



CITY OF SURPRISE
City Council Work Session
16000 N. Civic Center Plaza
Surprise, AZ 85374
Tuesday, August 20, 2024 @ 4:00 PM
COUNCIL CHAMBERS

- A. Call To Order
- B. Roll Call
- C. Pledge of Allegiance
- D. Proclamation and Community Acknowledgements
- E. City Manager Report

The City Manager may present a brief summary of current events, including recognition of community members, employees, and programs, pursuant to A.R.S. § 38-431.02(K). The City Council will not discuss or take action on any matter within the City Manager Report.

- F. City Clerk Report
- G. Regular City Council Work Session Agenda

CONSENT AGENDA:

REGULAR AGENDA ITEM - PUBLIC HEARING:

REGULAR AGENDA ITEM - NON-PUBLIC HEARING:

- | | | | |
|----|----------|--|--|
| 1. | Citywide | Presentation and discussion pertaining to the West Valley Arts and Economic Prosperity Report. | Julie Akerly
Arts, Culture &
Library Department |
| 2. | Citywide | Presentation and discussion pertaining to the 2023-2024 Surprise Community Outreach Program and Neighborhood Grant awards. | Seth Dyson
Human Svcs and
Comm Vitality |
| 3. | Citywide | Presentation and discussion pertaining to truck parking solutions. | Tracy Montgomery
Mindy Davis
City Manager Office |
- H. Other Business and Future Agenda Items
 - I. City Council Reports
 - J. Executive Session

For information Purposes; Upon a public majority vote of a quorum of the City Council, the Council may hold an executive session, which will not be open to the public, but for only the following purposes:

- discussion or consideration of personnel matters (A.R.S. §38-431.03 (A)(1));
- discussion or consideration of records exempt by law from public inspection (A.R.S. §38-401.03 (A)(2));
- discussion or consultation for legal advice with the city's attorneys (A.R.S. §38-431.03 (A)(3));
- discussion or consultation with the city's attorneys regarding the city's position regarding contracts that are the subject of negotiations, in pending or contemplated litigation, or in settlement discussions conducted in order to avoid or resolve litigation (A.R.S. §38-431.03 (a)(4));
- discussion or consultation with designated representatives of the city in order to consider its position and instruct its representatives regarding negotiations with employee organizations (A.R.S. §38-431.03 (A)(5)); or
- discussion, consultation or consideration for international and interstate negotiations or for negotiations by a city or town, or its designated representatives, with members of a tribal council,

or its designated representatives, of an Indian reservation located within or adjacent to the city or town. A.R.S. §38-401.03 (A)(6)).

- discussing or consulting with designated representatives of the city in order to consider its position and instruct its representatives regarding negotiations for the purchase, sale or lease of real property (A.R.S. §38-431.03 (A)(7)).

Confidentiality Requirements Pursuant to A.R.S. §38-431.03(C)(D): Any person receiving executive session information pursuant to A.R.S. §38-431.02 shall not disclose that information except to the Attorney General or County Attorney by agreement of the City Council, or as otherwise ordered by a court of competent jurisdiction.

The council may vote to hold an executive session for the purpose of obtaining legal advice from the Board's attorney on any matter listed on the agenda pursuant to A.R.S. § 38-431.03(A)(3).

K. Adjournment

KRISTI PASSARELLI, CITY CLERK

POSTED: Thursday, August 15, 2024 @ 10:00 AM

SPECIAL NOTE: PERSONS WITH SPECIAL ACCESSIBILITY NEEDS, INCLUDING LARGE PRINT MATERIALS OR INTERPRETER, SHOULD CONTACT THE CITY CLERK'S OFFICE @ 623.222.1200 OR TTY 623.222.1002, BY NO LATER THAN 24 HOURS IN ADVANCE OF THE REGULAR SCHEDULED MEETING TIME.



CITY OF SURPRISE
City Council Work Session

Council Meeting Date: August 20, 2024
Submitting Department:
Staff Recommendations:

Contact Person:
District: Citywide

Consent: No	Regular: No	Public Hearing: No	Report/Discussion: No
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Agenda Wording:
City Manager sub-text

Motion:

Background:

Objective Analysis:

Policy Compliant:

Financial Impact:

Budget Impact:

FTE Impact:

ATTACHMENTS:



CITY OF SURPRISE City Council Work Session

Council Meeting Date: August 20, 2024
Submitting Department: Arts, Culture & Library
Department
Staff Recommendations:

Contact Person: Julie Akerly, Acting Director
District: Citywide

Consent: No	Regular: Yes	Public Hearing: No	Report/Discussion: No
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Agenda Wording:

Presentation and discussion pertaining to the West Valley Arts and Economic Prosperity Report.

Motion:

None; discussion item only.

Background:

West Valley Arts Council and the Arizona Commission on the Arts, in partnership with Americans for the Arts, conducted a study on the economic impact of arts and culture in Arizona and the West Valley in 2022/2023. The data highlights the significant impact arts and culture organizations have on our local and state economy, contributing \$1.1 billion in economic activity. The arts mean business, the U.S. Bureau of Economic Analysis published the Arts and Cultural Production Satellite Account data that shows arts and culture contributing to 4.3% of the US GDP, making it a larger industry than construction, transportation, mining, utilities, and agriculture.

Objective Analysis:

Provide data and insights from four recent studies that highlight arts and culture as a business and economic driver in our communities. These studies include the Arizona and West Valley Arts and Economic Prosperity Report 6 from Americans for the Arts, the Arts and Cultural Production Satellite Account for the U.S. Bureau of Economic Analysis, the Economic Power of Public Art study by CODAWORX, and Creative Placemaking Positive ROI Increase study by MASSIVART and the University of Toronto.

Policy Compliant:

This item is compliant with City and Council policies.

Financial Impact:

This item does not have a financial impact.

Budget Impact:

This item does not have a budget impact.

FTE Impact:

This item does not have an impact on current staff levels.

ATTACHMENTS:

1. Economic Impact of the Arts
 2. US GDP Profile
 3. AEP6_AZ
 4. AEP6_West Valley
-

WEST VALLEY ARTS COUNCIL

MISSION

We cultivate inclusive arts and culture in the West Valley by providing resources and fostering connections.

VISION

We envision the West Valley as a premier destination for ALL communities to connect and engage in world class art and cultural experiences.

West Valley Arts Council is a 501c3 nonprofit that serves 13 municipalities in the West Valley by acting as an advisory and advocate for inclusive art and culture; a creator and coordinator of innovative arts education programs for all ages; a resource for local artists; and provider of leadership in identifying trends and impact of arts and culture in the West Valley. Through strategic partnerships we use our resources to connect and strengthen communities by growing arts and cultural opportunities that include ALL people.

SURPRISE ARTS HQARTS HQ

55+

EVENTS

↑
60%

VISITORS

350+

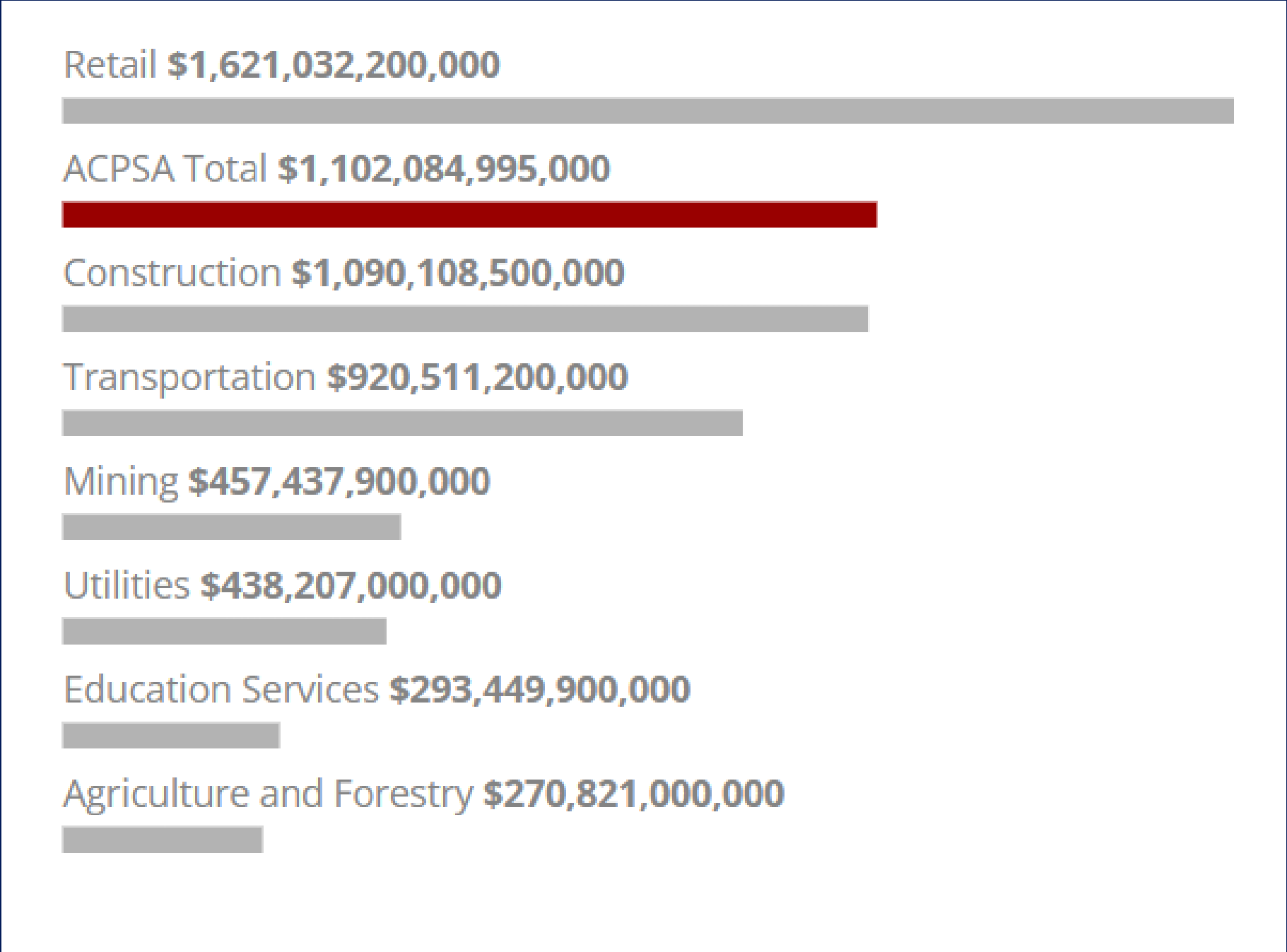
ARTISTS



FOCUS AREAS

THE ARTS MEAN BUSINESS!

2022 Arts and Cultural Production Satellite Account from U.S. Bureau of Economic Analysis



AZ ARTS AND ECONOMIC PROSPERITY REPORT

**\$501
MIL**

NONPROFIT ARTS &
CULTURE ORGANIZATION
SPENDING

**\$598
MIL**

EVENT RELATED
SPENDING BY
AUDIENCES

\$1,099,095,873

TOTAL IN ARIZONA ECONOMIC ACTIVITY FY 2022/23



LOCAL

Local attendees to a nonprofit arts or culture event in West Valley Region spent **\$29.05** (avg) per person per event as a direct result of their attendance beyond ticket costs. This spending is slightly below the Arizona average of \$35.82 (avg) in Arizona.

\$29

West Valley

\$36

Arizona

\$37

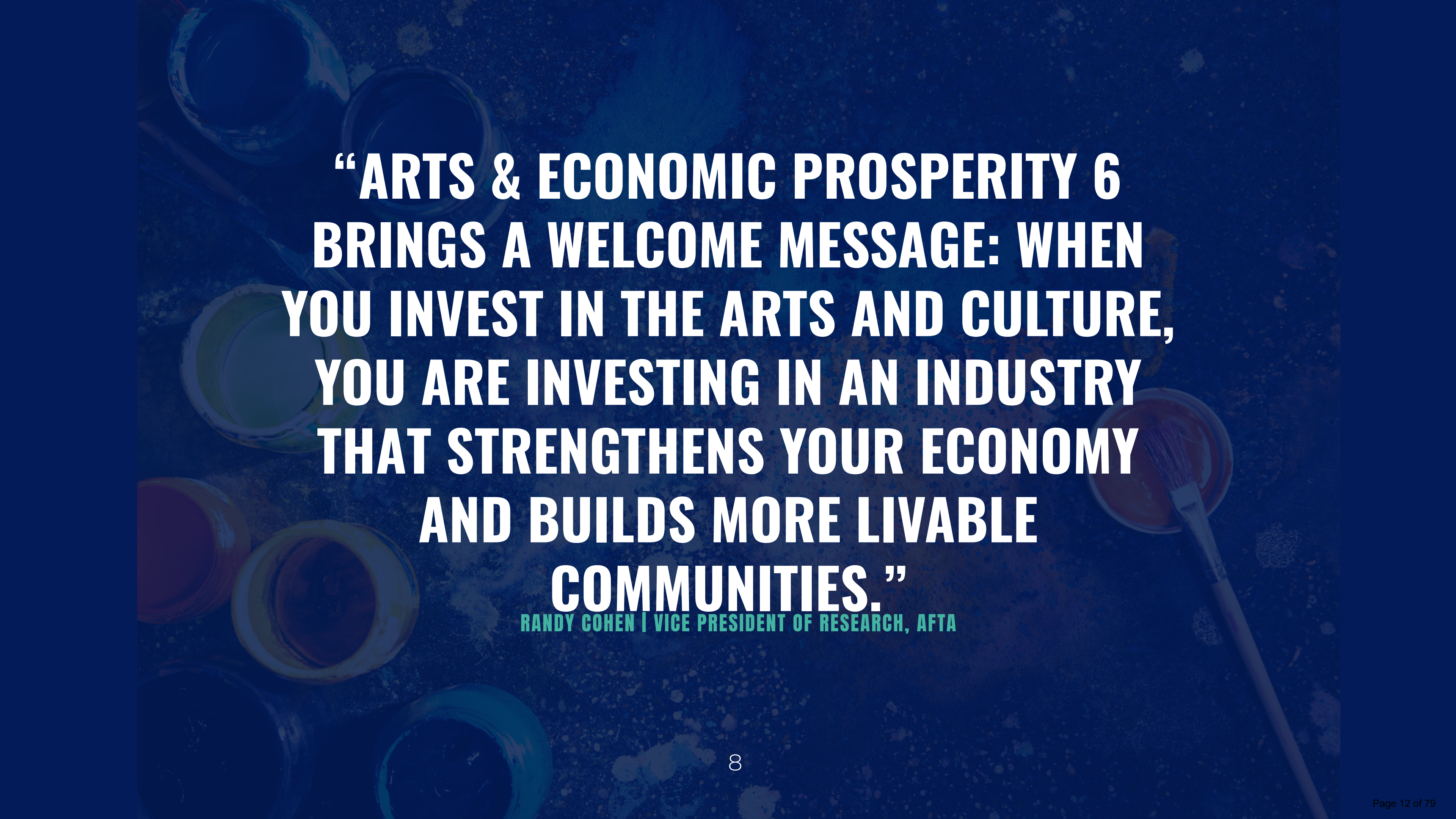
West Valley

\$91

Arizona

NON-LOCAL

Non-local attendees spent an average of 27% more than local attendees (**\$36.95** vs. \$29.05, respectively), however they spent significantly less than the Arizona average of \$90.90 per attendee.



**“ARTS & ECONOMIC PROSPERITY 6
BRINGS A WELCOME MESSAGE: WHEN
YOU INVEST IN THE ARTS AND CULTURE,
YOU ARE INVESTING IN AN INDUSTRY
THAT STRENGTHENS YOUR ECONOMY
AND BUILDS MORE LIVABLE
COMMUNITIES.”**

RANDY COHEN | VICE PRESIDENT OF RESEARCH, AFTA

WEST VALLEY ECONOMIC IMPACT

OF SPENDING BY ARTS AND CULTURE ORGANIZATIONS AND THEIR AUDIENCES

**\$24.9
MIL**

HOUSEHOLD INCOME
GENERATED FOR
WEST VALLEY RESIDENTS

**\$7.1
MIL**

TAX REVENUE DELIVERED
TO LOCAL STATE AND
FEDERAL GOVERNMENTS

**553
JOBS**

JOBS SUPPORTED IN THE
WEST VALLEY BY ARTS
AND CULTURE SPENDING

This study sends a strong signal that, even in the aftermath of the COVID-19 pandemic and the resulting recession, the nonprofit arts and culture is a formidable industry. AEP6 demonstrates that when we support the arts, we are investing in West Valley Region's economic and community well-being.

WEST VALLEY RESIDENTS VALUE THE ARTS

82.7%

of arts and culture attendees agree that the activity or venue where they were surveyed “is inspiring a sense of pride in this neighborhood or community.”

81.9%

agree that “I would feel a great sense of loss if this activity or venue were no longer available.”

77.0%

agree that the venue or facility where they were surveyed is “an important pillar for me within my community.”

90.9%

of members of the community rely on my organization to ensure that the arts and culture we celebrate is preserved for future generations.

DRIVING TOURISM TO THE WEST VALLEY

76.1%

of nonlocal attendees reported that the primary purpose of their visit to West Valley Region was “specifically to attend the performance, event, exhibit, venue, or facility.”

67.6%

of nonlocal attendees responded “I would have traveled to a different community to attend a similar arts or cultural activity.”

76.1%

of the nonlocal attendees in the West Valley Region indicated that it was the first time they had ever attended the specific activity or visited the specific venue where they were surveyed.

MASSIVART, UNIVERSITY OF TORONTO, AND CODAWORX STUDIES

VALUE AND IMPACT OF CREATIVE PLACEMAKING



CREATE A



DEDICATED

COMMUNITY!

50%

Increase of time spent at a location

53%

Increase in positive perception of the environment

77%

Increase in sharing information about the location

63%

Increase in positive feelings about the environment

EXPERIENCE ECONOMY

72%

of consumers prioritize
experiences over material
possessions

67%

of millennials say they will
pay for unique experiences

This pop pink
square brought a
400% rise
in economic activity

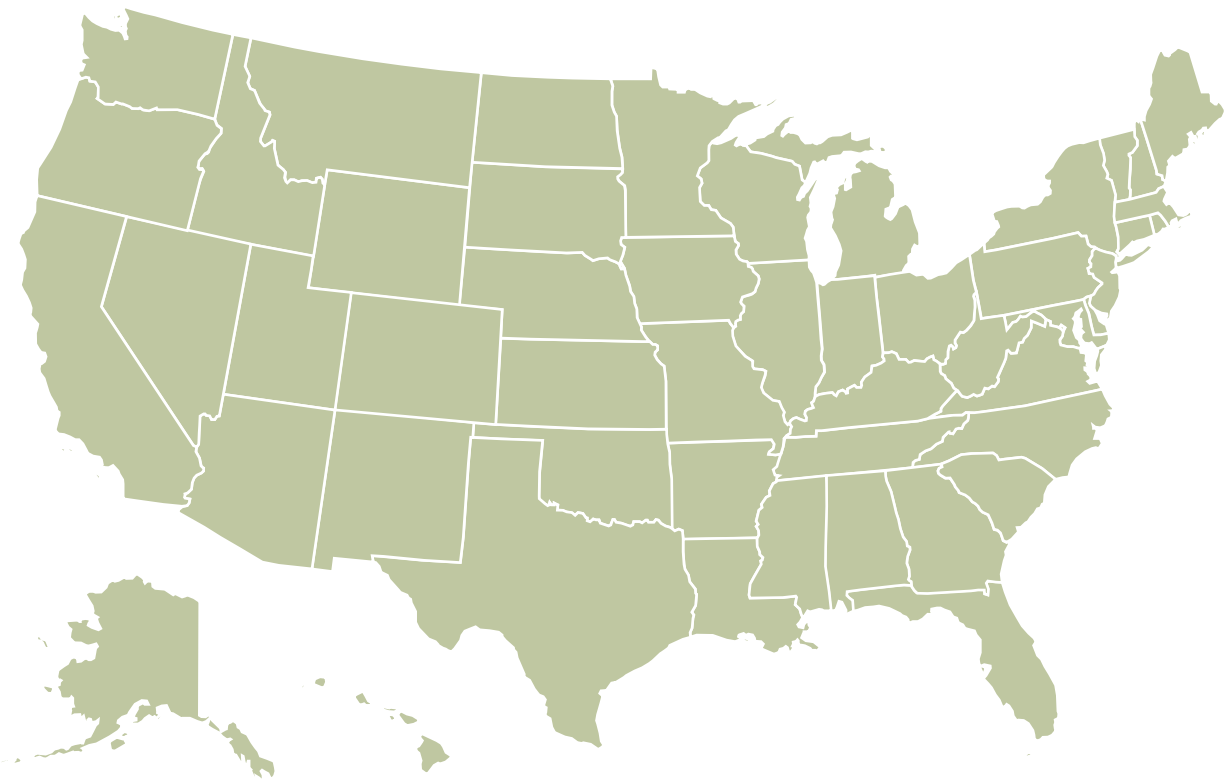


Creative Economy State Profiles



The Arts and Cultural Production Satellite Account (ACPSA) was developed through a partnership between the National Endowment for the Arts and the U.S. Bureau of Economic Analysis. This printed version is based on an interactive dashboard exploring ACPSA data for every state. Explore the dashboard at nasaa-arts.org/nasaa_research/creative-economy-state-profiles/

STATE ARTS AND CULTURAL PRODUCTION 2022



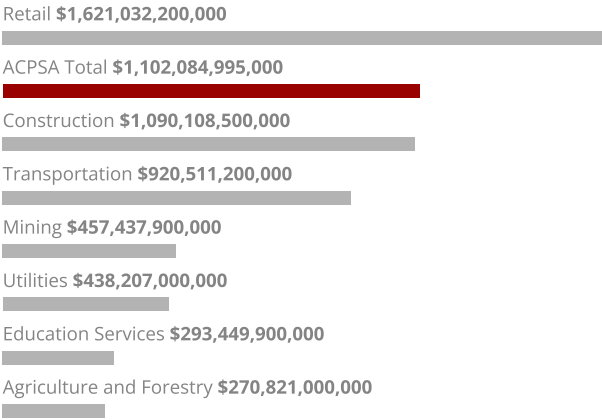
UNITED STATES

The U.S. Bureau of Economic Analysis reports that arts and cultural production accounts for **\$1,102,084,995,000** and **4.31%** of the U.S. economy, contributing **5,176,345 jobs**.

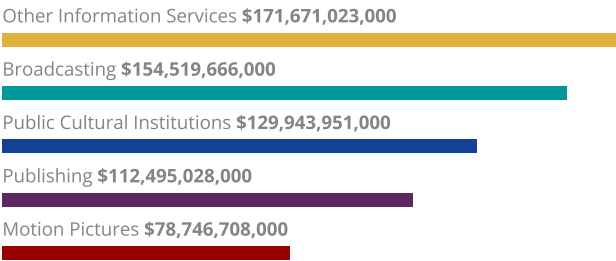
Total Value Added	\$1,102,084,995,000
Arts and Cultural Share of Total Gross Domestic Product (GDP)	4.31%
Core Arts and Cultural Production	\$249,041,635,000

COMPARING ARTS AND CULTURE TO OTHER SECTORS OF THE ECONOMY

Arts and cultural **Value Added** in **the United States** ranked **2nd** among the comparison sectors. Comparison industries are **selected industry** categories using the North American Industry Classification System (NAICS) drawn from BEA's 2022 state level data for employment (full-time and part-time workers), compensation and value added by industry. The comparisons are not mutually exclusive —arts and culture includes, for example, portions of other sectors such as construction and retail trade.



ARTS AND CULTURAL INDUSTRIES

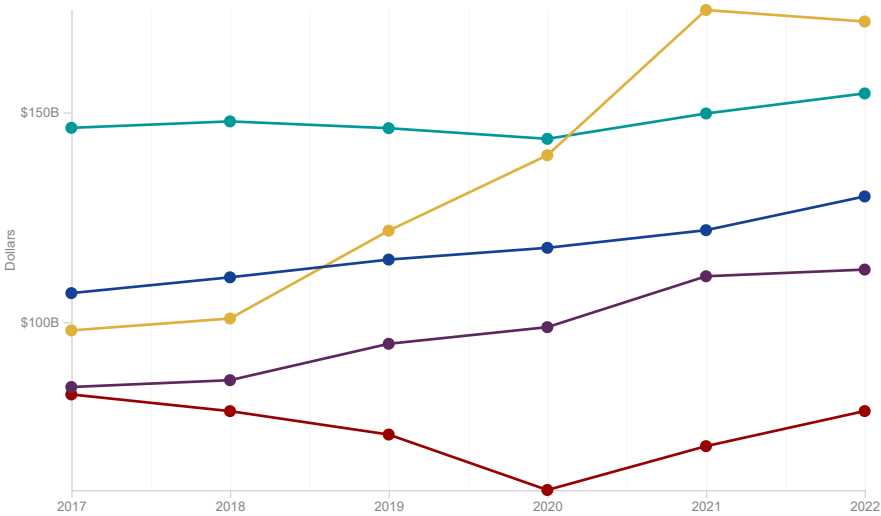


The ACPSA contains detailed data on 35 key industries (https://nasaa-arts.org/nasaa_research/acpsa-industry-key) within the arts and cultural economy. These industries range from core arts and cultural production to industries supporting arts and cultural activities. The bar chart here shows the top five arts and cultural industries in 2022 by **Value Added** using **Actual Figures** in the **United States**.

Arts and Cultural Industry Trends

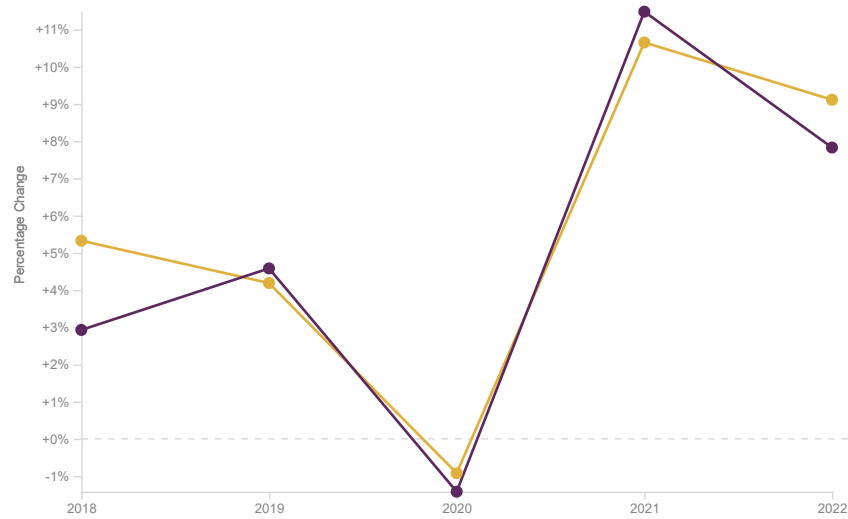
This line chart displays 5-year trends for the top five ACPSA industries in the United States. In 2022, the top five industries by Value Added using Actual Figures in the United States were:

- Other Information Services
- Broadcasting
- Public Cultural Institutions
- Publishing
- Motion Pictures



Note: For some industries, data are not shown due to disclosure limitations.
Dollar figure estimates are not adjusted for inflation.

ARTS AND CULTURAL TRENDS



ACPSA industries as a whole displayed the following year-over-year changes by percentage when compared to all industries. **United States Arts and Culture Value Added** changed by 7.83% between 2021 and 2022. This trend comparison provides insights into how arts and cultural industries fared relative to the **United States** economy over time.

Gross Domestic Product
Arts and Cultural Value
Added

REGIONAL COMPARISON

The Economic and Social Impact of Nonprofit Arts and Culture Organizations and Their Audiences in State of Arizona

Direct Economic Activity	Organizations	Audiences	Total Expenditures
Total Industry Expenditures (FY2022)	\$500,939,041	\$598,156,832	\$1,099,095,873

Economic Impact of Spending by Arts and Culture Organizations and Their Audiences

Total Economic Impacts (includes direct, indirect, and induced impacts)	Organizations	Audiences	Total Impacts
Employment (Jobs)	11,266	8,161	19,427
Personal Income Paid to Residents	\$457,562,698	\$317,998,702	\$775,561,400
Local Tax Revenue (city and county)	\$10,770,224	\$17,059,110	\$27,829,334
State Tax Revenue	\$15,434,200	\$22,671,671	\$38,105,871
Federal Tax Revenue	\$99,826,542	\$60,318,829	\$160,145,371

Event-Related Spending by Arts and Culture Audiences Totaled \$598.2 million

Attendance to Arts and Culture Events	Local ¹ Attendees	Nonlocal ¹ Attendees	All Attendees
Total Attendance to In-Person Events	13,465,940	1,413,552	14,879,492
Percentage of Total Attendance	90.5%	9.5%	100.0%
Average Per Person, Per Event Expenditure	\$35.82	\$90.90	\$41.04
Total Event-Related Expenditures²	\$437,731,485	\$160,425,347	\$598,156,832

Nonprofit Arts and Culture Audiences Spend an Average of \$41.04 Per Person, Per Event

Category of Event-Related Expenditure	Local ¹ Attendees	Nonlocal ¹ Attendees	All Attendees
Food and Drink	\$14.08	\$21.08	\$14.74
Retail Shopping	\$6.72	\$15.12	\$7.52
Overnight Lodging (one night only)	\$3.33	\$29.50	\$5.81
Local Transportation	\$3.82	\$8.61	\$4.28
Clothing and Accessories	\$3.01	\$4.16	\$3.12
Groceries and Supplies	\$2.82	\$7.88	\$3.30
Childcare	\$0.59	\$0.65	\$0.59
Other/Miscellaneous	\$1.45	\$3.90	\$1.68
Overall Average Per Person, Per Event	\$35.82	\$90.90	\$41.04

Source: Arts & Economic Prosperity 6: The Economic and Social Impact Study of Nonprofit Arts and Culture Organizations and Their Audiences in the State of Arizona. For more information about this study or about other cultural initiatives in the State of Arizona, contact the Arizona Commission on the Arts.

Copyright 2023 by Americans for the Arts. To learn more, visit www.AEP6.AmericansForTheArts.org.

Past studies have focused primarily on the financial, economic, and tourism contributions of the nonprofit arts and culture industry. AEP6 expands beyond those topics to include measures of social impact. Surveys completed by individual attendees in the the State of Arizona demonstrate an appreciation for how the arts and culture impacts the development and well-being of the community and its residents.

Audiences Demonstrate Appreciation for the Impact of Arts and Culture

Level of Agreement with Social Impact Statements	Audiences
"This venue or facility is an important pillar for me within my community."	80.0%
"I would feel a great sense of loss if this activity or venue were no longer available."	84.6%
"This activity or venue is inspiring a sense of pride in this neighborhood or community."	86.7%
"My attendance is my way of ensuring that this activity or venue is preserved for future generations"	82.8%

About This Study

Americans for the Arts conducted AEP6 to document the economic and social benefits of the nation's nonprofit arts and culture industry. The study was conducted in 373 diverse communities and regions across the country, representing all 50 states and Puerto Rico. **The Arizona Commission on the Arts joined the study on behalf of the State of Arizona.** For additional information including the national report, summaries for the 373 communities, an online calculator, and of the methodology, visit www.AEP6.AmericansForTheArts.org.

Surveys of Nonprofit Arts and Culture Organizations

Nationally, detailed information was collected from 16,399 nonprofit arts and culture organizations about their FY2022 expenditures (e.g., labor, local and non-local artists, operations, materials, facilities, and asset acquisition), as well as their event attendance, in-kind contributions, and volunteerism. Surveys were collected from February through July 2023. Some organizations only provided total expenditures and attendance (they are included in the study). Responding organizations had budgets ranging from a low of \$0 to a high of \$375 million. Response rates for the 373 communities averaged 43.9% and ranged from 5% to 100%. **In the State of Arizona, 472 of the 1,666 total eligible nonprofit arts and culture organizations identified by the Arizona Commission on the Arts provided the financial and attendance information required for the study analysis—an overall participation rate of 28.3%.** It is important to note that each study region's results are based solely on the survey data collected. Therefore, the less-than-100 percent response rates suggest an understatement of the economic impact findings.

Surveys of Nonprofit Arts and Culture Audiences

Audience-intercept surveying, a common and accepted research method, was conducted to measure event-related spending by audiences. Attendees were asked to complete a short survey while attending an event. Nationally, a total of 224,677 attendees completed the survey. The randomly selected respondents provided itemized expenditure data on attendance-related activities such as meals, souvenirs, transportation, and lodging, as well as socioeconomic information, ZIP code of primary residence, and four social impact questions. Data was collected from May 2022 through June 2023 at a broad range of both paid and free events. **In the State of Arizona, a total of 8,059 valid audience-intercept surveys were collected from attendees to nonprofit arts and culture events and activities during the period from May 2022 through June 2023.**

Studying Economic Impact Using Input-Output Analysis

Americans for the Arts uses the IMPLAN platform to create the customized models for each of the 373 study regions. Input-output models calculate the interdependencies between various sectors or industries within a region. This analysis traces how many times a dollar is respent within the local economy before it leaks out, and it quantifies the economic impact of each round of spending. This form of economic analysis is well suited for AEP studies because it can be customized specifically to each participating community, region, or state. **To complete this analysis for the State of Arizona, the researchers used the IMPLAN platform to build a customized input-output economic model based on the unique characteristics of the State of Arizona.**

Research Notes:

- ¹ For the purpose of this study, local attendees live within the State of Arizona; nonlocals live elsewhere.
- ² To calculate the total audience expenditures in the State of Arizona, first the audience expenditure findings were calculated for each of the participating sub-regions that are located within the State of Arizona. Next, the residency percentages and the average per person arts-related expenditure for residents and nonresidents were applied to any additional attendance data collected from organizations located within the State of Arizona but outside the participating sub-regions. Finally, the results were added to the findings from the individual sub-regions. It is important to note that, as a result, the aggregate audience expenditures for the State of Arizona do not equal the average per person event-related expenditure for locals multiplied by the total estimated attendance by locals plus the average per person event-related expenditure for nonlocals multiplied by the total estimated attendance by nonlocals.

The Economic and Social Impact of Nonprofit Arts and Culture Organizations and Their Audiences in West Valley Region (AZ)

Direct Economic Activity	Organizations	Audiences	Total Expenditures
Total Industry Expenditures (FY2022)	\$15,550,963	\$15,665,135	\$31,216,098

Economic Impact of Spending by Arts and Culture Organizations and Their Audiences

Total Economic Impacts (includes direct, indirect, and induced impacts)	Organizations	Audiences	Total Impacts
Employment (Jobs)	339	214	553
Personal Income Paid to Residents	\$15,921,189	\$9,001,184	\$24,922,373
Local Tax Revenue (city and county)	\$372,254	\$409,902	\$782,156
State Tax Revenue	\$578,332	\$606,341	\$1,184,673
Federal Tax Revenue	\$3,396,559	\$1,708,958	\$5,105,517

Event-Related Spending by Arts and Culture Audiences Totaled \$15.7 million

Attendance to Arts and Culture Events	Local ¹ Attendees	Nonlocal ¹ Attendees	All Attendees
Total Attendance to In-Person Events	441,029	77,219	518,248
Percentage of Total Attendance	85.1%	14.9%	100.0%
Average Per Person, Per Event Expenditure	\$29.05	\$36.95	\$30.21
Total Event-Related Expenditures	\$12,811,892	\$2,853,243	\$15,665,135

Nonprofit Arts and Culture Audiences Spend an Average of \$30.21 Per Person, Per Event

Category of Event-Related Expenditure	Local ¹ Attendees	Nonlocal ¹ Attendees	All Attendees
Food and Drink	\$12.84	\$14.31	\$13.06
Retail Shopping	\$6.20	\$5.87	\$6.15
Overnight Lodging (one night only)	\$1.83	\$7.94	\$2.74
Local Transportation	\$2.50	\$3.21	\$2.60
Clothing and Accessories	\$2.20	\$1.10	\$2.03
Groceries and Supplies	\$2.25	\$0.93	\$2.05
Childcare	\$0.15	\$0.18	\$0.15
Other/Miscellaneous	\$1.08	\$3.41	\$1.43
Overall Average Per Person, Per Event	\$29.05	\$36.95	\$30.21

Source: *Arts & Economic Prosperity 6: The Economic and Social Impact Study of Nonprofit Arts and Culture Organizations and Their Audiences in the West Valley Region*. For more information about this study or about other cultural initiatives in the West Valley Region, contact the West Valley Arts Council.

Copyright 2023 by Americans for the Arts. To learn more, visit www.AEP6.AmericansForTheArts.org.

Past studies have focused primarily on the financial, economic, and tourism contributions of the nonprofit arts and culture industry. AEP6 expands beyond those topics to include measures of social impact. Surveys completed by individual attendees in the the West Valley Region demonstrate an appreciation for how the arts and culture impacts the development and well-being of the community and its residents.

Audiences Demonstrate Appreciation for the Impact of Arts and Culture

Level of Agreement with Social Impact Statements	Audiences
"This venue or facility is an important pillar for me within my community."	77.0%
"I would feel a great sense of loss if this activity or venue were no longer available."	81.9%
"This activity or venue is inspiring a sense of pride in this neighborhood or community."	82.7%
"My attendance is my way of ensuring that this activity or venue is preserved for future generations"	82.8%

About This Study

Americans for the Arts conducted AEP6 to document the economic and social benefits of the nation's nonprofit arts and culture industry. The study was conducted in 373 diverse communities and regions across the country, representing all 50 states and Puerto Rico. **The West Valley Arts Council joined the study on behalf of the West Valley Region.** For additional information including the national report, summaries for the 373 communities, an online calculator, and a description of the project methodology, visit www.AEP6.AmericansForTheArts.org.

Surveys of Nonprofit Arts and Culture Organizations

Nationally, detailed information was collected from 16,399 nonprofit arts and culture organizations about their FY2022 expenditures (e.g., labor, local and non-local artists, operations, materials, facilities, and asset acquisition), as well as their event attendance, in-kind contributions, and volunteerism. Surveys were collected from February through July 2023. Some organizations only provided total expenditures and attendance (they are included in the study). Responding organizations had budgets ranging from a low of \$0 to a high of \$375 million. Response rates for the 373 communities averaged 43.9% and ranged from 5% to 100%. **In the West Valley Region, 22 of the 145 total eligible nonprofit arts and culture organizations identified by the West Valley Arts Council provided the financial and attendance information required for the study analysis—an overall participation rate of 15.2%.** It is important to note that each study region's results are based solely on the survey data collected. Therefore, the less-than-100 percent response rates suggest an understatement of the economic impact findings.

Surveys of Nonprofit Arts and Culture Audiences

Audience-intercept surveying, a common and accepted research method, was conducted to measure event-related spending by audiences. Attendees were asked to complete a short survey while attending an event. Nationally, a total of 224,677 attendees completed the survey. The randomly selected respondents provided itemized expenditure data on attendance-related activities such as meals, souvenirs, transportation, and lodging, as well as socioeconomic information, ZIP code of primary residence, and four social impact questions. Data was collected from May 2022 through June 2023 at a broad range of both paid and free events. **In the West Valley Region, a total of 476 valid audience-intercept surveys were collected from attendees to nonprofit arts and culture performances, events, exhibits, and special events during the period from May 2022 through June 2023.**

Studying Economic Impact Using Input-Output Analysis

Americans for the Arts uses the IMPLAN platform to create the customized models for each of the 373 study regions. Input-output models calculate the interdependencies between various sectors or industries within a region. This analysis traces how many times a dollar is respent within the local economy before it leaks out, and it quantifies the economic impact of each round of spending. This form of economic analysis is well suited for AEP studies because it can be customized specifically to each participating community, region, or state. **To complete this analysis for the West Valley Region, the researchers used the IMPLAN platform to build a customized input-output model based on the unique economic and industrial characteristics of Maricopa County.**

Research Notes:

¹ For the purpose of this study, local attendees live within Maricopa County; nonlocals live elsewhere.



CITY OF SURPRISE City Council Work Session

Council Meeting Date: August 20, 2024

Contact Person: Seth Dyson, DIRECTOR - HSCV

Submitting Department: Human Svcs and Comm
Vitality

District: Citywide

Staff Recommendations:

Consent: No

Regular: Yes

Public Hearing: No

Report/Discussion: No

Agenda Wording:

Presentation and discussion pertaining to the 2023-2024 Surprise Community Outreach Program and Neighborhood Grant awards.

Motion:

Discussion only

Background:

The City Council designated \$160,000 from the FY2024 budget for community outreach programs. \$150,000 has been allocated for the Surprise Community Outreach Program (SCOP) and \$10,000 for the Neighborhood Grant Program. There were a total of 23 local non-profits that were supported through the SCOP program and four (4) neighborhoods through the Neighborhood Grant program.

Objective Analysis:

Discussion only

Policy Compliant:

This item is compliant with city and council policies.

Financial Impact:

\$148,291 has been reimbursed to grantees through the FY2024 SCOP Program and \$10,000 was awarded to Neighborhood Grant applicants.

Budget Impact:

The FY2024 adopted budget included \$160,000 in appropriations for the SCOP and Neighborhood Grant Programs.

FTE Impact:

This item does not have an impact on current staff levels.

ATTACHMENTS:



Community Outreach Grant Program Update

August 20, 2024

PURPOSE

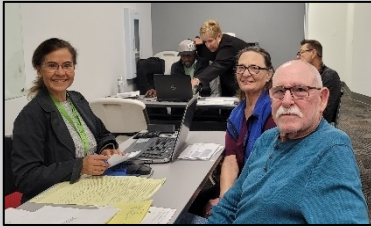
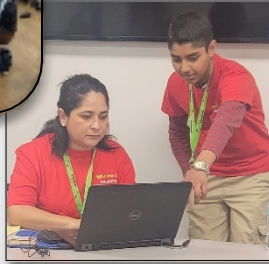
Surprise Community Outreach Program FY24 (\$150,000)

Provide funding assistance to organizations that serve Surprise residents through programs, events and activities that enhance the overall lifestyle of the community

COMMUNITY OUTREACH PROGRAM GUIDELINES

- Must provide verification of 501(c)3 status
- Must submit a new application with every program cycle
- Events, programs, activities, etc. must take place in the City of Surprise
- Must include a proposed budget for use of funds
- Reporting is required
- Recipients will acknowledge grant award in marketing of event/program
- Funds are provided on an invoice or reimbursement basis
- Maximum award is \$10,000

A New Leaf



- Award amount- \$8,500
- IRS certified volunteer preparers provide free basic Tax Preparation and free electronic filing service for low-income families, people with disabilities, limited English speaking capabilities, Senior and Veterans for Surprise and neighboring city's residents.
- **1,301** individuals/households were served from 2 Surprise VITA locations, open 4 days a week from Jan 29 – April 15, 2024. VITA service was extended at the Surprise Resource Center site till May 15, 2024.
- A total of **1,054** City of Surprise & Neighboring Cities residents were served from all sites.
- Over **\$1.16 Million** in Federal and State tax refunds was brought back into the community. Surprise residents utilize tax returns to pay rent, utilities and obtain other basic needs to maintain or improve the quality of their life.

Aid to Adoption of Special Kids (AASK)



- Award amount- \$6,500
- Throughout the grant period AASK served 10 total kinship families housing **14** children.
- AASK provides kinship families help navigating the child welfare system, finding medical providers, adjusting to new schedules and way of life, and any household items (i.e. beds, highchairs, etc.) needed for the child during their stay.

Arizona Burn Foundation



- Award amount - \$4,000
- The Arizona Burn Foundation disbursed Milo & Moxie Smart Safety Rangers books and curriculum kits to 7 different schools throughout the city of Surprise, educating children from preschool and up about fire safety and burn prevention.
- Between September 2023 - May 2024 we educated **4,000** children and **75** teachers.
- Thanks to the generosity of the City of Surprise, we were able to reach out to elementary schools and fire departments throughout the city and received orders for 4,000 Milo & Moxie books and curriculum kits. We have found that many schools and fire departments have become familiar with the material and happily order more for their new students because they see it as a beneficial learning tool for children and their families. We are encouraged and grateful to see that the City of Surprise has embraced our mission to advocate for fire safety and burn prevention!



Autism Life and Living



Tour of alpaca farm then out
to lunch with FRIENDS!

- Award amount - \$10,000
- Photo is from a Social Circle Event ALL hosted in November 2023 thanks to the SCOP Grant Award received. Social Circle participants went to an alpaca farm then put to lunch. This is just an example of the monthly community-based events we hosted for City of Surprise residents.
- Total attendance for all events combined – **346**
- Performance Measures:
 - All exceeded the number of total persons expected to be served.
 - Participants and their caregivers reported a decreased level of isolation and improved socialization and community engagement.
 - Participants reported an increased sense of self-control in social situations, and many reported other Social Circle participants were the only friends they had.
- Once these young adults leave the security of High School, they are left isolated and lonely with significant barriers to community engagement. Social Circle has been their saving grace for community inclusion and access to human connections in a safe space. All the participants fall far below the poverty level; therefore, it is crucial ALL continues to keep this program free of charge to participants. All money from the SCOP grant went right back into the Surprise Community.

Benevilla



- Award amount - \$5,000
- Benevilla's Volunteer Home Services program matches friendly volunteers with older adults & adults with disabilities to provide free services to help them remain living independently.
 - Assisted Transportation to Medical Appointments
 - Grocery Shopping & Emergency Errands
 - Friendly Visitors & Phones – reducing social isolation
 - Minor Home Repairs & Business Assistance
- **48** unduplicated Surprise residents received assistance with **459** acts of service from July 1, 2023 – April 30, 2024
- “I’ve been very fortunate to have my Benevilla volunteer, Mike. For over a year he has made my golden years even more golden since he shops for me and no matter how long the list, he brings me everything. Having this wonderful and caring volunteer gives me more incentive to keep myself moving and to care for myself.”
- Thank you to the City of Surprise for your support!

Best Buddies



The Best Buddies chapter at Willow Canyon High School receiving the Arizona Top Overall Chapter Award

- Award amount - \$5,000
- This project created inclusive environments for students with intellectual and developmental disabilities at Shadow Ridge High School and Willow Canyon High School.
- At the end of the school year, the chapters had **124** members, including **93** Surprise residents.
- The project created 43 successful year-long friendships between students with disabilities and their typical peers.
- The Willow Canyon High School chapter was named Top Overall Chapter in Arizona.
- One student leader from Willow Canyon High School has joined our Student Advisory Board.

Chance Shelter

2023 2nd Annual
Gala



Thank you!

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- Award amount - \$6,000
- A fun filled evening of philanthropy, dinner, dancing, and advocating for pets
- **140+** attended
- Raised over \$86,000
- An overwhelming majority of attendees expressed satisfaction with the event, indicating their intention to return for next year's gala.

Employed and Overjoyed



- Award amount - \$10,000
- Spencer's Place Intern Program: Provide job skills and valuable training to individuals with intellectual and developmental disabilities who would otherwise not have opportunities in the work force.
- **42** Interns Completed the course
- Interns were trained in coffee shop and back of restaurant skills
- 4 Interns hired at other places

HART Pantry



- Award amount - \$7,500
- HART Pantry has provided weekly food for an average of **67** At-Risk students in 5 High Schools, Dysart Community Center, Sundown Mtn School
- Cost to provide bags weekly \$1,067.00
- **NO request from schools not met 2023/24**
- Honored **19** graduates with \$100.00 protected WALMART gift cards

Known Church



- Award amount - \$7,850
- Five free Movie in the Park Events provided community and belonging for Surprise residents and families
 - **1,350+** served overall
 - Each movie had 30% of a different crowd compared to previous
- Pumpkins in the Park Event provided holiday care, fun and community for Surprise residents and families
 - **900+** served overall
 - Each family received at least 1 free pumpkin to decorate.
 - Free family photos

One Step Beyond Inc



- Award amount - \$2,500
- Showcase showed off the adults within its performing arts programs on March 23rd at Glendale Heroes Park
- **450** attended (80 Surprise residents)
- When you see them on stage singing, smiling, dancing, it's very inspirational and you can't help but want to feel hopeful by their happiness and their joy when you see them doing what they love

Radiant Church



- Award amount - \$10,000
- Unforgettable prom night experience for individuals with special needs
- Over **300** Kings & Queens, **600** parents/caregivers, and **400** volunteers in attendance
- REACH: continued current partnerships and added 3 new sponsors
- RESPITE: provided separate space for parents and caregivers to enjoy a catered dinner
- RESOURCE: community support services information made available to families

Seeds of Hope International Ministries

7th Annual "Bean Bag" Day & "MLK Celebration" events

With \$6,000 in funding, we were able to cover the expenses of purchasing 6,800 lbs. of bulk pinto beans for the "Bean Bag" day event, and the remaining funds were allocated for the Martin Luther King Celebration Service event as planned. Overall, our collaborative efforts made a significant impact on the Valley View Community Food Bank through the successful execution of both events.

- 1) Approximately 46,000 individuals will be assisted with their basic food needs as a result of our 2024 Bean Bag Day / 2024 MLK Celebration Service events.
- 2) Over 460 volunteers combined participated in 2023 Bean Bag Day / 2023 MLK Celebration events.
- 3) Numerous organizations in addition to SOHIM participated (i.e., City of Surprise, Dysart Unified School District, The Vista Center for the Arts, Rotary Club of Surprise, Ottawa University, as well as local home school groups and churches).



Project Connect-Spencer's Place

The allocated funding of \$4,000 for Project Connect was used to cover all the yearly Century Link internet service costs of Spencer's Place along with additional funding to help support employee sponsorships.

- 1) 12 months of Century Link internet expenditures were covered.
- 2) This project helped sponsor one employee scholarship.
- 3) Over 142 employee hours were offset because of this grant project.



Inclusion Project (Omnium Circus/The Vista)

All \$2,000.00 allocated for the Inclusion Project (Omnium Circus/The Vista) has been utilized towards the purchase of tickets for the October 14th, 2023, Omnium Circus performance. These tickets were distributed among staff with disabilities from Spencer's Place and members of the Memory Café, a free program for people living with dementia and their care partners/caregivers.

- 1) We successfully provided 33 tickets to performance attendees, all covered under the "Inclusion Project".
- 2) All of the Inclusion Project attendees that communicated feedback with us felt that the opportunity was meaningful and expressed their intention to return for future performances.
- 3) The Inclusion Project played an important role in contributing to the overall increase in subsequent performance attendance, as attendees shared their positive experiences from attending the Omnium Circus performance at the Vista Center for the Arts with others.

SOHIM Community Enhancement Project

(\$6,000 Granted)

2024 Bean Bag Day & MLK Celebration event (\$3,000)
Project Connect-Spencer's Place (\$2,000)
Inclusion Project (Omnium Circus/The Vista) (\$1,000)

\$6,000 was matched, for a project total of \$12,000!



Sounds of Autism, Inc.



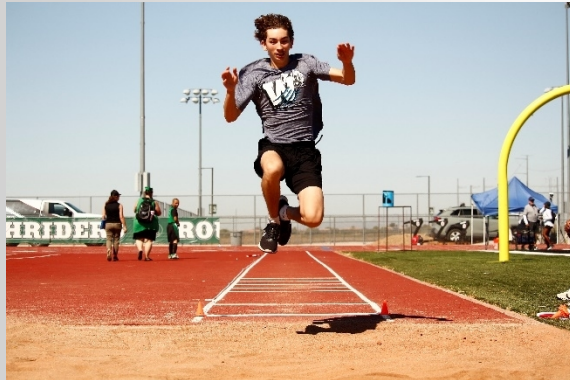
Bed
Build

GAIN
Event



- Award amount - \$9,000
- Bed builds, homeless outreach, mental health, autism, at-risk populations.
- Combined our team supported serving over **23,000** individuals in the West Valley, including the City of Surprise.
- We supported multiple families, community, responders and educational leaders with support, resources, supplies and awareness education.

Special Olympics Arizona



- Award amount - \$4,150
- Special Olympics Arizona was able to provide inclusive sports programming to over **550** Surprise residents (duplicated) at 15 competitions in sports such as swimming, soccer, bocce, softball, flag football, and track and field.
- SOAZ promoted the overall health and wellness of Surprise residents of all abilities by providing opportunities for health education, physical fitness, self-confidence, friendships, understanding and acceptance through inclusive sports programming at delegations in Surprise.

St Vincent de Paul St Clare of Assisi Conference



- Award amount - \$5,000
- Homeless Prevention
- **10** families
- 9 families were able to stay in their home
- 1 homeless family, mother and 4 children, were able to move into an apartment.

Stepping up For Seniors



- Award amount - \$6,500
- Stepping Up For Seniors provides assistance to low-income seniors facing a crisis or hardship.
- **85** senior served in FY 2023-24
- \$8,801 in financial assistance for 23 low-income seniors in Surprise, Sun City, and Sun City West. Note: all funds paid directly to providers
- Professional financial advice and counseling for all 85 individuals
- Performance measures met:
 - Total number of applicants for assistance
 - Actual number of applicants assisted
 - All available grant funds used for financial assistance or financial advice and counseling.

Surprise Young Life



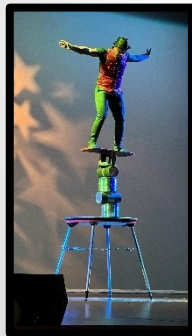
- Award amount - \$8,000
- We had over 140 events this year serving the youth of Surprise
 - Weekly High School events
 - Bi-weekly Middle School events
 - Bi-weekly events for young people with special needs
 - Monthly to bi-weekly events and training with Young Lives teen moms and dads
 - Meet ups for College Students and 18-25yr olds
- We continue to find new and creative way to serve.
 - Serving elementary schools as adult helpers during lunches
 - This year we met over **150** kids that known by name and built relationships with and meet over 50 new kids a week and recognized by over 1000+ students.
 - When we know over 10% of the students Known by Name, we positive effect the culture of schools
 - Over 1,100 pizza slices consumed by youth
 - Over 2,300 cookies and donuts given to youth
 - Over 4,000 Hours served by volunteers
 - Over 850 Diapers and wipes for teen moms
 - Over 50 backpacks giving to youth
 - Over 100 pieces of clothing provided for youth
- Planning for the future
 - Provide appropriation coffee and pastries for teachers, faculty, and administrators
 - Provide equipment for school events at no cost
 - Raise more funding through faithful donors
 - Build more creative weekly events
 - Provide supplies and services

The Vista Center for the Arts

Omnium Circus Project:

Award - \$10,000

Our goal was to bring the World-Renowned Omnium Circus to Surprise residents by covering crucial contract costs for performers' hotel stays and purchasing performance tickets for distribution within the community, including individuals with disabilities/special needs and low to moderate-income families/youth. This helped us maintain affordable ticket prices and offset a significant portion of contract expenses, benefiting over **652** people.



1. With grant funding, we hosted the Omnium Circus in Surprise, using a portion of the contract fees to cover performers' hotel stays, totaling 18 room nights at the local Hilton Gardens.
2. In addition to covering performers' hotel stays, we provided 10 complimentary tickets to the AZ Memory Café, ensuring individuals with disabilities, including those with dementia, could enjoy the circus in a supportive environment.
3. To promote inclusivity and understanding, we distributed the remaining 80 complimentary tickets throughout the Surprise community, raising awareness of the Vista venue and showcasing the unique Omnium Circus performance.

TheaterWorks



- Award amount – \$3,500
- “The Fir Tree” Holiday Stage Production (an intermodal art adaptation of Hans Christen Anderson’s original, non-secular work) where actors and puppets alike brought to life the story of a young tree learning hope, courage and patience.
- ~**100** multi-generational attendees joined us at the City of Surprise Library.
- Performance Measures:
 - The audience was engaged and interactive with the production, actively singing along to familiar holiday songs and responding to actor prompts throughout the performance.
 - Attendance was nearly maximized in the available space, a sign of an effective marketing partnership between TheaterWorks and the City of Surprise Library.
 - Library staff and City of Surprise residents both verbally indicated that they enjoyed the performance and hope to see it, or something similar, made available from TheaterWorks in the future.
- Constituent Benefits:
 - Community Engagement
 - Cultural Enrichment
 - Inclusive Entertainment
 - Holiday Joy & Unity
 - Free Access to the Arts

Northwest Valley Family YMCA



- Award amount - \$5,000
- With Surprise Community Outreach Program funding in 2023-2024, the Northwest Family YMCA was able to financially assist **40** low/fixed income children, ages 1-12, from Surprise so that they could participate in the enriching early learning, afterschool, and day camp care.
- Program components in afterschool and day camp programs include; STEM, social emotional learning, nutrition, physical activity, art education, global learning, service learning and college & career readiness. Enrichment activities in these core areas complement the school day in a hands-on manner.

WHAM Art Association



- Award - \$5,000
- 9th Year providing Free art classes and Meal to Veterans
- **28** Surprise residents over a year
- Classes growing (total individual 43) with several cities veterans participating
- Many veteran artists are becoming very good artists. They also help volunteer at WHAM for special projects. Want to have a Plien Air painting fair in the fall.

Women 4 Women



- Award amount - \$5,000
- Feminine hygiene bag packing events with WHAM, The Rotary Club of Surprise, and at the Bean Bag Day of Service
- **3,015** bags have been delivered to organizations which support Surprise residents

NEIGHBORHOOD GRANT AWARD GUIDELINES

To receive support, projects must:

- Provide a public benefit
- Result in a product, which benefits a neighborhood or the larger Surprise Community
- Be feasible for completion by June 15, 2024
- Involve the benefiting neighborhood in project identification, planning and execution
- Emphasize neighborhood self-help, or
- Be educational, community-building, or a public physical improvement

Arizona Traditions



- Award - \$2,750
- Designated and landscaped a space for the benefit of the endangered Monarch butterfly and community residents and guests
- Completed installation of walking pathway in northern part of the garden
- Received milkweed plant donation from DBG

Homestead at Marley Park



- Award amount - \$3,000
- Bingo (Jan), Murder Mystery Party (Feb), Hoppin' Homestead (Mar Easter event)
- Average attendance for our events are 150-200!
- As we continue to grow as a community, our events are becoming increasingly popular! Our residents enjoy a great mix of events geared towards children, families, and adults. Our homeowners sincerely appreciate our events and the Social Committee's work to create a close knit community.

Sierra Verde Spring Eggstravaganza



- Award amount - \$1,750
- \$1,000+ in Donated Raffle prizes from local businesses, 2 Food Trucks, Inflatables, Over 1,200 Eggs, Face Painters, Balloon Twisters, Yard Games, Children received craft packs.
- Number served: **275+**
- Good Community Turnout and Feedback from Sierra Verde Neighbors, Event was advertised as Sponsored by the City of Surprise, Neighborhood Community Grant Program.

Surprise Farms III



- Award amount - \$2,500
- Installation of 4 park tables for parties and family events
- 353 Homeowners attended the ribbon cutting celebration



Summary

With the **\$160,000** investment, **27** local non-profit and neighborhood groups were supported, which led to over **39,700*** people served through the Surprise Community Outreach Program and Neighborhood Grant Program

*not counting the 46,000 served through Valley View Food Bank



Thank You

Thanks to Jodi Tas, Donna Martin, Athba Arnold,
Deb Perry & Seth Dyson

Questions?





CITY OF SURPRISE City Council Work Session

Council Meeting Date: August 20, 2024

Contact Person: Tracy Montgomery, Deputy City Manager, Mindy Davis

Submitting Department: City Manager Office

District: Citywide

Staff Recommendations: None

Consent: No

Regular: Yes

Public Hearing: No

Report/Discussion: No

Agenda Wording:

Presentation and discussion pertaining to truck parking solutions.

Motion:

None, discussion only

Background:

As the commercial corridor continues to expand along Loop 303 and within the city's industrial park, there has been a significant increase in truck traffic and parking demand. This growth highlights the urgent need for effective parking solutions.

Objective Analysis:

Provide City Council with an update on the impact of the city code change for truck parking on the city right of way

Policy Compliant:

This item is compliant with all City and Council policies.

Financial Impact:

Depending on the feedback and direction from the City Council, this may have a future financial impact that will need to be considered.

Budget Impact:

Depending on the feedback and direction from the City Council, this may have a future budget impact that will need to be considered.

FTE Impact:

This item does not have an impact on current staff levels.

ATTACHMENTS:

1. Work Session 08202024



S U R P R I S E
A R I Z O N A

TRUCK PARKING UPDATE

City Council Work Session
Presented by: ACM Tracy Montgomery
August 20, 2024

TRUCK PARKING – HOW DID WE GET HERE?

Residents reported negative impacts of semi-trucks and trailers parked on city streets and rights-of-way. Major concerns included:

- Engine/generator/refrigerator noise
 - Environmental pollution (dust, leaking fluids and fumes)
 - Blocking of passenger car line-of-sight
 - Blight (disorganized and randomly parked trucks, trash)
- * Municipal Code had no prohibition of truck parking on City rights-of-way.

CITY COUNCIL REQUESTED A SOLUTION THAT INCLUDED:

- Alternative parking options for residents who own/operate trucks.
- Consideration for the truck driving community.

SOLUTION: AMEND THE PARKING ORDINANCE AND PROVIDE FOR ALTERNATIVE PARKING

Parking Ordinance – Surprise Municipal Code Chapter 54, Article IV, Divisions 1 and 2.

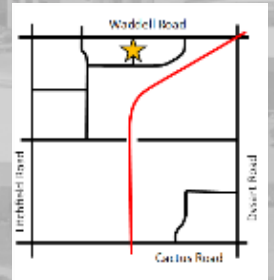
- Amend Division 1 to add definitions and clarify existing provisions.
- Amend Division 2 to apply to all zones within the city (not just residential neighborhoods) and to further clarify the limits of parking trucks, RVs, and trailers on City Streets and within City rights-of-way.



#1 - Possible Parking Solution – 135th Avenue/Waddell Rd.



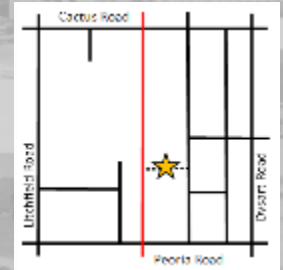
- Estimated spots: 6-7. Existing paved road, change to one-way and re-stripe. (\$15K to bring online)



#2 - Possible Parking Solution – Hope Drive Alignment



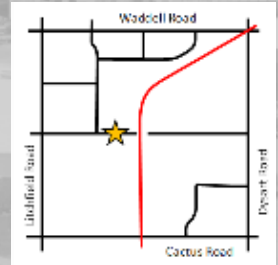
- Estimated spots: 20-22. (\$125k to bring online)



#3 - Possible Parking Solution – 137th/Sweetwater Avenue



- Estimated spots: 10 ($\frac{1}{2}$ paved road, improve additional $\frac{1}{2}$ and add turn-around)



COUNCIL DIRECTION

- Seek approval for Municipal Code updates to prohibit truck parking on city streets and rights-of-way.
- Initiate a parking pilot on site #1 (135th Avenue and Waddell) and site #2 (Hope Drive Alignment) and assess the need for site #3 (Sweetwater).
- Track and monitor use by semi-trucks and other prohibited vehicles.

PROJECT TIMELINE

2-20-24

the City

2-21-24

3-21-24

3-21/5-20

City Council approved an amendment to the City Municipal Code prohibiting trucks parking on right-of-way AND 2 proposed alternate parking locations.

Parking Ordinance #20-47 was amended and entered a 30-day waiting period. The Transportation Department prepped parking areas. Trucking associations were notified.

New ordinance took effect.

Community Development and Police Departments engaged in a 60-day education and warning campaign to all parked semi-trucks. Notification included providing the alternate authorized parking location information. Trucks immediately began using the alternate parking locations.

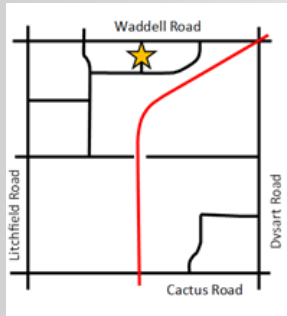
PROJECT OUTCOMES

During The 60-day warning period:

- Police and Community Development Departments issued over 100 written warnings and made countless personal contacts with semi-trucks during the warning period.
- The number of trucks parked on City rights-of-way reduced from 60-80 per day to less than 5 per day.
- After the warning period we average less than one truck per day.
- The two alternate truck parking locations averaged 50% full at 135th and Waddell location and 31% full at the Solar Canyon and Hope Drive location.

PROJECT OUTCOMES

- Because of the success of the educational program PD has only issued 7 parking citations (repeat offenders) and continues to issue warnings.
- Transportation Department estimates they spent \$140k in city resources to prepare the two alternate parking locations.
- Transportation Department has had to perform very little maintenance at the two alternate parking locations.





SURPRISE

ARIZONA

QUESTIONS?

Thank You!