



# Connecting with the City

**Marketing & Communications**

# THE TEAM



Virginia Mungovan  
**Director**



Nichole Wiley  
**Manager**



Amanda Steele  
**Public Information Officer**



Muriel Sawicki  
**Graphic Designer**



Lorena Cano  
**Graphic Designer**



Ambria Brown  
**Digital Content Designer**



Marc Anderson  
**Webmaster**



Heidi Clinger  
**Web Specialist**



Jacob Abramson  
**Broadcast Administrator**



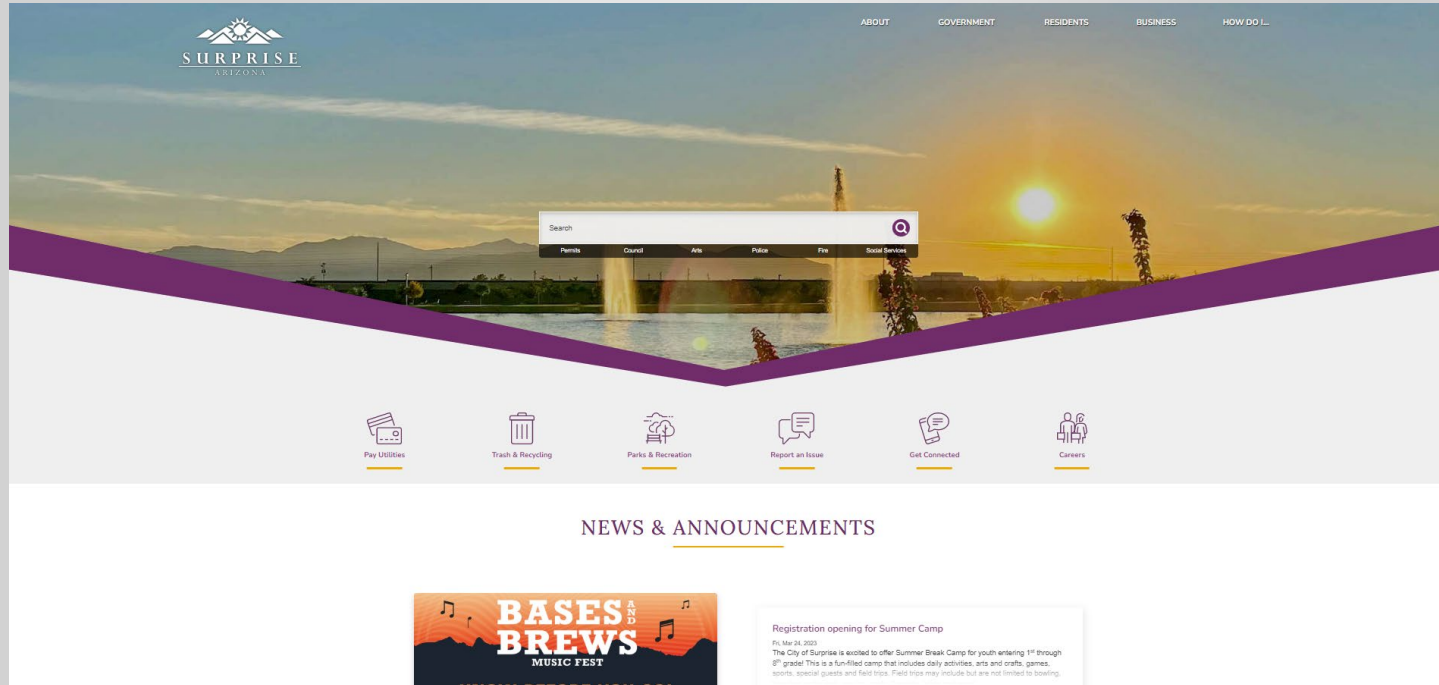
Shaun Butterfield  
**Video Specialist**

# WHAT WE DO

We manage the City of Surprise brand identity, including creating the marketing and communications collateral for all City departments and managing all digital media.

We aim to provide timely and transparent communication with our community using a wide variety of print and digital tools to build and maintain public awareness, trust and engagement.

# CITY WEBSITE



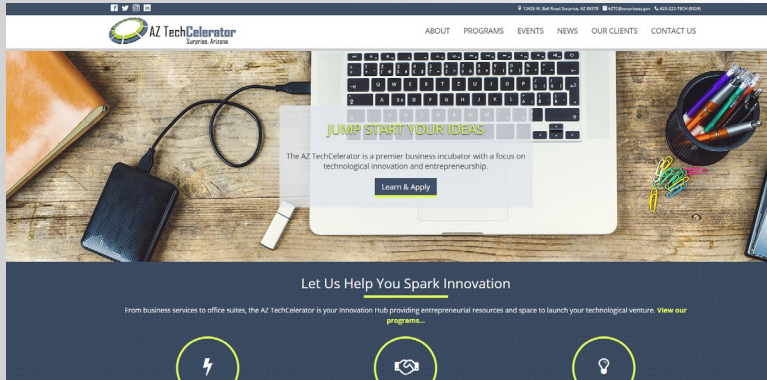
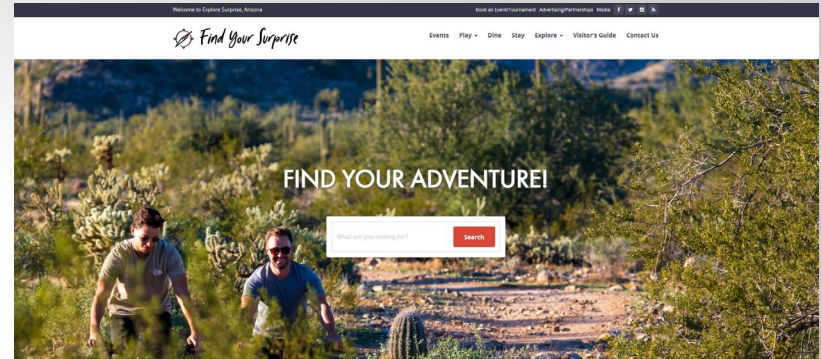
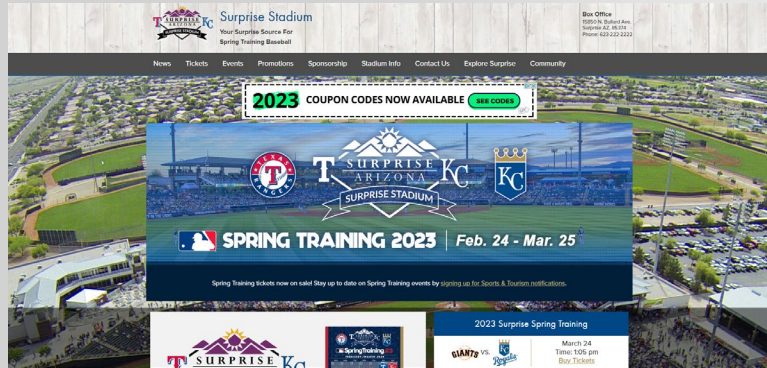
**SURPRISEAZ.GOV**

# ONLINE TOOLS

- Pay your utility bill (City customers)
- Sign up for passport appointments
- Apply for permits for improvement projects
- My Surprise Address – tells you your councilmember, utility providers and trash day
- Public records requests
- Report property crimes to the Police Department
- Register for special interest classes and sports
- Sign up for various arts & culture programs & water classes



# & MORE WEBSITES



# SOCIAL MEDIA



/CityofSurprise



@SurpriseAZgov



@SurpriseAZgov

nextdoor

City of Surprise



@AZSurprise













/SurpriseTV11

# EMAIL & TEXT NOTIFICATIONS

## My Subscriptions

SIGN IN TO MANAGE SUBSCRIPTIONS

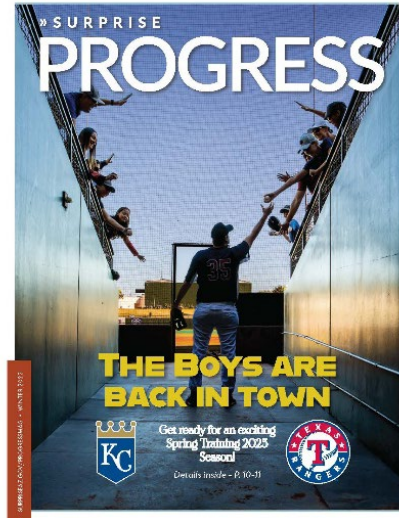
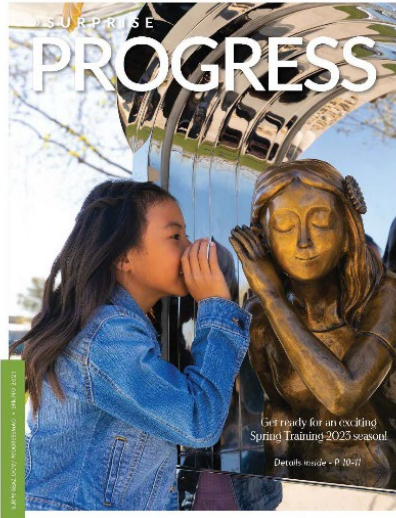
NAME ↑	PRODUCT	SUBSCRIBE TO EMAIL	SUBSCRIBE TO SMS
<b>AZ TechCelerator</b> Receive news and event notifications for the Surprise AZ Techcelerator business incubator.	HCMS	 <input type="checkbox"/>	 <input type="checkbox"/>
<b>Commercial Projects</b> Receive monthly advance notification of Upcoming Commercial Projects in the City of Surprise.	HCMS	 <input type="checkbox"/>	 <input type="checkbox"/>
<b>Community Jobs</b> Receive notifications for when a new community job has been posted.	HCMS	 <input type="checkbox"/>	 <input type="checkbox"/>
<b>Development Code Update</b> Receive information on the Development Code Update process and learn how you can help shape the changes!	HCMS	 <input type="checkbox"/>	 <input type="checkbox"/>
<b>District 1 Council Updates</b> Receive notifications about events and information concerning the residents of District 1.	HCMS	 <input type="checkbox"/>	 <input type="checkbox"/>

- City News
- Council Newsletters
- Commercial Project Reports
- Community Jobs
- Human Service & Community Vitality Newsletters
- City Council Agendas
- Surplus Property

**SURPRISEAZ.GOV/SUBSCRIBE**

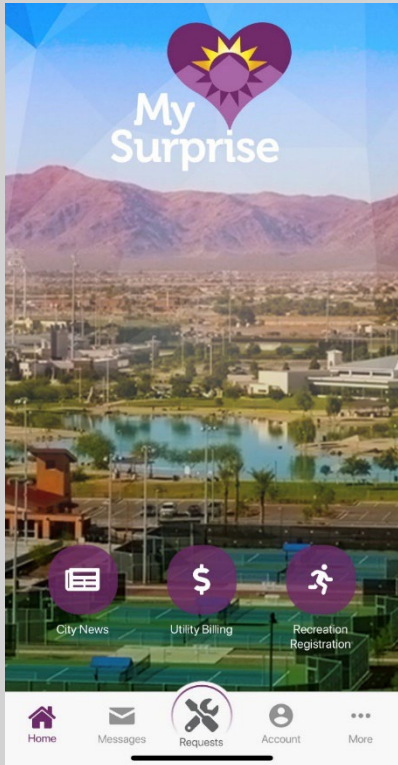


# PROGRESS MAGAZINE



- Produced quarterly
- Mailed to every household in Surprise – more than 65,000 households!
- We now combine RecTimes into the magazine

# MYSURPRISE APP





# GRAPHICS & PHOTOS



# TV & VIDEO



- **Where to Watch:** [Surpriseaz.gov/SurpriseTV](http://Surpriseaz.gov/SurpriseTV) □ Cox Channel 11 □ YouTube/SurpriseTV11
- **Shows:** Surprise Lately, Council Conversations, Surprise FYI, Public Service Announcements, Surprise at your Service
- **Meetings:** City Council, Commissions: Planning & Zoning and Veterans, Disability and Human Services
- **Other:** Training Videos, Economic Development Recruitment Videos

# NEWS MEDIA



- We send city news to the media for coverage
- We coordinate all incoming media requests

**SURPRISE**

## Outdoor retail, new park among the projects to watch in Surprise next year



**Corina Vanek**  
Arizona Republic

Published 7:00 a.m. MT Dec. 25, 2022 | Updated 11:14 a.m. MT Dec. 27, 2022

[View Comments](#)



*A visual rendering of Village at Prasada, an outdoor shopping center in Surprise. Courtesy Of SimonCRE*

More restaurants, stores and family-oriented entertainment are on tap in Surprise, as the Village at Prasada and its adjacent development, Prasada North, continue their build-out. Other projects around the city aim to [bring new parks](#), grocery options and on-demand transit to residents in the northwest Valley.

Here are some of the projects and plans to watch in Surprise in 2023:



# PRESS RELEASES



## New, easier way to request public records

Surprise launches new public records request system

Mon, Mar 20, 2023

The City of Surprise is moving to a new public records request system beginning March 20, providing a simpler and more centralized way of making online requests for public records and information, such as electronic documents, videos and audio files.

This new website-based software technology by GovQA can be accessed through [surpriseaz.gov/RecordsRequest](https://surpriseaz.gov/RecordsRequest). All public records should be requested through GovQA, including records from the Police Department, Fire-Medical Department, City Court and City Clerk's Office.

In addition to offering one centralized place for all City records requests, GovQA allows users to track their requests online through a secure portal. The new online intake form will also help refine requests, reducing the need for clarification and paperwork.

## WHAT IS A PRESS RELEASE?

A press release is an official statement delivered to members of the news media for the purpose of providing information, creating an official statement, or making an announcement directed for public release.



# STATE OF THE CITY

City of Surprise  
**STATE OF THE CITY**  
— ★ ★ ★ —

THURSDAY, MARCH 28 • 6 P.M. - 8 P.M.

SURPRISE CITY HALL  
16000 N. CIVIC CENTER PLZ.

6 - 6:30 P.M.  
MUSIC & LIGHT APPETIZERS

6:30 - 7 P.M.  
STATE OF THE CITY VIDEO PRESENTATION  
CITY COUNCIL CHAMBERS

7 - 8 P.M.  
CELEBRATION & CITY SHOWCASE



[SURPRISEAZ.GOV/SOTC](http://SURPRISEAZ.GOV/SOTC)



# NATIONAL COMMUNITY SURVEY

- Scientific survey conducted every two years; next one will be in 2025
- Serves as city services report card
  - Provides residents the opportunity to tell us what city services shine / areas in which to improve
- Confidential
  - Third-party runs the survey; city does not know who participates, only receives aggregate results
- Benchmark report compares our services with cities across the country
- All results posted online at [surpriseaz.gov/NCS](https://surpriseaz.gov/NCS)



**S U R P R I S E**  
ARIZONA

**Thank you!**  
**Questions?**