



Sierra Vista ARIZONA

EXTRAORDINARY SKIES.
UNCOMMON GROUND.





IT'S AN EXCITING TIME TO BE IN SIERRA VISTA



DISTANCE TO:
 Phoenix ...189 miles
 Tucson75 miles
 Nogales63 miles
 Douglas51 miles

Located just 30 miles from Interstate 10, Sierra Vista serves as the retail hub of Cochise County and northern Sonora, Mexico. Recently, the City has solidified its role as the regional center for health care and education as well.

In April 2015, Regional Care Hospital Partners opened its new, \$100 million, 175,000 square-foot, 100-bed hospital in Sierra Vista. The newly named Canyon Vista Medical Center is a level three trauma center that offers additional beds, services, and doctors. Regional Care has committed \$18 million to recruit 25 physicians during the next seven years and hired about 100 new employees when it opened.

The teaching hospital serves people from Douglas, Benson, Tombstone, Bisbee, and residents in the county, it also means Sierra Vistans don't have to travel 75 miles to Tucson for top-quality trauma care. For a community many military veterans and retirees have come to call home, this offers peace of mind and an incentive to stay. The hospital has been recognized as a 2014 Top Performer by The Joint Commission.



SIERRA VISTA AT A GLANCE

Population of Sierra Vista (2014) ¹	44,286
Population of Cochise County (2014) ²	129,628
Square Miles ³	140
Average Age	33
Median Household Income (2103) ³	\$58,040
Average Housing Price ⁴	\$145,000
High School Graduate or higher (% of persons 25+) ²	92.7%

¹U.S. Census & Arizona Office of Employment and Population Statistics

²2009–2013 U.S. Census

³U.S. Census Bureau, 2011–2103 American Community Survey, 3-year Estimates and Cochise College Center for Economic Research

⁴Cochise College Center of Economic Research



“RegionalCare Hospital Partners has committed more than \$100 million to improving healthcare infrastructure for Sierra Vista and Fort Huachuca.”

-Sierra Vista City Manager Charles Potucek

Of course, Sierra Vista has no shortage of enticing traits that make it a community of choice for all types of people seeking

an affordable cost of living, a temperate climate with year-round outdoor recreation, and an attractive balance of small-town charm and big-city amenities.

The city is a great place for young professionals, with 16.9 percent of Sierra Vistans being 25 to 34 years old, making that the most common age range in the 2010 Census. At 14.1 percent, Sierra Vista’s poverty rate is significantly lower than

the county, state, and national averages, while its median household income is much higher at \$58,040 per year.

Following recent reductions on Fort Huachuca, the U.S. Army base located in Sierra Vista, the City has established an economic development division and completed a branding initiative, led by a nationally-recognized leader in community branding. This initiative and the added investment in diversifying Sierra Vista’s economy makes it fertile ground for business growth.

Although Sierra Vista has grown into much more than just the home of Fort Huachuca, the county’s largest employer continues to offer an enduring economic engine.

“Sierra Vista is the retail hub of Cochise County, serving a commercial market of more than 110,000 people.”

-Dr. Robert Carreira, Director of Cochise College’s Center of Economic Research



Sierra Vista Regional Health Center received the lowest score when evaluating medical complications and readmissions.

HOSPITAL ACQUIRED CONDITIONS SAFETY SCORE*	
Tucson Medical Center	8.7 — Penalty
University of Arizona Medial Center	8.7 — Penalty
Northwest Medical Center	7.7 — Penalty
Carondelet St. Josephs	6.7
Carondelet St. Mary’s	5.3
Sierra Vista Regional Medical Center	3.9

Last Year SVRHC 4.7

*As reported by Kaiser Health News based on CMS data



“Fort Huachuca has three of the fastest-growing missions in the Department of Defense.”

-Dr. Robert Carreira, Director of Cochise College's Center of Economic Research



AN INSTALLATION FOR THE FUTURE

Fort Huachuca has more than 50 unique tenant units and missions, including three of the fastest-growing missions in the Department of Defense: military intelligence, cyber-security, and unmanned aircraft systems. The 2,300 active duty personnel assigned to Fort Huachuca, not including 350 more deployed from the fort to locations worldwide, is bolstered by approximately 2,600 military trainees who are there on temporary duty on any given day.

The fort also employs about 3,500 civilian workers and contracts with many private companies that employ several thousand. After experiencing federal cutbacks in recent years, the fort has stabilized and offers capacity for mission growth in areas

key to the Army's model for the future. Fortunately, Sierra Vista has plenty to offer the young professionals and families this high-tech Army base attracts, including outstanding educational opportunities.

TOP-NOTCH SCHOOLS

Cochise College was named one of the top 10 community colleges in the country by the Huffington Post in 2015. Founded at its campus in Douglas, the college is now headquartered in Sierra Vista and is expanding its facilities in the community. After opening a new automotive center in Sierra Vista in 2014, the college benefited from the donation of the 93,000 square-foot former Sierra

Vista Regional Health Center building in 2015. This will enable the college to expand opportunities in many of its high-demand programs, such as culinary arts and nursing.

With 2,166 of its 4,482 students enrolled at its Sierra Vista or Fort Huachuca campuses, Cochise College offers an affordable education opportunity for local residents and provides local businesses with skilled employees.

“Cochise College, #3 in America!”

-Top 10 Community Colleges in America, Huffington Post 2015

Cochise College is far from the only choice for higher education as Sierra Vista is also home to Wayland Baptist University, Embry-Riddle Aeronautical University,





and the headquarters of University of Arizona South, a major branch campus of the University of Arizona.

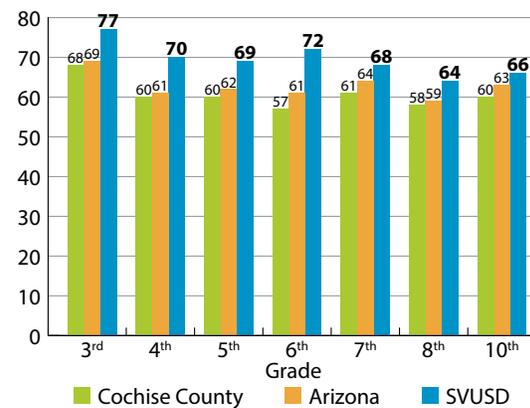
Thanks to local partnerships between industry, higher education, and K-12 schools, the transition into college and then into the workforce is nearly seamless. Much of that is due to expanded Career and Technical Education (CTE) offerings at Buena High School, which recently added nursing, criminal justice, financial services, and digital photography to its nearly 20 CTE programs. The school has achieved several firsts in technical training by having students receive newly-offered state certifications in automotive technology and HVAC repair.

Buena's band regularly earns statewide and even national recognition, having traveled to

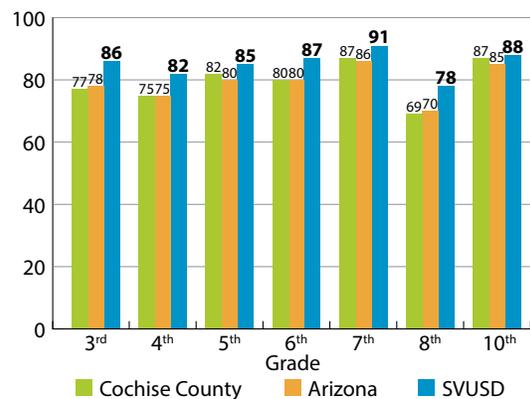
Florida in December 2014 to perform in the Russell Athletic Bowl. The Buena Performing Arts Center, at the high school, offers a world-class stage for school productions and many community events including performances by the Sierra Vista Symphony Orchestra and the annual Cochise Cowboy Poetry & Music Gathering.

From kindergarten through high school, Sierra Vista's schools exceed county and state averages in every state assessed testing category. Pueblo del Sol Elementary School received recognition as one of the best schools in the nation in 2010, when it was named a National Blue Ribbon School. The community is also served by four local charter schools and several private schools, offering families true choice in meeting their children's educational needs.

**SIERRA VISTA UNIFIED SCHOOL DISTRICT (SVUSD)
MATH TEST SCORE COMPARISON**



**SIERRA VISTA UNIFIED SCHOOL DISTRICT (SVUSD)
READING TEST SCORE COMPARISON**





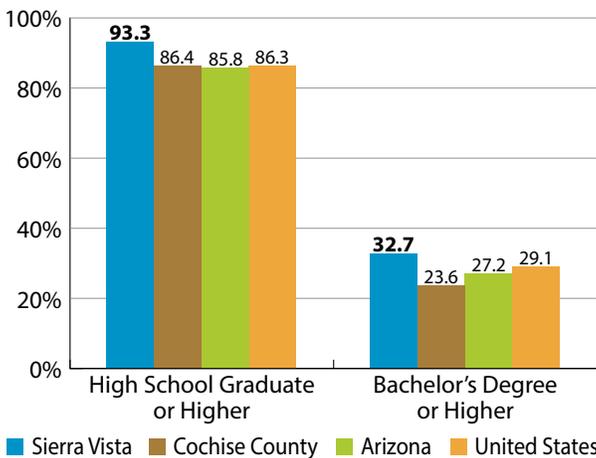
AN EDUCATED WORKFORCE

Sierra Vista offers a highly educated workforce. In terms of percentage, there are more people with high school diplomas and bachelor degrees than in the county, state and U.S. With the addition of the new hospital, Cochise College

has enhanced their medical program curriculum and offers nursing clinical training at the hospital. Additionally, the fort and Cochise College work together to incorporate high-tech training offered on post with college credit classes,

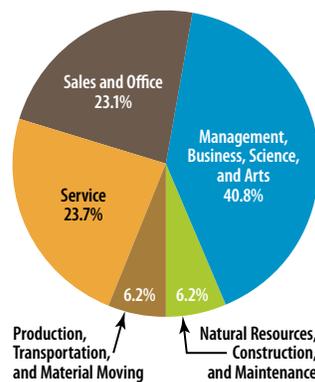
enabling enlisted military to quickly obtain their degrees. The private sector along with University of Arizona South and Cochise College partner together to create programs that directly benefit employers and their workforce needs.

EDUCATIONAL ATTAINMENT



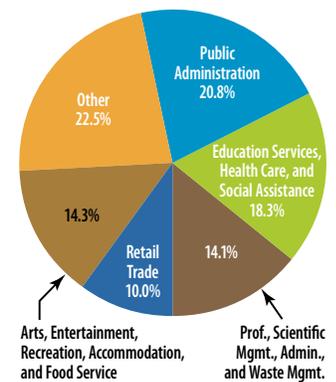
Note: Population 25 years and older.
Source: U.S. Census Bureau (2011–2013 American Community Survey 3-Year Estimates) and Cochise College Center for Economic Research.

SIERRA VISTA OCCUPATIONS



Source: U.S. Census Bureau (2011–2013 American Community Survey 3-Year Estimates) and Cochise College Center for Economic Research.

INDUSTRIES IN SIERRA VISTA (BY SHARE OF WORKFORCE)



Note: Includes only industries accounting for at least 5 percent of the workforce; industries accounting for less than 5 percent are grouped in the category "other."

Source: U.S. Census Bureau (2011–2013 American Community Survey 3-Year Estimates) and Cochise College Center for Economic Research.



A PRIME MARKET

Located in the retail hub of Cochise County, Sierra Vista's retail outlets serve a population greater than 110,000. This doesn't even include some of Sierra Vista's most frequent shoppers, who routinely travel across the nearby U.S./Mexico ports of entry at Naco and Douglas (the fourth and second largest commercial ports in the state). Coupled with the local populace of 44,286 – with an above-average household income level – Sierra Vista is a prime location for retailers.

A 2008 study by the University of Arizona indicated that 80.1 percent of Mexican residents entering the U.S. via the Naco crossing, and 81.6 percent entering via the Douglas crossing, did so to shop.

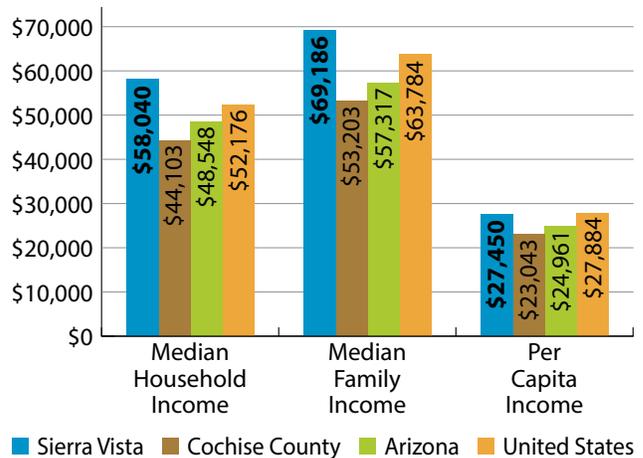
In 2013, 1.8 million pedestrians and 1.47 million personal vehicles entered the U.S. through Douglas, while 81,146 pedestrians and 284,677 personal vehicles entered from Naco. Mexican visitors were responsible for \$211.8 million in sales, 1,763 jobs and \$36.5 million in income countywide, according to the 2008 study. With a burgeoning middle class in Mexico, consumer activity by Mexican nationals in Cochise County has grown since this study and is projected to continue. These buyers are looking for name brand merchandise. Additionally, the U.S. border crossing at Douglas has a proposed expansion plan that would greatly enhance the ability to quickly enter the U.S. and entice additional visitors to travel to Sierra Vista to shop.

It's no wonder major retailers have set up shop in Sierra Vista. The restaurant industry has expanded locally as well, with many national chains.

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2008 study by University of Arizona, Cochise County

INCOME



Note: All figures expressed in 2013 dollars.
Source: U.S. Census Bureau (2011–2013 American Community Survey 3-Year Estimates) and Cochise College Center for Economic Research.



RETAIL OUT-SHOPPING BY SIERRA VISTA RESIDENTS (2011)

Category of Sales	Out-Shopping %
Computer hardware/software	48.2
Furniture	46.7
Music (CDs, tapes, etc.)	45.6
Hobby supplies	45.1
Video (DVDs, VHS tapes, etc.)	44.3
Books	44.0
Jewelry	44.0
Electronics	43.1
Home Furnishings	42.4
Sporting goods	37.9
Children's clothing	37.1
Appliances	36.6
Women's clothing	36.3
Men's clothing	36.1
Auto parts & accessories	35.7
Building materials	32.0
Beer, wine & liquor	31.1
Hardware	31.0
Garden supplies	28.0
Health & personal care items	25.1
Gasoline	23.4
Groceries	22.5

Note: Out-shopping refers to shopping done by residents of the city at businesses located outside the city.
Source: Cochise College Center for Economic Research (Retail out-shopping survey).

COCHISE COUNTY TRAVEL IMPACTS

Total Direct Travel Spending (\$Million)	2008	2010	2011	2012	2013 ¹
Destination Spending	345.5	342.4	328.7	316.6	310.6
Other Travel ²	29.2	26.4	31.4	33.0	31.8
Total Direct Spending	374.7	368.8	360.2	349.6	342.4

Note: Details may not add to totals due to rounding.
¹Preliminary
²Other Travel includes ground transportation to other Arizona destinations and travel arrangement services.
Source: Dean Runyon Associates and Arizona Office of Tourism.

A GREAT PLACE TO LIVE

Nestled at the base of the Huachuca Mountains, Sierra Vista sits at 4,623 feet and offers nearby recreational trails reaching peaks of over 9,000 feet.

The San Pedro River feeds a lush riparian area just east of Sierra Vista, which serves as a primary migratory corridor for wildlife, including more than 300 species of birds. This makes the area a major draw for birders from around the world and has led to Sierra Vista's common nickname as

the "hummingbird capital of the United States."

Sierra Vista's average high temperature is about 77 degrees, while it dips to an average low of 49 degrees.

Sierra Vista also avoids lasting freezes, though snow often dusts the Huachuca Mountains in the winter. With an average of 300 sunny days each year and low humidity, Sierra Vista's climate is ideal for retirees and

CLIMATE

	Phoenix		Tucson		Sierra Vista	
	Jan	July	Jan	July	Jan	July
Average High (°F)	67	106	66	101	61	92
Average Low (°F)	46	83	42	76	34	66
Average Annual temperature (°F)	75		71		63	
Days with precipitation	36		12		14	

Source: U.S. climate data

Community Overview



outdoor enthusiasts alike.

The community's 29-plus miles of shared use paths can be enjoyed year-round as local residents are spared the extreme summer heat of Tucson and Phoenix, while benefiting from the temperate Arizona winters.

The City's rich network of parks, ball fields and paths are supplemented by two local golf courses and the only disc golf course in Cochise County. It's no wonder that so many soldiers stationed at Fort Huachuca end up making Sierra Vista their permanent home.

And, housing prices within Sierra Vista are very affordable. The City offers neighborhood living, executive housing on large lots, as well as a variety of apartments and town homes for rent. There are also a number of housing projects proposed for future development.

“Sierra Vista is one of the Top 10 places in Arizona for young families.”

-NerdWallet (2015)

“One of the Top 5 places to live in Arizona.”

-CreditDonkey (2014)

“Sierra Vista is one of the 10 Best Places to Retire in Arizona.”

-Movoto (2014)

Lastly, Sierra Vista also has a joint-use airport, which it shares with Fort Huachuca. This three-runway airport is frequently used by general aviation pilots.



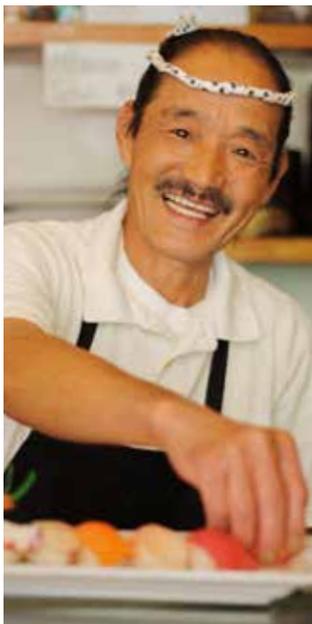
NEW HOME PERMITS (SINGLE FAMILY RESIDENTIAL)		
	Cochise County	Sierra Vista
2003	1,019	595
2004	1,129	689
2005	1,265	577
2006	1,032	427
2007	483	178
2008	423	199
2009	372	197
2010	347	169
2011	319	186
2012	278	169
2013	162	61
2014	209	110

Source: U.S. Census Bureau and Cochise College Center for Economic Research.



“Sierra Vista has a lot of interesting restaurants with cuisines of the world... it’s the real deal.”

~The Splendid Table, NPR (2014)



A GREAT PLACE TO VISIT

Snowbirds, traveling retirees, and tourists love Sierra Vista. Our 20 hotels, exceptional dining and retail options, including The Mall at Sierra Vista, offer a hub in which to stay while visiting the region’s renowned tourist attractions.

Only a short drive from Sierra Vista, places like the City of Tombstone, Kartchner Caverns, state and national parks, along with award-winning wineries, offer visitors plenty to do as they explore this unique region of Arizona.

Thanks to the San Pedro Riparian National Conservation Area and The Nature Conservancy’s Ramsey Canyon Preserve, Sierra Vista is a conduit for birds migrating between the United States and Mexico, garnering a favorable

reputation among birders around the globe. There are weekly guided bird walks embarking along the banks of the river, into the canyons of the Huachuca Mountains and out to the wetlands at the City’s Environmental Operations Park. Additionally, Ramsey Canyon offers unparalleled bird and wildlife watching.

Sierra Vista also features the Murray Springs Clovis Site, a designated National Historic Landmark and location of

major archaeological digs that revealed a mammoth kill site and tool use, reframing previous beliefs about North America’s earliest inhabitants. Other early inhabitants left petroglyphs and pictographs along canyon walls and the riverbanks of the San Pedro. Visitors can hike trails and explore eerie landscapes frequented by Apache warriors Cochise and Geronimo.

The presence of Fort Huachuca, also a National





AN EVEN BETTER PLACE TO DO BUSINESS

Historic Landmark, has attracted a diverse mix of cultures, resulting in a vibrant culinary scene that has been showcased in national media. The local examples of authentic German, Japanese, Vietnamese, and Korean cuisine are complemented by outstanding eateries geared to American fare. Sierra Vista celebrates its diversity each spring during a Heritage Fair with more than two dozen cultures represented.

With more than 300 days of sunshine annually, plentiful outdoor recreation opportunities, and a diverse culinary scene, Sierra Vista makes for an ideal weekend getaway. The only downside to visiting Sierra Vista is you may not want to leave!

While Sierra Vista is a great place to visit and live, it's an even better place to do business. With a team of responsive, proactive planners and inspectors, the City of Sierra Vista helps businesses navigate the red tape and open their doors in as little time and with as little expense as possible. Some of the benefits of locating within Sierra Vista include:

- Development fee deferrals
- Fast track permitting and review
- Expedited plan check
- Site selection assistance
- Marketing and promotion
- Pre-development meetings
- Workforce development and training reimbursements
- Foreign trade zone
- Workforce demographics and average wages
- Business analysis
- Small business administration loans
- Business counseling
- Industrial development bonds — tax-exempt securities for manufacturing

To learn more, visit www.SierraVistaAzBusiness.com



“One of the Top 10 places in Arizona for Millennial job seekers.”

~NerdWallet (2014)



EXTRAORDINARY SKIES.
UNCOMMON GROUND.

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Thank you to our local photographers. With their assistance,
all photos were taken within Sierra Vista.

Photography credits:

Adam Curtis

Cathy Murphy

Tim Roberts

Canyon Vista Medical Center

Cochise Cowboy Poetry & Music Gathering

City of Sierra Vista

Cochise College

Fort Huachuca PIO