



# Council Executive Report

Charles P. Potucek, City Manager

July & August 2023

## Highlights

- ➔ The Sierra Vista Fire & Medical Services department is running an average of 26.3 calls/day for 2023.
- ➔ The Tohono O’odham Nation has selected the Henry F. Hauser Museum as a recipient of one of their grants in the amount of \$65,000!
- ➔ The real time crime center (RTCC) and audio-visual upgrades to both the PD auditorium and emergency operations conference room were all completed in August.
- ➔ Social media posts for all 10 of the City’s social media pages on Facebook, Instagram, and Twitter, gained impressions for the period May-June 2023 over the same period last year by 28.7%.

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## City Manager's Message

As Fall rapidly approaches, the cooler temperatures bring the City’s season of planning. Oftentimes, progress seems to occur at a snail’s pace. And even though we may want things to sprout up overnight, building the type of community we want takes time and careful planning. Budget season will start sooner than we think, and staff will use City Council’s Strategic Plan as a roadmap to directing next year’s operations and projects.

As the FY2022-2023 Strategic Plan concludes, staff will provide the final update next month. In this, staff outlined how each department prioritized projects, allocated resources, and documented the progress to achieve the City Council’s initiatives. In conjunction, staff is currently working on the implementation plan for the FY2024-2025 City Council Strategic Plan filled with updated and new priorities for our community’s future. The implementation plan will define the process and action that will turn the new Strategic Plan into the desired vision.

Many projects are well underway within the second quarter of the fiscal year. One project is the finalization of the land purchase next to Fire Station 2. The next step is to strategize the most efficient use of the land and to put it through the capital improvement process for next budget year. We look forward to seeing how Sierra Vista Fire and Medical Services can maximize the use of this land to benefit our community.

The fall season also brings the opportunity to hold extraordinary events. Come out to enjoy activities such as:

- 17<sup>th</sup> Annual Bear Cat Pull for Special Olympics – Oct 1<sup>st</sup>
- National Night Out – Oct 3<sup>rd</sup>

## Upcoming Council Meetings

(City Hall Council Chambers except where noted)

Oct. 10, 3:00 p.m. – Work Session

Oct. 12, 5:00 p.m. – Council Meeting

Oct. 24, 3:00 p.m. – Work Session

Oct. 26, 5:00 p.m. – Council Meeting

Nov. 7, 3:00 p.m. – Work Session

Nov. 9, 5:00 p.m. – Council Meeting

Nov. 21, 3:00 p.m. – Work Session

Nov. 23, 5:00 p.m. – Council Meeting

## City Manager's Office Contacts

Charles.Potucek@SierraVistaAZ.gov  
Victoria.Yarbrough@SierraVistaAZ.gov  
Jennifer.Dillaha@SierraVistaAZ.gov  
520-439-2147  
[www.SierraVistaAZ.gov](http://www.SierraVistaAZ.gov)

- Vineyards in the Park – Oct 7<sup>th</sup>
- 1<sup>st</sup> Annual Dusk with the Dead – Oct 14<sup>th</sup>
- 28<sup>th</sup> Annual Veterans Day Parade – Nov 11<sup>th</sup>
- Annual Tree Lighting and Holiday Market – Dec 1-2<sup>nd</sup>

For more information on events, check out the event calendar at [SierraVistaAZ.gov](http://SierraVistaAZ.gov).

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

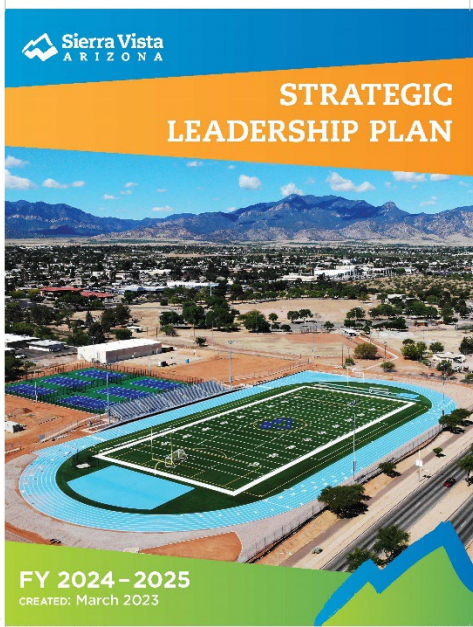
Chuck Potucek, City Manager

# Communications

**Improving asset management:** The Communications Division completed implementation of Canto, a digital asset management system. Canto will help the team store and manage its many photos and video files. The system makes these assets easily searchable via multiple layers of keywords and tags. It also offers improved methods of uploading and sharing assets, which will help in working with team members in other departments and external collaborators. Onboarding required an extensive import process, which wrapped up in July.

**Providing marketing and communications tools to all departments:** The Communications team provides promotional services for all City departments, to include flyers; business cards; posters; brochures; and print, digital, and broadcast advertising. In addition to maintaining the City's websites, staff completed the following City projects during July and August 2023:

- **Animal Control:** Assisted with the announcement of an Adoption Upon Donation campaign for dogs in August and September. The Communications team also started doing a weekly Facebook/Instagram reel to keep the adoption special top of mind and reach an audience that engages with short videos.
- **Aquatics:** Projects include a flyer announcing the return of Splishy Splashy Storytimes in September and flyers sharing the facilities hours and fees.



- **City Manager's Office:** Organized the 2023 Spotlight Breakfast and Sierra Vista Area Chamber of Commerce leadership class government day, with more details to follow later in this report. Designed the City Council's latest Strategic Leadership Plan. Developed talking points for multiple speaking opportunities. Completed fliers and online marketing of City Council Meet & Greets.
  - **Community Development:** Conducted a Facebook ad campaign and designed print advertising materials for the Vista 2040 General Plan campaign. Designed door hangers for Code Enforcement.
  - **Economic Development:** Completed a 1,200-word article and advertisement for Economic Development in the Locations of the Future issue of FDI Alliance International. Prepared certificates for the Business Recognition Program.
- **Library & Cultural Events:** Projects included creating numerous Facebook events for division programs, creating an announcement for new library hours, and streaming a weekly story time.
  - **Finance:** Posted budget materials to the website. Promoted information on Budget proceedings on the website, on social media, and in the email newsletter.
  - **Henry F. Hauser Museum:** Assisted with ongoing promotion of the *Jurassic Wonders* exhibit. Created a flyer for the Dusk with the Dead program in October.



- Parks & Recreation:** Created an ad thanking the community for the division’s nomination in the Herald/Reviews Best of Sierra Vista publication. Completed logo design, postcard design, and social media advertising for the Hummingbird Triathlon. Communications staff took new photos at the event for future marketing and to share on social media. Completed print and

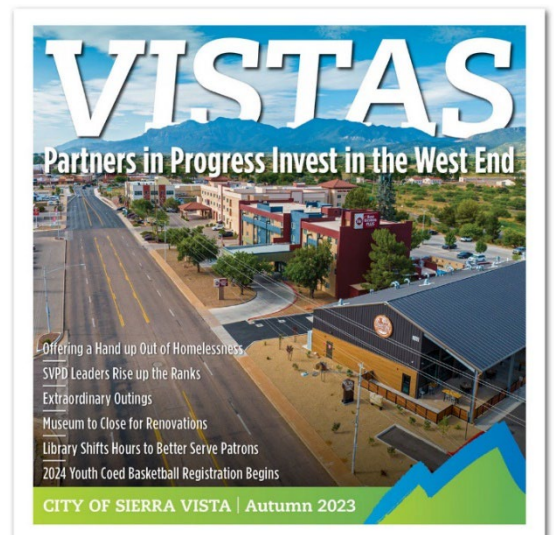
digital marketing materials for Oktoberfest. Completed a Sparks After School Program poster. Communications staff also assisted with a variety of social media and digital marketing associated with the division’s events.

- Police:** Published a video highlighting the Sierra Vista Police Department’s drone division. Created print and digital marketing for Tip-A-Cop and the Bearcat Pull for Special Olympics. Designed a flyer for Law Enforcement Family Night at The Cove. Communications staff is working on a series of police recruitment videos, to include a major update of the department’s longform recruitment video. Also shared news of department promotions in press releases, in the email newsletter, in *Vistas*, and on social media.
- Public Works:** Posted a public notice for a flood hazard information update.
- Vista Transit:** Design, copywriting, and project management for weekly print ad. Created and printed updated Pink Route and On-Demand Stop maps for Vista Transit. Started work on an updated Ride Guide and Paratransit Guide in both English and Spanish.

**eNewsletter.** The City’s **weekly eNewsletter** is sent to about 4,300 subscribers. Over the July-August period, the eNewsletters received an open rate of 45% with a 2% click rate. These were on par for the industry average in the same period.

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

The fall issue of **Vistas** was completed in August/September and mailed to local residents in early September. The cover story describes how business owners have invested in the West End as part of the City’s West Sierra Vista Partnership Program and overall revitalization efforts. This issue also provides an update on the Better Work Program launched by Better Bucks Sierra Vista. A digital version of *Vistas* is on the website and print copies are available in most City buildings.



Communications continued promotion of the **Vista 2040 General Plan**. Communications completed paid social media promotion in July and August. A paid radio campaign launched in September, as well as both organic and paid advertising through Cool

FM Online. Newspaper ads are planned for the fall. To date, 102 people have completed the Vista 2040 survey.

The **Shop Local** campaign continued through October to include a radio ad campaign, which allows local businesses to buy a portion of the ad at a discounted rate. The program enables participating businesses a promotional opportunity, their commitment to local shopping and the community, and underscores the City's "shop local" message.

Communications staff coordinated the City of Sierra Vista government day for the **Sierra Vista Area Chamber of Commerce leadership class**. These future leaders got to hear from Sierra Vista Mayor Clea McCaa, received an overview of our Community Development Department, learned how the City works with businesses, and so much more. It's always especially fun to head over to Public Works to see the brains behind our City street signals, try out one of our refuse truck's extendable pickup arm, check out fleet maintenance, and see the equipment we use to proactively inspect local sewer lines. They also got an overview of what makes Sierra Vista a nationwide leader in responsible water management.

In support of Fort Huachuca, Communications staff created a social media post to tie into the fort's **Buffalo Soldier Day** campaign. The post highlighted the history behind the Sierra Vista Police Department patch, which honors Buffalo Soldiers.



Staff organized the 2023 **Spotlight Breakfast**, which was attended by about 160 people. Communications staff duties associated with the event included: designing and mailing invitations, designing the new City Council Strategic Leadership Plan, creating/editing a video presentation, capturing/creating visual assets for presentations, purchasing a giveaway item, and coordinating all the event logistics.

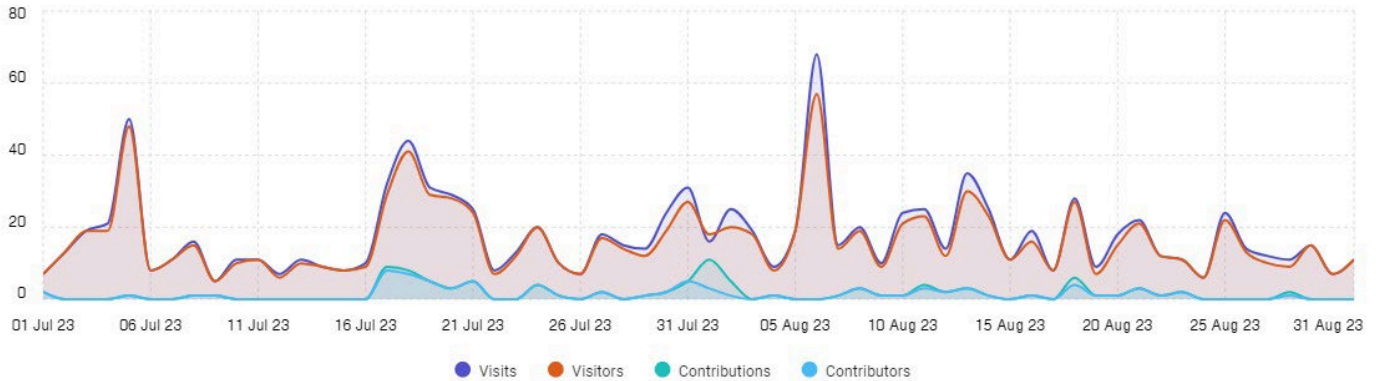
Communications staff also hosted a booth as part of the annual **Arizona League of Cities and Towns Arizona Showcase**. It included banners highlighting Sierra Vista as a destination for tournaments and Hummingbird Capital of Arizona. A prize wheel showcasing signature Sierra Vista activities and characteristics was used to give out a variety of Sierra Vista-themed items.

**National News.** Staff assisted Mayor McCaa with an interview with a producer from NBC Nightly News with Lester Holt regarding load car drivers and their impacts in our community.

**Website performance.** Google Analytics stopped recording data in July as the company transitions to Google Analytics 4. Communications staff is in the process of integrating Google Analytics 4 but does not have data for July-August to share. Once the implementation is complete, website performance data will once again be reported in this report.

The **Engage.SierraVistaAZ.gov** website saw 1,100 total visits during July-August 2023, an increase of 251 (30%) over May-June. This is primarily due to the Vista 2040 General Plan campaign, which received strong engagement in this period. The graphic below is a Visitors Summary report from Engage. For this period, the site received 100 contributions from visitors engaging with one of the projects.

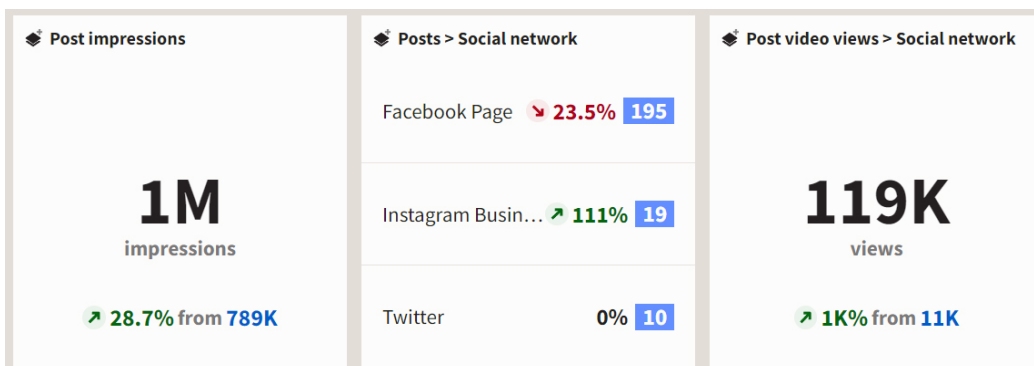
Activity over time



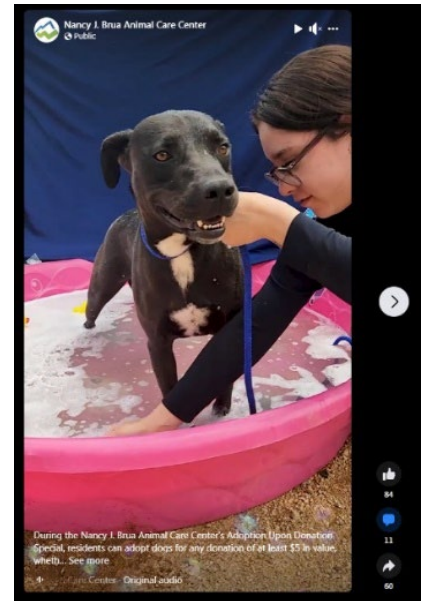
**Podcast.** The Let’s Talk Sierra Vista podcast is on break due to limited staffing. Staff hopes to resume the podcast in the fall.

**Staffing.** Following the retirement of MarCom Manager Judy Hector on June 2, Public Information Officer Adam Curtis was promoted to Communications Manager, effective July 3. The division also welcomed David Carns as the division’s admin specialist starting June 5. The division is in the hiring process to fill the Public Information Officer position.

**Social Media.** Social media posts for all 10 of the City’s social media pages on Facebook, Instagram, and Twitter, gained impressions for the period May-June 2023 over the same period last year by 28.7%. That’s despite a decline in overall Facebook posts from 255 to 195. Instagram posts increased from 9 to 19 in the same period. The decline in Facebook posts is largely due to limited staffing as the vacant Public Information Officer position is highly focused on social media. The increase in impressions is encouraging, however, as it demonstrates growth of the social media pages and high engagement with their content. Video views also increased from about 11,000 to 119,000 over the same period last year. The increase is due to additional video content produced by Communications staff and videos being produced by Sierra Vista Fire & Medical Services staff and submitted via Hootsuite. This data, pulled from Hootsuite, does not include reels, which means the actual increase in views is higher.



Communications staff produced four reels promoting the Nancy J. Brua Animal Care Center’s Adoption Upon Donation campaign in August and early September. These resulted in 10,400 organic video views and 7,800 paid views, as several reels were promoted. Communication staff discovered data from reels is not being reported in the consolidated Hootsuite analytics. Communications staff hopes this will be addressed soon in a future update as Hootsuite is making strides in integrating reels into its functionality and this may just be a temporary issue. Communications is placing an emphasis on increasing the number of reels produced and shared, and currently it is difficult to capture and summarize the data with technological constraints and limited staff time available. Communications staff did produce several more reels in July-August promoting City events and programs.



The City’s **YouTube streaming** page, where Council meetings and work sessions are both streamed live and archived, has 298 subscribers. The total viewership for meetings held between in May and June is up by 176% (991 views), up from the total viewership for the same period in 2022 (359).

Date (2023)	Broadcast Description	Views
July 11	City Council Special Meeting	114
July 25	City Council Work Session	70
July 27	City Council Meeting	482
Aug. 8	City Council Work Session	62
Aug. 10	City Council Meeting	92
Aug. 22	City Council Work Session	101
Aug. 24	City Council Meeting	70

**Multimedia Projects.** Staff produced a number of multimedia communications projects in the July- August 2023 period, including:

Project	Media	Department
Hummingbird Triathlon	Photos	Sports
Adoption Upon Donation (four reels)	Videos	Animal Care & Control
Oktoberfest promo	Video	Parks & Recreation
Drone Specialty Unit	Video	Police
Energy Savings Initiatives	Video	CM Office
Back to School Fair	Reel	Library, Rec, & Cultural Services
Back to School Fair	Photos	Library, Rec, & Cultural Services
End of Summer Reading Celebration	Photos	Library, Rec, & Cultural Services
End of Summer Reading Celebration	Reel	Library, Rec, & Cultural Services
Stegosaurus Saturday	Reel	Library, Rec, & Cultural Services
Stegosaurus Saturday	Photos	Library, Rec, & Cultural Services
Solar-powered bird house	Reel	Library, Rec, & Cultural Services
Meeting Broadcasts	Livestream	City Council
Weekly Storytime	Livestream	Library

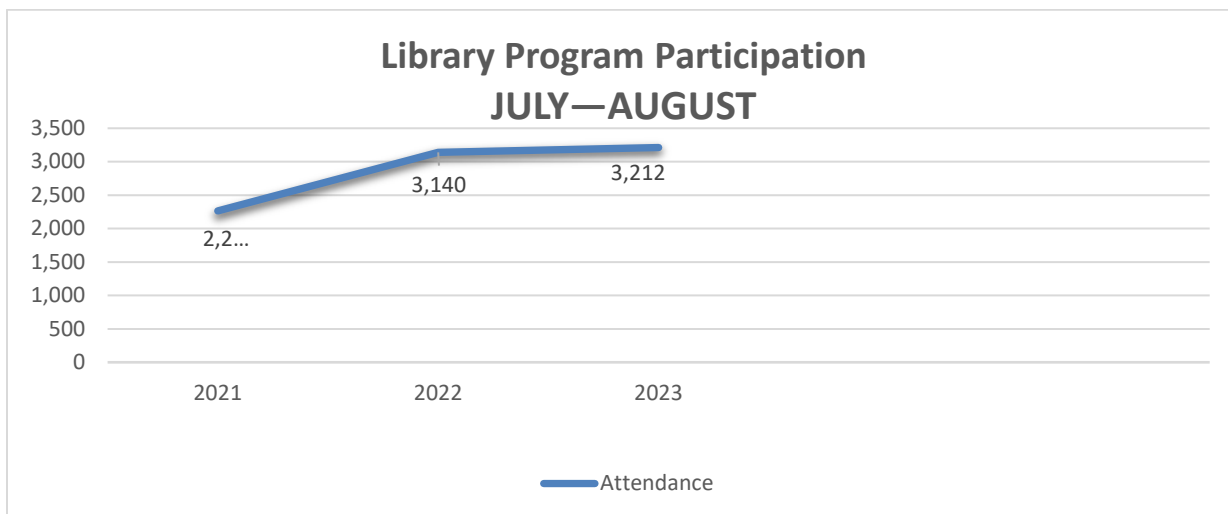
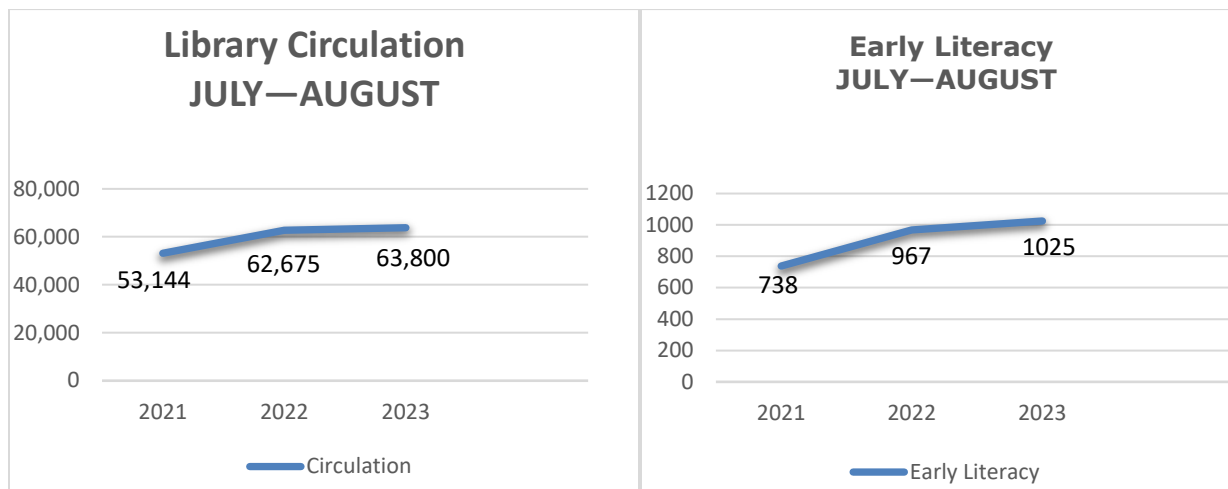
# Department of Parks, Recreation, and Library

## July – August Dashboard (Years: 2022 vs. 2023)

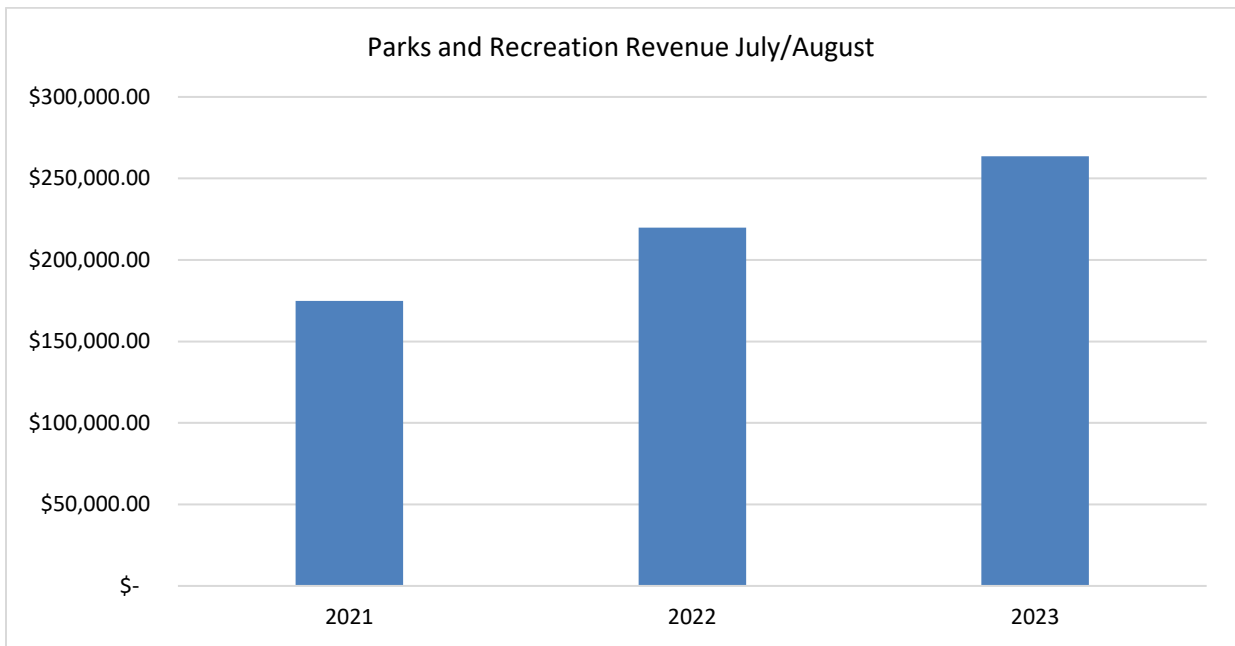
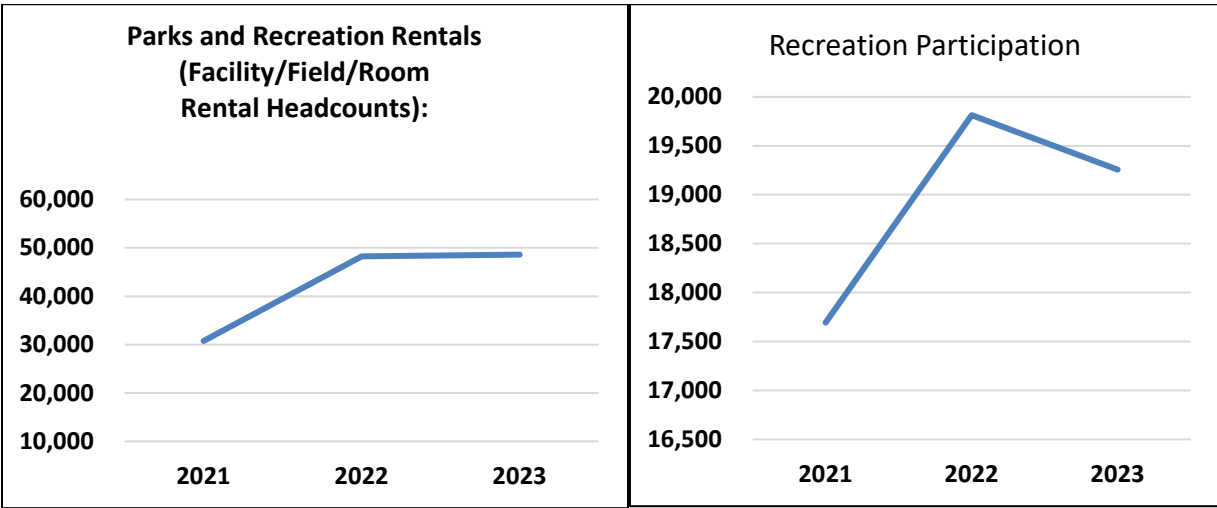
<b>Library Circulation: JULY–AUGUST</b>	<b>63,800</b>
<b>Library Program Participation: JULY–AUGUST</b>	<b>3,212</b>
<b>Early Literacy Participation: JULY–AUGUST</b>	<b>1,025</b>

<b>Parks, Recreation &amp; Special Events Revenue:</b>	<b>\$263,538</b>
<b>Parks, Recreation &amp; Special Events Program Attendance:</b>	<b>19,257</b>
<b>Parks, Recreation &amp; Special Events Rentals:</b>	<b>48,594</b>



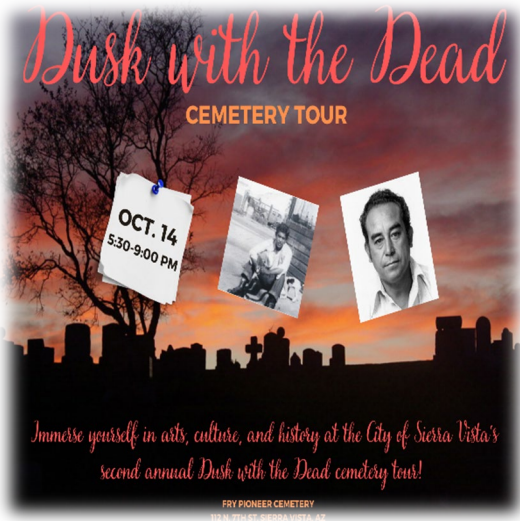




**Museum to Receive \$65,000 Tohono O’odham Grant!**

The Tohono O’odham Nation selected the Henry F. Hauser Museum as a recipient of one of their 12% Distribution Grants in the amount of \$65,000! The museum received a generous donation of \$100,000 this past November from the Sierra Vista Historical Society towards renovating and updating the current museum space. With this grant, the museum will be able to expand its current plans and invest in infrastructure, capacity, and furnishment of a permanent children’s area within the space.

## First Annual Dusk with the Dead Event



Dusk with the Dead will return on Saturday, October 14th! Starting at 5:30 p.m. at the Fry Pioneer Cemetery, this immersive program offers an intimate introduction to the people, largely of Mexican descent, who helped to build and shape our early community. It's a celebration of art, culture, and our shared history. The event will feature a 20 to 30-minute walking tour of the cemetery where actors, on site at the graves of those they are portraying, share the stories of the people buried there. Through those stories, participants will gain insight into how these folks came to the area, what they did and experienced while here, and what our early community was like. The cemetery will also be adorned with soft bistro lights and tables, where folks can sit and enjoy traditional champurrado con concha's and listen to live Mexican music while they wait for or return from their tours.

It's a great opportunity to tell the lesser-known stories of those buried outside the Fry family plot and to honor our community's Mexican heritage.

## Child & Family Programming; Prehistoric Passport Programs

Child & Family Programming division created several complimentary programs with the Jurassic Wonders exhibit at the Henry F. Hauser Museum. The level of excitement about dinosaurs is nowhere near extinct for people of all ages here in Sierra Vista.



The prehistoric characters added thrills to Brachiosaurus Bingo. The packed event was an evening of family fun for all participants, not just the lucky winners. People came to Stegosaurus Saturday for dinosaur crafts and a prehistoric scavenger hunt in the botanical gardens, then they stayed to play games out in the courtyard! By the end of the day, the future archeologists had found all the fossils. The Jurassic Wonders exhibit will be open through Friday, September 29 with more child and family programs to come!

The opportunity for collaboration between our divisions allows for greater reach across a more diverse audience. Members of the public can make connections throughout a variety of programming to explore activities and to develop relationships with other participating

families and increase familiarity with our programs and different divisions within the department.

Internally, we are finding that collaborative efforts encourage support across the department which reinforces our positive culture and is passed on through meaningful customer interactions. Collaborative results are often more impactful to staff and participants.

## Annual Fourth of July

This year's support of the Sierra Vista Noon Rotary's 4<sup>th</sup> of July celebration was a booming success, as always! Placer reported that more than 10,000 unique visitors enjoyed the afternoon and the fireworks show from the sports complex fields behind City Hall.

## Elgin/Sonoita Wine Tour

On Saturday August 5<sup>th</sup>, staff ferried 36 participants to Sonoita/Elgin for a wine tour. They visited the Deep Sky Vineyards tasting room, Salvatore Vineyards and the Meading Room. The wines, snacks, and lunch, consisting of cold fried chicken and potato salad, were a big hit. Everyone had a great time!



## Murder Mystery Dinner



On Saturday, August 12<sup>th</sup>, the Fault Line Players performed "The Disco Ball Murders!" A 1970's themed, "Charlie's Angels" spoof at the Ethel Berger Center. The Dinner Murder Mystery Comedy Show sold out and was catered by the Book Nook Café, regularly located in our Library. The participants had a great time interacting with the actors and enjoying their delicious food.

## Christmas in July Bazaar

On Saturday, July 15<sup>th</sup>, the Christmas in July Bazaar was held at the Ethel Berger Center, from 9am – 3pm. We had a wonderful turn out both from vendor participation as well as customer foot traffic. There were 30 vendors with 35 booths and approximately 400 people come through to check out local crafter's wares.

## Concerts In The Park

Summer Concerts in the Park Series for 2023 at Veteran's Memorial Park, continued for July and August this year and the musicians and the community enjoyed the longer concert season. July featured the Desert Swing Band, Bill Cassidy, Vista SV5, and Sabatrio, a first-time performer in our concert series. August featured Forged by Fire, RockUs, Bipolar Weather, JEMM, and Desert Fever.



The weather for the Summer Concerts Series has been wonderful which we believe contributed to a high turnout of folks who showed up to enjoy the music and support the bands.

## Tsunami Night

July 28<sup>th</sup> was the Cove's annual end of summer Tsunami night. The waves were massive, DJ Tech-FX was behind the beats, and the music was blasting. Pizza was eaten and soda flowed as participants came out to ride the big waves. It was a fantastic event to cap off a great summer.

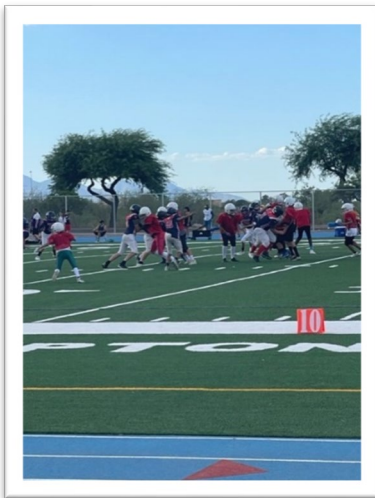


## Sports Youth Programming



The summer mini sports camps wrapped up in July. The Vista Shooters Archery Shooters Club conducted two sessions of Archery Camp with twenty participants between the two. The Football Camp that was held on the newly opened Hampton Field was also well attended with twenty participants. The camp was conducted by the Buena High School varsity football coach and players. We were happy to see them enjoy the new facility!

## Youth Football at the New VMPSC Hampton Field



August saw the start of the Youth Football season, which is now in full swing. On alternating weekends, the Sierra Vista Youth Football and Cheer (SVAYF&C) and the Sierra Vista Wolverines utilize city facilities for their home games. On Aug 12<sup>th</sup> the first full day of football games players and spectators descended on the Veterans Memorial Park Sports Complex with 6 games being played over a 12-hour timeframe. The Sierra Vista Colts Youth Football league played the Sahuarita 49ers's in multiple different divisions. Placer data shows that 3.3K people came to the complex during that time. The stadium will be a flurry of activity on the weekends from now until the end of October.

## Adult Sports

The 2023 Adult Basketball League finished up in late July with ten teams. Games took place in the VMPSC gym. The 3-on-3 league continues to be a popular activity among community adults.

The Fall Adult Softball program started in late August with twelve Men's teams and ten Coed teams. Games are held on weeknights at the Domingo Paiz Fields.

## State Tournament



Sierra Vista Little League proudly hosted the Little League Baseball Minors State Tournament here in Sierra Vista during the month of July. Families from all around the state came to Sierra Vista to enjoy our fields and amenities during this more than weeklong tournament. We appreciate our partners for always seeking ways to bring people to the community for these activities!

### Upcoming Events:

**October 7: Vineyards in the Park in partnership with the Huachuca Art Association**

**October 21: Elgin Sonoita Wine Tour – Depart EBC 10:30AM Return EBC 4:30PM 7:30PM**

**November 11: Annual Veterans Day Parade – Fry Blvd – 9:00AM**

**November 14: Annual Senior Holiday Dinner –EBC -3:30PM – 7:30PM**

**December 1 & 2: Annual Tree Lighting and Holiday Market – VMP – 5:00PM to 9:00PM and 11:00PM to 9:00PM**

**Dec 1 – Jan 2: Winter Magic – Ice Skating in the Park!**

**December 9: Yuletide Market Bazar – EBC 9:00AM – 3:00PM**

**December 16: Dinner Murder Mystery Comedy Show – EBC – 1:00PM to 3:00PM**

# Public Works

## Administration

**Grants.** The Engineering and Administrative Sections in conjunction with the Community Development Department submitted a variety of grants so far this calendar year and are waiting to hear back. Below is a brief description of each grant:

Airport Improvement Program, Federal Aviation Administration, Master Plan Update, about \$500,000 with a 4.47% match - Staff is currently working with the Federal Aviation Administration on an update to the City's Airport Master Plan. The Master Plan is typically updated every ten years, and Sierra Vista's current Plan was completed in 2013 and accepted by the FAA in 2014. The City received and signed the grant offer from the FAA for 91.07% of the project cost. A grant offer from ADOT for 4.47% of the project cost is pending. A notice to proceed has been issued to the City's Airport planning consultant, and work on the master plan will begin within the next month.

America the Beautiful, National Fish and Wildlife Foundation, Adaptive Management of Water Resources for the San Pedro Riparian National Conservation Area, \$1,050,000 with no match - A pre-proposal application was submitted as a collaborative effort among a variety of Cochise Conservation and Recharge Network and Fort Huachuca Sentinel Landscape partners. If awarded, the grant would fund final engineering, design, and permitting for the CCRN's Bisbee effluent project, permitting for the Riverstone effluent project, and a coordinator position to oversee the work of the SPRNCA Memorandum of Understanding group. The pre-proposal was selected to move forward, and a full grant application was submitted at the end of July.

Recreational Trails Non-Motorized Heritage Fund, Arizona State Parks, \$150,000 with a 10% soft match - Funds were requested for the installation of restrooms at the St Andrew's entrance to the Garden Canyon Linear Park. Restrooms were included in the Garden Canyon Linear Park Master Plan and would be the latest improvements to be added to the site. A paved parking area was recently constructed on the site using grant funds as well. The most recent grant application has been awarded, and the project is preparing to re-bid. The first bids unfortunately came back much higher than expected, so the project was value engineered to bring the cost in-line with the grant award.

Congressional Appropriations Applications, about \$3,700,000 - Applications were submitted by Engineering for design and reconstruction of about 3,000 feet of Buffalo Soldier Trail. The reconstruction effort along BST is desperately needed and staff anticipates phasing the segment between 7<sup>th</sup> Street and Hatfield into six separate phases in order to tackle the reconstruction effort one piece at a time. In a visit to Sierra Vista in early September, Representative Juan Ciscomani announced that the project had been included in a federal budget bill making its way through Congress and was very likely to receive funding. The City appreciates the efforts of Representative Ciscomani and the Arizona congressional delegation in supporting local projects!

Rebuilding American Infrastructure with Sustainability and Equity (RAISE), U.S. Department of Transportation, about \$19,000,000 with no match - Two (2) grants applications were submitted last year and again this year for construction of West End Improvements and the State Route 90/92 Connectivity Project. Unfortunately, the City's applications were not successful. However, the City received word that its project had been designated a "project of merit", meaning it was highly competitive during the grant process, would receive priority for a debrief, and we were strongly encouraged to reapply next year.

Defense Community Infrastructure Pilot (DCIP), Department of Defense, \$6,900,000 with a flexible soft match - A pre-proposal was submitted to the Department of Defense in late June. If awarded, the project would extend sewer and communication infrastructure to the airport, leading to additional economic development opportunities. The City's first DCIP application in 2021 was successful and helped fund the construction of Fire/EMS Station #4. Unfortunately, the City's application this year was not successful, which was disappointing given the amount of staff time which was devoted to submitting a high-quality proposal. Staff will debrief on the grant in October and reapply next year.

Water Infrastructure Finance Authority (WIFA), State of Arizona, \$1,825,000 with match provided by others - If awarded, the grant would fund additional modeling needs along the San Pedro River and ongoing monitoring expenses for Cochise Conservation and Recharge Network (CCRN) sites. The application was developed in cooperation with The Nature Conservancy (TNC), and TNC is covering the required grant match. The City's application was not selected to move forward during the first couple of rounds, and the more rounds that pass without the City's application being considered, the more likely it is the funds will be exhausted before an offer is made. Indications are that a large volume of applications were received, and the projects which were selected for funding have quantifiable water savings whereas the City's application focused primarily on modeling and maintenance.

Federal Transit Administration, U.S. Department of Transportation, \$2,498,809 including a local match of \$499,762 - The City has been successful in several rounds of FTA grants and submitted an application this year for the construction of infrastructure projects at seven locations. Work will involve installing missing curb, gutter, sidewalk, solar streetlights, and pedestrian scale bollard lights. The proposed improvements will eliminate missing infrastructure linkages and provide safety improvements for vulnerable road users accessing bus stops. The City's application was successful, and a notice of award was sent by the FTA in mid-September.

**Cochise College Driving Track.** The ribbon was cut on a new concrete driving track on City-owned property north of the Pedro Castro Maintenance Center and east of Fire Station #3 in late July. This project fills a substantial need in the community for a driver training space. Priority for reservations is given to the public safety programs taught through Cochise College. The track is also available for City Commercial Driver's License testing, use by other local public safety entities, and rental by local car clubs. Prior to this track opening, most driver training events were held on an apron at the Sierra Vista Municipal Airport. However, the apron was not available during fire season, which limited training opportunities. Also, with economic development efforts at the airport being ongoing, driver training was likely to be incompatible with future uses. This new driver-focused track will therefore be a great asset for the community.



## Wastewater

**Liner Replacement.** An emergency basin liner repair is currently underway at the Environmental Operations Park in one of the basins. The problem was detected when one of pumps failed, and when the pump was removed, it was found to have pulled in pieces of the liner. Staff believes that the “welds” on the liner failed due to age and possibly a workmanship issue with the original construction, which then allowed the pump to catch the loose edge and pull it in. It has been more than twenty years since the current EOP opened, and the facility is starting to show its age. A Master Plan is currently underway to determine both the cost and timeline of future improvements at the site.



## Transit

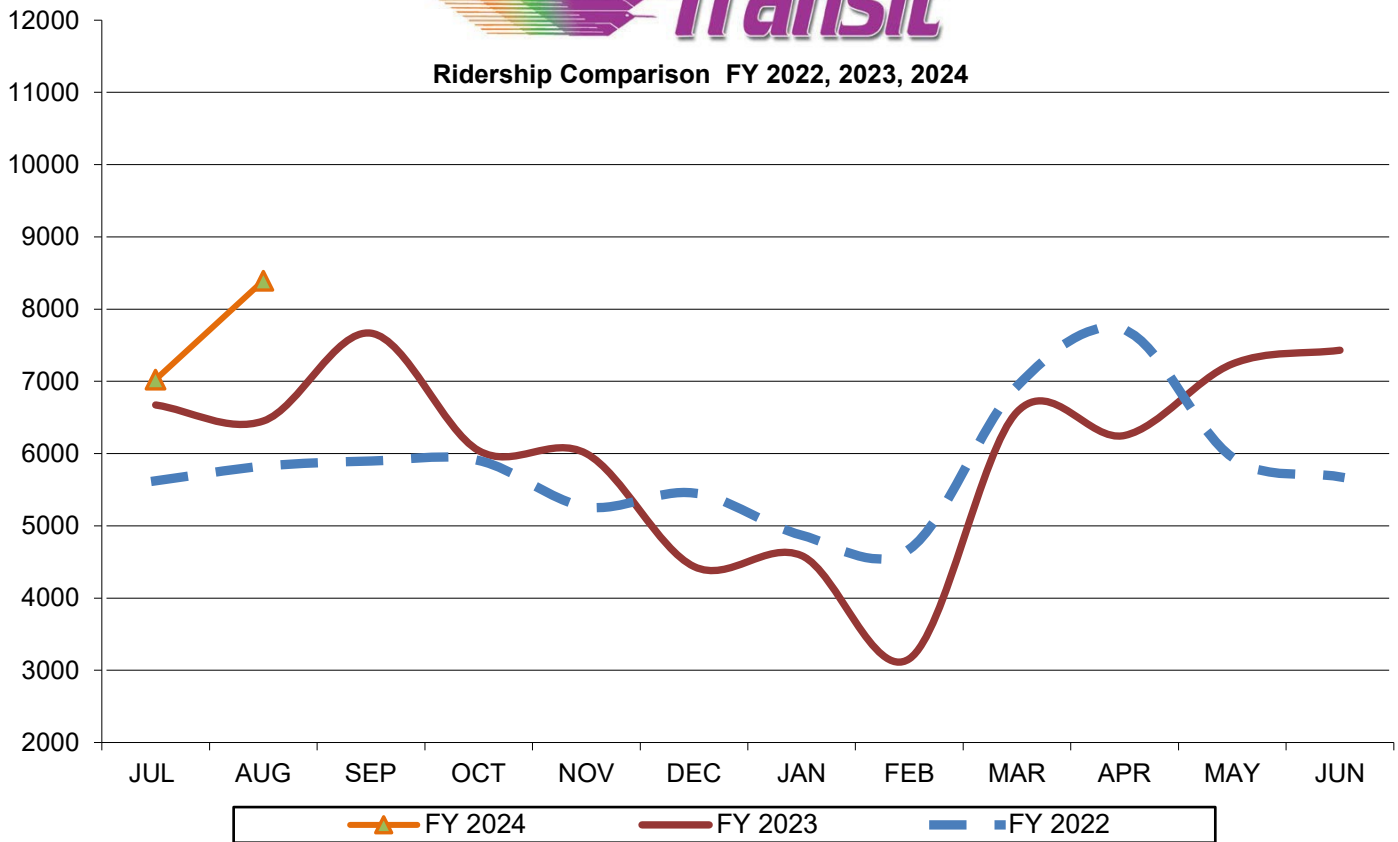
**Fare Reduction.** Vista Transit’s fare free pilot program started on March 1<sup>st</sup> and will be reviewed by Council in late September for further action. The pilot program was slated to last for six months, during which both ridership trends and unintended consequences would be monitored. Like 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, but the change was also 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.

Based on the data we have been monitoring, ridership is on an upward trend with ridership more than doubling from February to March 2023. April had a bit of a dip, but May through August numbers were all higher than the previous two fiscal years. This trend is likely being caused both by the free fares and the introduction of “on-demand” service necessitated by staffing challenges. The on-demand service has been extremely popular with our riders. Many people have reported that they can get to their destinations more quickly than with fixed routes. For those riders who are tied to a schedule (school, work, etc.), the introduction of on-demand service means they can use Vista Transit whereas the fixed route loop times didn’t work with their schedule.





Ridership Comparison FY 2022, 2023, 2024



## Commissions

**Transportation.** The Transportation Commission recently added a third member and now has a quorum. Their first meeting has been scheduled for Monday, October 2<sup>nd</sup> at 4:00 p.m. in the Second Floor Conference Room at City Hall.

**Environmental Stewardship.** The Environmental Stewardship Commission has four members and held their first meeting on August 23<sup>rd</sup>. There was a great turnout with more than ten people in attendance. The ESC has decided to meet monthly for now to help establish some momentum. Their next meeting is scheduled for September 27<sup>th</sup> at 4:00 p.m. in the Second Floor Conference Room at City Hall. There are several applications pending for the one remaining vacancy.

# Tourism and 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 previous strategic plan.

Ignite: Economic Development and Community Prosperity

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

## Continue Ongoing Efforts to Revitalize the West End

ED Staff continues to work with Community Development to share the West End Partnership Grant opportunity with west end businesses and prospective businesses. Be on the lookout for the grand opening of Tell Mama Cocktail Bar!

## Maximize Economic Impact of the Municipal Airport

**Airport Project.** ED Staff continues to pursue attracting business at the municipal airport with a focus to prepare the available land for development. The overall purpose is to position the municipal airport as a viable option for business attraction and primary jobs with compatibility to Fort Huachuca's missions. Staff continue to work with two potential tenants. Economic Development staff will work with Public Works on the airport master plan in coordination with Fort Huachuca which better positions LAAF and the municipal airport into the future.

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

**DCIP Grant.** The City was not selected to receive the DCIPS grant this year and staff plans to pursue the grant again for the same/similar project scope next year.

The Tourism & Economic Development Director attended and participated in three Huachuca 50 meetings and calls. These meetings inform staff of the initiatives being pursued by the Huachuca 50 in support of the Fort, and allows for the City to collaborate and support these effects within the community.

Economic Development staff gave a driving tour of Ft. Huachuca to a potential new business during their most visit. The tour gave them a better understanding of the Fort, its history, and their potential needs in the future.

## Increase and Expand Effective Marketing Efforts

The Tourism & Economic Development Director attended the AZ Governor's Conference on Tourism from July 10-12<sup>th</sup>. This provided the opportunity to meet with AOT staff, learn about other tourism efforts in Arizona, and prepare for Rural Co-Op Program.

The Economic Development Director teamed up with parks and recreation director, Laura Wilson, to give a tour of the City's sports complex and provide an overview of the City's sports tourism efforts to Blake Eager, executive director, of the newly established Southern AZ Sports Tourism

and Film Authority (SASTFA). Staff also attended a meeting at the Chamber to learn more about the goals and vision of SASTFA and how the City may best participate and support their endeavors.

## Economic Development Activities and Key Engagements

**Engagements.** The department continues to participate in SV Area Chamber of Commerce events, as well as Southeast Arizona Hispanic Chamber of Commerce events. Staff supported and attended several meetings, supported two Business at Twilights and two Southeastern AZ Hispanic Chamber Mixers. Staff also attended the Carmichael Neighborhood meeting and supported two courtesy inspections in coordination with Community Development. Staff also attended the Shoemaker Awards with the Cochise SBDC and the Sierra Vista Area Chamber of Commerce. This was the culminating event of the Moonshot Pioneer Pitch competition in which the ten regional winners competed to win \$10,000 for their business. The winner from our region, Knightwatch K-9, had a strong showing but lost out to Pin Drop Trailers, the finalist from Globe. Staff looks forward to using the knowledge and insight gained at this event to work with the business that will compete in 2024's competition.



## Business Retention, Expansion, & Support

**UACI Sponsored Launch.** Economic Development staff, along with the Southeastern Area Chamber Foundation, members of the Economic Development Commission, and UACI representatives interviewed four potential businesses for consideration of the \$5,000 value UACI incubator sponsorship. After careful consideration, one business was selected to be sponsored. The business, Port 194, is located in Sierra Vista and will be a joint sponsorship between the City and the Chamber Foundation. Staff is in the beginning stages of connecting with the business owner and establishing reporting protocol as well as next steps within the program. Staff looks forward to having the business owner present at an upcoming council work session and sharing their progress through the UACI program.

Staff will continue to work with UACI, the Chamber Foundation, and the IDA on initiatives to build tech-based entrepreneurial capacity in our area to further promote and develop the program in hopes of generating more interest and applications for the sponsorship program moving forward.

## Economic Development Commission

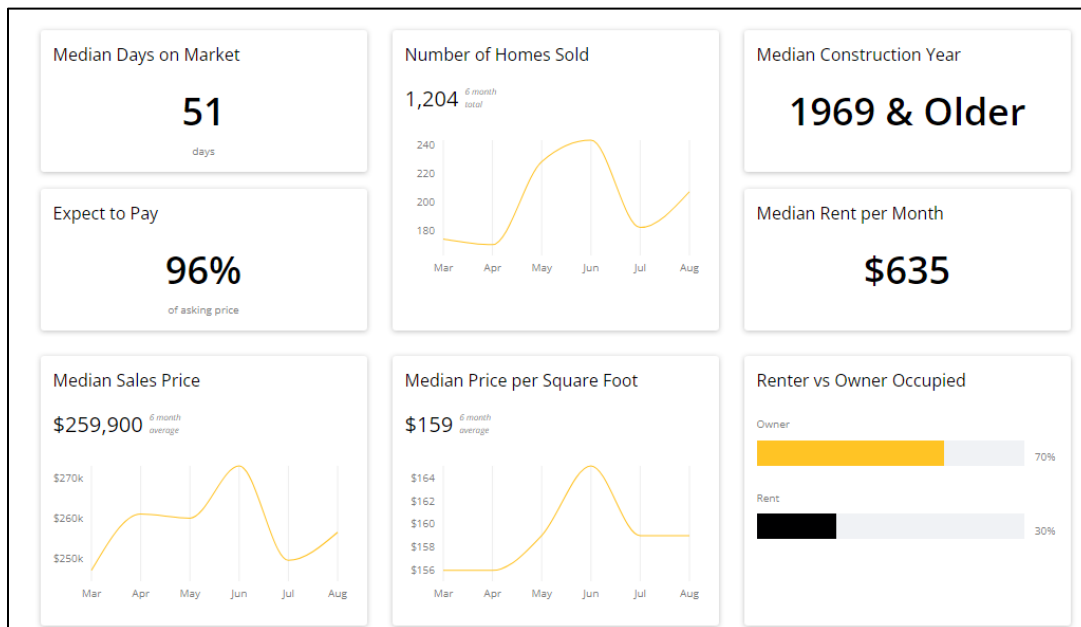
The commission met on July 26<sup>th</sup>. The focus of this meeting was to discuss and select the winners of the Business Recognition Program. Staff received 70 nominations from the community with twenty-two being ineligible for consideration due to location outside of the City limits, or not having an active City business license. The commission narrowed the nominations down to seven finalists and ultimately selected four businesses as winners, one from each of the previously mentioned categories. The commission evaluated nominations on longevity of the business, number of nominations, the story or strength of the nomination write up, and the uniqueness and impact of the business on the community. The commission and staff look forward to presenting recognition to the Minority Enterprise of the year at the City Council meeting scheduled for Sept. 14<sup>th</sup>.

## Jobs Report

As of August 18<sup>th</sup>, Cochise County had 1,256 job openings, with 429 in Sierra Vista, and 346 on Ft. Huachuca. Job vacancies on the Fort were comprised primarily of cybersecurity, information technologies, and intelligence support positions. Vacancies in Sierra Vista are primarily within the medical and education sectors, accounting for over 43% of vacancies.

## Housing Report

Sierra Vista and Surrounding Area market trends indicate an increase of \$3 (2%) in the average price per square foot over the past 6 months. The average sales price is up to \$256,490 from \$246,995 six months ago. The average time on market for properties in Sierra Vista and Surrounding Area is 51 days. Buyers can expect to pay 96% of the seller's asking price.



## Tourism and Economic Development

Staff has been actively engaged in developing support for Sierra Vista and Cochise County to participate in AZ restaurant week, hosted by the AZ Restaurant Association. Staff was able to reduce the cost of participant registration by almost half for our rural restaurants. Additionally, staff worked with the Cochise SBDC to acquire sponsorship dollars to further reduce the costs. Staff engaged with several restaurants around the County, and of them nine restaurants signed up

for the event. Staff is hopeful that the event will boost business to local restaurants and highlight Cochise County as a culinary destination.



## Tourism Commission

Staff has received three additional applications for the tourism commission, which, if approved, will give the commission full participation. The newly nominated commissioners will be present at the September 14<sup>th</sup> City Council meeting.

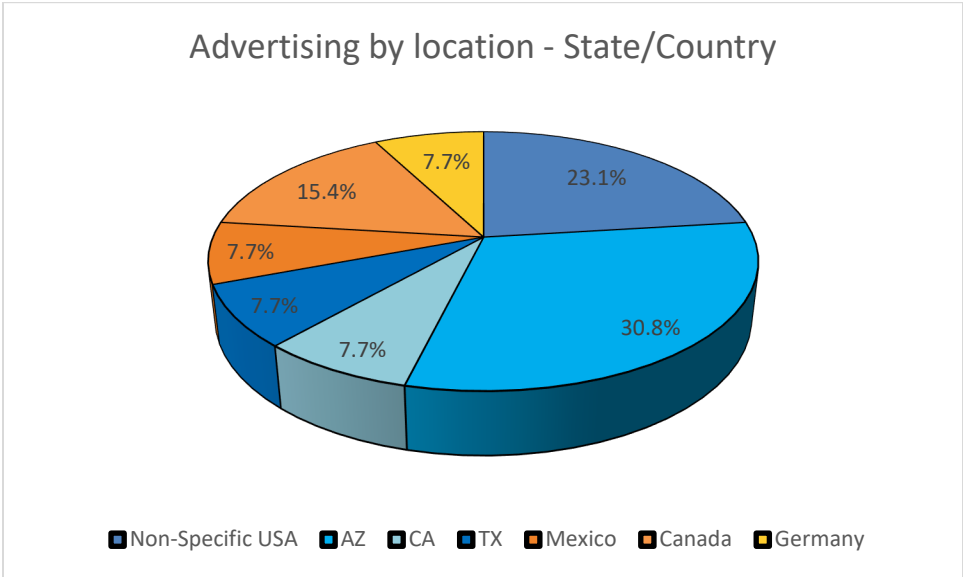
## Arizona Office of Tourism (AOT) Co-op Program 23-24

Each year, the Arizona Office of Tourism provides marketing opportunities through their Co-op Program. These opportunities allow for rural destinations like the City to maximize their marketing budget, as the Arizona Office of Tourism matches 50-50 the opportunities presented. Through the FY23-24 Co-op Program, the City will receive \$65,148 in marketing for an investment of \$32,574. The following were selected from the FY23-24 AOT Co-op Program.

- AAA SoCal Magazine
- AZ Official Visitors Guide & Map
- AZ Sports Magazine
- AZ State RV Magazine
- Experience AZ Magazine
- Tucson Official Visitors Guide
- Hermann Global (two international markets reach)
- TX Monthly (Digital Campaign)
- Madden International (Mexico & Canada reach)
- Go Travel Sites (Lead Generation / Email Response Package)

The following graphic demonstrated the target markets from the Co-op.

### Advertising by location - State/Country



### Advertising - Oktoberfest 2023

In addition to radio and digital marketing, the city is working with paid partnership with Phoenixwithkids (Instagram post below). Their reach includes over 28K followers on Instagram, over 16K followers on Facebook with an engagement over 210K monthly on Facebook post. This is four-month campaign to include Winter Magic with banner ads, social media post, and an E-newsletter.

Instagram

Log In Sign Up



phoenixwithkids • Follow  
Paid partnership  
Sierra Vista, Arizona

phoenixwithkids Take a fall getaway to Sierra Vista, where there is plenty to keep the family busy for a weekend! (See link in bio @phoenixwithkids for details of where we went in Sierra Vista and all around Cochise County!), just 3 hours south of Phoenix.

The "best fall of all" means food vendors, beer tents, carnival, and entertainment in stunning Sierra Vista, Cochise County. Grab your lederhosen and head to southeast Arizona for September 15th and 16th for Oktoberfest!

While you're in town, enjoy:

The Cover: Sierra Vista's 36,500-

66 likes  
AUGUST 30

Log in to like or comment.



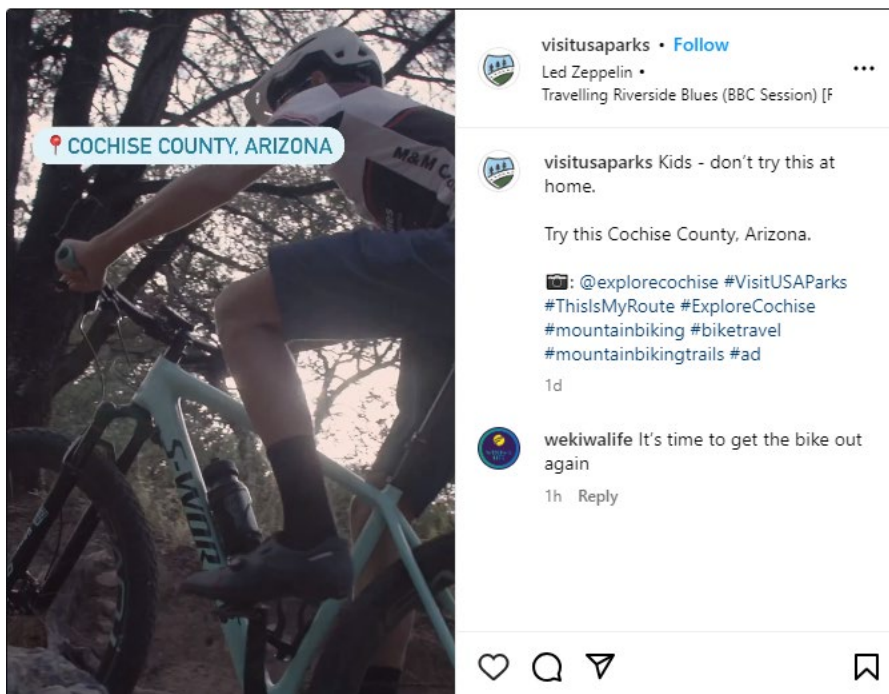
## Cochise County Tourism and Economic Council

**AOT VAI Grant.** In late 2021, CCTEC submitted for the VAI Grant through AOT. The AOT VAI grant review committee awarded CCTEC a pre-award status in the amount of \$159,666.32 – over 60% of the initially requested amount – for the two grant projects that CCTEC submitted.

- Project I – Channel 12
  - MidDay Interviews (complete)
    - Wine Tasting, Biking, Birding, Cuisine, Culture, and Chiricahua National Monument/Hiking
  - Digital Ads/Streaming TV Ads: Placed across Phoenix, Tucson, Chicago, Dallas, and Los Angeles audiences.

**Results to Date:**

    - Digital Ads / Retargeting Banners
      - 4,230,000 impressions delivered
      - 10,990 clicks to ExploreCochise.com
      - Click Through Rate (CTR) at .26% – which is over 2x the average
    - Streaming Tv Ads
      - Delivered over 1,523,065 streaming ads
      - View to Completion rate (VCR) of 97.46% – a general rule of thumb is to expect 15% VCR.
      - 12,370 total watched hours (incredible “big screen” exposure)
      - Over 1,011,236 unique households reached
- PROJECT II – Hermann-Global
  - Microsites (September 2023 Launch)
    - <https://bike.explorecochise.com>
    - <https://bird.explorecochise.com>
  - Social Media Posts (July 2023 - November 2023)- Example Below



## Attraction Maps and Mailings

CCTEC has contracted with an outside resource for fulfillment of Attraction Maps requests, as they reached an average of 70 per week. The requests come through the Arizona Office of Tourism Co-Op Program agreement with Go-Travel Sites and addresses along with emails are captured from the Attraction Map requests.

## Travel Writer: Katherine McMahon

Katherine will visit the CCTEC communities (Willcox, Douglas, Bisbee, and Sierra Vista) from September 13 through September 17. Katherine is a published travel, food, and lifestyle writer. She is a photographer and drone videographer, as well as being a freelance writer and photographer for travel magazines. Katherine features her work on @usavoyages and @vineyardsandvoyages on Facebook and Instagram and her website. She creates photographic and video content for DMOs (like CCTEC), and has collaborated with partners in the hospitality, restaurant, lifestyle, food and drink, fashion, and wellness industries. Katherine's @vineyardsandvoyages Facebook page alone has 240,000 followers and a monthly reach of over 3,000,000. Her reach includes 70% US, 20% UK, 6% Germany, and roughly 4% Canada.

## Fam Tour: French Media – Arizona Office of Tourism (AOT)

Five media representatives from France will be visiting the Cochise County communities of Tombstone, Sierra Vista, Willcox, and Benson, plus Chiricahua National Monument and Kartchner Caverns State Park. CCTEC coordinated with AOT staff on Sierra Vista, Willcox, and Chiricahua National Monument arrangements. In Sierra Vista, the reps will enjoy hummingbird banding at San Pedro House and dinner at La Casita; they will overnight and have breakfast at Sierra Suites.

## AOT CO-OP Program for FY23-24

For the FY23-24 Co-op Program, CCTEC will receive \$91,640 in marketing for an investment of \$45,820. Based on experience and meetings with vendors, these are the items that were selected from the FY23-24 AOT Co-op Program.

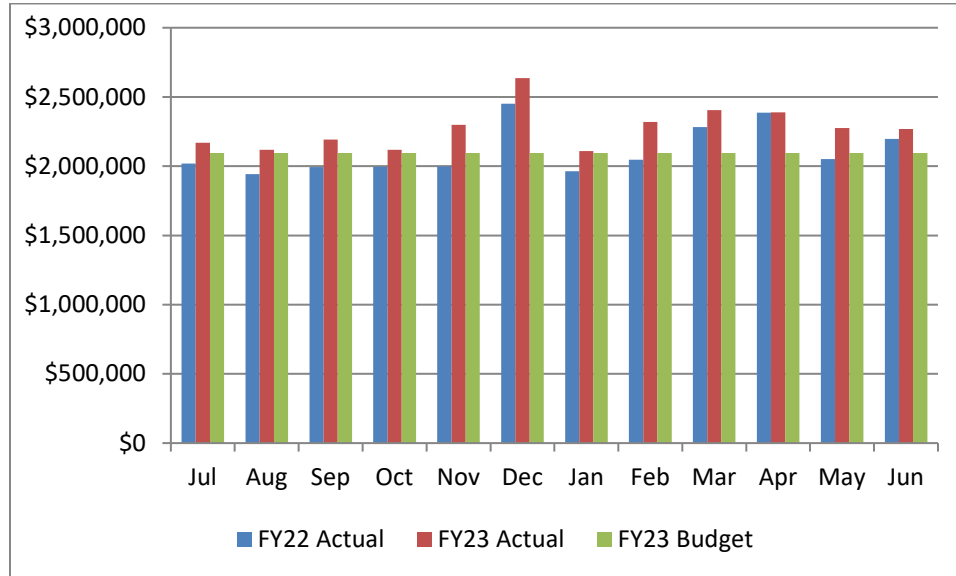
- Go Travel Sites - Lead Generation / Email Response Package
- 12 News Tenga - Streaming TV Package
- Texas Monthly - Content Marketing
- Hermann-Global/Visit USA Parks - Content Marketing
- AAA VIA Arizona - Publisher Digital Newsletter
- AZ Official State Travel Guide
- AZ Official State Travel Map
- Tucson Official Travel Guide
- AZ Drive Guide
- Play Ball (Spring Training magazine)
- ROVA Magazine (Premier RV, van life, driving journey magazine)
- American Road (focuses on hidden landmarks/road less traveled)



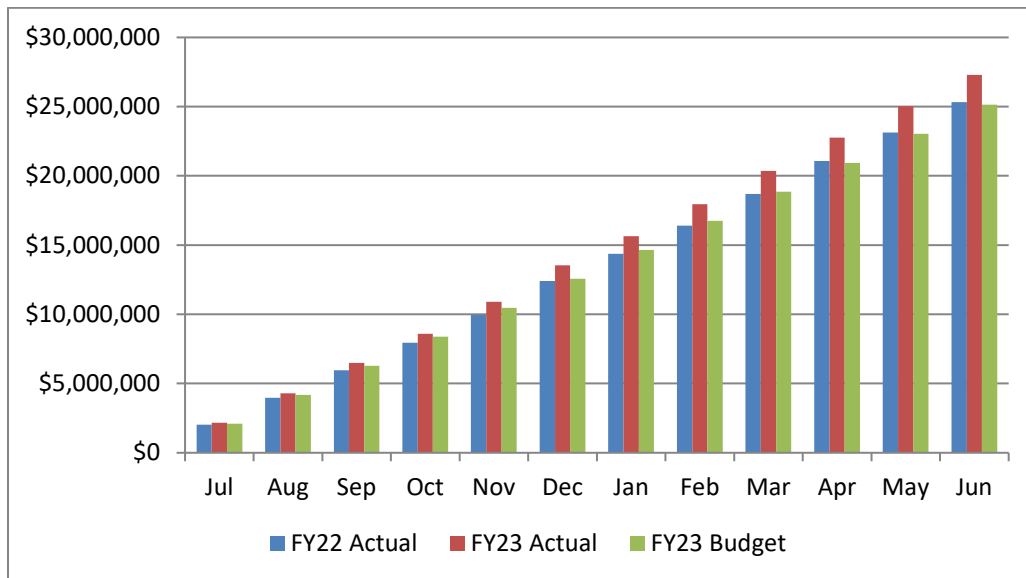
# Administration

**Sales Tax Collection.** Gross privilege tax collections were up \$72,778 or 3.31%, for June over last fiscal year.

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



For fiscal year 2023, collections were up \$1,970,401, or 7.78%, from Fiscal Year 2022 actual and 2,171,473, or 8.64%, over the Fiscal Year 2023 budget. The chart below provides a monthly comparison of FY23 actual, FY23 budget, and FY22 for the Fiscal Year.



Description	Jul-22	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22	Jan-23	Feb-23	Mar-23	Apr-23	May-23	Jun-23
Utilities	106,113.19	119,514.08	108,178.70	99,830.25	102,301.14	119,437.48	132,534.40	140,026.22	121,840.48	94,523.90	93,410.06	112,555.20
Communicaitons	12,350.77	11,855.74	11,710.71	11,823.34	11,432.90	10,555.75	11,271.73	18,819.75	23,840.73	15,295.16	19,600.02	19,638.22
Publication	813.32	757.66	889.65	703.58	715.02	839.53	761.04	655.89	23.80	1,487.80	735.01	741.67
Restaurant & Bar	227,599.27	239,695.57	236,441.00	242,228.95	233,825.05	258,477.18	255,158.77	255,599.89	268,325.60	275,167.47	256,474.71	258,788.79
Contracting - Prime	96,908.97	52,629.88	94,682.32	43,443.80	91,771.58	67,748.69	42,287.68	162,781.35	71,864.69	110,855.75	94,862.27	65,755.25
Retail Sales	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	1,063,833.30	1,166,373.00	1,183,181.81	1,086,573.28	1,102,109.78
Use Tax Purchases	73,081.90	51,421.19	62,750.89	50,785.95	65,303.90	64,746.19	63,584.87	72,734.54	51,712.10	51,917.06	61,508.57	72,850.86
Use Tax from inventory	2,002.10	1,126.25	795.48	144.69	1,730.58	630.98	737.42	607.93	1,556.73	243.26	248.03	3,064.98
Residential Rental	38,193.75	37,910.30	43,251.04	47,621.41	49,888.00	78,345.26	35,527.28	42,656.03	49,346.63	41,040.66	38,839.46	47,697.21
Retail Food for home consumption	267,465.82	271,971.61	270,751.90	267,849.31	289,573.65	391,212.06	277,905.26	274,883.65	303,143.04	293,333.27	301,921.61	282,883.94
Commercial Rental	26,136.44	28,437.18	29,380.31	34,089.64	26,611.37	34,092.34	35,187.93	30,910.61	35,508.87	28,324.57	31,117.72	29,009.39
Tangible Property Rental	26,378.64	29,807.86	25,759.50	40,812.72	20,451.72	24,670.67	19,477.43	18,177.34	22,393.96	22,304.09	25,162.22	22,514.20
Extended Stay	102,750.13	104,653.76	108,106.03	111,179.77	107,878.27	84,022.20	108,432.39	105,905.23	137,247.65	130,744.28	119,649.03	108,493.96
Online sales	106,294.12	103,372.58	96,370.69	113,552.02	124,501.28	144,563.46	103,768.78	107,110.05	124,299.19	108,939.36	114,751.92	110,392.75
Other	22,306.59	11,175.14	13,223.65	28,884.76	23,646.32	26,478.77	25,623.39	23,816.99	27,024.33	32,164.18	31,580.59	32,889.13

## Community Development

- **Building Code Update.** On July 11, 2023, the City Council adopted Ordinance 2023-005, approving amendments to Chapters 150 and 152 of the Code of Ordinances, adopting the 2018 International Building Codes with local amendments.
- **Request for Rezoning.** On July 27, 2023, the City Council adopted Ordinance 2023-006 approving the rezoning of a parcel of land on the southeast corner of Kayetan Drive and Elledge Drive from Neighborhood Convenience to Manufactured Home Residence to allow it to be redeveloped residentially.
- **Request for Alleyway Abandonment.** On July 27, 2023, the City Council adopted Resolution 2023-059 staff approving the abandonment of two alleyway segments located southeast of Cyr Center and North Avenue and the recording of public utility easements.
- **Site Plan Applications.** On August 14, 2023, the Development Review Committee approved a site plan application for a Dollar General store to be developed on the southeast corner of State Route 90 and South Avenida Del Sol.
- **Conditional Use Requests.** On August 24, 2023, the City Council adopted Resolution 2023-068, approving a conditional use permit initiated by The Chabad of Sierra Vista to locate a place of worship at 228 E. Fry Boulevard.
- **Neighborhood Commission Update.** On July 31, 2023, the Commission reviewed their new role and responsibilities and elected a Chair (Pamela Anderson) and Vice-Chair (Tait Wilcox). Staff presented an overview of the General Plan Update and covered the Housing and Neighborhoods and Infill and Redevelopment Elements delegated for review. The Commission's review and discussion of the plan elements continued with the subsequent meeting held on August 14, 2023.
- **Community Development Block Grant Update.** The City completed the replacement of cabinets and countertops at the Good Neighbor Alliance Emergency Shelter that involved Davis Bacon compliance review. The kitchen had not been remodeled since 2005 and was falling apart. Additionally, the City processed two emergency home repair applications during the reporting period which will use remaining program funds. In total, nine emergency home repairs have been completed and two additional properties were inspected for lead-based paint and asbestos.

## Building & Inspection Services

The following projects were reviewed/inspected during July/August 2023:

<b>PLANS UNDER REVIEW</b>		
<b>PROJECT NAME</b>	<b>PROJECT TYPE</b>	<b>PROJECT ADDRESS</b>
Don8it - repair collapsed building	Tenant Improvement	650 E. Wilcox Dr
Haws & Haws	Commercial New	10778095C
Jackson Dental	Tenant Improvement	1906 S Highway 92
Rendezvous Remodel	Tenant Improvement	40 Avenida Escuela
S.V. Public School - Shed	Accessory Commercial	5225 Buena School BLVD
U-Haul Propane Tank	Accessory Commercial	2011 E Fry Blvd
<b>PLANS APPROVED</b>		
<b>PROJECT NAME</b>	<b>PROJECT TYPE</b>	<b>PROJECT ADDRESS</b>
Circle K	Commercial New	5058 Highway 90
Garden Canyon Clubhouse	Commercial New	405 South Garden Ave
Freddy's	Commercial New	572 N Highway 90
Park Professional Building	Tenant Improvement	2700 E Fry Blvd
Popeyes Chicken	Commercial New	467 E. Hwy 90
Williams/Melo Law Office TI	Tenant Improvement	2107 Paseo San Luis, #B
<b>PERMIT ISSUED/UNDER CONSTRUCTION</b>		
<b>PROJECT NAME</b>	<b>PROJECT TYPE</b>	<b>PROJECT ADDRESS</b>
4251 Enterprise Way	Tenant Improvement	4251 Enterprise Way
550 W Fry	Tenant Improvement	550 W Fry Blvd
ALA - Classrooms	Commercial New	4400 East Buffalo Soldier Trail
ALA - Field House	Commercial New	4400 East Buffalo Soldier Trail
ALA - Admin Building	Commercial New	4400 East Buffalo Soldier Trail
Arbenz Pickleball - Restrooms	Accessory Commercial	2830 Tacoma Street
AZ20527 Cell Tower	Cell Tower New	1300 Fort Ave
Bath and Bodyworks	Tenant Improvement	629 N Highway 90 Ste 1
Canyon De Flores	Tenant Improvement	3477 Canyon De Flores (B)
Casa De La Sierra	Tenant Improvement	500 S. Coronado Dr

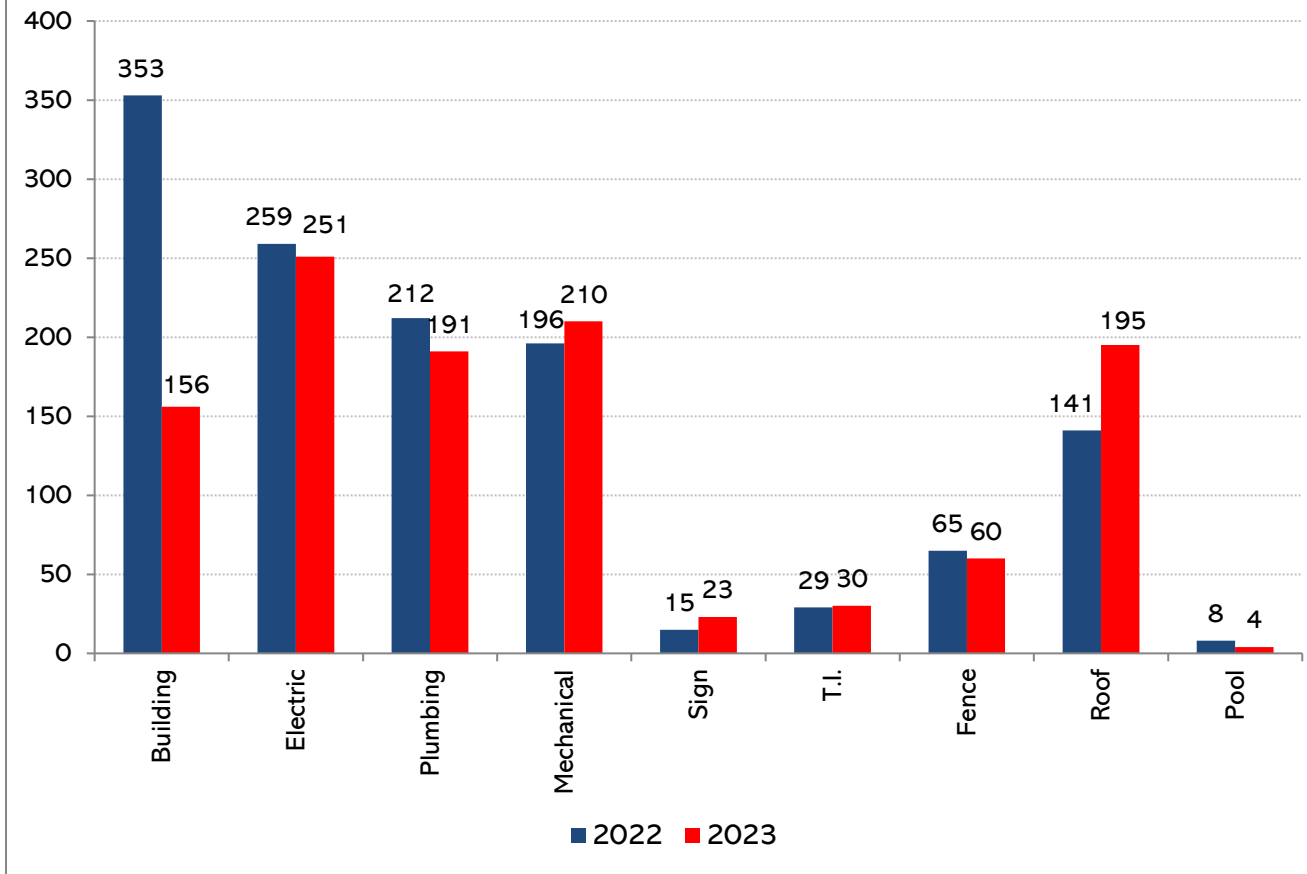
Casa Del Sol - Phase 2	Apartment New	1020 S Carmichael Ave
Casa Sierra Bella	Tenant Improvement	1555 E Busby
Center for Academic Success	Tenant Improvement	900 Carmelita Dr
Coldstone Creamery	Tenant Improvement	480 N Highway 90 Ste A1
Comfort Inn	Tenant Improvement	3500 E Fry Blvd
Commercial Financial Office	Tenant Improvement	500 N. Garden Ave
COSV Cyr Center Soccer Nets	Tenant Improvement	111 Cyr Center
COSV Veteran's Park Storage Tank	Accessory Commercial	3105 E Fry Blvd
Divided Homes Façade	Addition - Commercial	3827 S. Highway 92
Dollar General	Commercial New	10749001Q
Embrace Life	Tenant Improvement	4116 Avenida Cochise, #F-G-H-I
Former Sun & Spokes I - Façade	Tenant Improvement	156 E Fry Blvd
Former Sun & Spokes II - Façade	Tenant Improvement	164 E Fry Blvd
Former Fast Auto Loans - Façade	Tenant Improvement	148 E Fry Blvd
EMS Substation	Cell Tower New	2155 S 7th St
Fry's Food - Remodel	Tenant Improvement	4351 E Highway 90
Fry's Food - Fire Sprinkler System	Tenant Improvement	4351 E Highway 90
Garden Ave & Fry Improvements	Addition - Commercial	1011 N Coronado Ave
Girls Home	Tenant Improvement	1850 Paseo San Luis
Gyfted Creations	Tenant Improvement	209 W Fry Blvd
Gymnasium	Addition - Commercial	382 E. Wilcox Dr
Haven Health	Addition - Commercial	660 N Coronado Drive
Haven Health - Fire System	Tenant Improvement	660 N Coronado Drive
HCS Connect to City Sewer	Tenant Improvement	150 N Canyon Dr
Hummingbird Assisted Living	Tenant Improvement	2047 Highway 92
Tell Mamma	Tenant Improvement	325 W Fry Blvd F
Juan's Barber Shop - expanding	Tenant Improvement	11 E. Wilcox Dr B
KS Hair	Tenant Improvement	3410 Canyon De Flores A
Michaels	Tenant Improvement	493 N Highway 90 Ste 130
P3 Medical Group	Tenant Improvement	1590 Paseo San Luis 101
Panda Express Hood	Tenant Improvement	480 Highway 90 A1

Rothery Sports Complex	Tenant Improvement	3305 Est Fry Blvd
Safelite	Tenant Improvement	4148 Industry Drive 1104
SAIC	Tenant Improvement	665 N Garden Ave
Sierra Evangelical Church Canopy	Accessory Commercial	101 N Lenzner Ave
Sierra Suites Beam	Tenant Improvement	391 E Fry Blvd
Sierra Suites Elevators	Tenant Improvement	391 E Fry Blvd
Sierra Vista Surgical Center	Commercial New	1940 E Wilcox Dr
SSVEC Construction Office	Tenant Improvement	1348 Giulio Cesare Ave
Casa Del Sol - Fire System	Tenant Improvement	1020 S Carmichael Ave
Taco Bell	Commercial New	3466 Canyon De Flores
Tractor Supply - Remodel	Tenant Improvement	4860 E. Highway 90
Tropical Smoothie	Commercial New	562 S. Highway 92
Vacant Suite	Tenant Improvement	942 E Fry Blvd
Veteran's Park - Restrooms	Accessory Commercial	3405 E Fry Blvd
Verizon Wireless - Cell Tower	Cell Tower	4253 Enterprise Way
Proposed Transformer Stepdown	Accessory Commercial	7250 E Highway 90
Public Works Fleet Bathroom	Tenant Improvement	401 Giulio Cesare Ave
US Towers 433	Cell Tower	532 Suffolk Drive
Leawood Loop House	Tenant Improvement	2685 Leawood Loop
Tractor Supply - Fire System	Tenant Improvement	4860 E. Highway 90

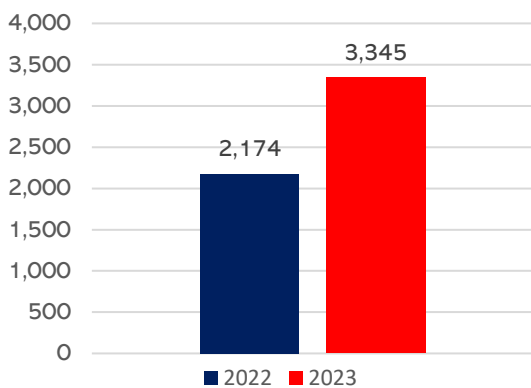
### PROJECT COMPLETED

PROJECT NAME	PROJECT TYPE	PROJECT ADDRESS
Cochise Medical Office	Tenant Improvement	5151 E Highway 90
Home Depot - Tool Center	Tenant Improvement	3500 Avenida Cochise
Coronado Cochise Venture	Tenant Improvement	2387 E Fry Blvd
Sierra Vista Sports Complex	Facility Improvements	3105 E Fry Blvd

### PERMIT BY TYPE JAN-AUG



### INSPECTIONS JAN-AUG



### CONSTRUCTION TRENDS (JAN-AUG)

CONSTRUCTION TYPE	NEW CONSTRUCTION	
	2022	2023
SINGLE-FAMILY UNITS	42	41
SINGLE-FAMILY ADDITIONS	10	2
MANUFACTURED HOME UNITS	53	37
MULTI-FAMILY UNITS	0	0
NON-RESIDENTIAL (SQ. FT.)	16,616	13,692

## Code Enforcement

As documented in the following table, Code Enforcement handled 146 complaints during the reporting period. The top five complaint categories represented approximately three-quarters of the cases involving: overgrowth (26); abandoned property (23); sidewalk obstruction (23); blight (19); and illegal dumping (18). Staff also hung 119 door hangers on delinquent utility accounts. Code Enforcement staff supervised six cleanups involving homeless citizens participating in Better Work details.

CODE REFERENCE	COMPLAINT	REPORTING PERIOD JULY-AUG 2023	DESCRIPTION
150.15.C	ABANDONED PROPERTY	23	SHOPPING CARTS LEFT ON ROADWAY
151.22.006	AGRICULTURAL ANIMALS IN SFR DISTRICT	1	ANIMALS CONSIDERED ACCESSORY TO AN AGRICULTURAL USE IN RESIDENTIAL ZONE
150.25.4	ALLEYWAY MAINTENANCE	2	OVERGROWTH, OBSTRUCTION, DEBRIS INTERFERING WITH USE OF ALLEYWAY
150.23.3	ANIMAL WASTE	5	EXCESSIVE ANIMAL WASTE ON PRIVATE PROPERTY
150.23.20	BLIGHT	19	UNSIGHTLY, UNSAFE, OR UNSANITARY CONDITIONS
150.23.10	GENERAL SIGN VIOLATION	3	NON-CONFORMING ELECTRONIC SIGNS
150.23.14	CLEAR VISION	2	OBSTRUCTING CORNER VISIBILITY
150.23.22	GRAFFITI	4	UNAUTHORIZED INSCRIPTION, FIGURE OR DRAWING OR OTHER DEFAACEMENT
150.24.A	ILLEGAL DUMPING	18	DEPOSITING LITTER OR DEBRIS ON ANY LAND
150.23.16	INFESTATION	1	BEEES
150.23.17	INOPERATIVE VEHICLE	4	NO REGISTRATION, FLAT TIRES, DISABLED MOTOR
150.25.1	LITTER/DEBRIS	1	GARBAGE, WOOD, CANS, ETC. LITTERING A PROPERTY
110.01.A	NO BUSINESS LICENSE	1	UNAUTHORIZED HOME- BASED BUSINESS
150.25.5	OVERGROWTH	26	TALL GRASS & WEEDS (OVER 12")
91.11.B.1	RIGHT-OF-WAY ENCROACHMENT	1	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
150.25.1	SANITATION	4	NO SANITATION SERVICE/TRASH BUILD UP

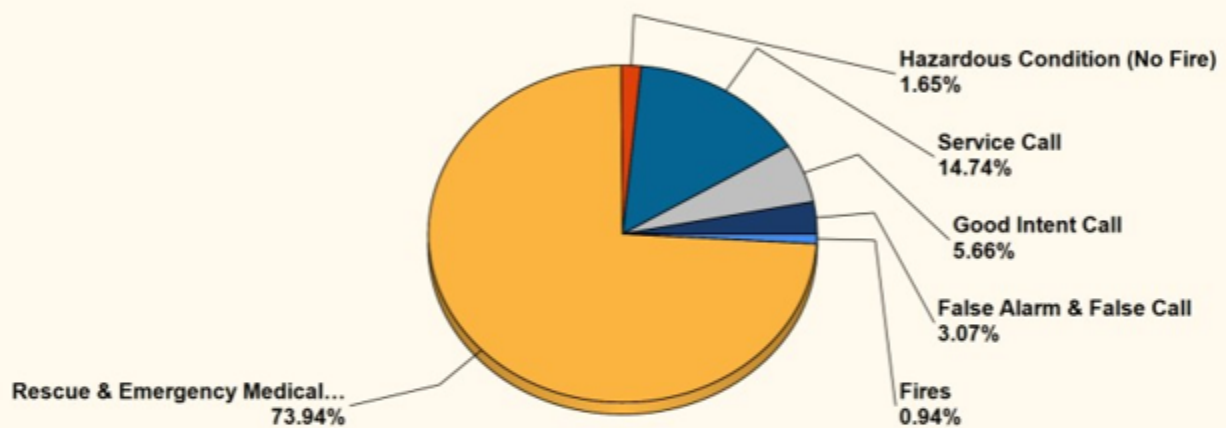


150.23.13	SIDEWALK OBSTRUCTION	23	ANYTHING OBSTRUCTING A 36" WIDE PATHWAY OR 80" OVERHANG
150.25.10	SWIMMING POOL	1	GREEN AND STAGNANT POOL
150.18.A	UNSAFE STRUCTURE	5	UNFIT FOR HUMAN HABITATION/STRUCTURALLY COMPROMISED
TOTAL		108	

# Sierra Vista Fire and Medical Services (SVFMS)

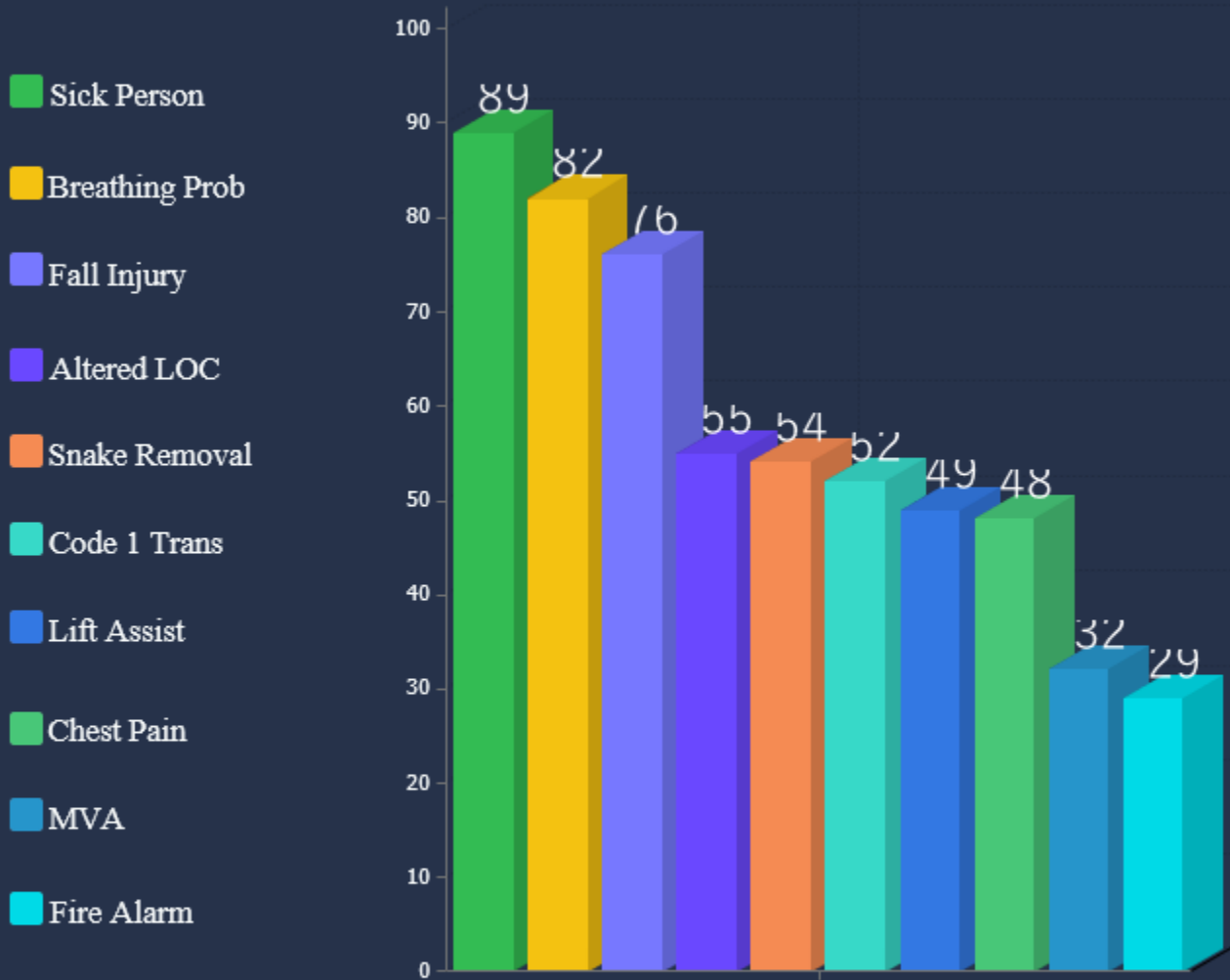
Calls for service in August

# 848



627	EMS calls
125	Service calls
48	Good Intent
26	False Alarm
14	Hazardous Condition
8	Fires

### Top 10 calls for Service

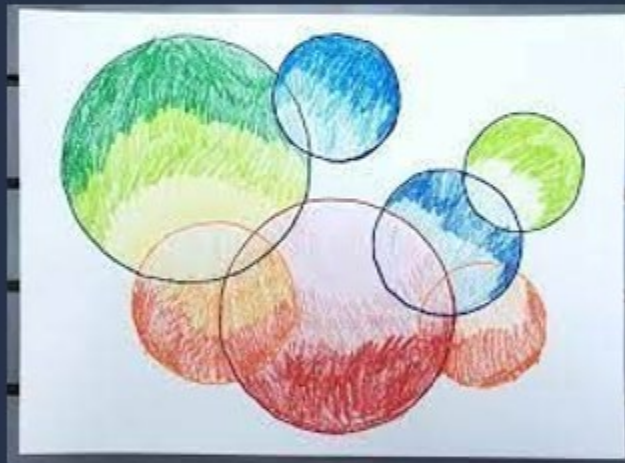


Top 10 equals 566 calls

The top 10 calls represent 66.7% of the calls for service

# Overlap

SVFMS had 585 calls that overlapped during the month. This represented 67% of the monthly call volume.



Overlap is defined as two or more calls for service occurring at the same time.

# S201 Stats

Top 10 calls in S201's area



- Breathing Prob
- Sick Person
- Fall Injury
- Chest Pain
- MVA
- Altered LOC
- Bleeding
- Abdominal Pain
- Fire Alarm
- Lift Assist

There were 295 calls for service in S201's area

This is 34.7% of the total calls for July

There was an average of 9.8 calls/day

Unit Average Response Time per Station Zones (EMS)



# S202 Stats

## Top 10 calls in S202's area



- Sick Person
- Fall Injury
- Breathing Prob
- Altered LOC
- Lift Assist
- Snake Removal
- Chest Pain
- Fire Alarm
- Unconscious
- MVA

There were 157 calls for service in S202's area.

This is 18.5% of the total calls for July

There was an average of 5 calls/day

## Unit Average Response Time per Station Zones (EMS)



# S203 Stats

Top 10 calls in S203's area

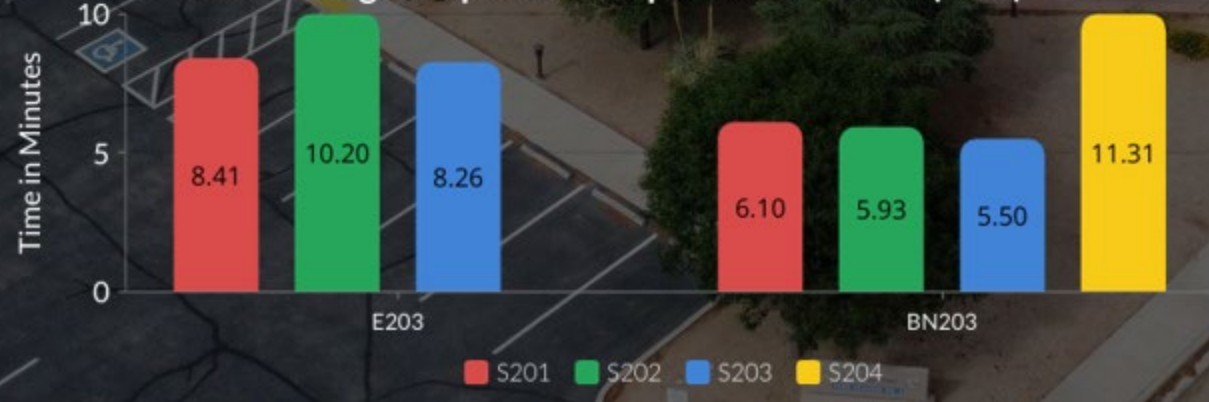


There were 186 calls for service in S203's area

This is 21.9% of the total calls for July

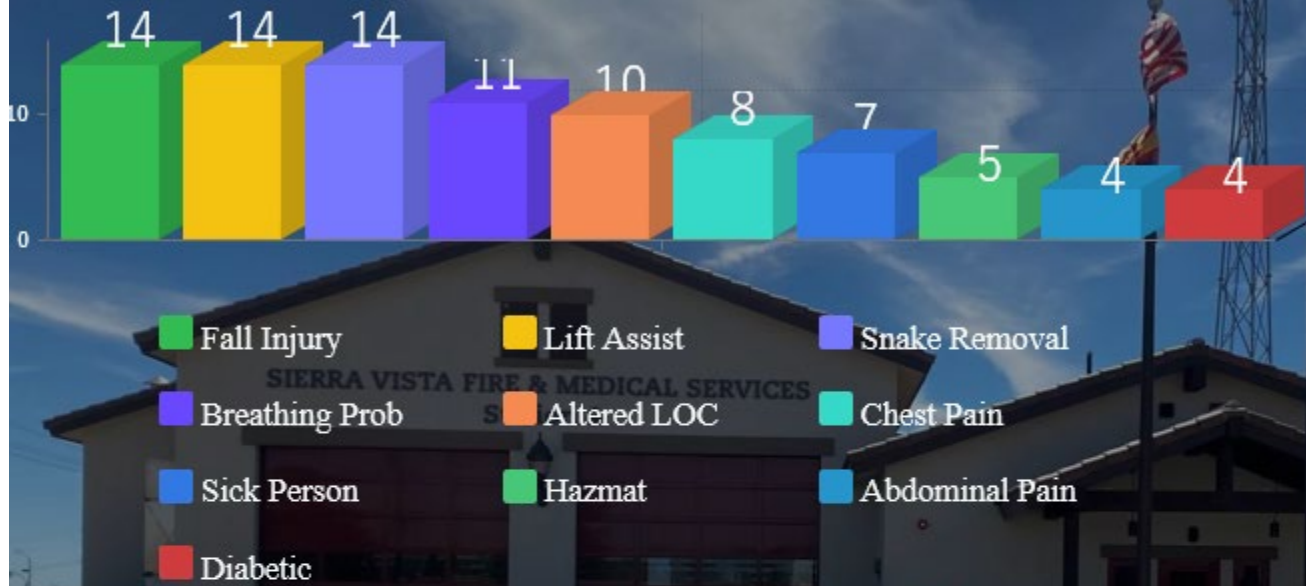
There was an average of 6 calls/day

## Unit Average Response Time per Station Zones (EMS)



# S204 Stats

Top 10 calls in S204's area



There were 137 calls for service in S204's area

This is 16.1% of the total calls for June

There was an average of 4.4 calls/day

Unit Average Response Time per Station Zones (EMS)





# S205/S206 Stats

Top calls in S205/S206's area



- Sick Person
- Breathing Prob
- Fall Injury
- Animal Bite
- Back Pain
- Chest Pain
- Fall Inj Up
- Heat/Cold
- Medical Alarm
- Medical Emergency

There were 20 calls for service in S205/S206's area

This is 2.3% of the total calls for June

There was an average of 0.6 calls/day

Unit Average Response Time per Station Zones (EMS)



## NFPA 1710

Recommends an average response time (call received to on scene time) of 6 minutes and 20 seconds (380 seconds) for EMS calls and 6 minutes and 40 seconds (400 seconds) for Fire calls.

### ■ Performance Objectives

- Alarm Answering Time
  - 15 sec 95%
  - 40 sec 99%
- Alarm Processing Time
  - 64 sec 90%
  - 106 sec 95%
- Turnout Time =
  - 60 sec EMS
  - 80 sec Fire
- First Engine Arrive on Scene Time
  - 240 sec (4 min)
- Initial Full Alarm (Low and Medium Hazard) Time
  - 480 sec (8 min)
- Initial Full Alarm – High Hazard/ High-Rise Time
  - 610 sec (10 min 10 sec)





Sierra Vista Fire and Medical Services has responded to 6391 calls for 2023. This is a 10% increase in call volume over 2022.

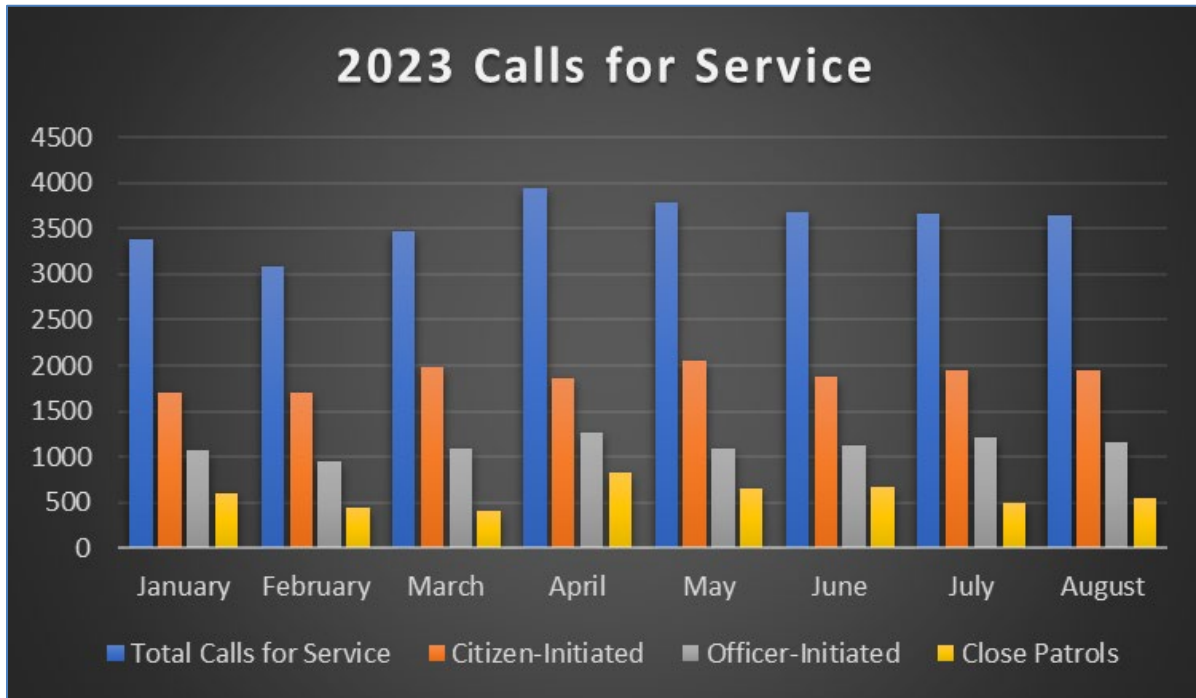
The department is running an average of 26.3 calls/day for 2023.

If the current call volume continues, the Department will run 9,878 calls for 2023.

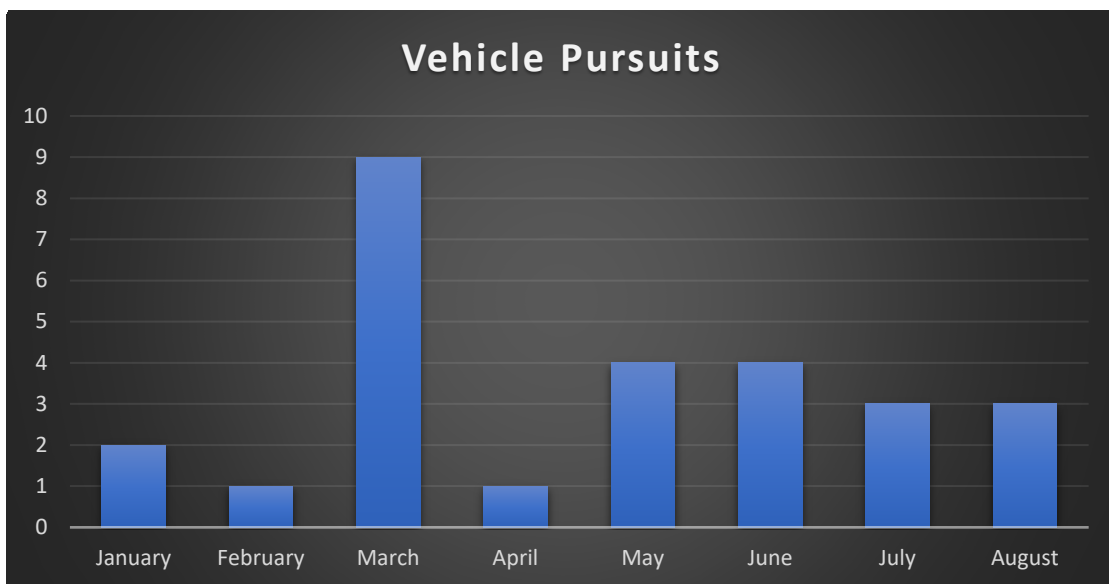


# Police Department

## Calls for Service



Total calls for service for the year are averaging at 3,585 monthly. Citizen-initiated calls are averaging at 1,883 monthly. Officer-initiated calls are averaging at 1,123 monthly. Close patrols are averaging at 678 monthly. Future reports will include call data broken down by crime classification.



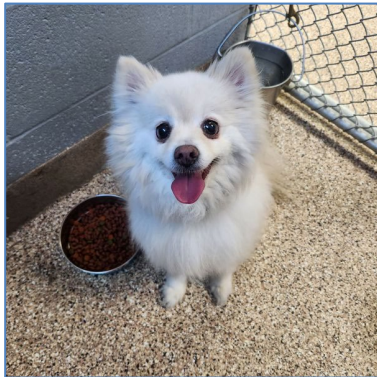
A significant spike in vehicle pursuits was observed in the month of March 2023. This is related to smuggling activity and an increased apprehension of load vehicles that month. Vehicle pursuits will continue to be monitored monthly.

## Animal Control

The Animal Control Section was very busy throughout the months of July and August 2023. Below is a recap of activity handled by the staff at the Nancy J. Brua Animal Care and Control Center:

Month	Strays Received	Owner Turn-ins	Returned Adoptions	Transfers to Shelter	Adoptions	ACO Calls
July	58	19	9	6	50	270
August	43	22	6	16	71	290

The staff at the shelter continue to work hard as they face crowding that potentially exceeds shelter capacity. As of September 15, 2023, the shelter had onsite 56 dogs and 15 cats. In addition, 14 dogs are in the *foster to adopt* program and 41 cats/kittens are in foster care offsite from the shelter. Excluding the animals in foster care, the kennel capacity for dogs is at 90% and 50% for cats.

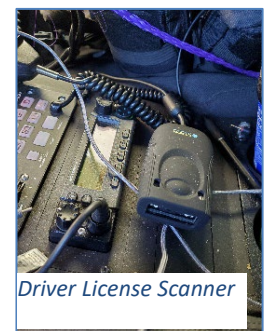


To try and pique citizen interest in adoptions, the staff piloted a variety of innovative events throughout July and August. One event, *Crazy Cat Party*, was an adoption event held at the library. The event was successful at connecting a couple citizens with adoptable cats. In August, an adoption special was advertised in which citizens can adopt a dog for a donation of \$5 in lieu of the standard adoption fees. This event was combined with posting 60 second profile clips of adoptable dogs on Facebook.

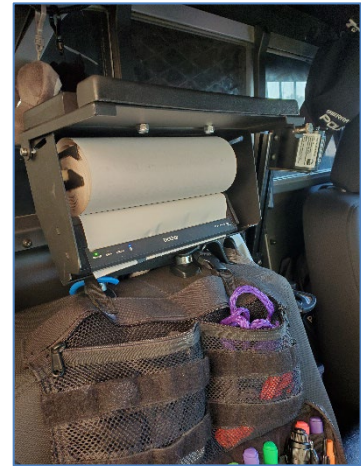
The shelter expansion construction is anticipated to commence in December 2023. Newly promoted Lieutenant Lis Chatham is setting up a satellite office at the shelter to work out there more regularly with Shelter Supervisor Arleen Garcia as they maintain continuous service to the community during the construction.

## Implementation of AZTraCS

AZTraCS stands for Arizona Traffic and Criminal Software. It is a software package provided by the Arizona Department of Transportation that enables officers to collect information about drivers and vehicles electronically. With a grant of nearly \$70,000 from the Governor’s Office of Highway Safety, hardware for 60 officers was purchased to help implement the platform in the field. Some of those hardware items included a driver license scanner and printer outfitted in each patrol car.



Throughout the months of July and August, SVPD personnel made significant progress in field implementation of the hardware and software. Several officers are now utilizing the equipment and associated software daily for collision investigations and issuing citations. With a swipe of a driver license, several forms are auto populated at once, including crash reports, citations, tow sheets, and victim rights forms. In addition, the information collected through the software interfaces with Spillman and auto populates fields in accident reports that would normally be entered by records clerks manually. This package saves time for both officers in the field and records clerks. It also reduces the error rate of entering data manually.



*Patrol car printer*

## Real Time Crime Center & A/V Upgrades



multi-task while writing reports and monitoring information/video feeds.

The real time crime center (RTCC) and audio-visual upgrades to both the PD auditorium and emergency operations conference room were all completed in August. The RTCC is equipped with eight workstations and 16 monitors, as well as three large monitor displays that are wall mounted. This new asset has the capacity for long term monitoring of information feeds and interfacing with other agencies for coordinated communication. Ergonomic furniture installed in the RTCC allows for staffing the center over long periods in comfort. On a daily basis, the RTCC is used by patrol officers for report writing. The multiple displays make it easy for an officer to

The EOC conference room received two large screen displays as well as a camera for enhanced connectivity, allowing for easier virtual meetings. The auditorium received an upgrade that included microphones for presenters and attendees, wall mounted displays, a confidence monitor for presenters, and two camera systems mounted in front and back. Training sessions held in the auditorium may be viewed remotely or recorded and viewed later. With this technology, our midnight shift officers will not be required to attend in-service sessions after shift and may elect to review the training later when they are on duty.

## Employee Profile- Patricia “Trish” Harman- CSO



Trish Harman was hired by the PD in January 2023 as one of the first community service officers. A former SEACOM dispatcher, she hit the ground running and helped pioneer this new position by testing different uniform options and undergoing a training program that was primarily hands-on. Trish quickly mastered the CSO duties, and she responds to a variety of calls for service. Examples of calls she handles on a daily basis include traffic accidents, frauds, criminal damage, public assists, traffic hazards, parking violations, found property, motorist assists, and bicycle registrations. Trish also stays busy conducting inspections of the PD's booking facility and keeping forms and supplies stocked for patrol officers.

Trish has been working on developing a formal training manual for future community service officers. Recently, she has requested to pursue accident reconstruction training so she may assist with serious and/or fatal collision investigations. Trish has become a model CSO, and her work ethic has contributed significantly to the

success of this newly developed position within the agency.