

SURPRISE

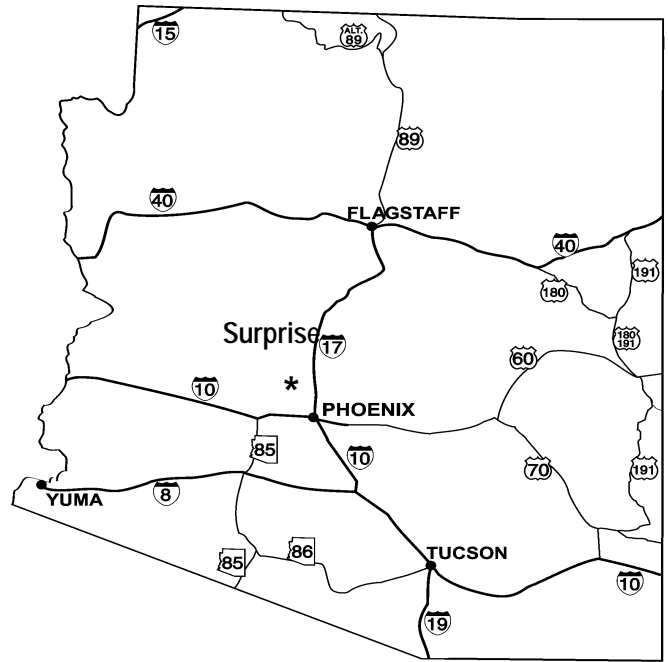
Community Profile

Prepared by the ARIZONA DEPARTMENT OF COMMERCE

Surprise is in the fast-growing northwestern part of the Valley of the Sun, along U.S. 60/state Highway 93. It was named by its founder, Homer C. Ludden, after his hometown of Surprise, Nebraska. The city is experiencing explosive growth in its residential, commercial and industrial sectors. According to Department of Economic Security data, Surprise is the fastest growing city in Arizona. More than 54,000 new residential dwelling units are planned for construction over the next 10 years. Surprise is the Spring Training home for the Texas Rangers and Kansas City Royals.

FOUNDED: 1929
 COUNTY: Maricopa County
 DISTANCE TO PHOENIX: 25 miles
 HIGHWAYS: I-17, I-10, US 60, Loop 303

INCORPORATED: Yes - 1960
 ELEVATION: 1,130 feet
 DISTANCE TO TUCSON: 140 miles



POPULATION

	1990	2000	2004
Surprise	7,122	30,848	63,960
Maricopa County	2,122,101	3,072,149	3,524,175
Arizona	3,665,228	5,130,632	5,833,685

Sources: Arizona Department of Economic Security and U.S. Census Bureau.

PRINCIPAL ECONOMIC ACTIVITIES

In the past, Surprise's economy was heavily agricultural. Although it is still important, the city's tremendous growth has created considerable employment in the construction, retail and service sectors for Surprise residents. The city offers business and industry many opportunities for growth and profit. The expansion of a planned transportation system and plans for a massive water recharge project will local capacity for growth.

County Employment

	2004
Educational & Health Svcs	168,600
Financial Activities	136,600
Government	204,700
Information	35,500
Leisure & Hospitality	157,200
Manufacturing	127,700
Mining & Construction	139,400
Other Services	6,300
Professional & Business Svcs	268,000
Trade, Transportation & Utilities	332,200

Sources: Arizona Department of Economic Security

Figures are organized under the North American Industrial Classification System (NAICS).

LABOR FORCE DATA

	1990	2000	2004
Civilian Labor Force	2,640	3,680	12,499
Unemployed	187	163	810
Unemployment Rate	7.1%	4.4%	6.5%

Sources: Arizona Department of Economic Security.

Growth Indicators

	1990	2000	2004
New Bldg. Permit	201	4,630	10,731
Taxable Sales (\$)	72,332,700	524,013,450	1,150,156,727
Net Assessed Valuation (\$)	45,758,320	176,094,650	480,830,038

Sources: Arizona State University; AZ Dept. of Revenue; AZ Tax Research Foundation

* Incomplete data: One or more months not available.

SCENIC ATTRACTIONS

White Tank Regional Park, which borders the city to the west, has unusual Indian petroglyphs in its 26,000 acres where camping, hiking & picnicking are popular activities. Surprise is also home to the West Valley Art Museum, which houses an extensive art collection & an ever-changing series of visiting exhibits from around the world. The Heard Museum will open in 2006 with native art exhibits. Nearby Wickenburg, is a rugged cowboy town with top-notch resorts. To the northwest is "gold country" with many interesting ghost towns. Within a short distance of Surprise is Lake Pleasant where water sports are popular. Quiet desert settings encourage hiking, rock hounding, horseback riding & picnicking. Surprise is also home to the world-class retirement community Sun City Grand.

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TAXES

Property Tax Rate	1990	2000	2004
Elem/High School	9.30	7.78	7.91
City/Fire District	0.84	0.85	0.91
Countywide	3.51	3.35	3.09
Total	\$13.65	\$11.98	\$11.91

Sources: Arizona Tax Research Foundation
Note: Tax rate per \$100 assessed valuation.

Sales Tax Rate

City	2.20%
County	0.70%
State	5.60%

Sources: League of Arizona Cities and Towns, Arizona Dept. of Revenue

COMMUNITY FACILITIES

The City of Surprise offers a wide range of community facilities including a new recreation/aquatic center, a community center, library, youth center, five parks, seven golf courses, eight basketball courts, four softball diamonds (two lighted), and lit tennis courts.

Educational Institutions

	Public	Private
Elementary	Y	Y
High School	Y	N

Financial

Number of Banks: 9

Governmental Agencies

Fire Department: Staffed City/Local Fire Department

Law Enforcement: City Police Department

Airports

Airports: See Maricopa County profile for detailed information on airports.

Medical

The local healthcare provider is SunHealth, which include Boswell, Del Webb and the SunHealth Research Institute.

Hotel and Lodging Facilities

Number of Rooms: 400

Meeting Rooms: 20

Capacity of Largest Facility: 500

Industrial Properties

Over 1,000 acres of employment land available. For current information contact the City of Surprise Economic Development Department.

Utilities

Electricity	APS (Statewide)	800.253-9405
Natural Gas	Southwest Gas Corp. (Statewide)	800.766.9722
Telephone	Qwest (statewide)	800.244.1111
Water & Sewer	City of Surprise	623.583.1000

Cable Providers: Yes

Cable Internet Service Provider: Yes

Digital Switching Station: Yes

Fiber Optics: Yes

Internet Service Provider: Yes

Weather

Month	Average Temperature (°F)		Average Total Precipitation (Inches)
	Daily Minimum	Daily Maximum	
January	40.0	67.3	0.93
February	43.2	71.6	1.16
March	47.3	77.1	1.13
April	52.9	85.3	0.33
May	61.8	94.5	0.13
June	70.1	103.3	0.07
July	78.0	106.0	0.77
August	76.9	104.4	1.05
September	69.9	99.3	0.85
October	57.6	88.6	0.70
November	46.0	75.3	0.70
December	39.4	66.6	1.15
Yearly Avg	56.9	86.6	8.96

Western Regional Climate Center, wrcc@dri.edu. Period of record 1964-2004. Average Total Snowfall 0.0". Nearest data available from Youngtown, AZ.

This profile was prepared by the Arizona Department of Commerce Communications Division in cooperation with local sources.

For further information, contact:

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