



Council Executive Report

Charles P. Potucek, City Manager

January / February 2023

Highlights

- ➔ The City’s YouTube streaming page, where Council meetings and work sessions are both streamed live and archived, has 284 subscribers. The average viewership for all meetings in January and February is up by 43.9% (116 views).
- ➔ Vista Transit’s fare free pilot program started on March 1st. Not only did the free fares reduce operating costs, but the change was also very well received by the public.
- ➔ 159 people participated in “escape the museum” nights in February.
- ➔ Social Media posts for all 10 of the City’s social media channels, to include Facebook, Instagram, and Twitter, gained impressions for the period Jan.-Feb. 2023.

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City Manager's Message

The FY2023-2024 budget season is well underway! In mid-March staff received the FY2024 Preliminary State Shared Revenue budget estimates, which is used in conjunction with historical trends to project the City’s portion of revenue distributed from the State. Staff is projecting relatively flat revenue for FY2023-2024 compared to the current fiscal year; a flat projection for income tax revenue given the State’s reduction to a flat income tax, a conservative 3% increase in sales tax revenue, and flat revenue for both HURF and VLT for next fiscal year. You’ll hear much more about this in Tuesday’s revenue presentation at the work session.

The actions of the state legislature play an important part in accurate revenue forecasting. On March 28, 2023, Governor Hobbs vetoed SB 1063, which would have prohibited municipalities in Arizona from levying a tax on food and beverage items intended for home consumption. The impact of this bill passing would have meant a loss of approximately \$3 million to the City’s budget in both the general fund and capital improvement fund. While the City continually strives to provide exceptional services, the loss of this revenue stream would have had significant rippling effects.

Although we were unsuccessful with most large grant applications this current fiscal year, staff received extremely useful feedback on the reasons our applications weren’t successful. Many of the grants applied for last calendar year that were included in the budget reopened for a second round already, and staff are preparing the following applications:

- Proposed chip sealing and partial pavement replacement on 7th Street, Wilcox Drive, Fry Boulevard, and Buffalo Soldier Trail – Multimodal Project Discretionary Grant (MPDG)

Upcoming Council Meetings

(City Hall Council Chambers except where noted)

Mar. 21, 3:00 p.m. – Work Session

Mar. 23, 5:00 p.m. – Council Meeting

Apr. 11, 3:00 p.m. – Work Session

Apr. 13, 5:00 p.m. – Council Meeting

Apr. 25, 3:00 p.m. – Work Session

Apr. 27, 5:00 p.m. – Council Meeting

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- Proposed extension of Fry Boulevard streetscape improvements from Carmichael Avenue to 7th Street and Garden Avenue – Rebuilding American Infrastructure with Sustainability and Equity (RAISE) grant
- Proposed design, construction, and installation of a 10-foot-wide asphalt Shared-Use Path (SUP) that is ADA accessible at 7th Street to Campus Drive along SR-90 Bypass and Buffalo Soldier Trail to Kachina Trail along SR-92 – Rebuilding American Infrastructure with Sustainability and Equity (RAISE) grant
- As well as several proposed curb, gutter, and sidewalk improvements on several local roads – Federal Transit Administration (FTA)

As always, if you have any questions or concerns, 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 January and February 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.
- **City Manager's Office:** Design, copywriting, and printing for large format posters to promote blood drives occurring at City Hall. Updated and printed organizational chart; update same on website.
- **Cochise County Tourism & Economic Development:** Editing, design, and administrative support for various advertisements and projects. (CCTEC report follows.)
- **Community Development:** Designed logos and icons for the *Vista 2040* General Plan book; created and produced a Certificate of Inspection and Approval sticker; promotion of the Neighborhood Partner Program via social media, SierraVistaAZ.gov, and *Vistas*.
- **Economic Development:** Designed and provided ad copywriting service for half-page ad in *Expansion Solutions* magazine, along with editorial content. Designed and provided ad copywriting and design work for full-page ad in a special *Herald* publication called *Life in Cochise*, emphasizing the Sierra Vista lifestyle; graphic design for *Moonshot* flyers.
- **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 and passport to complement upcoming exhibit.
- **Parks & Recreation:** Designed and produced flyers for water workouts; produced Fee Schedule booklet; promotional efforts for the reopening of The Cove, to include social media posts and radio advertising.
- **Police:** Wrote and distributed SVPD press releases, website posts, and social media posts. Post Daily Incident Reports; coordinated recruitment efforts (see below); designed and produced recruitment window decal.
- **Public Works:** Created and produced updated septage forms.
- **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.



Henry F. Hauser Museum's *Jurassic Wonders* logo, which is being used to brand the upcoming exhibit.

- **Vista Transit:** Design, copywriting, and project management for weekly print ad, poster, flyer, and map for the new, temporary Pink Route, and signage for on-demand stops.

Local Communications. In addition to marketing and communications project noted in the above list, the MarCom division continued efforts to reach local audiences.

As a partner organization for the **El Tour de Zona** event, the MarCom division is promoting local attendance for the event’s entertainment, including radio ads, which will run in mid-March through the event. The team has also created large format posters for City facilities and The Mall at Sierra Vista, as well as smaller, 11” x 17” posters to be distributed to local businesses. Additional efforts include social media posts. Staff will be present at the event, along with Cochise County Tourism and Economic Council, to assist visitors with questions about local amenities and attractions.

As the **West Fest** date approaches, the MarCom division is planning a promotional campaign that includes local radio ads. Additional efforts will be included in owned media and other local media as budget allows.

Efforts to encourage local shopping continue with an on-going local radio campaign and digital ad campaign. The **Shop Local** street pole banners remain up in the West End. The radio ads are part of a program that allows local businesses to buy a portion of the ad at a discounted rate, enabling them to promote their business while underscoring the City’s “shop local” message. The radio ad campaign is set to run for two weeks per month through the end of the fiscal year.

Recruitment efforts. The MarCom division is continuing to work on overall City recruitment efforts, with effort directed toward public safety and transit drivers. In addition to paid advertising, the MarCom division uses owned media for promotional efforts as well.

The MarCom Division has committed \$5,000 in a local radio campaign to attract **SEACOM** dispatchers, as well as an additional \$3,000 for programmatic digital display ads. The campaign will run through the end of the fiscal year.

An additional \$10,900 is being invested in a campaign for **Sierra Vista Police** officers. The campaign consists of radio ads airing on two local stations, beginning in March and running through the end of the fiscal year. The campaign also includes social mirroring ads to attract potential officers and officer transfers. The digital campaign reaches into the South Tucson and Santa Cruz County areas as well as targeting local audiences.

Just over \$4,000 is being invested to attract drivers for **Vista Transit** via local radio advertising.

Vistas. The spring issue of *Vistas* was mailed to Sierra Vista residents in early March. The cover story is an update on the energy initiative project that both recaps Phase I projects and highlights the new track project at Veterans Memorial Park Sports Complex, updates to The Cove facility, solar covered parking structures, EV charging stations, and more. A digital version of *Vistas* is on the website and print copies are available in most City buildings.

RIDE FARE FREE

NOW RIDE VISTA TRANSIT FREE OF CHARGE!

This pilot program will operate until **August 31, 2023**, when the program will be evaluated. Until then, hop aboard, sit back, and enjoy your ride!

For the latest information on our temporary Pink Route and on-demand bus stops, go to our website, VistaTransit.Org.

Want to drive for us?
WE OFFER CDL TRAINING!
Apply online at:
SierraVistaAZ.gov/Jobs

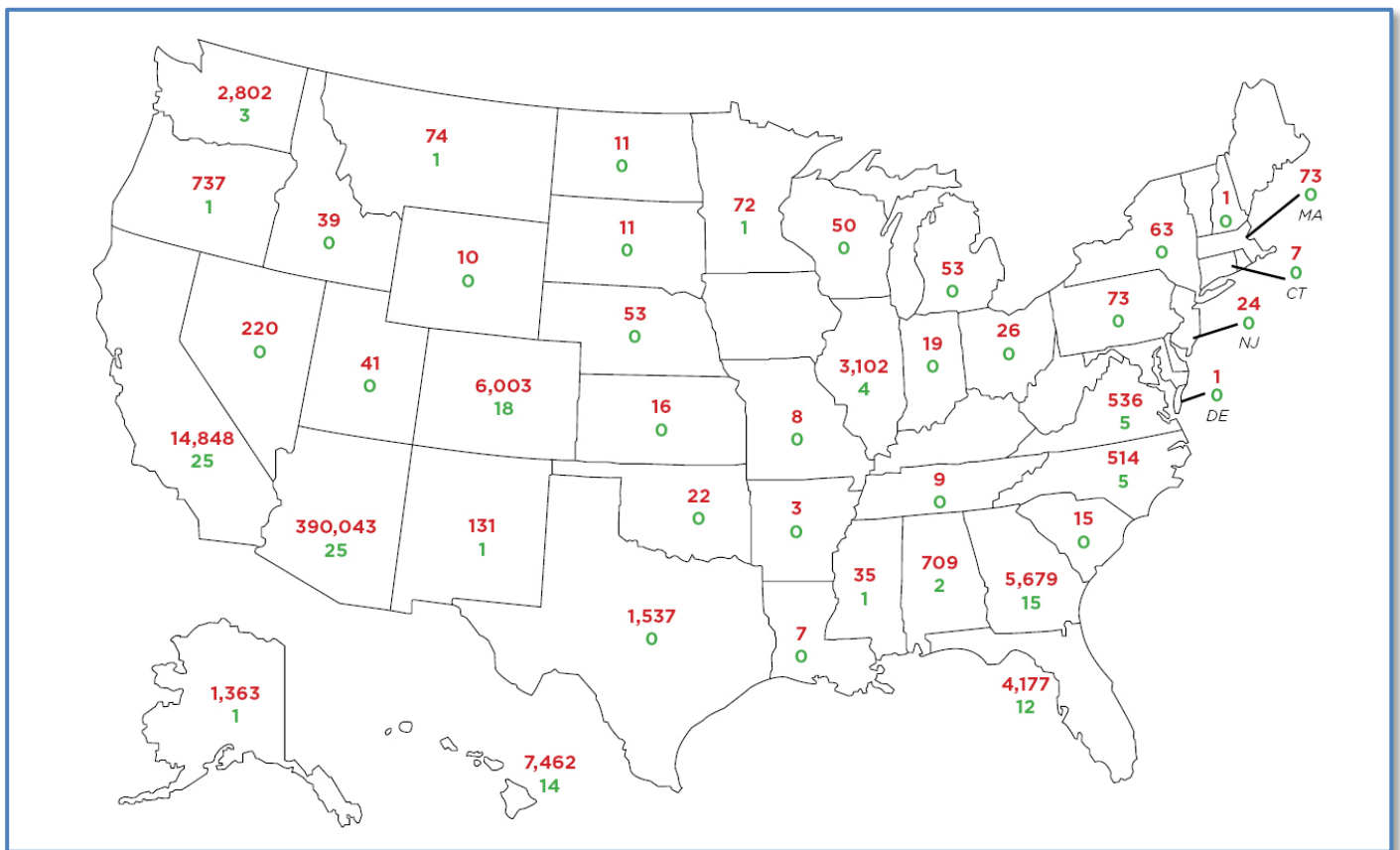
Vista Transit
(520) 417-4888 | VistaTransit.org

Vista Transit newspaper ad

Sky Islands Summit Challenge and Wine, Beer & Spirits Fest. The MarCom division started promoting this signature event weekend, featuring the 6th Annual Sky Islands Summit Challenge and the Wine, Beer & Spirits Fest. Promotional efforts launched in February and have shown positive results so far.

The campaign for the **Summit Challenge** consists of social mirror ads, which have been targeted geographically to the Tucson and Phoenix metro areas, plus targeting to a lesser degree in Southern California, major metropolitan areas in Texas, Colorado, and Washington state. Ads are targeted to a psychographic audience with interests in outdoor activities, Spartan races, mountain climbing, hiking, and jogging/running. Local promotions will be handled in-house using social media, Vistas, eNewsletter, and other communications opportunities.

The map graphic below shows social mirror ad deliveries (in red) and click-thrus (in green) by state for the delivery period February 19-28. The campaign is set to run through May 27, unless the event registration reaches capacity sooner. Total impression delivery for the Feb. 19-28 period is 437,314 with a click-thru rate of 0.18%--far above the average of .06%. A high click-thru rate indicates that the ads are reaching the correct audiences.



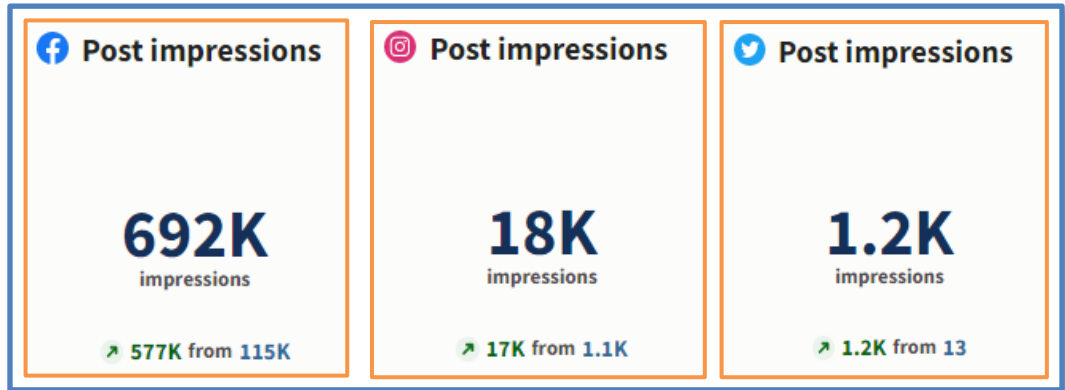
Marketing for the **Wine, Beer & Spirits Fest** also includes a social mirror campaign targeting the same geographies as above, as well as those interested in wine, beer, and food within a 21+ demographic. Like the Summit Challenge, local promotions will utilize available owned media.

Both events were featured in the Spring issue of *Vistas*, and both were allocated a full-page ad in the publication, which is mailed to all Sierra Vista and Fort Huachuca residential addresses, available [online](#), and at several City facilities.

Weekly eNewsletter. The City’s weekly eNewsletter is sent to 4,066 subscribers. Over the January-February period, the eNewsletters received an open rate of 43% with a 2% click rate. The industry average open rate for the same period is 5% 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, gained impressions for the period Jan.-Feb. 2023. The engagement rate for all Facebook pages decreased by 5.0% but increased on both Instagram (1.57%) and Twitter (5.08%). Engagement rate is a ratio of the number people who liked, commented, shared, or clicked on a post divided by the number of posts.

Total post impression data by social media platform, Jan.-Feb. 2023. Impressions are defined as the number of times a post appears in someone’s feed.



The City’s **YouTube streaming** page, where Council meetings and work sessions are both streamed live and archived, has 284 subscribers. The average viewership for all meetings in January and February is up by 43.9% (116 views), up from the average viewership for the same period in 2022 (65).

Date (2023)	Broadcast Description	Viewership	YoY Change (%)
Feb. 23	City Council Meeting	88	+9.0
Feb. 21	City Council Work Session	73	+16.4
Feb 9	City Council Meeting	105	+42.9
Feb. 7	City Council Work Session	138	+62.3
Jan 12	City Council Meeting	188	+62.2
Jan. 10	City Council Work Session	104	+34.6

Websites. The **SierraVistaAZ.gov** website took a hit in organic search returns after relaunching last July. Now that it has been operational for just over half a year, the data is returning to favorable figures. In the Jan.-Feb. 2023 period, the website was used 72,000 times by 53,000 users. The bounce rate for Jan.-Feb. is lower than the industry average (state and local government) of 60% for the same period.

Date Range	Users (thousands)	Sessions (thousands)	Bounce Rate	Duration
Sept.-Oct. 2022	49	67	55.99	1:36
Nov.-Dec. 2022	57	79	55.67	1:38
Jan.-Feb. 2023	53	72	53.62	1:54

The **Engage.SierraVistaAZ.gov** website saw 596 total visits during Jan.-Feb. 2023. The project with the greatest number of participants (30) was the Parks, Recreation Code Amendments item, which sought public input on park trail definitions and the possible restriction of eBikes on multiuse paths and/or park trails. The graphic below is a Visitors Summary report from Engage. The majority of visitors visited the site via the City’s direct referral promotions, followed by social media posts and search engine referrals.



Multimedia Projects. Staff produced several multimedia communications projects in the January-February 2023 period, including:

Project	Media	Department
"The Batchelor" Open House	Video	Nancy J. Brua Animal Care Center
Sky Islands Summit Challenge ad	Video	Parks & Recreation
Tourism General Interest	Video (:15 and :30)	Marketing & Communications
Tourism Food & Travel	Video (:15 and :30)	Marketing & Communications
West Fest ad	Video	Parks & Recreation
General Plan Overview	Video	Community Development
Train Robberies of the Southwest	Video	Library
Military Wives in Arizona	Livestream	Library
Weekly Storytime	Livestream	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 the energy initiative with Schneider Electric. This nearly hour-long conversation has been downloaded 81 times since posting on Jan. 27. The podcast is available on the City’s website and third-party podcast apps.

Sierra Vista tourism promotions. Tourism media purchases for the January/February period include:

Media	Market	Insertion	Content	Investment
<i>Texas Monthly</i> : Website landing page, eNewsletter, ROS ads	Texas	March/April <i>Spring Digital Travel Guide</i> , <i>Traveling Texan</i> eNewsletter, 200K digital impressions	Four seasons, outdoor activities, Summit Challenge	\$2,500*
<i>Living Bird</i> : Print ad	Birders, nationwide	½-page ad in Spring/April issue, 138k readers	Violet-crowned hummingbird	\$1,482
<i>Global Heroes</i> : Print magazine (insert in <i>Wall Street Journal</i>) + digital	New York state	Half-page editorial + print ad (May; 407k readers), branded content on GlobalHeroes.com (June)	Hiking, outdoors, Summit Challenge	\$4,950
<i>The Go Travel Sites</i> : Digital ads, lead generation** (Ongoing)	Nationwide, with specific geo targets: AZ, TX, CO, CA	Placement on Recreation, National Parks, Birding, Mountain Biking, Hiking, Coronado National Memorial, Sierra Vista, and Cochise County pages	Outdoor activities	\$3,300* (annual investment)
<i>Huddled Masses</i> : digital display ads	AOT targets	March – May 2023, 2.4 million impressions	Adventure, outdoors, discovery	\$6,000*
<i>Essential Magazine</i> : Print ad	Sedona, AZ	Full-page, 2023 issue (February), 15k readers	Discover Southern Arizona	\$897*
<i>Play Ball Magazine</i> : Print ad + eZine	Spring training, Phoenix metro	Full-page, distribution in February, 100k readers	"Go East" to discover SE Arizona	\$2,949*
<i>Experience AZ</i> : Print ad + eZine	Phoenix + AZ interest	Full-page, spring/summer issue, 30k readers	"Go East" to discover SE Arizona	\$2,010

*Part of the Arizona Office of Tourism Rural Cooperative program. AOT matches the City's investment.

**The MarCom division has been working with Go Travel Sites for several years. The program provides several hundreds of qualified leads each year and provides immediate information to them. The division received leads every two weeks, which are entered into the Constant Contact email database for additional follow-up. Leads that do not provide an email address are mailed information. For the Sept. 1, 2022 through Jan. 31, 2023 period, Go Travel provided Sierra Vista with 850 names, emails, and addresses of highly qualified tourism leads.

The **digital Adventure Guide** currently has 115 subscribers.

The MarCom division continually works with its tourism partners to leverage promotions. Partners include the Cochise County Tourism & Economic Council and the Arizona Office of Tourism (AOT), as well as local hospitality businesses.

Right: Ad included in *Essential Magazine*.



Tourism Commission. As of Jan. 1, 2023, the Tourism Commission has one member. Due to membership level, the commission is not active and has not met.

Visitor Center data. The table (right) 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	2022	2023	2021	2022	2021	2022	2021	2021	2022	2021
Local-Not Identified	59	67	73	66	2	45	9	51	7	40	45	49
In-State	33	17	49	13	12	32	20	44	49	28	20	15
Out-of-State	77	109	123	114	12	118	63	50	52	10	10	14
Foreign	9	17	34	22	0	37	10	23	12	16	7	11
Phone/Virtual/Email*	329	254	389	190	66	302	275	288	221	279	294	204
Other Fulfillment												
Groups, Mtgs, etc.	390	200	135	0	286	840	742	120	143	1080	18	0
Curbside	57	83	58	29	0	67	17	34		68	52	32
TOTAL	954	747	861	434	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



ExploreCochise.com

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.

AOT VAI GRANT.

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 – Vendor: Channel 12

- **CAMPAIGN LAUNCH (Aug-Sept 2022)**
- **MidDay Interviews (Sept 2022-June 2023)**
 - Interviews recorded and streamed to Phoenix and Tucson metros areas via 12News MidDay Show.
 - Planned interviews: Cuisine (March 2023); Birding (April 2023); Culture (May 9, 2023); and Chiricahua National Monument and Hiking (June 2023)
- **Digital Ads/Streaming TV ads (Sept 2022 – Feb 2023)**
 - Placed/streamed across Phoenix, Tucson, Chicago, Dallas, and Los Angeles
 - **Campaign Results To Date:**
 - Digital Ads / Retargeting Banners
 - 2.85 million impressions delivered
 - Over 8,950 clicks to ExploreCochise.com
 - Click Through Rate (CTR) at .31% – nearly 4x the benchmark average
 - Streaming TV Ads
 - Delivered 1,011,810 Streaming TV ads
 - View to Completion Rate (VCR) of 96.79% – general rule of thumb is to expect roughly 15% VCR
 - 8,161 total watched hours of the :30 Explore Cochise commercial
 - **Links to view campaign video and event promotional videos:**
 - [Explore Cochise County 30 TV_v4 \(1\).mp4](#)
 - [CH12 30 ad - Spring Events - Douglas and Willcox.mp4](#)
 - [CH12 30 ad - Spring Events - Bisbee and SV.mp4](#)

PROJECT II – Vendor: Herrmann-Global

- Launched (Aug 2022)
- Itinerary Confirmed (Sept 2022)
- Videography/Photography/Writer Visit Complete (Oct 2022)
- Itinerary and Story Copy Reviewed/ Approved (Dec 2022)
- Microsite Development and German Translations (In Process)

ARIZONA OFFICE OF TOURISM (AOT) RURAL COOPERATIVE (COOP) MARKETING PROGRAM ADVERTISING CAMPAIGNS CONTINUE.

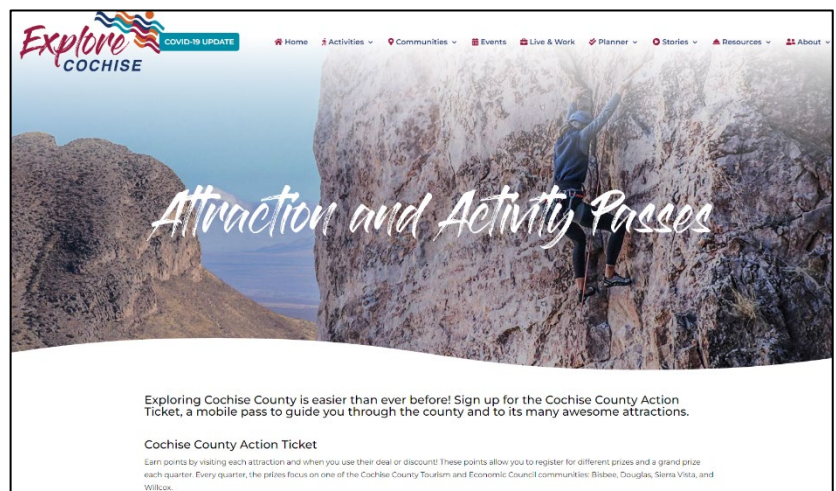
AOT's Rural Co-op is designed specifically for rural destination marketing organizations (DMOs), regional partnerships, statewide tourism associations and tribal entities to participate in. Through the Rural Co-op opportunities, participants can drive visitation to Arizona's rural and tribal destinations. Based on the needs and wants of participants, the program features a variety of offerings that include research, strategy, content creation/SEO, SEM, integrated marketing campaigns, online, video production/distribution, print, outdoor, AOT publications, and trade & media missions—all matched 1:1 by AOT up to \$70,000. The campaign runs from Sept. 1 to Aug. 31. CCTEC received \$53,180.75 in matching funds for the FY2022-2023 Rural Co-op, resulting in advertising totaling \$106,361.50. The following Rural Co-op campaigns are in progress or upcoming:

- DIGITAL
 - Arizona Highways, Digital Package, Apr. 2023
 - Sojern, Native Advertising Package, Aug. 2023
 - Texas Monthly, Digital Package, Aug. 2023
- PRINT
 - ROVA, RV Travel Magazine, Apr. 2023
 - Westways, AAA Southern California Magazine, July 2023 (photo right)
 - Arizona Drive Guide, road travel magazine for Arizona, Q2 2023
- OTHER
 - Cochise County Action Ticket, Bandwango Mobile Passport, Dec. 2022 – Dec. 2023



BANDWANGO MOBILE PASSPORT LAUNCHED AS “COCHISE COUNTY ACTION TICKET.”

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 for FREE via ExploreCochise.com. Through 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! CCTEC is promoting the



Cochise County Action Ticket in multiple mediums:

- Facebook
- Instagram
- ExploreCochise.com Landing Page (*photo on prior page*)
- Inserts for Attraction Map mailings
- E-newsletter

EL TOUR DE ZONA and ZONA IN THE PARK.

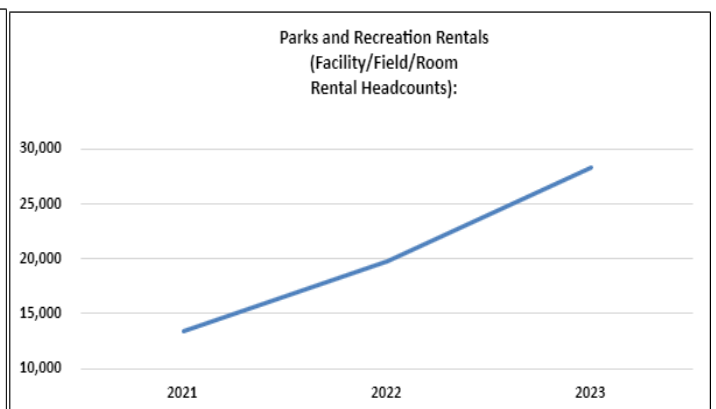
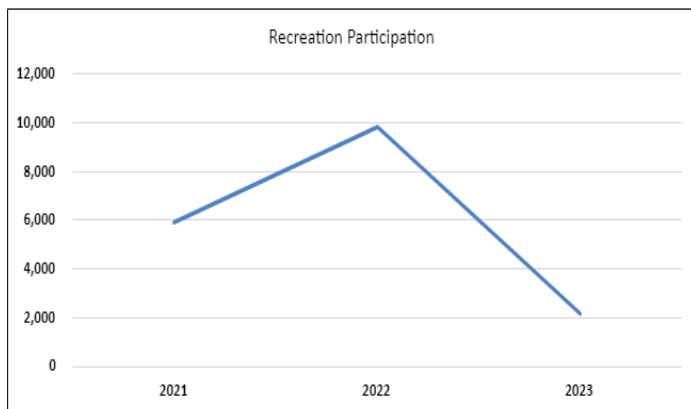
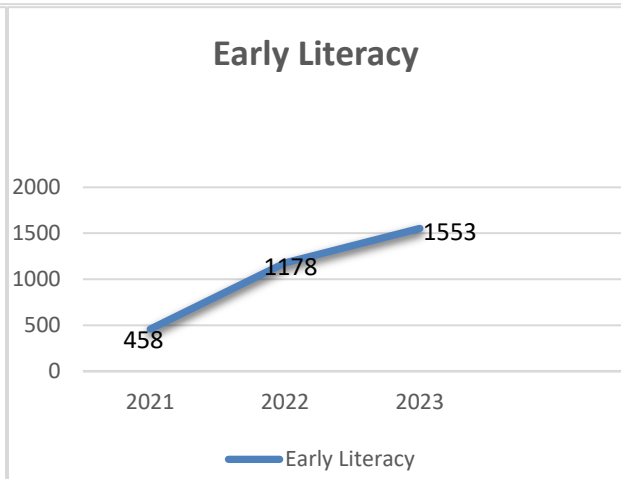
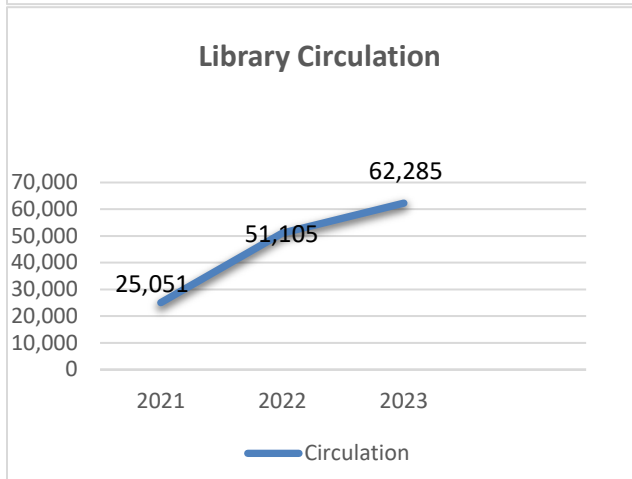
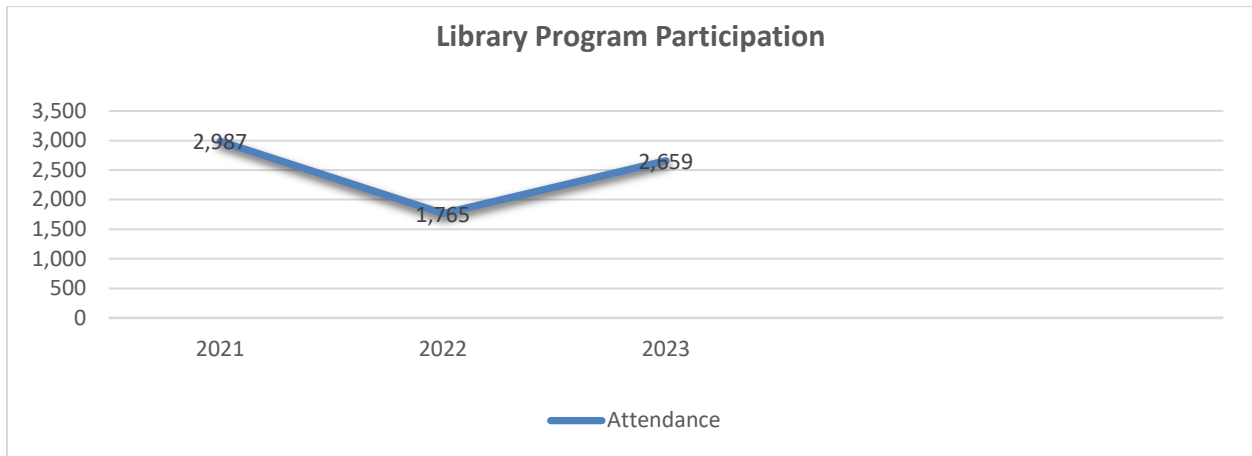
Coordinated with Perimeter Bicycling Association, and CoSV Sports and MarCom Divisions to promote El Tour de Zona event, and Zona in the Park aspect of El Tour de Zona. Developed Facebook ads (*photo right*) to promote entertainment for Zona in the Park and related promotional Facebook and Instagram activities. Worked with CoSV Economic Development Division, Tombstone Chamber of Commerce, and Bisbee Visitor Center to contact local restaurants and attractions - making them aware of El Tour de Zona event (and roughly 850-1000 cyclists, plus their friends and family coming to their communities). Developed one-sheets with information regarding each community's restaurants, attractions, and shops for El Tour de Zona online information guide.

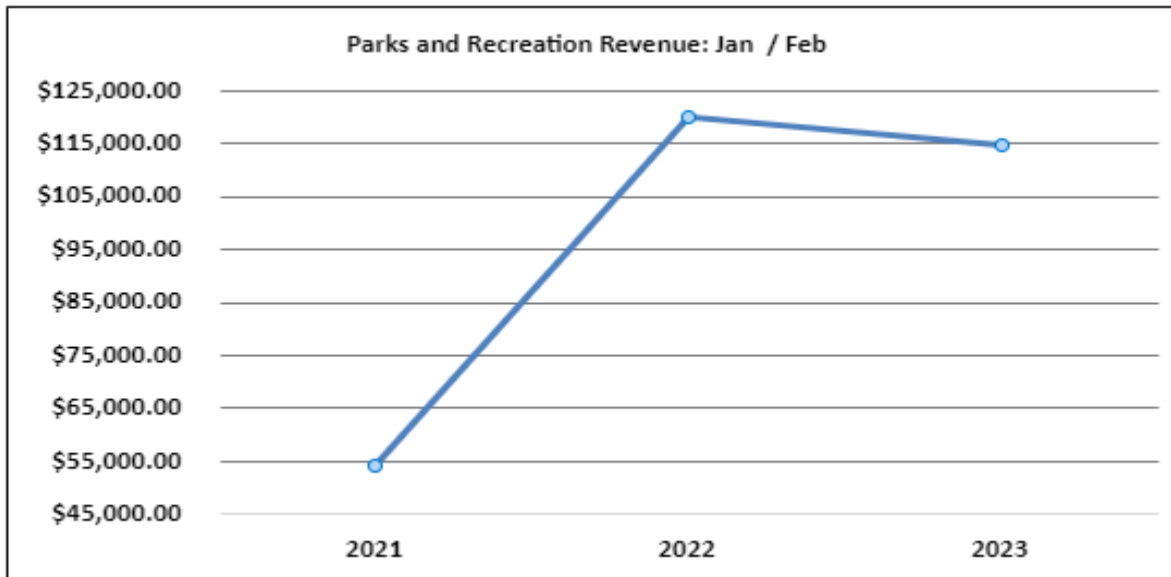


Department of Parks, Recreation, and Library

JANUARY—FEBRUARY 2023 Dashboard (Years: 2023 vs. 2022 vs. 2021)

Library Circulation:	62,285
Library Program Attendance:	2,659
Early Literacy Attendance:	1,553





Artist Studio To Begin Offering Throwing Classes

The Artist Studio of Sierra Vista is excited to begin offering wheel throwing classes starting March 21st. Instructor Kasia Russell has been a long-time patron of the art studio and a potter of 17 years and is currently an art teacher at CAS. She will be offering “Centering to Cylinders” this month, which will teach students to throw basic forms on the potter’s wheel. In addition, she will be offering a more advanced series, “Beyond the Cylinder”, which will focus on more complex forms for those who are more intermediate potters.

In addition to the above-mentioned Spring line up, several courses on how to incorporate botanicals into one's art will be held in March and April (one for teens specifically, and another for adults by popular demand). The workshop will begin with a short hike to collect artifacts, followed by instruction on how to utilize those “found” elements in pottery. The Artist Studio is continuously seeking to grow its offerings in all mediums, so if you know someone looking for a side income who has a creative side, send them to the City website to apply as an instructor.

We’re seeking sewers, knitters, painters, potters...all the ART this community can muster!

Glowing Faces at the Child & Family Programming Divisions’ Valentines Program



The Child and Family Programming division offered a Valentine’s Day Candy Jar program that was popular with everyone—not just the kids! Participants enjoyed showing off their artistic skills, creating fun and festive jars for special valentine's sweets and secrets to be placed.

The division also offered up a themed “Sensory Science Fun”, in which program attendees completed 3 separate science experiments around the theme of love & affection. A popular favorite was using blended ingredients to write hidden messages to loved ones. When a special serum was applied, the hidden message

showed up sneakily for that special someone. Participants also created an LED Valentine card using simple circuits using household objects such as copper wire, batteries, and lightbulbs.

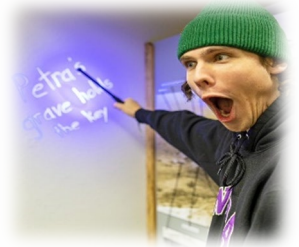
With Spring approaching, be sure to watch the calendar for more offerings from division, including a warm weather favorite, "Rec and Rolls" at neighborhood parks and the Cochise County famous, Easter Egg Hunt.

Escape the Museum—Increases Awareness and FUN!

Throughout February, the museum hosted an escape room every Friday and Saturday night, targeting new users who may not typically spend a "late weekend night" at a city facility, much less a museum. Over seventy-five percent of the 159 people who attended the "escape the museum" nights had never been to the museum before or even knew it existed—which the division is proud of! Groups had a blast solving a series of puzzles and clues inspired by the history of the West End in the early 1900s.

One such group who enjoyed the experience immensely was our own Adaptive Adults Program—who were able to figure out clues to rescue councilwoman Messmer and save the day!

The program has been so popular that purchasable "Escape Room Boxes" are being curated so families can enjoy this experience in the privacy of their own homes in the near future. Lastly, the museum partnered with the library to host two Arizona & Beyond speaker presentations this winter, which came about after a community request for additional Arizona & Western-specific historical offerings. Over 100 people attended Doug Hocking's presentation on "Train Robberies of the Southwest," which explored a series of robberies with links to Cochise County.



1,000 Books Before Kindergarten



The Sierra Vista Library is excited to have their youngest patrons participate in the 1,000 Books Before Kindergarten program. This self-paced program encourages parents and caregivers to read with their children as often as possible. The program is simple: read 1000 books with your child before they are enrolled in kindergarten and keep track of how many books are read. This nationwide program allows librarians the freedom to set up the program in whatever way works best for them.

Erica Merritt, Youth Services Librarian, tried to make the program as user-friendly as possible for library users. Parents and caregivers can sign up their little ones and receive a cute bag, their first log sheet, some coloring pages, and a bookmark. As they read books, they color in spaces on their log sheet. When they have completed the log sheet (100 books) they bring it to the library and get the next sheet. The kids get a milestone sticker and their name on the 1000 Books Before Kindergarten Wall of Fame! When they reach their goal of 1000 books, they get a certificate and a small prize. So far, 44 kids have been registered and 31 log sheets have been turned in. Library staff have enjoyed seeing how excited kids get to see their name on the wall in the children's section of the library!

Tubac Trip

On February 11, the City facilitated a trip to Tubac and filled the bus with 35 participants. Held in the historic art colony of Tubac, this annual Festival of the Arts is the Southwest's longest running arts festival. Highlights of the Festival include more than 250 Fine Artists and craftsmen, a large assortment of festival eateries. The artists are integrated throughout the Village, along the roadways, plazas' and among more than 125 art galleries, boutiques, specialty shops and restaurants- providing one of the most beautiful and unique Festival setting in Arizona!

Murder Mystery Dinner

The Murder Mystery Comedy on Saturday, February 25 was a big success. All 64 participants had a wonderful time. The Fault Line Player performed a hilarious spoof of Valentine Day that included audience participation which everyone thoroughly enjoyed being part of the show. The event started a little after on 1pm and ended around 3:20pm. The Book Nook Café, located in the Sierra Vista Library, catered the four-course meal.



Youth Basketball

Youth Basketball started practice in January with Games starting Saturday January 21st. The season will run through the first weekend of March with Championship games scheduled for the weekend of March 11th.

Soccer in Partnership with Coronado Sports Club

The City Sports Division continues its partnership with the Coronado Sports Club for the 2023 Spring Recreational Soccer Season. Registration is now closed and has over 430 youth signed up to participate in the program. Teams are currently being formed by the organization and soon there will be many little kickers down at Domingo Paiz and Cyr Center Park.

Pee Wee Sports Camp

The City's sports program for ages 3-5 will start up again in March. Pee Wee Sports Camp introduces the littles to the sports of basketball, baseball/softball, and soccer. The program is 6 weeks long with a focus on each sport for two consecutive weeks.

Youth Basketball

The City's Youth Basketball program had 320 participants ages 5-15 register for the 2023 season. Games were played at the Veterans Memorial Park Sports Complex Gym, Joyce Clark Middle School, and a new location this year, Lemman Academy. The City entered into an agreement with Lemman Schools early this year in order to alleviate some of the very late game times due to facility constraints. The season will end on March 11th with Championship games being played at the main gym at Buena High School.

Upcoming Events:

March 18: Wilcox Wine Tour – Departs Ethel Berger Center 9:00AM - Return EBC 5:00PM

March 25: Spring Craft Bazaar - Ethel Berger Center – 9:00PM to 3:00PM

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

April 16: Gaslight Theater – Robin Hood – Depart Ethel Berger Center 12:30PM – Return 7:00PM

April 29: West Fest – Fr Blvd on the West end between. North and North Garden Ave. – 3:00PM to 9:00PM

May 27: Wine Beer and Spirits Festival-Veterans Memorial Park- 12pM to 7PM

Commission Updates

Parks and Recreation Commission. The Parks and Recreation Commission met January 10th. Commissioner Officer Elections were held. There was one call to the public from Mr. Button. The meeting scheduled for February 14th was cancelled due to lack of agenda items. The next meetings of the Parks and Recreation Commission are scheduled to be held in-person at the Oscar Yrun Community Center on March 14th and April 11, 2023, at 5:30 p.m.

Youth. The group completed a roadside cleanup project in January removing 500+ pounds of garbage along Hwy 90 east of Colonia De Salud. In early February, they completed a coat and blanket drive that supported Good Neighbor Alliance, the Salvation Army, and the Lot on 22nd in Tucson, with 342 donated items for individuals in need. On February 25th they supported the Cochise College Youth Arts Festival providing hands on assistance to more than 100 event participants.

Arts & Humanities. The Arts and Humanities Commission is in the planning stages of an Arts Award for this year, as well as planning and setting a rubric for a mural project for several electrical boxes. The commissioners will be attending the West Fest celebration this April to bring the fun of chalk to our historic West End streets.

Library. The library commission holds quarterly meetings and did not meet this cycle.

Cultural Diversity. Commissioners are currently organizing an “Egg Roll-Off” in May to highlight the unique twists different cultures have on this famous food item for Asian American and Pacific Islander Heritage Month. They’re also starting a “Cultural Social Hour” series that invites the public to meet at different gathering spaces throughout the city for informal instruction on diverse cultural art forms.

Public Works

Administration

Outreach. Sharon, the Public Works Director, and Irene, the Capital Improvement Projects and Development Manager, had outreach opportunities with several local schools the week of March 6th. On Tuesday, March 7th, Sharon and Irene were at Buena to meet with second and third-year Engineering students. Some of the students had competed in the YES Fair the previous week, and all of them were preparing for the upcoming SkillsUSA competition. Sharon and Irene were able to spend a class period with the students to offer constructive feedback on their projects and answer any questions they had.

On Wednesday, March 8th, Sharon and Irene hosted students from the gifted program at Palominas Elementary School. The students got a tour of the Pedro Castro Maintenance Center, including the Streets sign/signal shop and the Fleet building. A huge “thank you” to Jeff Faglie, Mike Matys, David Robinson, David Larson, and Fred Birner for their assistance with the Public Works tour. After the students left Public Works, they got an extra special treat. The folks from Schneider Electric agreed to host the students for a special behind-the-scenes tour of the work at the Veteran’s Memorial Park Sports Complex! The students were all issued hard hats and safety vests, and everyone looked great! Thank you to Schneider Electric and specifically Arash Nadershahi, Steve Madore, and Kevin Montes for agreeing to host the students and show them how a real-life construction project works.





History. Former City employee Jim Herrewig recently found a photo of Pete Castro, for whom the Public Works Facility is named, and provided it to the department. Pete is at the bottom left. Jim laminated the photo, and it is being mailed to Pete’s family. Copies have also been made for the Henry Hauser Museum and to hang next to Pete’s portrait at the facility bearing his name. Born and raised in Fairbank, Pete was a long-time employee of the Public Works Department who retired in 1998. He passed away in 2018 and is interred at the Southern Arizona Veteran’s Memorial Cemetery.



Engineering

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 were improvements to the well at Veteran’s Memorial Park, the installation of EV chargers at several locations, and renovation in the equipment room at the Cove. The work on all is now complete, and both the well and the EV chargers should begin operation within the next few weeks. The Cove is also reopening for business! Solar parking covers are under construction in several areas as well and nearing completion. The work at the VMP Sports Complex is really starting to come together. All major concrete pours have now been completed, and both the new track and tennis courts are easily visible. Current efforts include placing and compacting the base soil on the football/soccer field. As soon as this work is complete, materials are already onsite to begin placing the cushion material and the turf. The rubberized track and tennis court surface will come later. Construction is also underway at the softball field which will replace Howard Field in Veteran’s Memorial Park. The existing softball field is being inverted to keep homeruns from landing in the Martin Luther King Parkway. Drainage pipes are currently being installed in the new outfield, with the grass and infield mix to follow. 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.

Grants Debrief. Unfortunately, staff found out in late 2022 that its applications for both the RAISE and the MPDG grants were not successful. If funded, these grants would have provided money for repair work along major corridors such as BST and an expansion of the Fry Boulevard streetscape. As staff debriefed with the granting agencies, one of the take-aways was that although there is large amount of federal infrastructure funding available, every community has received notice of the increase in funding and the grants are therefore highly competitive. Hundreds of applications may be declined for every one or two projects which receive funding. In addition, although project eligibility amounts have increased, so has the dollar amount of grant requests, some of which run into the hundreds of millions of dollars. Lastly, federal eligibility criteria have changed to place a greater emphasis on historically disadvantaged communities, and in some cases, on climate change. Traditional infrastructure projects are sometimes challenged to meet these criteria, although Sierra Vista does have a limited area in the West End which qualifies as historically disadvantaged. A detailed breakdown of the grant awards for both the RAISE and MPDG grants is included below.

RAISE: Four projects from Arizona were selected, two urban and two rural. The two urban projects were in Phoenix and Tucson, and both received the maximum funding amount of \$25,000,000. The two successful rural projects were submitted by the Colorado Indian River Tribes and Navajo County. The Navajo County request was less than \$300,000 for a multimodal planning study. The Colorado Indian River Tribes received just short of \$25,000,000 to reconstruct a roadway through a historically disadvantaged area with a significant accident history.

MPDG: The MPDG-Rural grant had only twelve successful applicants nationwide. None of the selected projects were in Arizona. Awards ranged from \$1,000,000 to \$69,000,000 with most being around \$25,000,000. Half of the successful projects were in historically disadvantaged communities and/or areas of persistent poverty, and a third were projects submitted by state departments of transportation. Successful projects generally had significant documented accident histories and/or environmental benefits.

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.

Lighting, Sign, and Fiber Replacement. Phase II of the Schneider Project also includes some work out at the Airport, specifically replacing the fiber optic cables, taxiway/runway lighting, and taxiway/runway signs. Most of this infrastructure is 30+ years old and has seen an increasing number of failures over the last few years. In addition, the signs and lights utilize older fixtures with relatively high energy use. The replacement project will therefore result in both lower

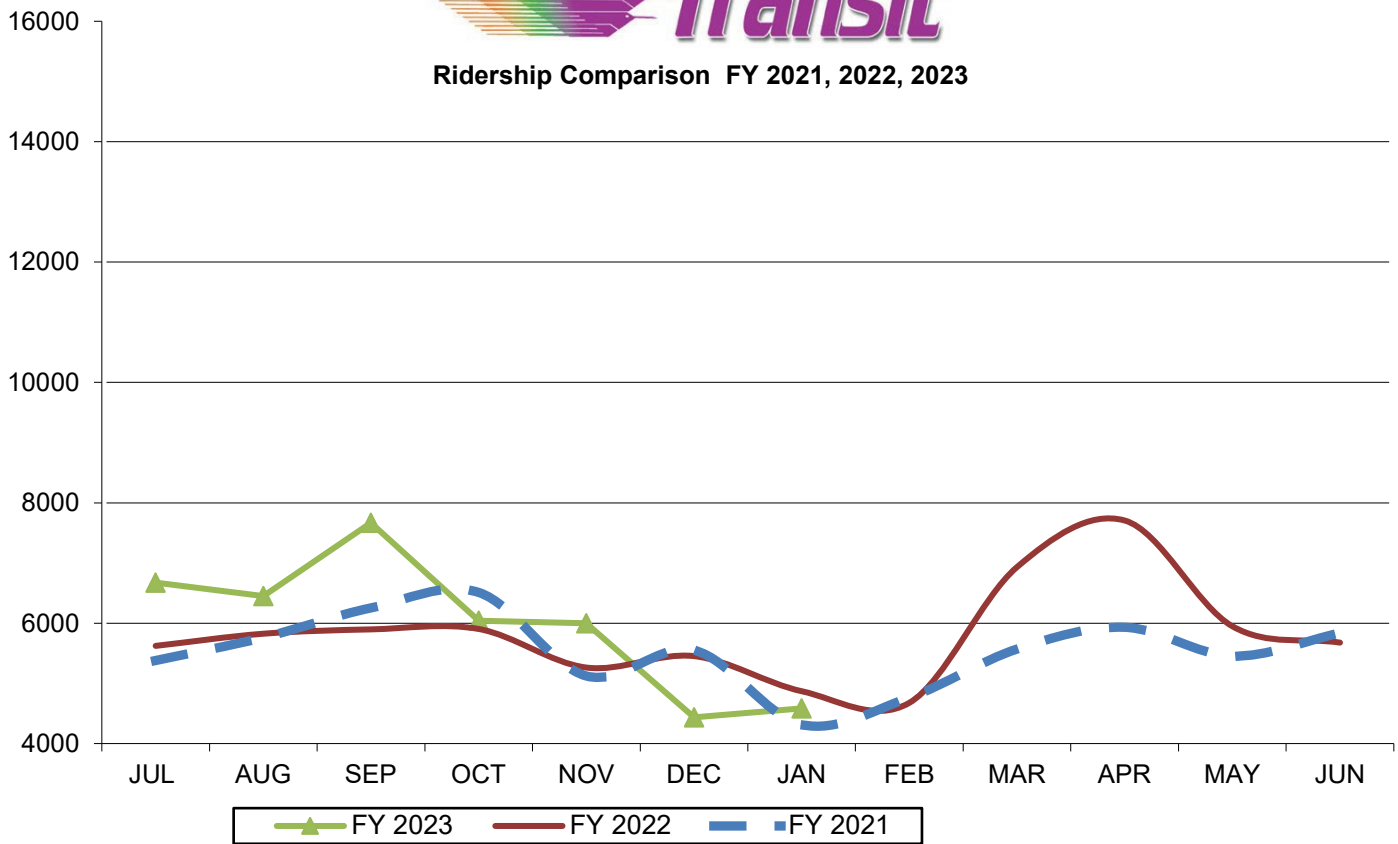
electricity costs and increased reliability. Since the Airport is a joint-use facility, work is being closely coordinated with Fort Huachuca.

Transit

Fare Reduction. Vista Transit’s fare free pilot program started on March 1st. The pilot program will last for six months, and both ridership and unintended consequences will be monitored during that time. The introduction of the pilot program generated a fair amount of publicity, and staff is excited to see if the program benefits Transit operations. Like many other small Transit providers, fare box revenues for Sierra Vista tend to be small. However, when the costs associated with collecting the fares are considered, profit is negligible if any. Many transit agencies who were still allowing cash started moving towards cashless systems during COVID due to safety concerns. 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.



Ridership Comparison FY 2021, 2022, 2023



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. In late January, routes were again consolidated, although staff was also able to restore an hour of service in the morning to help passengers get to work. 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. Fortunately, some positions have recently been filled. Hiring, onboarding, and training new drivers can take several months, but if the new hires are successful in their training, staff is hoping that service can be restored within the next few 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.

Simultaneously, a Request for Proposal for Transit Drivers is being issued to gauge interest in an outside company providing the service. Staff is optimistic that some good responses will be received, but as noted, the CDL shortage is nationwide. Most agencies are having difficulty hiring drivers.

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 have reported 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. However, SSVEC recently took the unprecedented step of applying the entire 2022 operating margin of over \$8,000,000 to the outstanding wholesale fuel bank in an effort to stabilize members' energy bills.

City Hall Floods. There have unfortunately been two recent floods in City Hall in the same area around the City Manager's Conference Room. The first flood was caused by a broken pipe in the wall of the lobby restrooms. The second incident was caused by an obstructed drain line. In both situations, carpet and drywall have been removed as needed and fans have been brought in to help dry-out the area. City Hall is one of the City's older buildings, so persistent maintenance issues of this variety are not unanticipated.

Roof Replacement. Schneider will soon begin work on replacement of the roof at City Hall. Flat areas will be done first and will take place in phases beginning March 9th and continuing through April.

Commission Updates

Airport Commission. The last meeting of the Airport Commission was held on February 15th at 5:00 p.m. in the terminal with one commissioner in attendance. Items of discussion included the upcoming Airport Master Plan update. The Airport Commission currently has three members. Based on Council action on March 9th, the Airport Commission will be consolidated into a new commission focused more generally on transportation issues.

Environmental Affairs Commission. The next meeting of the Environmental Affairs Commission, now the Environmental Stewardship Commission, is tentatively planned for 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 and staff continues to work to activate these objectives. Furthermore, five of the objectives were adopted by council in the 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.

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 –Staff met with defense representatives and defense contractors to discuss the relocation to the municipal airport. The site visit on January 18 allowed the entire team to meet with Fort Huachuca representatives and tour both Libby Army Airfield as well as the municipal airport.

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

Nothing significant to report this period.

Increase and Expand Effective Marketing Efforts

The staff continues to use and become familiar with the economic development features of [placer.ai](#). to review visitors to the area as well as potential gaps in our area for future growth.

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

Engagements. The ED Department continues to participate in SV Area Chamber of Commerce events, as well as Southeast Arizona Hispanic Chamber of Commerce events SV ED staff supported and attended several meetings, supported a business at twilight, three chamber ribbon cuttings, and a Hispanic Chamber Mixer.

Staff also supports the instruction of the Boots to Business course once a quarter, in cooperation with the AZ Veteran’s Business Outreach Center, SBA, and Ft. Huachuca Transition Assistance Center. This engagement gives staff access to soldiers transitioning out of service that are interested in starting their own business.

The Economic Development Manager also presented at the Republican Women’s Luncheon on Feb 2nd to provide an overview of updates and processes related to economic development and business growth and development as well as processes related to how economic development works.

Business Retention & Expansion. The ED 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. To support these efforts a business survey was sent to all Sierra Vista businesses with their business license renewal either by direct mail or email and was closed on Jan 31st, 2023. Detailed reports of the results can be found in the reading room, and staff will seek ways to implement the feedback into day-to-day plans and activities. The survey was also discussed in the economic development commission meeting.

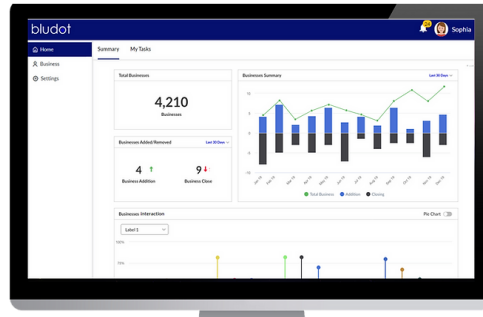
Staff continues bi-weekly business engagement walks in partnership with the Cochise College Small Business Development Center. These walks continue to prove fruitful and are well received by businesses. The walks are providing staff with valuable insight while cultivating relationships to build a more business-friendly Sierra Vista. This quarter’s walks provided business owners with relevant information about the upcoming Tour de Zona event and helped the event to secure its remaining food truck spots.

After careful consideration, staff has selected and purchased a subscription to bludot, “an economic development software platform for cities and counties” for its ease of use, low cost, and customizable functionality. The new software will create a unique database for ED staff to

maintain contacts for existing businesses and potential new businesses. The software will also allow staff to keep records of business engagements and better track time spent engaging with our city businesses. The platform will also allow staff to track projects and create surveys. Staff looks forward to getting the software established and fully operational to the departments needs by the end of the fiscal year and is excited for the capabilities it brings.

Economic Development Software Platform for Cities and Counties

[SCHEDULE DEMO >](#)



Business Support. Economic development staff is proud to announce a partnership with the Sierra Vista Industrial Development Authority and the Sierra Vista Area Chamber of Commerce to establish a tech-based incubator in Cochise County. As part of an initiative to draw and grow scalable businesses to Sierra Vista and Cochise County, the City of Sierra Vista will seek to sponsor businesses through the University of Arizona Center for Innovation incubator program that will be occupying a space in the newly created Cochise Economic Garden. The endeavor has been in creation for well over a year and all parties are eager to see the incubator applications begin to roll in.



Economic development staff has partnered with Cochise College SBDC, the SVA Chamber, AREDF, and Herald Review Media to bring the Moonshot Pioneer Pitch Competition to Cochise County. Moonshot is an AZ based 501C3 with the mission of helping cities develop entrepreneurial ecosystems and serving entrepreneurs to “help bring their moonshot idea to market”. The Shark Tank style pitch competition will take place in early June and be open to existing businesses and budding entrepreneurs. Staff, along with the partners mentioned, have already raised over \$5,000 in cash prizes and approximately \$15,000 in various in kind donations such as advertising, Chamber memberships, and co-share space for our area 1st-3rd prize winners. The 1st place winner will go on to compete against entrepreneurs from across the state for a chance to win \$10,000 and more! Be on the lookout for more events soon and be sure to spread the word. You never know where or who has the next great idea!

Moonshot | 2022-2023 **4TH ANNUAL AZ PIONEER PITCH STATE-WIDE TOUR**

DO YOU HAVE A “SHOOT FOR THE MOON” BUSINESS IDEA, OR AN EXISTING BUSINESS YOU’D LIKE TO EXPAND? EVEN JUST A PRODUCT OR BUSINESS IDEA YOU’VE SCRIBBLED ON A NAPKIN?

FIND OUT HOW YOU CAN COMPETE TO WIN \$10,000 PLUS GREAT LOCAL PROMOTIONAL PRIZES AT THE MOONSHOT KICKOFF.

MARCH 15, 2023 | 5:30 PM
 SIERRA VISTA AREA CHAMBER OF COMMERCE
 21 E. WILCOX DRIVE SIERRA VISTA, ARIZONA
 THERE IS NO COST TO ATTEND THIS INFORMATIONAL MEETING—AND NO COST TO ENTER THE COMPETITION.

FOR MORE INFO CONTACT: DIANNA CAMERON, BUSINESS LIAISON, CITY OF SIERRA VISTA, ECONOMIC DEVELOPMENT, DIANNA.CAMERON@SIERRAVISTA.AZ.GOV, 520-439-2157

MARK SCHMITT, DIRECTOR SMALL BUSINESS DEVELOPMENT CENTER, SCHMITTM@COCHISE.EDU, 520-515-5478

Logos: AREDF, Sulphur Springs Valley Electric Cooperative, Inc., HERALD/REVIEW, COCHISE COLLEGE, Sierra Vista, SVAC, AMERICA'S SBDC ARIZONA, Community Investment Corporation

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Support to Fort Huachuca. The Economic Development Manager has been actively engaged with Ft. Huachuca leaders in their strategic planning efforts, attending a series of meetings over the course of the quarter and into next. These meetings allow the City and Fort to collaborate and strengthen the relationships needed to support one another into the future across all four lines of effort taking Fort Huachuca into 2030 and beyond. The four major focus areas for Fort Huachuca’s strategic plan are:

1. Sustainment, Growth, and Modernization
2. Infrastructure Development
3. Quality of Life
4. Talent Management and People

Economic Development Commission

The economic development commission held another meeting on February 22nd. Discussion focused on the restructuring of commissions and the nature and purposes for the commission moving forward. The commission remains motivated to move forward and provide additional insight for the City with the next meeting scheduled for April 19th.

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 779 vacant jobs in the City of Sierra Vista. IT/Cyber/Government Contracting make up many vacancies at just over 32%, health care and medical services make up over 21.5% followed by and education at 7%. There are 1,201 vacant positions county wide. The Economic Development manager will participate in the quarterly board meeting for AZ@Work in March so this issue will be further explored.

Housing Report

Sierra Vista is still considered a seller’s market at most price points, but a buyer’s market at the lower price points, and balanced at the higher luxury home prices. A slowdown continues in the number of houses sold, down again this quarter from last year. Interestingly, median list price and sale price remain strong and up over last year.

	Current Period Feb 2023	Last Month Jan 2023	Change From Last Month	Last Year Feb 2022	Change From Last Year
Homes Sold	47	55	▼ 15%	60	▼ 22%
Median Sale Price	\$274,400	\$253,000	▲ 8%	\$265,000	▲ 4%
Median List Price	\$269,900	\$260,000	▲ 4%	\$267,000	▲ 1%
Sale to List Price Ratio	97%	97%	0%	99%	▼ 2%
Sales Volume	\$13,881,819	\$13,912,269	0%	\$16,217,500	▼ 14%
Average Days on Market	72 days	71 days	▲ 1 day	53 days	▲ 19 days
Homes Sold Year to Date	101	—	—	127	▼ 20%
For Sale at Month's End	—	—	—	—	—

Market Conditions

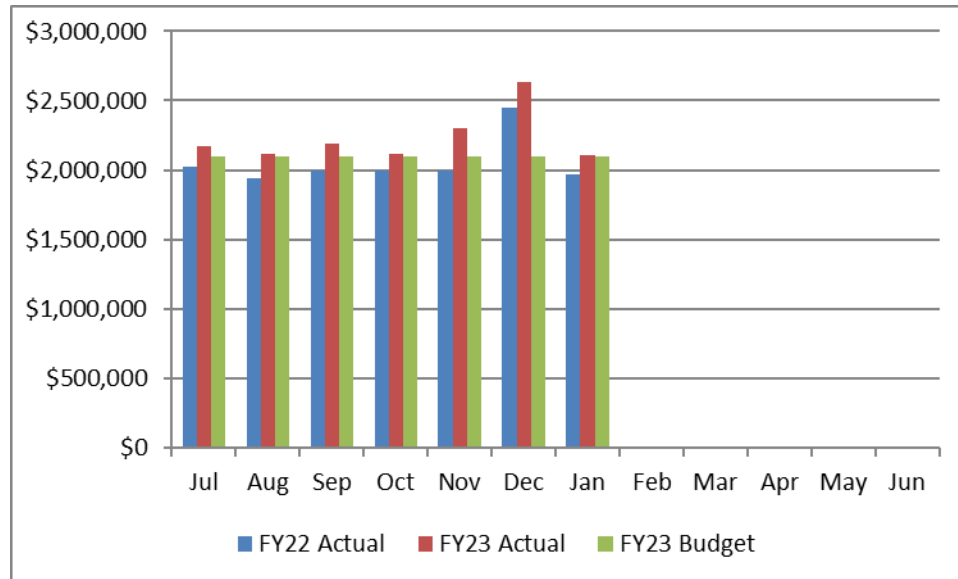
Market Climate



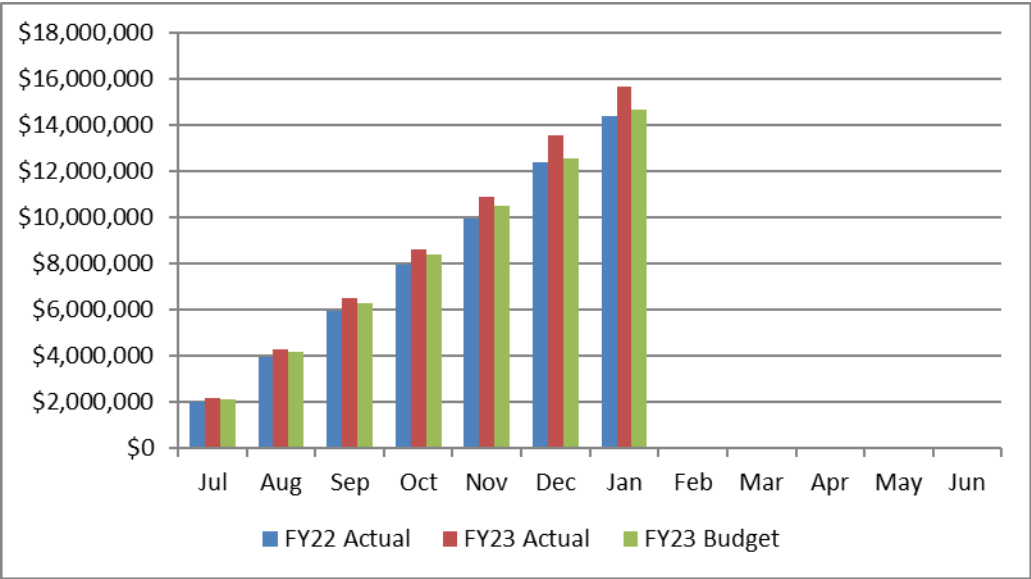
Administration

Sales Tax Collection. Gross privilege tax collections were up \$184,515, or 7.53%, for December and \$146,055, or 7.44%, for December over fiscal year 2022.

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



Through January, collections are up \$1,277,332, or 8.89%, from Fiscal Year 2022. The chart below provides a monthly comparison of FY23 actual, FY23 budget, and FY22 for the Fiscal Year.



Description	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22	Jan-23
Utilities	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	119,437.48	132,534.40
Communicaitons	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	10,555.75	11,271.73
Publication	744.88	819.52	772.52	763.33	767.36	813.32	757.66	869.65	703.58	715.02	839.53	761.04
Restaurant & Bar	243,951.95	241,288.41	263,830.50	250,773.62	246,707.72	227,599.27	239,695.57	236,441.00	242,228.95	233,825.05	258,477.18	255,158.77
Contracting - Prime	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	67,748.69	42,287.68
Retail Sales	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	1,330,616.35	997,747.43
Use Tax Purchases	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	64,746.19	65,584.87
Use Tax from inventory	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	630.98	737.42
Residential Rental	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	78,345.26	35,527.28
Retail Food for home consumption	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	391,212.06	277,905.26
Commercial Rental	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	34,092.34	35,187.93
Tangible Property Rental	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	24,670.67	19,477.43
Extended Stay	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	84,022.20	108,432.39
Online sales	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	144,563.46	103,768.78
Other	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	26,478.77	25,623.39

Community Development

- **Community Development Block Grant Program (CDBG).** The City issued a Notice of Funding Availability for PY 23 CDBG funding and held a meeting with prospective applicants. Presentations on funding requests were made at the regular City Council meeting on March 9, 2023. The feedback received will be incorporated into the Draft Annual Action Plan that will be scheduled for a public hearing in April.

Staff also prepared for and participated in its first monitoring visit with HUD during the last week in February to evaluate the City's compliance with federal regulations on CDBG funded activities. No materially significant findings are expected.

- **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, one grant request was approved for the following properties:

- 66 N. Garden Avenue, public art (monument sculpture of Cochise).

- **Development Review Committee (DRC).** On January 24, 2023, the DRC approved a site plan for a Tropical Smoothie to be built at 562 S. Highway 92 (immediately south of Culver's). Members of the DRC are currently reviewing a site plan application submitted by Circle K for a new 5,200 square foot convenience store with seven fuel pumps at 5058 E Highway 90 and a preliminary plat application submitted by Castle & Cooke, Arizona, Inc. for Independence Village (a 376-lot single family subdivision within the Tribute Specific Plan Area).

- **Rebuilding American Infrastructure with Sustainability and Equity (RAISE) Grants.** The U.S. Department of Transportation (DOT) published a Notice of Funding Opportunity for \$1.5 billion in grant funding for projects with significant local or regional impact. Planning Staff supported Public Works in preparing applications for the following projects:

- Shared Use Path Connector Project. Would provide funding for three separate multi-use paths that would complete perimeter loop in the City: Shared Use Path #1 would be constructed along Highway 90 between 7th Street and N. Coronado Drive; and Shared Use Path #2 would be built along Highway 92 between Buffalo Soldier Trail and Kachina Trail. The total requested funding is \$6,882,943.

- West End Improvements Project. This application would provide funding for constructing Phase 2 of the West Fry Boulevard and North Garden Avenue streetscape improvements. The total requested funding is \$12,060,215.

DOT is expected to make a funding announcement in June 2023.

Building & Inspection Services

The following projects were reviewed/inspected during January/February 2023:

PLANS UNDER REVIEW

PROJECT NAME	PROJECT TYPE	PROJECT ADDRESS
Arbenz Pickleball - Restrooms	Accessory Commercial	2830 Tacoma Street
Do8it - repair collapsed building	Tenant Improvement	650 E. Wilcox Dr
Gyfted Creations	Tenant Improvement	209 W. Fry Blvd
Gymnasium - Stage 2	Addition - Commercial	382 E. Wilcox Dr
Hummingbird Assisted Living - Kitchen	Tenant Improvement	2047 Highway 92
Safelite - Power Ventilator	Tenant Improvement	4148 Industry Dr 1117
Veteran's Park - Restrooms	Accessory Commercial	3405 E Fry Blvd
U-Haul Propane Tank	Accessory Commercial	2011 E Fry Blvd

PLANS APPROVED

PROJECT NAME	PROJECT TYPE	PROJECT ADDRESS
Dividend Homes Façade & Add'n	Addition - Commercial	3827 S. Highway 92
Garden Canyon Clubhouse	Commercial New	405 South Garden Ave
Freddy's	Commercial New	572 N Highway 90
Home Depot - Tool Center	Tenant Improvement	3500 Avenida Cochise
Park Professional Building Remodel	Tenant Improvement	2700 E Fry Blvd
Popeyes Chicken	Commercial New	467 E. Hwy 90
Tractor Supply - Remodel	Tenant Improvement	4860 E. Highway 90
Tropical Smoothie	Commercial New	562 S. Highway 92
Verizon Wireless - Cell Tower	Cell Tower	4253 Enterprise Way
Williams/Melo Law Office TI	Tenant Improvement	2107 Paseo San Luis, #B

PERMIT ISSUED/UNDER CONSTRUCTION

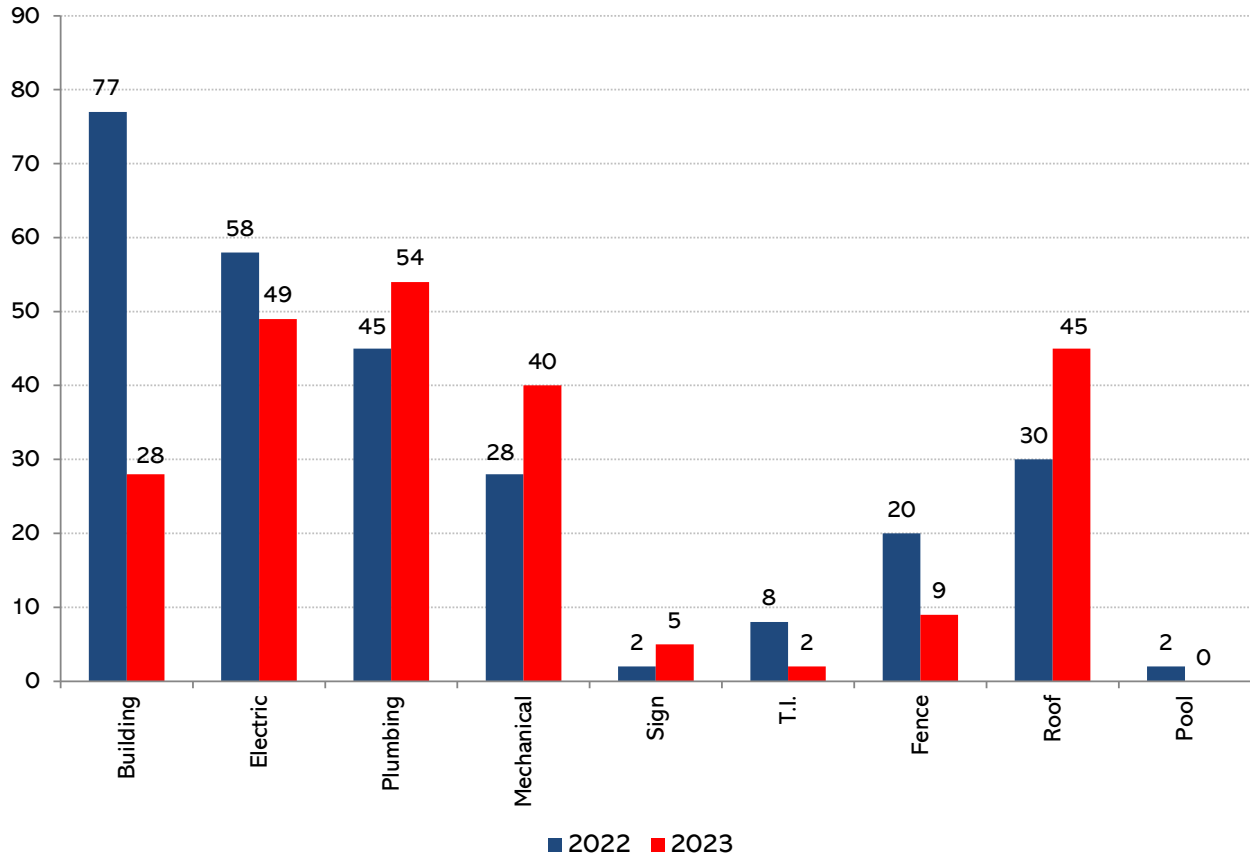
PROJECT NAME	PROJECT TYPE	PROJECT ADDRESS
AZ20527 Cell Tower	Cell Tower New	1300 Fort Ave
Canyon De Flores - Dental Office	Tenant Improvement	3477 Canyon De Flores (B)
Casa De La Sierra	Tenant Improvement	500 S. Coronado Dr
Casa Del Sol - Phase 2	Apartment New	1020 S Carmichael Ave
Center for Academic 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
Dance Studio	Tenant Improvement	156 E Fry Blvd
Embrace Life	Tenant Improvement	4116 Avenida Cochise, #F-G-H-I
EMS Substation	Cell Tower New	2155 S 7th St
Fry's Food - Fire Sprinkler System	Tenant Improvement	4351 E Highway 90
Garden Ave & Fry Improvements	Addition - Commercial	1011 N Coronado Ave
Gymnasium - Stage 1 Issued	Addition - Commercial	382 E. Wilcox Dr
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	Tenant Improvement	33 S Garden Ave
Hummingbird Assisted Living	Tenant Improvement	2047 S Hwy 92
International Karaoke Remodel	Tenant Improvement	325 W Fry Blvd F
Joy Korean Church Addition	Addition - Commercial	598 Myer Dr
Juan's Barber Shop - expanding	Tenant Improvement	11 E. Wilcox Dr B
Northrup Grumman - remodel	Tenant Improvement	4067 Enterprise Way
Oasis Apartments - Stucco	Tenant Improvement	4250 E. Busby Dr
Oasis Apartments - Plywood	Tenant Improvement	4250 E. Busby Dr
Office Building	Tenant Improvement	5100 E. Highway 90 E
PXPHX002299A Cell Tower	Cell Tower Modification	1045 S. Lenzner Ave
Veteran's Park Sports Complex	Tenant Improvement	3305 East 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 Suites Kitchen Rehab	Tenant Improvement	391 E Fry Blvd
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

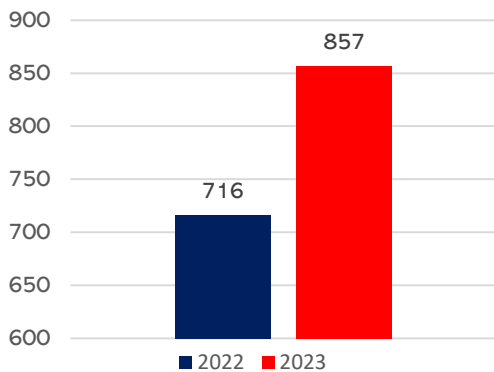
PROJECT COMPLETED

PROJECT NAME	PROJECT TYPE	PROJECT ADDRESS
Dish Wireless Cell Tower	Cell Tower New	3616 E. Little Hill Lane
Fry's Food - Phase 2 Pick Up	Tenant Improvement	4351 S Hwy 90
Girls Home	Tenant Improvement	1850 Paseo San Luis
Sierra Vista School - Shade Install	Accessory Commercial	3228 St Andrews Dr
Westwood Village Apartments	Tenant Improvement	201 North Garden Ave
Hair Salon	Tenant Improvement	1630 S Hwy 92

PERMIT BY TYPE JAN-FEB



INSPECTIONS JAN-FEB



CONSTRUCTION TRENDS (JAN-FEB)

CONSTRUCTION TYPE	NEW CONSTRUCTION	
	2022	2023
SINGLE-FAMILY UNITS	13	6
SINGLE-FAMILY ADDITIONS	2	0
MANUFACTURED HOME UNITS	13	24
MULTI-FAMILY UNITS	0	0
NON-RESIDENTIAL (SQ. FT.)	11,616	0

Code Enforcement

The City's Code Enforcement officers responded to 70 complaints during the reporting period. Assisted the City's Finance Department by serving 18 notices for delinquent sewer/sanitation payments. Staff continues to search fields for homeless encampments every two weeks that includes engaging property owners for trespass orders for SVPD. Moreover, the Department has assisted with the oversight and implementation of the Better Work Program. During the reporting period, 7,640 pounds of trash from three State Land Trust parcels have been removed.

CODE REFERENCE	COMPLAINT	REPORTING PERIOD	DESCRIPTION
		JAN-FEB 2023	
150.15.C	ADDRESS NUMBER MISSING	1	RESIDENTIAL ADDRESS NUMBER NOT VISIBLE FROM STREET
150.25.4	ALLEYWAY MAINTENANCE	5	OVERGROWTH, OBSTRUCTION, DEBRIS INTERFERING WITH USE OF ALLEYWAY
150.23.20	BLIGHT	10	UNSIGHTLY, UNSAFE, OR UNSANITARY CONDITIONS
150.23.14	CLEAR VISION	1	OBSTRUCTING CORNER VISIBILITY
90.11	DOMESTIC FOWL	0	COOP LOCATION, CONDITION, ODORS, NUMBER
150.23.6	ARTIFICIAL ILLUMINATION	0	LIGHT THAT EXTENDS BEYOND THE PROPERTY LINE IN A NUISANCE MANNER
150.23.15	FIRE DANGER	0	COMBUSTABLE MATERIAL THAT POSES A HAZARD
150.23.22	GRAFFITI	0	UNAUTHORIZED INSCRIPTION, FIGURE OR DRAWING OR OTHER DEFAACEMENT
150.24.A	ILLEGAL DUMPING	11	DEPOSITING LITTER OR DEBRIS ON ANY LAND
150.23.17	INOPERATIVE VEHICLE	3	NO REGISTRATION, FLAT TIRES, DISABLED MOTOR
150.23.8	JUNKYARD DUMPING GROUND	0	EXCESSIVE WASTE, ABANDONED PROPERTY, JUNK BEING STORED ON PROPERTY
150.25.1	LITTER/DEBRIS	1	GARBAGE, WOOD, CANS, ETC. LITTERING A PROPERTY
110.01.A	NO BUSINESS LICENSE	0	UNAUTHORIZED HOME- BASED BUSINESS
150.25.5	OVERGROWTH	10	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	0	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	5	NO SANITATION SERVICE/TRASH BUILD UP
150.23.13	SIDEWALK OBSTRUCTION	17	ANYTHING OBSTRUCTING A 36" WIDE PATHWAY OR 80" OVERHANG
150.25.10	SWIMMING POOL	0	GREEN AND STAGNANT POOL
150.18 A	UNSAFE STRUCTURE	3	DANGEROUS OR UNFIT FOR HUMAN HABITATION
TOTAL		70	

Sierra Vista Fire and Medical Services (SVFMS)

Sierra Vista Fire and Medical Awards

Sierra Vista Fire and Medical personnel held their annual awards banquet in February. The event was attended by over 120 employees and family members. We would like to thank the City officials for their attendance along with the entire Mayor and Council. We have an awesome group of women and men who strive every day to ensure our community is safe.

Here is the list of winners:

FIREFIGHTER OF THE YEAR:	Thomas Wiedemann
PARAMEDIC OF THE YEAR:	Muriel Adams
EMT OF THE YEAR:	Phil Wechsler
SPECIAL ACHIEVEMENT:	Josh Meeker
MOST CALLS:	Mike Quarto
MOST REPORTS WRITTEN:	Lorena Gilbert

EMS Supervisor

With our EMS personnel numbers continuing to rise it was time to hire an EMS Supervisor to oversee the daily functions. Mike McKearney has been chosen. We are optimistic about what he will be able to achieve with our awesome staff. Mike comes from within our EMS Division and has years of experience in leadership roles. Congratulations to Mike.

Strategic Plan

With the assistance of Assistant City Manager Victoria Yarbrough, SVFMS has completed our two-year Strategic Plan. This plan was developed by our entire organization, and it will guide us internally. One of the focuses is getting an outside look at SVFMS and see if we are moving in the right direction in areas of staffing, response plans and recruiting and retention. We are looking forward to the data received and implementing new ideas to keep SVFMS as a top tier Fire Department in the state.

DATA for the month January/February

Incident Numbers

		Jan	Feb
Year to date Total Incidents	2023	761	1450
	2022	752	1456
Total Calls run by SVFMS	2023	761	689
	2022	752	704
Total Calls on FH	2023	27	12
	2022	17	32
Auto Aid Given	2023	26	34
	2022	46	39
Auto Aid Received	2023	67	78
	2022	130	136

Unit Responses

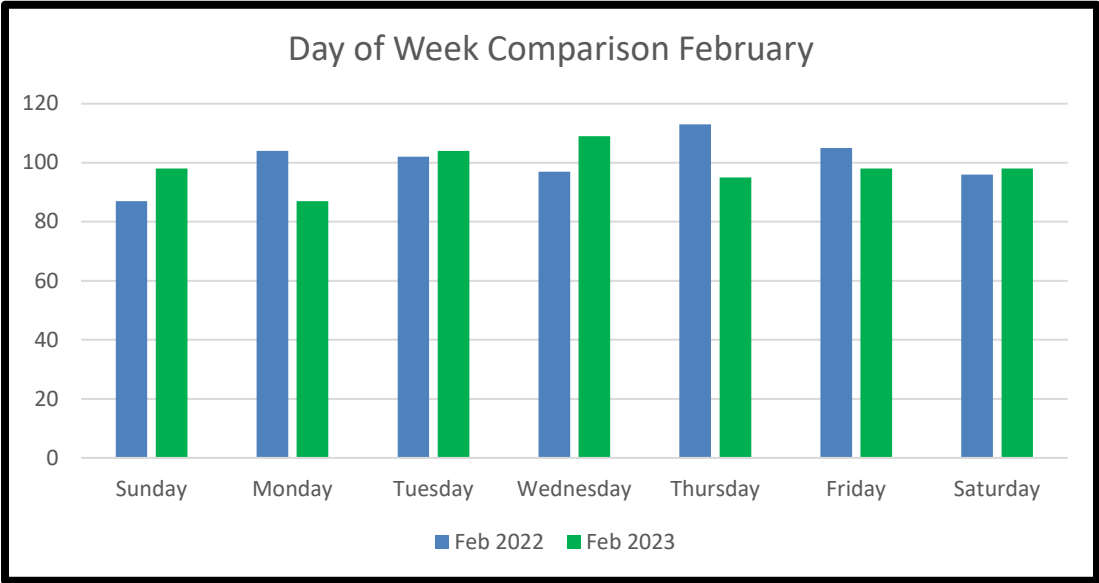
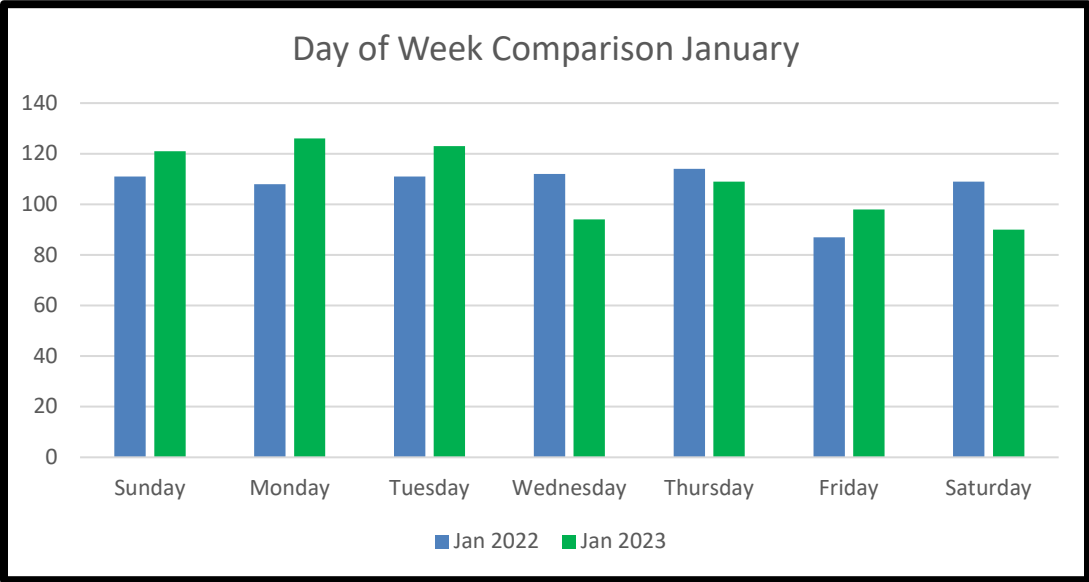
		Jan	Feb
Engine 201	2023	210	211
	2022	272	224
Truck 202	2023	167	145
	2022	87	169
Engine 203	2023	130 (41 transported)	104 (6 transported)
	2022	140 (26 transported)	135 (41 transported)
Medic 201	2023	204 (124 transported)	217 (125 transported)
	2022	252 (111 transported)	259 (131 transported)
Medic 202	2023	143 (99 transported)	129 (86 transported)
	2022	219 (111 transported)	210 (106 transported)
Medic 204	2023	180 (124 transported)	172 (119 transported)
	2022	87 (48 transported)	82 (37 transported)
Medic 205	2023	18 (8 transported)	10 (9 transported)
	2022	23 (15 transported)	31 (19 transported)
Medic 206	2023	0	0
	2022	0	1 (1 transported)

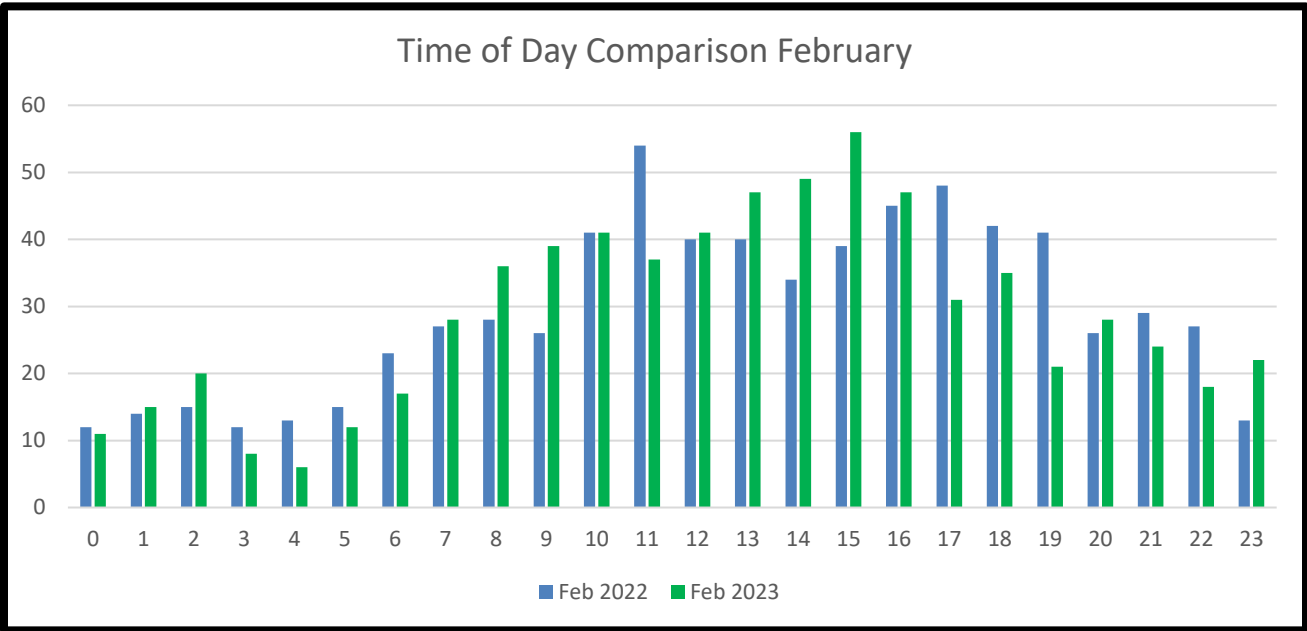
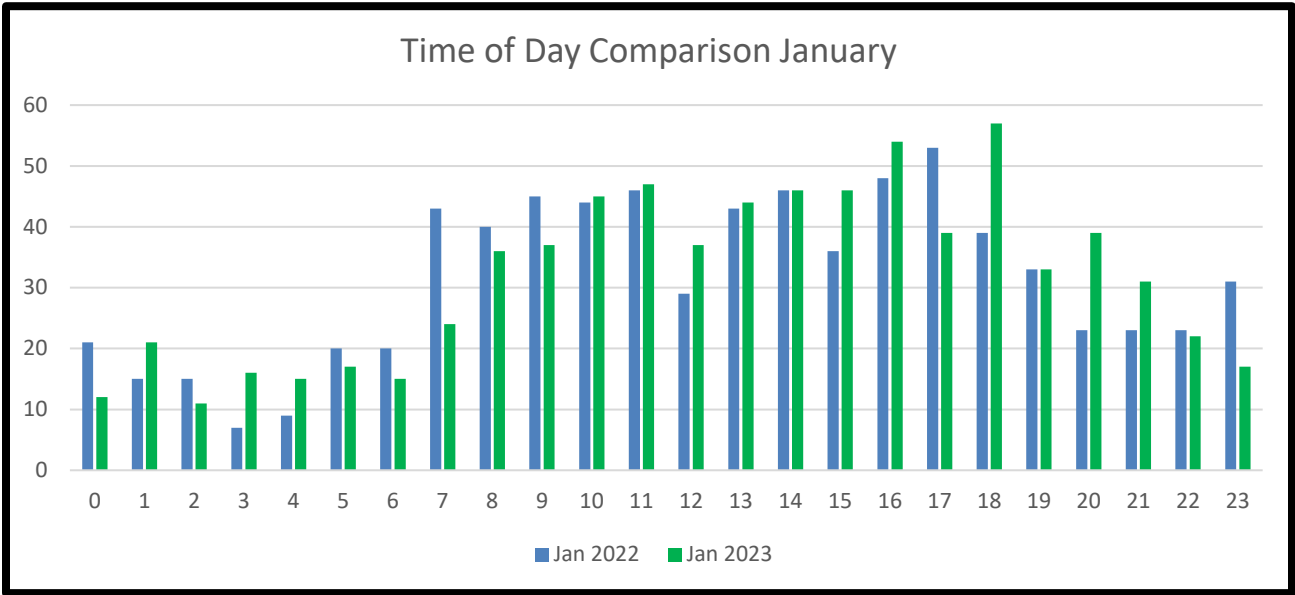
January

Nature Codes		Nature Codes		Nature Codes	
Abdominal pain	14	Domestic	1	Overdose	8
Allergy	3	Electrical Hazard	2	Poss. Deceased	3
Altered LOC	37	EMS Standby	2	Res. Fire	4
Assault EMS	7	Fainted	11	Seizures	12
Back Pain	3	Fall Injury	76	Sick person	82
Bleeding	31	Fire Alarm	29	Smoke Inv.	4
Breathing Problem	109	Fire Assist	15	Snake Fire	2
Brush Fire	3	Hazmat	7	Stroke/TIA	16
Cardiac Arrest	7	Headache	2	Suic/Psych	10
Chest Pain	43	Heart Problem	13	Trauma Inj.	8
Choking	2	Lift Assist	79	Unconscious	22
Code 1 Transport	41	Medical Alarm	11	Unk. Problem	7
Commercial Fire	1	MVA	19	Vehicle Fire	2
Diabetic	16	Outside Fire	3		

February

Nature Codes		Nature Codes		Nature Codes	
Abdominal Pain	8	Diabetic	8	Overdose	2
Allergy	6	Electric Haz	1	Poss Deceased	2
Altered LOC	38	EMS Standby	2	Pregnancy	2
Animal bite	3	Fainted	8	Res. Fire	3
Assault EMS	5	Fall Injury	54	Resd/ Dngrd	1
Back Pain	5	Fire Alarm	28	Seizures	13
Bleeding	25	Fire Assist	19	Shed fire	1
Breathing Problem	104	Hazmat	14	Sick Person	91
Brush Fire	4	Heart Problem	4	Smoke Inv.	3
Burn Injury	1	Heat/Cold	1	Snake Fire	1
Cardiac Arrest	8	Lift Assist	51	Stroke/TIA	15
Chest Pain	42	Lockbox	9	Suic/Psych	15
Choking	2	Medical Alarm	5	Trauma Inj	11
Code 1 Transport	34	MVA	13	Unconscious	7
Comm. Fire	2	Outside Fire	2	Unk Problem	8
Comm. Dngrd	2				





Police Department

Recruiting Update

Recruitment efforts continued to struggle in finding qualified individuals to serve as police officers with the City of Sierra Vista during 2022. Despite increased efforts by the recruiting team, the number of applicants continued to decline at a drastic rate over the last several years. As a result, the department is exploring multiple ways to increase the number of overall applicants.

	2017	2018	2019	2020	2021	2022	2023 YTD
Total Number of Applicants	233	183	186	173	91	77	14
Total Number Hired	3	6	7	5	6	10	2

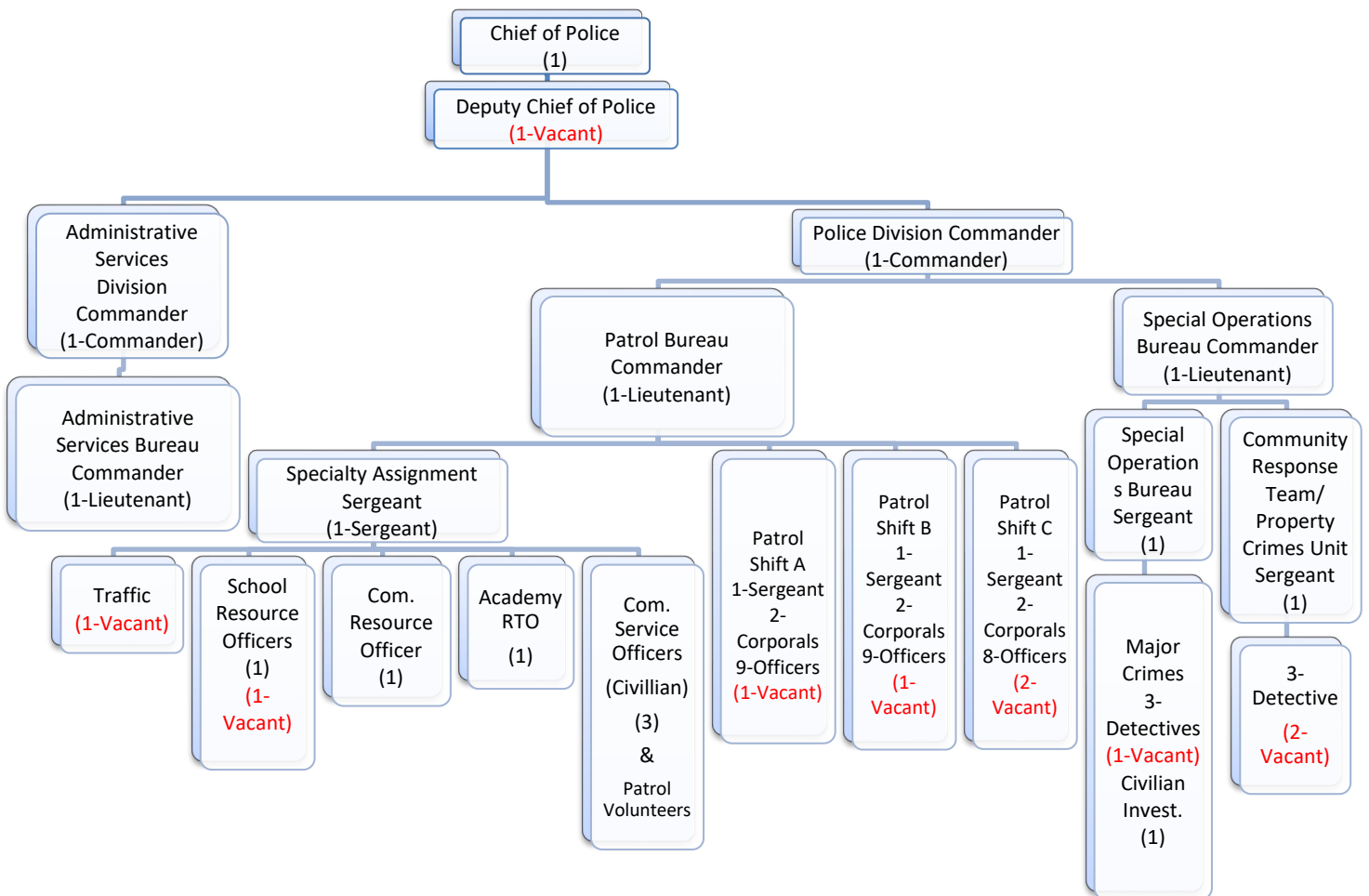
Despite these challenges, the quality of the applicants has increased as the department was able to hire 10 new officers in 2022. The department currently has four recruits attending the Southeast Arizona Law Enforcement Training Academy (SEALETA) in Douglas. The department also has two officers currently in field training and has one officer recruit awaiting the start of an academy class in July.

Sworn Officer Staffing Update

The FY2022-23 Classification and Compensation Plan authorizes the police department’s staffing level at 68 sworn officers with 67 positions funded through the budget. The department currently has 61 officer positions filled, but only 55 of these officers are available to assign to duty. The remaining six positions are classified as “unavailable for assignment.” Specifically, four officers are attending the academy, two are in field training, and one is awaiting the start of the next academy class in July. New to the department are three Community Service Officers (CSO) and one Civilian Investigator. All have been hired and the one police recruit awaiting the academy is fulfilling CSO duties. All the CSOs are in training to handle calls for service to alleviate the burden on patrol officers. A small example of calls for service the CSOs are currently responding to include assisting officers at public highway accidents, handling private property accidents, providing traffic control, handling graffiti and minor criminal damage calls, impounding property, patrolling parks, and assisting processing vehicle burglary scenes to name just a few. The CSO positions have had an immediate impact in assisting patrol officers and the list of calls they handle will be expanded once they have gained more experience.

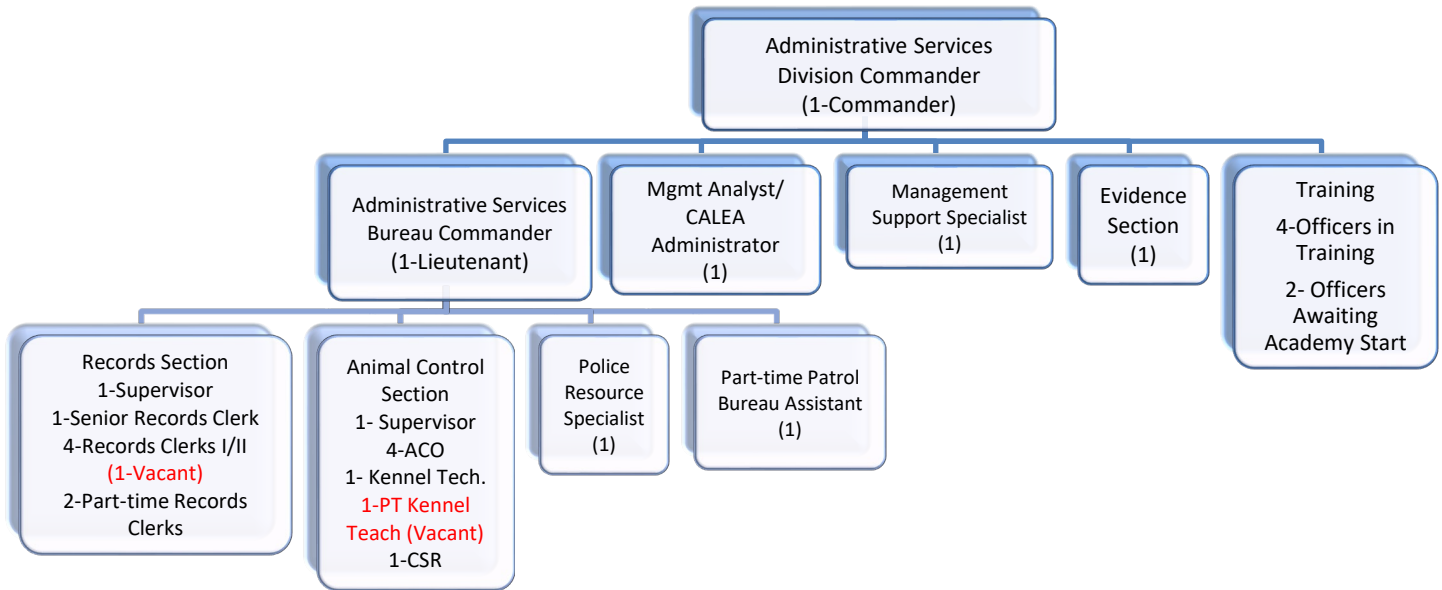
Unfortunately, the staffing shortage is projected to increase in the next several months. This calendar year the department had two officers retire and two more are scheduled to retire in the next several months. In addition, two other officers have left or are planning on leaving for other agencies. By June 2023, the department anticipates only 59 sworn officer positions filled with only 53 available for assignment until September when the four academy recruits complete field training. Due to this staffing shortage, multiple positions will be left vacant or unassigned, including the Deputy Chief of Police, the Detective Corporal, various other detectives, and patrol officer positions. Once the academy recruits complete field training, the department will be able to fill the various vacant positions in patrol and special operations; however, the Deputy Chief of Police position will remain vacant for an extended period. Below is the anticipated organizational chart for sworn officer positions starting in June 2023.

**Projected Organizational Chart
June 2023
(53 Sworn Officer + 6 Officers in Training/Recruits)
(9 Positions Unfilled)**



Current Administrative Services Staffing Update

As demonstrated in the chart below, the department is in a much better position regarding administrative services staffing. Administrative services positions have fewer issues with vacancies, light-duty assignments, and initial training time. Below is the department’s anticipated organizational chart beginning in June 2023.



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

The department’s animal care and control section is authorized seven full-time positions including one supervisor, four animal control officers, one kennel technician, and one customer service representative and 1 part-time kennel technician position. Duties include animal-related calls for service, adoptions, shelter operations, and proactive enforcement.