



Council Executive Report

Charles P. Potucek, City Manager

March / April 2023

Highlights

- ➔ The Museum will display the Jurassic Wonders exhibit from May 6th to September 29th. Join the fun and participate in the City's Prehistoric Passport Program by attending dinosaur-themed events to win prizes!
- ➔ Vista Transit's ridership is on a sharp upward trend with ridership more than doubling from February to March 2023. March 2023 ridership was also similar to March 2022, which was before any route reductions.
- ➔ On March 17th, the Cove's spring break Tsunami Night featured bodacious waves, slides, and the warming pool. 700 people participated in this sold-out event!
- ➔ The Summit Challenge and the Wine, Beer, & Spirits Festival will be held on May 27th.

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City Manager's Message

Although it may seem we spend the spring entirely focused on the budget, the rest of the work doesn't take a break! As the length of this report keeps growing, it's clear how busy the staff are, especially in the spring.

One thing we are getting ready for this spring is the significant retirements May through July. The first major retirement happening May 26 will be Deputy Chief Jon Kosmider. I am sorry to say goodbye to Deputy Chief after his 28 years of excellent service to the Sierra Vista community, but wish him the best in retirement and this next phase of his life after so many years of public service. At the same time, retirements bring new promotional opportunities, and I am pleased to announce Commander Chris Hiser was selected as the new Deputy Chief.

Followed by Deputy Chief Kosmider will be Judy Jones, Marketing & Communication Manager, in early June. Judy has been instrumental in the development of the City's brand, bringing a professional direction to the City's marketing and communications strategy, and elevating not just our tourism efforts but that of the entire county through the Cochise County Tourism & Economic Council. She will be a difficult act to follow. Upon her departure, tourism will shift under the Economic Development division, and the Communications portion of the MarCom division will shift under the City Manager's Office.

And finally, Chief Thrasher will be retiring on July 30 with his last day of work on July 14. I'll save further comments for the next report, but he has made a profound impact on the quality of policing in Sierra Vista and will be truly missed.

As the budget process wraps up over the next few months, staff will turn to focusing on wrapping up the current strategic plan, and implementation of the new strategic plan.

Upcoming Council Meetings

(City Hall Council Chambers except where noted)

Jun. 6, 3:00 p.m. – Work Session

Jun. 8, 5:00 p.m. – Council Meeting

Jun. 20, 3:00 p.m. – Work Session

Jun. 22, 5:00 p.m. – Council Meeting

Jul. 11, 3:00 p.m. – Work Session

Jul. 13, 5:00 p.m. – Council Meeting

Jul. 25, 3:00 p.m. – Work Session

Jul. 27, 5:00 p.m. – Council Meeting

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Some major strategic plan goals you'll see significant progress on that I'm excited to celebrate include the completion of the current phase of improvements at the Veterans Memorial Park Sports Complex in early June, and going out to bid for the construction of N Garden Avenue improvements followed by construction starting in late summer/early fall. I hope you're all able to join us at the VMPSC Grand Opening event on June 21!

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

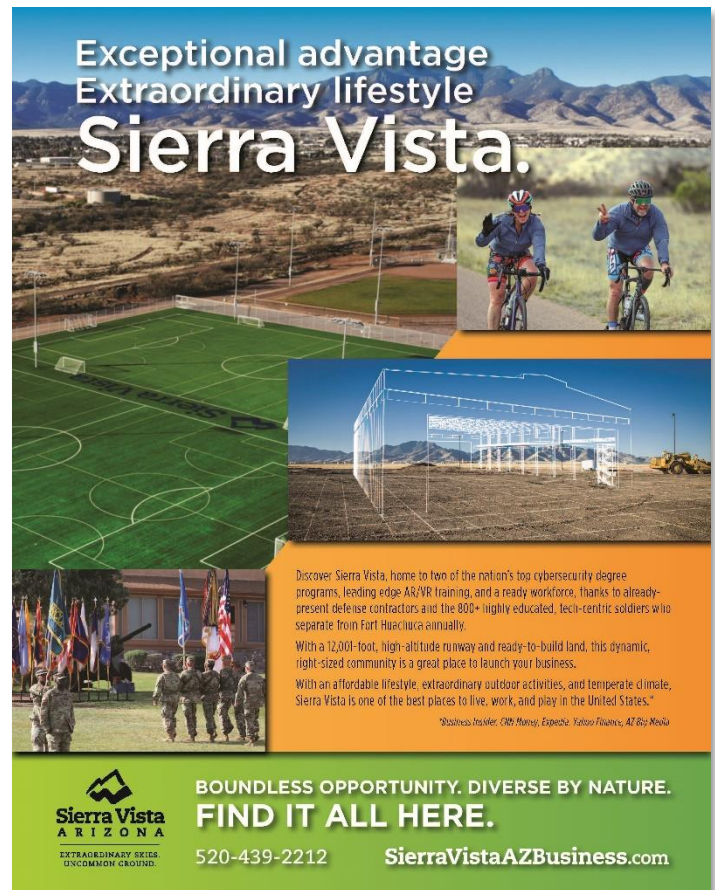
Chuck Potucek, City Manager

Marketing & Communications

Improving workflow: The Marketing & Communications division started using Monday.com to better manage workflow, staff assignments, and task management. The system has proven to be extremely useful in keeping the team up to date on all project milestones, ultimately playing a key role in getting jobs done more efficiently.

Providing marketing and communications tools to all departments: The MarCom 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 and assisting with and developing social media content, Marcom staff completed the following City projects during March and April 2023:

- **Animal Control:** Created and produced flyers and social media promotion for Celebrating Animals, donation "wish list" items, and Animal Control statistics data. Other projects include coordination of reprints of the "Love Me. License Me." decals and wristbands. Paid advertising management included social media and print ad design and placement for the Celebrating Animals event.
- **City Manager's Office:** Design work and planning is already underway for the Spotlight Breakfast event, which will be held at the Cochise College Community Room on Aug. 8. Designed and printed signage for Council's Meet & Greet events. Designed and produced flyer for "Coffee with the Council" event.
- **Aquatics:** Projects include a new poster for use fees, as well as large format posters to promote the Dive-In Movie. MarCom staff also updated and supplied printed copies of the Water Workouts flyer. New protective acrylic sheets were provided for the city poster holders at The Cove to replace the old ones, which had deteriorated.
- **Cochise County Tourism & Economic Development:** Editing, design, and administrative support for various advertisements and projects. (CCTEC report follows.)
- **Community Development:** Continuing work on short, topical videos to help inform the public about the General Plan, *Vista 2040*. Designed print ad for West Fest; radio ads for West Fest.
- **Economic Development:** Designed and produced a full-page ad and digital ad for an insertion in *Expansion Solutions* magazine, with emphasis on business opportunities at the airport.



Full-page *Expansion Solutions* ad for Economic Development.

- **Library & Cultural Events:** Projects designing and printing 500 handbills for Movies in the Park, and social media posts for the Arizona & Beyond program.
- **Finance:** Created tags for refuse bins, which will be used for delinquent accounts.
- **Henry F. Hauser Museum:** Designed and coordinated production of *Jurassic Wonders* materials, to include posters, passport program flyers, “Junior Paleontologist” ID cards, wall decals, exhibition signage, and a video.
- **Parks & Recreation:** Designed and produced flyers for Arts, Beats & Eats; signage for and table tents for West Fest and Wine, Beer & Spirits Fest; social media posts and digital and radio advertising for Tsunami Night; West Fest; Summit Challenge; and Wine, Beer & Spirits Fest.
- **Police:** Updated and coordinated printing of *Service with Honor* manual. Completed promotional video, a testimonial for the Citizen Police Academy. Continued work on recruitment videos. Completed two PSAs to promote traffic safety.
- **Public Works:** Updated and printed “Flush Smart” flyers.
- **Vista Transit:** Design, copywriting, and project management for weekly print ad; updates to Pink Route maps 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.

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 Phase II projects, including 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.

As a partner organization for the **El Tour de Zona** event, the MarCom division provided staff support by staffing an information booth, developed and launched local marketing efforts, and gathered several quality photos and b-roll video for future promotions.

April was **Water Awareness Month**, and the MarCom staff helped inform the public about smart water use via a Facebook campaign, which included 9 posts during the month. The posts earned 17,000 impressions, engaged 519 viewers, and garnered 182 reactions.

West Fest promotional efforts included Facebook posts, a website event, and newspaper and radio ads. Well over 5,000 people attended the event, with an average visit length of 92 minutes.



Spring 2023 issue of Vistas.

The **Shop Local** campaign will continue through June 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.

Staff continues to work closely with local media and appeared as a guest on the **First Watch** radio program on March 24 to talk about El Tour de Zona and to promote Sierra Vista’s bicycling materials. Staff appeared again on April 27 to promote the West Fest and to provide updates on the West End redevelopment project. These promotions were reinforced with an appearance on **Cool FM Online**, via Facebook Live, on March 23.

Advertising. In April, recruitment efforts were reorganized to end advertising for SEACOM and Vista Transit drivers; both reported that they were fully staffed and advertising was no longer needed. Remaining funds that had been allocated to those two campaigns were reallocated to the **Sierra Vista Police officer recruitment** campaign. Also, at the request of SVPD, the geo target was redirected to the Los Angeles area because the department reported receiving several qualified applicants from that region. (See impression delivery data on the following page.) The shift in focus has delivered over 342,000 impressions in California, as well as nearly 200,000 impressions in Arizona. The click-thru rate on the SVPD recruiting ads for March-April was 0.19%.

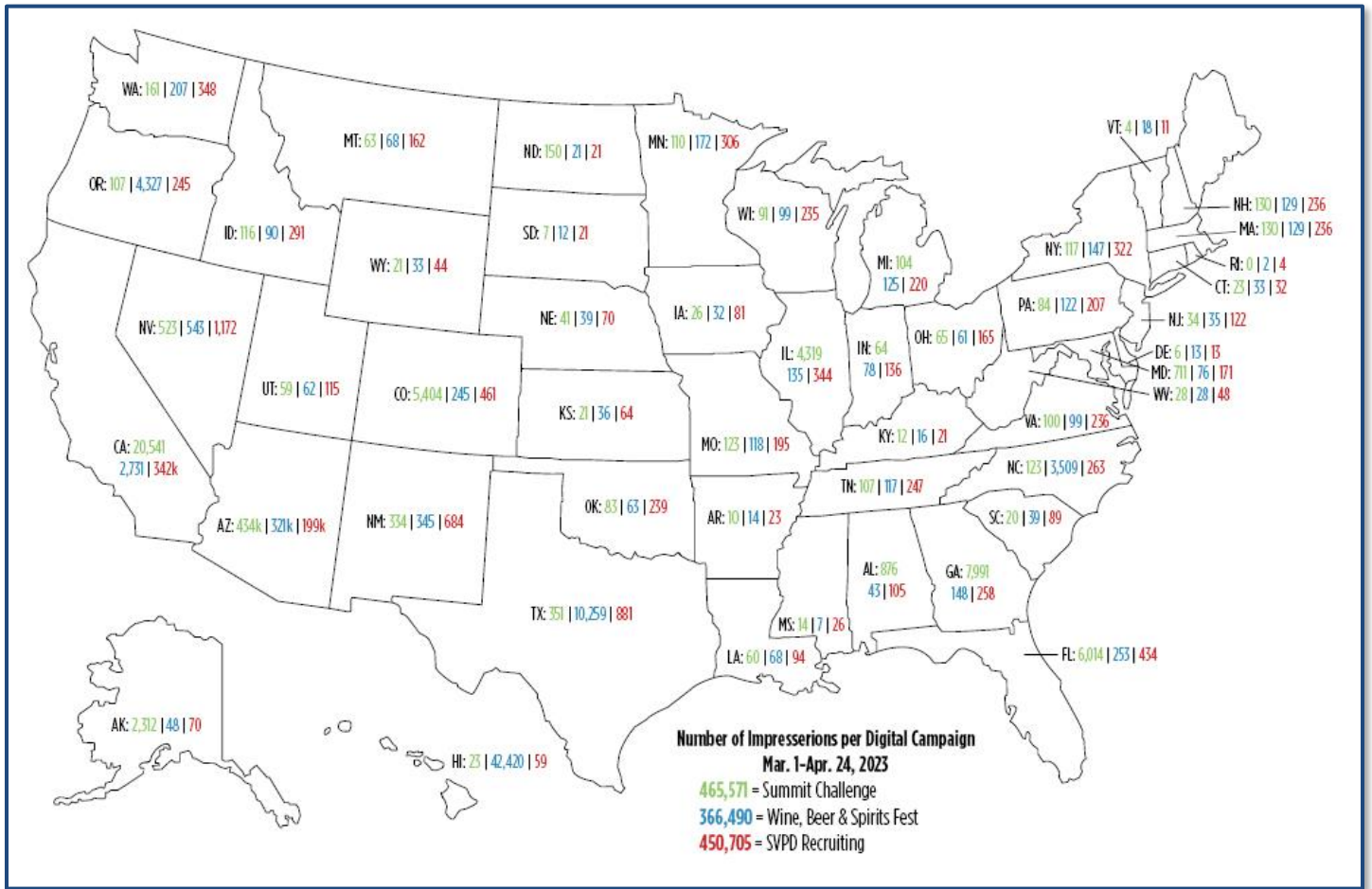


Social mirror ad MarCom is running as part of the SVPD digital recruitment campaign.

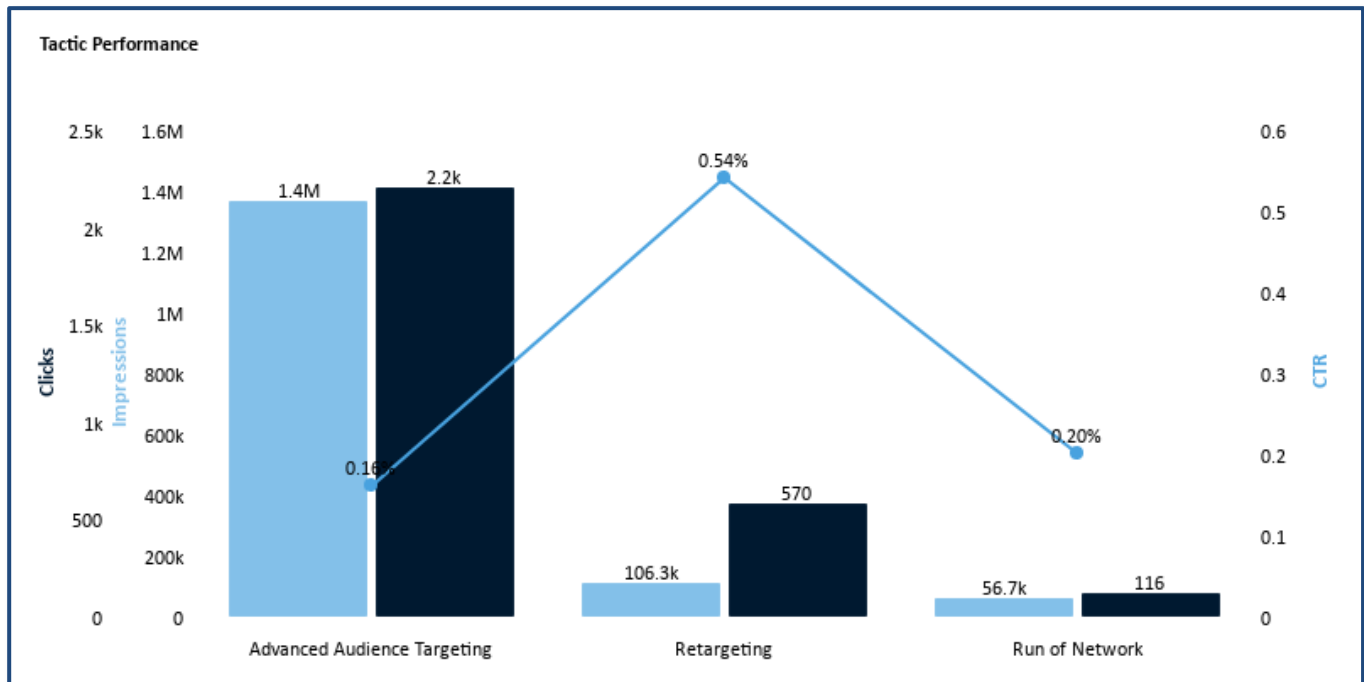
The map graphic on the following page shows **targeted (digital) display ads** by state for the delivery period Mar. 1-Apr. 24, 2023. The data below includes three current campaigns, to include the Summit Challenge; Wine, Beer & Spirits Festival; and recruiting for the Sierra Vista Police Department (SVPD). The SVPD campaign switched from a geographic target of Arizona to the Los Angeles area on April 1.

The **Summit Challenge** and **Wine, Beer & Spirits Festival** ads are geographically targeted primarily to Arizona, with additional emphasis on Southern California and Texas.

In addition to geographic targeting, the campaigns utilize retargeting and advanced audience targeting, which factors in psychographic data. The success of the retargeting and advanced audience targeting is evidenced by the nationwide dispersion of ad deliveries (impressions).

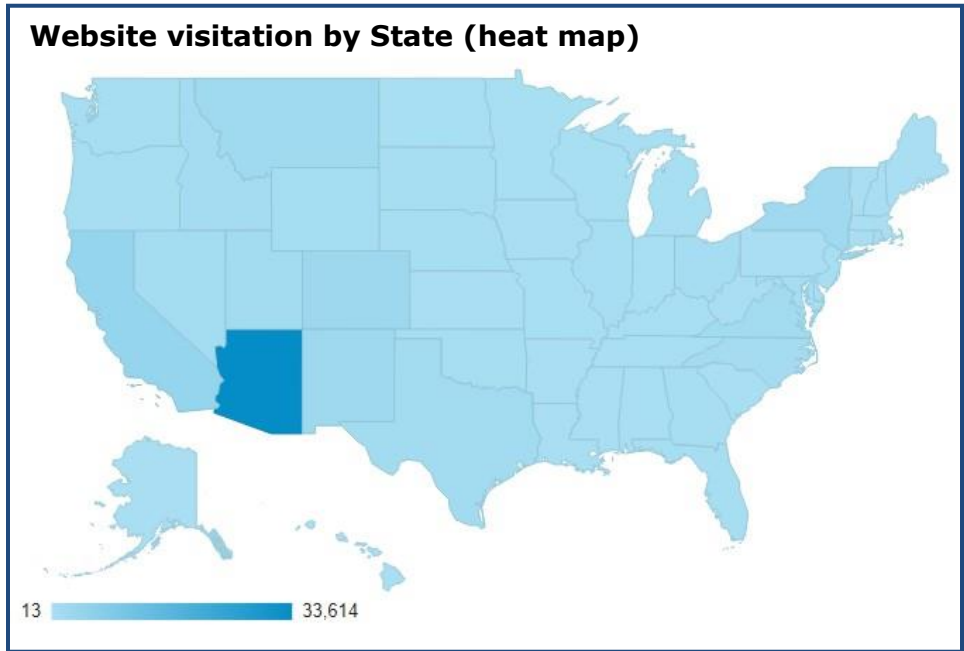


The **Tactic Performance** bar chart below shows the success of the advanced audience targeting tactic. Again, this is only for the digital media campaign for the three specific campaigns, and only for a less-than-two-month period.



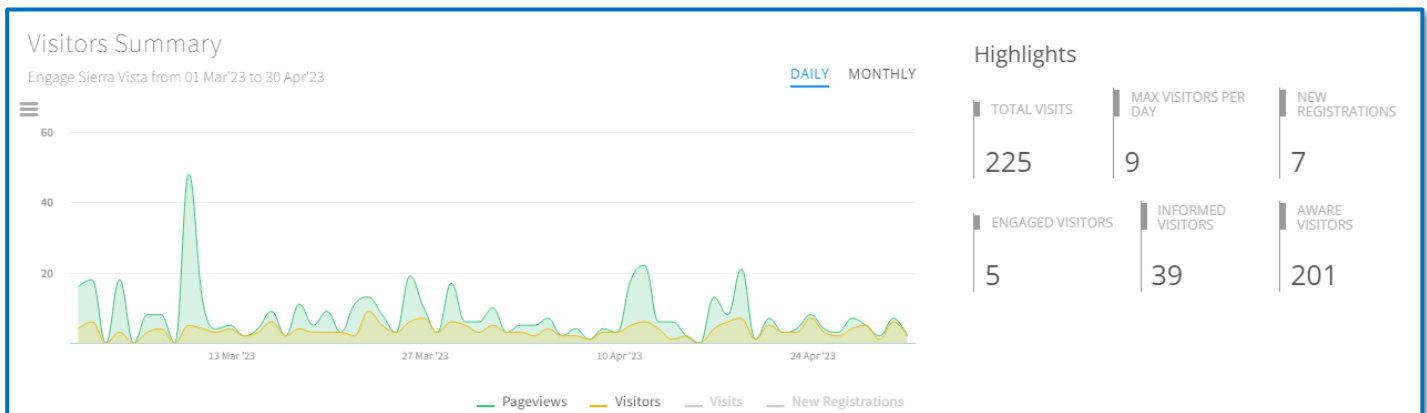
Website performance. For the March-April time period, the City’s website, **SierraVistaAZ.gov**, received a total of 63,000 visitors, to include 57,800 new users, creating 85,700 sessions and viewing 2.26 pages per session on average. Users from all U.S. states visited the website. The heat map below shows the interest by state. Not unlike other data included here, most visitors originated from Arizona, and the least number of users originated from Delaware.

Website Visits, By State (top 10 states)	
State	# Users
Arizona	33,614
California	4,082
Colorado	2,724
New Mexico	2,486
Montana	2,038
New York	1,933
Utah	1,469
Texas	1,387
Virginia	1,364
Nevada	1,194



Date Range	Users (thousands)	Sessions (thousands)	Bounce Rate	Duration
Nov.-Dec. 2022	57	79	55.67	1:38
Jan.-Feb. 2023	53	72	53.62	1:54
Mar.-Apr. 2023	63	85	60.26	1:25

The **Engage.SierraVistaAZ.gov** website saw 225 total visits during March-April 2023, a decrease of 371 (62%). This is likely due to fewer public input items being posted; the high rate of visits in the prior period was due to the heated engagement about the Parks, Recreation Code Amendments item. Regardless, the platform is still seeing daily engagement from members of the public. The graphic below is a Visitors Summary report from Engage. For this period, the majority of users visited via search engine (116), followed by direct traffic (i.e., people entering the direct URL; 65) and searches for “.gov” sites (37).





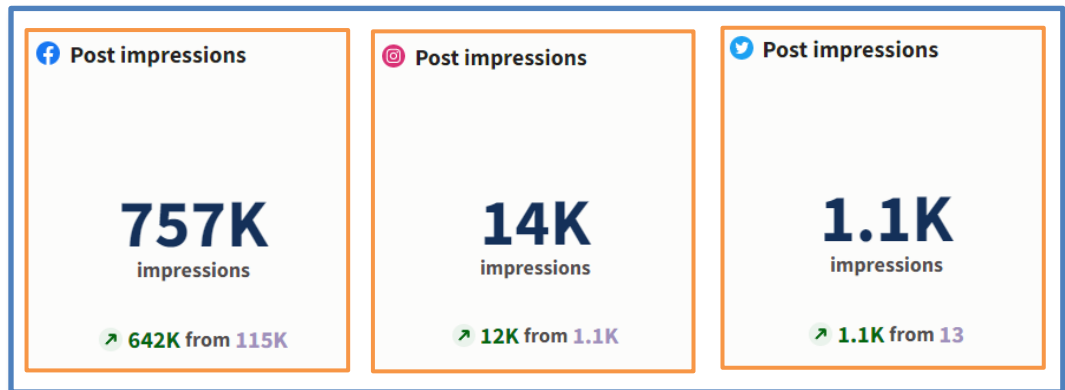
Two **podcast episodes** were produced during this reports time frame, to include an interview with Scott Borgstadt and Eva Dickerson, board members of the Better Bucks program. The topic focused on the new plan, called **Better Work**. This episode has been downloaded 71 times since posting on March 3.

The second episode, posted on April 21, featured special guest Ron Hyde, a local fossil expert, Richard Thompson, who discover the Arizona State Dinosaur, and Henry F. Hauser Museum Curator Elizabeth Wrozek. The program focused on the museum’s summer program called **Jurassic Wonders**. This episode has been downloaded 39 times in since posting and is expected to see additional downloads during the museum’s summer program.

Podcasts are available on the City’s website and third-party podcast apps.

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 March-April 2023 over the same period last year. The engagement rate for all Facebook pages decreased by 5.64% but increased on both Instagram (7.32%) and Twitter (4.44%). 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, Mar.-Apr. 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 290 subscribers. The total viewership for meetings held between in March and April is up by 62.9% (728 views), up from the total viewership for the same period in 2022 (429).

Date (2023)	Broadcast Description	Viewership	YoY Change (%)
April 6	City Council Meeting	109	+16.5
April 4	City Council Work Session	102	+28.4
March 23	City Council Meeting	168	+60.1
March 21	City Council Work Session	162	+79.0
March 9	City Council Meeting	78	-24.3
March 7	City Council Work Session	109	+78.7

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



Project	Media	Department
Mural Walk (Digital Adventure Guide	Audio	Marketing & Communications
Citizen Police Academy Testimonial	Video	Police
Easter Eggstravaganza	Photos	Parks & Recreation
Drone Footage	Video	Police
Vista 2040 Community Growth & Development	Video	Community Development
Vista 2040 Economic Vitality	Video	Community Development
Vista 2040 Connectivity	Video	Community Development
Vista 2040 Public Facilities & Services	Video	Community Development
Vista 2040 Environmental Sustainability	Video	Community Development
Podcast Jurassic Wonders	Audio	City, featuring Parks & Recreation
Podcast Better Work	Audio	SVPD, with BB board members
Meeting Broadcasts	Livestream	City Council
Weekly Storytime (March)	Livestream	Library

eNewsletter. The City’s **weekly eNewsletter** is sent to about 4,200 subscribers. Over the March-April period, the eNewsletters received an open rate of 37% with a 5% click rate. For the same period, the industry average open rate for the same period is 34% and the industry average click rate is 1.5%.


Tourism outreach. The quarterly **visitor eNewsletter** was sent on March 21 to 921 readers, receiving a 42% open rate and a 6% click rate. By comparison, the Tourism & Travel industry average open rate is 38% with an open rate of just 1%. Content included pitches for El Tour de Zona, the Summit Challenge and Wine, Beer & Spirits Festival, the Southwest Wings Spring Fling, and history walks. The newsletter closes with two calls to action: to download the Sierra Vista digital Adventure Guide and to click through to VisitSierraVista.com for more information.

The **digital Adventure Guide** currently has 123 subscribers. MarCom has created a small poster and cards for distribution to hotels to promote the digital guide. These are currently being distributed. Content added in March and April to the digital Adventure Guide include the Hummingbird Stitches Guild’s **Barn Quilt Squares** and **Murals of Sierra Vista** audio walking tours.

Spring 2023 visitor eNewsletter.





Get ready to explore by bike, boot, or binoc!



Bicycling is great any time of year in Sierra Vista, but spring is especially extraordinary, thanks to **El Tour de Zona**, a multi-day bicycle tour and festival based in Sierra Vista, March 23-26. Now in its second year, cyclists enjoy four days for riding, camping, entertainment, and just a heckuva lot of fun. Organized rides include scenic tours on Sierra Vista’s Cochise Vista Trail with a leg to cool Ramsey Canyon, a 63-mile loop through Bisbee, and a 35-mile there-and-back ride to Tombstone that crosses the San Pedro River and National Conservation Area. There’s still time to register, or just come on down and enjoy the free entertainment in Veterans Memorial Park, March 23-25.

If bicycling doesn’t get you up in the morning, how about a hike? Sierra Vista’s 6th annual **Sky Islands Summit Challenge** is set for May 27. Take on one, two, or three Huachuca Mountain peaks—all in one day! Participation is limited to 250 hikers, so if you’re up for the Challenge, [register now!](#)



After the Challenge (or *instead of!*) head down to Veterans Memorial Park for the **Wine, Beer & Spirits Festival**. This tasting event is your best bet for sampling Arizona’s best vintages, brews, and micro-distilled spirits. Food and non-alcoholic beverages will be available for purchase. Bring your lawn chair and find a shady spot to enjoy the music and flavors of this favorite event! Tickets available at [Eventbrite](#).

Tourism media purchases for the March/April period are included below, with a reach exceeding 4.3 million viewers.

Media	Market	Insertion	Content	Investment
<i>Living Bird</i> : Print ad	Birders, nationwide	½-page ad in Spring/April issue, 138k readers	Cooper’s Hawk	\$1,482
<i>All About Birds</i> : Digital	Denver, Las Vegas, Los Angeles, Salt Lake City, San Diego, San Francisco	4 digital ads appearing on 20 bird-specific pages (birds are found here), 351,428 page views.	Variety of birds found in Sierra Vista, click thru to VSV birding page.	\$2,460
<i>Global Heroes</i> : Print magazine insert + digital	British Columbia	Half-page editorial + print ad (July); branded content on GlobalHeroes.com (June) 1.4 million reach	Road trip, wineries, history	\$4,950
<i>The Go Travel Sites</i> : Digital ads, lead generation**	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>Globe-Miami Times</i> : Print ad	Copper Corridor; North Tucson	Half-page, April issue 12,000 readers	Discover Southern Arizona	\$421*

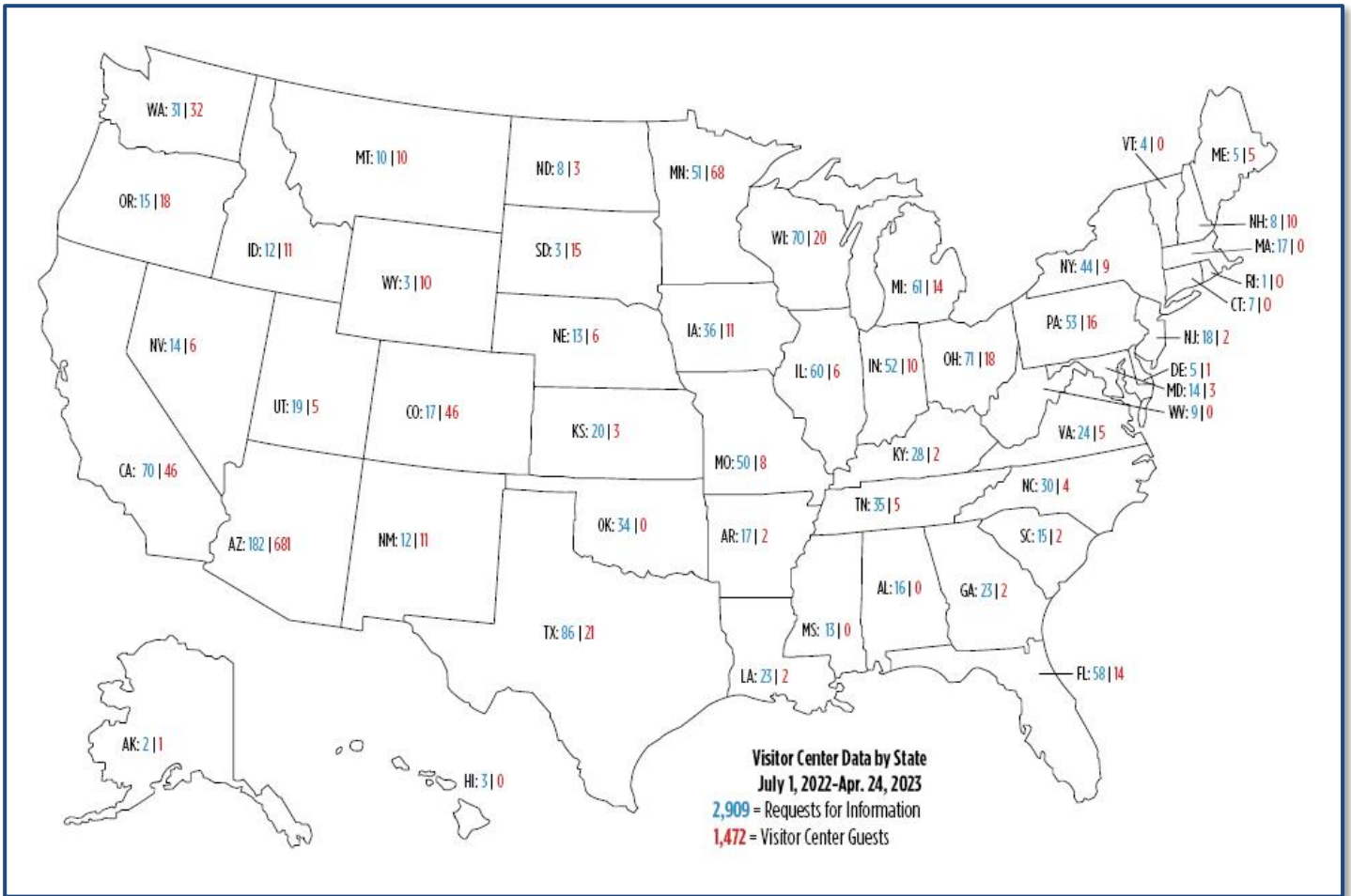
*Part of the Arizona Office of Tourism Rural Cooperative program. AOT matches the City’s investment.

**The MarCom division has been working with Go Travel Sites for several years. The program provides several hundred qualified leads and provides immediate information to them. The division receives 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.

Visitor Center data for the fiscal year to date also show nationwide outreach. Printed **visitor information requests** have originated from every state in the Union, and walk-in visitors to the Visitor Center have self-identified their home state, to include nearly every state in the Union (see map on following page). The data included on the following map does not include access to information via owned digital media (website and various social media accounts), nor does it account for all visitors to Sierra Vista. It only includes the visitors who have requested physical brochures by mail or stopped into the Visitor Center.



One of four digital ads running on LivingBird.com.



Visitor Center data. The table on the following page totals the visitor source for individuals contacting the Visitor Center for information. Other performance metrics the division monitors are Extended Stay and Restaurant and Bar tax revenue. For those figures, please see the Finance report.

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.

Visitor Source	January		February		March		April		May		June	
	2022	2023	2022	2023	2022	2023	2022	2023	2021	2022	2021	2022
Local-Not Identified	59	67	73	66	45	61	51	98	7	40	45	49
In-State	33	17	49	13	32	46	44	40	49	28	20	15
Out-of-State	77	109	123	114	118	124	50	74	52	10	10	14
Foreign	9	17	34	22	37	23	23	9	12	16	7	11
Phone/Virtual/Email*	329	254	389	190	302	188	288	125	221	279	294	204
Other Fulfillment												
Groups, Mtgs, etc.	390	200	135	325	840	300	120	400	143	1080	18	0
Curbside	57	83	58	29	67	47	34	44		68	52	32
TOTAL	954	747	861	759	1441	789	610	790	484	1521	446	325

Visitor Source	July		August		September		October		November		December	
	2021	2022	2021	2022	2021	2022	2021	2022	2021	2022	2021	2022
Local-Not Identified	67	25	53	27	48	94	74	71	38	65	53	46
In-State	107	5	10	10	36	10	48	17	31	12	10	17
Out-of-State	159	8	14	13	19	13	25	36	32	64	44	53
Foreign	19	7	4	33	5	3	14	9	8	9	9	5
Phone/Virtual/Email	210	204	159	256	192	297	205	172	238	254	189	125
Other Fulfillment												
Groups, Mtgs, etc.	253	0	0	150	175	0	195	400	126		120	200
Curbside	60	54	32	18	43	29	65	33		47	47	46
TOTAL	875	303	272	507	518	446	626	738	473	451	472	492



The 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 Visit Arizona Initiative (VAI) Grant through the Arizona Office of Tourism (AOT). The grant review committee awarded CCTEC the amount of \$159,666.32 for the two grant projects.

PROJECT I – Vendor: Channel 12

- CAMPAIGN LAUNCH (Aug.-Sept. 2022)
- MidDay Program Interviews (Mar. 2022-June 2023)
 - Interviews recorded and streamed to Phoenix and Tucson metros areas via KPNX (NBC) 12News MidDay Show.
 - Completed interviews for March, which include wine, cycling, and cuisine. Also completed interviews for April (birding) and May (culture). June interviews will focus on Chiricahua National Monument and hiking.
 - [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](#)
 - Channel 12 (KPNX) created a video about the CCTEC project and featured Chiricahua National Monument. The video will be shared at the Governor’s Conference on Tourism in July. Video regarding work with Ch 12 News | KPNX

PROJECT II – Vendor: Herrmann-Global

- A microsite for VisitUSAParks, which features bicycling, is under development. It will launch in English and German languages.



Bicycling microsite.

EL TOUR DE ZONA and ZONA IN THE PARK.

Staff coordinated with Perimeter Bicycling Association, the Sports Division, and the Marketing & Communications division to promote the El Tour de Zona event and Zona in the Park entertainment. Developed Facebook ads (*photo right*) to promote entertainment for Zona in the Park and related promotional Facebook and Instagram activities. Worked with the Sierra Vista 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. Developed one-sheets with information about each community's restaurants, attractions, and shops for El Tour de Zona online information guide.



Department of Parks, Recreation, and Library

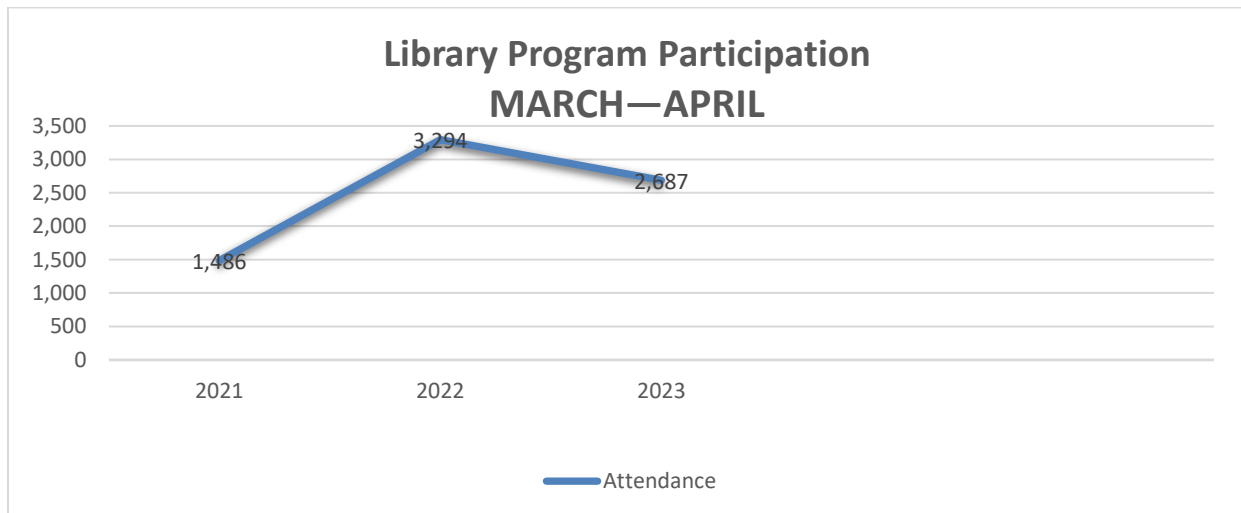
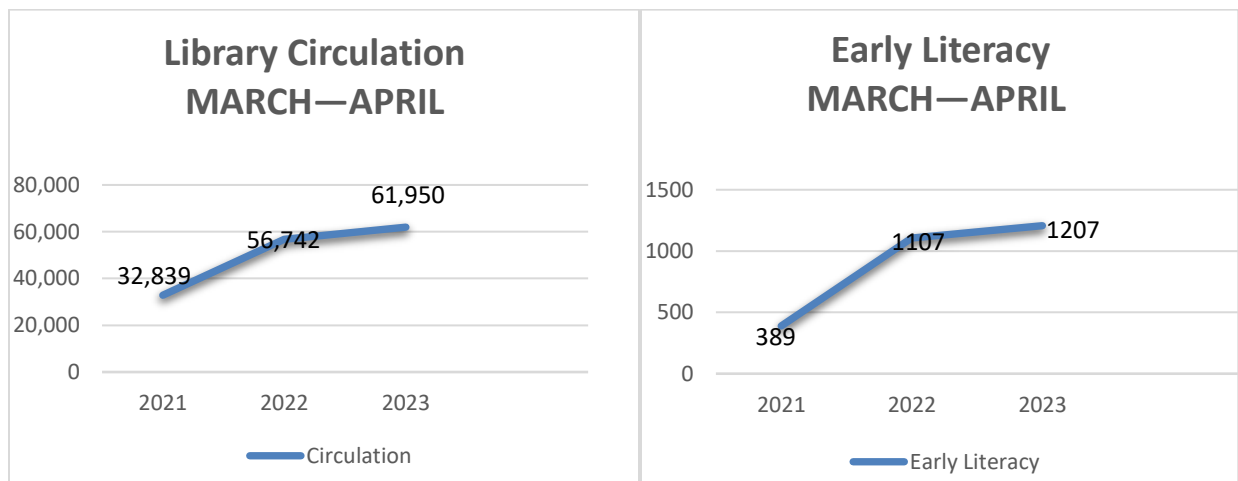
March - April Dashboard (Years: 2022 vs. 2023)

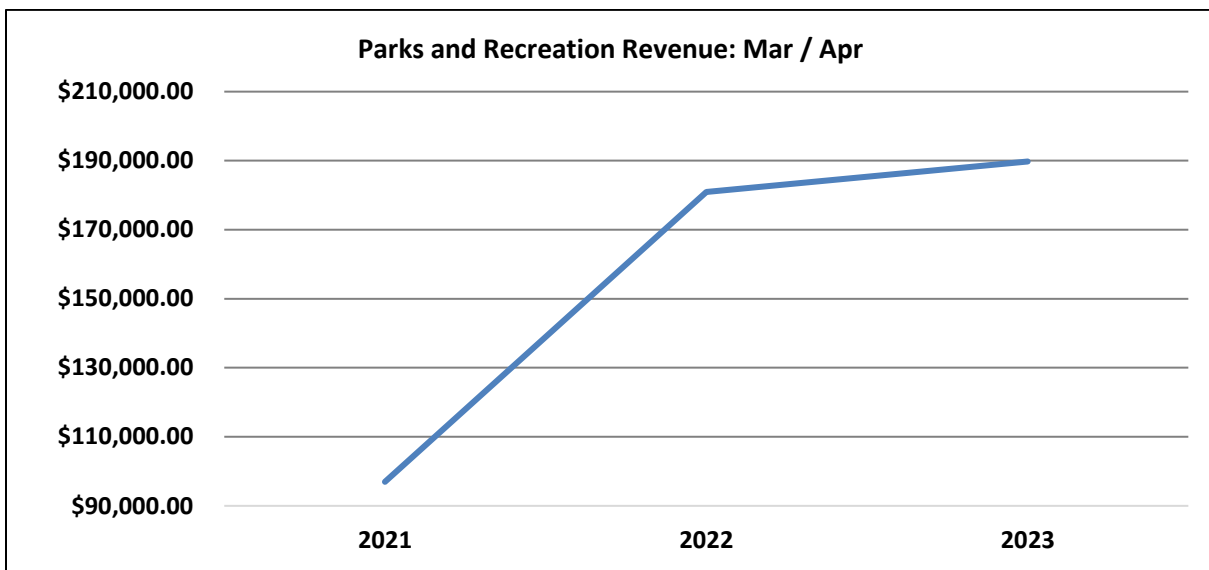
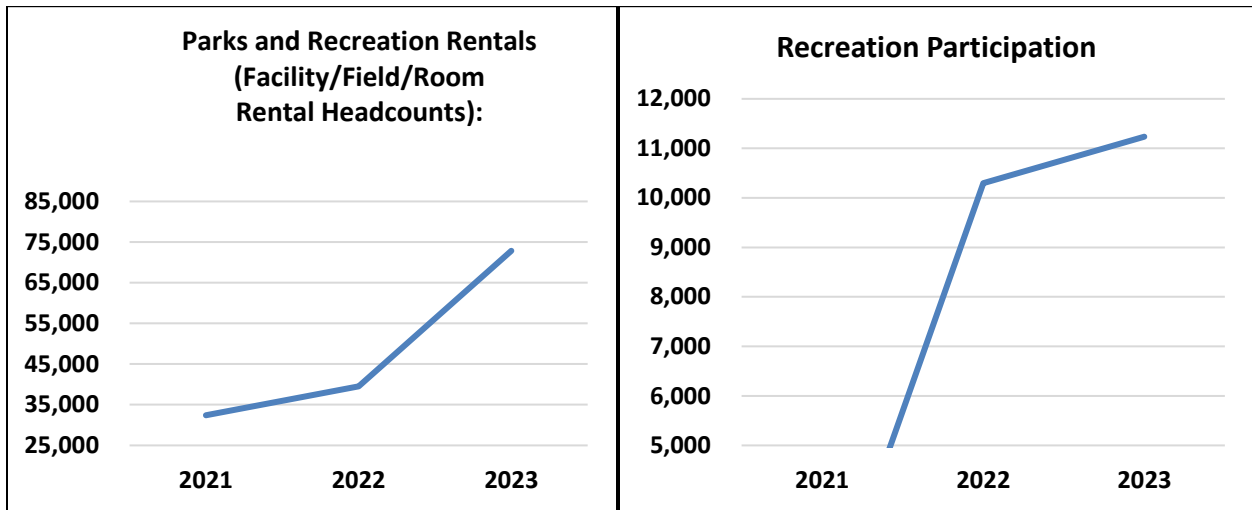
Library Circulation: MARCH—APRIL	61,950
Library Program Participation: MARCH—APRIL	2,687
Early Literacy Participation: MARCH—APRIL	1,207

Parks, Recreation & Special Events Revenue: MARCH-APRIL

Parks, Recreation & Special Events Program Attendance: MARCH-APRIL

Parks, Recreation & Special Events Rentals: MARCH-APRIL





Willcox Wine Tour

On March 18, 2023, a total of 25 participants enjoyed the beautiful weather on the Willcox Wine Tour. The group visited 3 winery tasting rooms beginning with Bodega Pierce, followed by Zarpara Vineyard, and concluding with 1764. Each winery had a different ambiance to enjoy the sampling of their respective vineyards. The tour concluded with dinner at Sandy’s Restaurant and RV Park on AZ-181.



Spring Craft Bazaar

Saturday, March 25th was the Spring Craft Bazaar held at the Ethel Berger Center from 10am to 3pm. There were 20+ vendors with wares from jewelry to chess sets at this event. The venue had a steady flow of customers supporting the event which made for a successful event and happy vendors. The snack bar was open for business and the vendors and the community enjoyed the food for sale and were happy with the reasonable prices.

Gaslight Theater



Participants departed from the Ethel Berger center on April 16, 2023, for the Gaslight Theater to enjoy the show “Robin Hood” and the Beatles oldies. Participants were able to order drinks and food to enjoy while watching the show. There was much laughter and the audience love booing the villain and cheering for the hero. The show was great, service was exceptional, and the participants were happy with the overall experience.

West Fest

Saturday, April 29th marked the 2nd Annual West Fest showcasing West End businesses. In addition to the West End businesses, a DJ, street magicians, face painting, several City departments with family friendly activities, and craft vendors rounded out the event. Over 5,000 community members came out throughout the day to experience and enjoy the street fair. Chalk art was a big hit with all ages showing their creative side while filling up the street with their artwork. Food vendors served up good eats with a new option this year to enjoy a cold beer while walking through the event visiting the businesses and vendors. The day was capped off with the Chad West Trio Band rocking the night away. Highlights of West Fest 2023 from Placer.ai are included at the end of this portion of the Executive Report.

Tsunami Night

The Cove’s spring break Tsunami Night was held on March 17th and was an enormous success. With bodacious waves, slides, and the warming pool, the sold-out event had 700 people descend on the Cove for this annual event. The participation in this year’s spring break event was significantly higher than last year. The DJ was rocking, and participants even began line dancing to many popular songs. The Sand Bar was open, selling chips, candy, hot dogs, and ice cream. It was a magnificent event and at the close 110 pizzas were gone and over 50 soda bottles were empty.



Sports Programming



Early March saw the conclusion to the 2023 Youth Basketball League. The championship games were played on March 11th on the main floor at Buena High School. The Cyr and Domingo Paiz soccer complexes played host to the Spring Recreation Soccer Program. The program is a partnership with the Coronado Sports Group with 435 participants. Games for the program started in late March and will run through May. All of the baseball and softball fields stayed busy with the start of Little League and Ponytail seasons. Pee Wee Sports Camp started up again on March 25th and will run through April 29th.

Adult Sports

The 2023 Spring Adult Men's and Coed Softball leagues began their seasons on April 3rd. There are a total of 22 teams between the two leagues. Registration is currently open for the 2023 Adult Basketball League. Play is scheduled to begin in the middle of May.

Tournaments

On April 15th and 16th, the Domingo Paiz Softball Fields hosted the Cochise Oncology Foundation's annual fundraiser tournament for cancer.

On May 20th and 21st, another Adult Softball tournament is scheduled on the Domingo Paiz Softball Fields. This is a benefit tournament for a local community member that was involved in a motorcycle accident.

The summer will also see Sierra Vista Little League (SVLL) Baseball and Ponytail Softball run various tournaments. SVLL has also been awarded the Boys 09/10 State Baseball Tournament, which will bring over 14 teams from all parts of Arizona into Sierra Vista. We are extremely excited to welcome everyone!

Parks

With most of Sierra Vista's parks greening up for spring, Veterans Memorial Park is still a little brown. The newly installed pump and watering system, as part of the second phase of the energy initiative with Schneider Electric, is online. However, the work to install the new system left the lines unused for several months, which resulted in deterioration. Now, with the new pump online and sending water, the damage is being identified and fixed as quickly as possible to get water on the grass.

Child & Family Programming's Eggs-traordinary Fun, Uncommon Good Times!



Hundreds of families flocked to Veterans Memorial Park to participate in Child & Family Programming's Easter Eggstravaganza on April 1st. Families enjoyed playing multiple interactive games. The egg hunts were scheduled by age groups to level the hunt competition. The littles, aged 4 and under, had hunts scheduled throughout the event so that they could gather their eggs and add them to baskets with less haste. Many families snapped a photo with our special guest, the Easter Bunny. It was an egg-stremely fun time for all who came out and no one left with an empty basket!

With the summer months heating up fast, school will soon be a thing of the past (yay). Child and Family Programming is bringing back the Sparks Summer Recreation Program for school aged children during the summer months. A variety of schedule choices is being offered to help parents find the one that fits

exactly right (swimming, reading, games). The program will be operating out of the Sierra Vista Sports Division building, allowing program participants access to neighboring City facilities, such as Veterans Park and the Cove Aquatics Center.

Adaptive Adults Goes on a Trek to Tucson

The Adaptive Adult Recreation Program has been in full swing to start 2023. Activities include Movie Nights, Art & Crafts, Yoga, Trivia Nights, Karaoke, Bowling, Bingo, various activities at the Library, Game Nights, Art Studio Activities, Museum Activities, Disc Golf, City Softball, Kickball, Mall Walk, Hiking, Dances, Basketball, and a trip to the Reid Park Zoo. Participants were beyond excited about riding up in the Parks & Recreation bus and witnessing all the animals in their native environments. The trip was a tremendous success, and we expect further excursions this summer!



The program has been expanding this year--adding 16 new participants since last summer and counting. The need for including non-DDD/ALTCS participants to attend a social/ recreational program in the community has been a concern for a long time—however, with a self-pay option that the program offers, that need is beginning to be met. Every month, new participants who might not meet the full qualifications for a DD program are walking through the doors seeking new friendships and opportunities. The Adaptive Adults division is actively (and purposefully) trying to add more staff to the program to meet demand, so please encourage people to apply that are looking for an opportunity via the city website.

New Tablets at the Library



The Sierra Vista Library was pleased to add four new AWE Tablets for in-house use in the Children’s section of the library. Thanks to the Friends of the Sierra Vista Library’s special project funding, Youth Services Librarian Erica Merritt was able to purchase two Early Learning Station tablets and two Afterschool Edge tablets. This new equipment added to the extremely popular Early Learning Station desktop computers.

AWE Learning provides tablets and computers that are preloaded with games and stories that help children with math, science, technology, reading, art, and engineering. Children can explore phonics, coding, puzzles, and more. Parents appreciate that there is no internet access, so they feel comfortable allowing the children to play on the computers safely. The Early Literacy Stations focus on literacy and STEM activities that prepare children for kindergarten. The Afterschool Edge content is geared toward elementary students. The activities are easy to navigate, engaging, and (best of all!) fun. These computers are heavily used by the library’s youngest patrons and there are often children

waiting for their turn to use them. It is not uncommon to see children helping each other play the games or hear them singing along to the songs.

Jurassic Wonders Opens May 6 at the Museum

The museum has been preparing for its upcoming Jurassic Wonders exhibit running May 6th to September 29th! Jurassic Wonders tells the story of ancient life dating back to 500-million-year-old trilobites, inviting visitors to voyage through prehistoric ecosystems and witness the evolution of life. With more than 500 fossil specimens and replicas, the exhibit features six full-sized dinosaur skeletons, mammoth fur and teeth, invertebrates, plants, and other prehistoric life from Cochise County and around the world! It also features a hands-on, interactive Junior Paleontologist Lab! At the fossil lab, kids can delve into a dig area with real fossils, a fossil examination table, a charcoal fossil rub area, and a dinosaur-nesting section. They even get to dress the part by donning lab coats and lanyard IDs provided to complete the experience.



People of all ages can also participate in the City's Prehistoric Passport Program by attending dinosaur-themed events to win prizes. To win, attend an eligible program, pick up a passport, scan the QR code for that program, record the program details and code word in the passport, and return your passport to the museum once you've completed three programs. If you attend five or more programs, you will be entered into a grand prize drawing!

We can't wait to have a roaring good time with this dino-mite exhibit, and we hope you'll stop by to check it out!

Upcoming Events:

May 11, 18, & 25: Summer Concerts in the Park – Veterans Memorial Park 6:30PM to 7:30PM

May 13: Movie in the Park-Spider Man No Way Home – Veterans Memorial Park – dusk/7:30PM

May 27: Wine Beer and Spirits Festival – Veterans Memorial Park – 12 Noon to 7:00PM

June 1, 8, 15, 22, & 29: Summer Concerts in the Park – Veterans Memorial Park 6:30PM to 7:30PM

June 2, 16, 30: Arts Beats and East – West End Fry Blvd. – 6:00pm to 10:00PM

June 2: Kick off the Summer Tsunami Night – The Cove – 7:00pm - 10:00pm

June 9: Dive in Movie – Jurassic World-The Cove – 7:00 PM to 10:00PM

June 3: Movie in the Park-Puss and Boots: The Last Wish – Veterans Memorial Park – dusk/7:30PM

June 10: Movie in the Park-Top Gun: Maverick – Veterans Memorial Park – dusk/7:30PM

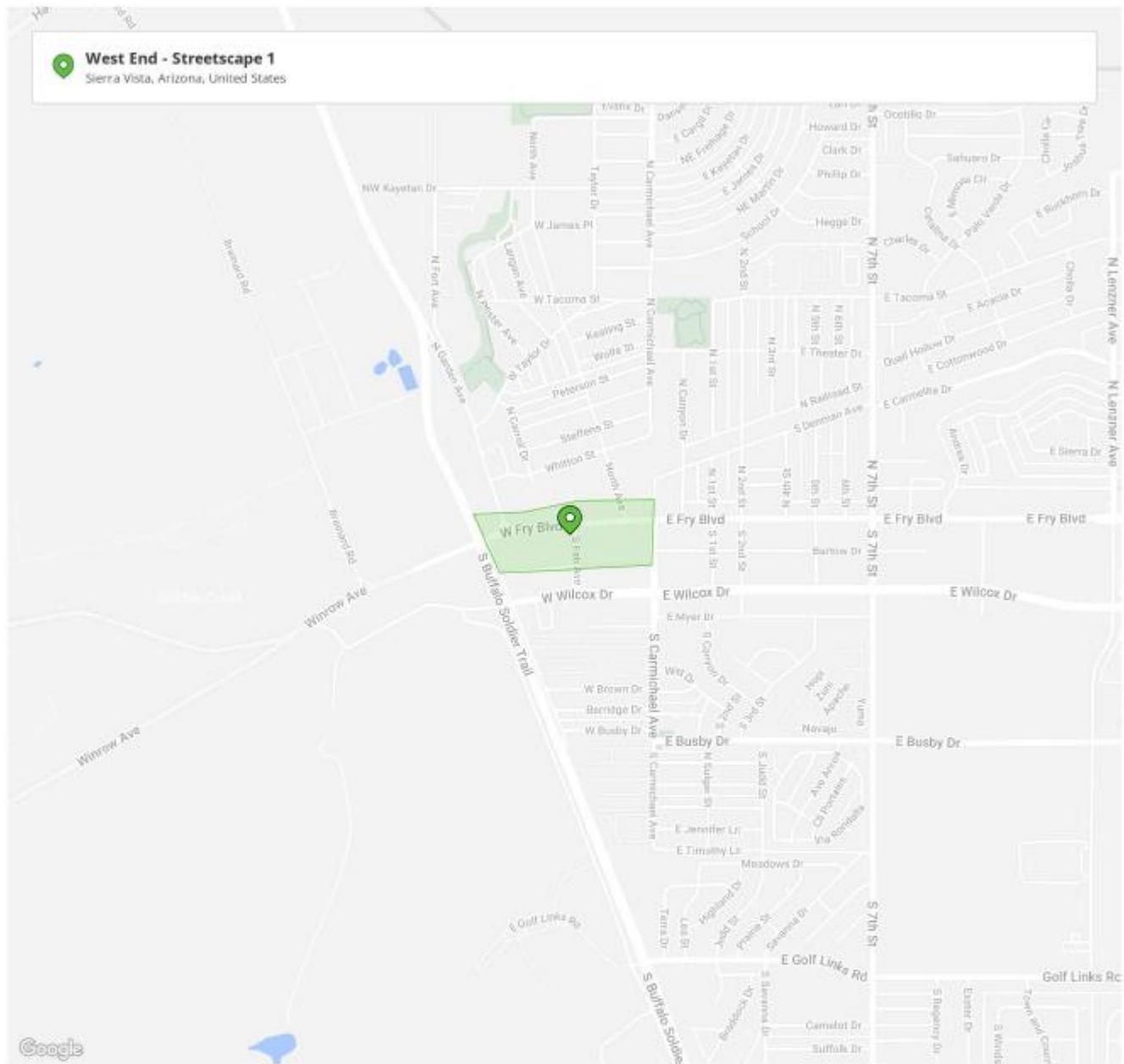
June 21: Veterans Memorial Park Sports Complex Grand Opening-VMPSC-6:00PM

June 24: Movie in the Park-The Mitchells vs. the Machines – Veterans Memorial Park – dusk/7:30PM

July 15: Christmas in July Bazaar-Ethel H. Berger Center – 9:00AM – 3:00PM


West Fest 2023 Highlights

Apr 29 - Apr 29, 2023



West Fest 2023 Highlights

Apr 29 - Apr 29, 2023

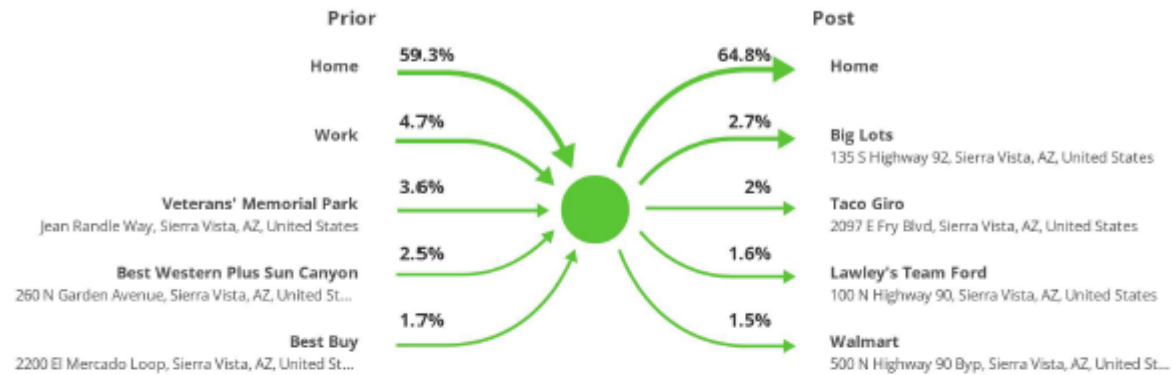
Metrics			
● West End - Streetscape 1 <small>Sierra Vista, AZ</small>			
Visits	5K	Avg. Dwell Time	90 min
Visits / sq ft	N/A	Panel Visits	172
Size - sq ft	N/A	Visits YoY	+111.1%
Visitors	5K	Visits Yo2Y	+139.8%
Visit Frequency	1	Visits Yo3Y	+465.8%
<small>Apr 29th, 2023 - Apr 29th, 2023 Data provided by Placer Labs Inc. (www.placer.ai)</small>			

West Fest 2023 Highlights

Apr 29 - Apr 29, 2023

Visitor Journey

West End - Streetscape 1
Sierra Vista, AZ

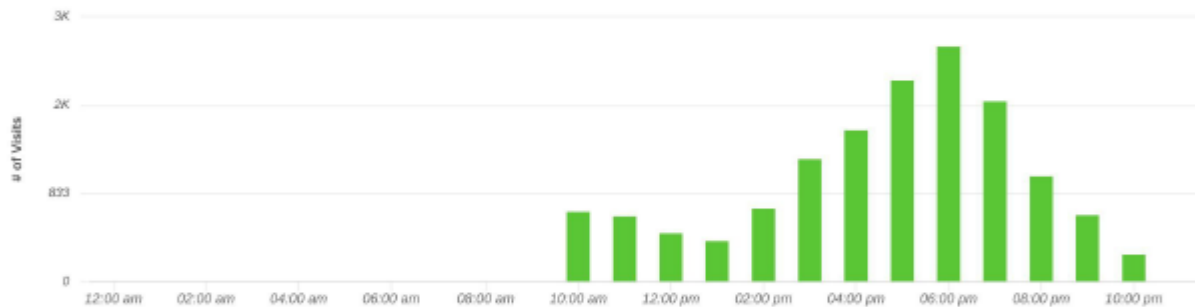


Show by: Location | Apr 29th, 2023 - Apr 29th, 2023
Data provided by Placer Labs Inc. (www.placer.ai)



Hourly Visits

West End - Streetscape 1
Sierra Vista, AZ



Visits | Apr 29th, 2023 - Apr 29th, 2023
Data provided by Placer Labs Inc. (www.placer.ai)



West Fest 2023 Highlights

Apr 29 - Apr 29, 2023

Length of Stay

West End - Streetscape 1
Sierra Vista, AZ

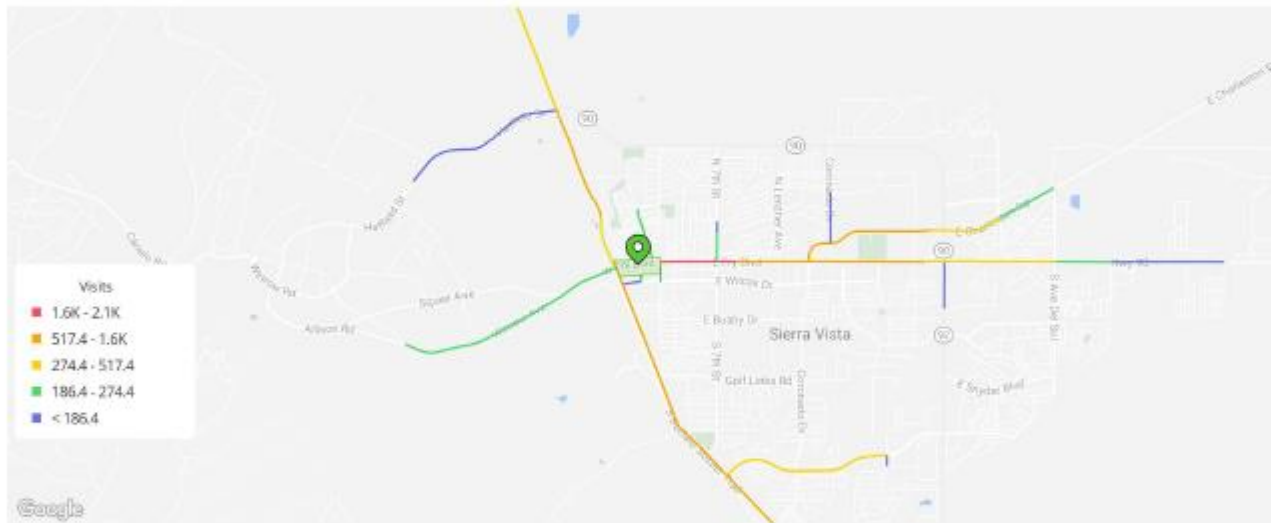


Average Stay	90 min
Median Stay	63 min

Visits | Apr 29th, 2023 - Apr 29th, 2023
Data provided by Placer Labs Inc. (www.placer.ai)



Visitor Journey - Routes



To protect individual privacy, the beginning points shown for each route are approximations and do not represent actual home locations.

Journey Direction: To Property | Apr 29th, 2023 - Apr 29th, 2023
Data provided by Placer Labs Inc. (www.placer.ai)



Public Works

Administration

Grants. The Engineering and Administrative Sections in conjunction with the Community Development Department have 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, ~\$500,000 with a 4.47% match: 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. The City received a project initiation letter for the Master Plan update from the FAA late last year, 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 offer is received as expected, over 95% of the cost of the master plan would be funded by the FAA and ADOT.

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: This pre-proposal application was a collaborative effort among a variety of Cochise Conservation and Recharge Network and Fort Huachuca Sentinel Landscape partners. The project 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. If the pre-proposal is selected to move forward, then a full application will be submitted in the coming months.

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 project application deadline is June 1, 2023, and our application was submitted May 1st, 2023.

AZ SMART Fund State Match Advantage for Rural Transportation, Arizona Department of Transportation, \$219,000 with no match: An application was submitted May 3rd requesting reimbursement for the North Garden Avenue design, which is currently underway and nearing completion. Design and engineering costs can be requested for any infrastructure related transportation project. With the AZ Smart Fund helping to reduce project costs and streamline processes, the City will be more competitive in its efforts to request grant funding via the federal infrastructure bill.

Congressional Appropriations Applications, \$4,023,000 with a 5.7% match and an additional \$30,000 for ADOT review fees: 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 7th Street and Hatfield into six separate phases to tackle the reconstruction effort one piece at a time. Senator Kelly's office announced the week of May 1st that, out of the hundreds of applications, ours was selected to move forward. Applications for this same segment were also provided to Congressman Ciscomani and Senator Sinema's office for consideration.

Rebuilding American Infrastructure with Sustainability and Equity (RAISE), U.S. Department of Transportation, about \$19,000,000 with no match: Two grants applications were submitted last

year and again this year for construction of West End Improvements and the State Route 90/92 Connectivity Project.

Several additional grants are being investigated and considered and are likely to be pursued within the next few months.

Cochise College Driving Track. Cochise College is currently constructing a concrete driving track on City-owned property north of the Pedro Castro Maintenance Center and east of Fire Station #3. The pieces are starting to come together, and the driving track should be open later this summer. This project fills a substantial need in the community for a driver training space. When completed, reservations will be run through the Parks, Recreation, and Library Department. Priority will be given to the public safety programs taught through Cochise College. The track will also be 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.

Airport

Fire Season. Fire season is unfortunately in full swing with several significant fires already taking place within a few miles of City limits. Fortunately, they all have been contained fairly quickly with no loss of human life. However, several primary residences, pets, and accessory buildings have been lost. Fire activity is expected to remain high until the arrival of monsoon moisture in another month or two. Residents are asked to obey all burning restrictions and to avoid any activity which may spark a wildfire (dragging chains, pulling off the roadway into tall grass, improper disposal of cigarette butts, etc.). Since wind-fed wildfires can spread quickly, all residents are encouraged to have a plan to evacuate people and pets in the event of an emergency. More information on emergency preparedness can be found on the Cochise County Emergency Management website <https://www.cochise.az.gov/287/Emergency-Management>

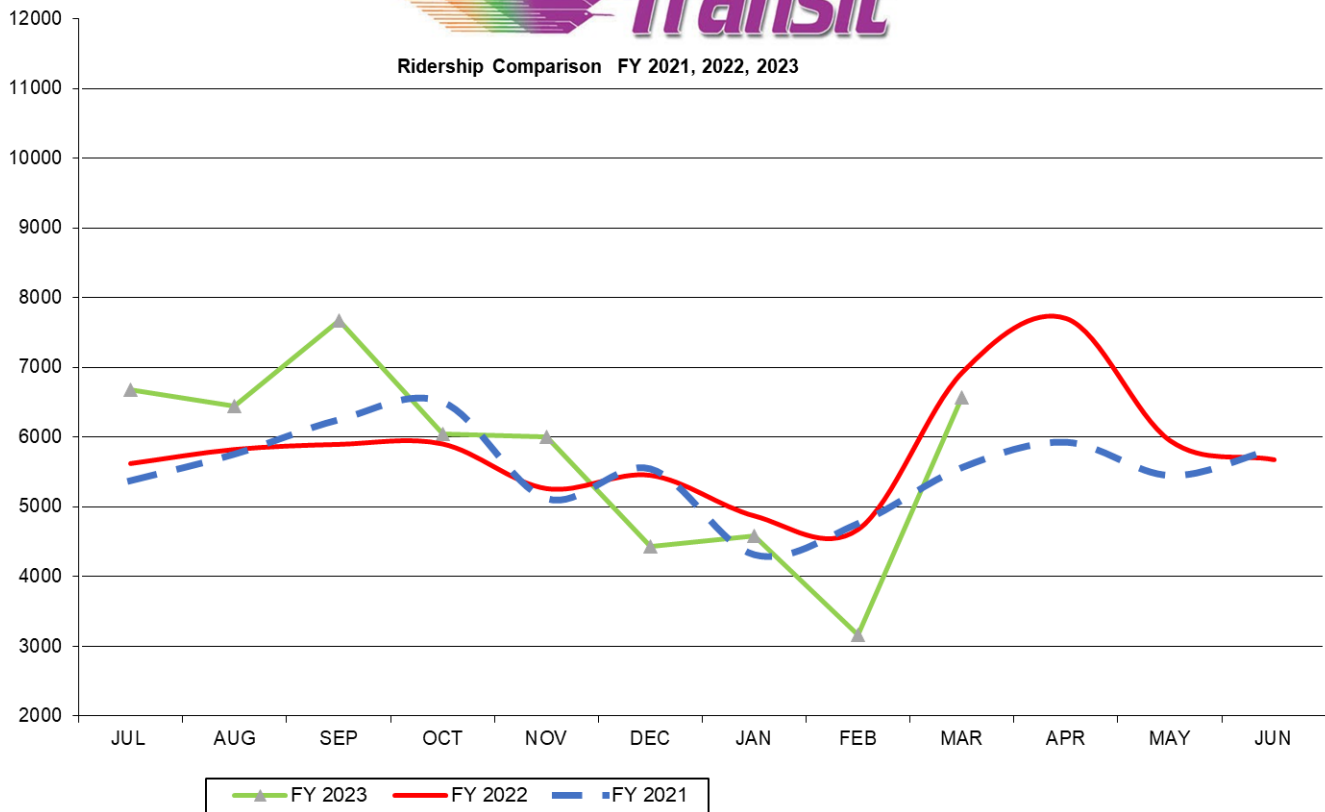
Lighting, Sign, and Fiber Replacement. Phase II of the Schneider Project includes some work out at the Airport, specifically replacing the fiber optic cables, taxiway/runway lighting, and taxiway/runway signs on the City side of the airfield. Most of this infrastructure is 30+ years old and has seen 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. The project was completed the week of May 1st, and the new lights and signs are now operational. Controls system upgrades will be contracted by Fort Huachuca at a later date. At the final walk-through, Fort staff commended Schneider Electric and Rural Electric and said the project was one of the smoothest they have ever had out at the airfield.

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 investigated 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 limited data we have so far, ridership is on a sharp upward trend with ridership more than doubling from February to March 2023. March 2023 ridership was also similar to March 2022, which was before any route reductions. 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 while the fixed route loop times did not work with their schedule.



Staffing. More than any other section of Public Works, Vista Transit continues to experience significant staffing shortages. Starting in May 2022, 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 and staffing is now above 50% from its low of about 25%. 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 restorations can be made soon. However, given the popularity of the on-demand service, some of the revisions are being considered for permanent adoption.

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. 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. Fortunately, Phase II of the Schneider Project should provide some relief. Solar parking structures are currently in the final stages of installation at several City facilities, and when these structures become operational, the energy savings are anticipated to be about \$100,000 per year.

Roof Replacement. The work on the City Hall roof is ongoing, and beginning the week of May 1st, the new metal roof started to appear! The new roof will be a dark green color as opposed to the old copper roof which had become more orange with time. The copper roof was original to the building, and at about 50 years old, had far exceeded its useful life. Work on the new roof should be completed within the next month. We appreciate everyone's understanding and patience in dealing with the extra noise during construction.

Economic Development

Economic Framework Strategy Development

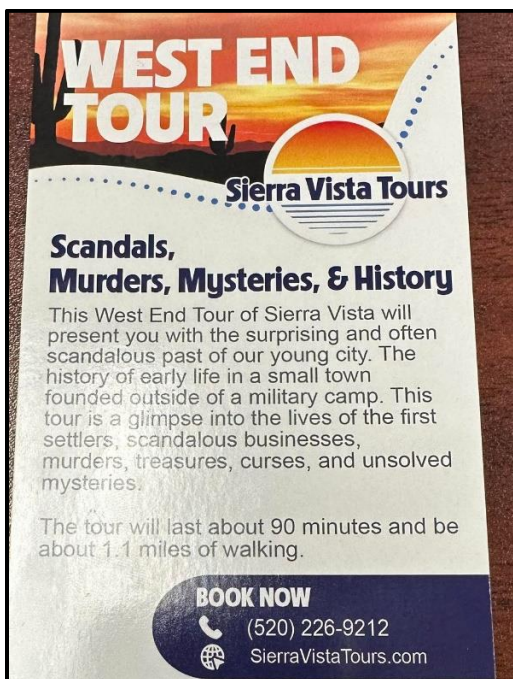
Staff continues to work to activate the six objectives of the Framework adopted by Mayor and Council. Furthermore, five of the objectives were adopted by council in the current strategic plan.

Ignite: Economic Development and Community Prosperity

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

Continue Ongoing Efforts to Revitalize the West End

ED Staff continues to collaborate with Community Development to share the West End Partnership Grant opportunity with west end businesses and prospective businesses. Be on the lookout for these new West End businesses that recently held a ribbon cutting!



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.

Staff has had multiple meetings during this reporting period with an interested third-party user in coordination with the Arizona Commerce Authority (ACA). Staff will continue to work through the process as it will take some considerable time and coordination to bring to fruition.

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

Staff attended the Association of Defense Communities (ADC) National Summit in Washington D.C. The Summit provided staff with important information about the future goals of military installations and their needs for support from their neighboring communities. Conference sessions and conversations centered around recruiting and retention, spouse employment, and quality of life issues. Staff was able to bring back some valuable information about a DODEA grant opportunity and connect the Ft. Huachuca School Liaison Officer, Paula Smedes, and Garrison Commander, COL Johnny Ives, with Sierra Vista Unified Superintendent Dr. Holmes to begin planning efforts to pursue the grant opportunity for next year. Staff was also able to meet with Rep. Ciscomani's staff to discuss issues and priorities that support the partnership between Sierra Vista and Ft. Huachuca.

Staff also assisted the ADC in recognizing former Mayor Rick Mueller as an ADC Champion. This was a great honor to Mr. Mueller and opportunity for the City of Sierra Vista to shine nationally amongst their defense community peers.

Also during this time period Tony attended 6 meeting this quarter in support of Ft. Huachuca's strategic planning initiatives. These meetings allow the City to have insight as to the specific needs and plans upcoming for the fort, to continue to cultivate relationships, and provide support to critical elements of Ft. Huachuca's growth and prosperity.



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.



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. ED staff supported and attended several meetings, supported a Business at Twilight, five Chamber ribbon cuttings, a SVAC Good Morning Sierra Vista, and two Hispanic Chamber Mixers.

Staff continues to support 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. Many of the participants from this quarter’s class were planning to make Sierra Vista their forever home post military retirement/separation. SV ED has also attended the Cochise County veteran owned business meeting at the Warrior Healing Center to better engage with that business population.

ED staff was honored to attend several meetings in support of UofA CAST. Two meetings were to meet with and provide feedback on their candidates for a new External Relations Manager. Staff was also invited to attend their annual State of CAST update meeting. UofA CAST is making great strides in their growth, expanding their campus to the West End, and is actively seeking ways to work with the City to accomplish economic objectives. We are grateful for their support and partnership.

Business Retention & Expansion. 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 focused on informing businesses about West Fest and the Moonshot Pioneer Pitch Competition.

Staff completed onboarding and the initial input/setup of fundamental data in the new Bludot customer relations management software. We are still learning all the features and how to setup features specific to the City’s needs. We look forward to sharing activities reports in an upcoming executive report.

Business Support. SV ED staff continues to work with UACI on the Sponsored Launch program in cooperation with the SV IDA and SVA Chamber. The project plans to launch an advertising

campaign to promote the open application period which is set for May 3rd-June 5th. Applications will then be vetted and presented to the economic development commission for further evaluation and potential selection of a business to be sponsored in the UACI Incubator program by the City of Sierra Vista.

Economic development staff and partners continue to market and assist businesses in preparing for the 2023 Cochise County Moonshot Pioneer Pitch Competition to be held in June. As of this quarter there were 17 businesses and startups signed up!

Economic Development Commission

The economic development commission held another meeting on Apr 19th. Discussion focused on updates regarding the City's role in building an incubator program with University of Arizona Center for Innovation (UACI). The City will begin by participating in the UACI Sponsored Launch Program, which will seek to recruit startups to Sierra Vista with a focus on scalable technology. Applications will be open May 3rd-June 5th, with the Commission to review and select the sponsored startup by early July.

The Commission also reviewed and discussed staff's proposed business recognition plan and agreed to play an integral role. Staff and the Commission are in the process of developing a nomination application and selection criteria for businesses to be recognized by the City in four categories of national small business recognition weeks: Minority Enterprise Development Week in Sept., Veteran Small Business Week in Nov., Women's Business Week in Oct., and National Small Business Week in May. The plan was well received by the commission and Council member Johnson during the meeting and all parties are looking forward to unique opportunities and events in conjunction with the business recognitions.

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 Apr 20th, there were 661 vacant jobs in the City of Sierra Vista/Fort Huachuca down from 779 in January. IT/Cyber/Intelligence make up many vacancies at just over 24%, health care and medical services make up over 23% followed by education at 16%. There are 1,160 vacant positions county wide down from 1,201 in January.

From SAEDG News Release on April 26, 2023 - The U.S. unadjusted unemployment rate in March was 3.6 percent, down from 3.9 percent in February and 3.8 percent in March 2022. At the state level, Arizona's unadjusted unemployment rate in March was 3.2 percent, unchanged from February but down from 3.3 percent in March a year prior. Sierra Vista, 3.3 percent, is up from 3.2 percent in February and the same level as in March a year prior.

Housing Report

SV ED was saddened to learn of the sudden passing of realtor Joan Wilson. She was our liaison for the housing reports, a valued member of the economic development commission, and served on the Huachuca 50. She will be greatly missed.

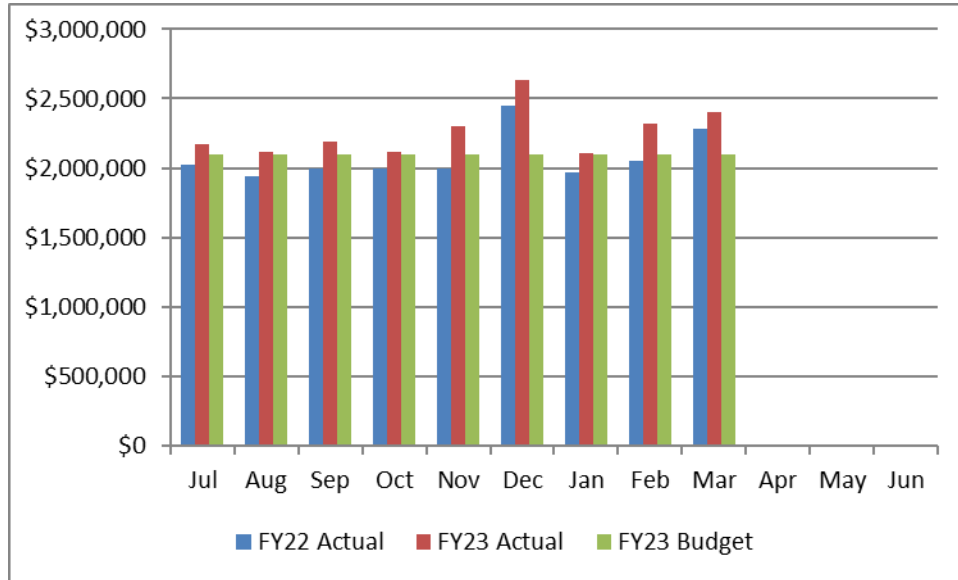
Sierra Vista is still considered a seller's market at most price points, but sales have slowed from last year. This quarter however was a strong one with sales up 21%, and a 9% increase in median sale price in March versus February.

	Current Period Mar 2023	Last Month Feb 2023	Change From Last Month	Last Year Mar 2022	Change From Last Year
Homes Sold	57	47	▲ 21%	107	▼ 47%
Median Sale Price	\$299,900	\$274,400	▲ 9%	\$270,000	▲ 11%
Median List Price	\$299,900	\$269,900	▲ 11%	\$265,000	▲ 13%
Sale to List Price Ratio	97%	97%	0%	100%	▼ 3%
Sales Volume	\$17,546,609	\$13,876,819	▲ 26%	\$30,154,122	▼ 42%
Average Days on Market	77 days	74 days	▲ 3 days	52 days	▲ 25 days
Homes Sold Year to Date	158	101	▲ 56%	234	▼ 32%
For Sale at Month's End	—	—	—	—	—

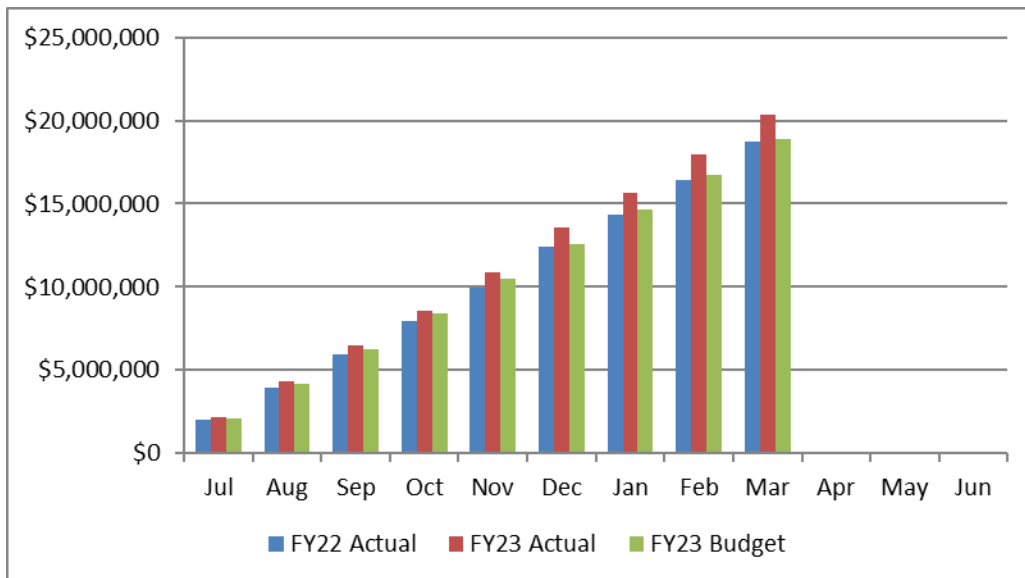
Administration

Sales Tax Collection. Gross privilege tax collections were up \$271,495, or 13.26%, for February and \$120,999, or 5.30%, for March over fiscal year 2022.

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



Through January, collections are up \$1,669,826, or 8.93%, from Fiscal Year 2022. The chart below provides a monthly comparison of FY23 actual, FY23 budget, and FY22 for the Fiscal Year.



Description	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22	Jan-23	Feb-23	Mar-23
Utilities	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	140,026.22	121,840.48
Communications	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	18,819.75	23,840.73
Publication	772.52	763.33	767.36	813.32	757.66	869.65	703.58	715.02	839.53	761.04	655.89	23.80
Restaurant & Bar	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	255,599.89	268,325.60
Contracting - Prime	38,267.25	95,101.08	28,646.18	96,908.97	52,623.88	94,682.32	43,443.80	91,771.58	67,748.69	42,287.68	162,781.35	71,864.69
Retail Sales	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	1,063,833.30	1,166,373.00
Use Tax Purchases	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	63,584.87	72,734.54	51,712.10
Use Tax from inventory	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	607.93	1,556.73
Residential Rental	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	42,656.03	49,346.63
Retail Food for home consumption	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	274,883.65	303,143.04
Commercial Rental	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	30,910.61	35,508.87
Tangible Property Rental	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	18,177.34	22,393.96
Extended Stay	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	105,905.23	137,247.65
Online sales	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	107,110.05	124,299.19
Other	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	23,816.99	27,024.33

Community Development

Development Code Update. On April 6, 2023, the City Council adopted Ordinance 2023-003, approving amendments to the Sierra Vista Development Code pertaining to the following:

- Article 151.03 (Administration and Enforcement) amending procedures and requirements pertaining to zoning compliance certificates, building permits, and certificates of occupancy to be consistent with current practice;
- Article 151.06 (Special Regulations for Particular Uses) establishing performance standards for unattended donation boxes;
- Article 151.18 (Site Plan) clarifying levels of review for site plan applications; and
- Article 151.22 (District Regulations) amending lot coverage area and building setbacks to provide additional flexibility.

Community Development Block Grant Program (CDBG). Applicants presented funding requests for PY 2023 Annual Action Plan during a public hearing on March 9, 2023. The City Council provided Staff with guidance and direction on priorities to pursue in the Draft Annual Action Plan scheduled for public hearing on May 4, 2023.

Emergency Home Repairs. Through April, the City conducted seven emergency home repair projects with two more in progress.

Fry Townsite Annexation Initiative. Staff continues to reach out to property owners in Fry Townsite to evaluate interest in annexing to the City. Mailings were sent to new property owners as well as those who expressed interest or didn't respond during the previous petition process. During the reporting period, the City received four signed pre-annexation agreements. Staff continues to review and assess areas that meet the statutory threshold for annexation.

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 property:

- Gyfted Creations, 209 W. Fry Boulevard (interior renovations/signage).

Neighborhood Partnership Grant. This program is designed to support Sierra Vista residents and civic organizations to enhance the places where they live, work and play. The maximum amount awarded per grant is \$2,500. Projects must be on City-owned property or right-of-way. During the reporting period, one grant request was approved for the following location:

- Sierra Vista Sunshine Rotary Club, landscape improvements to E. Fry Boulevard Right-of-Way in front of My Place.

Commission on Disability Issues (CoDI). The March 15, 2023, Commission meeting was cancelled due to a lack of quorum. Staff answered questions for those in attendance regarding upcoming changes to Commission structure.

West End Commission. The West End Commission met on March 13, 2023, to update the Commission on the six-month update to the [Citywide Business Inventory](#) and [key changes by sector](#); status update on vendor signups and entertainment for West Fest; the updated mission and implementation timeline for Council Advisory Commissions; and update on recent grant applications.

Sierra Vista Quilt Block Trail WebApp. Staff created a WebApp depicting the 70 Quilt Blocks created around Sierra Vista supporting the Hummingbird Stitchers Guild: [Sierra Vista Barn Quilt Trail \(2023\)](#) ([arcgis.com](#))

Fab Avenue Property. At the March 21, 2023, City Council Work Session, Staff presented conceptual reuse plans and public feedback for Fab Avenue property redevelopment for feedback and direction. The consensus of the Council was to pursue the public park development option. The initial phase will involve making street and drainage improvements using a \$365,424 grant from the Federal Transit Administration.



Building & Inspection Services

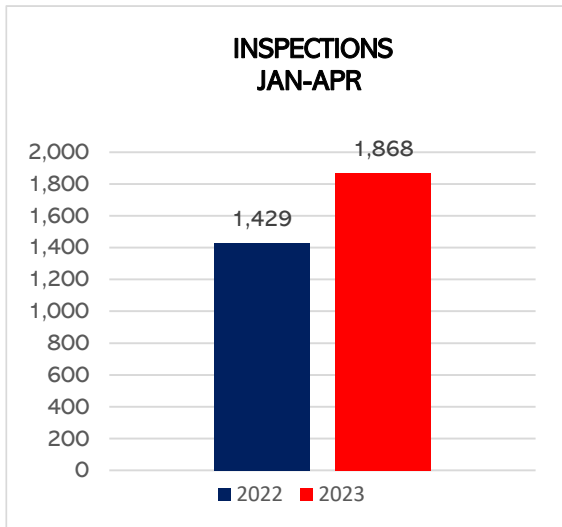
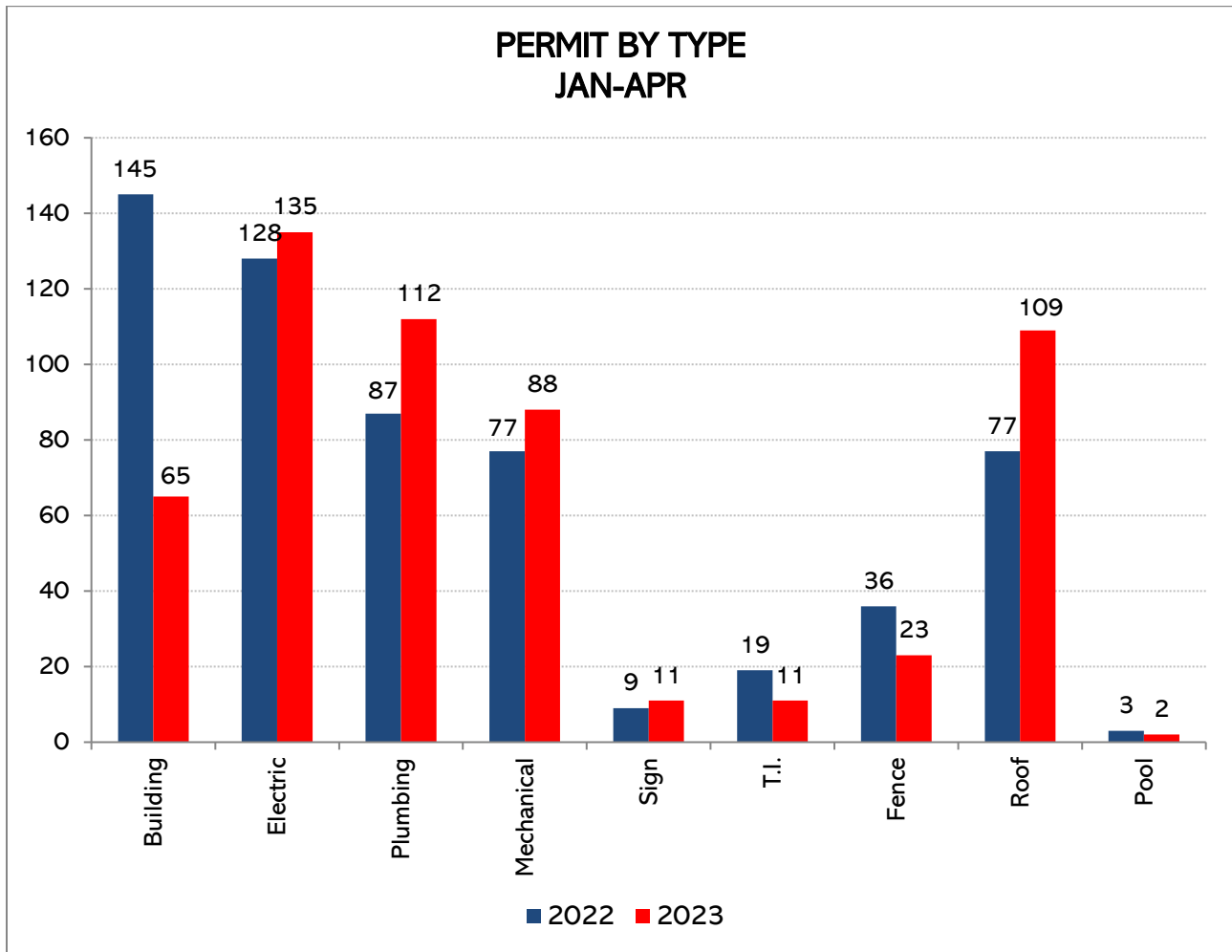
The following projects were reviewed/inspected during March/April 2023:

PLANS UNDER REVIEW		
PROJECT NAME	PROJECT TYPE	PROJECT ADDRESS
Casa Del Sol - Fire System	Tenant Improvement	1020 S Carmichael Ave
Center for Academic Success	Tenant Improvement	900 Carmelita Dr
Don8it - repair collapsed building	Tenant Improvement	650 E. Wilcox Dr
Dollar General	Commercial New	10749001Q
Good 2 Go	Commercial New	5058 Highway 90
Gyfted Creations	Tenant Improvement	209 W. Fry Blvd
Panda Express Hood	Tenant Improvement	480 Highway 90 A1
Sierra Suites Elevators	Tenant Improvement	391 E Fry Blvd
Tractor Supply - Fire System	Tenant Improvement	4860 E. Highway 90
U-Haul Propane Tank	Accessory Commercial	2011 E Fry Blvd
PLANS APPROVED		
PROJECT NAME	PROJECT TYPE	PROJECT ADDRESS
Garden Canyon Clubhouse	Commercial New	405 South Garden Ave
Freddy's	Commercial New	572 N Highway 90
Home Depot - Tool Center	Tenant Improvement	
Park Professional Building Remodel 2nd Floor	Tenant Improvement	2700 E Fry Blvd
Popeyes Chicken New Building	Commercial New	467 E. Hwy 90
Tractor Supply - Remodel	Tenant Improvement	4860 E. Highway 90
Williams/Melo Law Office TI	Tenant Improvement	2107 Paseo San Luis, #B
PERMIT ISSUED/UNDER CONSTRUCTION		
PROJECT NAME	PROJECT TYPE	PROJECT ADDRESS
Arbenz Pickleball - Restrooms	Accessory Commercial	2830 Tacoma Street
AZ20527 Cell Tower	Cell Tower New	1300 Fort Ave
Canyon De Flores - Dental Office Expansion	Tenant Improvement	3477 Canyon De Flores (B)
Casa De La Sierra - Stairs & Landing Repair	Tenant Improvement	500 S. Coronado Dr
Casa Del Sol - Phase 2	Apartment New	1020 S Carmichael Ave
Center for Academic Success	Tenant Improvement	900 Carmelita Dr
City Hall East Staircase	Tenant Improvement	1011 N. Coronado Drive
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
Divided Homes Façade	Addition - Commercial	3827 S. Highway 92
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 - ADA Compliant Bathrooms	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
Hula Hair & Sole Barber Exterior Renovation	Tenant Improvement	33 S Garden Ave
Hummingbird Assisted Living - Kitchen Hood	Tenant Improvement	2047 Highway 92
International Karaoke Remodel	Tenant Improvement	325 W Fry Blvd F
Juan's Barber Shop - expanding	Tenant Improvement	11 E. Wilcox Dr B
Mountain Steppes Landing	Tenant Improvement	4250 Foothills Drive
Oasis Apartments - Plywood	Tenant Improvement	4250 E. Busby Dr
Rothery Sports Complex	Tenant Improvement	3305 E Fry Blvd
SAIC	Tenant Improvement	665 N Garden Ave
Sakura	Tenant Improvement	1299 East Fry Blvd
Sierra Evangelical Church Canopy Cover	Accessory Commercial	101 N Lenzner Ave
Sierra Suites Beam	Tenant Improvement	391 E Fry Blvd
Sierra Suites Hood	Tenant Improvement	391 E Fry Blvd
Sierra Suites Kitchen Rehab	Tenant Improvement	391 E Fry Blvd
Sierra Vista Sports Complex	Commercial New	3105 E. Fry Blvd
Sierra Vista Surgical Center	Commercial New	1940 E Wilcox Dr
SSVEC Construction Office	Tenant Improvement	1348 Giulio Cesare Ave
Taco Bell	Commercial New	3466 Canyon De Flores
Tropical Smoothie	Commercial New	562 S. Highway 92
Veteran's Park - Restrooms	Accessory Commercial	3405 E Fry Blvd
Verizon Wireless - Cell Tower	Cell Tower	4253 Enterprise Way
US Towers 433	Cell Tower	532 Suffolk Drive

PROJECT COMPLETED

PROJECT NAME	PROJECT TYPE	PROJECT ADDRESS
High Desert Sign Company	Tenant Improvement	448 Whitton St
PXPHX002299A Cell Tower - Dish Wireless	Cell Tower	1045 S. Lenzner Ave
Salvation Army - Walk in Freezer	Addition - Commercial	180 E Wilcox Dr
Dance Studio	Tenant Improvement	156 E Fry Blvd
Hummingbird Assisted Living	Tenant Improvement	2047 S Hwy 92
Joy Korean Church Addition	Addition - Commercial	598 Myer Dr
Northrop Grumman - remodel	Tenant Improvement	4067 Enterprise Way
Oasis Apartments - Stucco	Tenant Improvement	4250 E. Busby Dr
Office Building	Tenant Improvement	5100 E. Highway 90 E
Safelite - Power Ventilator	Tenant Improvement	4148 Industry Dr 1117
Sky Island Apartment Renovations	Tenant Improvement	600 Charles Dr
Tombstone Brewery	Commercial New	332 N Garden Ave



CONSTRUCTION TRENDS (JAN-APR)

CONSTRUCTION TYPE	NEW CONSTRUCTION	
	2022	2023
SINGLE-FAMILY UNITS	25	15
SINGLE-FAMILY ADDITIONS	4	1
MANUFACTURED HOME UNITS	18	28
MULTI-FAMILY UNITS	0	0
NON-RESIDENTIAL (SQ. FT.)	16,616	3,052

Code Enforcement

As documented in the following table, Code Enforcement handled 109 complaints during March/April 2023. The top five complaint categories represented 96% of the cases involving: blight (30); sidewalk obstruction (23); illegal dumping (20); overgrowth (16) and unsafe structure (16). Approximately 2/3 of the cases were proactively initiated.

In addition, Code Enforcement supported the Better Work Program through identifying clean up areas, transporting and supervising work crews, and coordinating with refuse for roll off containers, and providing other supplies and equipment. During the reporting period, 14,588 pounds of trash was removed from State Trust Land during five events.

Staff returned 33 shopping carts to various stores and orchestrated the clean up of the culvert under Charleston Road. Staff also contracted with a local company to clear out a one-acre strip of State Trust Land on the west side of Veterans' Memorial Park that was severely overgrown and a location for illegal dumping generated by homeless encampments.

CODE REFERENCE	COMPLAINT CATEGORY	CASES	DESCRIPTION
150.15.C	ABANDONED PROPERTY	13	SHOPPING CARTS LEFT ON ROADWAY
150.25.4	ALLEYWAY MAINTENANCE	2	OVERGROWTH, OBSTRUCTION, DEBRIS INTERFERING WITH USE OF ALLEYWAY
150.23.3	ANIMAL WASTE	3	EXCESSIVE ANIMAL WASTE ON PRIVATE PROPERTY
150.23.21	ATTRACTIVE NUISANCE	3	MAINTAINING A CONDITION THAT IS DANGEROUS TO YOUNG CHILDREN AND WHICH MAY ATTRACT THEM
150.23.20	BLIGHT	30	UNSIGHTLY, UNSAFE, OR UNSANITARY CONDITIONS
150.23.10	GENERAL SIGN VIOLATION	4	NON-CONFORMING ELECTRONIC SIGNS
150.25.8	DILLAPIDATED WALL/FENCE	1	NOT UPRIGHT/DISREPAIR
150.23.22	GRAFFITI	1	UNAUTHORIZED INSCRIPTION, FIGURE OR DRAWING OR OTHER DEFACEMENT
150.24.A	ILLEGAL DUMPING	20	DEPOSITING LITTER OR DEBRIS ON ANY LAND
150.23.17	INOPERATIVE VEHICLE	3	NO REGISTRATION, FLAT TIRES, DISABLED MOTOR
150.25.1	LITTER/DEBRIS	2	GARBAGE, WOOD, CANS, ETC. LITTERING A PROPERTY
150.25.5	OVERGROWTH	16	TALL GRASS & WEEDS (OVER 12")
91.11.B.1	RIGHT-OF-WAY ENCROACHMENT	4	OBSTRUCTION, NON-PERMITTED IMPROVEMENT IN PUBLIC RIGHT-OF-WAY

150.04.015	RV LIVING	3	OCCUPYING AN RV FOR MORE THAN 14 DAYS IN RESIDENTIAL ZONING DISTRICT
71.02.C	RV/TRAILER PARKING	1	LONG-TERM STORAGE OF RV/CAMPER/TRAILER ON PUBLIC STREET
150.25.1	SANITATION	3	NO SANITATION SERVICE/TRASH BUILD UP
150.23.13	SIDEWALK OBSTRUCTION	23	ANYTHING OBSTRUCTING A 36" WIDE PATHWAY OR 80" OVERHANG
150.25.10	SWIMMING POOL	1	GREEN AND STAGNANT POOL
150.23.11	UNGUARDED PITS/HOLES	1	POTHOLES ON PRIVATE PROPERTY
150.18.A	UNSAFE STRUCTURE	16	UNFIT FOR HUMAN HABITATION/STRUCTURALLY COMPROMISED
TOTAL		109	
PROACTIVE		43	61%
REACTIVE		66	39%

Sierra Vista Fire and Medical Services (SVFMS)

Wildland Urban Interface (WUI)

The WUI is the zone of transition between unoccupied land and human development. It is the line, area, or zone where structures and other human development meet or intermingle with undeveloped wildland or vegetative fuels.

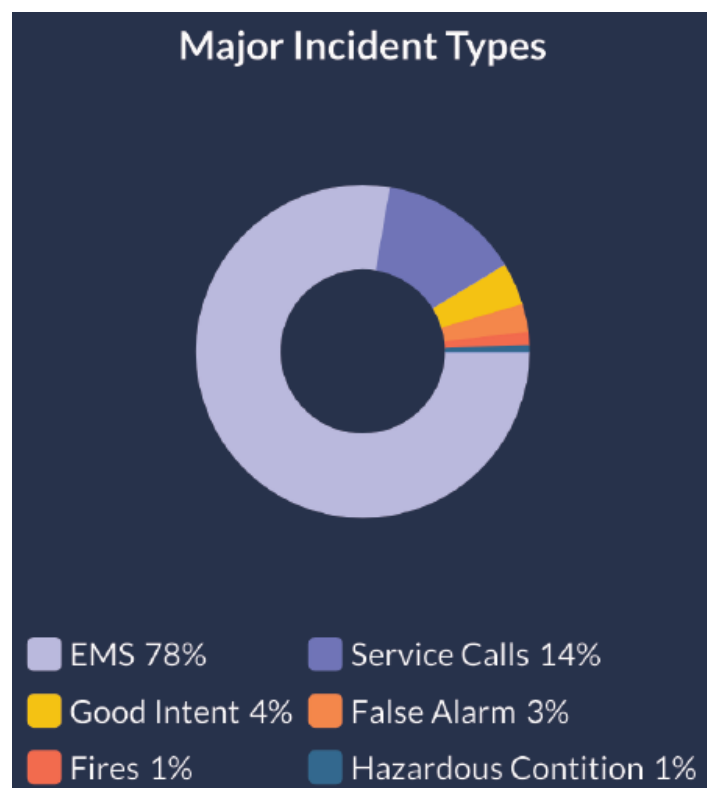
- More than 60,000 communities in the United States are at risk for WUI fires.
- As the WUI continues to grow, these fires will become an increasing problem for fire departments across the country.
- Between 2002 and 2016, an average of 3,000 structures per year were lost to WUI fires in the United States.
- Number of houses in the WUI for Arizona is 45.1% - 60%, relative to total houses in the state.
- In your area, you may have brush fires, grass fires, forest fires or outdoor fires. These fires can have the same impact when they occur close to homes, neighborhoods and communities. Communities need to understand the risks and make changes to their environments to make them less susceptible to fire.

Defensible Space

Keep your property lean and green to help protect your family and home. Defensible space, coupled with home hardening, is essential to improve your home's chance of surviving a wildfire. Defensible space is the buffer you create between a building on your property and the grass, trees, shrubs, or any wildland area that surround it. This space is needed to slow or stop the spread of wildfire and it helps protect your home from catching fire - either from embers, direct flame contact or radiant heat. Proper defensible space also provides firefighters a safe area to work in, to defend your home.

By the Numbers

In the month of April, Sierra Vista Fire and Medical Service responded to 782 calls for service. 78% of which were EMS calls (603), 13.5% were Service calls (106), 4% were Good Intent (32), 3% were False Alarm (21), 1% were Fires (10), and 0.5% were Hazardous Condition.

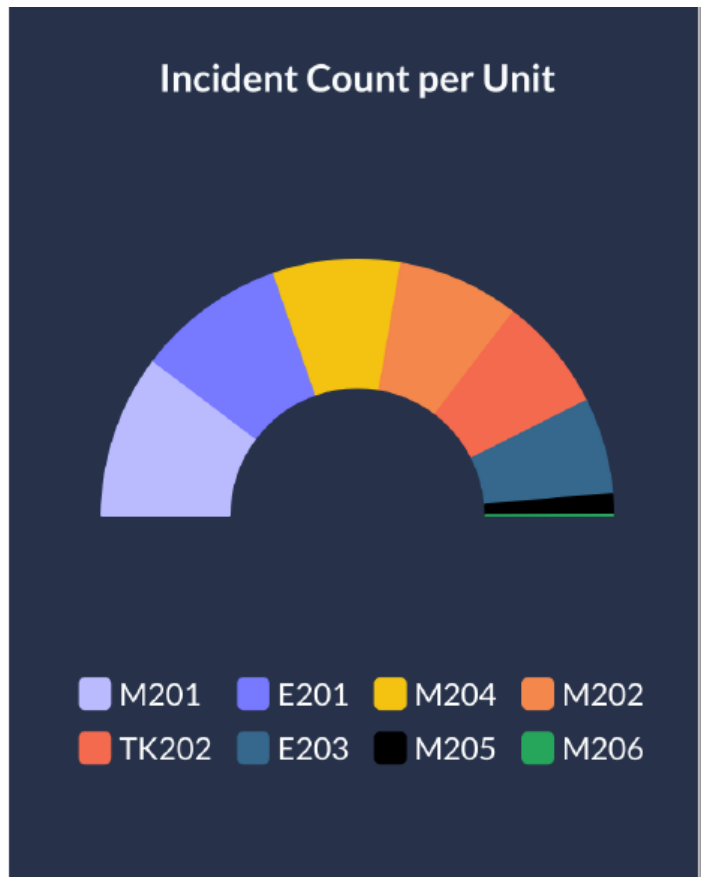


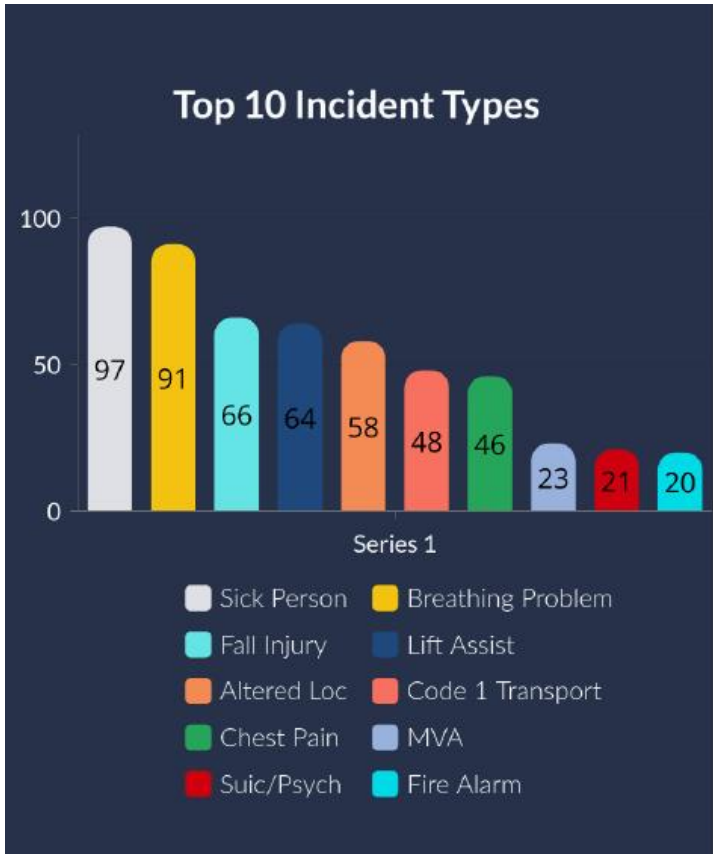


SVFMS had 533 calls that overlapped during the month. This represented 69% of the monthly call volume.

Average Response Time

6
Mins





Transports

413

Sierra Vista Fire and Medical Services responded to 3,044 calls so far in 2023. This is an 8% increase in call volume over 2022.

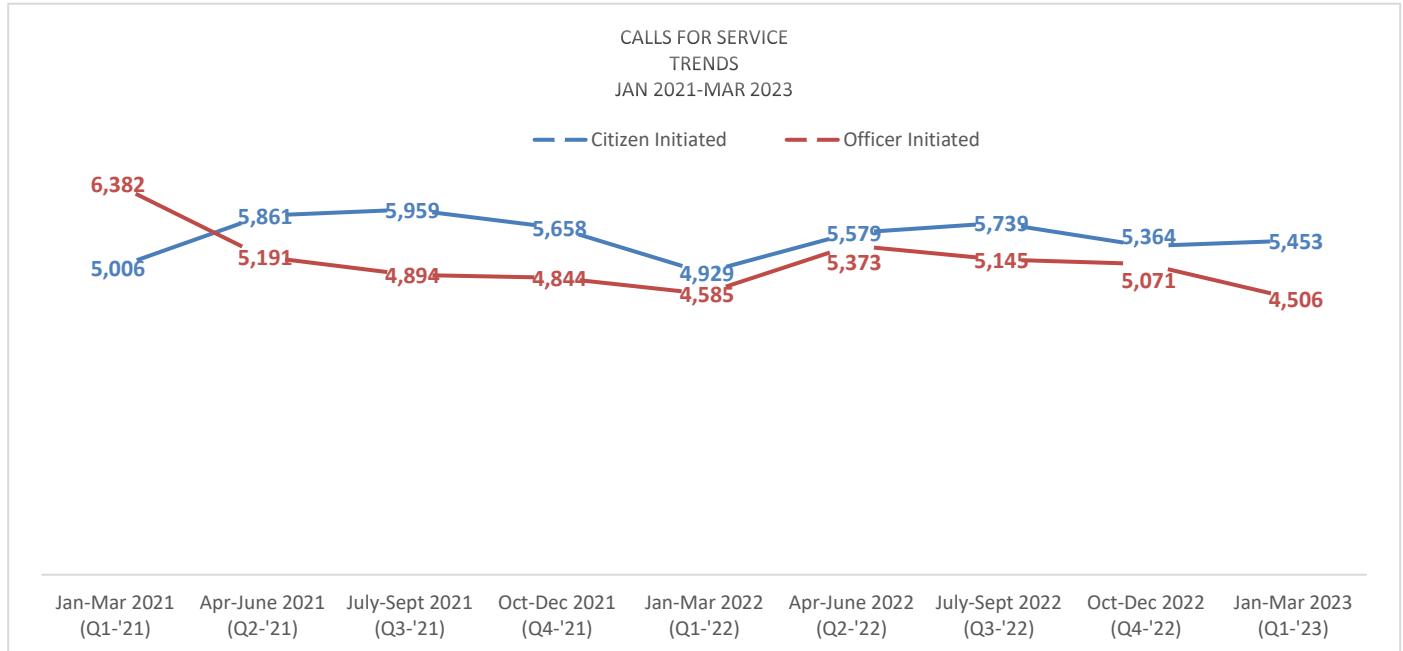
If the current call volume continues, the Department will see just shy of 9,700 calls for 2023.



Police Department

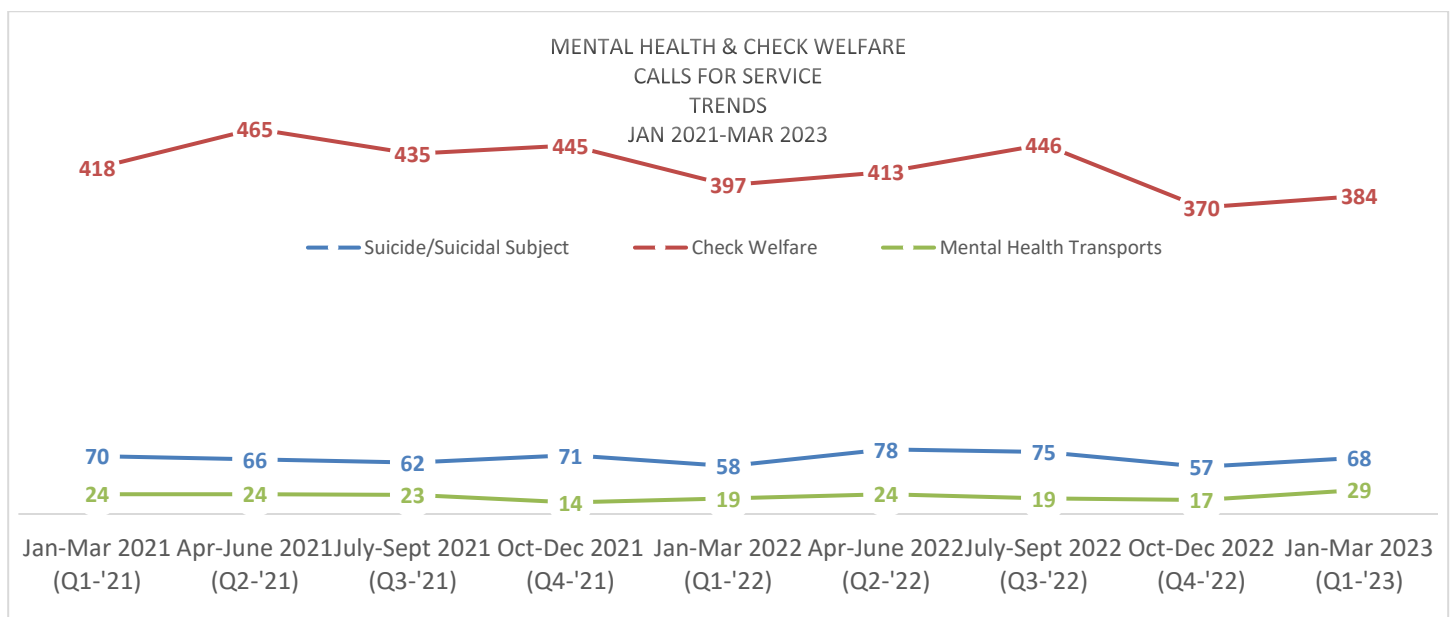
Calls for Service

During Q1-2023, department handled 9,959 calls for service. Officers proactively generated 4,506 calls for service and citizens initiated 5,453 calls for service.

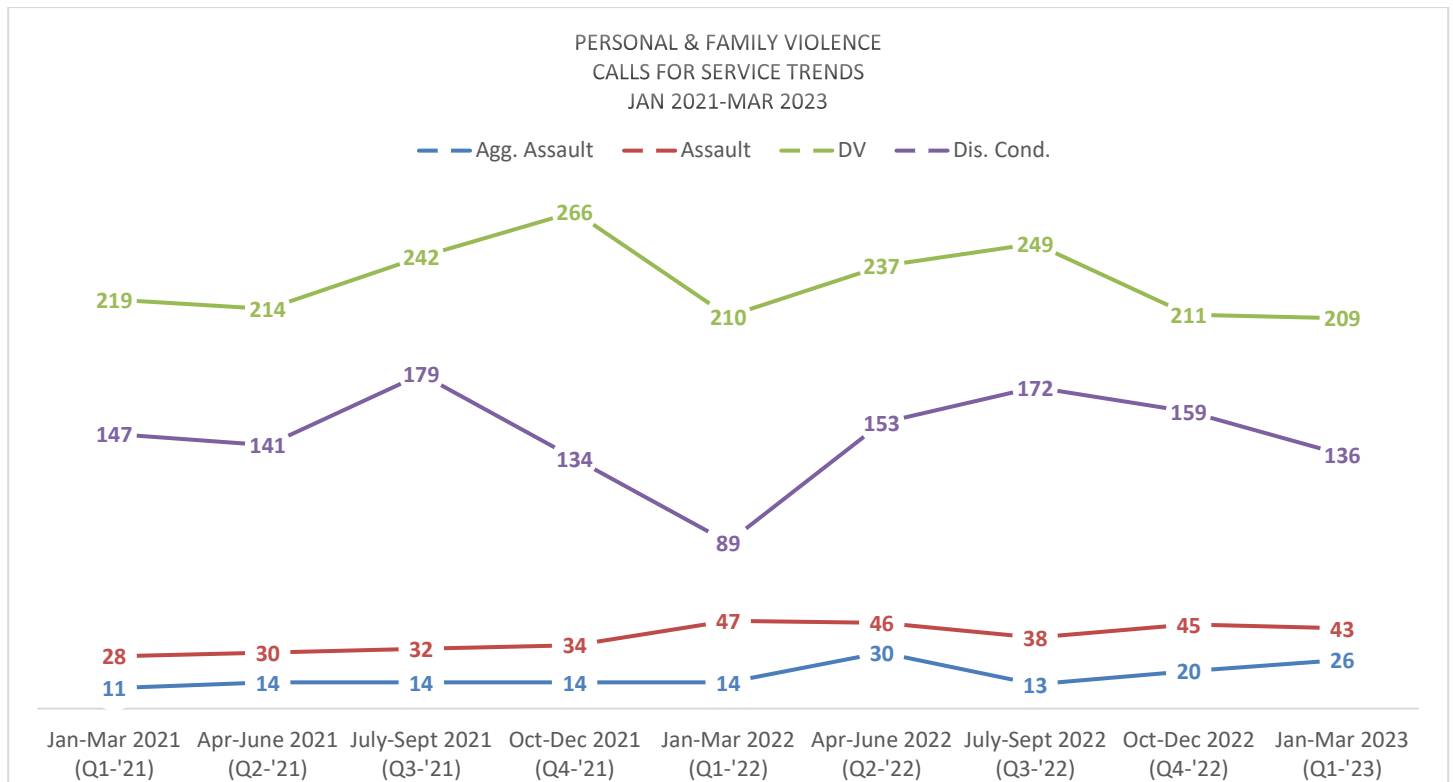


The graphs below depict calls for service handled by the department from Q1-2021 through Q1-2023. It should be noted that these represent calls for service as reported to the department’s dispatch center and do not represent whether the officers determined an actual crime was committed.

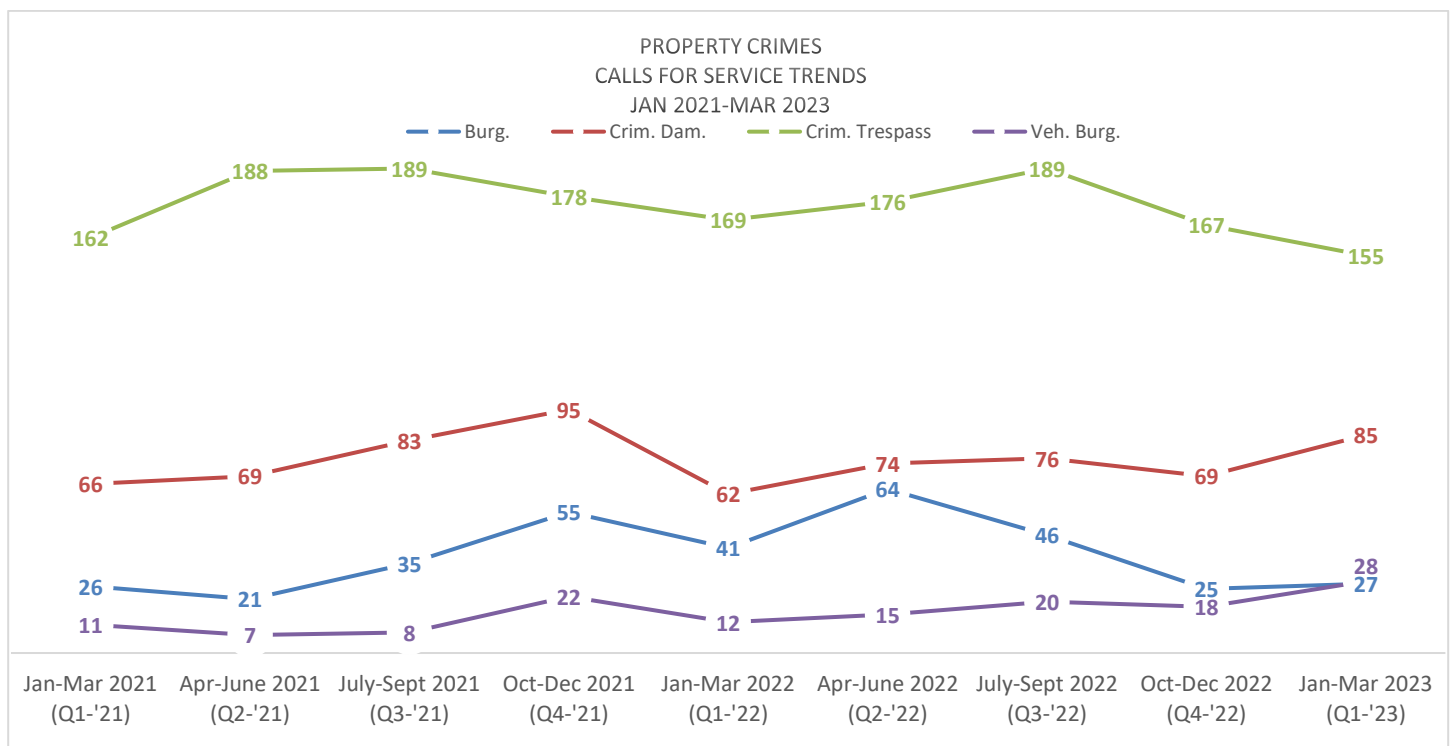
Mental Health Calls for Service



Personal & Family Violence Related Calls for Service



Property Crime Calls For Service



Property Crime Calls For Service (cont.)

