a year ago accelerated the replacement process. Although the Police Station has had carpet in most areas since its construction, the carpet needed replacement several times due to high wear and tear. Hallways in particular were difficult to keep clean due to the polish officers use on their boots. A new solution was therefore developed by Facilities and representatives from the Police Department, and the Police Station will now feature vinyl tile in hallways and offices which will still reduce noise like carpet but should be much easier to clean and maintain.

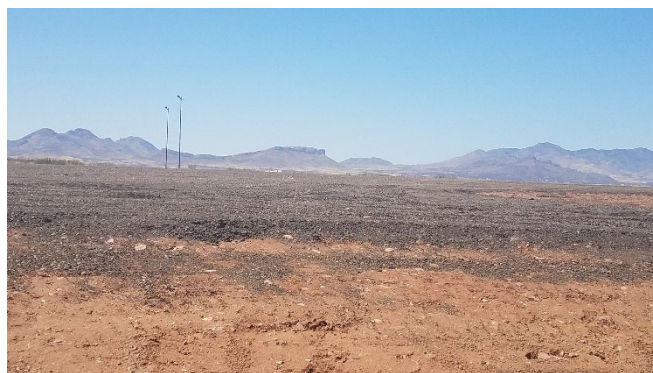
Fleet

New Police Vehicles. Despite a variety of manufacturing and shipping delays, new vehicles are starting to arrive at the Pedro Castro Maintenance Center. Recently, Fleet received an order of Police Department Chevy Tahoes! These vehicles were actually ordered last fiscal year and are just now being delivered. The police vehicles ordered this year likewise aren't expected to arrive until next year. Still, staff is excited that some long-anticipated vehicles are finally starting to arrive, and the finished product looks great!



Airport

Airport Projects. Several projects recently wrapped at the airport, including the site redevelopment effort and the airport sign. The site redevelopment project removed a large pile of dirt that was being stored at the airport, leveled the site, and installed various drainage and utility improvements to make the site "development ready". The airport sign project replaced the old, dilapidated, and structurally insufficient sign with a modern and taller new sign. The projects look great and helps to signal that the airport is open for business!



Fire Season. Now that spring is quickly transitioning to summer, fire season is upon us. The U.S. Forest Service has a more regular presence around the airport, including the arrival of a firefighting aircraft. Unfortunately, winter moisture was less than expected, and a dry and windy spring and early summer could make for a challenging fire season. In an attempt to get ahead of the issue, Fort Huachuca has been doing multiple prescribed burns on Fort property which abuts developed City areas.



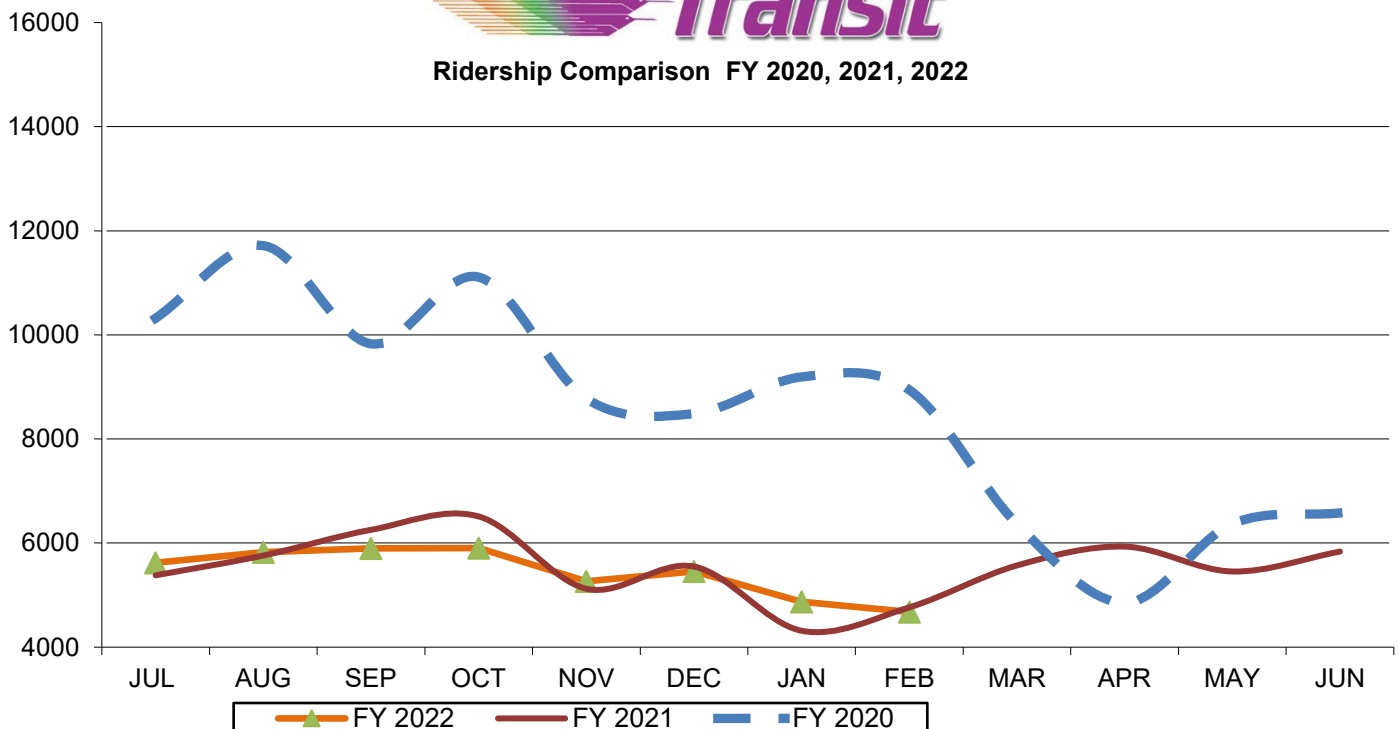
Thunderbirds. The Sierra Vista Municipal Airport in conjunction with Libby Army Airfield was privileged to host the Thunderbirds for several weeks in late January and early February. The Thunderbirds were welcomed warmly by most in the community, and their daily airshows drew a lot of attention from everyone from casual spectators to professional photographers. Fort Huachuca is coordinating with City staff to discuss the positives and negatives of these types of operations to improve future events.

Transit

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



Ridership Comparison FY 2020, 2021, 2022



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

Administration

Welcome. The Public Works Department welcomes Bob Butterworth, Refuse Supervisor, and Richard Stein, Transportation Administrator, to the Public Works leadership team! Bob has worked with the City for many years in the Streets Section and also administers the Commercial Driver's License training for new employees. Richard is new to the City of Sierra Vista but brings with him a wealth of knowledge in grant funded operations and airports in particular. Management is excited to have both on-board, and they're already making an impact in their respective sections.

Commission Updates

Airport Commission. A meeting of the Airport Commission was held on February 16th at 5:00 p.m. in the terminal. Discussion primarily centered on current construction projects and commission vacancies. The Airport Commission has received several applications for membership in the last few months and now has four members and one remaining vacancy.

Environmental Affairs Commission. A meeting of the Environmental Affairs Commission was held on March 23rd at 3:30 at the Pedro Castro Maintenance Center. Unfortunately, due to illness, only one commissioner was in attendance. Discussion centered on refocusing the commission to tackle manageable projects with a meaningful local impact, such as "adopting" a wash or park and potentially creating a cardboard box exchange location. The EAC currently has two members, one application under review, and two vacancies.

Economic Development

Economic Framework Strategy Development

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

Ignite: Economic Development and Community Prosperity

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

Continue Ongoing Efforts to Revitalize the West End

Tombstone Brewery - continues construction with expected completion summer of 2022.



Maximize Economic Impact of the Municipal Airport

Airport Project

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

Update – The Municipal Airport Redevelopment project continues and remains on track with no change orders or cost increases. As of January, \$568,290 was completed from the original \$852,400 contract. The project was put on hold for the month of February to allow delivery of the entire concrete drainage pipe that was delayed because of supply chain issues. The project restarted in March with expected completion April 8, 2022.

New Municipal Airport Sign

Photo as of Mar. 24th, 2022. High Desert completed and installed the sign in early April.



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

Fort Huachuca Joint Resource Utilization Study

The Office of Local Defense Community Cooperation (OLDCC) awarded the Joint Resource Utilization Study for Fort Huachuca running from April 2020 through March 2022. The consultant, Matrix Design Group, received its notice to proceed on September 16, 2020. The purpose of this project is to prepare a study identifying the joint resource utilization of land, airspace, and electromagnetic spectrum to sustain the Army's current and future missions at Fort Huachuca in a compatible use with local communities within the area's region of influence defined as Buffalo Soldier Electronic Test Range (BSETR) and restricted airspace R2303. Local partners and jurisdictions include: The City of Sierra Vista, Cochise County, Huachuca City, Santa Cruz County, and the State of Arizona. On behalf of Fort Huachuca, the group requests technical and financial assistance from the Department of Defense, OLDCC to conduct the study.

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

Update –The JRUS was extended until July 2022 with OLDCC approving a no cost extension as there was conflict in scheduling all stakeholders for the final committee meeting. Matrix released the draft report on February 25, 2022 for final review prior to the committee meeting. Upcoming meetings include the final committee meeting virtually on April 12, 1000-1200, a resiliency brief with Fort Huachuca personnel on April 15, and the final virtual public meeting on April 18, 2022, 5:00-6:30 PM via zoom. Staff is coordinating a site visit by the OLDCC Program Manager in June/July to discuss the JRUS as well as next steps such as additional grant opportunities.

DCIPS Grant – EMS Station

Staff conducted a detailed walkthrough with the project architect on February 9th to deconflict any issues or concerns. Construction continues and there have only been two supply chain issues impacting the final completion of the building. The Service Entrance Section (SES) for the electricity has been delayed with expected install May 17-23rd which then will allow power to the building and climatization to complete the inside millwork. The back-up generator is delayed with expected ship date on June 22, 2022. This date will allow the city to meet the current timeline per our grant agreement, but it will delay the operational opening of the substation until July.

Current Project Schedule

Design Complete August 31, 2021

Start Construction September 30, 2021

Construction Complete July 31, 2022

Site Photo – Mar. 23, 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

Economic Development Activities and Key Engagements

Chamber Engagements

The ED Department participated in all three monthly small business committee meetings hosted by the Sierra Vista Area Chamber of Commerce. These collaborations led to the City's sponsorship in a very successful networking event on Mar 23rd that celebrated small businesses and their contributions to our city with 58 small business owners present.

The ED Department also participated in the monthly Hispanic Chamber of Commerce mixers, networking with local businesses and continuing to cultivate relationships that will facilitate City involvement with the upcoming Sonora Fest and potential partnerships to expand cross border commerce.

Business Support

Staff supported seven courtesy inspections 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 assist throughout the process, as well as gain firsthand knowledge of the growth, changes and development taking place in the community.

Staff also 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, and concerns with space and tenant needs. Staff attended a ribbon cutting for Asurion Tech Repair and open houses for two newly opened businesses. Additionally, staff met with the ED Departments of Oro Valley, Prescott Valley, Buckeye, and Sahuarita to share Business Retention and Expansion (BR&E) program ideas which assisted in the creation of a new BR&E database for tracking business engagement. Staff facilitated business engagement visits by committing to monthly structured business engagement in partnership with the Sierra Vista Area Chamber of Commerce with the first session conducted on March 21.

Staff also had the opportunity to partner with the SVA Chamber and the IDA to facilitate a meeting and tour of The University of Arizona Tech Park. This relationship has grown into an exciting partnership effort, working with UofA Center of Innovation, to secure RISE grant funding to extend UofA's tech-based business incubator into Sierra Vista.

Support to Fort Huachuca

Staff attended the Association of Defense Communities annual meeting in Washington, DC, from March 6-10. This event enabled key engagement with other defense communities, Army leadership, OLDCC, and congressional staff.

Staff met with Fort Huachuca's housing office to discuss housing and the upcoming BAH survey this summer. This is a key area as housing availability for soldiers and families is a key issue for the future of the installation. Additionally, staff participated in the housing office meetings with property managers on March 16, 2022.

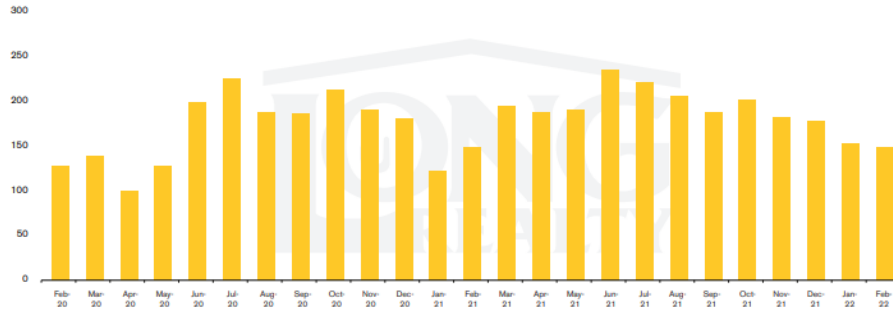
Other Events and Activities

The ED Manager attended the four-day ACMA Winter Conference in Sedona, AZ; presented to the local Women's Council of Realtors; worked with the Marketing Department to create a new ad to support business attraction at the Municipal Airport; and participated in interviews with KGUN9 and the Sierra Vista Herald about the economic development opportunities taking shape in the West End. ED Staff also presented at the SEAGO Economic Advisory Council meeting and attended the Copperstate Fly-in in Buckeye, AZ for research and information as a potential event to bring to Sierra Vista.

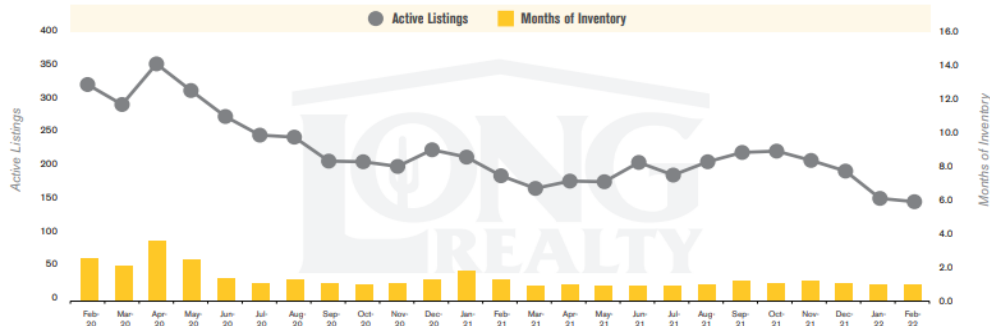
Housing Report

In the Sierra Vista area, the February 2022 active inventory was 150, a 21% decrease from February 2021. There were 148 closings in February 2022, virtually unchanged from February 2021. Year-to-date 2022 there were 300 closings, an 11% increase from year-to-date 2021. Months of Inventory was 1.0, down from 1.3 in February 2021. Median price of sold homes was \$249,250 for the month of February 2022, up 16% from February 2021.

CLOSED SALES SIERRA VISTA



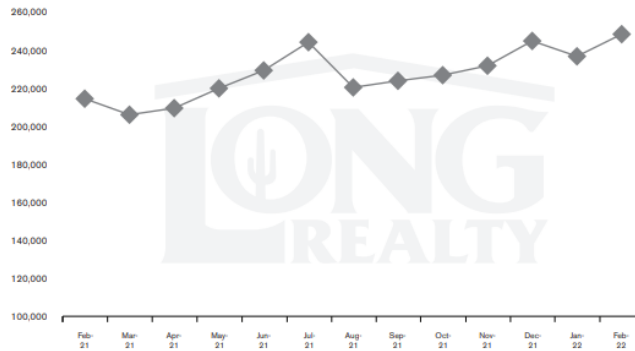
ACTIVE LISTINGS AND MONTHS OF INVENTORY SIERRA VISTA



MEDIAN SOLD PRICE SIERRA VISTA

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

Feb 2021	Feb 2022
98.4%	97.9%

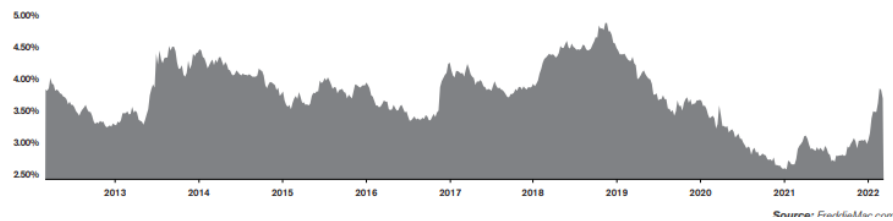


MONTHLY PAYMENT ON A MEDIAN PRICED HOME SIERRA VISTA

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

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

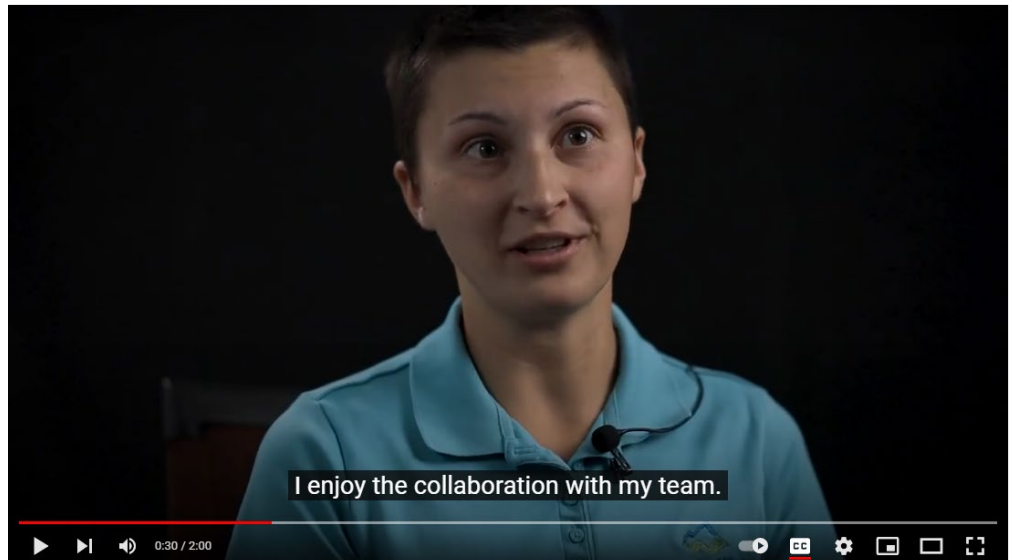
30 YEAR FIXED MORTGAGE RATE



Marketing & Communications

Serving City departments. Marketing & Communications staff provides promotional services for all City departments, to include flyers; posters; brochures; and print, digital, and broadcast advertising. In addition to maintaining website and assistance with social media, Marcom staff completed the following City projects during the first quarter of the 2022 calendar year:

- **Animal Control:** Flyers, social media, and press releases for the department’s “Love-a-Bull” open house and Celebrating Animals event; press release regarding suspension of animal intakes and promotion of adoptions; design for Puppy Parvo Prevention Program; aid with social media posts; weekly Pet Corner print ad.
- **City Clerk’s Office:** Assist with informing the public about online bill pay after Cashiering system was updated.
- **City Manager’s Office:** Regular Council meeting broadcasts, press releases announcing Mr. Potucek’s recognition for professional excellence, and holiday closure information.
- **Community Development:** Press release to promote meetings for CDBG proposals.
- **Economic Development:** Developed creative and wrote ad copy and editorial copy for *Business Facilities* and *Expansion Solutions* magazines.
- **Finance:** Press releases regarding bill pay and early repayment of bond debt.
- **Human Resources:** Developed creative for, and managed launch of, digital general recruitment campaign. Created two videos featuring City staff members to generate interest in a career with the City.
- **Library:** Design and produce rack cards for: Book Discussion Group, Writers’ Club, and Puzzle Exchange. Handbill for Borrow-a-Bike program.
- **Parks & Recreation:** Digital ads and press releases to support El Tour de Zona. Participate in planning to facilitate promotions for upcoming events. Launched digital campaign for the Sky Islands Summit Challenge and the Wine, Beer & Spirits Festival, both on May 28.



Employee recruitment video featuring Joelle Gandara, a junior accountant. The video was used on social media, included in the eNewsletter, and will be included in a website employee profile library to aid with ongoing recruitment efforts. It can be found on YouTube.

- **Police:** Developed creative for, and managed launch of, digital officer recruitment and lateral transfer campaign. Created and distributed large format posters for recruitment. Created one video featuring an officer recruit to generate interest in a law enforcement career at SVPD. Promotional efforts (flyer, social media, and press release) on Teen Talk program. Press releases, website posts, and social media posts for eight incidents.
- **Public Works:** Press releases and social media posts regarding streets projects, including the West End improvement project.
- **Tourism:** Ad copywriting and design services, plus copywriting for blog posts, for *ROVA Magazine* and *Texas Monthly*; ad design and copywriting for birding ads; new feather flags for Visitor Center; updated *Dining & Lodging* guide. Sent quarterly “Spring Tourism” eNewsletter to 712 subscribers, earning a 53% open rate and click rate of 7%, exceeding the industry average open rate of 33.01% and click rate of 1.14%.
- **Vista Transit:** Weekly print ad copywriting and design.

Communications. In addition to promotional efforts, MarCom also completed a public awareness campaign to help curb litter during Sierra Vista’s windy spring season.

Produced and direct mailed the spring issue of *Vistas* magazine, which highlighted the West End Streetscape project; El Tour de Zona public entertainment and travel advisories for motorists; and reinforced ways to help keep Sierra Vista clean during the windy season. The back cover is devoted to a promotion of the May 28 Wine, Beer & Spirits Festival.

Other communications efforts include the weekly eNewsletter, which is sent to nearly 3,500 subscribers. The email receives an open rate of about 40% each week, significantly higher than the overall average of 29.55% and greater than the average for government services of 34.76%. The link click rate is 4.9%, versus 1.6% for the industry.

Staff successfully pitched and coordinated seven stories with KGUN9. Several stories covered the redevelopment work in the West End, and two covered the City’s successful sports tourism efforts. KGUN9 has expressed interest in covering more Sierra Vista news, to include positive stories, and the MarCom staff has fostered productive relationships with numerous reporters and a news producer seeking to increase coverage in the Sierra Vista area.

Division Performance Metrics

Facebook Post Reach*	Nov-Dec, 2021	Jan-Mar, 2022
<i>City of Sierra Vista</i>	216,746	254,063
<i>Visit Sierra Vista</i>	2,524	45,189
Facebook Page Consumption*		
<i>City of Sierra Vista</i>	15,580	14,838
<i>Visit Sierra Vista</i>	148	62
Press Releases Issued	16	23

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

Tourism Commission. The Tourism Commission did not meet.

Tourism. Continued with ongoing tourism efforts, noted above. ARPA grant funds, which were awarded in November 2021, were disbursed from the Arizona Office of Tourism, enabling the purchase of Guidebook.com, which will allow the development of an electronic Visitor Guide app. The app is under development by MarCom division staff and is expected to be released by the end of the fiscal year.

In addition to a very successful event, the El Tour de Zona resulted in several contacts with new visitors to Sierra Vista. Following the event, the Visitor Center received a request for bicycling maps. The visitor wrote:

I was amazed at what a nice city Sierra Vista was. Beautiful city with happy people. I could see us selling here in Tucson and moving there perhaps in the future. If you send 4 or 5 [maps], I can give them out to biking friends. Very kind of you! Be well and I will be back exploring the city by bike soon! Thank you again! JG

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	2020	2021	2020	2021	2020	2021
Local-Not Identified	1	59	2	73	2	45	0	9	2	7	3	45
In-State	0	33	4	49	12	32	0	20	0	49	0	20
Out-of-State	5	77	10	123	12	118	0	63	1	52	1	10
Foreign	0	9	0	34	0	37	0	10	0	12	0	7
Phone/Virtual/Email*	20	329	18	389	66	302	270	275	260	221	232	294
Other Fulfillment												
Groups, Mtgs, etc.	0	390	0	135	286	840	0	742	0	143	0	18
Curbside	0	57	0	58	0	67	NA	17	NA	NA	NA	52
TOTAL	26	954	34	861	378	1441	270	1127	263	484	236	446

Visitor Source	July		August		September		October		November		December	
	2020	2021	2020	2021	2020	2021	2020	2021	2020	2021	2020	2021
Local-Not Identified	2	67	1	53	63	48	75	74	50	38	48	53
In-State	6	107	4	10	50	36	83	48	10	31	33	10
Out-of-State	0	159	2	14	113	19	123	25	153	32	90	44
Foreign	0	19	0	4	0	5	18	14	28	8	18	9
Phone/Virtual/Email	123	210	155	159	90	192	108	205	83	238	50	189
Other Fulfillment												
Groups, Mtgs, etc.	0	253	120	0	180	175	0	195	80	126	0	120
Curbside		60		32		43		65				47
TOTAL	315	875	505	272	711	518	607	626	555	473	401	472

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



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

Media pitches. CCTEC culls between one and six requests a day from writers seeking assistance on tourism-related stories. These requests are not always applicable to Cochise County, but when they are, CCTEC staff works to gather information, data, and photos, as necessary, and answer the request within the timeline provided. Often, they are due the same day, sometimes within hours. Just a few of the responses that CCTEC has submitted Q3 include:

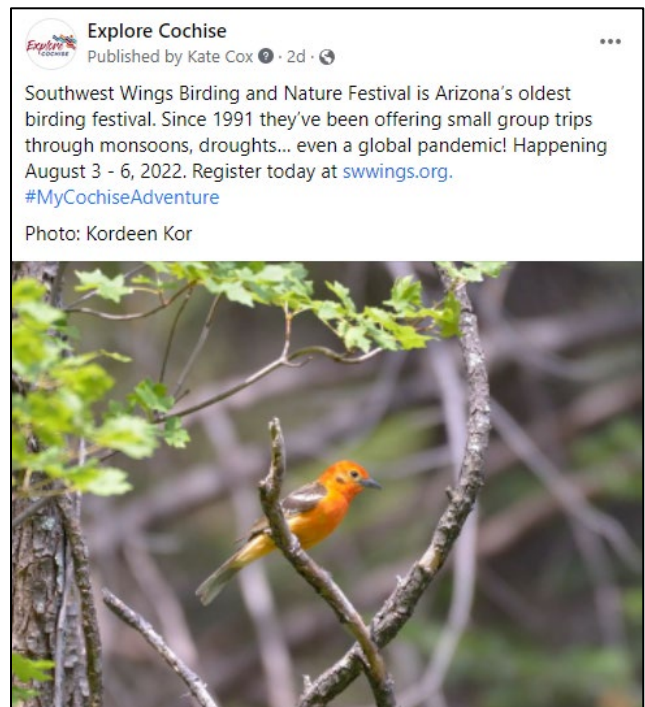
- Best Coffee Towns of America (showcasing the 16 coffee shops in Sierra Vista)
- Best Travel Destinations for 2022
- Stargazing in National Parks
- April’s Best Bucket List Wildlife Encounters
- Family Getaways for Spring/Summer Travel

Participation in El Tour de Zona. CCTEC coordinated with representatives from El Tour de Zona, City of Sierra Vista, City of Bisbee's marketing firm, and Tombstone Chamber of Commerce to pull together promotional pieces to distribute to the 700+ El Tour de Zona participants. CCTEC was provided a table at the Registration Center for Thursday and Friday, March 24-25. CCTEC put together one-page data sheets for each of the three communities, which shared some of the restaurants, attractions, and shops in each town, to help participants explore the communities right away instead of spending time doing in-market research on their mobile devices. The table was manned at anticipated peak hours, so the CCTEC Marketing Coordinator was available to field questions about Cochise County.

Promoting birding. With financial assistance from Wings Over Willcox and Southwest Wings, CCTEC advocates for birding in Cochise County all year long using social media. CCTEC is currently promoting the Southwest Wings May and August festivals.

Arizona Office of Tourism Canada Trade Show & Media B-to-B Trade Show. CCTEC participated in the Arizona Office of Tourism’s (AOT) Canada Tradeshow in early March. CCTEC’s Marketing Coordinator was able to connect with multiple travel agents, travel writers, news media, and the AOT Coordinator for Canada.

Website story development. CCTEC contracted with Casual Astronaut to develop 15 unique stories about Cochise County for promotional and educational purposes. The project will produce one article per community, one article for each of CCTEC’s pillars (Outdoor Adventure, Birding and Wildlife Watching, Wine and Dine, and Culture and



One of several social media posts promoting birding in Cochise County and the Southwest Wings Spring Fling.

History), and another six stories that will focus on additional aspects of the county. The stories will be showcased under the new “Stories” tab on ExploreCochise.com. Expected completion is June 2022.



eBlast sent to tour operators.

eBlast to tour operators. Through Red Hot Groups, CCTEC sends out three eBlasts a year to tour operators. The eBlasts are sent after the National Tour Association’s annual convention to capitalize on CCTEC’s attendance at the conference. Two eBlasts focus on the Western Region, and one is a National eBlast. Most recently, the Western Region eBlast for February resulted in a 24.26% open rate. (The average open rate for is 16.97%.)

Visit Arizona Initiative (VAI) Grant timeline.

October 2021: In late 2021, CCTEC submitted for the VIA Grant through AOT. CCTEC requested \$249,000 to cover two specific projects.

February 2022: The AOT VIA grant review committee awarded CCTEC a pre-award status in the amount of \$159,666.32—nearly 64% of the requested amount.

CCTEC worked with its fiscal agent, City of Sierra Vista, to establish Requests for Proposal (RFP) for both Project 1 and Project 2. Currently, Project 2 SOPs have gone through the review process.

Feb-March 2022: CCTEC worked with its fiscal agent, City of Sierra Vista, to follow up on Project 1’s RFP, as additional questions needed to be

addressed. This follow-up is presently in the review process.

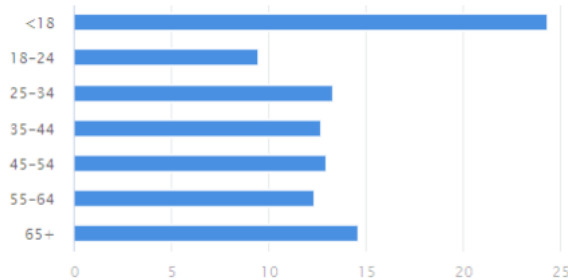
April 2022: AOT anticipates presenting the final aspects of the VAI Grant in April 2022. CCTEC’s fiscal agent will be represented by a Grant Coordinator and Signatory through AOT’s selected grant management program.

Benson City Council presentation. CCTEC was asked to present to the Benson City Council for their March 14 meeting. The following topics were addressed:

- What the CCTEC is, what activities it does for the region, and what it does specifically for Benson
- CCTEC staff
- CCTEC’s marketing pillars and data supporting the development of these pillars
- Data supporting target markets and messages (see data set below)
- Advertising activities and examples
- The Visit Arizona Initiative (VAI) Grant
- How Benson can participate in CCTEC efforts

NEAR Data

Origin Age Brackets



Total Visitors %

Domestic Overnighting
Tourist Visitors
70.78%

Origin Cities of Top Visitors

Rank	Metro
1	Phoenix, AZ
2	El Paso, TX
3	Los Angeles, CA
4	Dallas-Ft. Worth, TX
5	Albuquerque-Santa Fe, NM
6	Houston, TX
7	Minneapolis-St. Paul, MN
8	Las Vegas, NV
9	San Antonio, TX
10	Palm Springs, CA
11	Atlanta, GA
12	Sacramento-Stockton-Modesto, CA
13	Chicago, IL

Avg. Length of Stay

County – 2.4 days
Benson V.C. – 24 min.
Kartchner Caverns – 140 min.

Benson Visitor Center

Averages #5 of the 20 POIs between Daytripping, Overnighting, and International Visitors

Kartchner Caverns

Averages #4 of the 20 POIs between Daytripping, Overnighting, and International Visitors



Data from "Near," a data mining company, supporting CCTEC's target market and messages.

Working with travel writers. CCTEC coordinated with AOT on travel writer opportunities in February and March. The communities featured in the articles were selected by the travel writers to support the articles they planned to write. CCTEC's Marketing Coordinator worked with local community contacts to book dining, lodging, and attractions, as necessary.

Jean-Paul Fretillet (February 2022)

- A French journalist and photographer, Jean-Paul visited Willcox and the Chiricahua National Monument. His itinerary was coordinated through AOT.
- He was on assignment with *Regal*, a gourmet magazine (circulation: 205,213) and website (1,105,000 unique visitors, 4.5 million pages views), that focuses on discovering a destination through portraits of chefs and producers, restaurants, and local farms and farmers markets/gardens.
- Jean-Paul will also be writing an article for *La Vigne*, a wine trade magazine published monthly with a circulation of 17,000. This article will be a wine-producer focused piece.

Antje Roessler (March 2022)

- Antje is from Germany. She visited Bisbee, Chiricahua National Monument, and Willcox during her official AOT-coordinated itinerary. She also decided to stay in the area longer for more exploration!
- She was on assignment with *America Journal* (leading German magazine regarding US-travel and lifestyle - circ. 36,000); *Forum Magazine* (weekly publication covering a variety of topics including a leisure/travel section - circ. 37,000); *Madere.de* (online weekly travel magazine - 100,000 viewers/month).

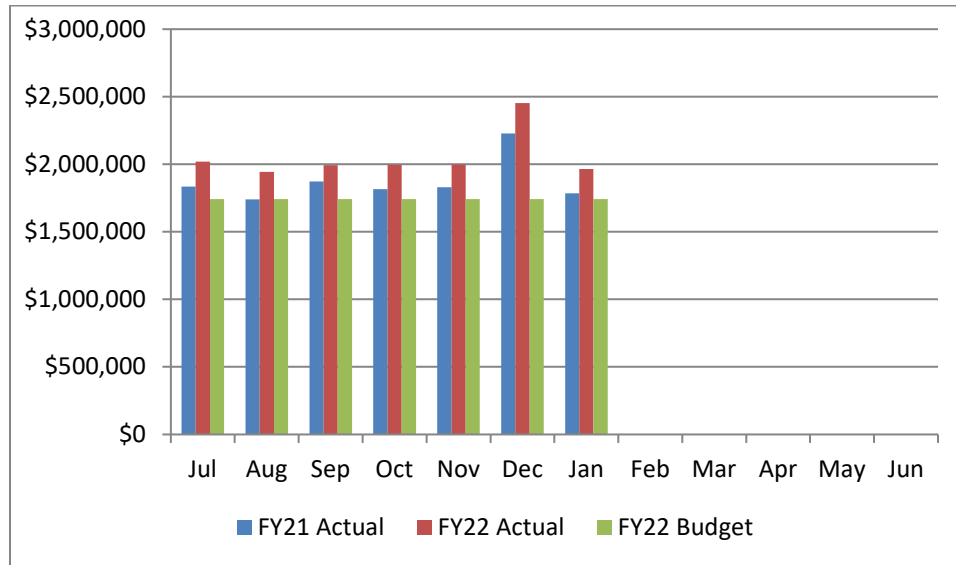
Matt Collins (March 2022)

- Matt hails from the U.K. He visited Bisbee and Tombstone. Again, his itinerary was coordinated through AOT.
- Matt was on assignment for *The Times*, one of the leading broadsheets in the UK. The article will be a Saturday travel feature cover story (planned for late April) focused on Arizona's cool towns including places to hike, see wildflowers, interesting landscapes, and enjoy good food/fun (night life).

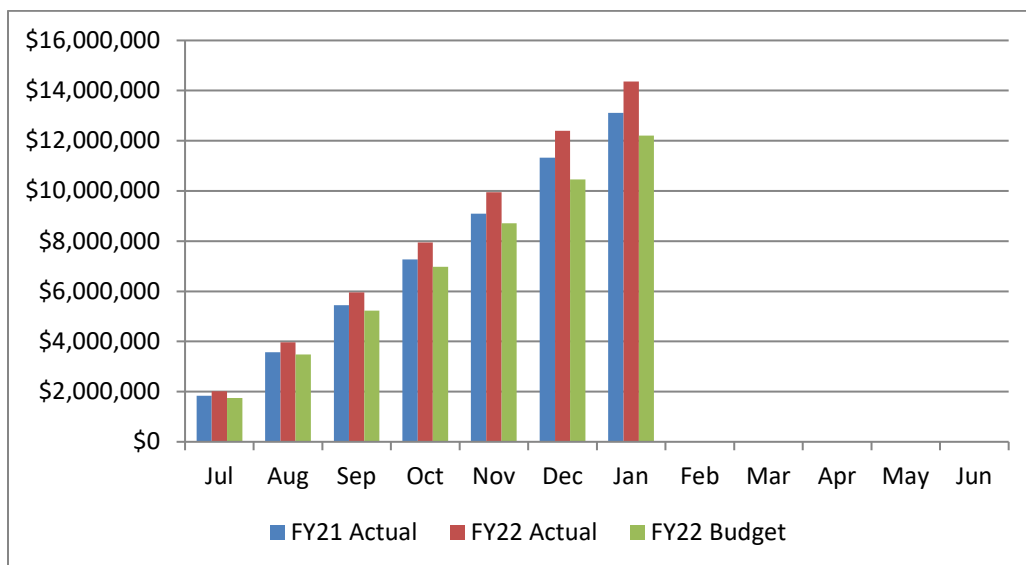
Administration

Sales Tax Collection. Gross privilege tax collections were up \$168,140, or 9.0%, from last November, \$224,059, or 10.1%, from last December and \$178,848, or 10.0%, from last January.

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



Fiscal year collections thru January were up \$ 1.79M, or 9.6%, from Fiscal Year 2021. The chart below provides a monthly comparison of FY22 actual, FY22 budget, and FY21 for the Fiscal Year.



Description	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Jan-22
Utilities	139,413.49	99,362.71	86,067.56	75,120.68	102,190.58	109,414.69	89,369.71	88,186.14	90,672.58	78,049.77	97,549.59	107,481.21
Communications	10,982.33	14,862.28	14,959.08	15,403.39	15,292.18	13,816.14	13,993.23	14,493.07	14,266.94	13,687.43	13,540.67	13,436.39
Publication	2,794.54	3,190.45	2,017.12	2,968.58	2,483.32	4,600.52	3,217.36	896.04	769.16	748.01	1,014.00	894.47
Restaurant & Bar	204,535.41	244,376.86	243,990.67	260,270.45	227,293.77	244,254.65	217,266.66	229,681.58	235,154.56	202,169.56	226,790.93	214,904.77
Contracting - Prime	30,966.00	54,942.62	35,336.18	40,859.88	38,954.91	51,147.83	58,295.89	48,163.27	51,603.18	45,824.52	51,051.31	45,357.37
Retail Sales	918,604.00	1,150,583.38	1,104,612.86	1,088,665.02	1,066,901.16	1,013,962.71	983,140.55	1,027,199.18	1,011,653.63	1,056,580.80	1,278,962.40	1,008,191.82
Use Tax Purchases	62,909.07	82,420.16	67,178.13	57,755.87	61,727.67	57,831.87	55,917.68	64,891.47	52,259.48	68,586.75	85,280.23	59,901.21
Use Tax from inventory	175.95	1,625.27	74.20	1,558.82	1,253.46	1,116.52	473.60	254.47	59.68	2,337.34	1,010.02	109.49
Residential Rental	40,401.83	40,704.54	39,027.43	39,872.84	39,526.87	36,357.20	36,079.89	42,010.35	37,504.01	49,864.52	76,468.19	28,500.43
Retail Food for home consumption	231,427.39	253,787.47	230,476.66	230,451.47	227,080.23	219,744.62	224,986.19	229,187.69	232,233.36	244,039.10	339,410.75	248,573.42
Commercial Rental	27,567.69	31,923.16	30,146.78	26,687.08	38,026.78	28,300.10	30,364.61	26,399.92	29,348.22	25,933.25	29,541.92	31,122.48
Tangible Property Rental	16,895.83	25,528.30	18,601.25	19,885.33	21,959.23	24,059.77	23,991.65	20,217.04	25,853.28	10,347.60	24,130.59	18,318.48
Extended Stay	69,793.22	95,857.24	86,590.01	98,224.63	105,148.04	115,420.88	107,284.11	97,482.02	97,214.48	88,318.88	87,162.21	77,264.71
Online sales	82,517.90	118,922.42	107,786.57	92,881.88	94,544.55	91,400.32	90,362.10	90,439.46	99,453.00	113,294.00	124,284.93	99,168.13
Other	8,615.07	8,118.16	11,818.52	11,042.60	12,989.90	8,300.31	7,868.47	14,822.96	17,376.32	(1,054.90)	15,723.80	10,726.86