# TOWN MANAGER'S

# **EXECUTIVE REPORT**

### Town of Oro Valley | August 2023

Oro Valley is welcoming another school year in August. The Oro Valley Police Department has been busy over the summer months preparing to make it a safe and productive return to learning for our community's youth. OVPD worked closely with the schools and districts to prepare for safety on the roads as students arrive and depart each day. As always, safety on campuses is our top priority and each principal has been engaged in proactive discussions and planning with our officers in order to be well prepared. Our robust School Resource Officer Unit is highly trained and well-equipped.

As we all know, water conservation is a priority across the state, including here in Oro Valley. At the request of the Logan's Crossing HOA, the Water Utility's Water Conservation Staff met with HOA members and performed a water audit for the irrigation system that serves their common areas. Board members were interested in learning how they could conserve water, as well as understand how much water was utilized to water their turf area versus their drip irrigation plants. By conducting an audit, staff was able to measure the actual amount of water going to each area and compare it to local/historical water requirement estimates. It was concluded that by making changes to their current irrigation practices including not overseeding the grass in the winter, the HOA could potentially reduce their annual water consumption for their common areas by 53%.

#### In other news:

- Town staff continues to work on safety improvements on Naranja Drive near the Naranja Park entrance following Council's discussion and direction at the July 19 Town Council meeting. The traffic safety elements that were presented include a Rapid Rectangular Flashing Beacon, mumble strips and new trail connections. The Traffic Safety Committee will continue to monitor Naranja Drive, as well as other areas within the Town where traffic safety elements can be improved or implemented.
- The Oro Valley Chamber of Commerce had over 400 attendees at the Annual Meeting and Award Breakfast on July 26. A congratulations should be extended to our Police Chief Kara Riley. She received the 2023 Community Leader Award.
- I continue to meet with stakeholders and community groups about what they like about Oro
  Valley and how we can improve. I find these meetings beneficial and enjoy visiting with citizens
  invested in our community.

I hope you enjoy your August recess, and I look forward to Town Council meetings returning in September. As always, if you have any questions about the content of this report, please let me know.

Jeff Wilkins Town Manager

# TO COUNCIL









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# POLICE DEPARTMENT

# **CASES AND STATISTICS**

#### Case :

On July 5, OVPD was dispatched to an ATM alarm at the Wells Fargo on Tangerine Road. Upon arrival, officers found that someone had attempted to blow up the ATM with some sort of explosive. The suspect had fled prior to their arrival. The investigation is ongoing.

#### Case 2

On July 7, members of the OVPD CAT and K9 teams observed shoplifting in progress. When officers attempted to contact the suspects, they entered their vehicle and backed up, striking the officer's patrol vehicle. The suspect vehicle was pinned, and the suspects were arrested without further incident. This is the second time patrol vehicles were intentionally struck by suspects attempting to evade arrest. The suspects were found to be involved in organized retail theft and drug-related violations and were booked into county corrections.

#### Case 3

The OVPD traffic unit has been conducting High Visibility Enforcement Patrols to make the roads of Oro Valley safer. One recent stop by a traffic officer was for a vehicle traveling 85 mph in a 45 mph zone on Tangerine Road. The driver was arrested and booked for reckless driving and for a warrant they had from a previous traffic offense.

# **RECOGNITION AND SPECIAL EVENTS**

OVPD Community Resources Unit held two sessions of the **summer Teen Academy.** This is a three-day program that exposes teens to the different aspects of the police department. Students were provided demonstrations on K9, SWAT, detectives, evidence, patrol and much more.

OVPD celebrated the **promotions** of Lt. Kevin Peterson and Sgt. Mike Duran.



Lt. Kevin Peterson



Sgt. Mike Duran

# **REGIONAL SUPPORT**

Officer Christa Salica was selected to be a **Crisis Negotiator with the Pima Regional SWAT Team**. OVPD works in partnership with several area agencies to provide resources to the team.



Officer Christa Salica

# COMMUNITY AND ECONOMIC DEVELOPMENT

# **TRENDS**

#### Single Family Residential Activity

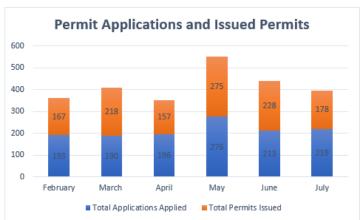
14 new Single Family Residential (SFR) permits were issued during the month of July compared to 10 SFR permits issued in June. Year-to-date, 68 SFR permits have been issued since the beginning of the year compared to 125 issued during the same period in 2022.

#### **Permitting Activity**

178 total permits were issued during the month of July compared to 228 permits issued in June. Year-to-date, 1,442 total permits have been issued since the beginning of the year compared to 1,423 issued during the same period in 2022.

Below are charts showing overall activity for the last six months





# **MEETINGS/OTHER NEWS**

#### **Planning and Zoning Commission**

On August 8, the Planning and Zoning Commission will discuss and consider possible action on a <u>Conditional Use Permit</u>, <u>Development Plan package</u>, and <u>Conceptual Architecture</u> for a 1,649 sq. ft. **drive-thru restaurant south of the La Cañada Drive and Lambert Lane intersection**, within the Cañada Crossroads commercial plaza.



#### **Town Council**

On July 19, Town Council voted to conditionally approve three applications (Grading Exception, Conceptual Site/Landscape Plan, and Architecture) related to a proposed commercial development near the northwest intersection of Naranja and La Cañada Drives. The proposal is for a drive-thru use and three retail/office buildings.

### **Board of Adjustment**

On June 27, a Board of Adjustment public hearing was held to consider a zoning variance request to construct a detached accessory structure in the front yard of 12453 N. Placita El Cobo. The Board voted to continue the item, following a split decision of the four members present, and hold a special session with all board members. The continuance was held August 1, and the variance request was approved.

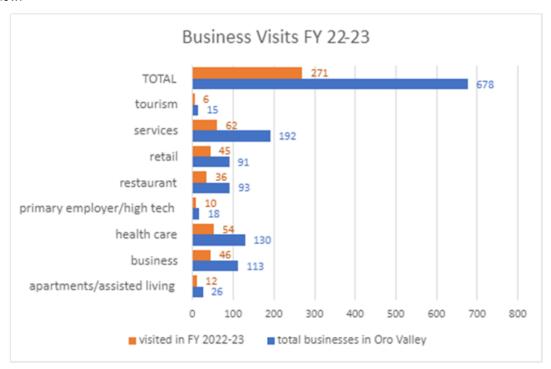
# **NEW DEVELOPMENT**

The Town provided the University of Arizona Center for Innovation (UACI) letters of support for a Build-to-Scale grant application. The Town committed \$26,000 as a match commitment, but the Town can claim existing allocations toward the match as follows:

- \$10,000 for startup classes and Ten West sponsorship
- \$6,000 for an entrepreneurial collision space
- \$10,000 for supporting UACI annual sponsored launch event

# BUSINESS RETENION/EXPANSION AND ATTRACTION/MARKETING

Town staff visited 271 businesses during FY 2022/23. Mayor Winfield and the President/CEO of the Oro Valley Chamber were also in attendance at most meetings. These visits are an integral part of the Town's Business Retention/Expansion efforts and provide valuable information about successes and challenges businesses are experiencing. Details about the types of businesses visited are in the chart below.



### **Completed Projects (Certificate of Occupancy Issued)**

- Nautical Bowls 10515 N. Oracle Road #167
- Oro Valley Chamber of Commerce 1822 E. Innovation Park Drive
- Pusch Ridge Executive Suites 10371 N. Oracle Road #201 (formerly ThinkSpace Executive Suites)

# PERMITTING MAJOR ACTIVITY

#### **New Businesses**

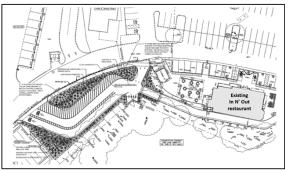
- BFT (Body Fit Training) at Steam Pump Village 11015 N. Oracle Road, #101 (Building TI Permit Issued)
- Harbor Freight Tools at Rancho Vistoso Center 13005 N. Oracle Road (Building TI Permit Issued)
- The Van Gogh Immersive Experience at OV Marketplace 11975 N. Oracle Road (Building TI Permit Applied)

#### **Other Permits**

- Epazote Kitchen & Cocktails at El Conquistador, A Hilton Resort 2060 E. Tangerine Road, #142 (Building TI Permit Applied)
- In-N-Out Burger at Oro Valley Marketplace 11545 N. Oracle Road (Grading Permit Applied for drive-thru reconfiguration)
- Oro Valley Community and Recreation Center Overflow Parking Improvements 10555 N. La Cañada Drive (Grading Permit Issued)
- QuikTrip #1475 at Steam Pump Village 11045 N. Oracle Road (Building TI Permit Applied)
- SportClips at Oro Valley Marketplace 2060 E. Tangerine Road, #142 (Building TI Permit Issued for relocated space)

# PLANNING PROJECT HIGHLIGHTS

- Improvement plans were submitted for the expansion of the In N' Out Burger drive-thru located in the Oro Valley Marketplace near the southwest intersection of Oracle Road and Water Harvest Way.
- Staff is reviewing improvement plans that were submitted for the Arizona Heroes Memorial project located in Naranja Park.
- Staff reviewed architecture plans submitted for Oro Valley Assisted Living
  Community, a permitted senior living project located along Vistoso Park
  Road directly east of All Seasons Oro Valley. The project is approximately
  eight acres, composed of a three-story assisted living facility, and includes
  20 single-story independent living casitas. The project site is located within
  the Rancho Vistoso Innovation Park (Economic Expansion Zone) and zoned
  Campus Industrial (CPI). Staff anticipates the resubmittal for the
  development plans will follow.
- Pima Eye Institute requested a minor plat amendment to combine Lots 1 - 4 of Innovation Corporate Center Block 1 in Rancho Vistoso. The site is located at the northeast corner of Innovation Park Drive and Vistoso Park Road. The plat amendment is part of a new commercial building project for the corporate center.





# **TOURISM**

Staff attended the **2023 Arizona Governor's Conference on Tourism** the week of July 11 at Westin La Paloma, Tucson. The conference featured a wide range of sessions, panel discussions, keynote speeches, and networking opportunities. Governor Katie Hobbs who was the keynote speaker, emphasized the importance of tourism as a key economic driver for the state. The governor highlighted the significant contribution of the tourism industry to Arizona's economy, including job creation, revenue generation, and community development.



# **PUBLIC WORKS**

# **BOND PROJECTS**

#### Naranja Park

Exciting progress with the park construction! The first two photos on the right illustrate 'raising' the field lighting poles. The photos also illustrate the amount of growth the fields have experienced, just weeks since they were planted. The work is getting underway for the main park improvements to complete the contract. The project currently remains on budget and on schedule for opening in spring 2024. We are getting the final bid elements for the splash pad and skate/bike park. Staff will monitor to see if material inflation will affect these costs.







#### **Golf Course Irrigation Replacement Project**

Currently, this project is within budget and on schedule.

#### La Cañada Multi-use Path: Cañada Hills Drive to Community Center

The anticipated start date is August 14, with an expected two month construction duration. The contractor has received the final plan set and should be submitting the cost proposal by the end of July. If the bid proposal is accepted, the Town will execute a contract to start construction August 14.

#### **Community Center Parking Lot**

The contractor has completed grading of the parking lot area and curb installation and is currently placing aggregate base course prior to the paving operation which is scheduled for the first week of August. The contractor anticipates having the parking lot paved and striped by midto-late August ahead of the four-month contract time. The parking lot solar lights are expected to be delivered by mid-August.

# ENGINEERING/GENERAL PROJECT UPDATES

#### Naranja Drive Multi-use Path

EPS consultant recently submitted the scope and fee to the Arizona Department of Transportation (ADOT). If there are no comments or issues, a kickoff meeting will be scheduled for September 15. This schedule is within two weeks of the original schedule that staff approximated with the LPA application submittal to ADOT. Staff has worked with the EPS Project Manager in the past and believes that the schedule will be maintained. Here is the tentative schedule:

Milestone	Date
Pre-Submittal Review of Initial Scope and Fee with ADOT PM	07/17/23
Initial Scope and Fee Submittal	07/24/23
ADOT Comments Due	08/04/23
Final Scope and Fee Submittal	08/11/23
NTP	09/01/23
Project Kickoff Meeting	09/15/23
Initial PA Submittal	11/17/23
Final PA/Stage II Submittal	01/12/24
Stage III Submittal	04/12/24
Environmental, Right-of-Way, & Utility Clearances	06/21/24
Stage IV Submittal	06/28/24
PS&E Submittal	08/30/24
Bid Advertisement	09/06/24

#### **Westward Look Drive Reconstruction**

The plans have been revised to reflect monument wall modifications. Town staff anticipates a revised cost proposal from the contractor early August.

#### **Oro Valley Town Court Expansion**

Construction plans are largely complete. Breckenridge is adding IT components to the documents.

#### Town Hall Generator

The project continues to be delayed. The structural modifications to the plans have been approved but crews will not be able to resume work until a change order is provided by Gordian.

#### Steam Pump Ranch BBQ and Bunk Buildings

Project is complete except for the windows. The 12 windows and one door are scheduled to be delivered and installed by mid-to-late August. Both projects have received Temporary Certificates of Occupancy.

#### Adopt-A-Program Update

Public Works and Parks and Recreation in collaboration with the Communications and Marketing Division is modifying the current social media campaign for the Adopt-A-Programs. In addition to showcasing roads available for adoption, the campaign will focus on litter awareness and ways to keep Oro Valley beautiful. The modified social media campaign is scheduled to start in September.

# STORMWATER AND STREET OPERATIONS

#### Naranja Drive Pedestrian Path

Street Operation crews self-performed the construction of a new paved pedestrian path into Naranja Park off Naranja Drive. This path provides a necessary link to the park from the street in the area where the vehicular right turn narrowed the existing hard shoulder for pedestrians to use.

#### **Other Street Operation Projects**

- Street crews continue sidewalk repairs in Sun City Vistoso Units 5,6, and 7 subdivisions.
- Summertime crack repair has been completed in the Oro Valley Estates subdivision and crews continue repairs on the Naranja Drive Multi-use Path between La Cañada Drive and La Cholla Boulevard.
- Crews are cleaning monsoon storm debris at various locations throughout Town.
- Townwide right-of-way landscape maintenance continues at various locations both by Arizona Department of Corrections crews, Town staff and contractors.

#### **Stormwater Utility**

Stormwater Utility staff presented Municipal Separate Storm Sewer System (MS4) Illicit Discharge recognition training to the Community and Economic Development Department at their first quarterly staff meeting of Fiscal Year 2023/24 held on July 12. This employee-centric training is part of the Town's Stormwater Management Program and assists the Town in identifying and reducing stormwater pollution within the Town.

### FLEET AND FACILITIES

#### **Project and Tasks**

- 680 Admin Building Lobby Window Security Improvement The window should arrive in August and will be installed by Facilities Maintenance.
- Community and Recreation Center Fire Alarm Modernization A preconstruction meeting was held on July 27.
- Pusch Ridge Tennis Restroom Remodel Construction is scheduled to begin on August 1.
- Town Hall, Building A, Interior Painting Project finished ahead of schedule on August 4.

#### **Fuel Vendor Change**

Effective July 24, Fleet has switched primary fuel vendors. Flyers Energy has assumed the task of keeping the Town's tanks full.





# PARKS & RECREATION

# ADMINISTRATION

The ADA ramp and parking improvements at the Pusch Ridge property were recently completed. This project provided improved ADA access to the second floor tennis shop, as well as a pathway to the golf pro shop and patio. The parking lot improvements include new, larger handicapped spaces.







The start of August brings an **end to the summer programming season** throughout the department. This year, camps produced by staff were held at the Community and Recreation Center, Oro Valley Aquatic Center and Steam Pump Ranch. Camps at the Community and Recreation brought in over 1,200 registrants alone throughout the duration of the summer! This was the largest summer camp the facility has ever offered in terms of participants over the nine-week summer. The Town also contracted 11 additional camps.

# **AQUATICS**

In July, the Aquatic Center produced a **blended learning weekend Lifeguard course**. This course allowed participants to complete the Red Cross Lifeguarding certification through a combination of online content and in-person learning. This course successfully passed five new Lifeguards, most of which now work for the Town.

On August 7, the Oro Valley Aquatic Center will begin its **fall schedule**. The Aquatic Center will be offering a new addition one day a week of long course, as well as a recreational swim during the weekdays.

Beginning August 7, the Aquatic Center will again become the **home pool for three high school swim teams**. Canyon Del Oro, Ironwood Ridge and Pusch Ridge Christian Academy will all call the Aquatic Center home as they practice and compete.

On August 26, the Aquatic Center along with the Youth Advisory Council will host its last **teen event**. This month's event will include games, food and drink, and a live DJ for entertainment.

# **COMMUNITY & RECREATION CENTER (CRC)**

The CRC will host a **trivia event on August 5.** This event, held every other month and done in partnership with the Overlook Restaurant features pub-style trivia, child watch services and happy hour food and drink specials.

The **August Movies on the Lawn event** will be on August 19 and will feature the animated adventure comedy, *The Mitchells vs. The Machines*.

The CRC now **accepts Silver&Fit in addition to Renew Active**. This program is available to individuals 65 years and older through participating Medicare plans. Eligible individuals receive a Classic Membership at the Community & Recreation Center.

# RECREATION AND CULTURE

A **ribbon cutting for the barbeque and bunkhouses** at Steam Pump Ranch was held on July 18. The new buildings will be available for public use starting in August.

Staff is planning for a full slate of **fall activities** to include the return of the Concerts at the Ranch Series, Second Saturdays, and Parents Night Out.



# PARK MAINTENANCE

Planned activities for the month of August include:

- Continuing to monitor temperatures and set irrigation accordingly at the new Naranja Park fields. Crews are coordinating the existing fields irrigation schedule with the irrigation schedule set by Naranja Park construction crews.
- Continual fertilization and aerification of fields at Riverfront Park. Crews will dethatch the upper and lower soccer fields, as well as redefine warning tracks on softball fields 1 and 2.
- Crews will reinstall outfield fencing on fields 2 and 3 at James D. Kriegh Park.
- Wiese Painting Contractors completed painting of the Ramadas at Honeybee Canyon Park. Directional markers and a kiosk will be installed next.
- Park Maintenance staff will be taking over the cleaning and restocking responsibilities of the Vistoso Preserve restrooms. Brightview Landscaping will continue maintaining the cart path.

### **GOLF**

**Golf Rounds** for July show 5,428 rounds at the 36-hole facility and 0 regular golf rounds and 246 disc golf rounds at the Pusch Ridge Facility.

		ROUNDS - 36 HOLE			
	Member	Non-Mem	Comp	Outing	Total
Month	Rounds	Rounds	Rounds	Rounds	Rounds
7/31/2023	2939	2033	136	320	5428
8/31/2023					0
9/30/2023					0
10/31/2023					0
11/30/2023					0
12/31/2023					0
1/31/2024					0
2/28/2024					0
3/31/2024					0
4/30/2024					0
5/31/2024					0
6/30/2024					0
Total Rounds	2 939	2.033	136	320	5 428

		PUSCH RIDGE GOLF ROUNDS			
	Member	Non-Mem	Comp	eague/ Outin	Total
Month	Rounds	Rounds	Rounds	Rounds	Rounds
7/31/2022	0	0	0	0	0
8/31/2022					0
9/30/2022					0
10/31/2022					0
11/30/2022					0
12/31/2022					0
1/31/2023					0
2/28/2023					0
3/31/2023					0
4/30/2023					0
5/31/2023					0
6/30/2023					0
Totals	0	0	0	0	0

### NOTE FOR JULY PUSCH RIDGE DISC GOLF ROUNDS -

We did a total of 246 disc golf rounds in the month of July 95 of those rounds were done through Civic Rec

		2022/23 ROUNDS - 36 HOLE			
	Member	Non-Mem	Comp	Outing	Total
Month	Rounds	Rounds	Rounds	Rounds	Rounds
7/31/2022	2478	1950	149	223	4800
8/31/2022	2643	2101	171	192	5107
9/30/2022	2829	2315	210	255	5609
10/31/2022	3149	1926	158	388	5621
11/30/2022	3175	3766	313	894	8148
12/31/2022	3135	2936	504	208	6783
1/31/2023	3792	3323	505	466	8086
2/28/2023	3247	3601	440	395	7683
3/31/2023	4626	4944	655	551	10776
4/30/2023	3707	3262	445	1063	8477
5/31/2023	3228	2407	414	421	6470
6/30/2023	2939	2093	76	320	5428
Total Rounds	38,948	34,624	4,040	5,376	82,988

		2022/23 PUSCH RIDGE ROUNDS			
	Member	Non-Mem	Comp	eague/ Outin	Total
Month	Rounds	Rounds	Rounds	Rounds	Rounds
7/31/2022	0	0	0	0	0
8/31/2022	0	0	0	0	0
9/30/2022	0	0	0	0	0
10/31/2022	0	0	0	0	0
11/30/2022	320	1385	213	413	2331
12/31/2022	216	1232	166	217	1831
1/31/2023	279	1611	189	345	2424
2/28/2023	323	1703	146	201	2373
3/31/2023	301	2654	200	404	3559
4/30/2023	244	1774	150	303	2471
5/31/2023	124	765	132	69	1090
6/30/2023	12	86	0	182	280
Totals	1819	11210	1196	2134	16359

# PARKS & RECREATION

As of July 23, there are 335 Full Memberships with 13 Corporate Memberships. The **marketing focus for August** will continue to focus on full-time and corporate memberships.

**August events** include weekly Ladies, Men's and Couple's competitions. A MGA Monthly Event will be on August 12 and a Knights of Columbus golf tournament will be on August 19.

**August projects and maintenance activities** include post-emergent application in the rough, venting greens, topdressing, green spiking, tree trimming, cart path and bunker edging, an irrigation audit and repairs, and wetting application.

**Disc golf continues to operate seven days a week.** Play has slowed down during the week due to the hot temperatures in July. Flex Events started July 8 and has seen good participation with up to 50 players per event. Another flex event is scheduled for August 6. We are expecting to host two flex events in August and September.

# WATER UTILITY

# **METER OPERATIONS**

For the month of July, the Utility added 11 new service connections. The Utility now has a total of 21,311 service connections

# CAPITAL IMPROVEMENT PROGRAMS

#### La Cañada Drive Main Replacement

This project was the result of a main break that took place on the northbound lanes of La Cañada Drive in February 2022. During the repair of that main break, Utility staff discovered that the main that crossed La Cañada Drive near the south lake of the El Conquistador golf course was a thin-walled PVC pipe. Knowing the importance of La Cañada Drive for northbound and southbound traffic, the Utility develop a CIP project to also replace the water main that extended through the southbound lanes of La Cañada Drive.



#### Northwest Recharge, Recovery and Delivery System (NWRRDS)

The construction of the Independent NWRRDS Reservoir and Booster Station is underway. This project will allow for better distribution of our current Central Arizona Project (CAP) water into higher elevation pressure zones as well as be ready to receive additional CAP water supplies once the partnered NWRRDS project is completed. This work is slated to be completed in November 2024.



# **OTHER NEWS**

#### Save the Date: Southern Arizona Water Users Association (SAWUA)

SAWUA's 2023 annual water forum will be held September 29 at the Tucson Convention Center. This year's speakers will be from the Central Arizona Project, Arizona Department of Environmental Quality, and the Arizona Water Bank.

# **ADMINISTRATION**

# **PUBLIC RECORDS REQUESTS**

Time Period	Number of Requests	Staff Time To Process (Hours)
July 2022	36	58
July 2023	28	20

# INNOVATION AND TECHNOLOGY

#### **Technology Updates**

With the start of the new fiscal year, the HelpDesk team has been ordering and preparing computers for a technology refresh. Additionally, this year, I&T is deploying more mobile computers for Police Officers in order to bring the entire OVPD form to one current standard. Approximately 15% of new computers for OVPD have already been deployed.



#### **OV Peak Performance**

OV Peak Performance was the featured topic during the Town's inaugural quarterly 'Lunch 'n Learn' series on July 26. The Town's Continuous Improvement Analyst led a conversation about continuous improvement and the Town's Peak Performance initiative. Attendees learned about Peak Performance and the program's guiding principles. The discussion also highlighted how to participate in the Peak Performance program.



#### **Emergency Management and Safety**

The Oro Valley Monsoon Preparedness Team met to update emergency communications, preparedness activities, and response operations for monsoon season. The team updated road closure notifications, barricade locations, and planned for real time updates in the event monsoon storms threaten safety or damage streets and property.

Emergency Management is updating the Town of Oro Valley Emergency Operations Plan (EOP). Local governments are required to prepare and respond to emergencies and disasters through US Department of Homeland Security Directives and Arizona Revised Statutes. The Town of Oro Valley EOP provides the framework for how the Town prevents, protects, mitigates against, responds to, and recovers from disasters. It will be reviewed and updated with internal and external collaborators, due for adoption in Fall 2023.

#### **Ask OV Inquiries**

For a detailed breakdown of department-level inquiries, please see the attached quarterly report.

ASK OV Inquiries in July:

- Right-of-way: 9
- Economic Development: 4
- Planning Proposed Projects: 4
- Stormwater: 3
- Permitting: 3

# COMMUNICATIONS AND MARKETING DIVISION

#### **July Productions**

- Podcast: Steam Pump Ranch may be historic, but it's still growing and changing!
- Explorer Article: OV Town Talk: Stewardship through partnership (by Mayor Joe Winfield)
- Press Release: Oro Valley to cut the ribbon for Steam Pump Ranch restoration project
- Press Release: Lane closures on La Cañada Drive for water main repairs begin July 17
- Publication: August/September Vista Newsletter
- Advertising
  - ♦ Parks & Recreation full page ad
  - Bear Essentials This Month in OV Parks & Recreation print Ad
- Other: Updated marketing photos for Community Center, James D. Kriegh Playground, Oro Valley Aquatic Center, Water Utility, Public Works and Transit



#### **Update on 50th Anniversary Planning**

Per the new Strategic Plan, staff has been making progress on the Town's 50th anniversary celebration for 2024. The theme will be "50 Years of Community," and we will be collecting stories, research and interviews to tell our story and spotlight the various ways community is/has been built over the years. From that body of work, staff will create a 50th Anniversary web page, community contests with prizes, web content such as articles, videos and/or podcasts, etc. To date, progress includes:

- Staff held an all-department meeting to brainstorm ideas, identify POCs and develop target dates for info and photo collection.
- A preliminary meeting was held with the publisher of BizTucson Magazine for a potential 50th Anniversary Special Report in
  the Spring 2024 issue, focusing on the health and growth of Oro Valley's businesses/major employers over the years. This
  report would also serve as a marketing tool for CED.
- The FY23/24 budget allocates \$35,000 for the 50th. As such, funds will be spread over the year for a variety of activities (as opposed to creating just one event). Funds will be used to enhance existing events such as Celebrate Oro Valley and July 4th Celebration, and to provide various contests and activities to engage residents of all ages throughout the year.
- Staff is coordinating with SAACA, Hilton El Conquistador, Tohono Chul and the OV Chamber on ideas and opportunities to collaborate. That collaboration is already yielding some exciting options, such as the Hilton's donation of 50 free one-night stays for the Town to use as weekly prizes throughout the year.
- Staff is coordinating with members of the Oro Valley Historical Society to share information and resources and to help promote OVHS 50th events under the same banner/brand.
- Staff is tentatively planning to publish a community survey to gather input on what kind of 50th anniversary activities/ information is of greatest interest to the public, while also providing opportunity to submit/contribute content to the effort.