

# STRATEGIC PLAN UPDATE 2023-2028

# BIANNUAL REPORT

January 2025 – June 2025



This biannual report provides an overview of the Town of Sahuarita's strategic initiatives and performance measures for the second half of Fiscal Year 2025. It is organized around the five strategic focus areas the Town uses to achieve its 2023-2028 Strategic Plan Update.



## Economic Expansion & Placemaking

Facilitate strategic public and private investment in targeted areas that drive economic prosperity and growth and create a sense of place

### Highlighted Accomplishments:

- For the first half of 2025, two new businesses in Sahuarita opened: Pima Heart & Vascular and El Herradero Market.
- Burlington announced a new store in Sahuarita, with the store expected to open in the Fall of 2025. Burlington Stores is a nationally recognized off-price retailer with more than 1,000 stores nationwide.
- The ED team hosted a Business Lending Expo, to connect business owners with lenders, funding programs, and resources. Participating lenders were Arizona Capital Source, Community Investment Corporation, Tucson Federal Credit Union, WaFd Bank, Groundswell Capital, and the U.S. Small Business Administration.
- The Town of Sahuarita hosted the Finnish Mining Delegation on a site visit focused on the mining industry and sector collaboration in Southern Arizona. The event highlighted Sahuarita's mining industry, employment, and technology.
- Assisted 30 clients in the Grow In Sahuarita Program
- Specific Plan zoning was adopted for Parcel 30, constituting the first rezoning action in the Sahuarita Square District.



## Outreach & Communication

Create ways for Town Council and staff to communicate and create community partnerships. Engage with residents and businesses, fostering a greater perception of transparency while creating ways to enhance community and bring various neighborhoods together.

### Highlighted Accomplishments:

- Public Affairs and Public Works were working together with Waste Connections to keep the public informed about the transition to a centralized solid waste program. Communication channels included: KGVY radio, Facebook, town Website, Green Valley News (print and digital), KGUN-TV, and HOA newsletters. A postcard was mailed to every Sahuarita residence in May and July.
- Staff have been engaged in the once-a-decade task of updating the Town's General Plan. In the last year, staff have reached out to our residents and asked for their feedback through 5 community workshops, 3 booths at town-wide signature events, and 3 widely-circulated surveys.
- The Public Affairs team received a Gold Addy Award for the Town's brand refresh implemented last summer. The project was praised by the American Advertising Awards (Addy) for its creativity in problem-solving and unique application of

# STRATEGIC PLAN UPDATE 2023-2028

# BIANNUAL REPORT

January 2025 – June 2025



color in a world of one-color logos.

• Through June 2025, P&R & PA have captured the following analytics:

- Number of new Facebook followers: 1,604
- Number of new Instagram followers: 388
- Number of new Twitter followers: 20
- Number of new LinkedIn Followers: 75
- Number of visits to town website: 81,000
- Number of visits to the Parks & Rec Website: 29,381
- Total Number of Parks & Rec Email Newsletters Sent: 16,564
- Number of public service announcements: 77

## 2024



<b>6,600</b>	<b>10,000</b>	<b>6,641</b>	<b>27,141</b>	<b>N/A</b>
Town of Sahuarita Followers	Police Dept. Followers	PRCS Followers	P&R People Engaged Via Email Blasts	Public Affairs Media Releases

## 2025



<b>6,600</b>	<b>11,000</b>	<b>8,051</b>	<b>16,564</b>	<b>30</b>
Town of Sahuarita Followers	Police Dept. Followers	PRCS Followers	P&R People Engaged Via Email Blasts	Public Affairs Media Releases



## Infrastructure

Building and maintaining public infrastructure (such as roads, parks, facilities, etc.) that serves the basic needs of our community and bring various neighborhoods together.

### Highlighted Accomplishments:

- Anamax Splash Pad has officially opened for the season with an excellent turnout—an estimated 6,000 visitors enjoyed the facility over Memorial Day weekend.
- Significant improvements to the turn lane at the intersection of Abrego Drive and Nogales Highway have been completed, enhancing traffic flow and safety for motorists. All lanes at the intersection are now fully open to traffic. This means that drivers should experience smoother transitions and reduced congestion, particularly for those making left turns.
- Design is underway for the Anamax Recreation Center Parking Lot and Maintenance Yard Expansion, with an alternative design for pickleball courts being presented to Council soon. Work has also started on designs for the Sahuarita Lake Repair Project.
- The back 9 holes of the new Man in the Maze Disc Golf Course are open and playable from the Starlight Park entrance. We're waiting on additional supplies and signage to finish the course.

# STRATEGIC PLAN UPDATE 2023-2028

# BIANNUAL REPORT

January 2025 – June 2025



- The Town Hall Security Upgrades project is actively under construction, making steady progress.



## Community Well-being

Enhancing the quality of life in our community through services and amenities.

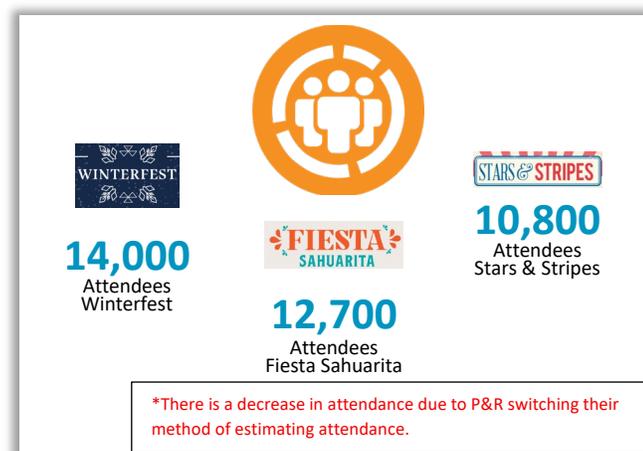
### Highlighted Accomplishments:

- The annual Recycle/Grease event, held on January 4<sup>th</sup>, 2025, saw significant community participation. This event demonstrated the community's commitment to environmental sustainability and responsible waste management.
- In January, the Events team participated in three annual non-town events: SAACA's Art on the Lake, the Green Valley Chamber of Commerce's Business Expo, and the Santa Cruz Valley Car Nuts' Car Show. All three were excellent opportunities to connect with our community and promote upcoming programs and events for the year.
- On February 11th, Public Works staff joined representatives from Hudbay, ADEQ, Pima County DEQ, and the Town at Hudbay's Tucson office for a meeting regarding their Copper World project. Hudbay clarified that full construction and operations are projected to begin in 2027.
- On February 26th and March 5th, 5th grade students from Wrightson Ridge School had the opportunity to visit the Town Hall. During their visit, they toured the Council Chambers and participated in a *Mock Town Council Meeting*. The students were joined by Town Manager Shane Dille, Mayor Murphy, and Council Member Lisk who were on hand to answer questions and guide the students through the process of a Council Meeting. The students also got the opportunity to use our courtroom as a setting for their mock trial, "The Case of the Lost Banana". The students had a great time seeing the Judicial Branch and justice in full force!
- On February 27th, La Villita Community Center officially opened. Many community members expressed excitement for the new amenities available to the community.
- On Monday, March 10th, the Town of Sahuarita's Public Works staff, along with Assistant Town Manager Beth Abramovitz, engaged with Quail Creek HOA residents to discuss the town's solid waste program. The residents' meeting drew a large crowd, exceeding five hundred attendees.
- On April 10th, the Sahuarita Optimistic Squad hosted an exciting Sahuarita Clean-Up Day event! Staff were invited to join in anytime between 10 a.m. and 12 p.m. to help make a difference by picking up trash. The event was a success, with a

2024



2025



# STRATEGIC PLAN UPDATE 2023-2028

# BIANNUAL REPORT

January 2025 – June 2025



total of 33 full bags of trash collected. A huge thank you to everyone who participated – your efforts helped make this event a true success!

- Our Wastewater Operators, Daniel and Robert, actively participated in the SUSD SciTech Festival on April 25, 2025. They provided a fascinating demonstration, showcasing the microscopic world within wastewater to attendees. This hands-on experience offered valuable insight into the vital biological processes that are fundamental to our water reclamation efforts.
- On Saturday, April 26, Sahuarita PD Detectives' Bustamante and Chiquete participated in the DEA National Prescription Medication Take-Back Event in front of our local Walmart. Our community brought in enough unused medications to fill two full boxes (64.8 pounds).
- On April 30<sup>th</sup>, the Economic Development team hosted a Business Lending Expo, a no-cost in-person event designed to connect business owners with lenders, funding programs, and resources. Attendees will have the opportunity for one-on-one conversations with local and regional lenders, guidance on funding programs, and networking.
- Fiesta Sahuarita: The event was a huge success with 137 marketplace vendors and 32 food vendors. Highlights included:
  - Great feedback on market and food vendor separation
  - Collaboration with the Children's Entrepreneur Market
  - Delightful giveaway items, carnival rides, and a captivating drone show
- On Thursday, June 19<sup>th</sup>, Sahuarita PD hosted their annual American Red Cross Blood Drive. Over 22 volunteers participated in this event! SPD plans on their next event being mid-August. If you're interested in participating, keep your eyes open for an email from Ana Bustos as the time gets closer.
- Stars & Stripes welcomed over 10,800 guests, with most families staying an average of 2.5 hours.
- Spread the word - EZ Permit has officially launched! Based on customer feedback requesting an easier permit application process for homeowners with simple projects, Community Development has created EZ Permit, a pilot program that enables homeowners to bypass the online permitting portal and instead provide basic project information to staff, who will then input the information into the software for them.
- Certified Car Seat Safety Technician has hosted several car seat events to the community to learn how to install car seats, do a check on their current car seat, and has even given away a few car seats.

## Highly Performing Organization



Cultivate a service-first culture by recruiting and retaining a highly skilled Town workforce that provides superior service.

### Highlighted Accomplishments:

- Jorge Rodriguez accepted a position as the Town's new Network Administrator.
- Victor Gonzalez, EDPA Director continues to serve in 2025 on the Pima County Workforce Investment Board (WIB).

# STRATEGIC PLAN UPDATE 2023-2028

# BIANNUAL REPORT

January 2025 – June 2025



- Anna Casadei, Community Development Director, together with Planning leadership from surrounding jurisdictions, presented at the Metropolitan Pima Alliance’s January breakfast event on housing.
- On Thursday, January 23, 2025, Governor Hobbs visited the SPD to discuss the SAFE Initiative – Stop Arizona’s Fentanyl Epidemic and a Local Border Support grant being awarded to the SPD for \$820,000 to help support 3 officers positions and 3 fully built out police vehicles.
- Court Security Officer, Greg Moreno coordinated with Sahuarita Police Department, Officer Isaiah Yslas to offer CPR and AED class to all Court Staff, including Judge Avilez. The course covered CPR, AED and Choking on both infants and adults.
- Town Manager Dille and Management Analyst Marcoss accompanied Mayor Murphy and Councilmember Lytle on this year’s Annual Federal Lobbying trip to Washington, D.C. The trip was planned and orchestrated by the Town’s federal lobbyists, Nexxus Consulting, and included two wonderfully packed days of visits and advocacy with the Town’s Congressional Delegation to include: US Senators Kelly and Gallegos, as well as US Congressman Ciscomani, the staff of US Congressman Stanton’s office and staff of Arizona’s 7<sup>th</sup> Congressional District (Formerly Congressman Raul Grijalva’s District).
- Victor Gonzalez, EDPA Director, participated as a panelist speaker at the 2025 First Quarter Meeting for the Pima County Real Estate Research Council.
- EDPA and Community Development team members attended the 2025 ULI Arizona Trends Day, an event that brings together state-wide and national real estate, economic development, and land use professionals.
- Sergio Burgos attended vendor-provided traffic signal training hosted by the City of Tucson, enhancing his expertise in this critical area.
- John Garcia attended the 2025 Arizona Vector Conference, earning Professional Development Hours (PDH) necessary to maintain his herbicide spray license and update his knowledge of Vector-borne & Zoonotic Diseases.
- Nathan Barrett, Community Development Deputy Director, attended the National Planning Conference in Denver. The four-day conference included a number of networking and educational opportunities. Sessions that Nathan attended included: Strategic approaches to code administration and enforcement; Managing Generation Z in the workplace; The power of storytelling in advancing projects and plans; and many more!
- Alex Magallanes, ED Specialist, attended TENWEST, a three-day conference that supports economic development, bringing innovation, entrepreneurship, and creative problem-solving through interactive sessions, panels, and mentorship.
- Maria Alderete, Court Clerk attended the 3-day training in Phoenix, AZ. She



# STRATEGIC PLAN UPDATE 2023-2028

# BIANNUAL REPORT

January 2025 – June 2025



attained 24 hours of COJET hours, and finished with a mock trial, serving as the CTHO at Phoenix Municipal Court. After additional training, Maria will be able to perform the hearing officer functions once she is formally appointed at the TC meeting and sworn in.

- Several recruits have graduated from Academy's – Officers' A. Rubio (April 17, 2025), Garcia, Lewis and McCormick (March 14, 2025)!
- Elise Duran, Sr. Office Assistant, received a \$3,500 Advancing Women Through Education (AWE) scholarship from the Women of Quail Creek. She was honored at the awards ceremony on May 14, 2025 at the Madera Clubhouse.
- The Town of Sahuarita was selected to receive a grant from The Recycling Partnership. This grant will provide the town with an estimated \$250,000 in direct financial assistance. In addition to funding, Sahuarita will also receive comprehensive technical assistance and in-kind support from The Recycling Partnership.
- Vanessa Valles, Technical Coordinator, earned her Bachelor's degree in Communication Sciences and Disorders from NAU.
- Hailee Tavoian, has successfully completed the Public Affairs: Practical Skills for Communicators Certificate Program offered by the Public Relations Society of America (PRSA). This program is designed to strengthen the practical communication skills needed to effectively engage stakeholders, navigate public policy environments, and build trust in government and civic institutions.
- Alex Magallanes, Economic Development Specialist for the Town of Sahuarita, attended the 2025 SelectUSA Investment Summit held May 11–13 in Washington, D.C. This premier event brought together global business leaders, investors, and economic development organizations to promote foreign direct investment in the United States.
- Debbie Sutton, Quality Assurance Specialist at the Police Department, received an award of Appreciation from the Pima County Bar Association. Debbie is a founding member of the Legal Support Alliance, whose mission is focused on enhancing the importance of the legal support workforce by incorporating all who work in the legal field.
- Mark Felix, Deputy Town Clerk, attended the 79th Annual International Municipal Clerks Conference held in St. Louis from May 17–22, 2025. The conference featured a diverse array of educational sessions, with topics ranging from "ChatGPT for Municipal Clerks" to "Courageous Leadership: Living a Life of Influence." Sessions focused on innovation, leadership, ethics, and community engagement.
- Beth Abramovitz, Assistant Town Manager, has been selected as the 2025 recipient of the prestigious L.P. Cookingham Award for Career Development, one of only six Local Government Excellence awards presented by the International City/County Management Association (ICMA).
- Larry Myers, Assistant Planner, and Orlanthia Henderson, Planning & Zoning Manager, attended the 2025 Land Use Law Update workshop sponsored by the State Bar of Arizona and the Rocky Mountain Land Use Institute. Topics included planning ethics, redevelopment of Phoenix's Metrocenter, and economic redevelopment, along with the most recent Arizona land use planning-related legislation and laws.

# BIANNUAL REPORT

January 2025 – June 2025



- Mark Felix, Deputy Town Clerk, attended the Arizona Municipal Clerks' Institute held in Chandler from June 1–5 as part of his pursuit of the Certified Municipal Clerk (CMC) designation.
- Judge Avilez attended the annual Judicial Conference from June 25<sup>th</sup> through June 27<sup>th</sup>, 2025. This year's theme is *Facing the Future- Together We Succeed*, focusing on Synthetic Media Capabilities, Judicial Security, Statistics and Computer and Network Safety.