



CITY OF SURPRISE
Regular City Council Work Session
16000 N. Civic Center Plaza
Surprise, AZ 85374
 Tuesday, November 4, 2025 @ 4:30 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 of city field usage. | Holly Osborn
Kendra Pettis
Sports,
Entertainment, and
Culture |
| 2. | Citywide | Presentation and Discussion Regarding the City of Surprise Parks & Recreation Strategic Plan | Holly Osborn
Parks and
Recreation |
| 3. | Citywide | Presentation and discussion regarding the City of Surprise Sports, Entertainment & Culture Strategic Plan. | Kendra Pettis
Sports,
Entertainment, and
Culture |

- 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, October 30th, 2025 @ 4:00 PM

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: November 4, 2025
Submitting Department:
Staff Recommendations:

Contact Person:
District: Citywide

Consent: No Regular: No Public Hearing: No Report/Discussion: No

Agenda Wording:
City Manager sub-text

Motion:

Background:

Objective Analysis:

Policy Compliant:

Financial Impact:

Budget Impact:

FTE Impact:

ATTACHMENTS:



CITY OF SURPRISE
Regular City Council Work Session

Council Meeting Date: November 4, 2025

Contact Person: Holly Osborn, DIRECTOR-
PARKS & REC, Kendra Pettis, DIR -
SPORTS/TOURISM

Submitting Department: Sports, Entertainment, and District: Citywide
Culture

Staff Recommendations: None

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

Agenda Wording:

Presentation and discussion of city field usage.

Motion:

Discussion only

Background:

The City receives a number of third-party rental requests for city field use and Council would like to review current capacities and procedures.

Objective Analysis:

The objective is to review current field usage and discuss third-party rental options.

Policy Compliant:

This item is compliant with city policy.

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. 2025 Field Usage Presentation_Final
-

WELCOME

Field Allocation & Usage FY25



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ARIZONA

Purpose

- Show how City fields are allocated across programs, external rentals, and maintenance.
- Explain the distribution of external rental hours within total field use.
- Provide benchmarks and operational context to inform future Council decisions.



Introductions – Parks & Recreation

Mission Statement:

The City of Surprise Parks & Recreation Department's mission is to enrich and complement the lives of Surprise residents through stewardship of our resources while providing responsive programs which promote and prioritize diversity, cultural, neighborhood, family, education, recreation and wellness opportunities. The Parks & Recreation Department is responsible for recreational and special event programming, facility operations and ground maintenance of existing facilities and City parks.



Rentable Field Inventory – Parks & Recreation

- Asante Community Park
 - 2 Softball Fields
 - 2 Multi-use Sports Fields
- Bicentennial Park
 - 1 Softball Field
- Dick McComb Softball Complex
 - 4 Softball Fields
- Dreamcatcher Park
 - 1 Adaptive Softball Field
- Fields @ Countryside
 - 2 Multi-use Sports Fields
- Floyd Gaines Park
 - 1 Multi-use Sports Field
 - 1 Softball Field
- Marley Park
 - 2 Softball Fields
- Veramonte Park
 - 1 Softball Field (Not Lighted)
 - 1 Multi-use Sports field (Not Lighted)



Policy Framework – Parks & Recreation

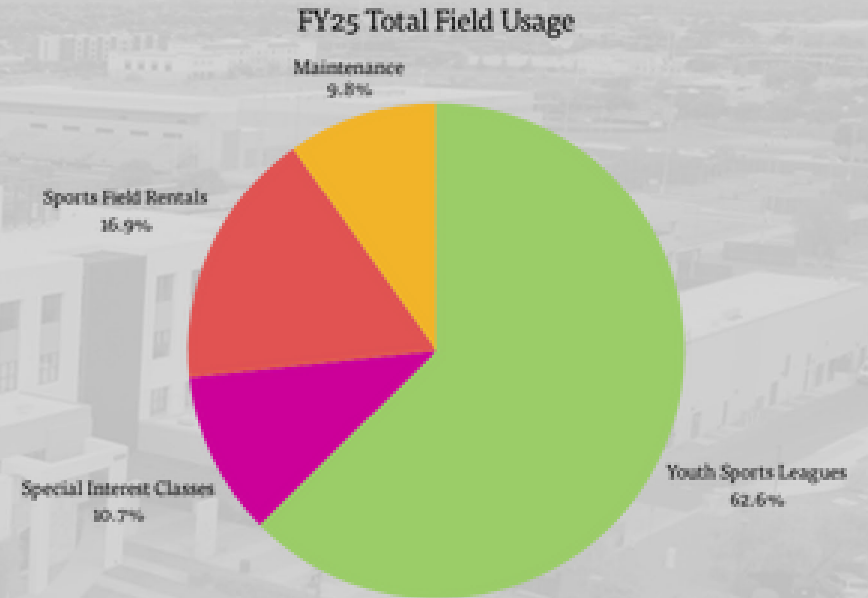
- City Programming has scheduling priority.
- DUSD & OUAZ as contracted.
- Field Maintenance
- Outside Rental accommodated first come first served basis.
 - Rental Requirements: insurance, residency verification (90% for resident rates).
 - Non-resident fees: \$30/hr vs. \$15/hr resident



FY25 Field Usage Snapshot

Total Hours Reserved: 13,992

Category	Hours	% of Total
Youth Sports Leagues	8,471	62.6%
Special Interest Classes	1,452	10.7%
Sports Field Rentals	2,282	16.9%
Maintenance	1,328	9.8%



FY25 Field Usage Calendar

FIELD USAGE CALENDAR
FY25

JULY						
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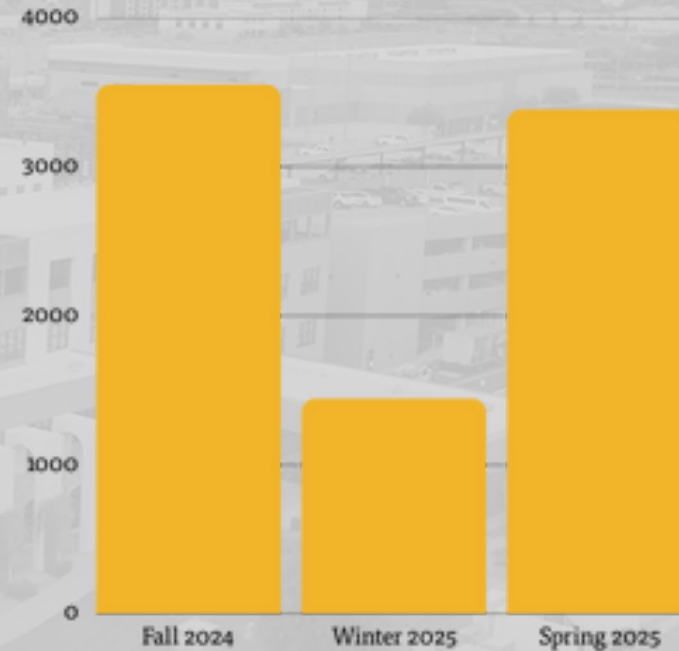
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Special Interest Classes/ Sports Camps
 Youth Sports Leagues
 Parks Maintenance Closures

Youth Sports Participants

- **Fall 2024:** 3,554 participants (9 weeks / 8 games)
- **Winter 2025:** 1,446 participants (8 weeks)
- **Spring 2025:** 3,385 participants (9 weeks / 8 games)
- **Total FY25:** 8,385 youth served

Youth Sports Leagues Outdoor Participation



Why Rentals are 16.9%



- **City programming takes priority:**
 - Youth leagues, classes, and events receive first scheduling.
- **High participation demand:**
 - Over 8,385 players require consistent, recurring field access.
- **Maintenance recovery periods:**
 - 10% of total hours reserved to protect field quality and safety.



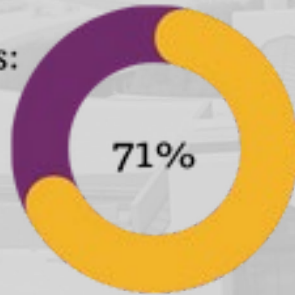
Peer Benchmarks (NRPA 2025)

Field Deficit to NRPA Average



Diamond Fields:
Expected = 24
Actual = 12
Deficit = 12

Multi-Use Sports Fields:
Expected = 21
Actual = 6
Deficit = 15



- **Population Estimate:**
 - 165,916 (MAG 2025)
- **Facility Benchmarks:**
 - 1 Diamond Field per 6,821 residents (NRPA average)
 - 1 Rectangle Field per 7,993 residents (NRPA average)
- **Context:**
 - Surprise currently falls below the NRPA facility ratio averages, indicating growing demand pressure on existing fields.



What This Means for Surprise?

- **City programs use 73.3% of total field hours**
 - Driven by strong resident and youth participation.
- **Dedicated maintenance time**
 - Preserve field safety, playability, and long-term quality.
- **External rentals (16.9%)**
 - Are scheduled on a first-come, first-served basis, with resident discounts offered to maintain affordability and access.



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Introductions – Sports, Entertainment & Culture

Mission Statement:

To enrich the lives of residents and visitors, strengthen the community and stimulate the local economy by producing and supporting diverse sports tourism, arts, and cultural events – leveraging engaging programs and strategic partnerships to position the City of Surprise as a vibrant and welcoming tourist destination.



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Rentable Field Inventory – Sports, Entertainment & Culture

- Practice Fields
 - 8 Baseball Fields
- Youth Baseball Complex
 - 3 Baseball Fields
- Surprise Stadium
 - 1 Baseball Field and/or Concourse
- Mark Coronado Park
 - 1 Multi-use Sports Field – 8 acres



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Policy Framework – Sports, Entertainment & Culture

- **Tourism Strategic Plan: Focus Area 1- Events & Entertainment**

- Bring in events (activities including sporting events, tournaments, festivals, arts & cultural events) that attract visitors from outside the city limits and support the economic vitality of the community.



Policy Framework – Sports, Entertainment & Culture

- **Facility Usage Prioritization:**

- Contractual Obligations – certain facilities are tied to contracts that give priority during certain parts of the year

- **General Prioritization Waterfall:**

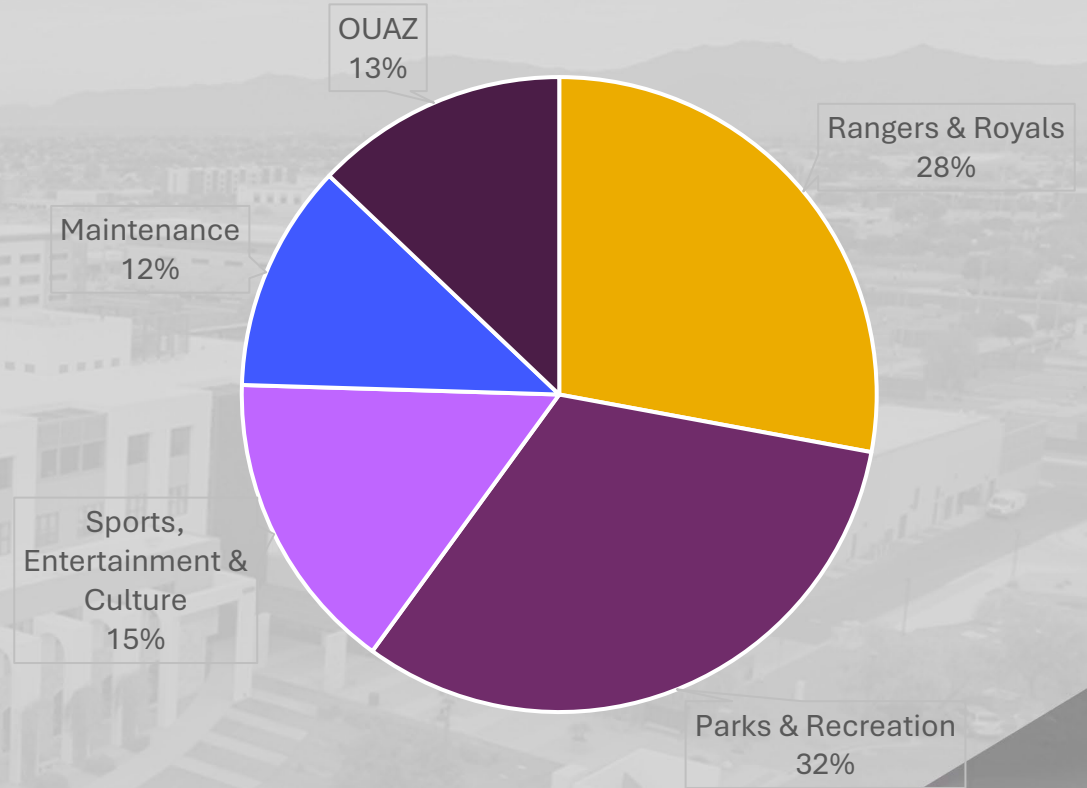
1. **City / Rangers & Royals** (depending on the time of year)
 - A. Parks & Recreation – Youth & Adult Sports / City Recreation Events
 - B. Sports, Entertainment & Culture – Spring Training, Tournaments, Events, Maintenance
 - C. Other City department events and programming – Gain Night, SciTech Festival, Vet Fest, etc.
2. **DUSD & OUAZ** (per agreements)
3. **Third parties**



FY25 Field Usage Snapshot - SEC

Total Uses:

Category	# of Uses	% of Total
Parks & Recreation	351	32%
Rangers & Royals	305	28%
SEC & 3 rd Party Rentals	169	15%
OUAZ	141	13%
Maintenance	127	12%



FY25 Field Usage Calendar – MCP

July '24							August '24							September '24							October '24						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
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21	22	23	24	25	26	27	18	19	20	21	22	23	24	22	23	24	25	26	27	28	20	21	22	23	24	25	26
28	29	30	31				25	26	27	28	29	30	31	29	30						27	28	29	30	31		
November '24							December '24							January '25							February '25						
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10	11	12	13	14	15	16	15	16	17	18	19	20	21	12	13	14	15	16	17	18	9	10	11	12	13	14	15
17	18	19	20	21	22	23	22	23	24	25	26	27	28	19	20	21	22	23	24	25	16	17	18	19	20	21	22
24	25	26	27	28	29	30	29	30	31					26	27	28	29	30	31	23	24	25	26	27	28		
March '25							April '25							May '25							June '25						
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23	24	25	26	27	28	29	27	28	29	30				25	26	27	28	29	30	31	29	30					
30	31																										

- Parks & Recreation
- City Operated Event
- 3rd Party Rentals
- Spring Training Parking
- Maintenance

FY25 Field Usage Calendar – Practice Fields

July '24							August '24							September '24							October '24						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
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November '24							December '24							January '25							February '25						
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17	18	19	20	21	22	23	22	23	24	25	26	27	28	19	20	21	22	23	24	25	16	17	18	19	20	21	22
24	25	26	27	28	29	30	29	30	31					26	27	28	29	30	31		23	24	25	26	27	28	
March '25							April '25							May '25							June '25						
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9	10	11	12	13	14	15	13	14	15	16	17	18	19	11	12	13	14	15	16	17	15	16	17	18	19	20	21
16	17	18	19	20	21	22	20	21	22	23	24	25	26	18	19	20	21	22	23	24	22	23	24	25	26	27	28
23	24	25	26	27	28	29	27	28	29	30				25	26	27	28	29	30	31	29	30					
30	31																										

- Parks & Recreation
- City Operated Event
- TX/KC
- 3rd Party Rentals
- OUAZ
- Maintenance
- 3 User Groups
- 4 User Groups

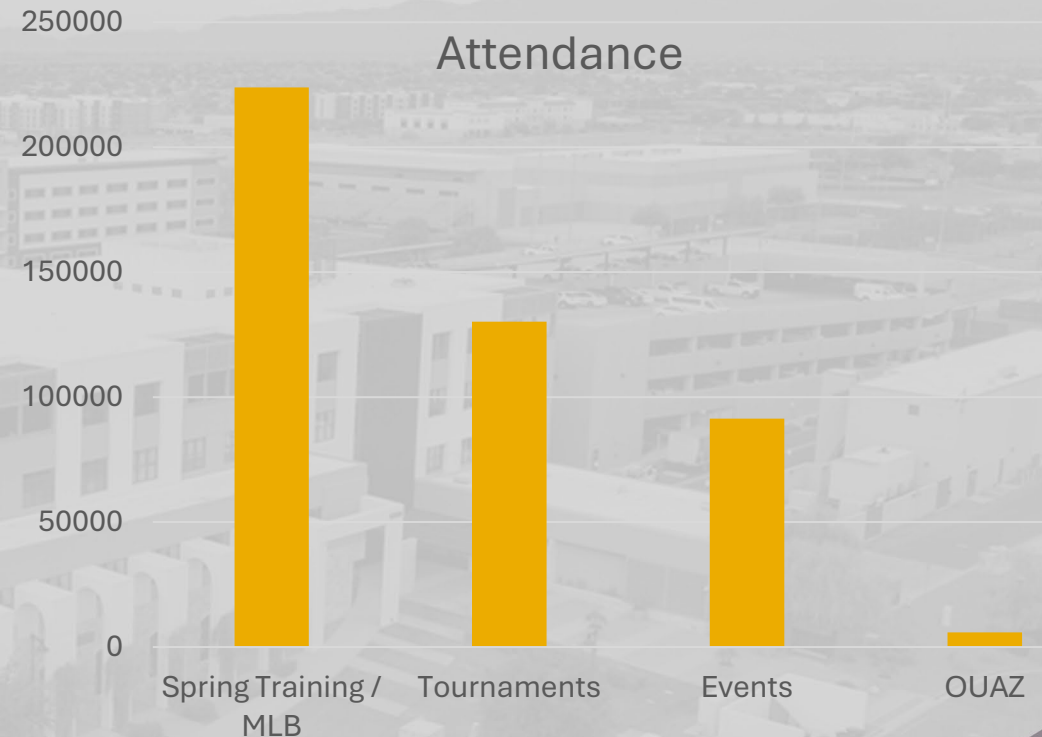
Sports, Entertainment & Culture Attendees

- **Spring Training & MLB Activities:** 223,953
- **Tournaments:** 130,175
- **Events:** 91,370
- **OUAZ:** 5,800
- **Total Attendees for FY25:** 451,298
- **Total games played in FY25:** 1,569

**Doesn't include daily practices or scrimmages*

**Only includes MCP, Stadium and Practice Fields*

**Doesn't include Parks & Rec programming attendees*



Key Take Aways

- **Fields are highly utilized:**
 - Fields highly utilized across Parks & Recreation and Sports, Entertainment & Culture facilities.
- **Resident programs drive usage:**
 - 83.1% of all hours serve City programming and maintenance reflecting strong community participation in City Programming.
- **External rentals:**
 - 16.9% aligns with peer benchmarks and ensure equitable resident access.
- **Maintenance safeguards safety and longevity:**
 - Routine maintenance and recovery periods are essential, with best practices suggesting around 20–25 hours of weekly use during the season to maintain safe, high-quality fields.
- **Economic & community benefits:**
 - Sports and tourism activities drew 451,298 attendees in FY25, strengthening Surprise’s regional profile.



Challenges

- **Capacity & Scheduling:** Most new requests occur during already booked peak times. Expanding access would require reducing existing City programs, SEC events, or OUAZ use.
- **Maintenance & Safety:** To preserve quality and participant safety, fields need programmed maintenance and recovery time.
- **Priority & Equity:** Allocation prioritizes City programs and contracted partners while ensuring fair access through a consistent, transparent scheduling process.
- **Parking & Logistics:** High-demand areas like the Youth Baseball Complex and Rangers Practice Fields face recurring parking and access constraints during peak activity periods.



Options For Council

- **Maintain Current Balance:**
 - Continue prioritizing City youth leagues and community programs, ensuring broad resident access and long-term field quality.
- **Policy Shift – Reallocation Options:**
 - Reallocate prime-time recreation slots to external or private groups — trade-off: reduced youth programming capacity.
 - Reallocate sports tourism event slots to outside rentals — trade-off: lower economic and community benefit.
- **Future Expansion – Field Development:**
 - Prioritize new field construction and partnerships to meet community growth, incorporating third-party rentals and local clubs into long-term planning.



Questions or Comments?

THANK YOU



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CITY OF SURPRISE
Regular City Council Work Session

Council Meeting Date: November 4, 2025

Contact Person: Holly Osborn, DIRECTOR-
PARKS & REC

Submitting Department: Parks and Recreation

District: Citywide

Staff Recommendations:

Consent: No

Regular: Yes

Public Hearing: No

Report/Discussion: No

Agenda Wording:

Presentation and Discussion Regarding the City of Surprise Parks & Recreation Strategic Plan

Motion:

Presentation and discussion only.

Background:

On June 17, 2025, the City Council adopted their Strategic Plan outlining their framework for focusing 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 identified priority areas and goals that will advance each priority. The City of Surprise Parks & Recreation Department assists in the Council's vision by enriching and complementing the lives of Surprise residents through stewardship of our resources while providing responsive programs which promote and prioritize diversity, cultural, neighborhood, family, education, recreation and wellness opportunities. This presentation will identify how Parks & Recreation will execute specific elements identified in the strategic plan.

Objective Analysis:

Presentation of this item allows for discussion regarding the Parks & Recreation Strategic Plan.

Policy Compliant:

This item is consistent with city and council policies.

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. Parks and Recreation Strategic Plan Presentation
-

Park & Recreation Strategic Plan

Holly Osborn

November 4, 2025



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Mission Statement

The mission of the City of Surprise Parks and Recreation Department is to enrich and complement the lives of Surprise residents through stewardship of resources while providing responsive programs which promote and prioritize diversity, cultural, neighborhood, family, education, recreation, and wellness opportunities.



Department Overview

Core Services & Functions

- Deliver recreation Community-wide programs for all ages (e.g., youth and adult sports, aquatics, adaptive programs).
- Maintain over 3,750 acres of developed parks and recreational facilities.
- Coordinate citywide special events (e.g., Surprise Party, Sparkling Surprise).
- Plan and develop parks and recreation capital improvement projects.



Department Overview

Special Programs

- Adaptive Recreation Programs
- Teen Programming (e.g., Surprise Youth Council, Teen Summit, programs)
- Community Outreach
- Youth Sports Leagues
- Youth camps, classes and preschools
- Aquatics



Strategic Priorities Alignment

Council Priorities

- **Community Experience:** Our facilities, programs and events contribute to livability and well-being of our residents.
- **Public Safety:** Park and events design promotes safety; recreation enhances health.
- **Fiscal Responsibility:** Effective fiscal management, cost-recovery strategies, sustainability in operations.



Department Strategic Goals



Community Experience

- Update Parks and Recreation Master Plan to incorporate newly acquired McMicken Dam land into the long-term vision and planning strategy to expand recreational opportunities and conservation areas.
- Partner with other city departments to plan and execute a community-wide 250th Anniversary celebration, culminating in a larger, more dynamic Independence Day event.
- Increase programmability at Veramonte Park by adding parking, lights and updating the splash pad.
- Update the Surprise Aquatic Center to make upgrades to aging infrastructure, add shade and modernize the pool features.



Key Projects & Initiatives

New Rescue Oasis & Oasis Swim Center

- Purpose: Serve growing population with swim, splash pad, recreation areas.
- Status: Design complete, opened Summer 2025.
- Alignment: Safe & Healthy Community; Community Experience.

Parks and Recreation Master Plan Update and McMicken Dam Open Space

- Purpose: Activate over 3500 acres of open space for passive recreation and wildlife corridors.
- Status: Intergovernmental Agreement finalized FY25. Trail master planning in progress.
- Alignment: Stewardship; Safe and Healthy Community.



Key Projects & Initiatives

Asset Replacement Projects and Veramonte Park

- Purpose: Modernize facility, replace aging or outdated infrastructure, improve programming space, community use.
- Status: Fiscal Year 2026
- Alignment: Stewardship; Community Experience.



Challenges

- Growing demand for facility access for residents, clubs and organizations.
- Rising operational costs and aging infrastructure.
- Staffing and recruitment for specialized program areas.



Opportunities

Park System Expansion and Equity

- McMicken Dam
- Strategic land acquisition with Master Plan
- Connected Open Space and Trails
- Work with developers and Community Partners

Continue to engage, partner and learn from the community

- Surprise Youth Council and Parks and Recreation Commission
- 400 Parks and Recreation Employees
- Residents in programming and event attendees
- DUSD and Ottawa

Reinvestment in Existing Parks and Facilities



Questions or Comments?

THANK YOU



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Presentation Toolbox

Here are some more items you can use in your presentation if you want. We are hoping to keep the presentations uniform so please let us know if you have anything you want to add that is not in this toolbox.



Link to [Performance Dashboard](#)



CITY OF SURPRISE
Regular City Council Work Session

Council Meeting Date: November 4, 2025

Contact Person: Kendra Pettis, DIR -
SPORTS/TOURISM

Submitting Department: Sports, Entertainment, and Culture
District: Citywide

Staff Recommendations: None

Consent: No

Regular: Yes

Public Hearing: No

Report/Discussion: No

Agenda Wording:

Presentation and discussion regarding the City of Surprise Sports, Entertainment & Culture Strategic Plan.

Motion:

Presentation and discussion only.

Background:

On June 17, 2025, the City Council adopted their Strategic Plan outlining their framework for focusing 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 a part of the Strategic Plan, the Council identified priority areas and goals that will advance each priority. The Sports, Entertainment & Culture department assists in the Council's vision to enhance the community experience and increase economic development. This presentation will identify how Sports, Entertainment & Culture will execute specific elements identified in the strategic plan.

Objective Analysis:

Presentation of this item allows for discussion regarding the Sports, Entertainment & Culture Strategic Plan.

Policy Compliant:

This item is consistent with city and council policies.

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. Sports and Tourism Strategic Plan Presentation
-

Sports, Entertainment & Culture Strategic Plan

Kendra Pettis
November 4, 2025



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Mission Statement

To enrich the lives of residents and visitors, strengthen the community and stimulate the local economy by producing and supporting diverse sports tourism, arts, and cultural events – leveraging engaging programs and strategic partnerships to position the City of Surprise as a vibrant and welcoming tourist destination.



Department Overview

Core Services & Functions

- **Major League Baseball (MLB) Spring Training & Sports Tourism**
Oversee and enhance Spring Training and year-round MLB operations while promoting sports tourism opportunities that drive national visibility and engagement.
- **Events & Entertainment**
Plan and deliver a diverse range of events and entertainment experiences that enrich the quality of life for residents and attract visitors.
- **Arts & Cultural Programming**
Develop and support arts and cultural initiatives that celebrate creativity, heritage, and community identity.
- **Economic Impact Generation**
Create programs and partnerships that stimulate local economic growth and support the City's broader development goals.
- **Tourism Promotion**
Market and position the city as a premier destination for sports, entertainment, and cultural experiences.



Strategic Priorities Alignment



- **Community Experience:** Curate high-quality sports, entertainment, and arts & cultural programming that strengthens community pride, promotes engagement, and enriches the lives of residents while enhancing the overall visitor experience.
- **Economic Development:** Drive tourism-related activity, generate sales tax revenue, and foster a vibrant local economy by pursuing strategic public–private partnerships and grant opportunities that attract high-quality amenities and support new development.
- **Public Safety:** Partner with Police, Fire and Emergency Management to provide safe events and experiences for residents and visitors.



Sports, Entertainment & Culture Strategic Goals

City Council's Community Experience Goals:

- **Strategy 3.2: Provide premier facilities, expanding recreation and sports tourism programming to meet forecasted usage demands**
 - Maintain facilities and enhance the customer experience at Spring Training and other special events.
 - Cultivate strategic public-private partnerships to advance long-term planning and support new facility development.



Sports, Entertainment & Culture Strategic Goals

City Council's Community Experience Goals:

- **Strategy 3.3: Cultivate an environment for residents and visitors to enjoy arts, culture, and entertainment within the city of Surprise**
 - Partner with Dysart to create a Presenting Program at the Vista Center for the Arts.
 - Grow the Out of the Park Music Fest by attracting larger entertainment acts.
 - Develop new event components to highlight America's 250th Anniversary.
 - Create and host a new Roots of Creation Art & Nature Festival in January 2026.
 - Continue to expand and geographically diversify locations for public art throughout the City.



Sports, Entertainment & Culture Strategic Goals

City Council's Community Experience Goals:

- **Strategy 3.5: Identify opportunities for public-private partnerships to continually improve the quality of life for Surprise residents**
 - Partner with REV Entertainment to enhance the College Baseball Series in February 2026.
 - Partner with the NCAA and REV Entertainment to host the Big 12 Baseball Championships in May 2026.
 - Partner with the NCAA to host the Division II Men's & Women's Tennis Championships in May 2026.



Key Projects & Initiatives

Projects & Initiatives	Status	Completion Date
Spring Training: Renovation and Lease Extension	In discussions with teams	TBD
Presenting Program @ Vista: Agreement & CIP Projects	In progress	Agreement: 2025 CIP Projects: 2026
NCAA Big 12 Baseball Championships: Agreement/Host	In progress	Agreement: 2025 Tournament: May 2026
Public Art Projects: Bounce & Swing Traffic Cabinets on Cactus Road Confluencia	Complete In progress In progress	October 2025 November 2025 May 2026



Challenges & Opportunities

- **Challenges:**

- Limited capacity in current facilities, increased demand by all current partners.
- Sunsetting legislation relating to Spring Training facility improvements.
- Growing safety/security threats and demands for all events.

- **Opportunities:**

- Increased economic impact with growing year-round event calendar and new economic development (more hotels/restaurants/retail = more visitor's sales tax).
- Strategic partnerships that could enhance event & entertainment opportunities.
- Growing brand recognition and reputation in the industry is leading to new opportunities.



Questions or Comments?

THANK YOU



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