

MARANA, ARIZONA

YOUR TOWN

COUNCIL EXECUTIVE REPORT

October 2015



TOWN OF MARANA

maranaaz.com

INTRODUCTION

This issue of the Council Executive Report provides a summary of the Town's performance during October 2015. The information is organized in sections based on the Town's General Plan:

LAND MANAGEMENT: How Marana plans to use the land and where the Town expects growth.

BUILT ENVIRONMENT: Man-made structures built on the land. It is used to describe all structures, facilities and other physical infrastructure, and includes urban and rural development, telecommunications, utility networks, transportation systems, and sewer treatment and conveyance systems.

PEOPLE AND COMMUNITY: Marana values its citizens, businesses and visitors and strives to create a high quality of life. This theme ensures that citizen, business and visitor needs are addressed equally and includes public safety, parks and recreation, economic vitality and community involvement.

RESOURCE MANAGEMENT: Provides guidance in managing Marana's renewable and non-renewable resources. Elements include open space and trails, cultural resources, water resources and energy.

NATURAL SYSTEMS: Natural resources that we rely on to exist: land, air, water and biological systems.

COUNCILMEMBERS

Mayor Ed Honea
Vice Mayor Jon Post
Councilmember David Bowen
Councilmember Patti Comerford
Councilmember Herb Kai
Councilmember Carol McGorray
Councilmember Roxanne Ziegler

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Report compiled by
Gilbert Davidson, Town Manager
Tony Hunter, Management Assistant

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SPECIAL REPORT SECTION

COTTON FESTIVAL 2015

Spotlight on Marketing



The 2015 Cotton Festival was one of the Town's most successful fall celebrations yet, far surpassing expectations for community attendance. While residents may have cited the displays of our agricultural heritage (or, perhaps, the complimentary cotton candy) as their reasons for attending, there was something else at work. Behind the scenes this year, the Town's Communications & Marketing department marshalled a hefty advertising campaign to promote the annual autumnal event, and the dividends were clear. While the Town has been building out its online presence for a good while now, this year's effort saw the advent of new methods of advertising and communication across several different platforms, including social media, print, television and radio advertising. The key to its success appears to not only be the unified approach across these different platforms, but the unprecedented depth to which these approaches reached.

Some of the specific marketing tools used in this effort include boosted facebook posts and event pages, special interest articles on the new Marana Newsroom, traditional radio and TV advertising spots, and digital ads on community partner websites like Tucson Local Media and Tucson News Now. The biggest impact, however, wasn't in just the collective marketing strategies in the month leading up to the event, but the constant push toward MaranaEvents.com. As a digital hub for all events in the Town of Marana, MaranaEvents.com works up interest year round as people associate the website as a reliable source of information.

With a continually digitizing world, and a growing Marana population, these types of strategies are going to be increasingly integral to Town operations. The work being done now for Special Events is developing methods that can be used in outreach efforts across the Town. From public feedback and citizen engagement to economic development and tourism marketing, these innovations are opening up exciting new opportunities throughout the organization.

LAND MANAGEMENT

This table outlines Development Services projects in October. Projects can be in process for various lengths of time and will show up for several months after initial submittal until completed.

PROJECT	DESCRIPTION	STATUS
Marana Assisted Living Development Plan	Salem Marana Investments is developing a 101,350SF assisted living facility with 118 beds on four acres within Continental Crossing Final Plat, west of Silverbell Road at Continental Reserve Loop.	1st submittal in review
Continental Crossing Final Plat	DESCO Southwest is subdividing the 25 acres of Block 4 of the Continental Reserve Final Block Plat into four lots in preparation for the construction of the Marana Assisted Living facility.	1st submittal in review
Dove Mountain Medical Dev. Plan	Oxford Realty Advisors is developing a 15,900SF office building intended for medical uses on parcel 3 of the Dove Mtn Centre II Final Plat located just east of the existing Dove Mountain retail center.	1st submittal in review
Marana Technology Campus Dev. Plan	Planned as phase one, Mr. Doug Gratzler is proposing the development of a 20,000SF office- warehouse on five acres of land located on the south side of Tangerine Road at Breakers Road.	Waiting for final submittal
Marana Center Parcel 1 Resub Final Plat	Vintage Partners is resubdividing Parcel 1 of the Marana Center Final Plat in order to create two, three acre parcels for the future development of a hotel and other commercial uses.	Waiting for 2nd submittal
Los Saguars Final Plat	Surrounded by the Dove Mountain Gallery Golf Course, the final phase of this Gallery subdivision will create 106 lots on 44.4 acres of land.	Waiting for final submittal
Preserve at Twin Peaks Preliminary Plat	Mr. Joel Abrams is platting a 100 acre, private street subdivision with 195 lots located on the east side of Twin Peaks Road at Camino de Manana.	To Town Council Nov.17
Tangerine Ridge Final Plat	Sharpe & Associates is platting a 116.7 acre, private street subdivision with 197 lots located on the south side of Tangerine Road east of Twin Peaks Road.	Waiting for final submittal
Blue Agave at Dove Mountain Final Plat	Cottonwood Properties is platting a 65.4 acre, private street subdivision with 183 lots located off of Dove Mountain Blvd. in the southwest corner of the Specific Plan area.	Waiting for final submittal
Twin Peaks Vista Final Plat	Mr. and Mrs. Richard Neter are platting a 24 acre, private street subdivision with 58 lots on the west side of Twin Peaks Road at Camino de Manana.	Waiting for 2nd submittal
Del Webb at Dove Mountain IV Final Plat	The fourth phase of the Del Webb subdivision that plats an additional 68 lots on 26 acres of land in Dove Mountain.	Waiting for 2nd submittal
DeAnza Preliminary Plat	Red Point Development is platting a 131.6 acre subdivision located on the west side of Hartman Lane. Fourteen custom home sites are planned north of the Hardy Wash as well as 251 homes sites and a new flood channel are south of the Hardy Wash.	Waiting for 2nd submittal
Linda Vista Villages at Cascada Specific Plan	Red Point Development is proposing to rezone a portion of the Cascada Specific Plan area located north of Linda Vista Road and land adjacent to Marana Center in order to create a 155 acre, mixed-use development.	Waiting for final submittal
Willow Vista Final Plat	Heater Investments Inc. is platting a 30.6 acre subdivision with 69 lots near the southeast corner of Cortaro Farms Road and Sandy Desert Trail.	To Town Council Nov.17
Thornydale Plaza II Final Plat	Target Stores, Inc. plans to create a one acre commercial lot within their parking lot adjacent to Ina Road, east of Thornydale Road.	To Town Council Nov.17
Chick-fil-A Development Plan	Chick-fil-A, Inc. is developing a 4,900SF restaurant with drive-thru service on a one acre lot within the Target parking lot adjacent to Ina Road, east of Thornydale Road.	Waiting for 2nd submittal

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BUILT ENVIRONMENT

CIP CONSTRUCTION REPORT

The table tracks the process of major construction and design projects in the Town of Marana.

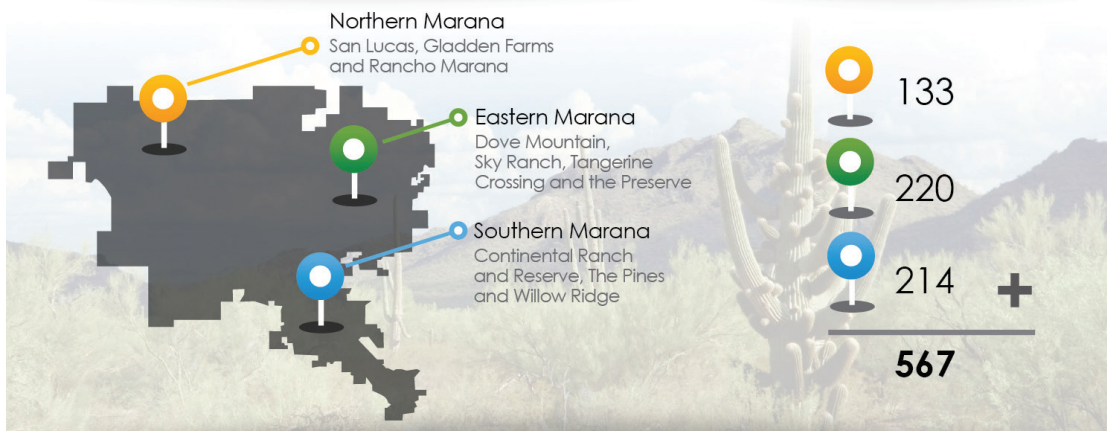
Project Name	Oct	Nov	Dec	Jan	Feb	March
Ina Rd and Bridge, Silverbell Rd To I-10 Lucekett Road Extension	Construct	Design			Construct	
Tangerine Corridor Community Park Constructed Recharge for Effluent		Design	Design		Construct	
Ina Rd Right Turnbays onto Thornydale Ina Rd Sidewalk (Thornydale/Meredith)	Construct	Construct				
Marana Public Safety Facility			Design			
Tangerine/Downtown Sewer Convey - Phase 1	Contract			Construct		
Tangerine/Downtown Sewer Convey - Phase 2		Design	Advertise	Contract		Construct
Twin Peaks Rd Shared Use Path Access	Advertise	Contract		Construct		
Honea Heights Emergency Sewer Prog			Construct			
2016 Pavement Preservation	Contract	Construct		Weather Suspension		
Sandario Road Sidewalk / Path	Contract	Construct				
Marana Road Realignment			Design			
Continental Ranch 12A - 12B Restoration	Contract	Construct				
Ora Mae Harn Park Parking Reconstruct			Design			
Camino Martin/ Jeremy Place Reconstruction	Advertise	Contract		Construct		
Cracker Barrel Rd Pavement Restoration		Design	Advertise	Contract		Construct
Santa Cruz River Shared Use Path Phase III			Real Property/Waiting on State of Arizona			
SUP EL Rio to Avra Valley Road		Design	Advertise	Contract		Construct
Tangerine Rd.: I-10 to La Canada (CMAR)		Design				
Tangerine Rd.: I-10 to La Canada (Design)		Design				
Tangerine Rd.: I-10 to La Canada (Construction)			Construct			



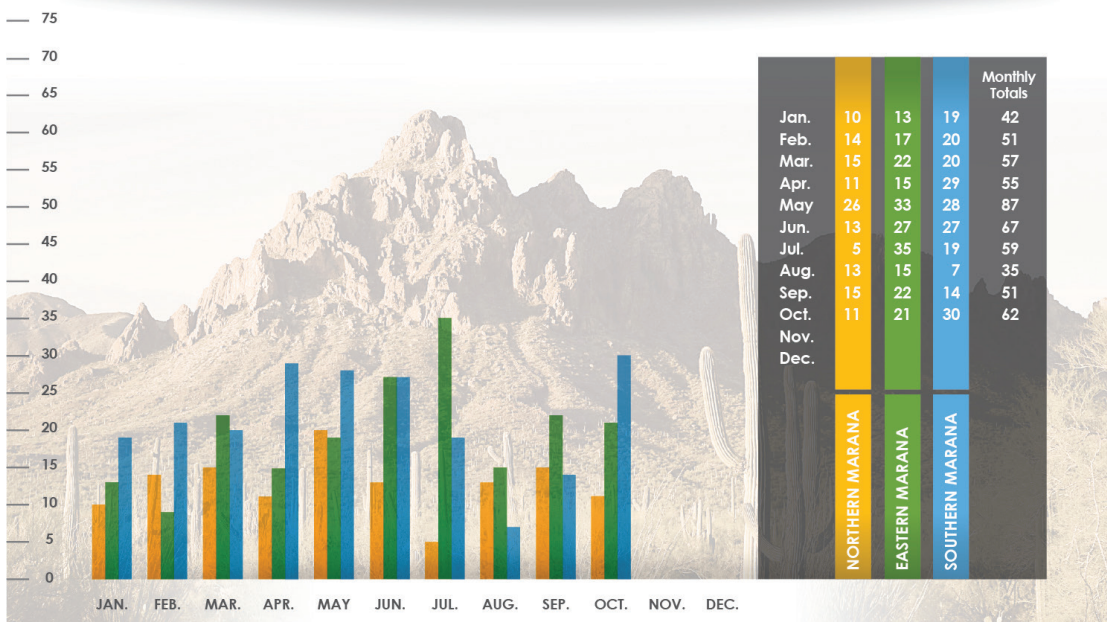
SINGLE-FAMILY RESIDENTIAL PERMITS REPORT

REGIONS

2015 TOTALS



BAR CHART - MONTHLY TOTALS



Northern Marana

Gladden Farms 9	5
San Lucas 6/12	4
San Lucas 8	2

Southern Marana

Silverbell West R-10	12
Saguaro Bloom 8B	14
Pines II	4

Eastern Marana (Dove Mountain)

Tortolita Reserve	5
Tortolita Vistas	1
Golden Barrel	9
Los Saguaros	1
Casa Sevilla	4
Del Webb II	1

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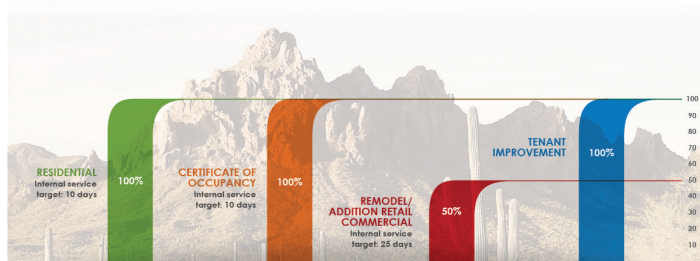
NEW SINGLE-FAMILY RESIDENTIAL



COMMERCIAL

- | | |
|---|---|
| C Arch Minerals
8553 N Silverbell Rd #104 | N Marana Unified School District
11745 W Gladden Farms Dr |
| C Giant #612
4202 W Ina Rd | T US Polo Association
6401 W Marana Center Bl #221 |
| C JP Morgan Chase Bank
7175 N Thornydale Rd | T H & R Block
3701 W Ina Rd #110 |
| C Rummel Construction
8567 N Silverbell Rd #215 | T Chickenueno Restaurant
6401 W Marana Center Bl #516 |

N NEW RETAIL **T** TENANT IMPROVEMENT **C** CERTIFICATE OF OCCUPANCY



PERFORMANCE SUCCESS RATES

TEX RE

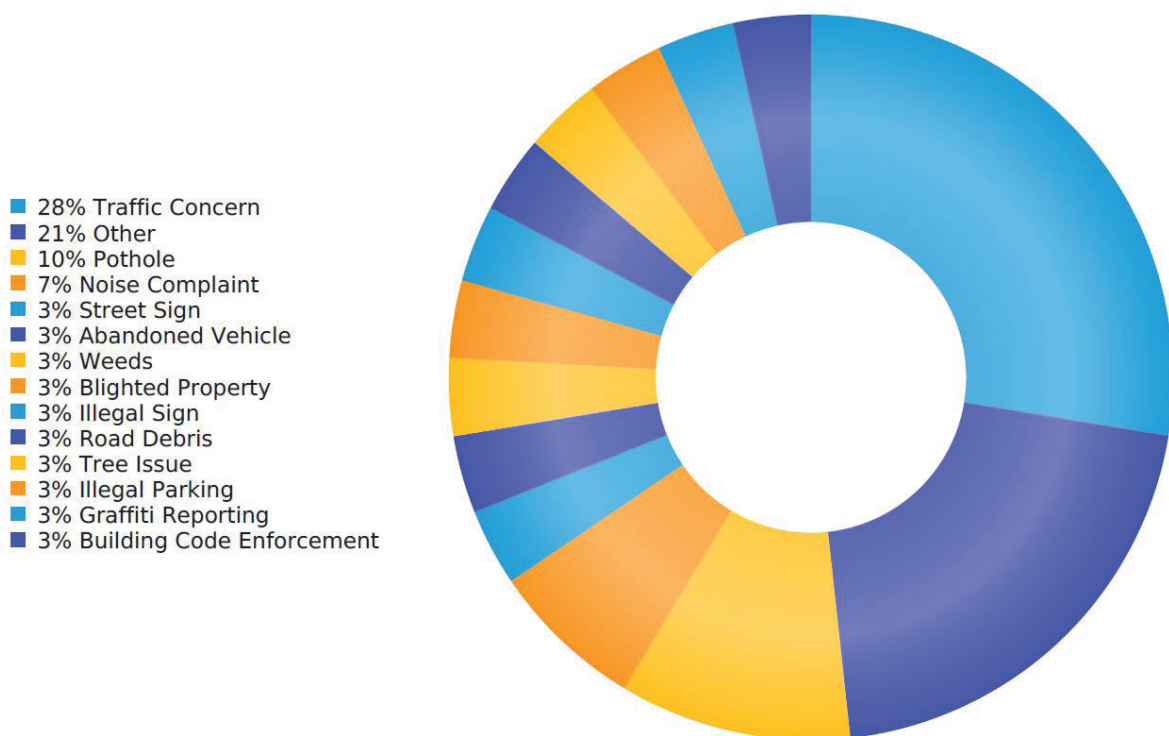
PEOPLE AND COMMUNITY

PUBLIC SERVICES AND SAFETY

Citizen Requests Metrics – October 2015

Total Reports Submitted: **29**
Total Reports Closed: **27**
Average reports submitted per day: **0.9**
Average time to close (in days): **5.56**

Issues by Type



**For a full-text report of individual citizen requests, please contact the Town Manager's Office.

ECONOMIC VITALITY

BUSINESS LICENSES:

The following filed business licenses in October.

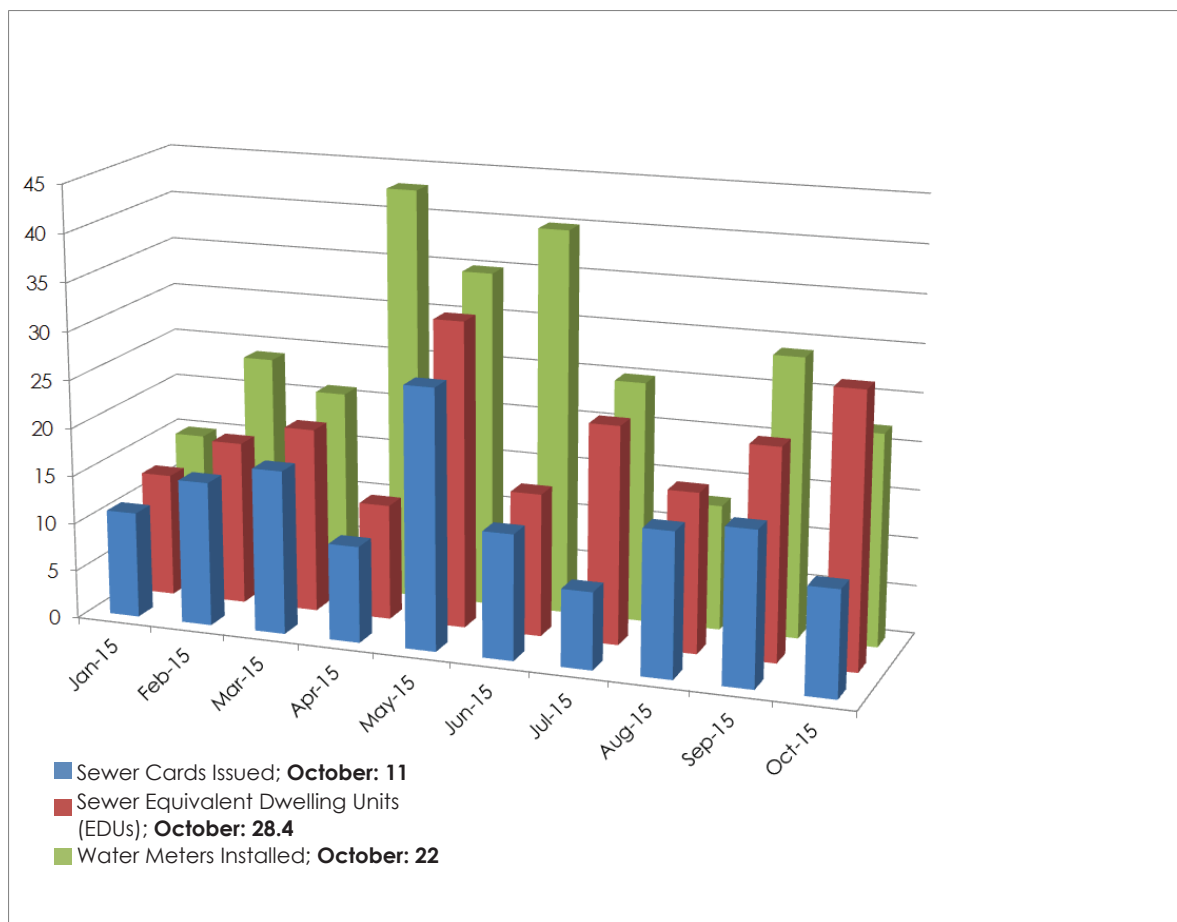
Name	Business Type	City of Origin	State of Origin
MADE BY DANI INC	10 DAY SHORT TERM	TUCSON	AZ
THE 60 SECOND MIRACLE	10 DAY SHORT TERM	QUEEN CREEK	AZ
LEGENDARY TALES PHOTO BOOTH	10 DAY SHORT TERM	FORT HUACHUCA	AZ
DESERT DRUMS	10 DAY SHORT TERM	TUCSON	AZ
GUILLERMO BUILDERS INC	CONTRACTOR	TUCSON	AZ
THE POOL REMODELERS LLC	CONTRACTOR	MESA	AZ
KIBS CONSTRUCTION LLC	CONTRACTOR	TUCSON	AZ
JL CARTER CONSTRUCTION CO	CONTRACTOR	TUCSON	AZ
RASCH CONSTRUCTION INC	CONTRACTOR	TUCSON	AZ
CASEY'S BACKHOE SERVICE	CONTRACTOR	CHANDLER	AZ
BROTHERS LINK LLC	CONTRACTOR	TUCSON	AZ
PREMIER BUILDING GROUP	CONTRACTOR	TUCSON	AZ
XEN LLC	CONTRACTOR	TUCSON	AZ
MARANA SIGNS LLC	MANUFACTURER	TUCSON	AZ
STEVEN ANDREW BUSBY	MASSAGE MGR	MARANA	AZ
NICOLE LEE MENDOZA	MASSAGE MGR	TUCSON	AZ
KELLY MICHELLE CHURCH	MASSAGE MGR	TUCSON	AZ
BAC ENTERPRISES LLC	PEDDLER	MARANA	AZ
I&C KITCHEN	PEDDLER	CASA GRANDE	AZ
BARB'S HANDCRAFTED DESIGNS	PEDDLER	CASA GRANDE	AZ
BONE STEEL CREATIONS	PEDDLER	GRAND CANYON	AZ
LERA ENTERPRISES INC	PEDDLER	ORO VALLEY	AZ
ARTATTACKAZ	PEDDLER	TUCSON	AZ
ANGEL STARS ASTROLOGY LLC	PEDDLER	MARANA	AZ
ALBERT MCPHERSON	PEDDLER	TUCSON	AZ
DONALD EDWIN CARPENTER	PEDDLER	TUCSON	AZ
BIG BAD WOLF	PEDDLER	ORO VALLEY	AZ
DEREK MCLEA	PEDDLER	ORO VALLEY	AZ
JOSEPH ALEXANDER WILSON	PEDDLER	ORO VALLEY	AZ
THOMAS ESSEX	PEDDLER	ORO VALLEY	AZ
JERSEY MIKE'S SUBS	RESTAURANT	TUCSON	AZ
LUXURY SHEETS OUTLET	RETAIL	TUCSON	AZ
HOT SUNGLASSES	RETAIL	TUCSON	AZ
NEW YORK & COMPANY OUTLET	RETAIL	TUCSON	AZ
LUCKY BRAND DUNGAREES	RETAIL	TUCSON	AZ
SAKS OFF 5TH	RETAIL	TUCSON	AZ
PATTI COMERFORD	RETAIL	MARANA	AZ
JACKSONS #813 FOOD STORES INC	RETAIL	MARANA	AZ
CASEYARD	RETAIL	TUCSON	AZ
BEBE OUTLETS	RETAIL	TUCSON	AZ
GN CONSTRUCTION CO INC	RETAIL	TUCSON	AZ
ALDO	RETAIL	TUCSON	AZ
SKECHERS USA	RETAIL	TUCSON	AZ
ECOPLAN ASSOCIATES INC	SERVICE	MESA	AZ
A&B GLASS & MIRROR	SERVICE	TUCSON	AZ
DAVIS INTERIOR GRAPHIC	SERVICE	TEMPE	AZ
SCE ENGINEERING	SERVICE	TUCSON	AZ
WILD WEST SURFACE SYSTEMS	SERVICE	TUCSON	AZ
CHASE BANK	SERVICE	TUCSON	AZ
ALVAREZ CLEANING	SERVICE	TUCSON	AZ
ATEK ENGINEERING CONSULTANTS	SERVICE	TUCSON	AZ
MIEERR SERVICES	SERVICE	RILLITO	AZ
CAREFREE COMPUTER SERVICES LLC	SERVICE	TUCSON	AZ

RESOURCE MANAGEMENT

WATER

New Connections:

The chart below shows the number of water meters installed, sewer cards issued, and sewer equivalent dwelling units for the given month. A sewer card is issued during the building permit process for projects that are within the Town's service area, allowing the project to connect to the system. The impact fees associated with these cards are based on meter size, 5/8", 3/4", 1", etc. The impact fees that went into effect on August 1, 2014 allow the Utilities Department to better track the revenue and capacity related to sewer cards issued through Equivalent Dwelling Units (EDUs). A 5/8" meter is the standard and has a value of 1 EDU, each larger meter size is then based off of this 1 EDU. The red bar shows the sewer EDUs for the cards issued during that month. The EDU measurement more accurately reflects the revenues collected and the capacity at the Marana Wastewater Treatment Facility.



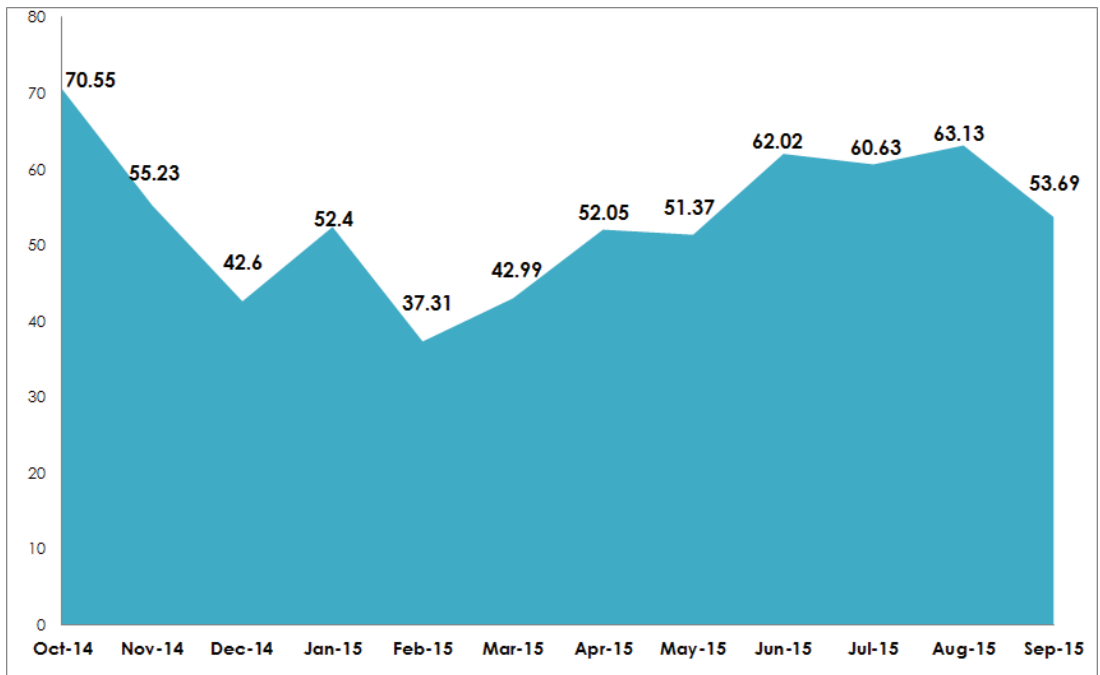
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WATER

SERVICE PROVISION

The following two figures give a picture of the status of the Water Department each month. This data will always be shown through the previous month due to data processing times. The graph below shows the gallons that the department has billed for that month. This is shown in millions of gallons per month, and reflects what the department is intending to collect for water commodity revenue. This information allows the department to track the water produced vs. the water for which the department is compensated.

MILLIONS OF GALLONS BILLED PER MONTH



The chart below shows the number of customers billed each month. These numbers fluctuate month to month for a few reasons; new meter connections from new homes, customers moving in and opening accounts, and customers moving out and closing accounts. These two figures, coupled with the data from the water and sewer meter connections chart, give an overall, high-level, snapshot of the status of the department.

2014-2015 WATER & SEWER CUSTOMERS

DATE	WATER CUSTOMERS	SEWER CUSTOMERS
2014 Oct	6,182	2,307
2014 Nov	6,219	2,344
2014 Dec	6,219	2,356
2015 Jan	6,205	2,364
2015 Feb	6,237	2,382
2015 Mar	6,267	2,398
2015 Apr	6,292	2,445
2015 May	6,364	2,469
2015 June	6,419	2,499
2015 July	6,429	2,508
2015 Aug	6,458	2,531
2015 Sept	6,479	2,545