



CITY OF SURPRISE
Regular City Council Work Session
16000 N. Civic Center Plaza
Surprise, AZ 85374
 Tuesday, September 2, 2025 @ 4:30 PM
COUNCIL CHAMBERS

- A. Call To Order
- B. Roll Call
- C. Pledge of Allegiance
- D. 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 City's business licensing process and fees. | Tiffany Copp
Mindy Davis
Community Development |
| 2. | Citywide | Presentation and discussion regarding the Economic Development Department Strategic Plan | Jeanine Jerkovic
Economic Development |
- E. 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).

F. Adjournment

KRISTI PASSARELLI, CITY CLERK

POSTED: Posted on August 28th, 2025 @ 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 CLERK@SURPRISEAZ.GOV, BY NO LATER THAN 24 HOURS IN ADVANCE OF THE REGULAR SCHEDULED MEETING TIME.



CITY OF SURPRISE
Regular City Council Work Session

Council Meeting Date: September 2, 2025

Contact Person: Tiffany Copp, Assistant Director,
Mindy Davis, ASSISTANT DIRECTOR

Submitting Department: Community Development District: Citywide

Staff Recommendations: None

Consent: No

Regular: No

Public Hearing: No

Report/Discussion: No

Agenda Wording:

Presentation and discussion pertaining to the City's business licensing process and fees.

Motion:

Discussion only.

Background:

Chapter 26 of the Surprise Municipal Code requires any person who practices, transacts or carries on any business within the municipal limits of the city to obtain a city-issued business license. Business licenses are necessary to assist city staff in maintaining public safety, ensuring regulatory compliance with other agencies, protecting consumers, helping businesses gain visibility and ensuring tax compliance. The city's Business License Program, as managed by the Finance Department, includes reviews by multiple divisions of the Community Development Department and the Surprise Fire Medical Department.

Currently, a fee of \$168.00 is charged for an initial business license. The initial fee is prorated based on the business start date within the calendar year. An annual business license renewal fee of \$84.00 is due on December 31st of each subsequent year.

Objective Analysis:

This item is for discussion only.

Policy Compliant:

This item is compliant with city and council policies.

Financial Impact:

None at this time; however, topics covered in this presentation may lead to future action which may have a fiscal impact.

Budget Impact:

None at this time; however, topics covered in this presentation may lead to future action which may

have a budget impact.

FTE Impact:

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

ATTACHMENTS:



CITY OF SURPRISE
Regular City Council Work Session

Council Meeting Date: September 2, 2025

Contact Person: Jeanine Jerkovic, DIRECTOR -
ECON DEV

Submitting Department: Economic Development

District: Citywide

Staff Recommendations: None

Consent: No

Regular: Yes

Public Hearing: No

Report/Discussion: No

Agenda Wording:

Presentation and discussion regarding the Economic Development Department Strategic Plan

Motion:

N/A

Background:

On June 17, 2025, the City Council adopted their Strategic Plan outlining their framework for focusing on resources, guiding policy, and supporting deliberate and sound budgetary decisions with a shared goal of making Surprise a sustainable, vibrant place for residents, businesses, and visitors - today and into the future. As part of the Strategic Plan, the Council identifies priority areas and goals that will advance each priority. One of the priorities is Economic Development, in which the Economic Development shares significant alignment with the City Council Strategic Plan; community well-being, infrastructure, public trust, economic vitality and sustainability are among the shared priorities discussed. This presentation will identify how the Economic Development Department will execute specific elements identified in the Strategic Plan.

Objective Analysis:

N/A

Policy Compliant:

N/A

Financial Impact:

There is no anticipated financial impact related to this item.

Budget Impact:

There is no anticipated budget impact related to this item.

FTE Impact:

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

ATTACHMENTS:

1. ED Strategic Plan Presentation (v4)
-

Economic Development Department Strategic Plan

**Jeanine Jerkovic
September 2, 2025**



SURPRISE
ARIZONA

Mission Statement

The Economic Development Department Mission is to foster economic growth by facilitating new employment opportunities, workforce development, retail attraction, entrepreneurship, and local business retention

FY25 ECONOMIC DEVELOPMENT YEAR IN REVIEW

RESULTS

24

Small Business Successes

Africa Staples, She CAVE Company, Salty Anime, La Michoacana, Brothers Market, Surprise & Shine, As You Wish Pottery

61

Large Business Successes

Hobby Lobby, American Furniture Warehouse, Lou Malnati's Pizzeria, Target, Dick's Sporting Goods, Tricolor Auto



Events

Ribbon Cuttings (38)
Spring Training VIP (2)

Women in Business (2)
CTE Competition Series (3)



BY THE NUMBERS

\$300 M Investment 1.53M SF Construction 2000+ Jobs

PIPELINE

2M+ SQUARE FEET

AWARD RECOGNITION

INTL/NATL/STATE AWARDS

IEDC: Multimedia Award - Silver Award
IEDC: Innovative Economic Dev. - Silver Award
IEDC: Special Event - Bronze Award
IEDC: Postsecondary Ed. Partnership - Bronze
AAED: Golden Prospector - Special Event
AAED: Golden Prospector - Multimedia Production
WESTMARC: Economic Engine - Village at Prasada



SPECIAL ATTRACTION ACTIVITIES

Take Your Cheesecake to work day
The Cheesecake Factory Meatball Math
Surprise Says "Giddy Up" to The Cheesecake Factory
Vote for Official Cheesecake Flavor of Surprise
IKEA Catalog - Surprise Edition



WORKFORCE INITIATIVES

CTE Competition Series

3 CTE Competitions 1500+ Students
4 Hiring Events
75 Businesses 600+ Job Seekers

INITIATIVES

4,000+ Surprise Retail Survey Responses 500+ Business visits conducted by Economic Dev. Staff 14 "What's Up In Surprise" Information sessions with commercial real estate professionals



Surprise Economic Development



@SurpriseEconDev



Surprise Economic Development



Surprise Economic Development

Economic Development Department Overview

Core Services & Functions

- Business recruitment and marketing
- Workforce development partnerships
- Support for startups and small businesses (Spark Surprise)
- Retail attraction and downtown development
- Regional and national economic partnerships



Strategic Priorities Alignment

Council Priorities

- Public Safety
- Transportation
- Community Experience
- Fiscal Responsibility
- **Economic Development**
- Government Transparency
- Water



Department alignment

- **Community Well-Being:** Reduced commute times and better jobs, amenities for residents
- **Infrastructure:** Support for zoning and infrastructure in employment corridors
- **Public Trust:** Transparent engagement with businesses and community
- **Economic Vitality:** Direct alignment with all 8 Economic Development Strategic Plan Goals
- **Sustainability:** Encouragement of walkable downtown and high-density mixed-use developments



Department Strategic Goals

City Council's Economic Development Goals:

Strategy 5.1: Attract and retain industries to support employment opportunities

- **ED Goal:** Bring on the Jobs!
- **ED Goal:** Bring Retail Amenities Closer
- **ED Goal:** Curate the Future Downtown & Infrastructure

Strategy 5.2: Proactively pursue and create workforce development initiatives

- **ED Goal:** Deliver the Talent

Strategy 5.3: Continue supporting City staff to be creative and make calculated decisions to attract desired businesses

- **ED Goal:** Market Surprise (Creatively!)
- **ED Goal:** Sustain a Long-Term Vision

Strategy 5.4: Continue to strengthen and support small businesses

- **ED Goal:** Grow Startups (Spark Surprise)
- **ED Goal:** Appreciate and Support Local Businesses



Key Projects & Initiatives

Projects & Initiatives	Status	Completion Date
Spark Surprise	Curriculum, Partnerships, Facility & Promotional pieces in progress in 2025 for 2026 launch	FY 2026 metrics: number of startups served, events delivered, partners engaged
Elm Street / Surprise City Center Activation	Phased: New Masterplan (2025-2026); Digital Twin (2025-2026), Elm Street elements (2026-2028), Tech Park (2026-2030)	FY 2026 metrics: masterplan marketing strategy, investment portfolio created, digital twin launched
Business Attraction: Jobs, Retail, Healthcare & Medical Industry Attraction	Targeted promotional / marketing strategies and partnerships across sectors initiated for FY 2026	FY 2026 metrics: number of businesses, square feet, jobs, prospects & marketing initiatives completed to achieve metrics
Business Climate Enhancement: Local Business Support	Events, business visits, business celebrations planned, COLI surveys to be conducted.	FY 2026 metrics: targeted events, 25 BRE visits/month, Surprise Retail Survey, 30-40 business celebrations, COLI completed
Workforce Development	Positions continuously posted to CJB, job fairs, workforce scholarship, CTE events planned.	FY 2026 metrics include positions posted, program participation, etc.

Challenges & Opportunities

- **Challenges:**

- Infrastructure & related resource limitations to infrastructure development
- Barriers to incentive tools in Arizona compared to other states
- Labor market and skills mismatch
- Limited / diminishing availability of large commercial-ready sites

- **Opportunities:**

- Business-friendly reputation
- Strong demographic (talent) growth / poised for economic vitality
- Growing demand for retail, healthcare & employment amenities
- Strong regional partnerships with GPEC, WESTMARC
- New tech/innovation appeal via Spark Surprise & City Center



Questions or Comments?

THANK YOU



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