



Council Executive Report

Charles P. Potucek, City Manager

May / June 2023

Highlights

- ➔ Sierra Vista Fire and Medical Services responded to 3,887 calls for 2023, a 10 percent increase in call volume over 2022.
- ➔ On Wednesday, June 28th, the City celebrated the grand opening of the Veterans Memorial Park Sports Complex (VMPSK).
- ➔ The solar shade structures in the City Hall, Library, and Cove parking lots opened recently. The electric vehicle chargers also opened at several public facilities, including the Library and Stone Complex.
- ➔ MarCom launched the public engagement campaign for the Vista 2040 General Plan, to include six videos, completion of a webpage, and creation of an engagement project page. To date, about 24 people have completed the Vista 2040 survey.

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City Manager's Message

The budget process this year was interesting for a number of reasons. While some cities pass budgets earlier in the spring, to do so would require staff to generously estimate many items. Sierra Vista waits until near the end of the required time period set by state statute to account for as many items as accurately as possible. Although the high number of grant possibilities in recent years lead to significantly increased budgets over past years, this approach leads to a lower budget overall. There were still a number of last-minute changes and I appreciate your patience as staff worked through those changes.

These past couple of months certainly brought a lot of staff changes! It was difficult to say goodbye to Chief Thrasher in early July. Chief's long career in Sierra Vista was exemplary in many ways, and he made a lasting impact on the department and the community. He will be missed, but I have the greatest confidence that the promotions with his departure will ensure the same high level of policing the community has long experienced. Congratulations to Chief Chris Hiser, Deputy Chief Lawrence Boutte, Commander Armin Lewis, and a number of additional promotions that will be announced shortly. All promotions are well deserved, and I'm looking forward to the promotional ceremony which will be scheduled in August or September.

Finally, I was sorry to miss the grand opening of the Veterans Memorial Park Sports Complex, but what a great day for the community! The attendance of more than 1,800 people who attended the grand opening shows how excited the public was to see its newest sports facility. The complex is truly a showpiece for the community and is already used extensively with more to come.

It will be a busy and productive Fiscal Year 2024, and I look

Upcoming Council Meetings

(City Hall Council Chambers except where noted)

Aug. 8, 3:00 p.m. – Work Session

Aug. 10, 5:00 p.m. – Council Meeting

Aug. 22, 3:00 p.m. – Work Session

Aug. 24, 5:00 p.m. – Council Meeting

Sep. 12, 3:00 p.m. – Work Session

Sep. 14, 5:00 p.m. – Council Meeting

Sep. 26, 3:00 p.m. – Work Session

Sep. 28, 5:00 p.m. – Council Meeting

forward to working through the projects in the budget and getting a start on the new FY2024-2025 strategic plan. As always, if you have any questions or concerns, please don't hesitate to reach out to Victoria or me.

Chuck Potucek, City Manager

City Manager's Office Contacts

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

www.SierraVistaAZ.gov

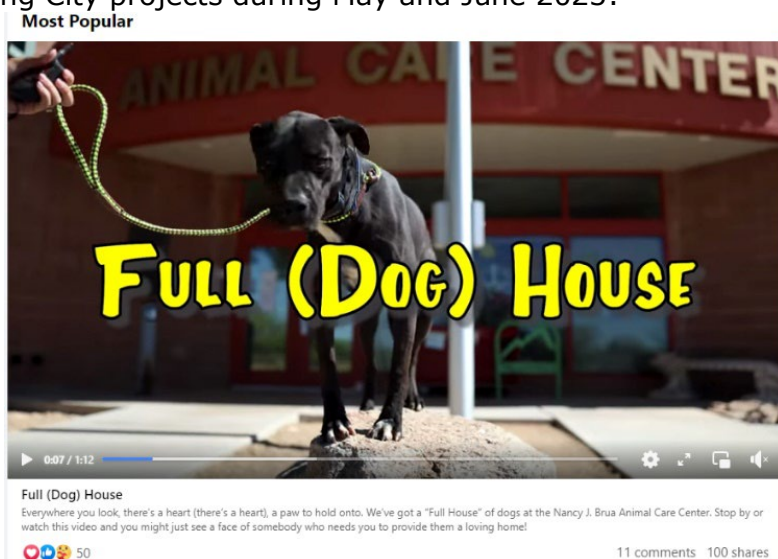
Marketing & Communications

Improving workflow and asset management: The Marketing & Communications division has nearly 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 with in working with team members in other departments and external collaborators. Onboarding required an extensive import process, which will be finished in July.

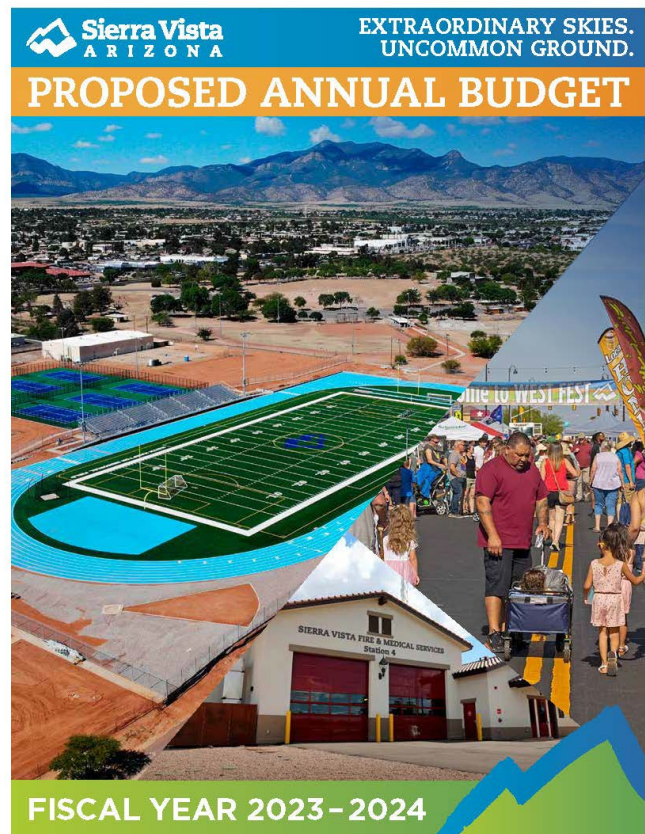
MarCom has also expanded use of Monday.com to better manage workflow, staff assignments, and task management. The system has proven to be extremely useful in keeping the team up to date on all project milestones, ultimately playing a key role in getting jobs done more efficiently. The MarCom team is also implementing a new jobs request form that will be hosted on the updated SharePoint homepage. This directly channels requests into the Monday.com workflow and ensures requestors fill out needed information, reducing the need for emails back and forth to confirm basic details.

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, Marcom staff completed the following City projects during May and June 2023:

- **Animal Control:** Assisted with social media, to include production and posting of a "Full House" parody video promoting dog adoptions. The video received about 3,300 views, 255 reactions and 100 shares.
- **Aquatics:** Projects include updates to flyers for water workouts, summer hours, swim lessons, and some special events. In addition, MarCom staff designed and ordered new locker room signs and arranged online and radio advertisements for special events.
- **City Manager's Office:** Design work, planning, and scheduling is underway for the Spotlight Breakfast, which will be held at the Cochise College Community Room on Aug. 8. This includes mailing invitations to VIPs and coordinating key logistics. Coordination and planning of Government Day activities for the Sierra Vista Area Chamber of Commerce Leadership class. Developed talking points for multiple speaking opportunities. Designed the budget cover the FY24 Tentative Budget Book. Posted budget materials to the website. Promoted information on Budget proceedings on the website, on social media, and in the email newsletter.
- **Cochise County Tourism & Economic Development:** Editing, design, and administrative support for various advertisements and projects.



- **Community Development:** Completed short, topical videos to help inform the public about the General Plan, *Vista 2040* (more details on launch of that campaign to follow). Designed door hangers for Code Enforcement.
- **Economic Development:** Completed an advertorial for Business Facilities Magazine. Updated Moonshot program flyer and supported advertisement of the program. Advertised the Economic Development Commission’s Business Recognition program.
- **Library & Cultural Events:** Projects included designing and printing a Back-to-School Fair Flyer, completing social media advertisements and organic posts for the Back-to-School Fair, designing posters for the Sparks Summer Recreation Program, designing and printing a handbill for Concerts in the Park, and ordering cooler bags for family recreation programs.
- **Henry F. Hauser Museum:** Assisted with videos highlighting the *Jurassic Wonders* exhibit, to include coordination with museum staff to begin creating Reels promoting fossil Fridays and other activities.
- **Parks & Recreation:** Designed invitations for the grand opening of the Veterans Memorial Park Sports Complex, promoted the grand opening on social media, and coordinated in-house and external media opportunities associated with the event, designed a monument sign for Nancy Hakes Park, and designed “no parking” signs for Cyr Center Park.
- **Police:** Updated and coordinated printing of *Service with Honor* manual. Completed promotional video highlighting SVPD’s drone program, to be published in July. Continued work on recruitment videos and assisted with coordination of refreshed recruitment effort overall. Designed and printed flyer for the Medical Safety ID Program. Assisted with press releases to include one on a fatal dog attack.
- **Public Works:** Updated and printed “Flush Smart” flyers. Created A-frame signboards for compost. Assisted with communications related to Compost Facility fire to include a media interview.
- **Vista Transit:** Design, copywriting, and project management for weekly print ad; updates to Pink Route map, and design of a work schedule poster.



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

The summer issue of **Vistas** was mailed to Sierra Vista residents in early June. The cover story details the Vista 2040 General Plan public engagement process. The issue also provides an update on efforts to revitalize the West End. A digital version of *Vistas* is on the website and print copies are available in most City buildings.

MarCom launched the public engagement campaign for the **Vista 2040 General Plan**. This included development of six videos, completion of a webpage, creation of an engagement project page to include multiple engagement tools, assistance with development of the Vista 2040 survey, and initial announcements of the campaign. MarCom will begin organic and paid social media promotion in July, in addition to pursuing other paid and earned media promotional opportunities. To date, about 24 people have completed the Vista 2040 survey.



The **Shop Local** campaign continued 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 May 19 to talk about the Wine, Beer, & Spirits Festival, Sky Islands Summit Challenge, and Arts, Beats & Eats. Staff also appeared on Cool FM Online on May 22 to promote these events. In another Facebook live on Cool FM Online on June 15, staff promoted Business Recognition nominations, the sponsored launch program for incubating services, and the launch of the Vista 2040 General Plan engagement period. Staff also coordinated with the Herald/Review, Arizona Public Media, and KGUN9 on several local stories on topics such as the City's budget and the grand opening of the new Veterans Memorial Park Sports Complex.

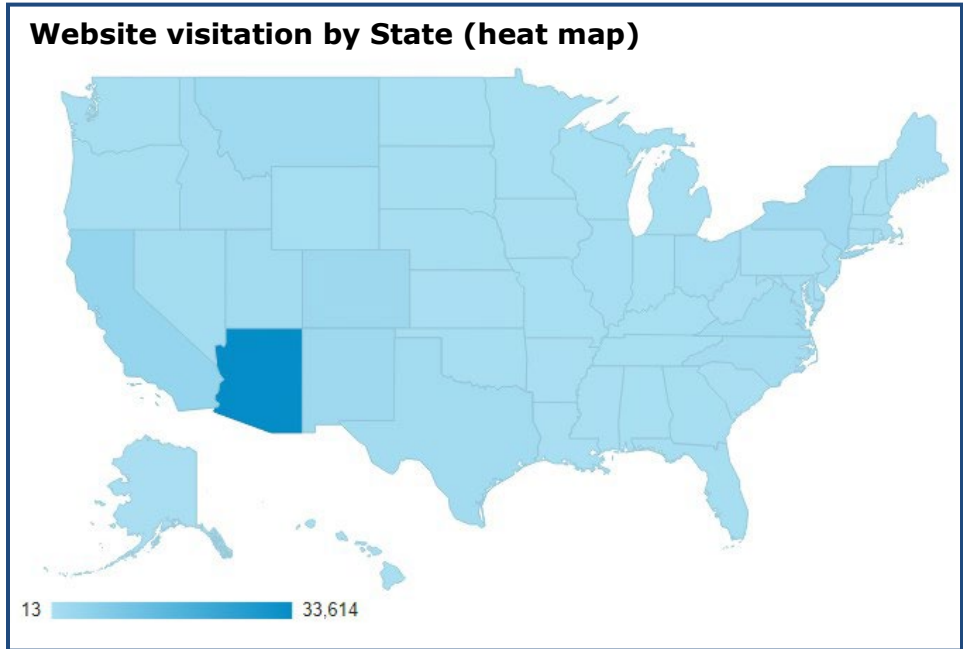
MarCom staff provided assistance to Schneider Electric as the company produces a video showcasing its recent projects in Sierra Vista.

National News. MarCom staff assisted Mayor McCaa with an appearance on the national Fox News program Special Report with Bret Baier concerning the end of Title 42 and other border issues.

Sierra Vista was fortunate to be selected as the 25th Best Place for Families to Live in the U.S. by Fortune Magazine, which picked just one community from each state. MarCom staff provided supporting information, videos, and photos to Fortune as it evaluated the finalists. This included a video testimonial recorded with Mayor McCaa. Licensing was secured to leverage this ranking on the City's websites and on social media.

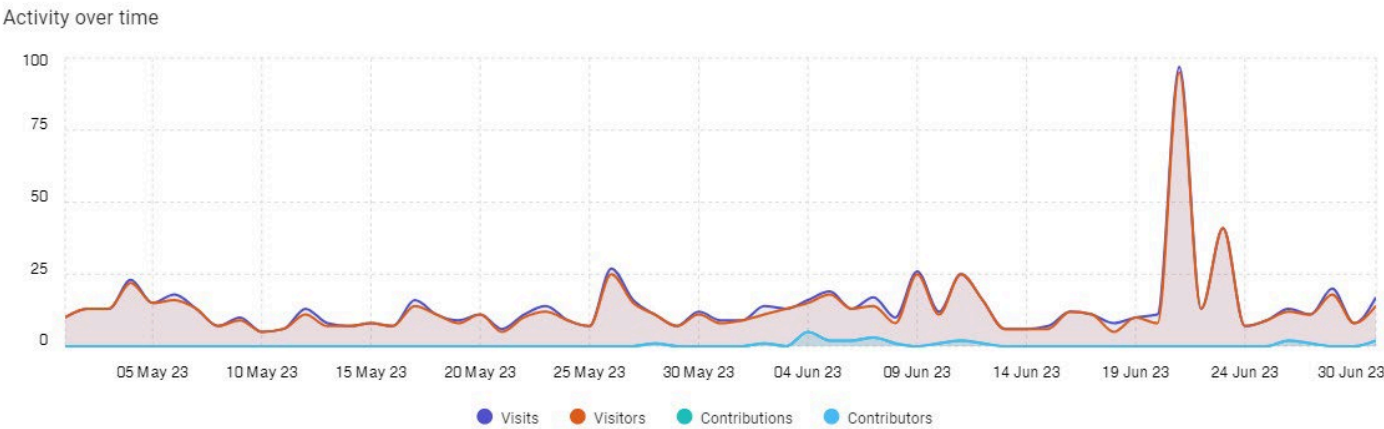
Website performance. For the May-June time period, the City's website, **SierraVistaAZ.gov**, received a total of 68,853 visitors, to include 64,461 new users, creating 97,516 sessions and viewing 1.42 pages per session on average. Users from every U.S. state visited the website. The heat map below shows the interest by state. Not unlike other data included here, most visitors originated from Arizona, and the least number of users originated from Rhode Island.

Website Visits, By State (top 10 states)	
State	# Users
Arizona	37,656
California	3,887
Colorado	3,251
New Mexico	2,748
Montana	2,579
Nevada	1,924
Virginia	1,798
Utah	1,783
Idaho	1,487
Texas	1,405



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
May-June 2023	69	97	57.27	1:29

The **Engage.SierraVistaAZ.gov** website saw 849 total visits during March-April 2023, an increase of 624 (277%). This is largely due to the launch of the Vista 2040 General Plan public engagement campaign and a targeted email regarding public review of the City’s Disadvantaged Business Enterprise Program. The graphic below is a Visitors Summary report from Engage. For this period, the site received 24 contributions from visitors engaging with one of the projects.

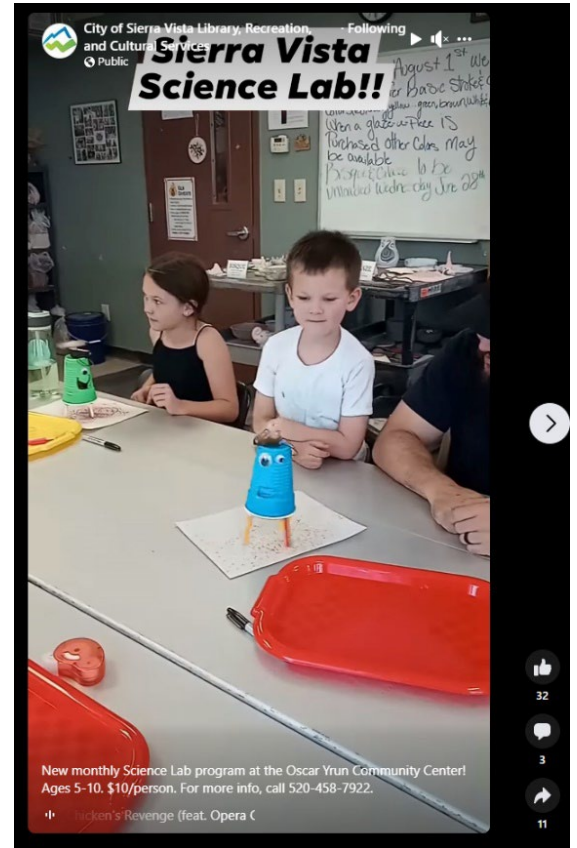


Podcast. The Let’s Talk Sierra Vista podcast is on break due to limited staffing at a particularly busy time of year. MarCom staff hopes to resume the podcast in late summer or early fall.

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 undergoing restructuring that involves shifting tourism duties to the Economic Development Division. As a result, tourism updates will no longer appear in this section of the Executive Report

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 7.9%. The overall number of posts made on each platform has also increased, with a particularly notable 213% surge in Instagram posts. This is primarily the result of implementing Hootsuite to allow designated staff members from other departments to post to Facebook/Instagram with oversight and editing by MarCom staff. Hootsuite also makes it seamless for MarCom staff to share/post content across multiple platforms, making it easier to maintain content across numerous pages Facebook pages and multiple platforms.

MarCom has also encouraged designated staff from other departments to develop video ideas and post short video content. This, combined with videos created by MarCom staff, resulted in a 1,700% increase in video views on Facebook compared to May-June 2022. This number is significantly impacted by two videos showing emergency response to the City’s compost facility fire, but pages show an overall trend of increased routine video posts and video views as well. With a growing emphasis on short videos in social media, MarCom strives to continue growth in this area.



Post impressions	Posts > Social network	Post video views > Social network
<p>1M impressions</p> <p>↗ 7.9% from 962K</p>	<p>Facebook Page ↗ 3.6% 256</p>	<p>Facebook Page ↗ 1.7K% 38K</p>
	<p>Instagram Busi... ↗ 213% 25</p>	<p>Instagram Business ↗ % 1.5K</p>
	<p>Twitter ↗ 14.3% 8</p>	<p>Twitter 0% 0</p>

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 59% (962 views), up from the total viewership for the same period in 2022 (605).

Date (2023)	Broadcast Description	Views
June 22	City Council Meeting	103
June 20	City Council Work Session	87
June 12	City Council Work Session	94
June 8	City Council Meeting	136
June 6	City Council Work Session	104
May 25	City Council Meeting	72
May 23	City Council Work Session	84
May 9	City Council Work Session	71
May 4	City Council Meeting	112
May 2	City Council Work Session	99

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

Project	Media	Department
Dinosaur Trivia	Photos	Museum
Full House Dog Adoption	Video	Animal Care & Control
Wine, Beer, & Spirits Festival	Photos	Parks & Recreation
Drone Specialty Unit	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
VMPSC Grand Opening	Photos	Sports
VMPSC Grand Opening	Video	Sports
Meeting Broadcasts	Livestream	City Council
Weekly Storytime	Livestream	Library

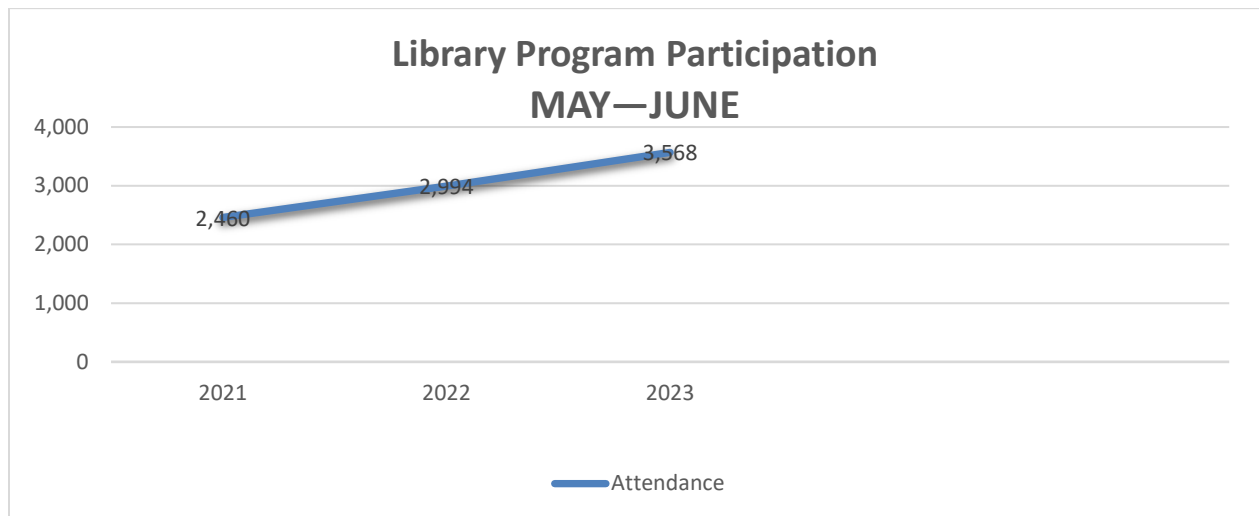
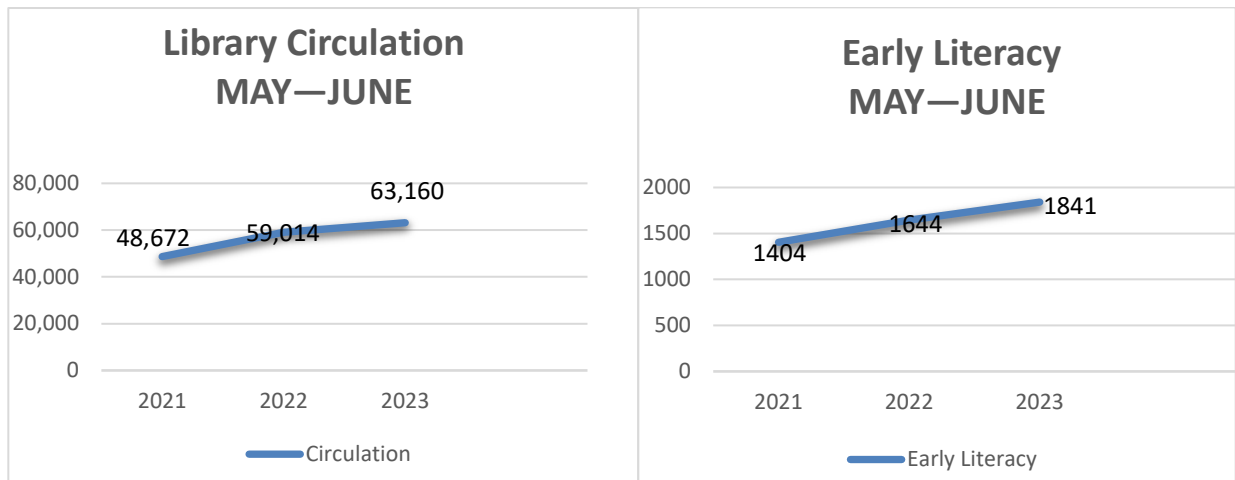
eNewsletter. The City's **weekly eNewsletter** is sent to about 4,300 subscribers. Over the May-June period, the eNewsletters received an open rate of 38% with a 2.9% click rate. For the same period, the industry average open is 34% and the industry average click rate is 1.3%.

Department of Parks, Recreation, and Library

Library, Recreation & Cultural Services Division

MAY—JUNE 2023 Dashboard
(Years: 2023 vs. 2022 vs. 2021)

Library Circulation: MAY—JUNE	63,160
Library Program Participation: MAY—JUNE	3,568
Early Literacy Participation: MAY—JUNE	1,841



Another Successful Summer Reading Program at the Library

Summer means one thing at the library...Summer Reading time! This year's theme is "All Together Now!" and librarians have lots of programs planned to explore different cultures, join to create things, and even play some team games. The Summer Reading program at Sierra Vista Library runs from June 3-July 15. During this time, patrons of all ages not only participate in fun programs, but they also keep track of the minutes they read and win some fabulous prizes.

The program kicked off with the always popular Wildman Phil and his wild animal friends. Over 300 library patrons learned about different snakes, lizards, and more all while enjoying Wildman Phil's stories and jokes. Two weeks later the library whisked everyone off to Japan for a performance and discussion of Japanese taiko drumming by Odaiko Sonora. The three ladies impressed everyone with their musical prowess and the physicality of playing such impressive instruments.



The preschool crowd was treated to barnyard fun by Farmer Jan and her puppets. The library's littlest patrons heard stories about the three little pigs, helped with magic tricks, and sang songs. Teens and adults were treated to fun and games with indoor mini golf at the library after closing. Teams went around the library testing their mini golf skills on nine holes of ramps, obstacles, and more. The final performer of the summer was Arizona Rick and his Great Grand Canyon Balloon Show. Audience members of all ages became part of the show while Arizona Rick twisted balloons, told stories, and did magic.

As the library reaches the halfway point in this year's program, everyone is looking forward to collecting more prizes and attending a special end of Summer Reading party at Len Robert Park featuring a special foam dance party.

Sparks is on FIRE!

The Sparks Summer Recreation Program is off to a strong start and things are only getting hotter (literally). The program offers a safe place for kids to spend the summer days while parents or guardian are at work or are looking for a fun way to keep the kids busy during the summer. The program encourages kids to try out a variety of different activities. The convenient and centralized pickup/drop off location for the program is located adjacent the Sports Division Building located at our new and improved Veterans Memorial Park Sports Complex. In addition to providing STEM projects, games, crafts, and activities to our participants, the Sports Division Building offers convenient access to the gymnasium, the recently opened sports fields, Veterans Memorial Park, and their favorite, the Cove Aquatic Center! All of these locations are within easy walking distance for participants and the location provides opportunities for children to take advantage of other city programming like this year's mini-sports camps and swim lessons simultaneously as staff can easily transport participants of multiple programs to their desired locations by golf cart (which the kids LOVE)!



The City's annual Back to School Fair will arrive just in time to get residents in gear for the school year on July 29th. Local organizations will pitch in at the Mall at Sierra Vista to help prepare for a time when school rules the days. The event is free and will be packed with school supplies, activities, and information about many beneficial area agencies!

Havana Nights at the Ethel Berger Center

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, trip to the Reid Park Zoo, Patterson Observatory (U of A South), visit from Arizona Rick- The Balloon Cowboy and a Spring Formal Dance (Havana Nights).



The program expanded this year adding 18 new participants and counting. The need for including non DDD/ALTCS funded participants to attend a social/recreational program in our community has been requested by community members for a long time. The division implemented a self-pay option which has made the program accessible to participants and the response has been wonderful. We are actively seeking new staff to join the program to meet the demand and can't wait to expand our offerings as our staffing level grows.

One of the highlights of the year was our Spring Formal Dance (Havana Nights). This was a collaboration with Echoing Hope Ranch and was a 1st Annual Event that we hope continues for years to come. This event gave participants the opportunity to dress up and meet new people in a fun and safe environment. Over 100 people attended, and the feedback was all positive. Participants even enjoyed their own DJ and mocktail bar! We believe that providing meaningful programming to these community members is vital to supporting our mission of providing an accessible and enriching quality of life to our residents and surrounding communities.

Exciting Updates to the Artist Studio



The Artist Studio is excited to have new part-time studio assistant Robert Miscione join the team. Robert is a local potter who has a wealth of ceramic knowledge and specializes in artistic sculpture. Robert is excited to share his love of clay with our community and help keep the studio running smoothly, alongside Coordinator Mollie Shelton. He will be offering a ceramic slip and glazing class in September, so be on the lookout for that.

In addition, the studio just obtained two new pottery wheels for those who enjoy throwing with clay, rather than hand building. Our popular wheel throwing classes will be offered again this fall, hosted by local instructor Kaisa Russell.

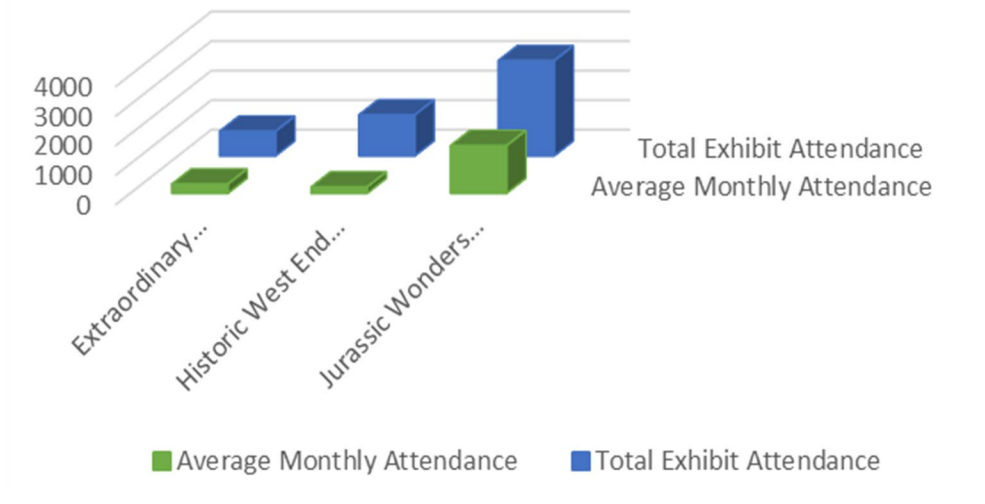
Museum Attendance Up Over 600%

Museum attendance skyrocketed during the first months of Jurassic Wonders! The new exhibit has welcomed more than 3,000 people—an over 600% increase in average attendance—and received glowing reviews online and in person. Most patrons were first-time visitors who were thrilled with exhibition pieces, content, and, especially, the hands-on interactive kids area—the latter accounting for most repeat visits and the highest traffic for families with kids ages 9 and under.

Many patrons even travelled to Sierra Vista from outlying areas—increasing cultural tourism. Staff spoke with folks from Benson, Huachuca City, Tombstone, Bisbee, and even Tucson who drove into town specifically to visit the exhibit.

The museum has also seen a precipitous increase in interest for group visits and tours. It has hosted five field trips and five other private tours. To say the least, this exhibit has been a roaring success!

Exhibit Attendance Comparison



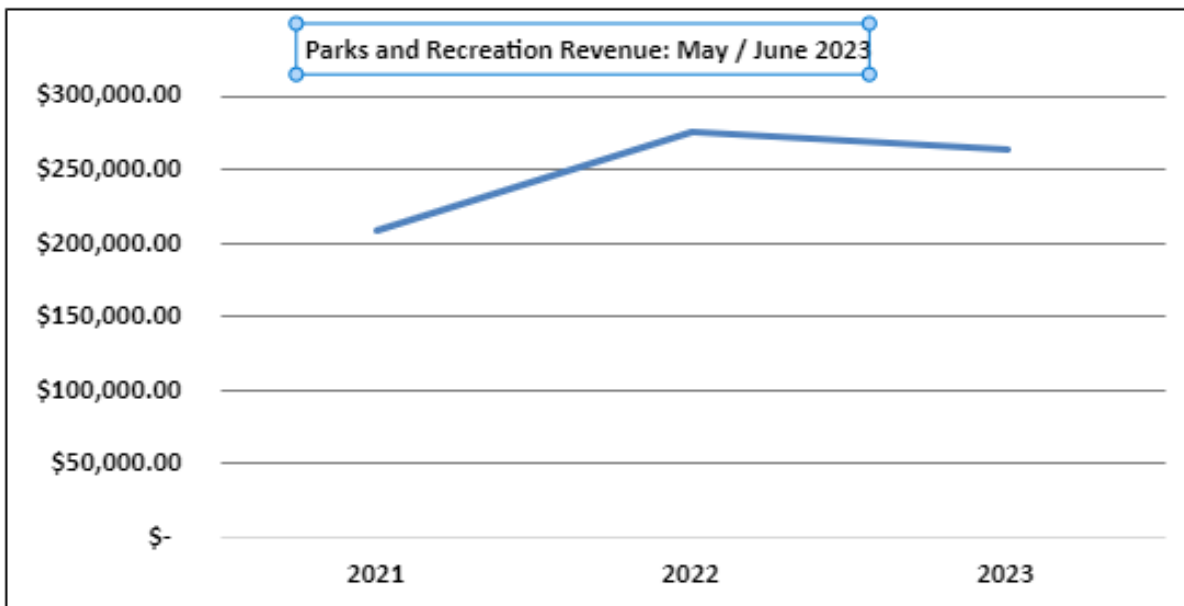
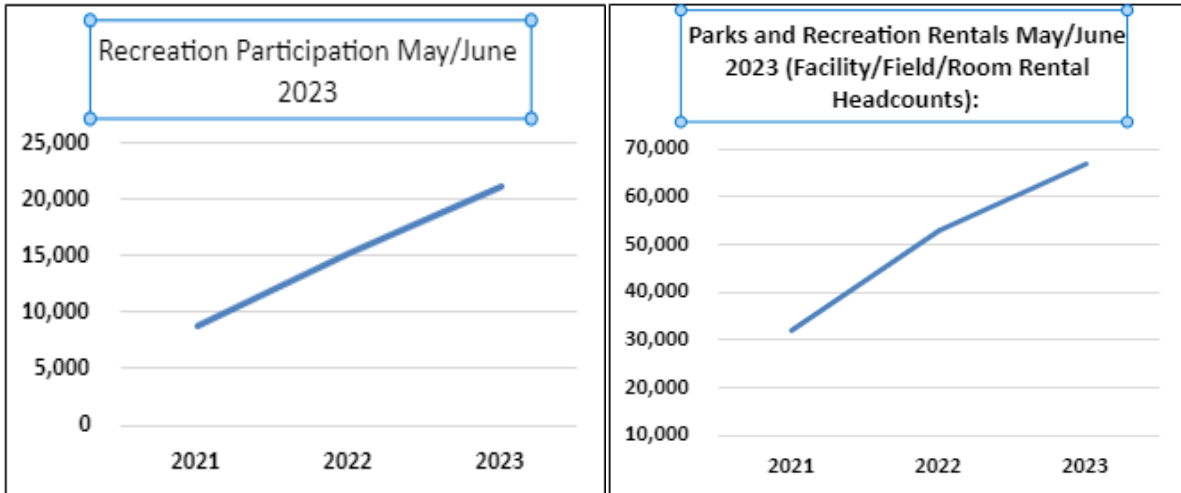
Total Attendance to Date: 3,222

Daily Average: 67

Parks, Recreation, & Special Events Division

May - June Dashboard (Years: 2022 vs. 2023)

Parks, Recreation & Special Events Revenue: May-June	\$264,284
Parks, Recreation & Special Events Program Attendance: May - June	21,037
Parks, Recreation & Special Events Rentals: May - June	66,903



Special Events

Wine Beer and Spirits Festival

Saturday, May 27th marked the 6th Annual Wine Beer and Spirits Festival. We had a warm and breezy day to welcome over 5,500 participants to enjoy the samplings of 15 wineries, 3 distilleries and the beers of 3 Arizona breweries. Live music from 2 different bands set the mood and craft vendors provided a shopping option to compliment the tasting experience.



Veterans Memorial Park Sports Complex (VMPSC) Grand Opening



On Wednesday, June 28th, we celebrated the grand opening of the Veterans Memorial Park Sports Complex (VMPSC). The dedication of the Keith Hampton Field, and the dedication of the Steven Bukowski Tennis Courts. The celebration included a DJ, Food Trucks, and a special light demonstration courtesy of the new show light feature. The RGB lighting feature enhancement was added to the state of the art LED lighting package on our showcase stadium field and was provided courtesy of Musco Sports Lighting and Schneider Electric. Currently, Sierra Vista is only the second city in the state to have this capability. Using

Placer technology, there were 1,800 people recorded present as a rolling crowd during the events hours of 5pm to 9pm at Veterans Memorial Park and the adjacent Sports Complex. The average stay per person was hour and forty-five minutes. We were thrilled to see our community come out and support these amazing improvements and celebrate with us!

Concerts In The Park

Summer Concerts in the Park Series for 2023 kicked off on May 11th this year. The musicians were happy to get back to performing for the community and our residents were happy as well! The season was opened by the Sierra Vista Community Band with 150 people on May 11, they played again on June 29th drawing over 300. The duo of Kurt Legon and Adam Overturf and the vocals of Bill Cassidy rounded out the May performances. June was kicked off by Forged by Fire with over 250 people in attendance. The Sierra Vista Symphony returned for a second year in the series drawing over 650 people to Veteran Memorial Park! They are clearly a crowd favorite and received a standing ovation after their performance. On June 15th, Desert Fever had 371 out listening to them play a variety of music. Desert Swing drew a record number for one of their performances with over 460 people out to listen to their Big Band music. We love our summer concert series and can't wait to do it again next year!

Tsunami Night

June 2nd was The Cove's annual beginning of summer Tsunami night. The waves were massive, DJ Tech-FX was behind the beats, and the music was blasting. Over ninety pizzas and forty-five 2-liters of soda were consumed by the 374 thrill seeking participants who came out to ride the big waves. It was a fantastic event, and we look forward to throwing our end of year bash on July 28th.



Dive In Movie – Jurassic World

On June 9th the Cove collaborated with the Henry F. Hauser Museum to throw a dino-tastic dive in movie. The collaboration was part of the Jurassic Wonders exhibit and programming the museum has been hosting the last couple of months. The Cove lights were dimmed and the movie was projected on to the front wall. Popcorn and pizza was enjoyed by 227 attendees who came out to the event. Participants even received dinosaur themed goodie bags until they ran out. These collaborations are wonderful ways to support our sister divisions and introduces the public to a broader variety of our programming. Plus, they're just plain fun!

World Largest SwimLesson (WLSL)

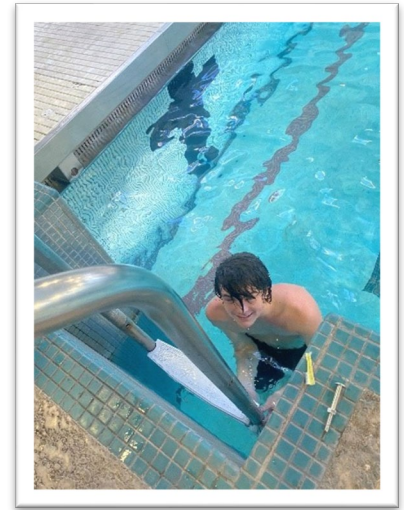
From Hong Kong to Florida and California to our own Cove, aquatic facilities and water safety organizations worldwide gave a free swim lesson to 40,000 participants in the 14th Annual World's Largest Swim Lesson (WLSL). Annually the World Water Park Association (WWA) coordinates the event, and it aims to share critical water safety skills and build awareness about the crucial need to teach kids to swim to prevent drowning. All participating facilities and organizations use the same lesson plan to teach the 30-minute lesson.



On June 22nd, The Cove participated in the event for the first time, which was a massive success. Fifty-four kids received the same free swim lesson from our certified Water Safety Instructors as other youth worldwide and learned about the importance of safety around the water. Our lifeguards were very excited to teach this year and we look forward to next year with an even bigger turnout!

Employee Highlight – Matthew Ventui

Operating a public indoor pool comes with a serious amount of maintenance and upkeep. The cove saw over 10,000 swimmers through the doors in June and over 30,000 in FY 23. These numbers do not include spectators, or other non-paid facility visitors. With this much traffic, you can expect a lot of wear and tear on equipment, including lifejackets, exercise equipment, and even ladders. It takes a village, they say, and recently Lifeguard Matthew Ventui assisted in performing maintenance on the ladders at the Cove. Matthew inspected each one (above and below the water), replaced any defects, and did it all with a smile. Thank you, Matthew!



APRA Young Professionals Day



The Arizona Parks and Recreation Association (APRA) is Arizona’s organization for Parks and Recreation Professionals, of which the city is a proud member. The organization has TEAMS which are subgroups of professionals in a specific focus area. Fourteen teams span knowledge areas such as Special Events, Athletics, Outdoors and even a group for Young Professionals (YP). Briana Kellie, the Cove’s Aquatics Coordinator, is a member of the YP group and, on June 30th, hosted several YP’s from around the state for a Young Professional social in Sierra Vista! The YP’s talked about current events, toured the new Sports Complex, and had a

social at the Cove. Everyone enjoyed the social, were amazed at the quality facilities and hospitality, and looking forward to returning someday soon! Staff are hoping to offer this social annually and hope they returned to their homes and shared stories about their great time hanging out with the incredible staff in Sierra Vista!

Sports Youth Programming

In early June, staff saw the conclusion to the Spring Soccer Program that we partnered with the Coronado Sports Group. Pee Wee Sports Camp began in early June with 12 participants and will run thru early July.

This year Sports is offering summer mini camps which started up in June. Activities offered include archery, basketball and table tennis. Our first session of Archery Camp had 10 participants while Table tennis had 14. The Basketball Camp at the end of June had 71 participants, maxing out two of the age groups.

Upcoming for July and August are two more Archery Mini Camps, Football Camp and Kickball Camp. A new session of Pee Wee Sports will begin on August 12th.



Adult Sports

The 2023 Spring Adult Men's and Coed Softball leagues finished in mid-June. There was a total of 22 teams between the two leagues.

The 2023 Adult Basketball League started up in May with 10 teams and runs through late July. The league plays in the Veterans Memorial Sports Complex Gym.

Most of our local sports leagues are run by community organizations. These are two adult leagues that are organized by city staff.

Tournaments

Sports has been fortunate to host several Little League and a Ponytail District tournament in Sierra Vista this season.

June 29th and 30th the DP Softball Fields played host to the Ponytail District Tournament for the Senior Division.



June 28th – July 3rd Arbenz Field played host to the Little League Baseball District Tournament for the Senior Division.

June 28th – July 7th Stone Complex is playing host to the Little League Baseball District Tournament for the Majors Division.

Upcoming: July 10th – July 19th Stone Complex will be the host for the Little League Baseball State Tournament for the Minors Division.

Our sincere thanks and gratitude go out to our Sierra Vista Little League and Sierra Vista Ponytail for bidding and hosting these tournaments in our community! They are fantastic partners and do a phenomenal job!

Parks

After a particularly bad windstorm last year, Ramada 3 in Veterans Memorial Park was severely damaged and had to be dismantled for safety reasons. At the end of June, the structure was replaced and now is a great compliment to the park. In addition, the new playground in the area has been completed much to the delight of our area families.



This summer had no shortage of challenges as the well and booster pump project at Veterans Memorial Park revealed that an additional valve was needed in order to bring water supply from the location to the park at the appropriate levels. Our well suffered a catastrophic failure in May 2022, but the impact of that outage was masked by last year's tremendous monsoon season. During the final construction phase of the project, the need for the additional valve was discovered, and the valve was engineered and ordered. It's expected to arrive in July so that we can begin watering the park efficiently. Earlier in the year, new seed was spread in the park, and staff are hoping that with adequate water and monsoon rains (fingers crossed), that there will be some marked improvement. In addition to that, staff are planning to oversee in the fall with a rye mix that

should also add color moving into the winter dormant season which should prepare the park for a hearty growing season next spring. In addition to Veterans Memorial Park, Soldiers Creek Park is also facing irrigation challenges as a warranty issue is currently being investigated by the manufacturer and is being addressed. We all look forward to seeing beautiful green grass in our parks again very soon.

Upcoming Events:

**July 6, 13, 20 & 27 : Summer Concerts in the Park – Veterans Memorial Park
6:30PM to 7:30PM**

July 28: End of the Summer Tsunami Night – The Cove – 7:00pm - 10:00pm

August 3, 10, 17, 24, & 31: Summer Concerts in the Park – Veterans Memorial Park 6:30PM to 7:30PM

August 19: Hummingbird Triathlon: – Cove Aquatic Center – 6:00 AM Check In

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, ~\$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 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: 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 will be submitted by 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. Staff is awaiting a response to the grant application, which is expected within the next few weeks.

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. The City's application was awarded, and an initiation letter will be sent to ADOT in early July.

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 in order to tackle the reconstruction effort one piece at a time. Both Senators supported the application, and Representative Ciscomani, who sits on the House Appropriations Committee, notified the City in July the application was approved by the Appropriations subcommittee and is currently with the overall Appropriations committee for consideration.

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. Although \$2.26 billion in funds were awarded, the U.S Department of Transportation received grant applications totaling \$15 billion, meaning only about 15% of funding requests were successful. This application cycle continues a trend which has been noted over the last few years, namely that although there is an increasing amount of money available through federal grants, those opportunities are advertised widely and are very competitive. Typically, more than 80% of applicants for large federal grants are unsuccessful.

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. If the City's pre-proposal is accepted, staff will be asked to submit a full proposal later this summer.

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 round, but several additional rounds of applications are likely to be considered before allocated funds are exhausted.

Several additional grants are being investigated and considered and are likely to be pursued within the next few months, including the next round of Multimodal Project Discretionary Grants (MPDG) and Federal Transit Administration (FTA) grants.

Cochise College Driving Track. Cochise College is currently finishing work on a concrete driving track on City-owned property north of the Pedro Castro Maintenance Center and east of Fire Station #3. A grand opening is scheduled for late July. This project fills a substantial need in the community for a driver training space. When completed, reservations will 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 where it seemed new fires were breaking out in Cochise County on an almost daily basis. Fortunately, they all have been contained fairly quickly with little property damage. Fire activity is expected to remain high until the arrival of monsoon moisture, and there is unfortunately little rain in the current forecast. Unseasonably hot and dry temperatures are now expected to continue through July. 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>.

Compost

Fire. Compost unfortunately experienced a significant fire event on the morning of Sunday, June 25th. The fire is believed to have started via spontaneous combustion within one of the brush piles. Although uncommon, this phenomenon has been seen before during unseasonably hot and dry weather. SVFMS was able to respond quickly and keep the fire from spreading to adjacent areas, but the brush piles where the fire started were completely destroyed. Due to the amount of material involved and the risk of starting additional fires by trying to break the piles apart while they were still burning, the fire was monitored around the clock and allowed to burn itself out over the course of about a week and a half. Staff has now started the slow and difficult process of pulling apart the ash piles and dousing remaining embers. This process is expected to take about a week, followed by the construction of a new drop-off area. Compost is expected to reopen to the public the week of July 16th.



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.



Facilities

Carpet Replacement. Due in part to a few floods earlier in this year and other factors such as age and wear, the carpet at City Hall was recently replaced. The carpet was last replaced almost 20 years ago, and given the significant foot traffic in City Hall, it was definitely time for a refresh. The majority of the work was done evenings and weekends to minimize impacts to City Hall operations.

Roof Replacement. The work on the City Hall roof is ongoing and should be completed in mid-July. The new roof is 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. We appreciate everyone's understanding and patience in dealing with the extra noise during construction.



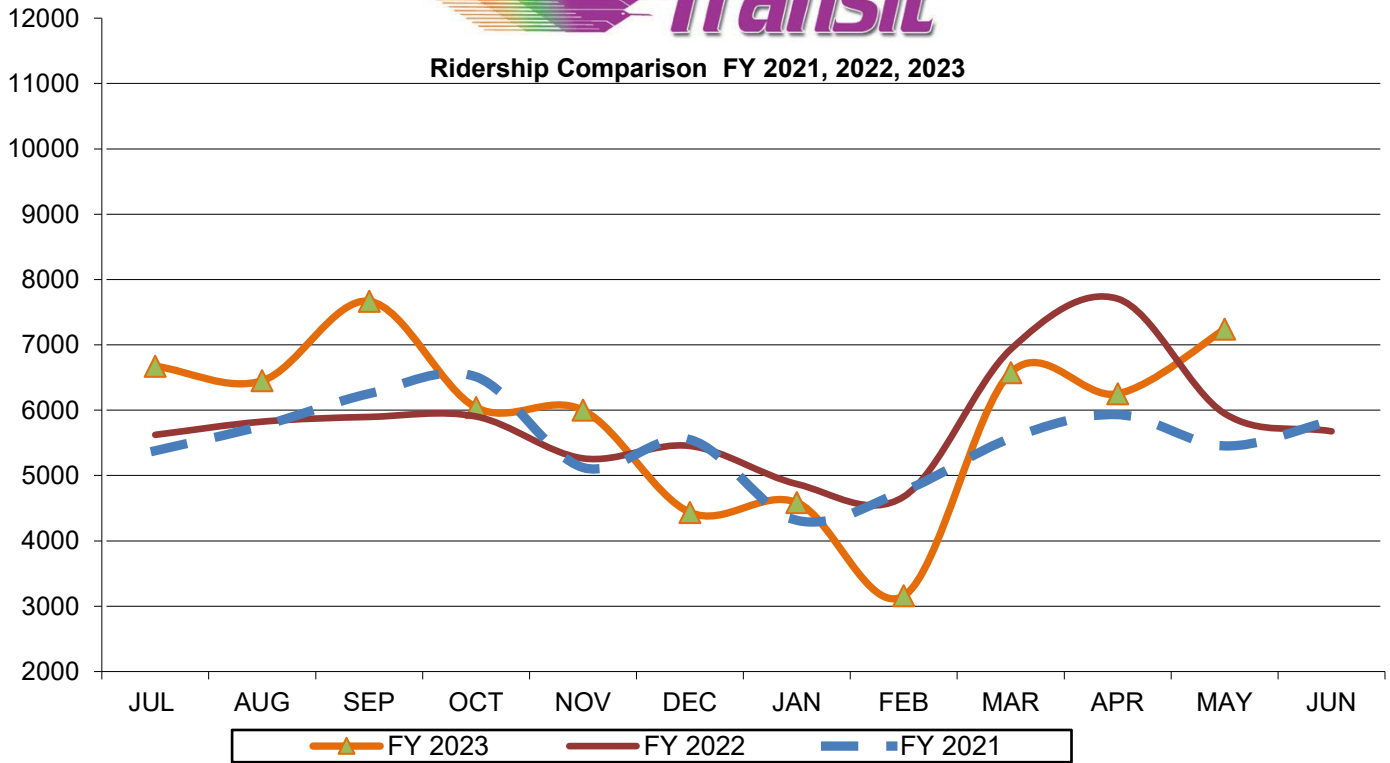
Solar Parking and EV Chargers. The solar shade structures in the City Hall, Library, and Cove parking lots opened recently and have proven to be very popular with the public and employees alike. The savings to the general fund from the energy captured by the solar panels is expected to be about \$100,000 per year. The electric vehicle chargers have also opened at several public facilities, including the Library and Stone Complex. Those who are visiting our Library or catching a game or two at the ballfields will now have an option to charge their vehicle during their visit. As the percentage of electric vehicles continues to grow and out-of-town visitors seek charging options, the new EV chargers will make our community more welcoming to our guests.

Transit

Fare Reduction. Vista Transit's fare free pilot program started on March 1st. The pilot program will last for six months, and both ridership and unintended consequences will be monitored during that time. The introduction of the pilot program generated a fair amount of publicity, and staff is excited to see if the program benefits Transit operations. Like many other small Transit providers, fare box revenues for Sierra Vista tend to be small. However, when the costs associated with collecting the fares are considered, profit is negligible if any. Many transit agencies who were still allowing cash started moving towards cashless systems during COVID due to safety concerns. City staff looked into cashless systems, but the annual cost would have far exceeded the fare box revenue that is collected each year. In looking for alternatives, it was found that several transit providers across the country, including Tucson, had moved to free fares. Not only did the free fares reduce operating costs, 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 an upward trend with ridership more than doubling from February to March 2023. April had a bit of a dip, but May numbers were 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 2021, 2022, 2023



Streets

Annual Street Maintenance. The City’s Annual Street Maintenance program is nearing completion. This year’s program focused on local streets and involved both intensive repairs where needed and sand slurries where the pavement was still in good condition but could use a bit of resurfacing work. Sand slurry was also applied to some of the multi-use paths around the community. The finished product looks great!



Commissions

Transportation. The Transportation Commission currently has two members and will need to add a third person before their first meeting can be scheduled.

Environmental Stewardship. The Environmental Stewardship Commission currently has four members. A meeting was scheduled on June 28th, but unfortunately, there were not enough members in attendance for quorum. The meeting is being rescheduled for late August.

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 these new West End businesses that recently held a ribbon cutting!

**AcuHealth and Wellness – 400 W. Fry Blvd. &
Unique Extensions Beauty Bar – 555 Wilcox Rd.**



Maximize Economic Impact of the Municipal Airport

Airport Project. ED staff continues to pursue attracting business at the municipal airport with a focus to prepare the available land for development. The overall purpose is to position the municipal airport as a viable option for business attraction and primary jobs with compatibility to Fort Huachuca’s missions.

Update – Staff conducted two meetings with Arizona Commerce Authority and a prospective tenant for the land at the Municipal Airport. Staff met with ACA again on June 29th to identify the next steps to support this project. Staff also met with another potential aviation company on June 27th.

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

DCIP Grant. ED staff worked with PW and the Fort Huachuca team to complete the Defense Community Infrastructure Pilot (DCIP) Program meeting the June 23rd submission timeline. The grant proposal includes a gravity sewer line extension, lift station to connect to Fort Huachuca’s waste water treatment plant, and fiber optic cable for broadband communications supporting the

growth of the municipal airport. The grant enables the city to take non-DoD missions from Fort Huachuca to achieve the goals within the Team Huachuca Strategic Plan while also supporting the long legacy of environmental actions by the fort and city.

Increase and Expand Effective Marketing Efforts

ED staff assisted with the costs and promotions associated with marketing a new ranking by Fortune, which named Sierra Vista as number 25 out of 50 best places for families to live in the U.S. and the only Arizona city selected. Fortune’s methodology for the rankings were based on social connectedness, local health care, quality education, affordability, and resources for older adults. Staff secured the licensing rights to use on the city website and future social media campaigns.



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 two Business at Twilights, five Chamber ribbon cuttings, a SVAC Good Morning Sierra Vista, and a Hispanic Chamber Mixer.

Business Retention, Expansion, & Support

UACI Sponsored Launch

ED staff continues to work with University of Arizona Center for Innovation (UACI) on the Sponsored Launch program in cooperation with the SV IDA and SVA Chamber. The project has reached the end of the application window as of June 23. Staff looks forward to receiving applications from UACI that meet their tech-based standards for acceptance into the program. In partnership, the City of Sierra Vista Economic Development Commission and the Sierra Vista Chamber Foundation will review applications for the sponsored launch of start-ups in UACI’s program.

Moonshot Pioneer Pitch Competition

Economic development staff and partners successfully participated in the first Cochise County Moonshot Pioneer Pitch Competition on June 9th and 10th. The event began with a contestant and VIP Mixer on Friday evening that was well attended by contestants, sponsors, Moonshot judges, and Cochise County dignitaries. Saturday was a full day of pitch practice and work for the contestants. Fifteen entrepreneurs participated, a huge showing for our first year of participation in the program, and one of the best showings across the state for the year. Staff assisted participants with the concepts and pitches throughout the day and provided insight for judging staff. Knightwatch K-9 received the first-place prize, followed by the Southern Arizona Museum of Science and Technology, and Roseland’s Edibles, both Sierra Vista businesses. Staff and partners

from the SBDC and SVA Chamber look forward to attending the state-wide final contest on July 28th in Flagstaff. We are also in the process of planning for Moonshot 2024!!



Business Walks

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 the Business Recognition Program and various 4th of July and summer events.

Other Support/Engagements

ED Staff also hosted the Arizona Commerce Authority (ACA) for a lunch and learn workshop pilot event on May 10th. The event was a great opportunity for businesses leaders across the county to hear about the initiatives and services available to them through the ACA. Additionally, this event allowed ACA to hear the concerns and challenges businesses in our area have. We look forward to this event gaining traction and continuing to grow.



Staff also attended a U.S Department of Energy symposium hosted by the Minority Business Development Agency (MBDA) and learned about the many opportunities available to assist minority owned businesses in the energy field. This was very helpful information that could impact startup businesses as well as those businesses that may be interested in establishing operations in Sierra Vista through the UACI incubator program. Staff is also looking forward to other events in cooperation with the MBDA.

Economic Development Commission

The commission's next meeting is scheduled for July 26th. At that time, the commission will review any applications for the UACI Sponsored Launch program, as well as vote on the businesses to be selected for the Sierra Vista Business Recognition Program.

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 June 21st, there were 847 vacant jobs in the City of Sierra Vista and on Ft. Huachuca. Information technology and cyber security jobs are in very high demand, accounting for 242 of the 847 vacancies. Jobs in the medical field account for 169 of the 847, followed by education vacancies at 112 of the 847.

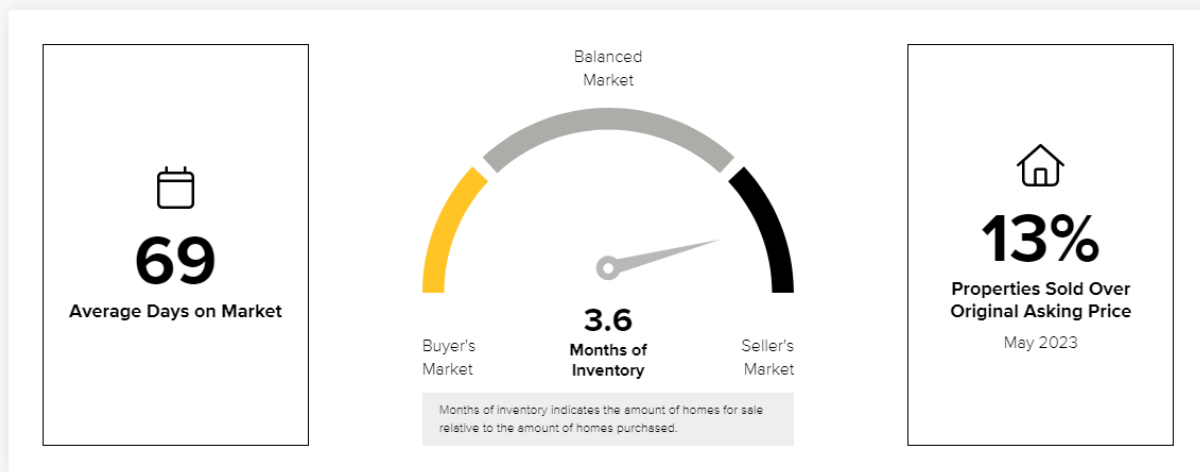
The Economic Development manager participated AZ@Work Board retreat in Tucson during the month of June to identify the strategic objectives for the coming year. Primary areas identified for focus during the sessions were an ambassador program, communications team, and engagement team.

Housing Report

Sierra Vista housing market continues to hold strong as a general seller's market through the median home list prices. Though sales are down year over year from 2022 and 2021, sales prices are holding and selling at 97% of the list price.

Market Conditions

Market Climate



Recent Sales Trends

The statistics below highlight key market indicators for Sierra Vista and Surrounding Area, Arizona. The data in the Sold Listings table is based on homes sold within the month of May 2023.

	Current Period May 2023	Last Month Apr 2023	Change From Last Month	Last Year May 2022	Change From Last Year
Homes Sold	197	150	▲ 31%	226	▼ 13%
Median Sale Price ⓘ	\$260,000	\$263,500	▼ 1%	\$249,500	▲ 4%
Median List Price	\$260,000	\$264,950	▼ 2%	\$250,000	▲ 4%
Sale to List Price Ratio ⓘ	97%	96%	▲ 1%	99%	▼ 2%
Sales Volume ⓘ	\$52,431,433	\$40,920,851	▲ 28%	\$60,233,697	▼ 13%
Average Days on Market	69 days	75 days	▼ 6 days	50 days	▲ 19 days
Homes Sold Year to Date ⓘ	739	545	▲ 36%	1,034	▼ 29%
For Sale at Month's End	606	601	▲ 1%	—	—

Tourism and Economic Development

Economic Development staff has been working on the transition of Tourism and the Visitor's Center into the new Tourism and Economic Development Department. Most of the time spent in June has been on administrative actions on budget and personnel to support the official change on July 1, 2023. Filling the tourism management analyst position is key to continuing campaigns and other initiatives with dedicated tourism expertise. Next steps will include participation in the Governor's Conference on Tourism with review on the AOT Cooperative Marketing Program with participation selections due on July 24, 2023.

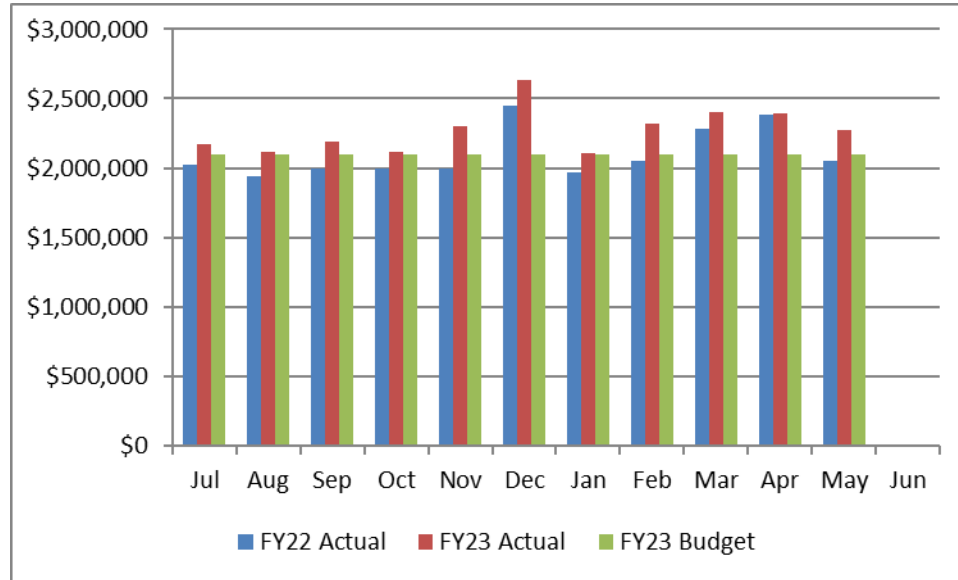
Tourism Commission

In the transition, staff has reached out to the sole member of the Tourism Commission and without additional members the commission cannot meet. Staff have received one new application to recommend for approval by council, but that will still not meet the requirements of quorum. Staff plans to meet with the City Council liaison to discuss the way forward on the commission.

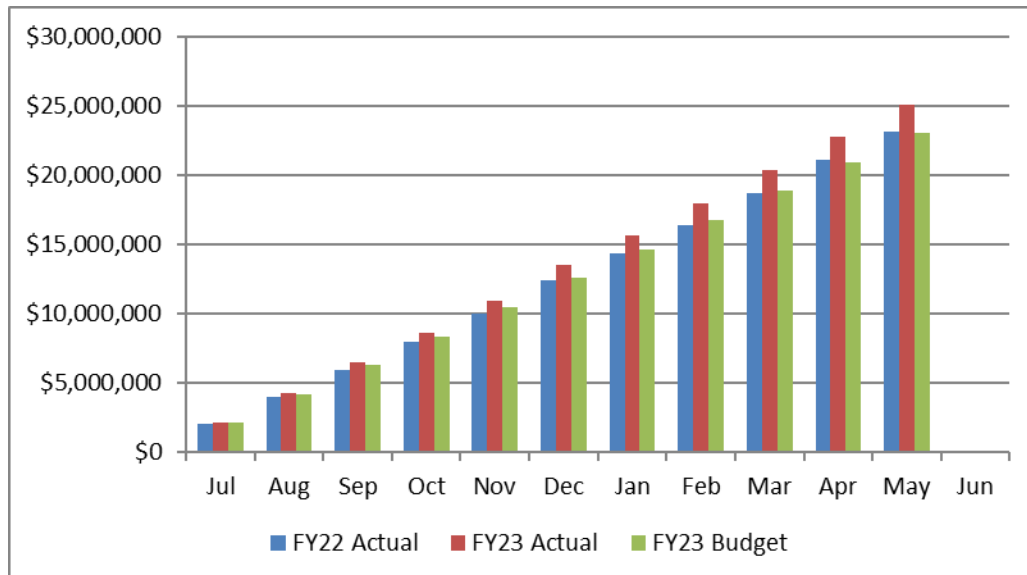
Administration

Sales Tax Collection. Gross privilege tax collections were up \$2,909, or 0.12%, for April and \$224,888, or 10.96%, for May over fiscal year 2023.

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



Through May, collections are up \$1,897,623, or 8.2%, from Fiscal Year 2022. The chart below provides a monthly comparison of FY23 actual, FY23 budget, and FY22 for the Fiscal Year.



Description	Jun-22	Jul-22	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22	Jan-23	Feb-23	Mar-23	Apr-23	May-23
Utilities	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	94,523.90	93,410.06
Communications	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	15,295.16	19,600.02
Publication	767.36	813.32	757.66	869.65	703.58	715.02	839.53	761.04	655.89	23.80	1,487.80	735.01
Restaurant & Bar	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	275,167.47	256,474.71
Contracting - Prime	28,646.18	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
Retail Sales	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	1,183,181.81	1,086,573.28
Use Tax Purchases	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	51,917.06	61,508.57
Use Tax from inventory	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	243.26	248.03
Residential Rental	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	41,040.66	38,839.46
Retail Food for home consumption	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	293,333.27	301,921.61
Commercial Rental	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	28,324.57	31,117.72
Tangible Property Rental	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	22,304.09	25,162.22
Extended Stay	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	130,744.28	119,649.03
Online sales	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	108,939.36	114,751.92
Other	15,705.29	22,306.59	11,175.14	13,223.65	28,894.76	23,646.32	26,478.77	25,623.39	23,816.99	27,024.33	32,164.18	31,580.59

Community Development

- **Community Development Block Grant Program (CDBG).** On May 4, 2023, the City Council held a public hearing on the PY 2023 Annual Action Plan allocating funding towards the following project and non-profit public service initiatives: (1) Montebello Fire Safety Improvements (\$162,575); (2) United Way of Sierra Vista and Cochise County, Inc. for subsistence payments and assistance programs (\$15,575); Cochise Family Advocacy Center, Inc. for direct client services and outreach on assault victim services; Southern Arizona Legal Aid Services, Inc. for free civil legal aid services (\$6,000); and (4) Program Administration (\$50,000). The Plan was adopted on May 25, 2023, and was subsequently submitted to HUD for their review and approval. The Grant Agreement is anticipated to be received by late August/early September.
- **Independence Village Preliminary Plat.** On May 25, 2023, the City Council approved a preliminary plat for Independence Village, a proposed 376-lot subdivision that will serve as the initial residential phase of the Tribute Specific Plan area.
- **Request for Alleyway Abandonment.** On May 25, 2023, the City Council authorized staff to initiate the process for vacating two alleyway segments located southeast of Cyr Center and North Avenue. A public hearing before the Planning and Zoning Commission is scheduled for July 18, 2023.
- **Building Code Update.** On June 8, 2023, the City Council held a public hearing and opened a public comment period on the City moving up from the 2015 to the 2018 editions of the International Building and Fire Codes with local amendments. The proposed amendments were shared with the contractor community for review and feedback. Final action on this item is scheduled for July 11, 2023.
- **Development Review Committee (DRC).** On June 29, 2023, the DRC approved a site plan application from Circle K to construct a 5,200 square foot convenience store and a 4,608 square foot canopy with seven fuel stations. The project will be constructed on the southeast corner of Rainbow Way and E Highway 90 to replace the current store.
- **Commission on Disabilities Issues(CoDI).** On June 14, 2023, CoDI met and heard from the City Clerk, on the new requirements for regulatory commissions. Sherron Driver was elected as the Chair and Lori Schectman was elected as Vice-Chair. Staff updated the Commission on the Emergency Home Repair projects as well as the Rural Home Access Program which aids seniors (over 62 years of age) in Cochise County with funding for accessibility improvements. Discussion occurred on areas of the city that are not ADA accessible that are noted for future corrections.

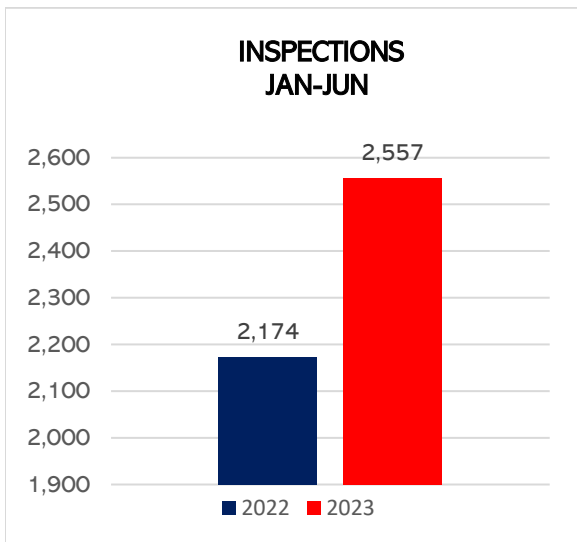
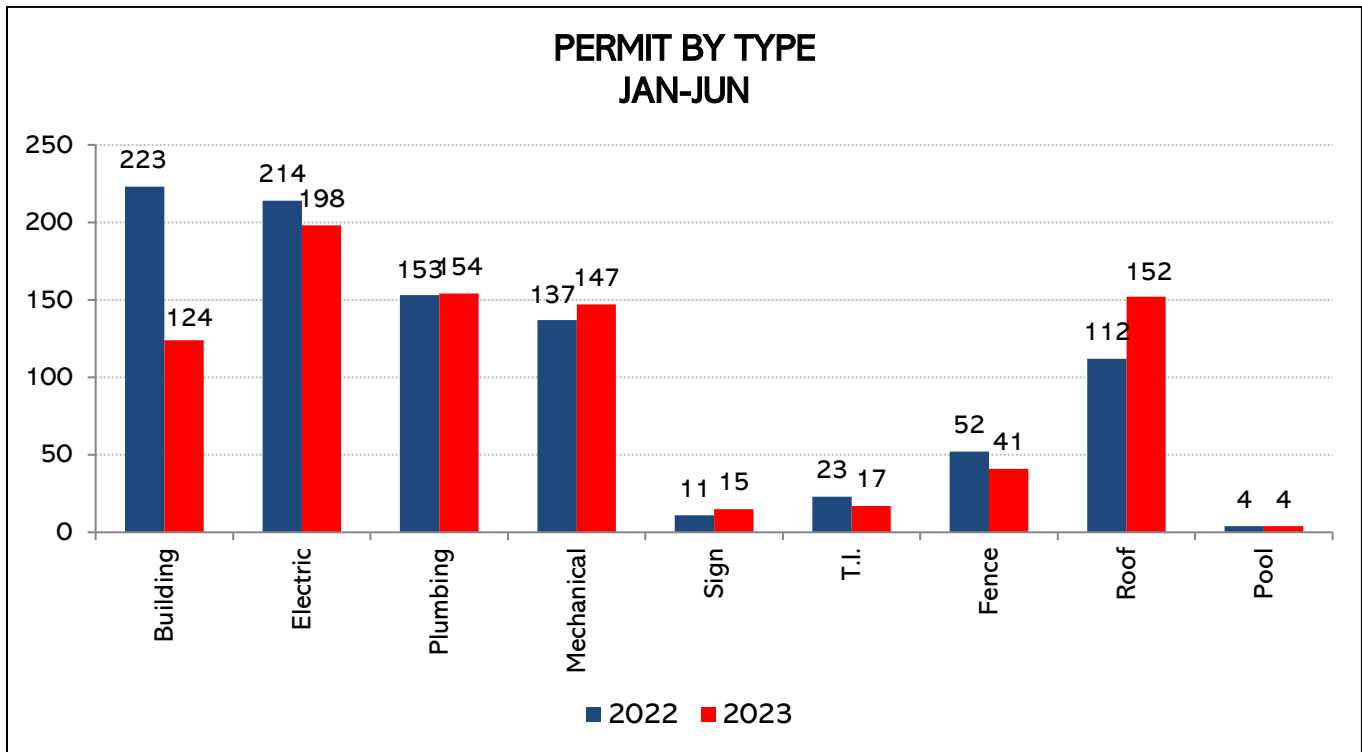
Building & Inspection Services

The following projects were reviewed/inspected during May/June 2023:

PLANS UNDER REVIEW		
PROJECT NAME	PROJECT TYPE	PROJECT ADDRESS
American Leadership Academy - Classrooms	Commercial New	4400 East Buffalo Soldier Trail
American Leadership Academy - Field House	Commercial New	4400 East Buffalo Soldier Trail
American Leadership Academy - Admin Building	Commercial New	4400 East Buffalo Soldier Trail
Do8it - repair collapsed building	Tenant Improvement	650 E. Wilcox Dr
Dollar General	Commercial New	10749001Q
Gyfted Creations	Tenant Improvement	209 W. Fry Blvd
U-Haul Propane Tank	Accessory Commercial	2011 E Fry Blvd
Empty Suite	Tenant Improvement	942 E Fry Blvd
Fry's Food - Remodel	Tenant Improvement	4351 E Highway 90
Michaels	Tenant Improvement	493 N Highway 90 Ste 130
Jackson Dental	Tenant Improvement	1906 S Highway 92
Former Fast Auto Loans - Façade	Tenant Improvement	148 E Fry Blvd
Former Sun & Spokes I - Façade	Tenant Improvement	156 E Fry Blvd
Former Sun & Spokes II - Façade	Tenant Improvement	164 E Fry Blvd
550 W Fry	Tenant Improvement	550 W Fry Blvd
PLANS APPROVED		
PROJECT NAME	PROJECT TYPE	PROJECT ADDRESS
Casa Del Sol - Fire System	Tenant Improvement	1020 S Carmichael Ave
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 Remodel 2nd Floor	Tenant Improvement	2700 E Fry Blvd
Popeyes Chicken New Building & Drive Through	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
Bath and Bodyworks	Tenant Improvement	629 N Highway 90 Ste 1
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
Cochise Medical Office	Tenant Improvement	5151 E Highway 90
Comfort Inn - electrical changes	Tenant Improvement	3500 E Fry Blvd
Commercial Financial Office - interior remodel	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
Hummingbird Assisted Living - Kitchen Hood	Tenant Improvement	2047 Highway 92
Tell Mamma	Tenant Improvement	325 W Fry Blvd F
Juan's Barber Shop - expansion	Tenant Improvement	11 E. Wilcox Dr B
Panda Express Hood	Tenant Improvement	480 Highway 90 A1
Veterans Park Sports Complex	Tenant Improvement	3305 East Fry Blvd
SAIC	Tenant Improvement	665 N Garden Ave
Sierra Evangelical Church	Accessory Commercial	101 N Lenzner Ave
Sierra Suites	Tenant Improvement	391 E Fry Blvd
Sierra Suites Elevators	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
Proposed Transformer to Power Shed	Accessory Commercial	7250 E Highway 90
US Towers 433	Cell Tower	532 Suffolk Drive
Girls Home - Fire Suppression & Interior Reno.	Tenant Improvement	1850 Paseo San Luis
Leawood Loop House - Electrical Improvements	Tenant Improvement	2685 Leawood Loop
Home Depot - Tool Center	Tenant Improvement	3500 Avenida Cochise
Coldstone Creamery	Tenant Improvement	480 N Highway 90 Ste A1

Tractor Supply - Fire System	Tenant Improvement	4860 E. Highway 90
Public Works Fleet Bathroom	Tenant Improvement	401 Giulio Cesare Ave
PROJECT COMPLETED		
PROJECT NAME	PROJECT TYPE	PROJECT ADDRESS
Mountain Steppes Landing	Tenant Improvement	4250 Foothills Drive
Oasis Apartments - Plywood	Tenant Improvement	4250 E. Busby Dr
Sierra Suites Hood	Tenant Improvement	391 E Fry Blvd
Sierra Suites Kitchen Rehab	Tenant Improvement	391 E Fry Blvd
Hula Hair & Sole Barber Exterior Renovation	Tenant Improvement	33 S Garden Ave
Sakura	Tenant Improvement	1299 East Fry Blvd
City Hall East Staircase	Tenant Improvement	1011 N. Coronado Drive



CONSTRUCTION TRENDS (JAN-JUN)

CONSTRUCTION TYPE	NEW CONSTRUCTION	
	2022	2023
SINGLE-FAMILY UNITS	35	37
SINGLE-FAMILY ADDITIONS	5	2
MANUFACTURED HOME UNITS	24	32
MULTI-FAMILY UNITS	0	0
NON-RESIDENTIAL (SQ. FT.)	16,616	3,052

Code Enforcement

As documented in the following table, Code Enforcement handled 96 complaints during May/June 2023. The top five complaint categories represented 70% of the cases involving: overgrowth (35); sidewalk obstruction (23); abandoned property (15); blight (15); and alleyway maintenance (7). Staff also hung 50 door hangers on delinquent utility accounts.

The City contracted with H&M Demolition, Inc. to complete the demolition of 108A and 111 A North 1st Street to include all labor, equipment, and proper disposal of all items. Other blighted properties on same street were sold at auction in May. Staff is working with the new property owner on their redevelopment which will result in new single-family homes being built.

CODE REFERENCE	COMPLAINT	CASES	DESCRIPTION
150.15.C	ABANDONED PROPERTY	15	SHOPPING CARTS LEFT ON ROADWAY
150.25.4	ALLEYWAY MAINTENANCE	7	OVERGROWTH, OBSTRUCTION, DEBRIS INTERFERING WITH USE OF ALLEYWAY
150.23.3	ANIMAL WASTE	3	EXCESSIVE ANIMAL WASTE ON PRIVATE PROPERTY
150.23.20	BLIGHT	15	UNSIGHTLY, UNSAFE, OR UNSANITARY CONDITIONS
150.23.14	CLEAR VISION	1	OBSTRUCTING CORNER VISIBILITY
150.25.8	DILLAPIDATED WALL/FENCE	2	NOT UPRIGHT/DISREPAIR
90.11	DOMESTIC FOWL	2	COOP LOCATION, CONDITION, ODORS, NUMBER
150.23.15	FIRE DANGER	2	COMBUSTABLE MATERIAL THAT POSES A HAZARD
150.23.22	GRAFFITI	3	UNAUTHORIZED INSCRIPTION, FIGURE OR DRAWING OR OTHER DEFAACEMENT
150.24.A	ILLEGAL DUMPING	7	DEPOSITING LITTER OR DEBRIS ON ANY LAND
50.16	ILLCIT DISCHARGE	1	UNPERMITTED WATER ON STREET OR WASH/CONTAMINATION TO GROUND WATER
150.23.16	INFESTATION	3	BEEES
150.23.17	INOPERATIVE VEHICLE	3	NO REGISTRATION, FLAT TIRES, DISABLED MOTOR
150.25.1	LITTER/DEBRIS	1	GARBAGE, WOOD, CANS, ETC. LITTERING A PROPERTY
93.01A	NOISE	1	LOUD AND RAUCOUS

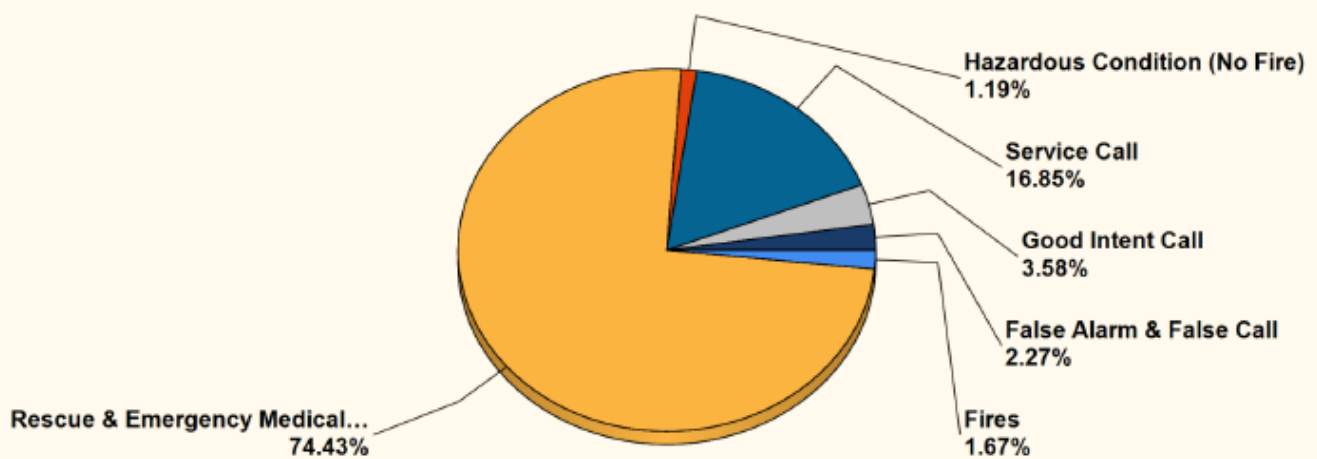
150.25.5	OVERGROWTH	35	TALL GRASS & WEEDS (OVER 12")
91.11.B.1	RIGHT-OF-WAY ENCROACHMENT	6	OBSTRUCTION, NON-PERMITTED IMPROVEMENT IN PUBLIC RIGHT-OF-WAY
71.02.C	RV/TRAILER PARKING	1	LONG-TERM STORAGE OF RV/CAMPER/TRAILER ON PUBLIC STREET
150.25.1	SANITATION	1	NO SANITATION SERVICE/TRASH BUILD UP
150.23.13	SIDEWALK OBSTRUCTION	23	ANYTHING OBSTRUCTING A 36" WIDE PATHWAY OR 80" OVERHANG
150.25.10	SWIMMING POOL	1	GREEN AND STAGNANT POOL
150.12	STORM DRAINAGE	1	DRAINAGE OF ROOFS AND PAVED AREAS, YARDS AND COURTS AND OTHER OPEN AREAS ON THE PREMISES THAT DISCHARGE IN A MANNER THAT ADVERSELY AFFECTS NEIGHBORING PROPERTY
150.23.11	UNGUARDED PITS/HOLES	1	POTHOLES ON PRIVATE PROPERTY
150.18.A	UNSAFE STRUCTURE	1	UNFIT FOR HUMAN HABITATION/STRUCTURALLY COMPROMISED
TOTAL		136	

Sierra Vista Fire and Medical Services (SVFMS)

Summary

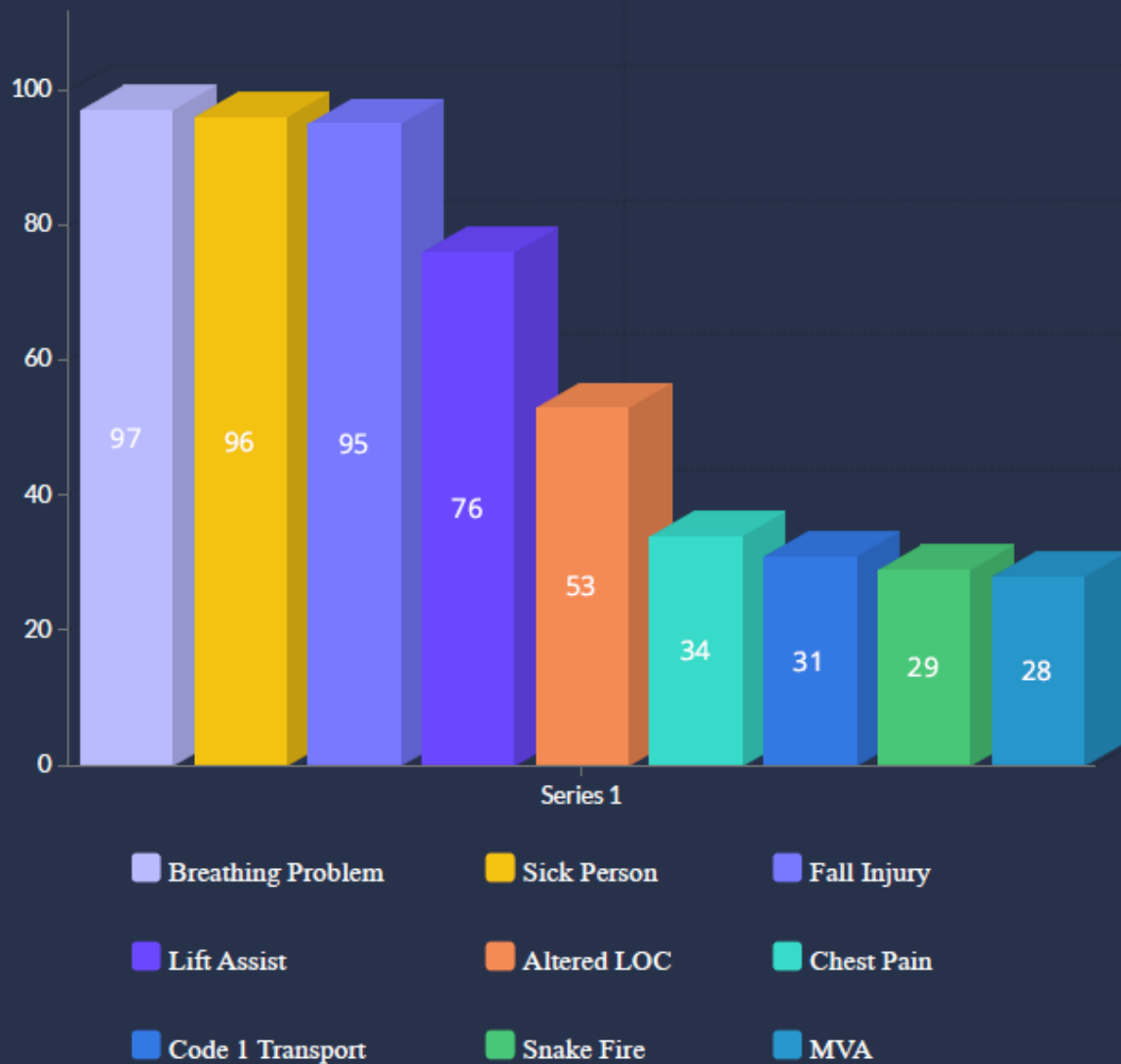
Calls for service in May

837



623 EMS calls
141 Service calls
30 Good Intent
19 False Alarm
14 Fires
10 Hazardous Condition

Top 10 calls for Service



The top 10 calls represent 64% of the calls for service

Transports in May

396

Transports in April

413

Transports in 2023

2041

Please note these numbers are based on ERS data and may not match the Department's EMS report data.

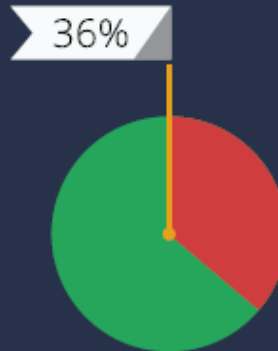
Station 201

Average Response Time 5 minutes 28 seconds



of the time S201 units responded to calls within their primary zones

There were 298 calls for service in S201's area, representing 36% of the total calls in May



Unit utilization



M201 - 52% E201 - 47% B201 - 0%

Number of calls for service

M201	233
E201	210
B201	2

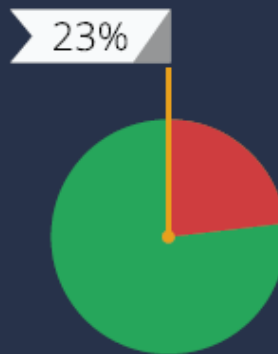
Station 202

Average Response Time 5 minutes 49 seconds



of the time S202 units responded to calls within their primary zones

There were 196 calls for service in S202's area, representing 23.4% of the total calls in May



Unit utilization



M202 - 52% TK202 - 40%
TWR202 - 7% B202 - 1%

Number of calls for service

M202	179
TK202	138
TWR202	23
B202	3

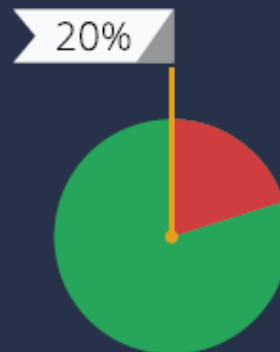
Station 203

Average Response Time 8 minutes 28 seconds



of the time S203 units responded to calls within their primary zones

There were 169 calls for service in S203's area, representing 20.1% of the total calls in May



Unit utilization



E203 - 75% BN203 - 22% P201 - 2%
P202 - 1%

Number of calls for service

E203	136
BN203	39
P201	4
P202	2

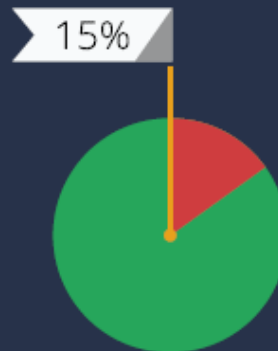
Station 204

Average Response Time 8 minutes 4 seconds



of the time S204 units responded to calls within their primary zones

There were 124 calls for service in S204's area, representing 14.8% of the total calls in May



Unit utilization



M204 - 99% EMS204 - 1%

Number of calls for service

M204	159
EMS204	1

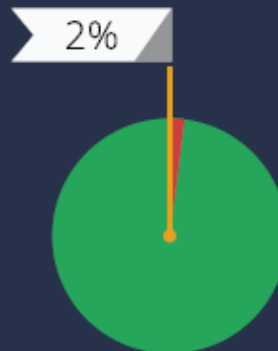
Station 205/206

Average Response Time 6 minutes 40 seconds



of the time S205/S206 units responded to calls within their primary zones

There were 20 calls for service in S205's/S206's area, representing 2.3% of the total calls in May



Unit utilization



M205 -- 100% M206 - 0%

Number of calls for service

M205	20
M206	0

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 3887 calls for 2023. This is a 10% increase in call volume over 2022.

If the current call volume continues, the Department will run 9878 calls for 2023.



Police Department

Evidence Section

This report profiles the SVPD Evidence Section. The purpose of the SVPD Evidence Section is to maintain storage and security for items collected as evidence in criminal matters, as well as for lost, abandoned, and found property.

The Evidence Section is a two-story facility located within the Sierra Vista Police Department and consists of multiple specialized storage areas, including a drying room, a walk-in freezer, a bag and tag room, an evidence armory (firearms), drug storage areas, areas for jewelry, cash, and other valuables, and general storage areas.

The Evidence Section currently maintains over 15,000 items, including more than 2,000 high-risk items (e.g., currency, precious metals, jewelry, firearms, and drugs). In 2022, 3,949 items of property were received. SVPD participates in a voluntary medical collection program, whereby the public may dispose of unused medications in the drop-box located in the lobby. In 2022, over 1,000 pounds were collected; since SVPD's participation in the program began in 2013, over 16,000 pounds of medications have been collected.

The department uses the Spillman Records Management System to catalog all evidence that is taken into the section. Each item of evidence is tagged with a barcode and a matching barcode is also on the accompanying paperwork. The barcode is used to track the piece of evidence, denoting its storage location and current disposition.

The Evidence Section is under the direct supervision of the Administrative Services Division Commander and day-to-day operation is managed by the Evidence Custodian. The Commander will oversee the evidence functions when the Evidence Custodian is on vacation or otherwise unavailable.

The Evidence Section also currently relies on three volunteers who assist with staffing. The volunteers have undergone an extensive background investigation prior to placement. Quarterly reviews of volunteer access to the Evidence Section are conducted to ensure access logs corroborate with scheduled days and times for volunteer help. Access to the Evidence Section is limited to the Evidence Custodian, the Administrative Services Division Commander, and authorized evidence volunteers.

When the property unit is not staffed (after business hours), officers submit evidence in the *Bag and Tag Room*. The officer will package the evidence to turn in and complete all the required paperwork that accompanies the evidence. The evidence is then placed into a locker that becomes accessible only from the property room. Smaller pieces of evidence are placed into a box that resembles a mailbox, which is emptied by the Evidence Custodian when he is on duty. There is also a locked refrigerator used for the storage of blood specimens or rape kits.

Evidence collection and submission training for new officers is addressed at several levels. New officers are instructed at the Southern Arizona Law Enforcement Training Academy on basic evidence rules and procedures. Some of this training is conducted by SVPD officers who are adjunct instructors at the academy. New officers are provided additional training after the academy when they enter field training. They receive approximately four hours of evidence training from the Evidence Custodian, ensuring adherence to standards developed through policy. Additional in-service training for all officers is offered, as training needs dictate.

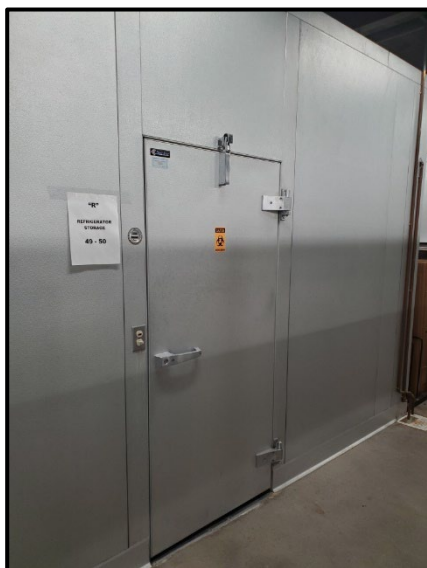
Any time custodial control over the evidence facility changes, SVPD conducts an audit of property and evidence. This inspection is conducted jointly by the newly designated custodian and the outgoing department custodian and includes a sampling of the total amount of high-risk property

records. These are reviewed with respect to documentation and accountability; an error rate in excess of four percent requires a full inventory of all high-risk items.

The Sierra Vista Police Department must maintain compliance with 11 evidence-related standards as part of its CALEA Accreditation. These standards relate to topics including evidence collection procedures, hours of availability, equipment and supplies to be maintained, chain of custody, laboratory submission procedures, storage and security, and audit and inventory requirements. The audits and inspections conducted on a regular basis verify the section is operating properly. The accreditation process helps clarify policies related to evidence collection and storage, maintains standardization of processes and operations, and keeps the agency moving forward.



General/large evidence item storage



Walk-in freezer storage



General/small evidence item storage

