

Located in Greater Phoenix's northwest valley, Surprise is a vibrant, business-friendly community that's home to both growing and established innovative companies and international headquarters. Nearly 130,000 city residents enjoy a diverse, connected community bursting with recreational amenities, desirable neighborhoods and quick access to Greater Phoenix.

Principal Economic Activities

Surprise is a city on the rise. Over the last 15 years, the city's population has increased by 315 percent, and it has emerged as a sustainable community working towards global connectivity. The city is focused on bringing high-quality jobs to its residents and investment-rich global companies to its Foreign Trade Zone. Employment in retail and service sectors has been established as well as construction. The city has launched targeted initiatives to attract industry sectors like renewable energy, advanced manufacturing, higher education and emerging technologies. Surprise has a progressive approach for supporting high-employment projects and is skilled at identifying incentives to assist the critical needs of incoming projects. With great amenities, a talented workforce and city support, it's no wonder hundreds of other businesses call Surprise home, including four corporate headquarters.

Scenic Attractions

Surprise is located adjacent to the White Tank Mountain Regional Park, which offers 30,000 acres of hiking, biking and camping opportunities. Various city-wide events are held throughout the year including the Fiesta Grande, the Fine Art and Wine Festival and the Surprise Party. Surprise Stadium is the Spring Training home of Major League Baseball's Texas Rangers and Kansas City Royals.

Community Facilities

Recreation is big in this beautiful Sonoran desert community. The Surprise Civic and Recreation Campus provides 250 acres of world-class recreational opportunities for residents and visitors. The 25-court Surprise Tennis and Racquet Complex is the largest in the southwest and attracts both tennis legends and United States Tennis Association tournaments. Other campus amenities include an urban fishing lake, a 37-acre community park, a library, an aquatic center and the state's first adaptive recreation field. For those who love golf, the city has seven gorgeous 18-hole golf courses. Surprise also offers a flourishing arts scene with a performing arts center, several art galleries — including one in Surprise City Hall — and a growing public art presence.



BASIC INFORMATION

Founded:	1929	Incorporated:	1960
Elevation:	1,130 ft.	Location:	Maricopa County
Distance to major cities:			
Phoenix:	25 miles	San Diego:	347 miles
Tucson:	140 miles	Los Angeles:	368 miles
Las Vegas:	265 miles		

POPULATION

	2000	2010	2016 (est.)
Surprise	30,848	117,688	128,182
Maricopa County	3,072,149	3,824,058	4,137,076
State of Arizona	5,130,632	6,401,569	6,835,518

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PROPERTY TAX

	2000	2010	2016
Elementary / High School	6.14	3.61	5.49
City / Fire District	0.85	0.67	0.76
Maricopa County	3.35	2.79	4.06
Totals (Maricopa County)	10.34	7.07	10.31

Arizona Dept. of Revenue & Arizona Tax Research Foundation

SALES TAX / TRANSACTION PRIVILEGE TAX

Surprise	2.20%
Maricopa County	6.30%
State	5.60%

Arizona Dept. of Revenue & Arizona Tax Research Foundation

LABOR FORCE

	2000	2010	2016
Civilian Labor Force	12,241	49,194	53,255
Unemployed	507	4,836	2,576
Unemployment Rate	4.1%	9.8%	4.8%

Office of Economic Opportunity

WORKFORCE EDUCATION ATTAINMENT

	Count	Share
Less than high school	5,883	7.1%
High school or equivalent, no college	21,713	26.0%
Some college or Associate degree	32,879	39.4%
Bachelor's degree or advanced degree	22,957	27.5%

American Community Survey

INDUSTRY (RANKED BY EMPLOYMENT)

	Count	Share
Education, health care & social assistance	12,110	25.1%
Retail trade	6,691	13.9%
Finance, insurance & real estate	5,113	10.6%
Professional, scientific, & administrative services	4,614	9.6%
Arts, entertainment, food & recreation services	3,640	7.5%
Public administration	3,194	6.6%
Other services, except public administration	2,841	5.9%
Transportation, warehousing, & utilities	2,465	5.1%
Manufacturing	2,424	5.0%
Construction	2,421	5.0%
Wholesale trade	1,539	3.2%
Information	901	1.9%
Agriculture, forestry, fishing, hunting, & mining	306	0.6%

American Community Survey

This profile was prepared by the Arizona Commerce Authority in cooperation with local sources. For further information, please contact:

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