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September 30, 2021

The Honorable Karen Fann, President
Arizona State Senate

The Honorable Russell Bowers, Speaker
Arizona House of Representatives

The Honorable Doug Ducey, Governor
State of Arizona

Milton Dohoney, Jr., Assistant City Manager
City of Phoenix

Transmitted herewith is a report of the Arizona Auditor General, *An Economic and Fiscal Impact Analysis Update of the Operation of the Phoenix Convention Center*. The consulting firm HVS Convention, Sports & Entertainment Facilities Consulting (HVS) conducted the analysis under contract with the Arizona Auditor General and in response to the requirements of Arizona Revised Statutes §9-626.

This analysis estimates tax revenues generated for the State of Arizona from regional and national conventions and trade shows held at the Phoenix Convention Center. For the calendar year ended December 31, 2020, HVS estimated that events held at the Phoenix Convention Center generated \$7.2 million in tax revenues for the State, which is less than the \$24.0 million the State contributed toward the Convention Center's expansion. However, since its expansion, the Phoenix Convention Center generated an estimated additional \$226.1 million in State tax revenues, which is more than the \$195.4 million the State distributed to the Phoenix Convention Center. Therefore, the City of Phoenix owes no monies back to the State for fiscal year 2022.

My staff and I will be pleased to discuss or clarify items in the report.

Sincerely,

Lindsey A. Perry

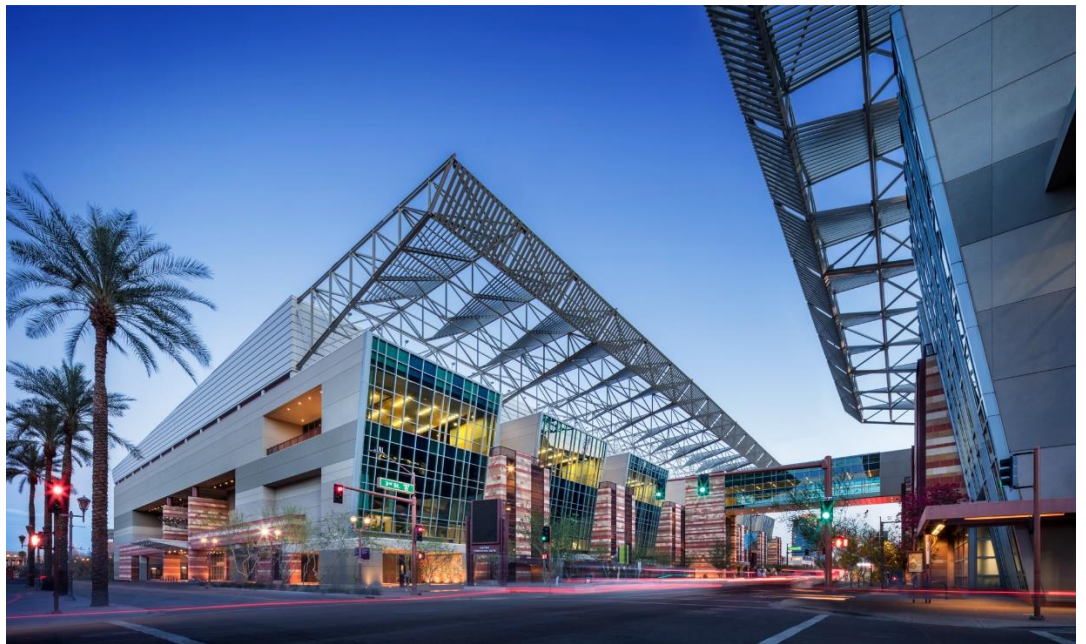
Lindsey A. Perry, CPA, CFE
Auditor General



ECONOMIC AND FISCAL IMPACT ANALYSIS UPDATE

Phoenix Convention Center

PHOENIX, ARIZONA



SUBMITTED TO:

Ms. Lindsey Perry
Arizona Auditor General
2910 North 44th Street, Suite 410
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June 22, 2021

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Ms. Lindsey Perry
Arizona Auditor General
2910 North 44th Street, Suite 410
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Re: Phoenix Convention Center
Phoenix, AZ

Dear Ms. Perry:

As directed by our agreement with Arizona Auditor General and A.R.S. §9-626, HVS Convention, Sports, and Entertainment Facilities Consulting ("HVS") submits the attached Economic and Fiscal Impact Analysis Update of the Phoenix Convention Center.

HVS staff collected and analyzed all information contained in this report. HVS sought out reliable sources and deemed information obtained from third parties to be accurate. The results of this study are subject to the comments, assumptions, and limiting conditions described in the report.

It has been a pleasure working with you. Please let us know if we can provide any additional services.

Sincerely,
HVS Convention, Sports & Entertainment
Facilities Consulting

Tom Hazinski
Managing Director

Jorge Cotte
Senior Director

Atlanta
Boston
Boulder
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Dallas
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Las Vegas
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1. Introduction and Executive Summary

Nature of the Assignment

The Arizona Auditor General engaged HVS Convention, Sports & Entertainment Facilities Consulting (“HVS”) to conduct an Economic and Fiscal Impact Analysis of the Phoenix Convention Center (“PCC”) in Phoenix, Arizona.

HVS performed this analysis as directed by A.R.S. §9-626. This statute requires an assessment of the value of direct, indirect, and induced economic activity resulting from regional and national conventions and trade shows held at the PCC. These estimates of economic activity provide the basis for estimates of the gross amount of State General Fund revenues received from income, sales, and luxury taxes derived from the operation of the PCC. Gross State General Fund revenue minus the amounts distributed as directed by A.R.S. §9-602(D) plus construction impacts equal the net impact on the State General Fund.

In the original Economic and Fiscal Impact Analysis dated August 1, 2014, HVS estimated the impact of the PCC for the period from 2009 through 2013. In subsequent years, HVS estimated the prior year impact of the PCC. This update estimates the 2020 impact of the PCC.

Impact of the COVID-19 Pandemic on PCC Performance

The impact of COVID-19 has been felt throughout the United States. In March 2020, federal, state, and local governments, individual corporations, and other institutions imposed travel restrictions and other safety measures. In addition, on March 11, 2020, Arizona Governor Doug Ducey issued a Declaration of Public Health Emergency and Executive Order to address the spread of COVID-19 and several subsequent Executive Orders that limited public gatherings. The City of Phoenix continues to follow CDC and WHO guidelines and recommendations for public gatherings.

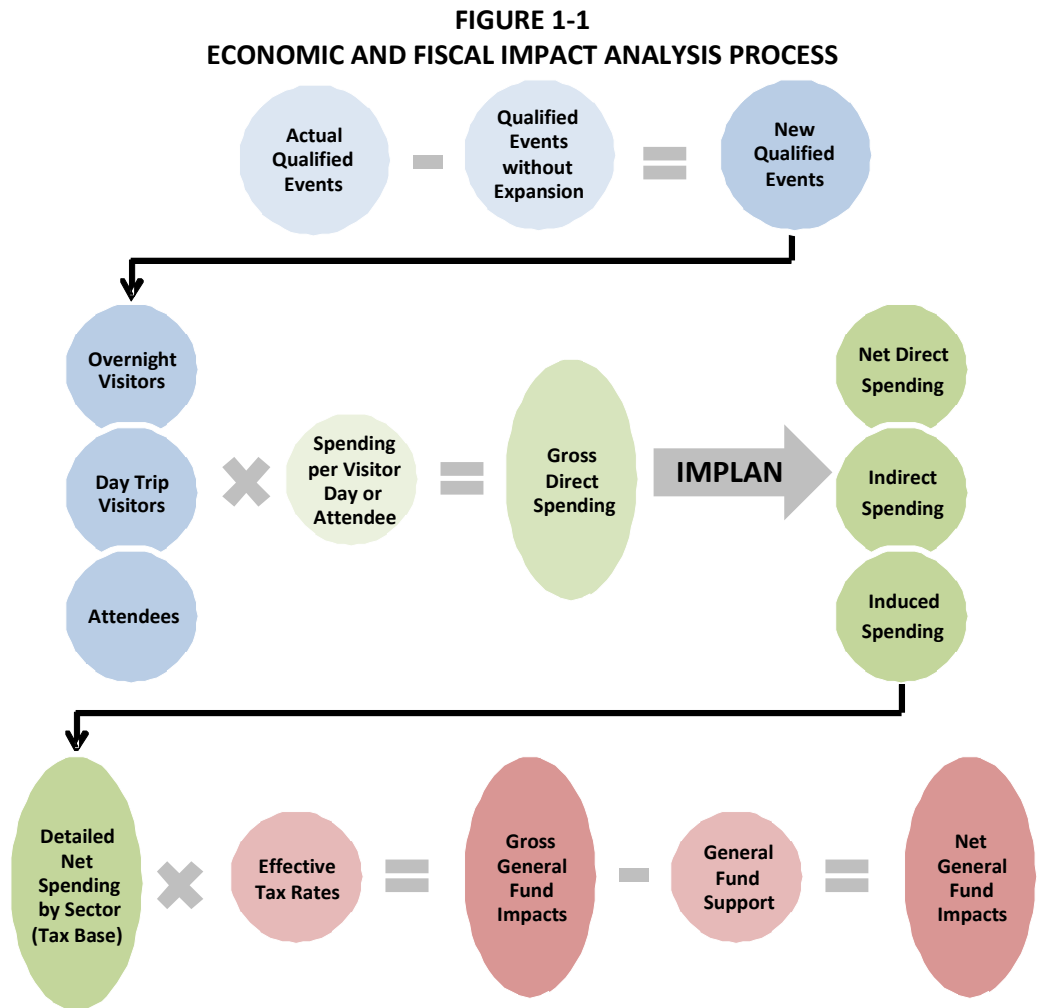
In addition to the cost of human life, the broader impact of the spread of COVID-19 and the response to it has triggered an unprecedented economic contraction, from which the negative effects are likely to be longer-lived than the virus itself. Government responses have varied from state to state throughout the US. While the short-term impact on the economy is severe, it is difficult to assess the long-term impact of COVID-19 on activity and spending.

It remains unclear as to when local and national efforts to address the COVID-19 pandemic will be sufficient to allow the PCC and other major convention centers to return to normal operations.

We have attempted to account for potential short-term implications of COVID-19 in our forecast, but a significant level of uncertainty remains for activity levels in 2021 and 2022. For subsequent Economic and Fiscal Impact Analysis Updates, more information will be available that will allow HVS to estimate the impact of COVID-19 on Qualified Revenue.

**Economic Impact
Methodology**

To estimate the fiscal impacts of the expansion, HVS followed the methodology outlined in the following figure.



As required under A.R.S. §9-626, HVS estimated the change in economic activity related to “regional and national conventions and trade shows held at the site of the eligible project” referred to hereinafter as “Qualified Events.” HVS relied on

historical data on Qualified Events, attendance, and room nights generated by the PCC before and after its expansion to estimate the increase in the number of and attendance at Qualified Events.

For the no-expansion scenario, HVS assumed that in 2009, the PCC would have achieved an average annual level of Qualified Events for the years 2003 through 2005. From 2006 through 2008, the project to expand the PCC was in process, negatively affecting the annual level of Qualified Events. From 2010 through 2013, we applied the actual percent change in demand to the historical averages. For 2014 through 2019, we assumed that the PCC without expansion would remain at the same level of demand as 2013. Without reinvestment, convention facilities in Phoenix would have become functionally obsolete and unable to attract new events. The difference between the expansion and the no-expansion scenarios represents net demand added by the expansion. HVS estimated overnight visitors, day-trip visitors, and attendees to the PCC.

For 2020, we adjusted the non-expansion demand to account for the COVID-related restrictions that stymied events at the PCC. Given that the only 20% of the calendar year was available for hosting Qualified Events, we used 20% of the historical average described in the previous paragraph.

HVS used estimates of the amounts of spending per visitor or attendee to estimate gross direct spending or income associated with Qualified Events. Gross direct spending provides the inputs into the IMPLAN model of the local area economy. IMPLAN is a nationally recognized input-output model that estimates the income and employment effects of changes in economic activity. The model used in the update relied on the most recent available data (2019) on the Arizona economy. IMPLAN generates estimates of total net spending. Spending falls into three categories: net direct spending, indirect spending, and induced spending. The sum of net direct, indirect, and induced spending estimates makes up the total estimated spending impact of the New Qualified Events.

To estimate fiscal impacts, HVS identified the sources of spending that would generate General Fund revenues: 1) Sales and Use Taxes, 2) Personal Income Taxes, 3) Corporate Income Taxes, and 4) Luxury Taxes. Detailed outputs of the IMPLAN model provide a basis for quantifying the tax base for each tax. We applied the appropriate effective tax rate to the tax base to estimate General Fund Revenue generated by Qualified Events (“Qualified Revenue”). Subtracting distributions from Qualified Revenue yields an estimate of the net impact on the State General Fund.

Event Demand Analysis

The Greater Phoenix Convention and Visitors Bureau (“GPCVB”) provided HVS with data on historical Qualified Events from 2009 through 2020.

The following figure shows the difference between the number of Qualified Events and their associated attendance and room nights for the past ten years in the non-expansion and expansion scenarios.

**FIGURE 1-2
PROJECTED DIFFERENCE IN DEMAND**

Year	No Expansion	Actual	Change
Qualified Events			
2011	23	52	29
2012	27	61	34
2013	19	42	23
2014	19	65	46
2015	19	65	46
2016	19	67	48
2017	19	67	48
2018	19	77	58
2019	19	68	49
2020	4	19	15
Total	187	583	396
Attendance			
2011	43,000	210,934	167,934
2012	32,000	164,673	132,673
2013	24,000	118,332	94,332
2014	24,000	198,523	174,523
2015	24,000	248,278	224,278
2016	24,000	210,506	186,506
2017	24,000	239,570	215,570
2018	24,000	295,473	271,473
2019	24,000	316,771	292,771
2020	4,000	71,922	67,922
Total	247,000	2,074,982	1,827,982
Occupied Room Nights			
2011	171,000	601,006	430,006
2012	132,000	522,668	390,668
2013	96,000	368,192	272,192
2014	96,000	603,674	507,674
2015	96,000	694,382	598,382
2016	96,000	647,146	551,146
2017	96,000	674,048	578,048
2018	96,000	784,634	688,634
2019	96,000	746,246	650,246
2020	18,000	205,180	187,180
Total	993,000	5,847,176	4,854,176

Source: GPCVB and HVS

As previously stated, the COVID-19 pandemic had the effect of completely terminating all Qualified Event activity at the PCC from March 12, 2020 until the end of the year. All events booked in this period were postponed or cancelled. This resulted in a 72% decrease in events and a 77% decrease in attendance from the previous year.

Spending Impact

HVS estimated direct spending by applying daily spending parameters of event attendees, event organizers, and exhibitors to the estimated demand from Qualified Events. HVS also estimated associated business spending (“Indirect Spending”) and related personal income (“Induced Spending”) using the IMPLAN input-output model. See the figure below for estimates of increased net spending related to Qualified Events.

FIGURE 1-3
NET SPENDING IMPACT ESTIMATES (\$ MILLIONS)

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Direct	\$181.7	\$160.7	\$117.3	\$217.6	\$277.1	\$251.8	\$235.4	\$308.3	\$300.5	\$92.4
Indirect	56.7	49.9	36.1	65.9	82.2	89.7	90.3	117.5	114.6	36.7
Induced	73.0	63.3	46.1	74.3	121.5	145.9	119.1	144.8	147.7	44.9
Total	\$311.4	\$273.9	\$199.5	\$357.8	\$480.8	\$487.4	\$444.8	\$570.6	\$562.8	\$174.0

Fiscal Impacts

Net direct, induced, and indirect spending serves as the basis for estimating fiscal impacts. HVS identified four applicable taxes in the State of Arizona that would generate Qualified Revenue:

- Sales and Use Tax,
- Personal Income Tax,
- Corporate Income Tax, and
- Luxury Taxes (from tobacco, cigarettes, and liquor).

The following figure summarizes the estimated increase in General Fund revenues from 2009 to 2020 with construction impacts and fund distributions.

**FIGURE 1-4
ESTIMATED NET GENERAL FUND IMPACT**

	Impact
Annual Qualified Revenue	
2009	\$17,347,000
2010	14,681,000
2011	15,422,000
2012	13,620,000
2013	9,120,000
2014	14,996,000
2015	20,489,000
2016	20,647,000
2017	18,985,000
2018	23,543,000
2019	23,620,000
2020	7,163,000
Total Qualified Revenue	\$199,633,000
Construction Impacts	26,445,000
Sub-total	\$226,078,000
Less Fund Distributions 2009-2020	(195,384,100)
Qualified Revenue Less Distributions	\$30,693,900

Sources: AECOM, State of Arizona, and HVS

Breakeven Analysis

The cumulative difference of construction impacts and Qualified Revenue less fund distributions from 2009 to 2020 is approximately \$30.7 million. However, fund distributions will continue through 2044. HVS estimated the minimum attendance required for total fund distribution to equal Qualified Revenues for future years (see Figure 1-5).

As stated earlier, the COVID-19 pandemic has had both short- and long-term impacts on PCC operations, some of which are still unknown. HVS assumptions are based on observations of event restriction in other states and on available public information at the time of this writing. Assumptions regarding the impact of the COVID-19 pandemic on future PCC events and attendance cannot be guaranteed to be accurate.

To estimate future attendance HVS made the following calculations and assumptions:

- Calculated Qualified Revenues per Attendee from 2009 through 2020, by dividing Qualified Revenue (Figure 1-4) by Actual Attendance (Figure 1-2).
- Used a ten-year average from 2010 to 2019 in 2020 dollars to project Qualified Revenue per Attendee for 2021 and inflated that amount by an inflation rate of 2.5% for future years.
- We assume that events will be held at some point in 2021 but that ongoing health concerns and a weakened economy will affect attendance levels. We assume events will be held beginning in June 2021 and that impacts on attendance will be greatest in those first months of resumed activity in 2021 and gradually lessen through the end of the year. This context is further complicated by the possibility that some events that were cancelled or postponed in 2020 and early 2021 will return, leading to more robust event bookings once health concerns are manageable. Overall, we forecast that 2021 attendance will be between 75% and 80% of current bookings.
- To forecast attendance in 2022, 2023, and 2024, HVS assumed a consistent recovery to 230,000 attendees. Beginning with 2025, HVS estimates that the PCC requires an average of 234,490 attendees per year from 2025 through 2029 for cumulative Qualified Revenue to equal fund distributions.

See the following figure.

**FIGURE 1-5
QUALIFIED REVENUE BREAKEVEN ANALYSIS**

Bond Year ¹	State General Fund Distributions to City of Phoenix	Estimated Future Qualified Attendance	Qualified Revenue per Attendee ²	Qualified Revenue	Qualified Revenue minus State General Fund Distributions to City of Phoenix	Cumulative Excess (Deficit) ³
Actual ⁴						\$30,693,900
2021	24,498,450	80,000	99.26	7,941,000	(16,557,450)	14,136,450
2022	24,999,400	180,000	101.74	18,313,931	(6,685,469)	7,450,981
2023	25,498,550	210,000	104.29	21,900,410	(3,598,140)	3,852,841
2024	25,998,700	230,000	106.89	24,585,817	(1,412,883)	2,439,958
2025	26,497,375	234,490	109.57	25,692,433	(804,942)	1,635,016
2026	26,997,100	234,490	112.31	26,334,744	(662,356)	972,659
2027	27,495,125	234,490	115.11	26,993,112	(502,013)	470,647
2028	27,998,700	234,490	117.99	27,667,940	(330,760)	139,887
2029	28,499,525	234,490	120.94	28,359,638	(139,887)	0
2030	28,999,575	233,933	123.97	28,999,575	0	0
2031	29,495,550	232,131	127.06	29,495,550	0	0
2032	29,999,150	230,336	130.24	29,999,150	0	0
2033	29,996,250	224,696	133.50	29,996,250	0	0
2034	29,995,775	219,212	136.83	29,995,775	0	0
2035	29,999,975	213,895	140.26	29,999,975	0	0
2036	29,995,825	208,650	143.76	29,995,825	0	0
2037	29,995,850	203,561	147.36	29,995,850	0	0
2038	29,996,750	198,602	151.04	29,996,750	0	0
2039	29,995,225	193,748	154.82	29,995,225	0	0
2040	29,997,975	189,040	158.69	29,997,975	0	0
2041	29,996,150	184,418	162.65	29,996,150	0	0
2042	29,996,175	179,920	166.72	29,996,175	0	0
2043	29,998,925	175,548	170.89	29,998,925	0	0

¹Beginning July 1.

²Estimated average revenue per attendee at qualified events. Past years are in 2020 dollars and future estimates are estimated at an inflation rate of 2.5% per year.

³Cumulative difference is the previous year's cumulative difference (as shown in Figure 1-4) plus current year Qualified Revenue minus Fund Distributions.

⁴As of December 31, 2020.

Annual Fund Distribution amounts will increase from \$24.5 million in 2021 to \$30.0 million in 2032 and remain at roughly \$30.0 million until 2043. To generate enough Qualified Revenue to equal the cumulative amounts of Fund Distributions, the PCC will need to generate approximately 233,606 in annual attendance for the years 2025 through 2032.

Following 2032, Fund Distributions increase by less than inflation. Therefore, the PCC will need to generate approximately 199,208 in annual attendance for the years 2033 through 2043 for Qualified Revenue to equal Fund Distributions.

Conclusion

HVS estimates that through the year 2020, Qualified Revenues exceed the amounts of fund distributions by \$30.7 million. The current COVID-19 pandemic crisis has severely limited the ability of the PCC to generate Qualified Revenue in 2020 and 2021. It is currently unclear what levels of activity will return in the second half of 2021. In the next five to ten years, the PCC will need to attract attendance at levels higher than the ten-year historical average to generate amounts of Qualified Revenues sufficient to cover Fund Distributions.

2. Event Demand Analysis

History of Phoenix Convention Center

The Phoenix Civic Plaza opened in 1972. Demand for an expansion of the center arose as the population and economy of the City of Phoenix grew. In 1985, the venue doubled its total function space and expanded to approximately 300,000 square feet of rentable function space. It underwent renovations in the early 1990s.

In 2001, Phoenix voters approved a second large-scale convention center expansion project. The City gained permission to spend approximately \$300 million on the project. In 2003, the Arizona Legislature approved another \$300 million in funding from the State of Arizona. The project entailed:

- building a new three-story West Building on the old Symphony Terrace site with a lower level,
- demolishing and replacing the main North Building with a new three-story facility with a lower level that connects to the West Building, and
- renovating the interior of the South Building.

The following figure compares the amount of exhibit, ballroom, and meeting space in the 1985 expansion to the 2009 expansion.

FIGURE 2-1
PCC BEFORE AND AFTER EXPANSION

Specification	Pre-Expansion	Post-Expansion
Year Completed	1985	2009
Total Function Space (sf)	302,000	868,300
Total Space (sf)	580,000	2,700,000
Exhibit Space (sf)	221,000	584,500
Exhibit Divisions	4	13
Ballroom Space (sf)	28,000	118,800
Ballroom Divisions	1	9
Meeting Rooms (sf)	53,000	167,390
Meeting Room Divisions	43	107

Source: Phoenix Convention Center, City of Phoenix, GPCVB

The expansion nearly tripled the amount of rentable function space. The lower level of the North and West Buildings connect to form a 312,500-square-foot contiguous exhibit hall.

Actual Qualified Events

The Greater Phoenix Convention and Visitors Bureau (“GPCVB”) provided HVS with data on historical Qualified Events for the calendar years 2009 through 2020. Appendix A provides a complete list of Qualified Events. The following figures present the number of events and attendee history at the PCC for the past ten years by calendar year and number of attendees.

**FIGURE 2-2
NUMBER OF QUALIFIED EVENTS**

Attendance Range	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
0 - 999	10	11	10	15	7	12	10	11	9	1
1000 - 1999	20	18	10	18	20	19	23	29	22	5
2000 - 2999	9	14	9	10	10	14	14	9	13	4
3000 - 3999	3	9	6	8	7	5	7	5	6	4
4000 - 4999	2	5	3	2	6	4	6	6	7	1
5000 - 5999	1	2	1	1	5	2	2	6	0	0
6000 - 6999	1	0	1	3	0	6	0	3	1	2
7000 - 7999	0	0	0	0	4	1	0	3	0	0
8000 - 8999	0	0	0	3	0	1	1	1	3	1
9000 - 9999	1	0	0	0	0	0	1	0	3	0
10000+	5	2	2	5	6	3	3	4	4	1
Total	52	61	42	65	65	67	67	77	68	19

Source: GPCVB

**FIGURE 2-3
TOTAL ATTENDANCE AT QUALIFIED EVENTS**

Attendance Range	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
0 - 999	6,879	6,720	6,771	8,770	4,350	8,030	5,541	6,955	6,488	700
1000 - 1999	26,094	27,074	14,155	25,998	28,100	25,793	33,052	41,899	31,616	7,000
2000 - 2999	22,084	31,468	21,238	22,794	22,800	32,293	32,478	19,710	32,373	9,600
3000 - 3999	10,162	31,463	20,286	28,239	23,200	19,170	23,918	17,295	21,478	12,500
4000 - 4999	8,821	22,298	13,628	8,400	26,128	17,210	25,857	25,620	30,451	4,200
5000 - 5999	5,000	10,400	5,254	5,000	25,700	10,608	11,144	30,756	0	0
6000 - 6999	6,800	0	6,000	18,827	0	37,000	0	19,585	6,000	12,000
7000 - 7999	0	0	0	0	30,000	7,100	0	21,000	0	0
8000 - 8999	0	0	0	24,250	0	8,752	8,000	8,500	26,095	8,122
9000 - 9999	9,000	0	0	0	0	0	9,318	0	27,500	0
10000+	116,094	35,250	31,000	56,245	88,000	44,550	90,262	104,153	134,770	17,800
Total	210,934	164,673	118,332	198,523	248,278	210,506	239,570	295,473	316,771	71,922

Source: GPCVB

In 2020, the PCC was only able to hold events until March 12, 2020, or approximately 20% of the calendar year. This reflects a 72% decrease in events and a 77% decrease in attendance from 2019.

HVS estimated room nights for Qualified Events using attendance, event length, and information reported by delegates. The PCC provided HVS with delegate intercept survey data for 24 Qualified Events. The intercept surveys were conducted from 2008 through 2012. The survey asked the respondents whether they stayed overnight for the event and, if so, how many nights they stayed. On average, approximately 86 percent of attendees stayed overnight for their events.

For each event with a corresponding survey, we found the weighted average length of stay and compared it to the event’s length. See the following figure.

**FIGURE 2-4
LENGTH OF STAY AND EVENT LENGTH (DAYS)**

Qualified Event	Length of Stay Reported by Delegates	Event Length	Average Percent of Event Length Stayed
The Gideons International Convention	5.362	7	77%
General Council of the Assemblies of God	5.181	5	104%
Annual Meeting of Military Surgeons	4.717	4	118%
Imaging USA - Annual Conv & Expo	4.503	3	150%
ACAAI Annual Meeting	4.392	7	63%
GSA SmartPay Conference	4.259	3	142%
SAP TechEd	4.206	5	84%
ACA Annual Winter Conference	4.199	6	70%
Best Western North American Convention	4.157	3	139%
National Needlearts Association Convention	4.099	5	82%
National Conference on Tobacco or Health	4.020	3	134%
Mary Kay Leadership Conference	3.929	11	36%
Annual Session of American Gastrointestinal and Endoscopic S	3.866	4	97%
Annual American Trucking Association Management Conference	3.856	6	64%
SME Annual Meeting & Exhibits	3.829	5	77%
American Nurses Magnet Conference	3.741	3	125%
2011 Indian Gaming Convention	3.647	3	122%
Cattle Industry Annual Convention & Trade Show	3.646	3	122%
U.S. Green Building Annual Conference & Expo	3.546	3	118%
2009 Indian Gaming Convention	3.545	2	177%
Aviation Week MRO Conference & Exhibition	3.427	4	86%
Electric Utilities Environmental Conference	3.378	4	84%
Electric Utilities Environmental Conference	3.376	3	113%
NRA Annual Meetings and Exhibits	3.310	6	55%
Length of stay as a percent of event length for all events included in survey			101%

Source: PCC Intercept Survey and GPCVB

The survey results indicate that the average overnight visitor stays for approximately the same length of time as the event length. From this analysis, we assumed that room nights per lodger equaled the event’s length in the non-expansion scenario.

For events with greater than 10,000 attendees, HVS estimated room nights and overnight visitation separately. These large events include sports tournaments, consumer shows, and a marathon, which are events that attract more drive-in visitation than other Qualified Events. Additionally, attendees to these events typically reflect a shorter length of stay than expected from event length and higher occupancy per room than conventions.

The figure below shows the room night history at the PCC from 2011 through 2020.

FIGURE 2-5
PHOENIX CONVENTION CENTER TOTAL ROOM NIGHTS

Attendance Range	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
0 - 999	23,778	23,228	23,404	30,314	15,036	27,756	19,153	26,528	17,094	1,811
1000 - 1999	90,195	93,582	48,927	89,863	97,129	89,155	114,246	147,425	109,230	22,337
2000 - 2999	76,334	108,940	73,410	78,788	78,809	111,622	112,262	87,025	131,000	31,565
3000 - 3999	35,125	108,753	70,119	97,609	80,192	66,262	82,674	60,930	94,315	64,251
4000 - 4999	30,490	77,074	47,106	29,035	90,313	59,487	89,376	88,683	116,647	3,622
5000 - 5999	13,750	35,948	18,161	17,283	88,833	36,667	38,520	97,388	0	0
6000 - 6999	23,504	0	20,739	65,076	0	127,892	0	84,181	20,698	46,571
7000 - 7999	0	0	0	0	103,696	24,541	0	72,444	0	0
8000 - 8999	0	0	0	83,821	0	30,252	27,652	36,653	113,539	35,023
9000 - 9999	31,109	0	0	0	0	0	32,208	0	109,130	0
10000+	276,721	75,143	66,325	111,884	140,375	73,513	157,959	83,376	34,593	0
Total	601,006	522,668	368,192	603,674	694,382	647,146	674,048	784,634	746,246	205,180

Source: GPCVB and HVS

**Qualified Events
without Expansion**

To estimate the number of new Qualified Events, HVS estimated the number of events and average attendance that would have occurred at the venue if it did not undergo expansion. We based our estimates on the historical performance of the PCC for the years 2003 to 2005 prior to the expansion project as shown in the following figure. Appendix B lists Qualified Events from 2003 to 2005.

**FIGURE 2-6
CONVENTION EVENTS AT CIVIC PLAZA 2003 THROUGH 2005**

Event Size	Total 2003 Through 2005			Annual Averages	
	Events	Attendance	Room Nights	Events	Attendance per Event
0 to 999	19	12,815	30,996	6.3	674
1000 to 1999	35	49,589	81,607	11.7	1,417
2000 to 2999	14	30,550	61,639	4.7	2,182
3000 to 3999	15	47,700	95,775	5.0	3,180
4000 to 4999	2	8,700	18,091	0.7	4,350
5000 to 5999	6	30,500	73,397	2.0	5,083
6000 to 6999	2	12,000	12,931	0.7	6,000
Total	93	191,854	374,436	31.1	2,063

Source: PCC

To estimate the number of Qualified Events that would have occurred without expansion, HVS assumed that in 2009 the PCC would have achieved the 2003 to 2005 three-year average level of events and attendance. In subsequent years, we applied the actual percent change in Qualified Events for the years 2010 through 2013 to the average levels in 2009. For 2014 through 2019, HVS assumed that without expansion, the PCC would hold the same number of events as the year before. For 2020, HVS adjusted the non-expansion estimates to reflect the venue's closure and limited activity for 80% of the calendar year due to restrictions from the COVID-19 pandemic.

See the figure below for the actual percent change in Qualified Event attendance that occurred from 2011 through 2020, followed by the resulting projections for Qualified Events without an expansion.

**FIGURE 2-7
QUALIFIED EVENT ATTENDANCE TRENDS**

Year	Events		Attendance	
	Total	Change from Previous	Total	Change from Previous
2011	52	-	210,934	-
2012	61	17.3%	164,673	-21.9%
2013	42	-31.1%	118,332	-28.1%
2014	65	54.8%	198,523	67.8%
2015	65	0.0%	248,278	25.1%
2016	67	3.1%	210,506	-15.2%
2017	67	0.0%	239,570	13.8%
2018	77	14.9%	295,473	23.3%
2019	68	-11.7%	316,771	7.2%
2020	19	-72.1%	71,922	-77.3%

Source: GPCVB

The figure on the following page shows the estimates of events and attendance that would have occurred in the absence of expansion of the PCC.

**FIGURE 2-8
PROJECTED ATTENDANCE WITHOUT EXPANSION**

Attendance Range	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Events										
0 - 999	5	5	4	4	4	4	4	4	4	1
1000 - 1999	9	11	7	7	7	7	7	7	7	1
2000 - 2999	4	4	3	3	3	3	3	3	3	1
3000 - 3999	4	4	3	3	3	3	3	3	3	1
4000 - 4999	1	1	1	1	1	1	1	1	1	0
5000 - 5999	2	2	1	1	1	1	1	1	1	0
Total	23	27	19	19	19	19	19	19	19	4
Average Attendance										
0 - 999	600	377	548	548	548	548	548	548	548	548
1000 - 1999	1,333	848	821	821	821	821	821	821	821	821
2000 - 2999	1,750	1,357	1,314	1,314	1,314	1,314	1,314	1,314	1,314	1,314
3000 - 3999	2,750	1,810	1,971	1,971	1,971	1,971	1,971	1,971	1,971	1,971
4000 - 4999	3,000	2,262	3,286	3,286	3,286	3,286	3,286	3,286	3,286	3,286
5000 - 5999	3,500	2,828	3,286	3,286	3,286	3,286	3,286	3,286	3,286	3,286
Total Attendance (rounded to the nearest 1,000)										
0 - 999	3,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	0
1000 - 1999	12,000	9,000	6,000	6,000	6,000	6,000	6,000	6,000	6,000	1,000
2000 - 2999	7,000	6,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	1,000
3000 - 3999	11,000	8,000	6,000	6,000	6,000	6,000	6,000	6,000	6,000	1,000
4000 - 4999	3,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	0
5000 - 5999	7,000	5,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	1,000
Total	43,000	32,000	24,000	24,000	24,000	24,000	24,000	24,000	24,000	4,000

HVS excluded events from the set of events from 2003 to 2005 that the PCC provided that were not Qualified Events, such as gift shows and outdoor sporting events. Due to the space restrictions of the PCC prior to expansion, HVS assumed that without expansion, the PCC would not hold Qualified Events with more than 6,000 attendees. As mentioned on Page 2-5, for 2020, HVS adjusted the non-expansion estimates (to 20% of the pre-2020 non-expansion scenario) to reflect the effects of restrictions from the COVID-19 pandemic.

To estimate room nights in the non-expansion scenario, HVS used delegate intercept survey data described on Page 2-3 of this report. HVS used average event length to estimate the annual room nights for the non-expansion scenario. The 2003 to 2005 event data did not provide sufficient data to estimate event length. The GPCVB dataset of Qualified Events from 2009 to 2013 represents the best available source of event length for the PCC. HVS used this data to estimate room nights in the non-expansion scenario.

With our assumptions and Qualified Event and attendance forecasts, the following figure shows room night projections for Qualified Events.

FIGURE 2-9
PROJECTED ROOM NIGHTS WITHOUT EXPANSION

Attendance Range	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
0 - 999	11,000	8,000	6,000	6,000	6,000	6,000	6,000	6,000	6,000	1,000
1000 - 1999	43,000	34,000	24,000	24,000	24,000	24,000	24,000	24,000	24,000	5,000
2000 - 2999	29,000	22,000	16,000	16,000	16,000	16,000	16,000	16,000	16,000	3,000
3000 - 3999	46,000	36,000	26,000	26,000	26,000	26,000	26,000	26,000	26,000	5,000
4000 - 4999	12,000	9,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000	1,000
5000 - 5999	30,000	23,000	17,000	17,000	17,000	17,000	17,000	17,000	17,000	3,000
Total	171,000	132,000	96,000	96,000	96,000	96,000	96,000	96,000	96,000	18,000

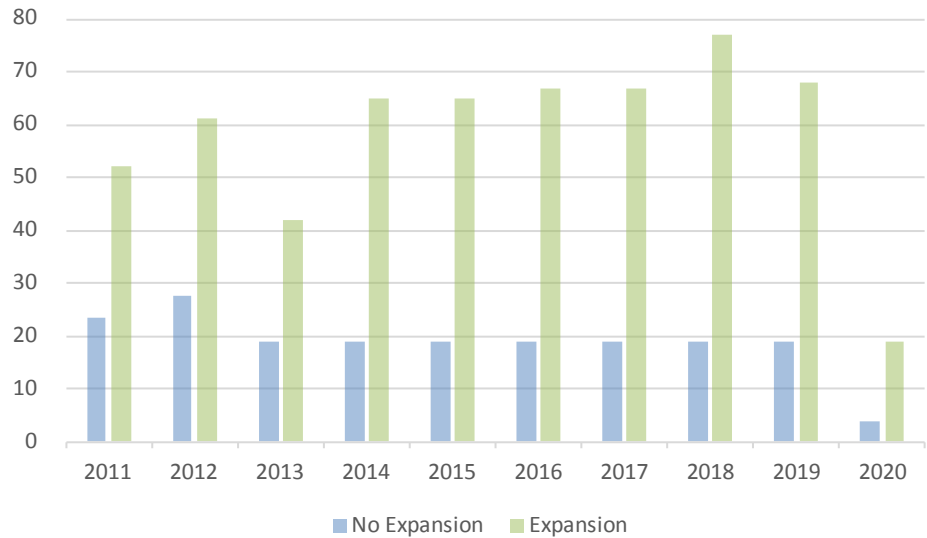
The following figure shows the difference between the number of Qualified Events and their associated attendance and room nights for each year in the non-expansion and expansion scenarios.

**FIGURE 2-10
PROJECTED DIFFERENCE IN DEMAND**

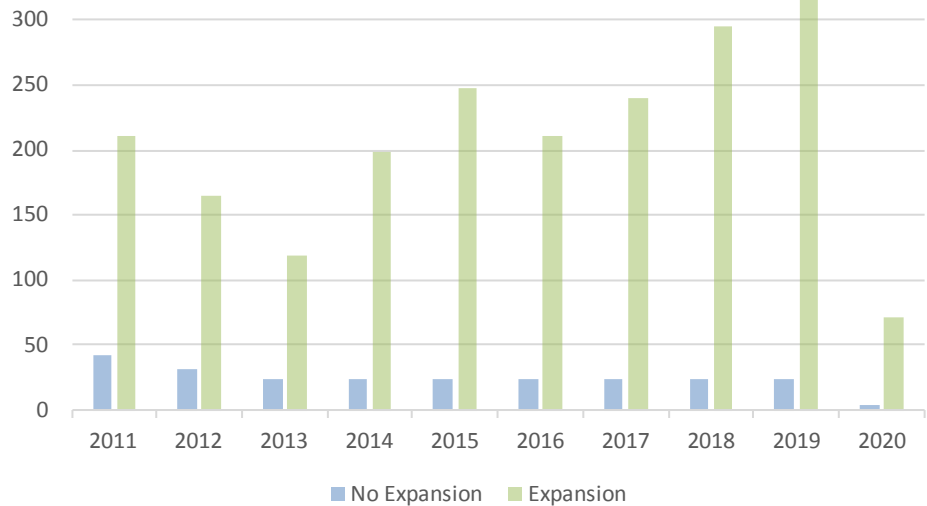
Year	No Expansion	Actual	Change
Qualified Events			
2011	23	52	29
2012	27	61	34
2013	19	42	23
2014	19	65	46
2015	19	65	46
2016	19	67	48
2017	19	67	48
2018	19	77	58
2019	19	68	49
2020	4	19	15
Total	187	583	396
Attendance			
2011	43,000	210,934	167,934
2012	32,000	164,673	132,673
2013	24,000	118,332	94,332
2014	24,000	198,523	174,523
2015	24,000	248,278	224,278
2016	24,000	210,506	186,506
2017	24,000	239,570	215,570
2018	24,000	295,473	271,473
2019	24,000	316,771	292,771
2020	4,000	71,922	67,922
Total	247,000	2,074,982	1,827,982
Occupied Room Nights			
2011	171,000	601,006	430,006
2012	132,000	522,668	390,668
2013	96,000	368,192	272,192
2014	96,000	603,674	507,674
2015	96,000	694,382	598,382
2016	96,000	647,146	551,146
2017	96,000	674,048	578,048
2018	96,000	784,634	688,634
2019	96,000	746,246	650,246
2020	18,000	205,180	187,180
Total	993,000	5,847,176	4,854,176

The following figures illustrate differences in the number of Qualified Events and attendance at Qualified Events between actual performance and the scenario in which the PCC did not expand.

**FIGURE 2-11
NUMBER OF QUALIFIED EVENTS**



**FIGURE 2-12
ATTENDANCE AT QUALIFIED EVENTS (THOUSANDS)**





The difference between the actual attendance and room nights generated by Qualified Events and the expected attendance and room nights in the non-expansion scenario provide the foundation for impact estimates.

3. Spending Estimates

Direct, Indirect, and Induced Spending

HVS estimated the amounts of spending caused by the economic activity generated by Qualified Events.

Spending falls into three categories:

- **Direct spending** includes the spending of event attendees, event organizers, and exhibitors. For example, an attendee's expenditure on a restaurant meal is a direct spending impact.
- **Indirect spending** follows from the business spending resulting from the initial direct spending. For example, an event attendee's direct expenditure on a restaurant meal causes the restaurant to purchase food and other items from suppliers. The portion of these restaurant purchases that remain within Arizona count as indirect impacts.
- **Induced spending** represents the change in local consumption due to the personal spending by employees whose incomes change from direct and indirect spending. For example, a waiter at a local restaurant may have more personal income as a result of an event attendee dining at the restaurant. The amount of the increased income that the waiter spends in the local economy is an induced impact.

To generate direct spending estimates, HVS applied assumptions about the amounts of spending generated by Qualified Events. HVS used the IMPLAN input-output model of the local economy to estimate net direct, indirect, and induced spending. The sum of net direct, indirect, and induced spending estimates makes up the total estimated spending impact of Qualified Events at the PCC.

Sources of Direct Spending

HVS identified four sources of new direct spending impact:

- **Overnight Guests:** Delegates to Qualified Events who require overnight lodging, including convention delegates, meeting attendees, and attendees at other Qualified Events. Overnight delegate spending includes the spending on hotel catering by exhibitors and event organizers along with the personal spending of individual guests. Overnight delegate spending also includes spending from non-registered visitors, as described in Appendix F.
- **Day-trip Attendees:** Visitors to the PCC who do not require overnight lodging. In most markets, day-trippers typically spend money on meals,

shopping, local transportation, recreation and entertainment, and other goods and services while in town.

- **Event Organizers:** Individuals, associations, or other organizations that plan, sponsor, organize, and coordinate events that take place at PCC facilities. In addition to facility spending, event organizers also spend on lodging, meals, local transportation, facility rentals, equipment rentals, and other goods and services required to plan and organize a successful event. Event Organizer spending is estimated on a per attendee day basis.
- **Exhibitors:** Individuals or companies that rent exhibition space, typically from event organizers, to display information or products at events. In addition to spending at the facility, exhibitors purchase lodging, meals, local transportation, vendor services, meeting room rentals, equipment rentals, and other goods and services. Event Organizer spending is estimated on a per attendee day basis.

Spending Parameters

Delegates, attendees, event organizers, and exhibitors spend locally on lodging, meals, local transportation, facility rentals, vendor services, meeting room rentals, equipment rentals, and other goods and services.

We relied on Smith Travel Research (“STR”) data to estimate hotel room rates paid by delegates in each year of the forecast. For 2020, ADR reflects the average for the first three months of 2020, the only months in which the PCC held events. See the following figure for a ten-year summary of average daily room rates in hotels near the Convention Center in downtown Phoenix.

FIGURE 3-1
HOTEL AVERAGE DAILY ROOM RATES

Year	ADR
2011	\$140.06
2012	145.42
2013	143.83
2014	146.95
2015	159.71
2016	162.76
2017	161.49
2018	166.38
2019	173.49
2020	197.88

Source: STR

STR data has certain limitations. Not every property reports data in a consistent and timely manner. STR estimates the average daily room rate of non-reporting

hotels based on reported data. These factors can influence the overall quality of the information. Nonetheless, STR data provide the best available estimates of the average daily room rate.

HVS primarily relied on Longwoods International's 2017 Phoenix Visitor Profile Research for overnight and day-trip visitor spending. HVS relied on its own hotel revenue database to determine additional overnight visitor spending that Longwoods International does not include in its travel surveys. Beginning with activity from 2018 and for subsequent years, HVS adjusted overnight visitor spending to include 0.15 Non-Registered Visitors per attendee, as described in Appendix F. For exhibitor and organizer spending, we used a 2004 national survey of convention spending conducted by the Destinations International ("DI").

HVS adjusted all Longwoods and DI spending parameters for inflation using the Consumer Price Index as published by the US Bureau of Labor Statistics. Since DI data reflects national spending, we adjusted DI parameters for the relative cost of travel to Phoenix based on the Corporate Travel Index ("CTI"). CTI is an annual comparison of travel costs to the 100 largest U.S. cities conducted by Business Travel News.

The inclusion of Longwoods International data and HVS's local market data represents a major change in methodology from our studies prior to 2017. The significant changes to the overnight and day-trip visitor spending inputs materially change the calculation of Qualified Revenue. Although spending estimates for overnight and day-trip visitors may vary from pre-2017 estimates, it more accurately reflects current spending levels.

The following figures show the adjusted and appropriately inflated daily spending parameters for 2011 through 2020.

**FIGURE 3-2
OVERNIGHT VISITOR DAILY SPENDING**

	2011	2012	2013	2014	2015	2016	2017*	2018	2019	2020
Inflation Index	1.189	1.214	1.229	1.253	1.255	1.271	0.000	1.024	1.038	1.053
Hotel Room Rental	\$140.06	\$145.42	\$143.83	\$146.95	\$159.71	\$162.76	\$161.49	\$166.38	\$173.49	\$197.88
Restaurants	\$62.75	\$64.07	\$64.86	\$66.13	\$66.23	\$56.89	\$27.55	\$32.46	\$33.05	33.35
Other Hotel Spending	\$41.37	\$42.24	\$42.76	\$43.60	\$43.67	\$47.65	\$81.43	\$83.89	\$87.48	98.94
General Retail	\$26.55	\$27.10	\$27.44	\$27.97	\$28.02	\$28.45	\$15.03	\$17.70	\$18.03	18.19
Golf, Skiing and Gaming	\$19.27	\$19.68	\$19.92	\$20.31	\$20.34	\$20.65	na	na	na	na
Cultural Recreation	\$9.15	\$9.34	\$9.46	\$9.64	\$9.66	\$9.80	na	na	na	na
Transportation	\$8.09	\$8.26	\$8.36	\$8.52	\$8.54	\$8.67	\$6.51	\$7.67	\$7.81	7.88
Auto Rental and Leasing	\$8.08	\$8.25	\$8.36	\$8.52	\$8.53	\$9.52	\$6.51	\$7.67	\$7.81	7.88
Sightseeing	\$4.29	\$4.38	\$4.43	\$4.52	\$4.53	\$4.60	na	na	na	na
Performing Arts Companies	\$3.60	\$3.68	\$3.72	\$3.80	\$3.80	\$3.86	na	na	na	na
Spectator Sports Companies	\$1.93	\$1.97	\$2.00	\$2.04	\$2.04	\$2.07	na	na	na	na
Retail - Gas Stations	\$1.78	\$1.81	\$1.84	\$1.87	\$1.87	\$1.90	na	na	na	na
Public Transit	\$1.57	\$1.60	\$1.62	\$1.65	\$1.65	\$1.68	na	na	na	na
Film Entertainment	\$1.20	\$1.22	\$1.24	\$1.26	\$1.26	\$1.28	na	na	na	na
Telecommunication	na	na	na	na	na	na	na	na	na	na
Other Amusement & Recreation	na	na	na	na	na	na	\$12.52	\$14.75	\$15.02	15.15
Total	\$329.69	\$339.02	\$339.84	\$346.78	\$359.85	\$359.78	\$311.04	\$330.52	\$342.69	\$379.27

*Spending data source change from DI to Longwoods International shows decrease in overall spending but reflects most up-to-date spending estimates.

Sources: CTI, DI, Longwoods International, STR, and HVS

For events with 10,000 or more attendees, HVS used Hotel Room Rental and Other Hotel Spending of \$87.95 and \$43.97 respectively, to account for multiple attendee room occupancy.

**FIGURE 3-3
DAY-TRIP VISITOR DAILY SPENDING**

	2011	2012	2013	2014	2015	2016	2017*	2018	2019	2020
Inflation Index	1.191	1.215	1.233	1.253	1.255	1.270	0.000	1.024	1.038	1.053
Restaurants	\$62.75	\$64.07	\$64.86	\$66.13	\$66.23	\$56.89	\$27.55	\$28.23	\$28.74	33.35
General Retail	\$26.55	\$27.10	\$27.44	\$27.97	\$28.02	\$28.45	\$15.03	\$15.40	\$15.67	18.19
Golf, Skiing and Gaming	\$19.27	\$19.68	\$19.92	\$20.31	\$20.34	\$20.65	na	na	na	na
Cultural Recreation	\$9.15	\$9.34	\$9.46	\$9.64	\$9.66	\$9.80	na	na	na	na
Sightseeing	\$4.29	\$4.38	\$4.43	\$4.52	\$4.53	\$4.60	na	na	na	na
Performing Arts Companies	\$3.60	\$3.68	\$3.72	\$3.80	\$3.80	\$3.86	na	na	na	na
Spectator Sports Companies	\$1.93	\$1.97	\$2.00	\$2.04	\$2.04	\$2.07	na	na	na	na
Retail - Gas Stations	\$1.78	\$1.81	\$1.84	\$1.87	\$1.87	\$1.90	na	na	na	na
Public Transit	\$1.57	\$1.60	\$1.62	\$1.65	\$1.65	\$1.68	na	na	na	na
Film Entertainment	\$1.20	\$1.22	\$1.24	\$1.26	\$1.26	\$1.28	na	na	na	na
Transportation	na	na	na	na	na	na	\$6.51	\$6.67	\$6.79	7.88
Auto Rental and Leasing	na	na	na	na	na	na	\$6.51	\$6.67	\$6.79	7.88
Other Amusement & Recreation	na	na	na	na	na	na	\$12.52	\$12.83	\$13.06	15.15
Total	\$132.09	\$134.85	\$136.53	\$139.19	\$139.40	\$131.18	\$68.12	\$69.80	\$71.05	\$82.45

*Spending data source change from DI to Longwoods International shows decrease in overall spending but reflects most up-to-date spending estimates.

Sources: CTI, DI, Longwoods International, STR, and HVS

FIGURE 3-4
EXHIBITOR DAILY SPENDING PER EVENT ATTENDEE

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Inflation Index	1.191	1.215	1.233	1.253	1.255	1.270	1.297	1.329	1.353	1.370
Lodging Costs	\$7.26	\$7.53	\$7.45	\$7.61	\$8.28	\$8.43	\$8.37	\$8.62	\$8.99	\$10.25
Other Hotel Spending	\$3.82	\$3.90	\$3.94	\$4.02	\$4.03	\$4.39	\$4.49	\$4.36	\$5.34	\$5.21
Advertising & Related Services	\$3.06	\$3.13	\$3.17	\$3.23	\$3.23	\$3.28	\$3.35	\$3.43	\$3.49	\$4.00
Other Amusement & Recreation	\$3.02	\$3.08	\$3.12	\$3.18	\$3.18	\$3.23	\$3.30	\$3.38	\$3.44	\$3.94
Auto Rental and Leasing	\$2.50	\$2.55	\$2.59	\$2.64	\$2.64	\$2.95	\$3.01	\$3.02	\$2.84	\$3.34
Machinery & Equipment	\$1.68	\$1.71	\$1.73	\$1.77	\$1.77	\$1.79	\$1.83	\$1.88	\$1.91	\$2.19
General Retail	\$1.31	\$1.34	\$1.35	\$1.38	\$1.38	\$1.40	\$1.43	\$1.47	\$1.49	\$1.71
Transportation	\$0.98	\$1.00	\$1.01	\$1.03	\$1.03	\$1.05	\$1.07	\$1.09	\$1.11	\$1.27
Retail - Gas Stations	\$0.46	\$0.47	\$0.47	\$0.48	\$0.48	\$0.49	\$0.50	\$0.51	\$0.52	\$0.60
Public Transit	\$0.15	\$0.15	\$0.15	\$0.16	\$0.16	\$0.16	\$0.16	\$0.17	\$0.17	\$0.19
Total	\$24.24	\$24.86	\$24.98	\$25.50	\$26.18	\$27.17	\$27.51	\$27.93	\$29.31	\$32.70

Sources: CTI, DI, STR, and HVS

FIGURE 3-5
EVENT ORGANIZER SPENDING PER EVENT ATTENDEE

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Inflation Index	1.191	1.215	1.233	1.253	1.255	1.270	1.297	1.329	1.353	1.370
Other Hotel Spending	\$1.15	\$1.18	\$1.19	\$1.22	\$1.22	\$1.15	\$1.29	\$1.32	\$1.61	\$1.58
General Retail	\$1.41	\$1.44	\$1.46	\$1.49	\$1.49	\$1.40	\$1.66	\$1.70	\$1.60	\$1.88
Hotel Room Rate	\$1.19	\$1.21	\$1.23	\$1.25	\$1.25	\$1.27	\$1.30	\$1.29	\$1.32	\$1.55
Advertising & Related Services	\$0.92	\$0.94	\$0.95	\$0.97	\$0.97	\$0.99	\$1.01	\$1.00	\$1.02	\$1.20
Transportation	\$0.18	\$0.18	\$0.18	\$0.19	\$0.19	\$0.19	\$0.19	\$0.19	\$0.20	\$0.23
Auto Rental and Leasing	\$0.04	\$0.04	\$0.05	\$0.05	\$0.05	\$0.05	\$0.05	\$0.05	\$0.05	\$0.06
Public Transit	\$0.04	\$0.04	\$0.04	\$0.04	\$0.04	\$0.04	\$0.04	\$0.04	\$0.04	\$0.05
Restaurants	\$0.03	\$0.03	\$0.03	\$0.03	\$0.03	\$0.03	\$0.03	\$0.03	\$0.03	\$0.04
Total	\$4.96	\$5.06	\$5.13	\$5.24	\$5.24	\$5.12	\$5.57	\$5.62	\$5.87	\$6.58

Sources: CTI, DI, STR, and HVS

**Facility Revenue
Related to Qualified
Events**

The spending parameters discussed above exclude spending that occurs within the PCC. Visitors, event organizers, and exhibitors purchase facility rentals and equipment, food and beverage services, and other services at the PCC. HVS used actual PCC client spending data to estimate revenue in the following categories.

Food and Beverage—Most events that use the PCC’s function space also arrange for food service for their attendees during their events. This food service includes catering, which can range from coffee breaks associated with a meeting to a full

dinner associated with a convention or banquet. Consumer shows, theater performances, and arena events may generate concession revenue. Most conventions and conferences generate demand for multiple meals during these multi-day events. Meetings and banquets generally include a single meal or refreshment services. Conventions and tradeshow typically experience the most spending per attendee.

Facility Rental—Facility rental revenue includes the revenue the PCC receives from clients that reserve one or more function areas. Despite having published rates, facilities typically charge rental fees based on negotiated daily rental fees. Not all events incur a facility rental fee. A facility may waive the space rental charges if the event meets a certain minimum of food and beverage charges.

Utilities—Utility revenue includes revenues from the sale of electricity, gas, water, and communication utilities to event organizers and exhibitors.

Audio Visual—Audio visual revenue includes the costs of sound and video systems used for presentations and productions during events.

Services—Event services include the fees charged to tenants for services that could include business services, technical assistance, information technology set-up and take down of function spaces, cleaning services, security services, commissions from decorators, and other services provided by third-party contractors at events. Banquets and other upscale events often require elaborate decorating services. Almost all events require cleaning services; cleaning of common areas may be complimentary for most events while cleaning services offered to individual exhibitors can represent a significant source of revenue. Service charges vary by type of event. Some of these services may be included in the rental charges for using the facility, but others will be add-on service charges.

Equipment—The PCC earns revenue through equipment rental and use fees for event organizers and attendees.

Ticket Tax/Fees—The PCC earns revenues through both ticket office fees and service fees for running its ticket offices.

Parking—The PCC generates revenue through over 4,000 parking spaces in covered garages.

The following figure shows spending at the PCC for the years 2011 through 2020.

FIGURE 3-6
SPENDING AT THE PCC RELATED TO QUALIFIED EVENTS (\$ THOUSANDS)

Spending Category	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Food & Beverage	\$8,600	\$9,793	\$8,073	\$16,614	\$19,258	\$23,669	\$16,408	\$18,171	\$21,732	\$4,750
Facility Rental	2,547	3,169	2,361	2,580	3,298	2,969	3,249	3,115	3,654	1,246
Utilities	1,828	2,525	2,151	3,364	4,365	4,712	3,670	4,425	1,944	627
Audio Visual	1,499	1,560	979	2,053	2,259	2,220	1,766	2,404	2,654	647
Services	539	643	464	674	1,617	993	1,039	1,069	1,339	326
Equipment	53	76	52	51	73	78	82	66	81	33
Ticket Tax/Fees	22	26	25	28	20	22	17	73	41	16
Parking	125	13	15	43	211	47	44	51	67	16
Total	\$15,213	\$17,805	\$14,120	\$25,407	\$31,101	\$34,710	\$26,275	\$29,374	\$31,512	\$7,661

Source: PCC

We estimated net spending at PCC Qualified Events in the non-expansion scenario by calculating the actual spending per attendee in each year, then multiplying it by the number of attendees in the non-expansion scenario. The figure below shows the spending per year in the non-expansion scenario.

FIGURE 3-7
PROJECTED SPENDING AT THE PCC WITHOUT EXPANSION (\$ THOUSANDS)

Spending Category	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Food & Beverage	\$1,728	\$1,967	\$1,622	\$1,990	\$1,844	\$2,673	\$1,628	\$1,462	\$1,631	\$310
Facility Rental	512	637	474	309	316	335	322	251	274	81
Utilities	367	507	432	403	418	532	364	356	146	41
Audio Visual	301	313	197	246	216	251	175	193	199	42
Services	108	129	93	81	155	112	103	86	101	21
Equipment	11	15	10	6	7	9	8	5	6	2
Ticket Tax/Fees	4	5	5	3	2	2	2	6	3	1
Parking	25	3	3	5	20	5	4	4	5	1
Total	\$3,056	\$3,576	\$2,836	\$3,043	\$2,978	\$3,919	\$2,606	\$2,363	\$2,365	\$499

Sources: HVS and PCC

The actual venue spending in the expanded PCC minus the estimated spending that would have occurred in the non-expansion scenario equals the estimated net venue spending. See the following figure.

FIGURE 3-8
PROJECTED NET SPENDING AT THE PCC FOR QUALIFIED EVENTS (\$ THOUSANDS)

Spending Category	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Food & Beverage	\$6,873	\$7,825	\$6,451	\$14,624	\$17,414	\$20,996	\$14,780	\$16,709	\$20,101	\$4,440
Facility Rental	2,035	2,533	1,886	2,271	2,982	2,634	2,926	2,864	3,380	1,165
Utilities	1,461	2,017	1,719	2,961	3,947	4,180	3,306	4,069	1,798	586
Audio Visual	1,198	1,247	783	1,807	2,043	1,969	1,591	2,211	2,455	605
Services	430	514	371	593	1,462	881	936	983	1,239	305
Equipment	42	60	41	45	66	69	73	60	75	31
Ticket Tax/Fees	18	21	20	25	18	20	16	67	38	15
Parking	100	10	12	38	191	42	39	47	62	15
Total	\$12,157	\$14,227	\$11,283	\$22,364	\$28,123	\$30,791	\$23,667	\$27,010	\$29,148	\$7,162

Sources: HVS and PCC

Refer to Appendix D for a complete listing of all PCC revenues in 2020.

Attendance Estimates

HVS applied the sources of spending impacts and spending parameters described in Figures 3-2 through 3-8 to estimate gross direct spending for 2020. For overnight visitors, day-trip visitors, exhibitors, and organizers, HVS multiplied the spending by the number of delegate days.

Since exhibitor and organizer spending parameters are based on event attendee days, HVS calculated attendee days as follows:

$$\text{Number of attendees} \times \text{Event length} = \text{Attendee days}$$

Event length assumptions are based on the actual average event lengths of Qualified Events, as shown in the figure below. Beginning with the 2019 Study, HVS used the actual event lengths of Qualified Events for events with fewer than 10,000 attendees. For events with 10,000 or more attendees, HVS estimated attendee length of stay based on event schedule and typical behavior of attendees to consumer shows and sports tournaments.

The figure below shows the attendance and event lengths for Qualified Events.

FIGURE 3-9
TOTAL ATTENDANCE AND AVERAGE EVENT LENGTH BY YEAR

Attendance Range	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Attendance										
0 - 999	4,000	5,000	5,000	7,000	3,000	6,000	4,000	5,000	5,000	400
1000 - 1999	15,000	18,000	8,000	20,000	22,000	19,000	27,000	35,000	25,000	5,700
2000 - 2999	15,000	26,000	17,000	19,000	19,000	28,000	28,000	16,000	28,000	8,800
3000 - 3999	0	23,000	14,000	22,000	17,000	13,000	18,000	11,000	15,000	11,300
4000 - 4999	6,000	20,000	12,000	7,000	24,000	16,000	24,000	24,000	29,000	3,900
5000 - 5999	0	5,000	1,000	1,000	22,000	7,000	7,000	27,000	0	0
6000 - 6999	7,000	0	6,000	19,000	0	37,000	0	20,000	6,000	12,000
7000 - 7999	0	0	0	0	30,000	7,000	0	21,000	0	0
8000 - 8999	0	0	0	24,000	0	9,000	8,000	9,000	26,000	8,100
9000 - 9999	9,000	0	0	0	0	0	9,000	0	28,000	0
10000+	116,000	35,000	31,000	56,000	88,000	45,000	90,000	104,000	135,000	17,800
Average Event Length										
0 - 999	3.5	3.8	4.2	3.3	5.0	4.0	4.1	4.3	3.0	3.0
1000 - 1999	3.6	3.9	3.4	3.8	4.5	3.9	4.7	4.1	4.0	3.6
2000 - 2999	3.3	4.1	3.4	4.2	4.3	4.3	4.6	5.1	4.7	3.8
3000 - 3999	3.7	4.2	4.7	3.4	5.4	3.6	5.0	4.0	5.0	6.0
4000 - 4999	3.0	4.4	4.0	4.0	3.8	5.5	4.0	4.0	4.4	1.0
5000 - 5999	3.0	4.0	6.0	10.0	4.0	3.0	6.5	3.7	0.0	0.0
6000 - 6999	5.0	0.0	3.0	5.3	0.0	4.3	0.0	5.0	4.0	4.5
7000 - 7999	0.0	0.0	0.0	0.0	4.8	3.0	0.0	4.0	0.0	0.0
8000 - 8999	0.0	0.0	0.0	3.7	0.0	5.0	2.0	5.0	5.0	5.0
9000 - 9999	4.0	0.0	0.0	0.0	0.0	0.0	4.0	0.0	5.3	0.0
10000+	5.4	4.5	3.5	3.0	3.8	5.3	8.3	5.8	5.0	3.0

The figure below shows total net attendee days used to calculate exhibitor and organizer spending.

FIGURE 3-10
TOTAL ATTENDEE DAYS

Attendance Range	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
0 - 999	14,000	18,000	20,000	25,000	2,497,000	21,000	14,000	24,000	13,000	700
1000 - 1999	50,000	68,000	29,000	73,000	91,000	72,000	102,000	143,000	99,000	20,400
2000 - 2999	55,000	99,000	66,000	71,000	77,000	110,000	107,000	83,000	134,000	33,000
3000 - 3999	0	98,000	61,000	92,000	75,000	57,000	73,000	41,000	80,000	68,600
4000 - 4999	21,000	81,000	48,000	22,000	102,000	64,000	96,000	95,000	128,000	2,700
5000 - 5999	0	22,000	6,000	7,000	103,000	29,000	32,000	94,000	-19,000	-3,800
6000 - 6999	26,000	0	23,000	66,000	0	139,000	0	98,000	24,000	54,000
7000 - 7999	0	0	0	0	173,000	50,000	0	84,000	0	0
8000 - 8999	0	0	0	71,000	0	29,000	28,000	43,000	132,000	40,600
9000 - 9999	36,000	0	0	0	0	0	36,000	0	147,000	0
10000+	543,000	165,000	145,000	260,000	395,000	207,000	425,000	375,000	340,000	53,400
Total	745,000	551,000	398,000	687,000	3,513,000	778,000	913,000	1,080,000	1,076,000	270,000

HVS estimated the number of net overnight delegate days by using the difference in room nights between the expanded PCC and non-expansion scenario projections (see Figure 2-11). For events with 10,000 or more attendees, HVS estimated that on average half of the attendees stayed overnight and half were day trip visitors. For lodgers attending these large events, HVS assumed an average occupancy of 2.25 visitors per room.

Based on these estimates, HVS calculated the number of overnight visits as follows:

$$\text{Attendance} \times \text{Event length} \times \% \text{ Lodgers} = \text{Overnight visits}$$

For events with fewer than 10,000 attendees, HVS estimated the percentage of non-lodgers based on the results of the intercept survey data (see Figure 2-8). HVS estimated that, on average, 14 percent of attendees did not stay overnight. Additionally, based on the results of the intercept survey, HVS assumed that all delegates attended the event for the full event length.

Based on these estimates, HVS calculated the number of day-trip visitors as follows:

$$\text{Attendance} \times \text{Event length} \times \% \text{ Non-lodgers} = \text{Day-trips}$$

See the following figure for estimated Gross Direct Spending from 2016 to 2020.

**FIGURE 3-11
GROSS DIRECT SPENDING**

Year	Spending Parameter	x # Attendee Days =	Total Spending
Overnight Visitor Spending*			
2016	\$359.78	551,000	198,239,000
2017	\$313.24	578,000	181,053,000
2018	\$330.52	793,000	236,119,000
2019	\$342.69	685,000	224,772,000
2020	\$358.60	213,000	76,374,000
Day-trip Visitor Spending			
2016	\$131.18	152,000	19,939,000
2017	\$70.32	227,000	15,963,000
2018	\$69.80	286,000	19,963,000
2019	\$71.05	391,000	27,781,000
2020	\$82.45	57,000	4,682,000
Exhibitor Spending			
2016	\$27.17	778,000	21,138,000
2017	\$26.90	914,000	24,587,000
2018	\$27.93	1,080,000	30,160,000
2019	\$29.31	1,076,000	31,539,000
2020	\$32.70	270,000	8,821,000
Organizer Spending			
2016	\$5.12	778,000	3,983,000
2017	\$5.41	914,000	4,945,000
2018	\$5.62	1,080,000	6,070,000
2019	\$5.87	1,076,000	6,316,000
2020	\$6.58	270,000	1,775,000
Annual Venue Spending at Qualified Events			
	2016	30,791,000	
	2017	23,667,000	
	2018	27,010,000	
	2019	29,146,000	
	2020	7,162,000	

*Total spending after 2018 includes adjustment for hotel room occupancy of 2.25 for events with 10,000 or more attendees.

Sources: Longwoods, DI (as adjusted by HVS) and PCC

Indirect and Induced Spending

The relationship between direct spending and the multiplier effects can vary based on the specific size and characteristics of a local area's economy. HVS entered the gross direct spending estimate into the IMPLAN input-output model of the local

**IMPLAN Impact
Modeling**

economy to estimate the net direct, indirect, and induced spending. HVS obtained the most recent available data from IMPLAN for the state of Arizona.

IMPLAN is a nationally recognized model developed at the University of Minnesota commonly used to estimate economic impacts. An input-output model generally describes the commodities and income that normally flow through the various sectors of a given economy. The indirect and induced spending and employment effects represent the estimated changes in the flow of income, goods, and services caused by the estimated direct spending. The IMPLAN model accounts for the specific characteristics of the local area economy and estimates the share of indirect and induced spending that it would retain.

HVS categorized new direct expenditures shown in Figures 3-2, 3-3, 3-4, 3-5, and 3-8 into sectors that best reflect the industries that absorb visitor and facility spending. These spending categories serve as inputs for the IMPLAN model. The following figure shows the gross spending estimates as inputs for IMPLAN allocated by sector.

**FIGURE 3-12
GROSS DIRECT SPENDING BY IMPLAN SECTOR (2020)***

Sector	Spending (\$ Thousands)
Hotels and motels, including casino hotels	43,156
Food services and drinking places	21,522
Retail Stores - General Merchandise	8,500
Amusement parks, arcades, and gambling industries	5,061
Automotive Equipment Rental and Leasing	3,539
Advertising and Related Services	2,560
Transit and ground passenger transportation	2,589
Museums, Historical Sites, Zoos, and Parks	2,403
Other amusement and recreation industries	2,024
Real estate establishments	1,800
Commercial/industrial machinery and equipment rental	1,124
Scenic and sightseeing transportation	1,126
Performing Arts Companies	946
Retail Stores - Gasoline Stations	777
State and local government passenger transit	532
Spectator Sports Companies	508
Other support services	305
Motion picture and video industries	314
Other personal services	15
Promoters of performing arts	15
Total	\$98,815

*Numbers may not match total spending in Figure 3-11 due to rounding.

Annual Net Direct Spending

A portion of gross direct spending does not generate income within the state of Arizona. HVS adjusted gross direct spending to account for spending that leaks out of the local economy by using IMPLAN's estimated retail margins and local purchase percentages. As a result, the realized direct spending ("net direct spending") is lower than the gross direct spending.

Retail Margins

Retailers add value equal to the margin or price increase of the good above the original price paid to obtain the good. The IMPLAN model is product based, so HVS uses IMPLAN margin numbers to account for the discrepancy between retail purchaser prices and producer prices.

Local Purchase Percentage

To accurately measure spending impacts, HVS counts spending on products and services located in the market area. The State of Arizona cannot accommodate all of the direct spending. For example, an event organizer may need to buy novelty items for all attendees but find that Arizona does not produce them. This effect occurs for direct, indirect, and induced spending. HVS uses IMPLAN's Social Accounting Matrix ("SAM") model values to track the actual dollar amounts of business transactions taking place in a localized region.

Annual Net Spending Impacts

The figure below shows the annual net direct, indirect, and induced spending generated from Qualified Events.

**FIGURE 3-13
NET DIRECT, INDIRECT, AND INDUCED SPENDING (\$ THOUSANDS)**

Year	Net Direct	Indirect	Induced	Total
2009	\$245,009	\$74,626	\$96,811	\$416,446
2010	\$188,729	\$58,561	\$75,453	\$322,743
2011	\$181,689	\$56,664	\$72,982	\$311,335
2012	\$160,708	\$49,893	\$63,328	\$273,929
2013	\$117,315	\$36,146	\$46,127	\$199,588
2014	\$217,597	\$65,891	\$74,335	\$357,823
2015	\$277,104	\$82,182	\$121,454	\$480,740
2016	\$251,837	\$89,704	\$145,939	\$487,480
2017	\$235,379	\$90,287	\$119,112	\$444,778
2018	\$308,330	\$117,487	\$144,812	\$570,629
2019	\$300,479	\$114,602	\$147,718	\$562,799
2020	\$92,411	\$36,691	\$44,876	\$173,977

Consistent with the impact of restrictions on events and attendance, total spending decreased by 69.1% from 2019 to 2020. For detailed output broken down by year and IMPLAN industry sector, please refer to Appendix E.

Other Considerations

While the Qualified Events generate a significant number of room night stays by convention delegates and other event attendees in local hotels, the precise estimates of room night generation are difficult to obtain. The analysis relies on attendance and room nights reported by Visit Phoenix, which tracks the number of rooms reserved through pre-arranged room blocks, which are set aside at designated room rates. However, a significant number of attendees book rooms through other channels (e.g., direct reservations or online hotel sites). Consequently, comprehensive historical data on the net number of room nights are not available. HVS used the results of the delegate intercept survey conducted from 2008 through 2012 to estimate the overnight visitation for Qualified Events and industry knowledge to estimate the length of stay and visitation for certain large events.

The Convention Center also influences the level of Average Daily Rate in the hotel market during event days. Consistent with a normal supply and demand relationship, higher levels of room night demand would cause an increase in price. On event days with higher demand, hoteliers could charge higher room rates to all of their customers, regardless of their association with the Convention Center room block.

While impacts of the Qualified Events on hotel room rates and occupancy are likely to occur, HVS did not include these impacts in this report because the statistical models we used to analyze these effects produced a wide range of estimates within a 90 percent confidence interval. Further analysis of market-wide hotel impact could be considered in future years. However, the results may not significantly affect the economic impact of events at the Convention Center.

4. Fiscal Impact Estimates

Fiscal Impacts

To estimate fiscal impact, HVS considered, “the total amount of state general fund revenues derived from that economic activity,” as stated in A.R.S. §9-626(A) and (B). In Chapter 3, HVS provided spending estimates for activity related to Qualified Events. They provide a basis for estimating potential tax revenue for the General Fund that results from Qualified Events (“Qualified Revenue”). The figure below lists sources that benefit the General Fund as a result of the expanded PCC.

FIGURE 4-1
SOURCES OF REVENUE FOR THE GENERAL FUND

Tax	Description
Sales and Use*	Applies to every engagement in the State in various business classifications.
Personal Income	The taxable personal income rate increases as total income increases. It also depends on whether the member files jointly or separately.
Corporate Income	Applies to every corporation's net income.
Luxury	Applies to any purchase of cigarettes, cigars, tobacco, and alcohol.

*From 6/1/2010 to 5/31/2013, Prop 100 increased the Sales Tax by 1%.

Source: Arizona Auditor General

The nominal tax rates represent the legally imposed rates that the State of Arizona charges for a tax.

In this study, we estimated only the portion of taxes that would flow to the General Fund. We use nominal rates and the portion allocated to the General Fund to estimate Qualified Revenues for each year. For each tax, HVS found data on General Fund revenue for 2009 through 2020. The following describes the calculations for the effective rate for each source of Qualified Revenue.

Sales Tax and Use Tax

For each sector, HVS found effective rates and Qualified Revenue of Sales Tax and Use Tax by the following calculation:

$$\text{Taxable Sales} \times \text{Tax Rate} \times \text{General Fund Share} = \text{Qualified Revenue}$$

HVS calculated General Fund Share as the sum of the non-shared base and the portion of the distributed base going to the General Fund. HVS added one percent to the tax rate in years 2011 and 2012 to account for Proposition 100. HVS prorated this one percent and only added seven-twelfths of one percent in 2010 and five-twelfths of one percent in 2013 since the measure began on June 1, 2010 and ended on May 31, 2013. For detailed tax rates and General Fund Shares, see Appendix E.

Personal Income Tax

HVS calculated the tax base for Personal Income Tax using U.S. Department of Commerce, Bureau of Economic Analysis’s quarterly income summary report for the State of Arizona. See the figure below for the tax base and average effective tax rates from the past ten years.

FIGURE 4-2
PERSONAL INCOME TAX (IN BILLIONS)

Year	General Fund Income Tax Revenue	Individual Income Tax Revenue*	Total Income	Effective Individual Income Tax Rate
2011	\$2.95	\$2.52	\$231.0	1.09%
2012	\$3.31	\$2.82	\$243.6	1.16%
2013	\$3.55	\$3.03	\$247.0	1.23%
2014	\$3.48	\$2.97	\$259.0	1.15%
2015	\$3.81	\$3.26	\$270.7	1.20%
2016	\$3.93	\$3.36	\$284.3	1.18%
2017	\$3.84	\$3.33	\$298.0	1.12%
2018	\$4.24	\$3.75	\$313.0	1.20%
2019	\$4.85	\$4.34	\$336.5	1.29%
2020	\$4.30	\$3.89	\$363.3	1.07%

*2020 Individual Income Tax is approximately 90.4% of all Income Taxes, which includes Individual Income Tax and Corporate Income Tax.

Sources: State of Arizona Staff of the Joint Legislative Budget Committee and Bureau of Economic Analysis

Corporate Income Tax

The Arizona Department of Revenue Fiscal Year 2020 Annual Report stated that from FY 2016 through FY 2020, Corporate Income Tax averaged approximately 9.6% of Total Income Taxes per year. HVS calculated 2020 Qualified Revenue from Corporate Income Tax by multiplying Qualified Revenue from Personal Income Tax by the applicable percentage.

Luxury Tax

The Arizona Department of Revenue Fiscal Year 2020 Annual Report stated that from FY 2016 through FY 2020, taxes on alcohol, tobacco, and cigarette sales averaged approximately 1.22% of all Sales Tax and Use Tax per year. HVS calculated Qualified Revenue for Luxury Tax by multiplying each year’s Qualified Revenue from Sales Tax and Use Tax by the corresponding percentage.

IMPLAN Categories

HVS used the direct, indirect, and induced impacts as the tax base created by activities related to Qualified Events.

Output—serves as the sales tax base. In IMPLAN, this represents the value of a change in sales or the value of increased production.

Employee Compensation—serves as the tax base for personal income tax. IMPLAN defines employee compensation as “the total cost of labor including wages & salaries, other labor-related income such as health and retirement benefits, and both employee & employer contributions to social insurance.” HVS calculated the effective income tax rate to adjust for the inclusion of benefits and social insurance in the tax base.

The figure below shows Qualified Revenue for the State of Arizona from 2011 to 2020.

FIGURE 4-3
QUALIFIED REVENUE TO THE STATE OF ARIZONA GENERAL FUND

Year	Sales & Use	Personal Income	Corporate Income	Luxury	Total
2011	\$13,813,000	\$1,192,000	\$204,000	\$213,000	\$15,422,000
2012	\$12,152,000	\$1,094,000	\$187,000	\$187,000	\$13,620,000
2013	\$8,012,000	\$841,000	\$144,000	\$123,000	\$9,120,000
2014	\$13,276,000	\$1,311,000	\$206,000	\$203,000	\$14,996,000
2015	\$17,841,000	\$2,060,000	\$326,000	\$262,000	\$20,489,000
2016	\$18,090,000	\$1,997,000	\$301,000	\$259,000	\$20,647,000
2017	\$16,511,000	\$1,639,000	\$217,000	\$228,000	\$18,595,000
2018	\$21,120,000	\$1,921,000	\$221,000	\$281,000	\$23,543,000
2019	\$20,857,000	\$2,262,000	\$238,000	\$263,000	\$23,620,000
2020	\$6,450,000	\$580,000	\$55,000	\$78,000	\$7,163,000

Four tax sources generated 7.2 million in 2020.

IMPLAN classifies direct, indirect, and induced spending into over 500 hundred economic sectors. Appendix E provides the detailed IMPLAN outputs and Qualified Revenue calculation by sector.

According to A.R.S. §9-602, the Arizona state treasurer annually distributes money from the convention center development fund starting in 2009. The figure below shows the distribution amounts.

**FIGURE 4-4
CONVENTION CENTER DEVELOPMENT
FUND DISTRIBUTIONS (2009 TO 2020)**

Bond Year*	Fund Distribution
2009	\$5,000,000
2010	10,000,000
2011	0
2012	5,595,000
2013	20,449,000
2014	20,449,000
2015	20,449,000
2016	20,449,000
2017	22,499,000
2018	22,996,250
2019	23,499,950
2020	23,997,900
Total	\$195,384,100

*Beginning July 1

Source: Arizona Revised Statute 9-602 (D)

For each year, HVS took the difference between Qualified Revenue and amount distributed. The net impact from 2009 to 2020 equals the total difference between Qualified Revenue and distributions. A.R.S. §9-626 (B) states that net impact estimates must include General Fund revenues derived from construction activity. In 2010, the Arizona Auditor General contracted AECOM to estimate impacts from construction of the PCC expansion. HVS used estimates from AECOM's *Economic and Fiscal Impact Study—Construction of the Phoenix Convention Center* and added them to Qualified Revenue to obtain a total value of General Fund impact. See the figure below.

**FIGURE 4-5
ESTIMATED NET GENERAL FUND IMPACT**

	Impact
Annual Qualified Revenue	
2009	\$17,347,000
2010	14,681,000
2011	15,422,000
2012	13,620,000
2013	9,120,000
2014	14,996,000
2015	20,489,000
2016	20,647,000
2017	18,985,000
2018	23,543,000
2019	23,620,000
2020	7,163,000
Total Qualified Revenue	\$199,633,000
Construction Impacts	26,445,000
Sub-total	\$226,078,000
Less Fund Distributions 2009-2020	(195,384,100)
Qualified Revenue Less Distributions	\$30,693,900

Sources: AECOM, State of Arizona, and HVS

HVS estimates that the State of Arizona General Fund has a net positive impact of approximately \$30.7 million from the PCC expansion. This total is made of Qualified Revenue less convention center development fund distributions from 2009 to 2020 plus the construction impacts from 2004 to 2008.

5. Statement of Assumptions and Limiting Conditions

1. This report is to be used in whole and not in part.
2. No responsibility is assumed for matters of a legal nature.
3. All information, financial operating statements, estimates, and opinions obtained from parties not employed by HVS are assumed to be true and correct. We can assume no liability resulting from misinformation.
4. We are not required to give testimony or attendance in court by reason of this analysis without previous arrangements, and only when our standard per-diem fees and travel costs are paid prior to the appearance.
5. If the reader is making a fiduciary or individual investment decision and has any questions concerning the material presented in this report, it is recommended that the reader contact us.
6. We take no responsibility for any events or circumstances that take place subsequent to the date of our report.
7. The impact analysis presented in this report is based upon assumptions, estimates, and evaluations of the market conditions in the local and national economy, which may be subject to sharp rises and declines. Over the projection period considered in our analysis, wages and other operating expenses may increase or decrease due to market volatility and economic forces outside the control of the PCC's management.
8. Many of the figures presented in this report were generated using sophisticated computer models. In the interest of simplicity, most numbers have been rounded. Thus, these figures may be subject to rounding errors.
9. Our responsibility is limited to the client and use of this report by third parties shall be solely at the risk of the client and/or third parties. The use of this report is also subject to the terms and conditions set forth in our engagement letter with the client.
10. This report was prepared by HVS Convention, Sports & Entertainment Facilities Consulting. All opinions, recommendations, and conclusions expressed during the course of this assignment are rendered by the staff of this organization, as employees, rather than as individuals.

6. Certification

The undersigned hereby certify that, to the best of our knowledge and belief:

1. the statements of fact presented in this report are true and correct;
2. the reported analyses, opinions, and conclusions are limited only by the reported assumptions and limiting conditions, and are our personal, impartial, and unbiased professional analyses, opinions, and conclusions;
3. we have no present or prospective interest in the property that is the subject of this report and no personal interest with respect to the parties involved;
4. we have no bias with respect to the property that is the subject of this report or to the parties involved with this assignment;
5. our compensation for completing this assignment is not contingent upon the development or reporting of a predetermined outcome that favors the cause of the client, the attainment of a stipulated result, or the occurrence of a subsequent event directly related to the intended use of this impact analysis;
6. Thomas A Hazinski designed the methodology of this study and reviewed all results. Jorge Cotte participated in the research and analysis.



Tom Hazinski
Managing Director



Jorge Cotte
Senior Director

A. Appendix - Qualified Events 2009 - 2020

Event Name	Start Date	End Date	Attendance	Room Nights
EPIC School of Evidence Photography & Imaging	1/9/2009	1/14/2009	500	86
Imaging USA - Annual Conv & Expo	1/11/2009	1/13/2009	7,700	4,631
Annual Meeting	1/11/2009	1/15/2009	3,706	6,664
P. F. Chang's Rock "N" Roll Marathon & 1/2 Marathon	1/16/2009	1/17/2009	28,690	16,720
Leadership Conference	1/18/2009	1/28/2009	7,800	8,243
Cattle Industry Annual Convention & Trade Show	1/29/2009	1/31/2009	5,355	7,990
Electric Utilities Environmental Conference	2/2/2009	2/4/2009	1,700	3,147
West Coast Retail Solutions Expo	2/3/2009	2/5/2009	807	1,270
Annual All Star Weekend	2/12/2009	2/16/2009	25,000	18,984
Annual Convention	2/22/2009	2/25/2009	5,529	8,603
Sporting Goods Show	2/26/2009	2/28/2009	1,305	2,059
Waste Management Symposium	3/2/2009	3/5/2009	2,100	3,354
Annual Cancer Symposium	3/2/2009	3/8/2009	1,627	2,807
Utility Construction Expo	3/4/2009	3/6/2009	1,500	984
Annual Conference and Exhibitions	3/8/2009	3/11/2009	2,200	3,396
Western Regional Dental Convention	3/11/2009	3/14/2009	5,500	878
Annual Session & Exposition	3/15/2009	3/18/2009	1,800	3,452
Annual Conference	3/18/2009	3/22/2009	760	1,889
ICBA National Convention & Techworld	3/19/2009	3/21/2009	3,500	5,589
Technical Conference & Exhibit	3/20/2009	3/26/2009	650	782
The Pulse On Tour	3/21/2009	3/22/2009	2,000	209
The Big Deal	3/24/2009	3/26/2009	415	319
AAHA Yearly Conference	3/27/2009	3/29/2009	3,583	4,939
The Vision Show	3/28/2009	4/4/2009	2,000	237
North American Steel Construction Conference	3/31/2009	4/4/2009	3,217	4,105
Annual Convention	4/3/2009	4/7/2009	2,200	4,219
Annual Conference	4/6/2009	4/11/2009	4,500	4,267
2009 Indian Gaming Trade Show & Convention	4/15/2009	4/16/2009	4,100	3,973
Annual Spring National Meeting	4/16/2009	4/19/2009	3,600	2,562
PRSM Annual Conference	4/19/2009	4/21/2009	2,000	2,492
IPEG 2009 Annual Meeting	4/21/2009	4/25/2009	350	815
Annual Scientific Session	4/22/2009	4/25/2009	2,500	4,929
Dance Workshop	4/25/2009	4/26/2009	400	64
DoD CE Meeting	4/28/2009	5/1/2009	900	2,581
NAA Green Conference	4/28/2009	4/29/2009	750	10
Annual Retail Conference & Expo	4/30/2009	5/5/2009	900	1,582
NeighborWorks Training Institute	5/4/2009	5/8/2009	1,500	6,402
NRA Annual Meetings and Exhibits	5/15/2009	5/20/2009	64,324	8,330
Annual Convention	5/22/2009	5/25/2009	4,400	6,562
Commercial Construction Show	6/2/2009	6/4/2009	750	437
National Conference	6/10/2009	6/12/2009	3,500	5,663
Annual Conference	6/16/2009	6/19/2009	2,200	4,274
National Reading Meeting	6/23/2009	6/26/2009	1,595	3,448
Volleyball Festival	6/26/2009	7/3/2009	12,100	15,533
Annual Convention	7/11/2009	7/15/2009	400	1,486
GSA SmartPay Conference	7/28/2009	7/30/2009	5,000	10,579
ASI Convention	8/5/2009	8/8/2009	3,000	3,377
Pfaff Conference	8/11/2009	8/13/2009	525	1,335
Gold Canyon Convention	8/12/2009	8/14/2009	600	859
VFW & Ladies Auxiliary Annual National Convention	8/15/2009	8/20/2009	13,000	10,583
National Neonatal Nurses Meeting/Mother Baby Conference	9/13/2009	9/16/2009	1,500	1,671
Project Conference	9/15/2009	9/17/2009	1,500	2,559
Building Component Manufacturers Conference	9/29/2009	10/2/2009	584	1,054
Computing/DI Leadership Conference	9/30/2009	10/4/2009	1,500	3,882
Save The Dream Tour	10/2/2009	10/5/2009	1,260	1,218
Annual Congress	10/5/2009	10/8/2009	607	1,708
SAP TechEd	10/12/2009	10/16/2009	3,800	8,525
Annual Session	10/21/2009	10/25/2009	900	1,020
North American Convention	10/22/2009	10/24/2009	2,585	3,597
International Open	10/22/2009	10/25/2009	1,000	145
Dept of Defense Maintenance Sym & Exhib	10/26/2009	10/29/2009	1,300	3,016
MidYear Conference	10/28/2009	10/31/2009	1,500	758
Annual Biomedical Research Conference for Minority Students	11/4/2009	11/7/2009	2,800	5,126
Annual Conference & Expo	11/11/2009	11/13/2009	27,300	12,539
Annual Convention & Exhibition	11/14/2009	11/17/2009	700	1,005
School Equipment Show	11/18/2009	11/20/2009	2,500	2,542
Area Conference	12/3/2009	12/5/2009	1,700	2,003

Event Name	Start Date	End Date	Attendance	Room Nights
Quarterly College Event	12/14/2009	12/19/2009	2,400	987
Confidential				
Leadership	1/7/2010	1/8/2010	984	1,602
P. F. Chang's Rock "N" Roll Marathon & 1/2 Marathon	1/15/2010	1/16/2010	18,690	17,260
Pre POA	1/16/2010	1/22/2010	550	2,017
International Meeting on Simulation in Healthcare	1/23/2010	1/27/2010	2,207	3,795
LifeScan/Animas National Sales Meeting	1/24/2010	1/29/2010	937	3,383
Electric Utilities Environmental Conference	2/1/2010	2/3/2010	2,251	2,251
National Sales Meeting	2/4/2010	2/6/2010	2,000	808
PACE- The Paint & Coatings Expo	2/7/2010	2/12/2010	2,500	3,213
Annual Conference on Education	2/11/2010	2/13/2010	4,020	6,448
West Coast Retail Solutions Expo	2/16/2010	2/18/2010	900	1,128
Tradeshaw	2/18/2010	2/20/2010	2,267	2,569
Sporting Goods Show	2/18/2010	2/20/2010	1,415	2,099
Educational Conference & Expo	2/22/2010	2/24/2010	639	1,378
PLC Summit	2/23/2010	2/26/2010	2,251	1,585
SME Annual Meeting & Exhibits	2/27/2010	3/3/2010	4,937	5,164
The Pulse On Tour	2/27/2010	2/28/2010	700	419
State Conference	2/28/2010	3/2/2010	2,000	489
Western Regional Dental Convention	3/4/2010	3/6/2010	4,524	695
Waste Management Symposium	3/8/2010	3/11/2010	3,724	3,724
Annual Meeting	3/12/2010	3/14/2010	2,073	4,583
Spring Training Expo	3/17/2010	3/19/2010	1,000	581
Annual Conference and Culinology Expo	3/19/2010	3/19/2010	1,500	1,336
Capella University Colloquium	3/19/2010	3/20/2010	1,395	938
Career Conference	3/19/2010	3/20/2010	1,334	97
WrestleMania Block	3/25/2010	3/28/2010	47,000	5,288
Annual Conference and Exhibition	4/11/2010	4/15/2010	1,400	3,698
SkillsUSA Championships	4/12/2010	4/13/2010	2,150	380
Annual Conference	4/13/2010	4/18/2010	1,250	2,600
Aviation Week MRO Conference & Exhibition	4/19/2010	4/22/2010	6,200	5,922
Juice Plus+® Leadership Conference	4/22/2010	4/24/2010	8,000	3,142
Annual Conference	4/24/2010	4/28/2010	1,867	2,007
NeighborWorks Training Institute	5/3/2010	5/7/2010	1,546	5,952
Annual Meeting	5/11/2010	5/13/2010	1,300	1,625
Annual Meeting & Expo	5/14/2010	5/19/2010	1,600	3,489
National Solar Energy Conference	5/20/2010	5/22/2010	2,100	2,024
DoDIIIS Worldwide Conference	5/23/2010	5/27/2010	2,033	6,258
Annual Meeting	5/25/2010	5/27/2010	2,181	2,619
Phoenix Comicon	5/27/2010	5/30/2010	13,988	782
Annual Meeting and USA Open Volleyball Championship Event (Adult)	5/29/2010	6/5/2010	5,733	7,570
Annual Meeting	6/1/2010	6/5/2010	400	707
Annual Conference	6/12/2010	6/16/2010	3,100	6,309
Collection Systems Conference	6/14/2010	6/16/2010	392	649
DEVASTATION	6/18/2010	6/20/2010	800	107
Annual National Conference	6/23/2010	6/27/2010	4,000	10,273
Volleyball Festival	6/28/2010	7/3/2010	15,000	17,176
FedFleet - Nat'l. Motor Vehicle & Aviation Exposition & Workshops	7/10/2010	7/15/2010	1,610	4,653
International Convention	7/18/2010	7/24/2010	3,050	4,757
National Convention	8/4/2010	8/8/2010	800	1,437
Gold Canyon Convention	8/5/2010	8/7/2010	725	943
Force Health Protection Conference	8/8/2010	8/13/2010	2,334	6,717
Fall Summit	9/18/2010	9/21/2010	1,592	3,448
Gas Machinery Conference	10/4/2010	10/6/2010	700	2,464
Magnet Conference	10/13/2010	10/15/2010	6,402	12,204
Annual Management Conference & Exhibition	10/14/2010	10/19/2010	2,300	4,453
T & L Conference	10/19/2010	10/22/2010	1,472	2,398
National Convention & Electric EXPO	10/26/2010	10/29/2010	1,300	1,370
Annual National Conference	10/28/2010	10/30/2010	1,800	2,638
Annual Meeting	11/1/2010	11/4/2010	3,842	7,841
Annual Convention and Trade Show	11/7/2010	11/9/2010	4,215	4,895
ACAAI Annual Meeting	11/11/2010	11/17/2010	4,000	5,687
School Equipment Show	11/17/2010	11/19/2010	1,200	1,627
Irrigation Show	12/5/2010	12/7/2010	4,795	3,630
National Judges Cup	1/8/2011	1/9/2011	1,000	640
P. F. Chang's Rock "N" Roll Marathon & 1/2 Marathon	1/14/2011	1/15/2011	18,960	17,260
Annual Meeting	1/22/2011	1/24/2011	800	1,456

Event Name	Start Date	End Date	Attendance	Room Nights
Special Event	1/26/2011	1/29/2011	9,000	3,513
Electric Utilities Environmental Conference	1/31/2011	2/2/2011	3,000	1,829
Sporting Goods Show	2/3/2011	2/5/2011	1,367	2,097
National Biodiesel Board Conference	2/5/2011	2/9/2011	1,040	2,033
CCG National Sales Meeting	2/9/2011	2/11/2011	1,400	3,447
Annual Convention & Traffic Exposition	2/15/2011	2/17/2011	2,700	3,523
Annual Dialysis Conference	2/19/2011	2/22/2011	1,600	3,835
PLC Summit	2/22/2011	2/25/2011	2,379	2,219
American Policy Summit	2/25/2011	2/27/2011	2,634	698
Waste Management Symposium	2/27/2011	3/3/2011	2,400	4,270
Western Regional Dental Convention	3/3/2011	3/5/2011	4,519	759
BAI Payments Connect Conference & Expo	3/7/2011	3/9/2011	1,000	1,323
State Conference	3/8/2011	3/10/2011	2,140	368
IEEE PES Power Systems Conference & Exhibition (PSCE)	3/20/2011	3/23/2011	1,000	1,136
MVD Annual Meeting	3/21/2011	3/23/2011	766	1,697
National Conference on Highway Safety Priorities	3/27/2011	3/30/2011	1,747	3,646
Partnerships with Clinical Trials	3/30/2011	4/1/2011	1,426	2,657
2011 Annual Convention	4/4/2011	4/6/2011	5,000	4,146
CleanMed	4/4/2011	4/8/2011	700	919
Annual International Convention & Tradeshow	4/13/2011	4/15/2011	1,364	1,557
Annual ATD Convention	4/15/2011	4/18/2011	954	1,733
SkillsUSA Championships	4/19/2011	4/20/2011	2,100	470
National Institute on Legal Issues of Educating Individuals with Disabilities	5/1/2011	5/4/2011	1,841	4,495
Spring Meeting	5/19/2011	5/19/2011	2,948	2,648
Phoenix Comicon	5/26/2011	5/29/2011	3,500	1,416
Merck Sharp & Dohme Corp - MK3723 HCVB Launch Meeting	6/8/2011	6/9/2011	536	1,533
Annual Meeting	6/12/2011	6/16/2011	11,000	10,869
Volleyball Festival	6/23/2011	6/27/2011	18,434	15,839
ALLSTAR GAME	7/4/2011	7/13/2011	46,700	8,897
ALL-STAR GAME / FANFEST EXHIBITOR ROOM BLOCK	7/8/2011	7/12/2011	200	937
Annual Grand Lodge Convention	7/16/2011	7/20/2011	6,800	18,343
Annual International Convention & Tradeshow	7/25/2011	7/29/2011	2,000	3,724
General Council	8/1/2011	8/5/2011	21,000	14,541
Gold Canyon Convention	8/11/2011	8/13/2011	950	1,014
Annual Conference	9/10/2011	9/13/2011	1,388	2,202
Annual Convention	9/12/2011	9/13/2011	1,085	2,034
IEEE-ECCE Conference	9/19/2011	9/21/2011	1,112	2,179
International Conference on Assessment Administration	9/19/2011	9/19/2011	1,032	3,018
HEC Institutes	9/27/2011	9/30/2011	305	85
Design Conference	10/13/2011	10/15/2011	1,492	2,359
SW POLICE & FIRE EXPO	10/13/2011	10/15/2011	1,000	53
Annual Meeting	10/16/2011	10/19/2011	2,783	5,974
World Workplace	10/26/2011	10/28/2011	4,302	5,687
Annual National Convention	10/29/2011	11/7/2011	1,205	3,721
Sales Force Conference	11/3/2011	11/4/2011	868	1,962
Annual Convention & Exhibition	11/4/2011	11/7/2011	800	1,364
Congress of Cities	11/9/2011	11/12/2011	3,662	6,443
Water Quality Technology Conference	11/13/2011	11/16/2011	1,087	1,683
Annual Meeting & Exhibition	11/16/2011	11/18/2011	1,908	2,476
Global Health Conference	1/10/2012	1/10/2012	1,300	1,914
P. F. Chang's Rock "N" Roll Marathon & 1/2 Marathon	1/13/2012	1/14/2012	19,500	17,260
Winter Training Institute	1/13/2012	1/15/2012	1,000	1,510
Annual Winter Conference	1/20/2012	1/25/2012	2,500	4,381
National Convention	1/21/2012	1/25/2012	2,228	2,005
Electric Utilities Environmental Conference	1/29/2012	2/1/2012	2,200	2,339
Culver's Annual Franchisee Meeting	2/4/2012	2/7/2012	974	1,871
West Coast Retail Solutions Expo	2/6/2012	2/8/2012	1,013	1,037
Winter Conference & Tradeshow	2/8/2012	2/12/2012	800	1,013
Sporting Goods Show	2/16/2012	2/19/2012	1,570	2,195
Nissan-Infiniti National Dealer Meeting	2/16/2012	2/18/2012	400	729
Classic Rock Invitational	2/17/2012	2/19/2012	2,040	265
PLC Summit	2/21/2012	2/24/2012	2,241	1,691
Annual Convention	2/22/2012	2/24/2012	715	1,324
Waste Management Symposium	2/27/2012	3/1/2012	2,223	4,012
Annual Meeting	2/29/2012	3/3/2012	3,377	4,154
International Conference & Exhibition on PDC	3/4/2012	3/7/2012	3,400	2,734
State Conference	3/5/2012	3/6/2012	1,955	668

Event Name	Start Date	End Date	Attendance	Room Nights
National Career Services & Annual Meeting	3/7/2012	3/14/2012	4,809	10,365
Meeting Management Committee	3/7/2012	3/11/2012	50	44
National Conference	3/14/2012	3/17/2012	2,000	1,831
SNAXPO-Annual Exhibit & Conference	3/16/2012	3/19/2012	1,437	1,744
MICROSOFT PROJECT CONFERENCE (PC)	3/19/2012	3/22/2012	1,500	1,865
GLOBAL MARKETING MEETING	3/25/2012	3/30/2012	740	2,667
SkillsUSA Championships	3/27/2012	3/28/2012	2,200	344
Western Regional Dental Convention	3/29/2012	3/31/2012	4,519	697
Cactus Slam	4/5/2012	4/8/2012	2,000	547
Juice Plus® Leadership Conference	4/12/2012	4/14/2012	4,200	3,149
Annual Conference & Exposition	4/23/2012	4/26/2012	1,304	2,629
Annual Conference & Exposition	4/29/2012	5/2/2012	1,800	2,878
Annual Course	5/18/2012	5/23/2012	1,997	3,900
Phoenix Comicon	5/24/2012	5/27/2012	3,500	2,270
Annual General Convention	5/28/2012	5/31/2012	3,700	5,717
Annual Conference & Expo	6/10/2012	6/13/2012	2,422	3,882
National Convention	6/13/2012	6/15/2012	1,660	3,802
Annual Session	6/14/2012	6/19/2012	1,830	2,618
Annual General Assembly	6/20/2012	6/24/2012	3,700	6,976
Volleyball Festival	6/25/2012	7/1/2012	15,750	14,072
American Dairy Science Association & American Society of Animal Science Joint Annual Meeting	7/15/2012	7/19/2012	3,500	5,536
Annual Conference	7/23/2012	7/28/2012	1,200	3,883
Annual Meeting	7/29/2012	8/2/2012	2,648	5,947
Gold Canyon Convention	8/2/2012	8/4/2012	1,000	1,078
Celebration Convention	8/10/2012	8/12/2012	5,000	2,567
Summer Super Rally	8/16/2012	8/18/2012	3,500	6,230
Annual Conference	9/8/2012	9/13/2012	1,850	4,027
CONSTRUCT AMERICA	9/11/2012	9/14/2012	2,529	2,505
Annual Meeting	9/16/2012	9/19/2012	1,500	2,519
AOC Symposium and Expo	9/24/2012	9/26/2012	1,300	1,532
Annual Meeting	9/28/2012	10/1/2012	4,270	4,533
Annual Meeting	10/2/2012	10/4/2012	453	899
Annual Conference	10/6/2012	10/10/2012	3,000	7,709
Annual Meeting	10/12/2012	10/15/2012	1,858	3,380
Annual Meeting	10/14/2012	10/17/2012	4,500	5,622
Fall Career Fair	10/19/2012	10/20/2012	600	463
Annual Convention	10/23/2012	10/27/2012	5,400	5,781
Healthcare Design Conference	11/3/2012	11/6/2012	3,786	4,709
Annual ISTFA Conference	11/11/2012	11/15/2012	750	847
Connections	11/16/2012	11/18/2012	742	1,331
NN Speaker Training	11/30/2012	12/2/2012	496	1,393
Area Conference	12/6/2012	12/8/2012	2,100	2,095
LIN National Meeting	12/10/2012	12/14/2012	2,137	6,844
IH Oncology Business Unit National Meeting	1/14/2013	1/17/2013	1,128	4,044
P. F. Chang's Rock "N" Roll Marathon & 1/2 Marathon	1/18/2013	1/19/2013	17,500	729
Winter Buying Event	1/21/2013	1/23/2013	1,600	1,792
Electric Utilities Environmental Conference	1/28/2013	1/30/2013	2,150	1,619
Flex Conference	1/29/2013	2/1/2013	565	734
National Distributor Conference	2/6/2013	2/7/2013	1,650	3,445
Clinical Nutrition Week	2/10/2013	2/13/2013	2,011	4,744
Sporting Goods Show	2/14/2013	2/16/2013	1,704	2,162
PLC Summit	2/19/2013	2/22/2013	2,150	1,736
Waste Management Symposium	2/25/2013	2/28/2013	3,000	4,237
State Conference	3/4/2013	3/5/2013	2,000	636
Dealer Sales Meeting	3/4/2013	3/7/2013	1,200	2,845
Western Regional Dental Convention	3/7/2013	3/9/2013	4,328	698
BAI Payments Connect Conference & Expo	3/10/2013	3/13/2013	1,200	1,396
AAHA Yearly Conference	3/14/2013	3/17/2013	3,691	4,462
Unipro Purchasing Conference	3/17/2013	3/20/2013	1,748	2,959
Annual Clinical Genetics Meeting	3/20/2013	3/23/2013	2,334	4,176
2013 Annual Convention	3/25/2013	3/27/2013	6,000	5,061
SkillsUSA Championships	3/26/2013	3/27/2013	2,300	445
Distributor Conference	4/23/2013	4/23/2013	0	1,233
Annual Convention	4/27/2013	5/1/2013	2,705	3,332
Standards and Assessment Institute	4/30/2013	5/2/2013	1,075	1,048
Annual Scientific & Clinical Congress	5/2/2013	5/4/2013	2,630	4,659
INTEL International Science and Engineering Fair (ISEF)	5/12/2013	5/17/2013	5,254	12,178

Event Name	Start Date	End Date	Attendance	Room Nights
Annual Forum and Technology Display	5/21/2013	5/23/2013	1,000	1,380
Phoenix Comicon	5/23/2013	5/26/2013	3,600	3,679
Walden University Meeting	5/27/2013	6/3/2013	700	1,339
National Baptist Congress	6/11/2013	6/14/2013	4,500	1,845
Volleyball Festival	6/24/2013	6/28/2013	13,500	10,254
Mennonite Churchwide Convention (Biennial)	7/1/2013	7/5/2013	4,800	8,729
Annual Convention	7/18/2013	7/20/2013	500	1,096
Baha'i Youth Conference	7/19/2013	7/22/2013	800	525
Gold Canyon Convention	8/1/2013	8/3/2013	900	866
Annual Imperial Session	8/16/2013	8/23/2013	3,500	10,525
NIDA-FDA Path Training	9/4/2013	9/15/2013	500	6,566
Green Fleet Conference	10/1/2013	10/2/2013	655	720
Annual Convention	10/6/2013	10/9/2013	3,473	7,333
2013 Fall Convention	10/19/2013	10/22/2013	1,850	2,742
Annual Convention and Exposition	10/22/2013	10/25/2013	2,958	4,564
Leadership Conference	10/29/2013	10/30/2013	700	271
Annual Convention & Exposition	11/7/2013	11/9/2013	951	1,609
Annual Meeting	11/14/2013	11/17/2013	3,022	4,798
Merck Animal Health National Sales Meeting	1/6/2014	1/9/2014	1,000	1,486
Imaging USA - Annual Conv & Expo	1/12/2014	1/14/2014	8,100	4,329
P. F. Chang's Rock "N" Roll Marathon & 1/2 Marathon	1/17/2014	1/18/2014	19,500	1,640
Winter Global Convention	1/19/2014	1/24/2014	2,600	5,362
National Sales Conference	1/27/2014	2/1/2014	2,100	4,142
Cattle Industry Annual Convention & Trade Show	1/29/2014	2/1/2014	6,000	8,675
Electric Utilities Environmental Conference	2/3/2014	2/5/2014	1,630	1,615
Flex Conference	2/4/2014	2/6/2014	618	669
AQS Quilt Show & Contest	2/5/2014	2/8/2014	12,245	924
NDNQI Annual Conference	2/5/2014	2/7/2014	1,100	1,624
Sales Meeting	2/6/2014	2/8/2014	194	205
Sporting Goods Show	2/6/2014	2/8/2014	1,667	2,334
National Convention	2/15/2014	2/19/2014	8,000	13,473
PLC Summit	2/25/2014	2/28/2014	1,700	1,750
Waste Management Symposium	3/3/2014	3/6/2014	3,500	3,753
AAPM Annual Conference	3/6/2014	3/9/2014	1,325	1,498
ENA Leadership Conference	3/7/2014	3/9/2014	2,000	2,743
Annual Cancer Symposium	3/10/2014	3/15/2014	1,700	2,300
International Leadership Retreat	3/10/2014	3/14/2014	2,500	591
The Travel Goods Show	3/11/2014	3/13/2014	3,500	2,624
CGA Excavation Safety Conference & Expo	3/11/2014	3/13/2014	1,100	1,904
Annual Meeting	3/23/2014	3/27/2014	6,527	14,403
Annual Conference	4/1/2014	4/6/2014	1,800	1,910
HMORN Conference	4/1/2014	4/2/2014	500	1,017
Western Regional Dental Convention	4/3/2014	4/5/2014	3,209	808
MRO Americas	4/5/2014	4/11/2014	10,000	9,666
Juice Plus+® Leadership Conference	4/10/2014	4/12/2014	4,300	2,939
InfusionCon	4/23/2014	4/26/2014	2,751	2,548
Annual Franchise Conference	4/28/2014	5/1/2014	2,016	3,248
Annual Convention & Industrial Exhibition	5/5/2014	5/7/2014	900	2,709
Annual Conference	5/6/2014	5/9/2014	1,330	2,050
Joint Armaments Conference, Exhibition & Firing Demonstration	5/13/2014	5/15/2014	390	471
TechComm Summit	5/14/2014	5/16/2014	616	1,789
Annual Meeting	5/20/2014	5/22/2014	2,285	3,553
Annual Meeting and USA Open Volleyball Championship Event (Adult)	5/23/2014	5/28/2014	6,300	7,324
Phoenix Comicon	6/5/2014	6/8/2014	3,800	4,459
Annual Convention & Expo	6/8/2014	6/12/2014	1,969	2,662
Pre POA	6/10/2014	6/11/2014	916	2,321
Annual National Convention & Symposium	6/13/2014	6/15/2014	1,500	1,686
Resolved	6/20/2014	6/23/2014	2,000	431
Volleyball Festival	6/26/2014	7/2/2014	10,500	8,928
Cheer Camp Southwest	7/9/2014	7/14/2014	350	459
Annual Conference and Exposition	7/16/2014	7/18/2014	1,574	2,398
Gold Canyon Convention	8/7/2014	8/9/2014	2,000	878
Annual National Convention	8/10/2014	8/13/2014	1,200	2,916
Annual Conference	9/10/2014	9/12/2014	1,250	1,806
Education Summit	9/17/2014	9/20/2014	1,500	3,213
HP Leadership Summit	9/29/2014	10/3/2014	2,500	6,450
Grace Hopper Celebration	10/8/2014	10/10/2014	8,150	13,041

Event Name	Start Date	End Date	Attendance	Room Nights
North America Sales & Service National Meeting	10/12/2014	10/16/2014	700	2,267
NAHC Annual Meeting and Exposition	10/19/2014	10/22/2014	2,542	4,117
Global Congress - North America	10/26/2014	10/30/2014	3,986	5,898
Annual Convention	11/7/2014	11/9/2014	3,444	1,474
National Specialty Sales Meeting	11/11/2014	11/13/2014	1,053	1,813
Annual Convention & Exhibition	11/15/2014	11/17/2014	813	1,154
Irrigation Show	11/17/2014	11/21/2014	4,100	4,154
International Training Event	12/4/2014	12/5/2014	14,000	4,645
Aftermarket Expo	12/7/2014	12/16/2014	5,000	10,269
Annual Convention	12/31/2014	1/4/2015	6,000	4,035
Comic Con	1/24/2014	1/26/2014	3,800	
Expo - 2014	3/18/2014	3/19/2014	890	
TechFest	5/12/2014	5/13/2014	200	
Conference	5/14/2014	5/16/2014	775	
Annual Meeting	7/25/2014	7/26/2014	3,000	
Summit	8/17/2014	8/19/2014	1,600	
Product Week	9/9/2014	9/11/2014	608	
Training	10/31/2014	11/6/2014	300	
Annual Meeting	1/4/2015	1/8/2015	2,500	7,595
2015 The National NeedleArts Tradeshow	1/10/2015	1/13/2015	2,000	2,068
P. F. Chang's Rock "N" Roll Marathon & 1/2 Marathon	1/16/2015	1/17/2015	19,500	6,120
2015 SCCM Congress	1/18/2015	1/20/2015	7,500	9,711
Super Bowl - 2015 - HQ/Media/Staff	1/30/2015	2/1/2015	20,000	22,993
SolidWorks World 2015	2/7/2015	2/13/2015	5,200	7,663
2015 Classic Rock Invitational	2/12/2015	2/15/2015	4,000	513
CCG National Sales Meeting	2/15/2015	2/18/2015	2,600	5,792
2015 Annual Meeting & Exhibition	2/19/2015	2/22/2015	2,200	3,208
2015 Sporting Goods Show	2/19/2015	2/21/2015	1,600	2,186
The Commodity Classic 2015	2/26/2015	3/1/2015	7,500	14,160
BAI Payments Connect 2015	3/1/2015	3/4/2015	1,200	1,204
2015 PLC Summit	3/3/2015	3/6/2015	1,700	1,735
2015 NTCA's Rural Telecom Industry Meeting & EXPO	3/8/2015	3/12/2015	3,000	6,198
2015 WM Symposium	3/16/2015	3/19/2015	3,500	3,639
2015 Western Regional Dental Convention	3/17/2015	3/21/2015	4,328	770
2015 Annual Conference & Exposition	3/23/2015	3/26/2015	1,400	2,599
2015 UniPro Purchasing Conference	3/23/2015	3/28/2015	1,800	3,276
2015 Career Conference	3/26/2015	3/29/2015	2,000	121
Spring National Meeting	3/28/2015	3/31/2015	1,700	3,950
2015 ACSM Health & Fitness Summit & Exposition	3/30/2015	4/3/2015	1,200	1,542
InfusionCon 2015	3/31/2015	4/3/2015	5,500	2,533
Annual Convention	4/6/2015	4/11/2015	3,000	3,997
2015 Common Core Standards and Assessment Institute	4/13/2015	4/15/2015	400	696
AONE Annual Meeting	4/16/2015	4/19/2015	2,500	5,156
2015 Region 1 Gymnastics Meet	4/16/2015	4/19/2015	1,500	308
2015 Golden West Region 21	4/16/2015	4/18/2015	1,200	617
Eagle Eye Expo	4/19/2015	4/24/2015	450	230
2015 Blue National Summit	4/21/2015	4/24/2015	4,500	6,150
2015 National Conference	4/26/2015	4/29/2015	1,400	3,027
2015 Vision Source North America Meeting	4/30/2015	5/2/2015	4,500	5,681
ISM Annual Conference	5/2/2015	5/6/2015	3,500	3,900
2015 Annual Conference	5/7/2015	5/9/2015	950	1,626
2015 Team Summit	5/13/2015	5/15/2015	5,000	4,469
2015 IEEE Microwave Symposium	5/19/2015	5/24/2015	12,000	8,413
2015 Phoenix Comicon	5/25/2015	6/1/2015	3,800	5,326
2015 Convention	6/4/2015	6/7/2015	11,000	6,119
CGSM 49th Annual Orientation Program & Career Forum	6/8/2015	6/10/2015	1,500	2,621
2015 Cheer Camp Southwest	6/8/2015	6/19/2015	350	668
2015 Vemma Convention	6/10/2015	6/15/2015	7,500	2,939
2015 Annual U.S. DOE Small Forum and Expo	6/15/2015	6/18/2015	1,200	1,141
2015 Volleyball Festival	6/24/2015	6/29/2015	10,500	7,045
Delegate Assembly & Annual Conference	6/28/2015	7/1/2015	1,500	4,232
2015 Schools and Health Care Conference	7/10/2015	7/12/2015	1,500	2,283
2015 Annual Convention	7/15/2015	7/19/2015	3,000	2,686
2015 Gold Canyon Convention	7/22/2015	7/24/2015	2,000	832
2015 DOE FEMP Energy Training Workshop	8/11/2015	8/13/2015	2,500	4,251
2015 APWA International Public Works Congress & Exposition	8/28/2015	9/2/2015	7,500	7,607
2015 Annual Convention	9/16/2015	9/20/2015	3,400	1,267

Event Name	Start Date	End Date	Attendance	Room Nights
2015 Annual Conference	9/18/2015	9/19/2015	500	207
North American Cystic Fibrosis Conference	10/7/2015	10/10/2015	4,000	9,488
228th ECS Fall Meeting	10/12/2015	10/15/2015	2,000	3,299
2015 IsaU Program	10/14/2015	10/18/2015	1,400	402
Annual Convention & Exhibition	10/21/2015	10/26/2015	800	1,020
2015 Global Convention	10/21/2015	10/24/2015	5,000	4,758
2015 Distribution Solutions Conference	10/27/2015	10/29/2015	1,200	1,950
AALAS National Meeting	11/3/2015	11/5/2015	4,800	7,811
2015 Annual Convention & Exhibition	11/9/2015	11/16/2015	2,500	3,636
2015 Annual Convention & Trade Show	11/9/2015	11/10/2015	5,000	4,925
2015 Annual Conference	11/15/2015	11/17/2015	900	2,663
2015 Annual National Conference & Career Fair	11/19/2015	11/21/2015	1,800	2,343
2015 DMC Convention	11/28/2015	12/6/2015	1,000	1,973
2015 ACN International Training	12/3/2015	12/4/2015	15,000	3,953
2015 DoD Maintenance Symposium & Exhibition	12/7/2015	12/11/2015	1,300	2,292
Confidential	-	-	-	-
College Football Playoff 2016 Fan Festival	1/1/2016	1/10/2016	16,250	17,625
Novo Nordisk National Sales Managers Meeting (Pre POA)	1/5/2016	1/8/2016	490	1,966
Cox Automotive Sales Summit	1/11/2016	1/15/2016	2,000	6,366
Rock N Roll Marathon AZ Health & Fitness Expo	1/15/2016	1/16/2016	17,800	6,120
Harley-Davidson Inc. Retail Readiness Event (RRE)	1/16/2016	1/20/2016	2,200	3,601
Society of Thoracic Surgeons 2016 Annual Meeting	1/20/2016	1/27/2016	4,300	7,613
RJO Spring Buying Show 2016	1/30/2016	2/1/2016	1,227	1,513
2016 Solution Tree PLC Summit	2/2/2016	2/5/2016	2,337	2,574
Play It Again Sports 2016 Winter Conference and Tradeshow	2/2/2016	2/7/2016	500	1,010
2016 AZ Sunrays Classic Rock Invitational	2/4/2016	2/7/2016	4,200	560
Express Scripts Shoulder to Shoulder Meeting	2/7/2016	2/11/2016	800	1,782
American QuiltWeek 2016	2/10/2016	2/14/2016	8,752	594
AASA	2/11/2016	2/13/2016	5,500	10,984
30th AAAI Conference on Artificial Intelligence	2/12/2016	2/17/2016	1,250	1,137
ASCE 2016 SEI/GEO Combined Congress	2/15/2016	2/18/2016	2,000	2,748
Sports, Inc. Annual Meeting and Trade Show	2/18/2016	2/20/2016	1,800	2,164
2016 Society for Mining, Metallurgy and Exploration (SME) Annual Meeting & Exhibits	2/20/2016	2/24/2016	6,000	7,979
ICON 2016	3/1/2016	3/3/2016	6,000	5,253
WM Symposia 2016	3/6/2016	3/9/2016	3,500	5,914
2016 Mary Kay Career Conference	3/11/2016	3/12/2016	2,000	69
Indian Gaming 2016	3/14/2016	3/16/2016	6,000	7,369
2016 Juice Plus+ Leadership Conference	3/17/2016	3/19/2016	5,108	3,450
AACRAO 2016 Annual Meeting & Tradeshow	3/20/2016	3/23/2016	4,694	3,948
WBENC Summit & Salute 2016	3/24/2016	3/24/2016	1,500	2,503
2016 Materials Research Society Spring Meeting & Exhibit	3/28/2016	3/31/2016	6,500	8,989
American Planning Association (APA) National Planning Conference	4/1/2016	4/5/2016	6,000	10,705
2016 Solution Tree Standards and Assessment Institute	4/4/2016	4/6/2016	462	682
NCAA Leadership Forum	4/6/2016	4/10/2016	450	1,011
AzDA Western Regional Dental Convention	4/7/2016	4/9/2016	3,989	661
AudiologyNOW!	4/13/2016	4/15/2016	7,100	13,872
PAYMENTS 2016	4/18/2016	4/20/2016	2,000	4,391
Salvation Army National Advisory Organization Conference	4/19/2016	4/24/2016	2,500	5,725
2016 CS Week	4/25/2016	4/29/2016	2,147	4,373
Big O Tires 2016 Franchise Meeting and Vendor Tradeshow	4/26/2016	4/27/2016	683	1,321
Tyler Connect 2016	4/30/2016	5/4/2016	2,700	8,341
Regional Dance America/Pacific Festival 2016	5/2/2016	5/7/2016	800	1,017
CactusCon	5/6/2016	5/7/2016	650	
Intel International Science and Engineering Fair 2016	5/8/2016	5/13/2016	6,500	16,935
Sweet Adelines International Golden West Region 21 Convention	5/13/2016	5/14/2016	1,200	635
GE Centricity LIVE	5/15/2016	5/20/2016	1,500	5,617
IT Works Global	5/20/2016	5/21/2016	1,200	175
SAME 2016 Joint Engineer Training Conference & Expo (JETC)	5/25/2016	5/26/2016	2,500	5,297
PHOENIX COMICON 2016	6/2/2016	6/5/2016	3,800	5,974
HelmsBriscoe Annual Business Conference	6/7/2016	6/10/2016	1,800	3,800
American Public Power Association (APPA) 2016 National Conference	6/10/2016	6/14/2016	2,000	4,493
Volleyball Festival 2016	6/24/2016	6/27/2016	10,500	10,605
National Association of the Deaf Biennial National Conference	7/5/2016	7/9/2016	2,500	2,122
BASIS Educational Group LLC	7/13/2016	7/22/2016	1,043	1,434
21st CCLC 2016 Summer Institute	7/19/2016	7/22/2016	1,470	2,655
2016 Gold Canyon Palooza	7/28/2016	7/30/2016	650	707
North American Division of Seventh-Day Adventists	8/3/2016	8/6/2016	2,500	2,995

Event Name	Start Date	End Date	Attendance	Room Nights
First Things First Early Childhood Summit 2016	8/22/2016	8/23/2016	1,000	701
Fiserv Forum	9/12/2016	9/15/2016	1,598	4,618
American Public Human Services Association (ISM) 2016	9/19/2016	9/21/2016	1,185	1,677
Association of School Business Officials International Annual Meeting and Exhibits	9/23/2016	9/26/2016	1,405	2,932
IEEE International Conference on Image Processing	9/25/2016	9/28/2016	1,315	1,447
2016 Mahindra North America National Dealer Meeting	10/5/2016	10/8/2016	1,300	2,277
NCAI Annual Convention and Marketplace	10/9/2016	10/14/2016	1,500	2,093
World Millwork Alliance (WMA) 52nd Annual Convention & Tradeshow	10/10/2016	10/12/2016	900	1,627
Best Western International Inc. 2016 Annual North American Convention	10/16/2016	10/19/2016	3,895	5,296
National Council of Teachers of Mathematics (NCTM) 2016 Western Regional Conference	10/25/2016	10/28/2016	1,000	1,620
2016 ASPE Convention and Exposition	10/28/2016	11/2/2016	4,016	3,671
Taxicab, Limousine and Paratransit Association 2016 Annual Convention & Trade Show	10/29/2016	11/3/2016	900	1,350
2016 ASA, SSSA, CSSA International Annual Meeting	11/7/2016	11/9/2016	3,986	6,759
ASME 2016 International Mechanical Engineering Congress and Exposition (IMECE2016)	11/13/2016	11/17/2016	2,909	2,864
ACN International Training 2016-DO NOT POST THIS EVENT ANYWHERE-CONFIDENTIAL	12/1/2016	12/2/2016	1,500	5,210
2017 Annual Convention and Traffic Exposition	2/12/2017	2/14/2017	2,700	4,168
TecHome Builder Summit	12/4/2017	12/6/2017	500	774
2017 Product Launch	11/4/2017	11/11/2017	250	0
13th Annual Mobile Health Clinics Forum	9/16/2017	9/19/2017	293	713
2017 The Annual Conference on Assessment and Grading	10/15/2017	10/18/2017	473	619
2017 Dance Group AZ	11/10/2017	11/11/2017	480	124
2017 Golden West Region 21	4/19/2017	4/23/2017	600	665
2017 Imperious Cannabis Business Expo AZ Convention	4/12/2017	4/13/2017	600	88
2017 Annual Meeting	4/22/2017	4/26/2017	770	1,191
2017 Annual Conference	9/21/2017	9/23/2017	775	208
2017 Spring National Key Accounts Workshop	4/9/2017	4/13/2017	800	1,903
2017 VIS Conference	10/1/2017	10/6/2017	1,002	1,800
2017 Educators Rising National Conference	6/23/2017	6/26/2017	1,018	1,867
2017 Annual Convention	1/11/2017	1/14/2017	1,029	2,111
2017 Career Conference	4/7/2017	4/8/2017	1,049	156
2017 Annual Convention	11/14/2017	11/18/2017	1,100	1,124
2017 Annual Conference	6/3/2017	6/7/2017	1,247	3,001
RailsConf 2017	4/25/2017	4/27/2017	1,250	1,410
2017 Annual Convention	10/24/2017	10/28/2017	1,300	1,470
2017 National Sales Meeting	2/13/2017	2/17/2017	1,312	1,510
CoNEXTions 2017 Annual Convention	5/10/2017	5/12/2017	1,350	1,959
2017 Tactical Conference & Trade Show	9/24/2017	9/29/2017	1,400	3,051
2017 AMDA Long Term Care Medicine	3/16/2017	3/19/2017	1,450	3,742
2017 Staff and Faculty Training	7/12/2017	7/21/2017	1,450	2,451
2017 Conventions & Seminar	9/12/2017	9/15/2017	1,470	2,873
2017 Annual Scientific Meeting	9/16/2017	9/20/2017	1,500	3,110
2017 Annual Meeting	6/17/2017	6/20/2017	1,511	3,021
2017 FFTA Forum and INFO FLEX	4/28/2017	5/3/2017	1,700	2,491
2017 Sporting Goods Show	2/14/2017	2/18/2017	1,725	2,102
2017 RSD National Sales Meeting	1/29/2017	2/1/2017	1,739	4,162
2017 Annual Conference	10/18/2017	10/21/2017	1,747	3,161
2017 National Parts & Service Managers and Shop Foreman Meetings	2/5/2017	2/7/2017	1,810	4,378
2017 ACCP Annual Meeting	10/6/2017	10/10/2017	1,900	2,279
2017 National Festival	5/2/2017	5/6/2017	1,993	3,520
InfusionCon 2017	4/24/2017	4/28/2017	2,000	2,129
Magic Grand Prix Phoenix 2017	10/27/2017	10/29/2017	2,000	140
2017 Annual Conference & Exhibition	5/2/2017	5/5/2017	2,021	449
2017 Western Regional Dental Convention	4/6/2017	4/9/2017	2,032	667
WM Symposia 2017	3/5/2017	3/8/2017	2,137	3,653
2017 GSA SmartPay Training Forum	7/31/2017	8/3/2017	2,266	5,104
2017 PLC Summit	2/21/2017	2/24/2017	2,315	1,831
Dscoop 2017 Dscoop12	2/28/2017	3/4/2017	2,346	5,150
2017 NWFA Wood Flooring Expo	4/11/2017	4/15/2017	2,405	2,355
2017 Winter Convention	1/21/2017	1/27/2017	2,500	6,661
2017 Biennial National Conference	11/6/2017	11/12/2017	2,500	2,379
RFID Journal LIVE! 2017	5/9/2017	5/13/2017	2,550	2,699
2017 Annual Meeting	7/12/2017	7/16/2017	2,706	3,173
48th National Athletic Directors Conference	12/7/2017	12/12/2017	3,000	3,087
2017 National Dealer Meeting	10/20/2017	10/25/2017	3,028	6,597
2017 Annual Clinical Genetics Meeting	3/22/2017	3/25/2017	3,268	5,744
2017 Classic Rock Invitational	2/2/2017	2/5/2017	3,375	498
2017 AAHPM Annual Conference	2/20/2017	2/25/2017	3,658	5,205

Event Name	Start Date	End Date	Attendance	Room Nights
2017 Annual Convention	12/29/2017	1/2/2018	3,789	4,813
2017 Phoenix Comicon	5/25/2017	5/28/2017	3,800	5,760
2017 NABC Convention (with the NCAA Men's Final Four)	3/31/2017	4/2/2017	4,000	6,253
2017 Sales Convention	3/13/2017	3/16/2017	4,000	5,187
2017 BMES Annual Meeting	10/11/2017	10/14/2017	4,257	3,836
Annual Biomedical Research Conference for Minority Students 2017	11/1/2017	11/5/2017	4,400	8,249
2017 Annual Conference	7/7/2017	7/10/2017	4,500	3,489
2017 Spring Meeting & Exhibit	4/18/2017	4/21/2017	4,700	7,352
98th AFBF Annual Meeting (2017)	1/8/2017	1/11/2017	5,500	9,411
2017 Creativation	1/19/2017	1/27/2017	5,644	5,766
2017 ACN International Training	11/30/2017	12/1/2017	8,000	946
2017 Annual Meeting	6/11/2017	6/14/2017	9,318	8,902
2017 Volleyball Festival	6/28/2017	7/2/2017	10,500	11,132
Rock "N" Roll Marathon & 1/2 Marathon	1/11/2017	1/17/2017	17,800	3
2017 NCAA Men's Final Four	3/23/2017	4/4/2017	61,962	26,865
2018 New Year Kick Off	1/10/2018	1/14/2018	8,500	5,454
Rock "N" Roll Marathon & 1/2 Marathon	1/12/2018	1/14/2018	17,800	6,120
2018 CREATIVATION	1/18/2018	1/22/2018	7,000	8,959
2018 Kick-Off	1/19/2018	1/21/2018	5,000	1,175
2018 Winter Semi Annual Meeting	1/25/2018	1/28/2018	1,500	3,083
2018 Cattle Industry Annual Convention & Trade Show	1/31/2018	2/3/2018	6,500	14,412
FENCETECH 2018	2/6/2018	2/9/2018	4,112	4,510
2018 Classic Rock Invitational	2/8/2018	2/11/2018	4,200	674
2018 Annual Convention	2/11/2018	2/13/2018	3,000	7,276
2015 Sporting Goods Show	2/13/2018	2/17/2018	1,700	2,670
2018 Development and Leadership Conference	2/18/2018	2/20/2018	460	840
PLC Summit 2018	2/18/2018	2/23/2018	2,361	1,900
2018 Supply Chain	2/25/2018	2/28/2018	1,840	5,198
2018 LENNOX LIVE - WEST REGION	3/1/2018	3/3/2018	900	1,526
2018 Annual Conference	3/4/2018	3/7/2018	1,604	5,095
2018 CGA 811 Excavation Safety Conference & Expo	3/5/2018	3/8/2018	1,626	3,518
2018 Annual Meeting	3/7/2018	3/10/2018	2,100	6,091
2018 TMS Annual Meeting & Exhibition	3/12/2018	3/15/2018	4,300	11,220
Magic Grand Prix Phoenix 2018	3/16/2018	3/18/2018	5,000	135
WM Symposia 2018	3/18/2018	3/23/2018	2,328	4,220
2018 Career Conference	3/23/2018	3/24/2018	1,001	215
Commission on Adult Basic Education (COABE) 2018	3/26/2018	3/28/2018	1,500	0
2018 Spring Meeting & Exhibit	4/2/2018	4/6/2018	4,579	9,605
Skills USA Arizona Championship	4/2/2018	4/5/2018	1,600	0
CONNECTIONS 2018	4/8/2018	4/11/2018	1,414	4,195
2018 ACT-W National Conference-2	4/9/2018	4/13/2018	250	3,124
2018 Unipro Purchasing Conference	4/9/2018	4/11/2018	1,365	3,042
2018 Super 8 Competition	4/12/2018	4/14/2018	400	605
2018 Corrosion	4/16/2018	4/19/2018	5,656	13,517
2018 Golden West Region 21	4/18/2018	4/22/2018	650	635
2018 Adidas Gauntlet Basketball Tournament - Phoenix	4/19/2018	4/21/2018	1,638	1,638
2018 Annual Conference & Exposition	4/20/2018	4/26/2018	1,180	2,821
2018 Juice Plus Leadership Conference	4/26/2018	4/29/2018	7,000	5,729
2018 Annual Conference & Expo	4/30/2018	5/2/2018	2,276	5,895
2018 Annual Conference & Exhibition	5/1/2018	5/4/2018	2,112	407
2018 Annual Meeting & Museum Exposition	5/6/2018	5/9/2018	4,200	9,080
2018 AHS Annual Forum and Technology Display	5/13/2018	5/16/2018	1,200	1,736
2018 Residuals and Biosolids Management Specialty Conference	5/16/2018	5/19/2018	745	1,022
2018 Phoenix Comicon	5/24/2018	5/27/2018	57,853	6,066
Americas User Conference 2018	6/4/2018	6/9/2018	2,034	7,083
2018 Annual Credit Congress	6/10/2018	6/13/2018	1,350	6,188
2018 Annual Conference	6/17/2018	6/22/2018	1,129	3,615
NCDA's Global Career Development Conference	6/20/2018	6/23/2018	1,015	2,135
2018 Volleyball Festival	6/27/2018	7/4/2018	10,500	10,660
2018 Boys' Junior National Championships	7/2/2018	7/9/2018	18,000	30,903
2018 Staff and Faculty Training	7/10/2018	7/20/2018	850	2,473
2018 Sales Summit	7/12/2018	7/15/2018	1,812	2,523
2018 NATIA Annual Training & Technology Exhibition	7/14/2018	7/22/2018	1,473	7,652
2018 National Convention	7/17/2018	7/21/2018	5,000	3,756
2018 Annual Meeting	7/27/2018	7/29/2018	1,555	4,600
2018 OIT/ORAP Partnership Conference	7/30/2018	8/3/2018	1,400	3,757
2018 National Convention	7/31/2018	8/4/2018	2,000	1,570

Event Name	Start Date	End Date	Attendance	Room Nights
2018 National Convention	8/1/2018	8/5/2018	1,300	3,303
Europa Games, Supplement, Nutrition & Apparel Expo	8/9/2018	8/13/2018	6,900	0
Game On Expo	8/9/2018	8/12/2018	3,590	0
2018 Achieve the Dream	8/9/2018	8/12/2018	1,000	182
First Things First c/o Veer Consulting	8/27/2018	8/28/2018	1,400	0
Shamrock Foods Expo	9/10/2018	9/12/2018	5,100	0
2018 Annual Meeting	9/12/2018	9/15/2018	1,753	2,976
2018 Annual Conference	9/13/2018	9/14/2018	775	175
2018 Annual Conference & Expo	9/23/2018	9/27/2018	2,300	3,841
2018 International Symposium on Human Identity	9/24/2018	9/27/2018	850	2,193
2018 Annual Conference	9/30/2018	10/3/2018	3,775	6,264
2018 West Convention and Tradeshow	10/3/2018	10/4/2018	1,350	1,888
Arizona's Ultimate Women's Expo	10/4/2018	10/7/2018	5,000	0
2018 SWCC Expo Phoenix	10/4/2018	10/6/2018	1,000	105
2018 HLM Meeting	10/9/2018	10/11/2018	3,130	7,155
User Group Summits 2018	10/16/2018	10/18/2018	7,000	14,446
2018 Air Medical Transport Conference (AMTC)	10/18/2018	10/24/2018	2,199	4,486
2018 Assessment & Grading Conference	10/21/2018	10/24/2018	475	635
2018 Annual Symposium	10/25/2018	10/28/2018	1,850	3,833
2018 Net Impact Conference	10/25/2018	10/27/2018	1,500	903
ISTFA/ITC Ca-loca/on Conference	10/28/2018	11/1/2018	1,844	2,652
2018 Annual Convention & Trade Show	10/28/2018	10/30/2018	4,229	590
INFORMS Annual Meeting 2018	11/4/2018	11/9/2018	6,185	7,111
2018 Healthcare Design Conference	11/8/2018	11/13/2018	3,800	6,917
2018 TechHome Builder Summit	12/5/2018	12/7/2018	600	1,014
2019 Annual Meeting	1/3/2019	1/11/2019	3,800	6,118
2019 Global Leadership Conference	1/4/2019	1/6/2019	1,500	1,712
2019 New Year Kick Off	1/10/2019	1/12/2019	4,500	3,603
Rock "N" Roll Marathon & 1/2 Marathon	1/16/2019	1/22/2019	16,037	6,120
2019 Retail Readiness Event	1/16/2019	1/17/2019	1,179	1,849
2019 CREATIVATION	1/17/2019	1/21/2019	4,200	3,277
2019 Conference and Trade Show	1/22/2019	1/28/2019	2,400	2,038
2019 WWE Royal Rumble	1/25/2019	1/29/2019	8,540	2,090
2019 Winter Trade Shows	1/31/2019	2/3/2019	2,800	3,193
2019 - The NBM Show	1/31/2019	2/2/2019	2,697	176
MicroStrategy World 2019	2/3/2019	2/7/2019	2,900	4,599
2019 Classic Rock Invitational	2/6/2019	2/10/2019	4,200	424
2019 Winter Semi Annual Meeting	2/6/2019	2/10/2019	1,601	2,556
2019 Sporting Goods Show	2/13/2019	2/16/2019	1,800	2,298
2019 WordCamp Phoenix	2/15/2019	2/16/2019	600	57
2019 Development and Leadership Conference	2/17/2019	2/19/2019	700	742
PLC Summit 2019	2/19/2019	2/21/2019	2,341	2,607
2019 Semi-Annual Buying Show	2/23/2019	2/26/2019	2,500	3,197
Carpet & Floor 2019	2/23/2019	2/28/2019	1,046	2,328
WM Symposia 2019	3/3/2019	3/9/2019	2,352	3,288
2019 Industrial Refrigeration Conference and Exhibition	3/3/2019	3/6/2019	1,600	2,670
2019 Aloha Spirit Championships - Phoenix	3/7/2019	3/10/2019	9,000	547
2019 Winter Meeting	3/9/2019	3/15/2019	1,400	2,498
2019 Sales Meeting and Pro Expo	3/11/2019	3/13/2019	1,000	2,445
2019 PDC Meeting	3/15/2019	3/20/2019	3,724	3,551
Data Center World 2019	3/17/2019	3/22/2019	1,559	1,132
2019 ASPEN Nutrition Science & Practice Conference	3/23/2019	3/26/2019	2,216	4,376
2019 Leadership Summit	3/28/2019	3/30/2019	1,600	2,022
RFID Journal LIVE! 2019	4/2/2019	4/4/2019	3,000	2,134
2019 Annual Meeting	4/8/2019	4/12/2019	2,350	3,879
SkillsUSA 2019 State Championships	4/10/2019	4/13/2019	3,285	710
2019 Annual Conference & Exhibition	4/16/2019	4/18/2019	2,325	411
2019 Annual Meeting	4/16/2019	4/18/2019	1,750	1,363
2019 Spring Meeting & Exhibit	4/22/2019	4/26/2019	4,000	5,656
2019 Convention and Industry Expo	4/30/2019	5/3/2019	675	692
2019 Team Summit	5/6/2019	5/10/2019	2,322	3,222
2019 Intel Int'l Science and Engineering Fair (ISEF)	5/11/2019	5/17/2019	9,000	12,517
2019 Phoenix Fan Fusion	5/23/2019	5/26/2019	61,233	2,981
IASA 2019 Annual Conference & Business Show	6/2/2019	6/5/2019	1,900	4,043
2019 ACVIM Forum	6/5/2019	6/8/2019	3,969	6,062
INSITE 2019	6/12/2019	6/16/2019	1,080	3,136
2019 Turbo Expo	6/17/2019	6/21/2019	2,400	3,305

Event Name	Start Date	End Date	Attendance	Room Nights
2019 National Homeland Security Conference	6/17/2019	6/20/2019	1,600	1,883
Federated Computing Research Conference (FCRC)	6/23/2019	6/28/2019	2,770	3,323
2019 Volleyball Festival	6/26/2019	7/1/2019	17,500	7,503
2019 Nazarene Youth Conference	7/7/2019	7/15/2019	8,834	10,520
2019 Annual Education Conference	7/7/2019	7/10/2019	1,100	1,115
International Convention	8/8/2019	8/10/2019	40,000	17,989
2019 Food Expo	9/9/2019	9/9/2019	785	388
ASCP Annual Meeting	9/11/2019	9/15/2019	1,500	2,365
2019 MSW-DSW Residency	9/14/2019	9/18/2019	862	1,180
NAHQ Next 2019 (original title: 2019 NAHQ Annual Conference)	9/14/2019	9/18/2019	800	1,662
2019 Annual Conference	9/21/2019	9/21/2019	736	170
2019 Annual Meeting and Exposition	9/22/2019	9/25/2019	6,000	6,834
2019 Toyota Canada National Dealer Meeting	9/25/2019	9/27/2019	680	1,403
2019 Annual Event_ #62176	10/3/2019	10/5/2019	1,300	802
Groundbreak Conference 2019	10/6/2019	10/8/2019	4,000	4,411
2019 World Workplace	10/16/2019	10/20/2019	4,700	5,545
WASTECON 2019	10/21/2019	10/23/2019	1,893	2,296
2019 ACC Annual Meeting	10/27/2019	10/30/2019	3,700	6,343
2019 Annual Conference	10/31/2019	11/4/2019	9,500	6,058
2019 Annual Conference	11/2/2019	11/5/2019	1,350	2,841
2019 RTI At Work Institute	11/4/2019	11/6/2019	650	570
Learn Serve Lead 2019: The AAMC Annual Meeting	11/8/2019	11/12/2019	4,851	10,982
2019 BSN National Sales Meeting	11/14/2019	11/17/2019	1,358	2,550
2019 North American Dealer Event	11/19/2019	11/20/2019	1,000	1,651
DMC/DMSMS 2019	12/2/2019	12/5/2019	1,500	2,245
2019 Bi-Annual Student Leadership Summit	12/30/2019	1/3/2020	8,721	11,682
2020 Winter Convention	1/6/2020	1/10/2020	2,500	1,400
2020 Development and Leadership Conference	1/13/2020	1/15/2020	700	335
2020 Annual Convention	1/15/2020	1/18/2020	1,200	600
2020 CREATIVATION	1/16/2020	1/20/2020	8,122	1,380
2020 Rock N Roll Marathon Arizona	1/17/2020	1/19/2020	17,800	1,600
2020 New Year Kick Off	1/22/2020	1/25/2020	6,000	1,502
2020 PLC Summit	1/27/2020	1/29/2020	2,000	800
2020 Winter Trade Show	1/28/2020	2/3/2020	3,000	1,010
2020 Avaya Engage	1/31/2020	2/5/2020	3,000	1,700
2020 Orthopaedic Annual Meeting	2/6/2020	2/11/2020	3,000	1,125
2020 Classic Rock Invitational	2/7/2020	2/7/2020	4,200	147
2020 Sporting Goods Show	2/11/2020	2/15/2020	1,800	725
SWA 2020 Rally - PHX	2/13/2020	2/13/2020	2,500	510
2020 NTCA's Rural Telecom Industry Meeting & EXPO	2/16/2020	2/21/2020	2,600	1,700
Win the Storm Conference 2020	2/19/2020	2/21/2020	1,500	200
2020 SME Annual Meeting & Exhibits	2/22/2020	2/26/2020	6,000	1,980
2020 Hyperledger Global Forum	3/2/2020	3/3/2020	1,200	200
2020 Pilot Annual GM Conference	3/2/2020	3/5/2020	1,300	822
WM Symposia 2020	3/8/2020	3/12/2020	3,500	1,114

B. Appendix - Qualified Events 2003 - 2005

Event Name	Start Date	End Date	Attendance	Rooms	Room Nights
Do It Best Corp.	1/14/2003	1/19/2003	600	600	1370
National Telecommunications Cooperative Assn	1/30/2003	2/7/2003	2750	1150	530
American Heart Association	2/9/2003	2/17/2003	3500	1109	3700
Sports, Inc.	2/12/2003	2/20/2003	1200	560	2385
American Association Of Neurological Surgeons	2/15/2003	2/19/2003	1200	421	1565
International Council Of Shopping Centers	2/19/2003	2/27/2003	800	500	1700
National School Supply & Equipment Association	2/24/2003	3/3/2003	3000	944	3310
National Council For Prescription Drug Programs	2/28/2003	3/8/2003	1600	600	2715
Core Knowledge Foundation	3/2/2003	3/8/2003	2300	975	3590
American Society For Healthcare Engineering	3/7/2003	3/14/2003	1100	850	3175
Crittenden Conferences, Llc	3/8/2003	3/14/2003	300	225	695
Arizona Dental Association	3/12/2003	3/15/2003	1600	150	375
League For Innovation In The Community College	3/13/2003	3/19/2003	1489	1101	4019
American Animal Hospital Association	3/19/2003	3/27/2003	3500	1850	8122
American Congress On Surveying & Mapping (Gis/Lis Inc)	3/27/2003	4/3/2003	1500	500	2200
International City/County Management Association	4/2/2003	4/5/2003	500	125	390
Borders Books And Music	4/3/2003	4/8/2003	800	500	1435
National Indian Gaming Association	4/5/2003	4/10/2003	2000	1050	4350
Sweet Adelines	4/9/2003	4/13/2003	1500	400	940
National Student Nurses Association	4/19/2003	4/26/2003	2500	900	3706
Assisted Living Federation Of America	4/27/2003	5/4/2003	2000	860	2390
American Helicopter Society International	5/1/2003	5/11/2003	2000	680	2716
Arizona Association Of Student Councils	5/7/2003	5/9/2003	1800	325	330
Institute Of Environmental Sciences And Technology	5/15/2003	5/25/2003	800	0	1357
Regional Airline Association C/O Smith Bucklin And Associates	5/16/2003	5/22/2003	1500	900	3505
The Christian & Missionary Alliance	5/22/2003	6/3/2003	5500	800	4712
Federation Of Animal Science Societies	6/18/2003	6/28/2003	4200	2325	10791
International Conference On Thinking	7/20/2003	7/27/2003	3000	1300	5800
Discovery Toys	8/3/2003	8/10/2003	1500	450	1740
Sports, Inc.	8/16/2003	8/25/2003	1000	350	1325
Association Of State & Territorial Health Officials	9/6/2003	9/13/2003	750	450	1720
Sweet Adelines	9/8/2003	9/22/2003	12000	0	14027
Youth Specialties	9/22/2003	9/29/2003	4500	2170	7300
United States Hispanic Chamber Of Commerce	9/28/2003	10/6/2003	2000	1400	5570
Wood Truss Council Of America	10/5/2003	10/11/2003	2500	1000	3800
West Coast Beauty Supply	10/16/2003	10/20/2003	500	310	755
The Society Of Mexican American Engineers And Scientists, Inc.	10/28/2003	11/2/2003	1000	300	955
National Association Of Sporting Goods Wholesalers	11/2/2003	11/10/2003	1800	1000	4255
Athletic Dealers Association Of America	11/6/2003	11/10/2003	400	300	975
Association For Computing Machinery	11/11/2003	11/22/2003	3000	1050	5755
American Mathematical Society	1/4/2004	1/11/2004	3500	2275	10575
International Cast Polymer Association	1/11/2004	1/18/2004	800	550	1990
Reliv International, Inc.	1/15/2004	1/18/2004	1500	175	340
National Cattlemen'S Beef Association	1/24/2004	2/2/2004	5000	2500	10025
Sports, Inc.	2/14/2004	2/22/2004	1200	600	2660
National Council For Prescription Drug Programs	2/26/2004	3/4/2004	1800	850	3900
American Medical Directors Association	2/29/2004	3/5/2004	1700	1050	3912
Blackboard Inc.	3/7/2004	3/12/2004	1500	650	2245
Arizona Dental Association	3/10/2004	3/13/2004	1600	350	775
Mortgage Bankers Association Of America	3/12/2004	3/19/2004	825	825	2735
Society Of Interventional Radiology	3/22/2004	3/31/2004	3500	2000	10335
Sweet Adelines	3/31/2004	4/4/2004	1500	400	940
American Organization Of Nurse Executives	4/15/2004	4/22/2004	3000	1202	4928
National Safety Associates	4/19/2004	4/25/2004	1600	800	2880
Scien-Tech	4/23/2004	4/30/2004	1500	600	2605
National Association Of Credit Management	5/15/2004	5/24/2004	2500	1650	8380
Society Of Decorative Painters	5/16/2004	5/30/2004	2000	1200	7110

Event Name	Start Date	End Date	Attendance	Rooms	Room Nights
Association For Professionals In Infection Control & Epidemiology	6/3/2004	6/13/2004	3700	1500	7925
National Council Of La Raza	6/22/2004	7/2/2004	6000	1190	6092
National Association Of Counties	7/14/2004	7/23/2004	5000	2800	14353
International Plastic Modelers Society	8/3/2004	8/8/2004	690	200	775
Solid Waste Association Of North America	9/15/2004	9/24/2004	3000	1040	4959
International Society Of Audiology	9/25/2004	9/30/2004	700	600	2910
Clinical Symposium On Advances In Skin & Wound Care	9/28/2004	10/3/2004	1000	650	2220
Dollar Discount Stores	9/30/2004	10/6/2004	1000	276	937
American Academy Of Physical Medicine & Rehabilitation	10/4/2004	10/13/2004	2000	1350	5950
American Psychiatric Nurses Association	10/11/2004	10/18/2004	700	450	1830
National Association For Home Care	10/21/2004	10/29/2004	3000	900	5805
National Indian Education Association	10/26/2004	11/2/2004	3000	1150	4275
Aglow International	11/2/2004	11/16/2004	5000	1200	6840
Association Of Professional Directors Of Ymca	11/8/2004	11/14/2004	1000	550	3525
National Distributive Education Clubs Of America (Deca)	11/15/2004	11/21/2004	1500	775	2370
Deere & Company	11/30/2004	12/17/2004	5000	1325	29883
American Correctional Association	1/3/2005	1/14/2005	3000	1500	5711
Society Of Critical Care Medicine	1/11/2005	1/20/2005	5000	1600	7584
Sports Turf Managers Association	1/16/2005	1/23/2005	900	550	2320
High Noon Western Collectibles	1/19/2005	1/23/2005	250	250	680
Sports, Inc.	2/12/2005	2/20/2005	1200	600	2660
American Traffic Safety Services Association	2/24/2005	3/4/2005	2000	600	3901
National Council For Prescription Drug Programs	3/3/2005	3/10/2005	2000	540	2545
American Water Works Association	3/3/2005	3/10/2005	1000	350	1440
American College Of Osteopathic Family Physicians	3/13/2005	3/20/2005	800	700	3052
National Association Of Pediatric Nurse Associates And Practioners	3/27/2005	4/2/2005	1800	225	3450
International Fresh-Cut Produce Association	4/11/2005	4/17/2005	800	613	2182
Sweet Adelines	4/13/2005	4/17/2005	1500	400	940
National Agri-Marketing Association	4/17/2005	4/23/2005	900	750	2125
Intelligent Transportation Society Of America	4/28/2005	5/6/2005	2000	1510	7101
Intel International Science & Engineering Fair	5/3/2005	5/13/2005	6000	1075	6839
National Association Of Orthopaedic Nurses	5/18/2005	5/28/2005	1800	1000	4380
National Association Of Medical Staff Services	9/16/2005	9/23/2005	1600	1000	4415
Hispanic Association Of Colleges & Universities	10/12/2005	10/19/2005	1000	527	1704
Best Western International, Inc.	10/17/2005	10/29/2005	3000	1480	7500
The Irrigation Association	11/2/2005	11/9/2005	3000	1700	7075
Oncology Nursing Society	11/8/2005	11/14/2005	1500	1250	3825

C. Appendix - ExPact/Longwoods Report Calculations

Longwoods International Visitor Profile

This appendix explains how HVS converted the spending data from Longwoods International’s Phoenix 2017 Visitor Research Profile and DI’s ExPact 2004 report to the spending parameters in Section 3 of the report. Longwoods and DI reported survey results by type of expenditure and spending per delegate or exhibitor per event. HVS translated these results to daily spending, adjusted for inflation, and adjusted DI’s national parameters for the cost of travel in Phoenix.

For the 2020 update report, HVS applied Longwoods International’s Phoenix 2017 Visitor Research Profile to estimate Qualified Spending of overnight visitors and day-trip visitors. The following figure shows the average per person expenditures on 2017 domestic overnight trips by spending sector.

**FIGURE C-1
PHOENIX 2016 VISITOR RESEARCH PROFILE**

Spending Category	Amount per Trip (\$2017)	Amount per Day (\$2017)
Lodging*	\$582	\$166
F&B	\$71	\$24
Retail	\$33	\$11
Transportation at Destination	\$32	\$11
Recreation & Entertainment	\$31	\$11
Total	\$749	\$224

*STR data, in 2018 dollars

Source: Longwoods International and STR

HVS supplemented this profile with other sources of local market data. We performed the following adjustments:

- We used the Downtown Phoenix hotel market’s average daily room rate (“ADR”) reported by Smith Travel Research (“STR”) for hotel spending (see Figure 3-1).
- We split the Transportation and Destination spending category into two sub-categories for our analysis: Auto Rental and Leasing, and Transportation (e.g. taxi fares).
- HVS adjusted all spending amounts to account for the difference between leisure trip spending versus business trip spending.

- HVS inflated the figures from the 2017 study into 2020 dollars to reflect the actual year of spending.
- HVS researched the ratio to sales of other hotel spending to hotel room spending. Local hotels and comparable properties show that approximately one-third of hotel revenues come from sources other than the ADR.

The figure below shows the revised spending estimates for overnight and day-trip visitors. For day-trips, we assumed that no hotel-related spending would occur, and all other areas of spending would match overnight visitor spending.

FIGURE C-2
ESTIMATED OVERNIGHT AND DAY-TRIP VISITOR SPENDING PER DAY

Spending Category	Categories Used in HVS Report	Overnight Visitor Spending per Day (\$ 2020)	Day-trip Visitor Spending per Day (\$ 2020)
Lodging	Hotel Room Rental	\$197.88	\$0.00
Other Hotel Spending	Other Hotel Spending	98.94	0.00
F&B	Restaurants	33.35	33.35
Retail	General Retail	18.19	18.19
Transportation at Destination	Transportation	7.88	7.88
Transportation at Destination (rent)	Auto Rental and Leasing	7.88	7.88
Recreation & Entertainment	Other Amusement & Recreation	15.15	15.15
	Total	\$379.27	\$82.45

Sources: BLS, HVS, Longwoods International, and STR

DI ExPact Report

DI reported survey results by type of expenditure and spending per delegate or exhibitor per event in the 2004 ExPact report, which is available on request. HVS translated the results to daily spending, adjusted them for the cost of travel in Phoenix, and for inflation.

To avoid double counting of venue related expenditures, we excluded certain categories of expenditures reported in the ExPact 2004 report. Instead we used actual venue related spending data from 2009 to 2020 as provided by the PCC. The following categories of ExPact 2004 data have been excluded from our spending parameters.

**FIGURE C-3
EXCLUDED EXHIBITOR EXPENDITURE TYPES**

Type	Subtypes Excluded
Performing Arts Expenditures	All
Professional Sports Expenditures	All
Golf and Skiing Expenditures	All
Gaming Expenditures	All
Exhibit/Booth Expenditures	All
Food and Beverage Functions	All
Exhibition Space Fees to Facility	All
Additional Exhibit Hall & Meeting Room Expenses	All
Equipment Rental Fees	All
Technology Service Fees	All
Services Hired	All
Local Transportation Expenditures	Bridge and road tolls, private transportation fare*

*Day-trip visitors only

HVS took spending data from the ExPact report and recalculated them on a per delegate day basis. HVS adjusted the daily spending parameters data with the Corporate Travel Index (“CTI”), a report from Business Travel News that compares travel costs across the 100 largest U.S. cities. The CTI released for a given year shows data collected during the prior year. Using the CTI data, HVS created an index, where the national average equals 100. For the years 2009 through 2015, HVS used the 2013 CTI. For Qualified Events in 2020, HVS used the 2020 CTI. See the figure below for the CTI multipliers.

**FIGURE C-4
CTI ADJUSTMENT FOR PHOENIX EXHIBITORS AND ORGANIZERS**

Category	2013 Index	2020 Index
Hotel	0.8803	1.0437
Car	1.0213	1.1825
Food & Beverage	1.0907	1.1418
Other Categories	0.9649	1.0932

Source: CTI

Finally, HVS adjusted the data for inflation for each of the years in the scope of the study. HVS used Consumer Price Indexes provided by the Bureau of Labor Statistics for inflation values. See the figure below for adjustment factors.

**FIGURE C-5
INFLATION ADJUSTMENT**

Year	Index
2009	1.1341
2010	1.1522
2011	1.1891
2012	1.2141
2013	1.2287
2014	1.2532
2015	1.2549
2016	1.2707
2017	1.2977
2018	1.3294
2019	1.3528
2020	1.3699

Source: Bureau of Labor Statistics

The tables below show the calculation for spending parameters. To calculate spending parameters of 2010, we multiplied the inflation adjusted spending by the ratio of the index in 2010 to the index in 2009. We repeated that calculation to get inflation adjusted spending for each year. See the tables below for exhibitor and organizer spending parameters.



EXHIBITING COMPANY SPENDING PARAMETERS

Expenditure Category in ExPact Survey	ExPact Page Reference	ExPact Reported Spending per Event	Spending Per Delegate **	CTI Adjusted Spending***	Categories used in HVS Report
Total Exhibit Staff Lodging Expenditures					
Total cost of sleeping rooms for all exhibit staff		Used Smith Travel Research Data			
Other room-related expenses for all exhibit staff (phone calls, Internet, etc.)	p. 84	\$207.85			
Hotel parking/garage/valet fees for all exhibit staff (include tips)	p. 84	57.43			
Sub-total		265.28	\$3.65	\$3.21	Other Hotel Spending
Food, Beverage, & Entertainment Expenses for Exhibit Staff					
Entertainment for exhibit staff. (e.g. golf, sporting events, concerts, etc.)	p. 84	192	2.63	2.54	Other Amusement & Recreation
Exhibitor-sponsored functions not part of existing event					
Space rental fee for function	p. 85	106	1.46	1.41	Machinery & Equipment
Equipment rental expenditures for function	p. 85	112	1.54		
Other function expenditures	p. 85	150	2.06		
Promotion within Event City					
Promotion and advertising expenditures within event city	p. 85	194	2.67	2.58	Advertising and Related Services
Local Transportation within Event City					
Local auto rental expenditures (include taxes, insurance, etc.)	p. 85	150	2.06	2.10	Auto Rental and Leasing
Fuel (i.e., gasoline, diesel fuel) purchased within Event City	p. 85	29	0.40	0.39	Retail - Gas Stations
Public transportation fare within Event City (bus, subway/light rail, etc.)	p. 85	9	0.13	0.13	Public Transit
Private transportation fare within Event City (taxis, limos, tips)	p. 85	62	0.85	0.82	Transportation
Other Expenditures					
Other expenditures not previously recorded	p. 85	83	1.14	1.10	General Retail

*Excludes meal expenditures in other categories.

**Daily spending calculated by dividing ExPact reported expenditures per exhibit company by the average number of delegates per visitor (19.3) and dividing by the average length of stay (3.56 days) as reported in ExPact survey."

***Daily spending parameters adjusted using the Corporate Travel Index.



EVENT ORGANIZER SPENDING PARAMETERS

Expenditure Category in ExPact Survey	ExPact Page Reference	ExPact Reported Spending per Event	Spending Per Delegate **	CTI Adjusted Spending***	Categories used in HVS Report
Staff Members' Living Expenses					
Staff lodging expenditures. Include cost of room(s), taxes, and surcharges.	p. 91	\$19,325			
Other room-related expenses for all exhibit staff (phone calls, Internet, etc.)	p. 92	1,910			
Hotel parking/garage/valet fees (include tips)	p. 92	459			
Sub-total		21,694	\$1.07	\$0.95	Other Hotel Spending
Meals purchased in restaurants or other eating places	p. 92	6,442	0.32	0.02	Restaurants
Promotional Expenditures within Event City					
Promotional expenditures within Event City. Include all types of signage in Event	p. 92	16,308	0.80	0.77	Advertising and Related Services
Local Transportation within Event City (for all staff)					
Local auto rental expenditures (include taxes, insurance, etc.)	p. 92	738	0.04	0.04	Auto Rental and Leasing
Fuel (i.e., gasoline, diesel fuel) purchased within Event City	p. 92	82	0.00	0.00	Retail - Gas Stations
Public transportation fare within Event City (bus, subway/light rail, etc.)	p. 92	656	0.03	0.03	Public Transit
Private transportation fare within Event City (taxis, limos, tips)	p. 92	3,124	0.15	0.15	Transportation
Other Expenses					
Other expenditures in Event City not previously recorded	p. 92	21,039	1.03	1.00	General Retail

*Excludes meal expenditures in other categories.

**Daily spending calculated by dividing ExPact reported spending by average delegate attendance (4,751) and average event length (4.28) as reported in ExPact survey.

***Daily spending parameters adjusted using the Corporate Travel Index.

D. Appendix - Venue Spending Data

Event Name	Event ID	Item Description	Event Start Date	Event End Date	Client Spend
MineXchange: SME 2020 Annual Conference & Expo					
	8311	Audio Visual Totals	2/22/2020	2/26/2020	13,610.00
	8311	F&B Totals	2/22/2020	2/26/2020	419,685.65
	8311	Electrical Totals	2/22/2020	2/26/2020	87,453.20
	8311	Equipment	2/22/2020	2/26/2020	3,450.00
	8311	Event Security Totals	2/22/2020	2/26/2020	20,204.45
	8311	Labor	2/22/2020	2/26/2020	2,240.00
	8311	Life Safety Review	2/22/2020	2/26/2020	450.00
	8311	Room Rental	2/22/2020	2/26/2020	89,387.00
	8311	Telecommunication Totals	2/22/2020	2/26/2020	33,571.00
WM Symposia 2020					
	13181	Audio Visual Totals	3/9/2020	3/12/2020	7,567.00
	13181	Electrical Totals	3/9/2020	3/12/2020	50,319.84
	13181	Equipment	3/9/2020	3/12/2020	910.00
	13181	Event Security Totals	3/9/2020	3/12/2020	21,948.44
	13181	Labor	3/9/2020	3/12/2020	1,400.00
	13181	Life Safety Review	3/9/2020	3/12/2020	450.00
	13181	Parking	3/9/2020	3/12/2020	1,800.00
	13181	Room Rental	3/9/2020	3/12/2020	55,000.00
	13181	Telecommunication Totals	3/9/2020	3/12/2020	32,745.00
Sports, Inc. Annual Meeting and Trade Show 2020					
	14040	Audio Visual Totals	2/13/2020	2/15/2020	8,860.00
	14040	F&B Totals	2/13/2020	2/15/2020	194,173.92
	14040	Electrical Totals	2/13/2020	2/15/2020	30,417.21
	14040	Life Safety Review	2/13/2020	2/15/2020	450.00
	14040	Room Rental	2/13/2020	2/15/2020	58,360.00
	14040	Telecommunication Totals	2/13/2020	2/15/2020	24,653.00
NTCA's Rural Telecom Industry Meeting & Expo					
	15587	Audio Visual Totals	2/16/2020	2/19/2020	26,290.00
	15587	F&B Totals	2/16/2020	2/19/2020	189,329.95
	15587	Electrical Totals	2/16/2020	2/19/2020	13,188.96
	15587	Equipment	2/16/2020	2/19/2020	681.00
	15587	Event Security Totals	2/16/2020	2/19/2020	8,131.64
	15587	Labor	2/16/2020	2/19/2020	630.00
	15587	Life Safety Review	2/16/2020	2/19/2020	450.00
	15587	Room Rental	2/16/2020	2/19/2020	43,969.00
	15587	Telecommunication Totals	2/16/2020	2/19/2020	52,779.00
Solution Tree 2020 Summit					
	15647	F&B Totals	1/28/2020	1/30/2020	198,375.50
	15647	Electrical Totals	1/28/2020	1/30/2020	2,649.36
	15647	Labor	1/28/2020	1/30/2020	140.00
	15647	Life Safety Review	1/28/2020	1/30/2020	450.00
	15647	Room Rental	1/28/2020	1/30/2020	58,954.00
	15647	Telecommunication Totals	1/28/2020	1/30/2020	27,342.50
Mid-States Distributing Annual Trade Show					
	18153	Audio Visual Totals	1/31/2020	2/3/2020	14,813.88
	18153	F&B Totals	1/31/2020	2/3/2020	289,088.70
	18153	Electrical Totals	1/31/2020	2/3/2020	57,123.35
	18153	Event Security Totals	1/31/2020	2/3/2020	23,155.10
	18153	Labor	1/31/2020	2/3/2020	595.00
	18153	Life Safety Review	1/31/2020	2/3/2020	450.00
	18153	Other - Misc Charges	1/31/2020	2/3/2020	1,957.95
	18153	Room Rental	1/31/2020	2/3/2020	128,645.00
	18153	Telecommunication Totals	1/31/2020	2/3/2020	18,299.00
Orthopaedic Research Society (ORS) 2020 Annual Meeting					
	19223	Audio Visual Totals	2/6/2020	2/11/2020	2,025.00

Event Name	Event ID	Item Description	Event Start Date	Event End Date	Client Spend
	19223	F&B Totals	2/6/2020	2/11/2020	190,140.57
	19223	Electrical Totals	2/6/2020	2/11/2020	10,695.67
	19223	Equipment	2/6/2020	2/11/2020	1,220.00
	19223	Event Security Totals	2/6/2020	2/11/2020	14,042.30
	19223	Labor	2/6/2020	2/11/2020	140.00
	19223	Life Safety Review	2/6/2020	2/11/2020	450.00
	19223	Room Rental	2/6/2020	2/11/2020	99,424.00
	19223	Telecommunication Totals	2/6/2020	2/11/2020	49,645.00
CCA Global Partners 2020 Winter Convention					
	19384	Audio Visual Totals	1/4/2020	1/11/2020	47,340.00
	19384	F&B Totals	1/4/2020	1/11/2020	816,558.85
	19384	Electrical Totals	1/4/2020	1/11/2020	49,880.12
	19384	Equipment	1/4/2020	1/11/2020	2,694.00
	19384	Event Security Totals	1/4/2020	1/11/2020	23,231.36
	19384	Labor	1/4/2020	1/11/2020	1,960.00
	19384	Life Safety Review	1/4/2020	1/11/2020	450.00
	19384	Room Rental	1/4/2020	1/11/2020	70,000.00
	19384	Telecommunication Totals	1/4/2020	1/11/2020	61,680.00
Pilot Flying J GM Convention					
	20213	Audio Visual Totals	3/2/2020	3/4/2020	55,181.00
	20213	F&B Totals	3/2/2020	3/4/2020	584,752.59
	20213	Electrical Totals	3/2/2020	3/4/2020	7,549.41
	20213	Equipment	3/2/2020	3/4/2020	70.00
	20213	Event Security Totals	3/2/2020	3/4/2020	12,027.76
	20213	Life Safety Review	3/2/2020	3/4/2020	450.00
	20213	Room Rental	3/2/2020	3/4/2020	9,328.00
	20213	Telecommunication Totals	3/2/2020	3/4/2020	51,190.00
2020 Isagenix NYKO					
	20566	Audio Visual Totals	1/19/2020	1/26/2020	151,402.00
	20566	F&B Totals	1/19/2020	1/26/2020	227,203.86
	20566	Electrical Totals	1/19/2020	1/26/2020	30,647.38
	20566	Equipment	1/19/2020	1/26/2020	552.00
	20566	Event Security Totals	1/19/2020	1/26/2020	50,206.94
	20566	Labor	1/19/2020	1/26/2020	2,125.20
	20566	Life Safety Review	1/19/2020	1/26/2020	450.00
	20566	Parking	1/19/2020	1/26/2020	900.00
	20566	Room Rental	1/19/2020	1/26/2020	78,500.00
	20566	Telecommunication Totals	1/19/2020	1/26/2020	69,313.00
Creativation 2020					
	20710	Audio Visual Totals	1/18/2020	1/20/2020	64,978.08
	20710	F&B Totals	1/18/2020	1/20/2020	66,261.65
	20710	Electrical Totals	1/18/2020	1/20/2020	67,707.76
	20710	Equipment	1/18/2020	1/20/2020	2,524.00
	20710	Event Security Totals	1/18/2020	1/20/2020	28,025.65
	20710	Labor	1/18/2020	1/20/2020	840.00
	20710	Life Safety Review	1/18/2020	1/20/2020	450.00
	20710	Room Rental	1/18/2020	1/20/2020	84,000.00
	20710	Telecommunication Totals	1/18/2020	1/20/2020	35,137.00
2020 FASTSIGNS International Convention					
	21150	Audio Visual Totals	1/15/2020	1/18/2020	14,453.00
	21150	F&B Totals	1/15/2020	1/18/2020	273,877.70
	21150	Electrical Totals	1/15/2020	1/18/2020	51,006.32
	21150	Equipment	1/15/2020	1/18/2020	459.00
	21150	Event Security Totals	1/15/2020	1/18/2020	6,573.81
	21150	Labor	1/15/2020	1/18/2020	3,045.00
	21150	Life Safety Review	1/15/2020	1/18/2020	450.00

Event Name	Event ID	Item Description	Event Start Date	Event End Date	Client Spend
	21150	Parking	1/15/2020	1/18/2020	824.00
	21150	Room Rental	1/15/2020	1/18/2020	2,500.00
	21150	Telecommunication Totals	1/15/2020	1/18/2020	33,605.25
Avaya Engage 2020					
	21896	Audio Visual Totals	1/30/2020	2/6/2020	152,292.25
	21896	F&B Totals	1/30/2020	2/6/2020	677,587.32
	21896	Electrical Totals	1/30/2020	2/6/2020	40,875.90
	21896	Equipment	1/30/2020	2/6/2020	4,631.00
	21896	Event Security Totals	1/30/2020	2/6/2020	15,709.15
	21896	Labor	1/30/2020	2/6/2020	560.00
	21896	Life Safety Review	1/30/2020	2/6/2020	450.00
	21896	Room Rental	1/30/2020	2/6/2020	12,500.00
	21896	Telecommunication Totals	1/30/2020	2/6/2020	190,530.75
2020 Rock n Roll Marathon AZ Health & Fitness Expo					
	22327	F&B Totals	1/17/2020	1/18/2020	2,222.51
	22327	Equipment	1/17/2020	1/18/2020	288.00
	22327	Event Security Totals	1/17/2020	1/18/2020	9,212.04
	22327	Life Safety Review	1/17/2020	1/18/2020	450.00
	22327	Parking	1/17/2020	1/18/2020	2,775.00
	22327	Room Rental	1/17/2020	1/18/2020	25,000.00
AZ Sunrays 2020 Classic Rock Gymnastics Invitational					
	22474	F&B Totals	2/7/2020	2/9/2020	51,179.73
	22474	Electrical Totals	2/7/2020	2/9/2020	4,086.01
	22474	Equipment	2/7/2020	2/9/2020	1,292.00
	22474	Event Security Totals	2/7/2020	2/9/2020	7,496.45
	22474	Life Safety Review	2/7/2020	2/9/2020	450.00
	22474	Other - Misc Charges	2/7/2020	2/9/2020	500.00
	22474	Room Rental	2/7/2020	2/9/2020	44,118.00
	22474	Ticket Office Service Fee	2/7/2020	2/9/2020	6,662.28
Ewing Development & Leadership Conference					
	22774	Audio Visual Totals	1/13/2020	1/13/2020	9,292.40
	22774	F&B Totals	1/13/2020	1/13/2020	60,846.99
	22774	Electrical Totals	1/13/2020	1/13/2020	9,607.84
	22774	Event Security Totals	1/13/2020	1/13/2020	1,662.04
	22774	Life Safety Review	1/13/2020	1/13/2020	450.00
	22774	Parking	1/13/2020	1/13/2020	124.00
	22774	Room Rental	1/13/2020	1/13/2020	14,904.00
	22774	Telecommunication Totals	1/13/2020	1/13/2020	300.00
Jump Dance Convention					
	24078	F&B Totals	2/20/2020	2/23/2020	8,131.44
	24078	Electrical Totals	2/20/2020	2/23/2020	2,930.14
	24078	Equipment	2/20/2020	2/23/2020	650.00
	24078	Event Security Totals	2/20/2020	2/23/2020	4,817.39
	24078	Labor	2/20/2020	2/23/2020	420.00
	24078	Life Safety Review	2/20/2020	2/23/2020	450.00
	24078	Parking	2/20/2020	2/23/2020	2,750.00
	24078	Room Rental	2/20/2020	2/23/2020	25,374.00
	24078	Telecommunication Totals	2/20/2020	2/23/2020	7,039.85
All Things Cheer					
	24487	F&B Totals	2/16/2020	2/16/2020	6,448.78
	24487	Electrical Totals	2/16/2020	2/16/2020	1,924.24
	24487	Equipment	2/16/2020	2/16/2020	4,404.00
	24487	Event Security Totals	2/16/2020	2/16/2020	3,758.40
	24487	Labor	2/16/2020	2/16/2020	280.00
	24487	Life Safety Review	2/16/2020	2/16/2020	450.00
	24487	Room Rental	2/16/2020	2/16/2020	25,650.00

Event Name	Event ID	Item Description	Event Start Date	Event End Date	Client Spend
Desert Pool & Spa Show					
	24789	Audio Visual Totals	1/10/2020	1/11/2020	124.00
	24789	F&B Totals	1/10/2020	1/11/2020	5,448.40
	24789	Electrical Totals	1/10/2020	1/11/2020	4,376.59
	24789	Event Security Totals	1/10/2020	1/11/2020	2,892.86
	24789	Life Safety Review	1/10/2020	1/11/2020	450.00
	24789	Room Rental	1/10/2020	1/11/2020	16,635.00
Festival Fiesta Classic					
	24819	F&B Totals	2/15/2020	2/17/2020	35,054.22
	24819	Electrical Totals	2/15/2020	2/17/2020	1,012.49
	24819	Equipment	2/15/2020	2/17/2020	459.00
	24819	Event Security Totals	2/15/2020	2/17/2020	4,771.39
	24819	Life Safety Review	2/15/2020	2/17/2020	450.00
	24819	Room Rental	2/15/2020	2/17/2020	22,700.00
	24819	Ticket Office Service Fee	2/15/2020	2/17/2020	3,500.00
Art of Movement Dance Event					
	24823	F&B Totals	2/29/2020	3/1/2020	2,879.68
	24823	Electrical Totals	2/29/2020	3/1/2020	2,402.00
	24823	Event Security Totals	2/29/2020	3/1/2020	1,523.57
	24823	Labor	2/29/2020	3/1/2020	420.00
	24823	Life Safety Review	2/29/2020	3/1/2020	300.00
	24823	Other - Misc Charges	2/29/2020	3/1/2020	450.00
	24823	Room Rental	2/29/2020	3/1/2020	13,132.00
OASIS Gift Show					
	24915	Audio Visual Totals	1/22/2020	1/24/2020	85.00
	24915	F&B Totals	1/22/2020	1/24/2020	4,674.20
	24915	Electrical Totals	1/22/2020	1/24/2020	4,763.82
	24915	Event Security Totals	1/22/2020	1/24/2020	9,575.54
	24915	Life Safety Review	1/22/2020	1/24/2020	450.00
	24915	Other - Misc Charges	1/22/2020	1/24/2020	300.00
	24915	Room Rental	1/22/2020	1/24/2020	41,997.00
	24915	Telecommunication Totals	1/22/2020	1/24/2020	4,080.00
Southwest Buildings & Facilities Mgmt Show & Conference					
	25009	Audio Visual Totals	2/12/2020	2/13/2020	1,252.50
	25009	F&B Totals	2/12/2020	2/13/2020	11,547.86
	25009	Electrical Totals	2/12/2020	2/13/2020	3,428.17
	25009	Event Security Totals	2/12/2020	2/13/2020	3,763.40
	25009	Life Safety Review	2/12/2020	2/13/2020	450.00
	25009	Room Rental	2/12/2020	2/13/2020	17,214.00
Southwest Airlines Rally 2020					
	25079	Audio Visual Totals	2/11/2020	2/14/2020	30,269.00
	25079	F&B Totals	2/11/2020	2/14/2020	163,596.06
	25079	Electrical Totals	2/11/2020	2/14/2020	23,715.89
	25079	Equipment	2/11/2020	2/14/2020	2,186.00
	25079	Life Safety Review	2/11/2020	2/14/2020	450.00
	25079	Parking	2/11/2020	2/14/2020	4,358.00
	25079	Room Rental	2/11/2020	2/14/2020	56,698.00
	25079	Telecommunication Totals	2/11/2020	2/14/2020	15,912.75
2020 Cannabis Industrial Marketplace Arizona Summit & Expo					
	25179	F&B Totals	2/13/2020	2/14/2020	2,813.32
	25179	Electrical Totals	2/13/2020	2/14/2020	6,852.97
	25179	Life Safety Review	2/13/2020	2/14/2020	450.00
	25179	Room Rental	2/13/2020	2/14/2020	25,800.00
AmCon Advanced Design & Manufacturing Expo					
	25196	F&B Totals	3/3/2020	3/5/2020	1,710.02
	25196	Electrical Totals	3/3/2020	3/5/2020	5,354.98

Event Name	Event ID	Item Description	Event Start Date	Event End Date	Client Spend
	25196	Event Security Totals	3/3/2020	3/5/2020	1,754.23
	25196	Life Safety Review	3/3/2020	3/5/2020	450.00
	25196	Parking	3/3/2020	3/5/2020	2,464.00
	25196	Room Rental	3/3/2020	3/5/2020	11,500.00
	25196	Telecommunication Totals	3/3/2020	3/5/2020	895.00
The Cactus JAM					
	25244	F&B Totals	2/8/2020	2/9/2020	5,465.87
	25244	Electrical Totals	2/8/2020	2/9/2020	1,955.97
	25244	Equipment	2/8/2020	2/9/2020	4,244.00
	25244	Event Security Totals	2/8/2020	2/9/2020	2,936.36
	25244	Labor	2/8/2020	2/9/2020	280.00
	25244	Life Safety Review	2/8/2020	2/9/2020	450.00
	25244	Other - Misc Charges	2/8/2020	2/9/2020	1,000.00
	25244	Room Rental	2/8/2020	2/9/2020	12,300.00
	25244	Ticket Office Service Fee	2/8/2020	2/9/2020	6,304.58
The Trends Show					
	25259	Audio Visual Totals	1/5/2020	1/7/2020	75.00
	25259	F&B Totals	1/5/2020	1/7/2020	468.62
	25259	Electrical Totals	1/5/2020	1/7/2020	318.27
	25259	Event Security Totals	1/5/2020	1/7/2020	3,411.34
	25259	Life Safety Review	1/5/2020	1/7/2020	450.00
	25259	Room Rental	1/5/2020	1/7/2020	11,900.00
Win the Storm					
	25265	Audio Visual Totals	2/20/2020	2/22/2020	33,879.99
	25265	F&B Totals	2/20/2020	2/22/2020	88,230.03
	25265	Electrical Totals	2/20/2020	2/22/2020	29,724.83
	25265	Equipment	2/20/2020	2/22/2020	1,548.00
	25265	Event Security Totals	2/20/2020	2/22/2020	9,517.75
	25265	Labor	2/20/2020	2/22/2020	560.00
	25265	Life Safety Review	2/20/2020	2/22/2020	450.00
	25265	Other - Misc Charges	2/20/2020	2/22/2020	2,558.43
	25265	Room Rental	2/20/2020	2/22/2020	79,978.00
	25265	Telecommunication Totals	2/20/2020	2/22/2020	22,435.72
Hyperledger Global Forum 2020					
	25467	Audio Visual Totals	3/3/2020	3/6/2020	12,170.00
	25467	F&B Totals	3/3/2020	3/6/2020	172,278.41
	25467	Electrical Totals	3/3/2020	3/6/2020	24,595.94
	25467	Equipment	3/3/2020	3/6/2020	306.00
	25467	Event Security Totals	3/3/2020	3/6/2020	4,922.77
	25467	Labor	3/3/2020	3/6/2020	140.00
	25467	Life Safety Review	3/3/2020	3/6/2020	450.00
	25467	Room Rental	3/3/2020	3/6/2020	1,900.00
	25467	Telecommunication Totals	3/3/2020	3/6/2020	59,540.00
Spirit Invitational Cheer & Dance Championships					
	25809	Audio Visual Totals	3/7/2020	3/7/2020	1,250.00
	25809	Electrical Totals	3/7/2020	3/7/2020	447.84
	25809	Equipment	3/7/2020	3/7/2020	256.00
	25809	Event Security Totals	3/7/2020	3/7/2020	940.85
	25809	Life Safety Review	3/7/2020	3/7/2020	450.00
	25809	Other - Misc Charges	3/7/2020	3/7/2020	170.00
	25809	Room Rental	3/7/2020	3/7/2020	8,440.00

E. IMPLAN Output and Qualified Revenue Calculation

Sector	Taxable Sales		times		Equals Qualified Revenue	
	2019	2020	Tax Rate	General Fund Share	2019	2020
Total	\$562,799,245	\$173,977,196			\$20,856,969	\$6,449,782
Hotels and motels, including casino hotels	129,066,508	43,181,536	5.5%	67.245%	4,773,493	1,597,058
Food services and drinking places	93,688,826	26,259,470	5.0%	73.796%	3,456,930	968,922
Real estate establishments	30,891,026	9,680,723	5.0%	73.796%	1,139,817	357,199
Imputed rental activity for owner-occupied dwellings	17,352,154	5,177,967	5.0%	73.796%	640,260	191,057
Amusement parks, arcades, and gambling industries	17,736,373	5,218,630	5.0%	73.796%	654,437	192,557
Retail Stores - General merchandise	11,378,484	3,915,594	5.0%	73.796%	419,843	144,478
Wholesale trade businesses	12,607,037	3,353,290	5.0%	73.796%	465,174	123,730
Automotive equipment rental and leasing	12,597,635	119,707	5.0%	73.796%	464,828	4,417
Fitness and recreational sports centers	372,839	3,853,568	5.0%	73.796%	13,757	142,189
Electric power generation, transmission, and distribution	7,711,800	2,558,289	5.0%	86.898%	335,070	111,155
Offices of physicians, dentists, and other health practitioners	7,381,554	2,840,811	5.0%	73.796%	272,365	104,820
Private hospitals	9,039,226	2,117,006	5.0%	73.796%	333,529	78,113
Advertising and related services	11,724,191	3,137,467	5.0%	73.796%	432,599	115,766
Management of companies and enterprises	8,597,400	3,349,122	5.0%	73.796%	317,227	123,576
Museums, historical sites, zoos, and parks	8,235,526	2,431,883	5.0%	73.796%	303,874	89,732
Insurance carriers	7,132,899	2,307,407	5.0%	73.796%	263,190	85,139
Transit and ground passenger transportation	9,008,536	2,806,234	5.0%	73.796%	332,397	103,544
Maintenance and repair construction of nonresidential structures	2,652,120	2,694,519	5.0%	86.898%	115,232	99,422
Monetary authorities and depository credit intermediation activities	7,819,016	877,176	5.0%	73.796%	288,506	38,112
Telecommunications	5,459,124	1,671,672	5.0%	73.796%	201,431	61,681
Securities, commodity contracts, investments, and related activities	7,020,839	1,327,178	5.0%	73.796%	259,055	48,970
Other state and local government enterprises	4,044,029	1,950,602	5.0%	73.796%	149,217	71,973
Scenic and sightseeing transportation and support activities for transportation	5,742,585	1,691,861	5.0%	73.796%	211,890	62,426
Performing arts companies	3,542,767	1,020,030	5.0%	73.796%	130,721	37,637
Services to buildings and dwellings	4,137,514	1,373,844	5.0%	73.796%	152,666	50,692
Accounting, tax preparation, bookkeeping, and payroll services	3,629,930	1,069,286	5.0%	73.796%	133,937	39,455
Management, scientific, and technical consulting services	2,517,358	833,190	5.0%	73.796%	92,885	30,743
Legal services	2,860,545	1,076,506	5.0%	73.796%	105,548	39,721
Spectator sports companies	2,585,264	875,470	5.0%	73.796%	95,391	32,303
Nondepository credit intermediation and related activities	4,211,457	1,506,641	5.0%	73.796%	155,394	55,592
Commercial and industrial machinery and equipment rental and leasing	5,438,117	782,670	5.0%	73.796%	200,656	28,879
Transport by truck	2,314,541	253,514	5.0%	73.796%	85,402	9,354
Office administrative services	783,876	681,574	5.0%	73.796%	28,923	25,149
Retail Stores - Food and beverage	2,093,184	1,774,052	5.0%	73.796%	77,234	65,459

*General Fund share for hotels and motels is 67.245%. This change in percentage affects all prior years of the HVS Economic and Fiscal Impact Analysis.

Sector	Taxable Sales		times		Equals Qualified Revenue	
	2019	2020	Tax Rate	General Fund Share	2019	2020
Other amusement and recreation industries	7,780,059	594,695	5.0%	73.796%	287,069	21,943
Retail Nonstores - Direct and electronic sales	3,172,148	1,073,844	5.0%	73.796%	117,046	39,623
Retail Stores - Motor vehicle and parts	1,274,861	2,164,629	5.0%	73.796%	47,040	79,870
Medical and diagnostic labs and outpatient and other ambulatory care services	2,226,634	385,652	5.0%	73.796%	82,158	14,230
Insurance agencies, brokerages, and related activities	5,602,811	2,180,100	5.0%	73.796%	206,733	80,441
Radio and television broadcasting	2,701,553	643,083	5.0%	73.796%	99,682	23,728
Automotive repair and maintenance, except car washes	2,489,443	741,573	5.0%	73.796%	91,855	27,363
US Postal Service	1,281,844	791,686	5.0%	73.796%	47,297	29,212
Nursing and residential care facilities	1,723,045	529,009	5.0%	73.796%	63,577	19,519
Employment services	7,174,825	382,731	5.0%	73.796%	264,737	14,122
Waste management and remediation services	1,359,428	932,027	5.0%	73.796%	50,160	34,390
Motion picture and video industries	1,969,631	456,912	5.0%	73.796%	72,675	16,859
State and local government electric utilities	1,983,957	624,720	5.0%	73.796%	73,204	23,051
Funds, trusts, and other financial vehicles	1,424,001	717,182	5.0%	73.796%	52,543	26,463
Lessors of nonfinancial intangible assets	934,560	396,907	5.0%	73.796%	34,483	14,645
Internet publishing and broadcasting	2,269,659	308,352	5.0%	73.796%	83,746	11,378
Architectural, engineering, and related services	1,319,810	429,710	5.0%	73.796%	48,698	15,855
Retail Stores - Clothing and clothing accessories	1,088,120	312,331	5.0%	73.796%	40,149	11,524
Other support services	473,436	123,581	5.0%	73.796%	17,469	4,560
Private junior colleges, colleges, universities, and professional schools	671,696	637,345	5.0%	73.796%	24,784	23,517
Home health care services	816,473	291,878	5.0%	73.796%	30,126	10,770
Religious organizations	1,033,728	184,307	5.0%	73.796%	38,142	6,801
Transport by air	1,836,711	151,835	5.0%	73.796%	67,771	5,602
Retail Stores - Building material and garden supply	997,200	815,769	5.0%	73.796%	36,795	30,100
Retail Stores - Gasoline stations	1,529,301	306,213	5.0%	73.796%	56,428	11,299
Retail Stores - Health and personal care	1,116,258	431,416	5.0%	73.796%	41,188	15,918
Couriers and messengers	988,559	334,516	5.0%	73.796%	36,476	12,343
Warehousing and storage	2,670,892	346,142	5.0%	73.796%	98,551	12,772
Commercial and industrial machinery and equipment repair and maintenance	1,156,807	327,099	5.0%	73.796%	42,684	12,069
Natural gas distribution	457,856	175,423	5.0%	86.898%	19,893	7,622
Newspaper publishers	253,163	69,239	5.0%	73.796%	9,341	2,555
Business support services	1,022,834	308,886	5.0%	73.796%	37,741	11,397
Civic, social, professional, and similar organizations	941,633	315,430	5.0%	73.796%	34,744	11,639
All other miscellaneous professional, scientific, and technical services	1,039,762	372,113	5.0%	73.796%	38,365	13,730
Dry-cleaning and laundry services	369,293	297,445	5.0%	73.796%	13,626	10,975

Sector	Taxable Sales		times		Equals Qualified Revenue	
	2019	2020	Tax Rate	General Fund Share	2019	2020
Retail Stores - Miscellaneous	981,110	150,324	5.0%	73.796%	36,201	5,547
Personal care services	475,242	161,346	5.0%	73.796%	17,535	5,953
Pharmaceutical preparation manufacturing	28,795	118,114	5.0%	73.796%	1,062	4,358
Independent artists, writers, and performers	1,088,019	179,907	5.0%	73.796%	40,146	6,638
Fluid milk and butter manufacturing	389,690	111,109	5.0%	73.796%	14,379	4,100
Other personal services	569,242	1,107,359	5.0%	73.796%	21,004	40,859
Extraction of oil and natural gas	205,718	65,565	5.0%	73.796%	7,591	2,419
Bread and bakery product manufacturing	328,256	86,847	5.0%	73.796%	12,112	3,204
Animal (except poultry) slaughtering, rendering, and processing	291,138	235,445	5.0%	73.796%	10,742	8,687
Other private educational services	761,533	794,708	5.0%	73.796%	28,099	29,323
Promoters of performing arts and sports and agents for public figures	981,579	74,088	5.0%	73.796%	36,218	2,734
Individual and family services	763,218	208,149	5.0%	73.796%	28,161	7,680
Printing	711,653	241,608	5.0%	86.898%	30,921	8,915
Private elementary and secondary schools	453,351	7,978	5.0%	73.796%	16,728	294
Other computer related services, including facilities management	775,879	15,818	5.0%	73.796%	28,628	584
Data processing, hosting, ISP, web search portals and related services	2,264,577	243,344	5.0%	73.796%	83,558	8,979
Grantmaking, giving, and social advocacy organizations	662,979	128,299	5.0%	73.796%	24,463	4,734
Other information services	47,933	305,529	5.0%	73.796%	1,769	11,273
Personal and household goods repair and maintenance	534,104	207,399	5.0%	73.796%	19,707	7,653
Retail Stores - Sporting goods, hobby, book and music	544,981	157,866	5.0%	73.796%	20,109	5,825
Computer systems design services	737,826	151,365	5.0%	73.796%	27,224	5,585
Child day care services	520,362	232,902	5.0%	73.796%	19,200	8,594
Periodical publishers	163,814	219,103	5.0%	73.796%	6,044	8,084
Retail Stores - Furniture and home furnishings	731,503	418,264	5.0%	73.796%	26,991	15,433
Soft drink and ice manufacturing	1,169,490	211,358	5.0%	73.796%	43,152	9,183
Retail Stores - Electronics and appliances	665,392	161,540	5.0%	73.796%	24,552	5,960
Investigation and security services	731,180	218,534	5.0%	73.796%	26,979	8,063
Travel arrangement and reservation services	827,899	182,541	5.0%	73.796%	30,548	6,735
Semiconductor and related device manufacturing	42,727	40,061	5.0%	73.796%	1,577	1,478
Facilities support services	1,569,681	249,596	5.0%	73.796%	57,918	9,210
Cheese manufacturing	4,707	8,733	5.0%	73.796%	174	379
Transport by rail	355,458	211,283	5.0%	73.796%	13,116	7,796
Dairy cattle and milk production	153,236	104,857	5.0%	73.796%	5,654	3,869
Electronic and precision equipment repair and maintenance	761,544	43,743	5.0%	73.796%	28,099	1,614
Support activities for printing	31,385	6,565	5.0%	86.898%	1,364	242

Sector	Taxable Sales		times		Equals Qualified Revenue	
	2019	2020	Tax Rate	General Fund Share	2019	2020
Cable and other subscription programming	3,501,767	7,544	5.0%	73.796%	129,208	278
Environmental and other technical consulting services	381,260	569	5.0%	73.796%	14,068	21
Cattle ranching and farming	136,242	145,099	5.0%	73.796%	5,027	5,354
Community food, housing, and other relief services, including rehabilitation services	354,110	108,710	5.0%	73.796%	13,066	4,011
All other food manufacturing	95,824	37,303	5.0%	73.796%	3,536	1,376
Dry, condensed, and evaporated dairy product manufacturing	104,896	28,903	5.0%	73.796%	3,870	1,066
In-vitro diagnostic substance manufacturing	1,420	8,462	5.0%	73.796%	52	312
Water, sewage and other treatment and delivery systems	200,290	57,183	5.0%	86.898%	8,702	2,485
Veterinary services	284,613	85,365	5.0%	73.796%	10,502	3,150
Soap and cleaning compound manufacturing	65,194	16,473	5.0%	73.796%	2,406	608
Surgical appliance and supplies manufacturing	12,767	272,622	5.0%	73.796%	471	10,059
Bowling centers	50,562	8,905	5.0%	73.796%	1,866	329
Maintenance and repair construction of residential structures	917,384	454,070	5.0%	86.898%	39,859	16,754
General and consumer goods rental except video tapes and discs	500,516	153,229	5.0%	73.796%	18,468	5,654
Scientific research and development services	601,207	254,718	5.0%	73.796%	22,183	11,067
Software publishers	855,198	2,797	5.0%	73.796%	31,555	103
Snack food manufacturing	160,344	174,104	5.0%	73.796%	5,916	6,424
Sound recording industries	256,565	72,902	5.0%	73.796%	9,467	2,690
Other Federal Government enterprises	178,997	47,830	5.0%	73.796%	6,605	1,765
Toilet preparation manufacturing	28,443	45,009	5.0%	73.796%	1,049	1,661
Private household operations	159,756	53,015	5.0%	73.796%	5,895	1,956
Magnetic and optical recording media manufacturing	5,788	66,819	5.0%	73.796%	214	2,465
Car washes	1,506,701	4,820	5.0%	73.796%	55,594	178
Polystyrene foam product manufacturing	22,344	38,825	5.0%	73.796%	824	1,433
Other plastics product manufacturing	70,525	6,756	5.0%	73.796%	2,602	249
Vegetable and melon farming	137,216	26,593	5.0%	73.796%	5,063	981
Directory, mailing list, and other publishers	38,914	4,371	5.0%	73.796%	1,436	161
Specialized design services	225,120	3,679	5.0%	73.796%	8,306	136
Sign manufacturing	64,872	6,730	5.0%	73.796%	2,394	248
Other accommodations	11,203	72,178	5.5%	73.796%	455	2,663
Cookie, cracker, and pasta manufacturing	33,146	18,864	5.0%	73.796%	1,223	696
Urethane and other foam product (except polystyrene) manufacturing	11,284	12,252	5.0%	73.796%	416	452
Photographic services	201,402	533,530	5.0%	73.796%	7,431	19,686
Death care services	56,832	21,014	5.0%	73.796%	2,097	775
Wood windows and doors and millwork manufacturing	85,970	14,968	5.0%	73.796%	3,172	552

Sector	Taxable Sales		times		Equals Qualified Revenue	
	2019	2020	Tax Rate	General Fund Share	2019	2020
Electronic computer manufacturing	239	3,022	5.0%	73.796%	9	123
All other miscellaneous wood product manufacturing	71,084	27,422	5.0%	73.796%	2,623	1,012
Motor vehicle parts manufacturing	111,348	36,525	5.0%	73.796%	4,109	1,348
Animal production, except cattle and poultry and eggs	39,097	129,764	5.0%	73.796%	1,443	4,788
All other chemical product and preparation manufacturing	32,434	13,631	5.0%	73.796%	1,197	503
All other crop farming	43,680	32,550	5.0%	73.796%	1,612	1,201
Other animal food manufacturing	138,402	2,279	5.0%	73.796%	5,107	84
Custom computer programming services	367,812	85	5.0%	73.796%	13,572	3
Asphalt paving mixture and block manufacturing	17,833	8,131	5.0%	73.796%	658	300
Transport by pipeline	69,948	14,667	5.0%	73.796%	2,581	541
Tire manufacturing	3,217	27,896	5.0%	73.796%	119	1,029
Printing ink manufacturing	907	5,413	5.0%	73.796%	33	200
Wood kitchen cabinet and countertop manufacturing	20,068	33,346	5.0%	73.796%	740	1,230
Mattress manufacturing	13,798	41	5.0%	73.796%	509	1
Surgical and medical instrument, laboratory and medical instrument manufacturing	17,559	3,641	5.0%	73.796%	648	134
Breweries	138,287	5,073	5.0%	73.796%	5,103	187
Greenhouse, nursery, and floriculture production	48,489	22,192	5.0%	73.796%	1,789	819
Book publishers	85,182	17,373	5.0%	73.796%	3,143	641
Coffee and tea manufacturing	10,428	6,137	5.0%	73.796%	385	226
Plastics pipe and pipe fitting manufacturing	9,804	2,009	5.0%	73.796%	362	74
Nonupholstered wood household furniture manufacturing	11,729	6,121	5.0%	73.796%	433	226
Fruit and vegetable canning, pickling, and drying	38,412	6,858	5.0%	73.796%	1,417	253
Ice cream and frozen dessert manufacturing	14,154	504	5.0%	73.796%	522	19
Upholstered household furniture manufacturing	1,908	4,285	5.0%	73.796%	70	158
Seasoning and dressing manufacturing	1,814	4,069	5.0%	73.796%	67	150
Plastics bottle manufacturing	15,187	14,469	5.0%	73.796%	560	534
Support activities for agriculture and forestry	39,530	8,546	5.0%	73.796%	1,459	315
Asphalt shingle and coating materials manufacturing	12,774	10,013	5.0%	73.796%	471	369
Wineries	4,326	4,528	5.0%	73.796%	160	167
Soybean and other oilseed processing	39,626	302	5.0%	73.796%	1,462	11
Tortilla manufacturing	38,334	17,146	5.0%	73.796%	1,414	633
Engineered wood member and truss manufacturing	12,933	11,382	5.0%	73.796%	477	420
Industrial gas manufacturing	35,603	11,097	5.0%	73.796%	1,314	409
Dental laboratories manufacturing	2,444	5,652	5.0%	73.796%	90	209
Computer terminals and other computer peripheral equipment manufacturing	455	5,169	5.0%	73.796%	17	191

Sector	Taxable Sales		times		Equals Qualified Revenue	
	2019	2020	Tax Rate	General Fund Share	2019	2020
Electromedical and electrotherapeutic apparatus manufacturing	267	525	5.0%	73.796%	10	19
Laminated plastics plate, sheet (except packaging), and shape manufacturing	3,028	1,147	5.0%	73.796%	112	42
Concrete pipe, brick, and block manufacturing	36,887	416	5.0%	73.796%	1,361	10
Computer storage device manufacturing	95	31	5.0%	73.796%	4	1
Mining copper, nickel, lead, and zinc	231,771	26,335	3.125%	79.037%	5,725	650
Mining gold, silver, and other metal ore	2,388	26,314	3.125%	79.037%	59	971
Fats and oils refining and blending	8,027	36,433	5.0%	73.796%	296	1,344
Other communications equipment manufacturing	1,165	34,854	5.0%	73.796%	43	1,286
Mining coal	6,277	143	3.1%	79.037%	155	5
All other paper bag and coated and treated paper manufacturing	13,703	67	5.0%	73.796%	506	2
Aircraft manufacturing	1,953	2,905	5.0%	73.796%	72	107
Ornamental and architectural metal products manufacturing	83,677	1,146	5.0%	73.796%	3,088	28
Commercial hunting and trapping	12,920	2,435	5.0%	73.796%	477	90
Wood container and pallet manufacturing	31,479	325	5.0%	73.796%	1,162	12
Glass product manufacturing made of purchased glass	17,638	8,644	5.0%	73.796%	651	319
Video tape and disc rental	115,943	22,146	5.0%	73.796%	4,278	817
Plastics packaging materials and unlaminated film and sheet manufacturing	5,738	8,499	5.0%	73.796%	212	314
Aircraft engine and engine parts manufacturing	754	143	5.0%	73.796%	28	5
Audio and video equipment manufacturing	766	2,530	5.0%	73.796%	28	93
Sporting and athletic goods manufacturing	16,376	1,758	5.0%	73.796%	604	65
Fertilizer manufacturing	13,533	2,017	5.0%	73.796%	499	74
Machine shops	37,891	3,544	5.0%	73.796%	1,398	131
Dog and cat food manufacturing	14,976	2,207	5.0%	73.796%	553	81
Metal and other household furniture manufacturing	7,490	16	5.0%	73.796%	276	1
Sanitary paper product manufacturing	41,828	6,506	5.0%	73.796%	1,543	240
Petroleum refineries	107,985	13,232	5.0%	73.796%	3,984	488
Other commercial and service industry machinery manufacturing	3,015	818	5.0%	73.796%	111	30
Plastics material and resin manufacturing	981	112	5.0%	73.796%	36	4
Printed circuit assembly (electronic assembly) manufacturing	638	7,629	5.0%	73.796%	24	282
Glass container manufacturing	1,383	229	5.0%	73.796%	51	8
Coating, engraving, heat treating and allied activities	21,794	11,176	5.0%	73.796%	804	412
Software, audio, and video media for reproduction	264	812	5.0%	73.796%	10	30
Pesticide and other agricultural chemical manufacturing	26,574	6,284	5.0%	73.796%	981	232
Other aircraft parts and auxiliary equipment manufacturing	4,959	217	5.0%	73.796%	183	8
Blind and shade manufacturing	3,494	9,341	5.0%	73.796%	129	345

Sector	Taxable Sales		times		Equals Qualified Revenue	
	2019	2020	Tax Rate	General Fund Share	2019	2020
Flour milling and malt manufacturing	14,879	9,119	5.0%	73.796%	549	225
Other industrial machinery manufacturing	170	0	5.0%	73.796%	6	0
Communication and energy wire and cable manufacturing	691	9,209	5.0%	73.796%	25	340
Other pressed and blown glass and glassware manufacturing	12,799	264	5.0%	73.796%	472	10
Sawmills and wood preservation	9,445	2,049	5.0%	73.796%	349	76
Hardware manufacturing	605	915	5.0%	73.796%	22	34
Medicinal and botanical manufacturing	883	46,792	5.0%	73.796%	33	1,727
Broom, brush, and mop manufacturing	0	868	5.0%	73.796%	0	32
Fruit farming	21,740	13,043	5.0%	73.796%	802	481
Biological product (except diagnostic) manufacturing	8	215	5.0%	73.796%	0	8
Mining and quarrying stone	26,922	55	3.125%	79.037%	665	2
Farm machinery and equipment manufacturing	176	333	5.0%	73.796%	6	12
Lawn and garden equipment manufacturing	2,803	24	5.0%	73.796%	103	1
Petroleum lubricating oil and grease manufacturing	5,323	67	5.0%	73.796%	196	2
Support activities for oil and gas operations	220	1,597	5.0%	73.796%	8	59
Cement manufacturing	30,749	13,881	5.0%	73.796%	1,135	512
Showcase, partition, shelving, and locker manufacturing	940	3,293	5.0%	73.796%	35	122
Other basic organic chemical manufacturing	24,339	56	5.0%	73.796%	898	2
Petrochemical manufacturing	389	1,525	5.0%	73.796%	14	56
All other converted paper product manufacturing	14,791	2,583	5.0%	73.796%	546	95
Unlaminated plastics profile shape manufacturing	7,377	6,585	5.0%	73.796%	272	243
Paint and coating manufacturing	11,923	430	5.0%	73.796%	440	16
Search, detection, and navigation instruments manufacturing	399	85	5.0%	73.796%	15	3
Synthetic dye and pigment manufacturing	835	228	5.0%	73.796%	31	8
Automatic environmental control manufacturing	822	3,022	5.0%	73.796%	30	112
Coated and laminated paper, packaging paper and plastics film manufacturing	37,062	39	5.0%	73.796%	1,367	1
Other electronic component manufacturing	267	2,413	5.0%	73.796%	10	89
Other leather and allied product manufacturing	159	75	5.0%	73.796%	6	3
Plate work and fabricated structural product manufacturing	42,893	17	5.0%	73.796%	1,583	1
Valve and fittings other than plumbing manufacturing	29,733	4,643	5.0%	73.796%	1,097	171
Telephone apparatus manufacturing	63	9,927	5.0%	73.796%	2	366
Automobile manufacturing	12,395	4,191	5.0%	73.796%	457	155
Tobacco product manufacturing	46,645	26	5.0%	73.796%	1,721	1
Grain farming	13,104	29	5.0%	73.796%	484	1
Cut and sew apparel contractors	1,338	66	5.0%	73.796%	49	2

Sector	Taxable Sales		times		Equals Qualified Revenue	
	2019	2020	Tax Rate	General Fund Share	2019	2020
Metal can, box, and other metal container (light gauge) manufacturing	18,271	61	5.0%	73.796%	674	2
Household laundry equipment manufacturing	1,328	2,635	5.0%	73.796%	49	97
Bare printed circuit board manufacturing	389	13,970	5.0%	73.796%	14	515
Poultry and egg production	10,116	485	5.0%	73.796%	373	18
Adhesive manufacturing	3,184	2,368	5.0%	73.796%	117	87
Construction machinery manufacturing	246	523	5.0%	73.796%	9	19
Womens and girls cut and sew apparel manufacturing	860	1,756	5.0%	73.796%	32	65
Storage battery manufacturing	3,542	5,079	5.0%	73.796%	131	125
Confectionery manufacturing from purchased chocolate	1,941	8	5.0%	73.796%	72	0
All other miscellaneous manufacturing	72,643	12,548	5.0%	73.796%	2,680	463
Broadcast and wireless communications equipment manufacturing	142	80	5.0%	73.796%	5	3
Industrial process variable instruments manufacturing	194	2,122	5.0%	73.796%	7	78
Propulsion units and parts for space vehicles and guided missiles manufacturing	26	89	5.0%	73.796%	1	3
Electron tube manufacturing	35	954	5.0%	73.796%	1	35
Turned product and screw, nut, and bolt manufacturing	4,527	0	5.0%	73.796%	167	0
Watch, clock, and other measuring and controlling device manufacturing	75	78	5.0%	73.796%	3	3
Light truck and utility vehicle manufacturing	0	664	5.0%	73.796%	0	25
Mining and quarrying sand, gravel, clay, and ceramic and refractory minerals	18,155	1,208	3.125%	79.037%	448	45
Totalizing fluid meters and counting devices manufacturing	332	2,433	5.0%	73.796%	12	90
Reconstituted wood product manufacturing	2,097	13	5.0%	73.796%	77	0
Textile and fabric finishing mills	220	32,200	5.0%	73.796%	8	1,188
Frozen food manufacturing	3,087	305	5.0%	73.796%	114	11
Nonchocolate confectionery manufacturing	2,207	400	5.0%	73.796%	81	15
Ground or treated mineral and earth manufacturing	8,989	45	5.0%	73.796%	332	2
Ready-mix concrete manufacturing	147,734	1,648	5.0%	73.796%	5,451	61
Travel trailer and camper manufacturing	12,418	107	5.0%	73.796%	458	4
Synthetic rubber manufacturing	276	2,898	5.0%	73.796%	10	107
Semiconductor machinery manufacturing	763	33	5.0%	73.796%	28	1
Office Furniture	660	17,320	5.0%	73.796%	24	639
Abrasive product manufacturing	6,742	1,339	5.0%	73.796%	249	49
Electronic connector manufacturing	1,011	23	5.0%	73.796%	37	1
Institutional furniture manufacturing	92	22	5.0%	73.796%	3	1
Lime and gypsum product manufacturing	47,671	5,593	5.0%	73.796%	1,759	206
Wiring device manufacturing	1,199	69	5.0%	73.796%	44	3
Flavoring syrup and concentrate manufacturing	8,047	5,286	5.0%	73.796%	297	195

Sector	Taxable Sales		times		Equals Qualified Revenue	
	2019	2020	Tax Rate	General Fund Share	2019	2020
Mining and quarrying other nonmetallic minerals	2,934	357	3.125%	79.037%	72	13
Cotton farming	3,634	114	5.0%	73.796%	134	4
Guided missile and space vehicle manufacturing	391	607	5.0%	73.796%	14	22
Switchgear and switchboard apparatus manufacturing	496	265	5.0%	73.796%	18	10
Steel product manufacturing from purchased steel	4,212	2,113	5.0%	73.796%	155	78
Commercial Fishing	12,794	1,988	5.0%	73.796%	472	73
Handtool manufacturing	290	23,803	5.0%	73.796%	11	878
Tree nut farming	18,809	925	5.0%	73.796%	694	34
Commercial logging	4,040	668	5.0%	73.796%	149	25
Electricity and signal testing instruments manufacturing	13	1,036	5.0%	73.796%	0	38
Primary battery manufacturing	0	50	5.0%	73.796%	0	2
Transport by water	463	3	5.0%	73.796%	17	0
All other miscellaneous electrical equipment and component manufacturing	789	88	5.0%	73.796%	29	3
Relay and industrial control manufacturing	140	984	5.0%	73.796%	5	24
Spring and wire product manufacturing	4,892	4,202	5.0%	73.796%	180	155
Power boiler and heat exchanger manufacturing	0	0	5.0%	73.796%	0	0
Mens and boys cut and sew apparel manufacturing	765	86	5.0%	73.796%	28	3
Cutlery, utensil, pot, and pan manufacturing	564	721	5.0%	73.796%	21	27
State and local government passenger transit	4,130	1,678	5.0%	73.796%	152	62
Distilleries	1,029	43	5.0%	73.796%	38	2
All other petroleum and coal products manufacturing	0	111	5.0%	73.796%	0	4
Motor and generator manufacturing	174	9,451	5.0%	73.796%	6	349
Heavy duty truck manufacturing	129	163	5.0%	73.796%	5	6
Ophthalmic goods manufacturing	1,259	24	5.0%	73.796%	46	1
Artificial and synthetic fibers and filaments manufacturing	188	297	5.0%	73.796%	7	11
Carbon and graphite product manufacturing	1,607	92	5.0%	73.796%	59	3
Turbine and turbine generator set units manufacturing	13	7,495	5.0%	73.796%	0	277
Other fabricated metal manufacturing	49,282	399	5.0%	73.796%	1,818	15
Household refrigerator and home freezer manufacturing	704	17,432	5.0%	73.796%	26	643
Paperboard Mills	865	2,263	5.0%	73.796%	32	84
Office supplies (except paper) manufacturing	2,259	209	5.0%	73.796%	83	8
Vending, commercial, industrial, and office machinery manufacturing	753	801	5.0%	73.796%	28	30
Flat glass manufacturing	240	62	5.0%	73.796%	9	2
All other basic inorganic chemical manufacturing	2,941	8	5.0%	73.796%	109	0
Industrial mold manufacturing	250	341	5.0%	73.796%	9	13

Sector	Taxable Sales		times		Equals Qualified Revenue	
	2019	2020	Tax Rate	General Fund Share	2019	2020
Primary smelting and refining of nonferrous metal (except copper and aluminum)	500	83	5.0%	73.796%	18	3
Analytical laboratory instrument manufacturing	37	1,194	5.0%	73.796%	1	44
Other cut and sew apparel manufacturing	688	5,389	5.0%	73.796%	25	199
Doll, toy, and game manufacturing	6,560	3	5.0%	73.796%	242	0
Footwear manufacturing	227	11	5.0%	73.796%	8	0
Curtain and linen mills	10,361	1,618	5.0%	73.796%	382	60
Pottery, ceramics, and plumbing fixture manufacturing	1,288	204	5.0%	73.796%	48	8
Broadwoven fabric mills	59	5,122	5.0%	73.796%	2	189
Arms, ordnance, and accessories manufacturing	15,014	640	5.0%	73.796%	554	24
Veneer and plywood manufacturing	180	571	5.0%	73.796%	7	21
Cutting tool and machine tool accessory manufacturing	22	914	5.0%	73.796%	1	34
Cut stone and stone product manufacturing	23,901	463	5.0%	73.796%	882	17
Iron and steel mills and ferroalloy manufacturing	5,017	953	5.0%	73.796%	185	35
Motorcycle, bicycle, and parts manufacturing	2,181	71	5.0%	73.796%	80	3
Electronic capacitor, resistor, coil, transformer, and other inductor manufacturing	162	463	5.0%	73.796%	6	17
Other concrete product manufacturing	28,968	2,817	5.0%	73.796%	1,069	104
Nonferrous metal (except copper and aluminum) rolling, drawing, extruding and alloying	218	1,894	5.0%	73.796%	8	70
Plumbing fixture fitting and trim manufacturing	4,118	142	5.0%	73.796%	152	5
Alkalies and chlorine manufacturing	1,141	924	5.0%	73.796%	42	34
Power, distribution, and specialty transformer manufacturing	35	278	5.0%	73.796%	1	10
Miscellaneous nonmetallic mineral product manufacturing	2,546	152	5.0%	73.796%	94	6
Material handling equipment manufacturing	71	2	5.0%	73.796%	3	0
Plastics and rubber industry machinery manufacturing	16	106	5.0%	73.796%	1	4
All other forging, stamping, and sintering	945	180	5.0%	73.796%	35	7
Nonwoven fabric mills	476	149	5.0%	73.796%	18	6
Apparel accessories and other apparel manufacturing	337	695	5.0%	73.796%	12	26
Fabricated pipe and pipe fitting manufacturing	981	173	5.0%	73.796%	36	6
Dental equipment and supplies manufacturing	66	40	5.0%	73.796%	2	1
Mineral wool manufacturing	2,846	6	5.0%	73.796%	105	0
All other textile product mills	3,971	46	5.0%	73.796%	147	2
Primary smelting and refining of copper	151	112	5.0%	73.796%	6	4
Prefabricated wood building manufacturing	7,209	133	5.0%	73.796%	266	5
Jewelry and silverware manufacturing	9,053	73	5.0%	73.796%	334	3
Electric lamp bulb and part manufacturing	147	139	5.0%	73.796%	5	5
Chocolate and confectionery manufacturing from cacao beans	846	29	5.0%	73.796%	31	1

Sector	Taxable Sales		times		Equals Qualified Revenue	
	2019	2020	Tax Rate	General Fund Share	2019	2020
Ammunition manufacturing	3,652	51	5.0%	73.796%	135	2
Mining and oil and gas field machinery manufacturing	89	227	5.0%	73.796%	3	8
Other engine equipment manufacturing	31	9	5.0%	73.796%	1	0
Gasket, packing, and sealing device manufacturing	4,064	10	5.0%	73.796%	150	0
Stationery product manufacturing	42,361	2,940	5.0%	73.796%	1,563	108
Pump and pumping equipment manufacturing	98	741	5.0%	73.796%	4	27
Rubber and plastics hoses and belting manufacturing	846	1,808	5.0%	73.796%	31	67
Motor vehicle body manufacturing	552	21	5.0%	73.796%	20	1
Custom architectural woodwork and millwork manufacturing	795	1,976	5.0%	73.796%	29	73
Optical instrument and lens manufacturing	28	27	5.0%	73.796%	1	1
Speed changer, industrial high-speed drive, and gear manufacturing	31	6,110	5.0%	73.796%	1	225
Metal cutting and forming machine tool manufacturing	321	7	5.0%	73.796%	12	0
Aluminum product manufacturing from purchased aluminum	5,760	316	5.0%	73.796%	213	12
Support activities for other mining	5,793	1,104	5.0%	73.796%	214	41
Photographic and photocopying equipment manufacturing	98	24	5.0%	73.796%	4	1
Other rubber product manufacturing	7,034	14	5.0%	73.796%	260	1
Rolling mill and other metalworking machinery manufacturing	108	855	5.0%	73.796%	4	32
Carpet and rug mills	2,997	2,229	5.0%	73.796%	111	82
Textile bag and canvas mills	2,675	154	5.0%	73.796%	99	6
Fabric coating mills	157	8	5.0%	73.796%	6	0
Leather and hide tanning and finishing	0	8	5.0%	73.796%	0	0
Beet sugar manufacturing	0	214	5.0%	73.796%	0	8
Irradiation apparatus manufacturing	38	19	5.0%	73.796%	1	1
Fiber, yarn, and thread mills	178	0	5.0%	73.796%	7	0
Crown and closure manufacturing and metal stamping	6,960	3,759	5.0%	73.796%	257	139
Nonferrous metal foundries	776	7	5.0%	73.796%	29	0
Paperboard container manufacturing	83,553	326	5.0%	73.796%	3,083	12
Special tool, die, jig, and fixture manufacturing	125	0	5.0%	73.796%	5	0
Small electrical appliance manufacturing	42	159	5.0%	73.796%	2	6
Railroad rolling stock manufacturing	12	66	5.0%	73.796%	0	2
Alumina refining and primary aluminum production	833	53	5.0%	73.796%	31	2
Mechanical power transmission equipment manufacturing	0	0	5.0%	73.796%	0	0
All other transportation equipment manufacturing	3,299	733	5.0%	73.796%	122	27
Power-driven handtool manufacturing	9	80	5.0%	73.796%	0	3
Secondary smelting and alloying of aluminum	0	1,075	5.0%	73.796%	0	40

Sector	Taxable Sales		times		Equals Qualified Revenue	
	2019	2020	Tax Rate	General Fund Share	2019	2020
Packaging machinery manufacturing	22	0	5.0%	73.796%	1	0
Lighting fixture manufacturing	6,964	41	5.0%	73.796%	257	2
Copper rolling, drawing, extruding and alloying	356	0	5.0%	73.796%	13	0
Musical instrument manufacturing	899	25	5.0%	73.796%	33	1
Military armored vehicle, tank, and tank component manufacturing	169	39	5.0%	73.796%	6	1
Brick, tile, and other structural clay product manufacturing	5,987	44	5.0%	73.796%	221	2
Truck trailer manufacturing	76	6	5.0%	73.796%	3	0
Other general purpose machinery manufacturing	334	205	5.0%	73.796%	12	8
Knit fabric mills	20	141	5.0%	73.796%	1	5
Heating equipment (except warm air furnaces) manufacturing	546	28	5.0%	73.796%	20	1
Household cooking appliance manufacturing	851	106	5.0%	73.796%	31	4
Ship building and repairing	116	487	5.0%	73.796%	4	18
Air purification and ventilation equipment manufacturing	591	800	5.0%	73.796%	22	30
Boat building	11,968	168	5.0%	73.796%	442	6
Ferrous metal foundries	1,615	111	5.0%	73.796%	60	4
Seafood product preparation and packaging	0	2	5.0%	73.796%	0	0
Paper mills	18,731	10	5.0%	73.796%	691	0
Narrow fabric mills and schiffli machine embroidery	6	162	5.0%	73.796%	0	6
Drilling oil and gas wells	20	0	5.0%	73.796%	1	0
Motor home manufacturing	0	5	5.0%	73.796%	0	0
Air conditioning, refrigeration, and warm air heating equipment manufacturing	10,014	4	5.0%	73.796%	369	0
Metal tank (heavy gauge) manufacturing	196	66	5.0%	73.796%	7	2
Forestry, forest products, and timber tract production	725	419	5.0%	73.796%	27	15
Fluid power process machinery manufacturing	115	155	5.0%	73.796%	4	6
Manufactured home (mobile home) manufacturing	408	115	5.0%	73.796%	15	4
Ball and roller bearing manufacturing	0	42	5.0%	73.796%	0	2
Clay and nonclay refractory manufacturing	3,428	101	5.0%	73.796%	126	4
Pulp mills	0	79	5.0%	73.796%	0	3
Federal electric utilities	0	0	5.0%	73.796%	0	0
Other major household appliance manufacturing	332	8	5.0%	73.796%	12	0
Industrial process furnace and oven manufacturing	0	5	5.0%	73.796%	0	0
Air and gas compressor manufacturing	19	0	5.0%	73.796%	1	0
Custom roll forming	0	0	5.0%	73.796%	0	0
Carbon black manufacturing	249	0	5.0%	73.796%	9	0
Apparel knitting mills	333	0	5.0%	73.796%	12	0

Sector	Taxable Sales		times		Equals Qualified Revenue	
	2019	2020	Tax Rate	General Fund Share	2019	2020
Poultry processing	0	0	5.0%	73.796%	0	0
Sugar cane mills and refining	702	0	5.0%	73.796%	26	0
Breakfast cereal manufacturing	0	0	5.0%	73.796%	0	0
Wet corn milling	0	0	5.0%	73.796%	0	0
Construction of other new residential structures	0	0	5.0%	73.796%	0	0
Construction of new residential permanent site single- and multi-family structures	0	0	5.0%	73.796%	0	0
Construction of other new nonresidential structures	0	0	5.0%	73.796%	0	0
Construction of new nonresidential manufacturing structures	0	0	5.0%	73.796%	0	0
Construction of new nonresidential commercial and health care structures	0	0	5.0%	73.796%	0	0
Mining iron ore	0	0	3.1%	79.037%	0	0
Sugarcane and sugar beet farming	0	0	5.0%	73.796%	0	0
Tobacco farming	0	0	5.0%	73.796%	0	0
Oilseed farming	0	0	5.0%	73.796%	0	0

F. Appendix - Non-Registered Visitor Spending

This appendix explains how HVS estimated the visitation and spending from non-registered visitors to Phoenix associated with PCC events. HVS defines the term, summarizes available literature, and describes assumptions for estimating the number of non-registered visitors and associated spending. An estimate of non-registered visitor spending was inherent in delegate spending before the 2018 study. The 2019 study, which estimates the economic impact for 2018 activity, is the first to explicitly include this calculation after the shift from DI to Longwoods International as the primary source for convention delegate spending.

Definition of Non-Registered Visitors

HVS defines “non-registered visitor” as a traveler that accompanies convention delegates to Phoenix but does not attend events at the PCC. Delegates often bring family, spouses, or partners to a convention destination. Non-registered visitors generate additional spending in Phoenix by eating meals, shopping, using transportation, and spending on recreation and entertainment. They do not generate additional lodging spending as that spending is already captured in the hotel room rate and other hotel spending described in Figure C-2. The rate of non-registered visitors that come to Phoenix varies depending on the type of organization and length of the event.

Non-registered visitation is distinct from “travel party size¹” because a delegate’s travel party often includes business associates or other visitors that may be registered for an event. For example, if a spouse wants to partake in a convention’s social activities, the spouse would have to register as an attendee.

Summary of Literature

Accounting for non-registered guests is typical in estimating economic impact of conventions and meetings. The spending source used by HVS prior to the 2018 study, the DI ExPact report estimates a delegate party size of 1.06².

¹ Specifically, this would be size of travel party minus one delegate. For example, using 2.15 persons as the party size would yield 1.15 accompanying persons. This is not a correct estimate for the reasons described following the footnote.

² The ExPact 2004 Convention Expenditure & Impact Study identified an average delegate travel party size of 1.05 for “International, National, and Regional Events” and 1.06 for “Large Market Events.” Determined by hotel rooms within the MSA, Phoenix is considered a large market.

VERIS Consulting, LLC. (2005). *ExPact 2004 Convention Expenditure & Impact Study*. pp. 16-18.

HVS identified studies and data sources that reported non-registered guests from past 30 years both in the United States and globally. International surveys and studies report an average rate of 0.28 accompanying persons per delegate and ranged from 0.01 to 0.67³, depending on type of event and attendee. Studies from United States cities in the past six years report rates of non-registered guests as 0.07, 0.40, and 0.60⁴ per delegate.

³ Sources include the following.

- Convention Tourism: International Research and Industry Perspectives, edited by Karin Webe and Kaye Chone. Identified the following results. 0.175 accompanying persons in Adelaide, Australia (KPMG 1993), 0.16 accompanying persons in Tasmania, Australia (Tasmanian Convention Bureau 1996), 0.67 accompanying persons in Singapore (Singapore Tourism Board, 2000). It also identifies a study by Dwyer, Mellor, et al. that “estimated that accompanying persons as around 15 to 20 percent to convention-related expenditure.”

Sung Chon; Karin Weber. (2008). *Convention Tourism: International Research and Industry Perspectives*. Taylor & Francis. pp. 24.

- Conferences and Conventions (2008) by Tony Rogers identified a 2006 survey of conventions from the UK and Ireland that estimated a range of accompanying visitors depending on the length and type of event. One-day and multi-day corporate events reported 0.01 and 0.02 accompanying visitors, respectively; One-day and multiday domestic association events reported 0.02 and 0.07 accompanying visitors, respectively; international association events reported 0.12 accompanying visitors; and SMERF (Social, Military, Education, Religious, and Fraternal) and Government events reported 0.32 accompanying persons.

Tony Rogers (2013). *Conferences and Conventions: A Global Industry*. Routledge.

- An economic impact study of the Queenstown Convention Centre by Berl Economics in 2013 estimates an average of 0.10 accompanying persons for domestic delegates and 0.15 accompanying persons for international delegates. BERL Economics. (2013). *Economic Impact of the proposed Queenstown Convention Centre*. pp. 31.

⁴ Sources include the following.

- CIC Research has prepared bi-annual updates of a visitors to San Diego Convention Center events. This profile distinguishes between lodgers per room (1.9 in 2015 and 1.5 in 2011), travel party size (2.1 in 2015 and 1.6 in 2011), and non-registered guest (0.07 in 2015 and 0.08 in 2011).

CIC Research, Inc. (2016). *SDCC Primary Event Visitor Profile (2008-2015)*. pp. 1-3.

Non-Registered Visitors Estimate

In the PCC Survey, reporting of travel party size supports the assumption that delegates travel with non-registered guests as many respondents reported travel party sizes of greater than one. However, the frequency of respondents reporting a travel party size greater than four indicates some ambiguity in the understanding of the question. The Longwoods International’s 2017 Phoenix Visitor Profile estimates the average travel party size of travelers to Phoenix for conferences and conventions to be 2.15 persons. However, this number includes business associates and other registered event attendees.

Given the wide range in estimates of non-registered visitors and lacking data specific to Phoenix and the PCC, HVS assumes that 0.15 non-registered visitors accompany delegates to Qualified Events that stay overnight. This estimate is near the median of the data points collected (0.169). Additionally, we assume that day trip visitors do not bring non-registered guests. The following figure shows the adjustment for per overnight delegate spending and explains the difference in overnight spending in Figure 3-2 and Figure C-2.

CALCULATION OF OVERNIGHT DELEGATE SPENDING (\$ 2019)

Spending Category	Spending per Person per Day (\$2019)	Non-Registered Visitor Parameter	Total Overnight Delegate Spending per Day (\$2019)
Hotel Room Rental	\$173.49	na	\$173.49
Other Hotel Spending	87.48	na	87.48
Restaurants	28.74	1.15	33.05
General Retail	15.67	1.15	18.02
Transportation	6.79	1.15	7.81
Auto Rental and Leasing	6.79	1.15	7.81
Other Amusement & Recreation	13.06	1.15	15.02
Total	\$332.02	\$5.75	\$342.68

Sources: BLS, HVS, Longwoods International, and STR

- The economic impact study prepared by Fishkind & Associates for the Orange County Convention Center in Orlando, FL reported a 0.60 accompanying persons per delegate.
Fishkind & Associates, Inc. (2013). *The Economic and Fiscal Impacts of the Orange County Convention Center*. pp. 12.
- Economic Impacts of Juneau Conventions and Meetings prepared by McDowell Group from November 2018. A survey performed by McDowell Group reported an average of 0.40 accompanying person per delegate.
McDowell Group. (2018). *Economic Impacts of Juneau Conventions and Meetings*. pp. 13.



2017 Economic and Fiscal Impact Analysis

Using this same method, HVS estimated the economic and fiscal impacts from the 2018 study. In the 2018 study, HVS did not adjust spending for non-registered visitors. Following the calculation shown above, spending for Overnight Visitors would increase from \$313.24 to \$324.78. This higher spending from Qualified Events would result in \$6.03 million more of Gross Direct Spending (Figure 3-12 in the 2018 report) and \$16.70 million more in Total Economic Impact (Figure 3-13 in the 2018 report). This higher estimate of economic impact would generate \$390,000 in Qualified Revenue for 2017.