



OFFICE OF
THE CITY MANAGER
MEMORANDUM

DATE: October 20, 2016
TO: Mayor Oertle and City Council Members
FROM: Richard Marsh, City Manager
RE: City Manager's Weekly Report

This is the weekly report for the week ending October 21, 2016.

- **FRANCHISE AGREEMENTS**

I am in the process of reviewing all current franchise agreements currently in effect with the City. These franchise agreements include Southwest Gas, Arizona Water Company, Cable One and Arizona Public Service. My goal is to ensure that these leases are current and are under review for renewal with mutually beneficial terms, in the event they are nearing or are expired.

- **OLD BISBEE POST OFFICE LEASE/LIBRARY LEASE**

Negotiations for the lease renewal of the Old Bisbee Post Office lease are continuing. We are in the process of acquiring comparable square footage prices to ensure negotiation of a reasonable rate, as there has not been a rate increase in five years. I am considerate of the fact that the current location of the Post Office in Old Bisbee is a major asset and my goal is for the City to enter into a lease agreement which will ensure that service is not affected to the community, but will be beneficial to the City's interests.

- **DAILY STAR SUNDAY ARTICLE**

On October 9, 2016 Bisbee was mentioned in an article titled, "Wild about the West" in the *Daily Star Sunday*. According to an email forwarded from Kimberly Todd of the AZ Office of Tourism:

“The *Daily Star Sunday* is a tabloid newspaper that was launched as a sister title to the Daily Star (UK) in 2002. The newspaper features a large amount of showbiz coverage, including lots of reality TV and soap stories, travel and lifestyle. The article was written by Wendy Parson, a British journalist who participated in the April 2016 AOT International Press Trip: Arizona – *Like a Walk in the Park (Hike, Bike, Peddle, Paddle, Ride)* in which Jennifer Luria participated as host.”

Currently the *Daily Star Sunday* has a circulation of 302,009. I’ve attached a copy of the article for your review. The City of Bisbee is gaining international fame as a popular tourist destination!

- **BISBEE CONNECTING WITH SONORA ARTICLE**

In the September 2016 issue of the *Todo Sobre Arizona* monthly publication issued by *El Imparcial*, Bisbee was highlighted in a two page article titled, “Bisbee, Arizona – Salido de un ‘Western’, in their *Destino* feature. The article (written entirely in Spanish and geared towards reaching our Latino market base), touched on the incomparable experience of our small town, and the atmosphere and fun experience our city provides! Additionally, our “B Bisbee” marketing campaign was featured in a one page ad in the same issue. I’ve attached a copy of the article for your reading pleasure.

- **COMMUNITY OUTREACH CAMPAIGN**

In addition to the monthly Chat with the City Manager meetings (which has been extended to two meetings per month) and the quarterly Business/City Manager meetings, we will now provide a “From the Desk of the City Manager” column in the Bisbee Observer. This column will highlight how Bisbee keeps “buzzing along”.

Shar will be handling the Public Relations aspect on my behalf. She will also be contacting the SV Herald to see if they are interested in participating as well.

- **REALTOR’S MEETING**

Fred Miller facilitated a request by Linda Grale, to speak at the monthly Bisbee Realtor’s Meeting. This is an excellent opportunity to connect with local businesses. It also affords an opportunity for me to assess how home sales are trending, new homeowner demographics, where homeowners are coming to us from and how they discovered Bisbee. I’m looking forward to meeting with this group and learning more about the issues they encounter and their outlook in the area of Bisbee realty!