



ECONOMIC AND FISCAL IMPACT ANALYSIS UPDATE

Phoenix Convention Center

PHOENIX, ARIZONA



SUBMITTED TO:

Ms. Debbie Davenport
Auditor General
Office of the Auditor General
State of Arizona
2910 North 44th Street, Suite 410
Phoenix, Arizona, 85018

PREPARED BY:

HVS Convention, Sports & Entertainment
Facilities Consulting
205 West Randolph
Suite 1650
Chicago, Illinois 60606
+1 (312) 587-9900



DEBRA K. DAVENPORT, CPA
AUDITOR GENERAL

STATE OF ARIZONA
OFFICE OF THE
AUDITOR GENERAL

MELANIE M. CHESNEY
DEPUTY AUDITOR GENERAL

June 10, 2015

The Honorable Andy Biggs, President
Arizona State Senate

The Honorable David Gowan, Speaker
Arizona House of Representatives

The Honorable Doug Ducey, Governor
State of Arizona

Paul Blue, Deputy City Manager
City of Phoenix

Transmitted herewith is a report of the 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, conducted the analysis under contract with the Auditor General and in response to the requirements of Arizona Revised Statutes §9-626.

This analysis estimates the effects of direct, indirect, and induced economic activity in the State of Arizona associated with regional and national conventions and trade shows held at the Phoenix Convention Center from January 1, 2014 through December 31, 2014.

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

Sincerely,

Debbie Davenport
Auditor General



June 10, 2015

205 West Randolph
Suite 1650
Chicago, Illinois 60606
+1 312-587-9900
+1 312-488-3631 FAX
www.hvs.com

Ms. Debbie Davenport
Auditor General
Office of the Auditor General
State of Arizona
2910 North 44th Street, Suite 410
Phoenix, Arizona, 85018

Re: Phoenix Convention Center
Phoenix, Arizona, 85018

Atlanta
Boston
Boulder
Chicago
Dallas
Denver
Las Vegas
Mexico City
Miami
Nassau
New York
Newport
San Francisco
Toronto
Vancouver
Washington
Athens
Buenos Aires
Dubai
Hong Kong
Lima
London
Madrid
Mumbai
New Delhi
Sao Paulo
Shanghai
Singapore

Dear Ms. Davenport:

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

HVS Convention, Sports & Entertainment 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.

Sincerely,
HVS Convention, Sports & Entertainment
Facilities Consulting

Thomas A Hazinski
Managing Director

Alex Moon
Analyst



Table of Contents

SECTION	TITLE
1.	Introduction and Executive Summary
2.	Event Demand Analysis
3.	Spending Estimates
4.	Fiscal Impact Estimates
5.	Statement of Assumptions and Limiting Conditions
6.	Certification
A.	Appendix - Qualified Events 2009 - 2014
B.	Appendix - Qualified Events 2003 - 2005
C.	Appendix - ExPact Report Calculations
D.	Appendix - Venue Spending Data
E.	Appendix - IMPLAN Output and Qualified Revenue Calculation

1. Introduction and Executive Summary

Nature of the Assignment

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

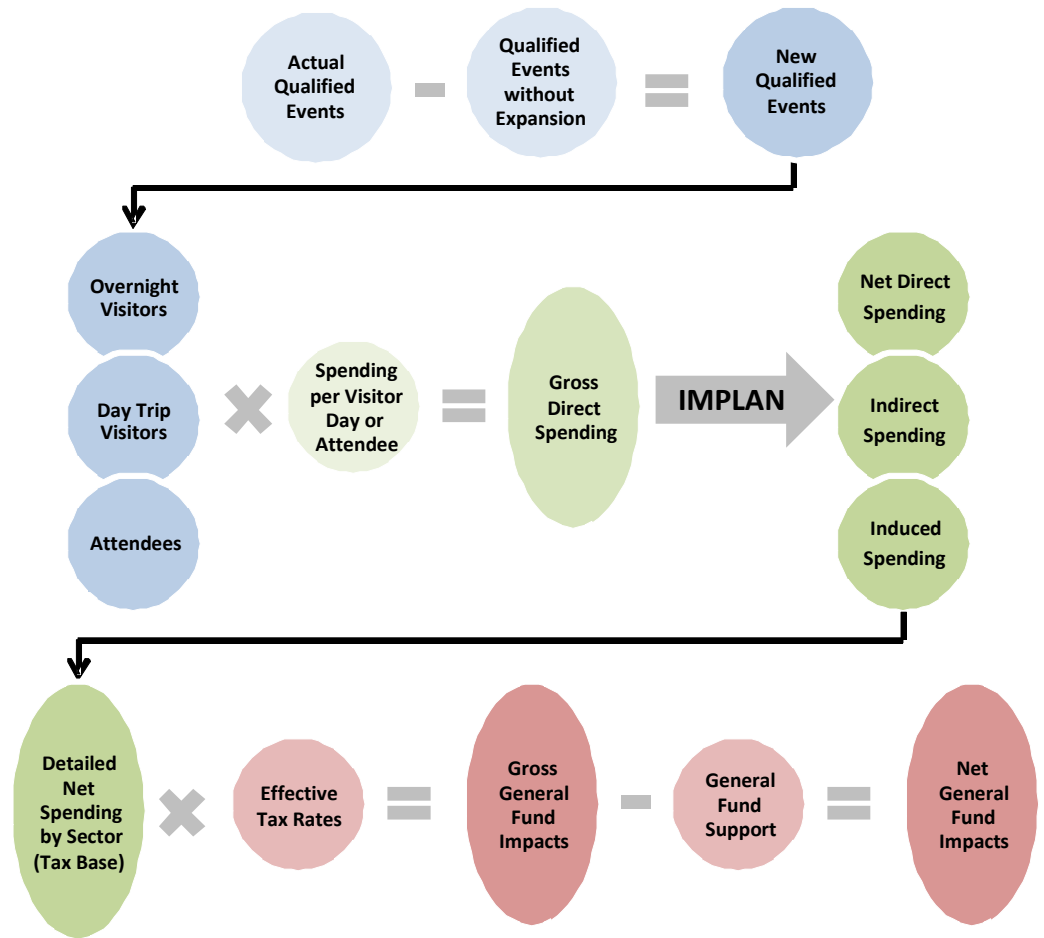
HVS performed this analysis as directed by A.R.S. §9-626(A) and (B). This statute requires an assessment of the value of direct, indirect, and induced economic activity resulting from regional and national conventions and trade shows held at the PCC. These estimates of economic activity provide the basis 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 equals the net impact on the State General Fund.

In a previous Economic and Fiscal Impact Analysis dated August 1, 2014, HVS estimated the impact of the PCC for the period 2009 through 2013. This study updates information in the prior study and estimates the 2014 impact of the PCC.

Economic Impact Methodology

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

**FIGURE 1-1
ECONOMIC AND FISCAL IMPACT ANALYSIS PROCESS**



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 2010 through 2013, we applied the actual percent change in demand to the historical averages. For 2014, 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.

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 (2013) 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 make 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 for the period 2009 through 2014. The figure below 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 1-2
PROJECTED DIFFERENCE IN DEMAND**

	No Expansion	Actual	Change
Qualified Events			
2009	31	69	38
2010	28	62	34
2011	23	52	29
2012	27	61	34
2013	19	42	23
2014	19	65	46
Total	147	351	204
Attendance			
2009	62,000	310,000	248,000
2010	46,000	229,000	183,000
2011	42,000	211,000	169,000
2012	33,000	165,000	132,000
2013	24,000	118,000	94,000
2014	24,000	199,000	175,000
Total	231,000	1,232,000	826,000
Room Nights			
2009	252,000	826,000	574,000
2010	185,000	643,000	458,000
2011	171,000	601,000	430,000
2012	132,000	523,000	391,000
2013	96,000	368,000	272,000
2014	96,000	604,000	508,000
Total	932,000	3,565,000	2,633,000

The difference between the two scenarios provides the basis for estimating the net increase in spending related to Qualified Events. The PCC experienced low attendance in 2013, but saw an over 60% increase in 2014. Management expects the number of attendees to increase for subsequent years. HVS defines net attendance as the difference in demand between actual PCC attendance and attendance in the non-expansion scenario.

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)

	2009	2010	2011	2012	2013	2014
Direct	\$245.0	\$188.7	\$181.7	\$160.7	\$117.3	\$217.6
Indirect	74.6	58.6	56.7	49.9	36.1	65.9
Induced	96.8	75.5	73.0	63.3	46.1	74.3
Total	\$416.4	\$322.8	\$311.4	\$273.9	\$199.5	\$357.8

Fiscal Impacts

Net direct, induced, and indirect spending serves as the basis for estimating fiscal impacts. HVS identified four applicable taxes in 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 figure below summarizes the estimated increase in General Fund revenues from 2009 to 2014 with construction impacts and fund distributions.

FIGURE 1-4
ESTIMATED NET GENERAL FUND IMPACT

	Impact
Annual Qualified Revenue	
2009	\$17,797,000
2010	15,062,000
2011	15,809,000
2012	13,974,000
2013	9,352,000
2014	15,397,000
Total Qualified Revenue	\$87,391,000
Construction Impacts	26,445,000
Sub-total	\$113,836,000
Less Fund Distributions 2009-2014	(61,493,000)
Qualified Revenue Less Distributions	\$52,343,000

Breakeven Analysis

The cumulative difference of construction impacts and Qualified Revenue less fund distributions from 2009 to 2014 is approximately \$52.3 million. However, fund distributions will continue through 2044.



Conclusion

Cumulative Qualified Revenues (including construction impacts) as defined by A.R.S. §9-626(A) and (B) exceed Fund Distributions by approximately \$52.3 million. In 2013, Qualified Revenues were less than half of 2013 Fund Distributions due to low levels of events and attendance. But, the recovery in attendance levels in 2014 and advance booking data provided by the PCC in 2015 and 2016 indicate a strong recovery. In 2015, Qualified Revenues could exceed Fund Distributions. In the long run, assuming moderate levels of event demand and inflationary growth of visitor spending, the PCC would continue to have a net positive impact on the General Fund.

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 2014. Appendix A provides a complete list of Qualified Events. The following figures present the number of events, attendee history, and room night history at the PCC for the past six years by calendar year and number of attendees.

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

Attendance Range	2009	2010	2011	2012	2013	2014	All
0 to 999	18	12	10	11	10	15	76
1000 to 1999	16	17	20	18	10	18	99
2000 to 2999	12	14	9	14	9	10	68
3000 to 3999	8	4	3	9	6	8	38
4000 to 4999	3	7	2	5	3	2	22
5000 to 5999	4	1	1	2	1	1	10
6000 to 6999	0	2	1	0	1	3	7
7000 to 7999	2	0	0	0	0	0	2
8000 to 8999	0	1	0	0	0	3	4
9000 to 9999	0	0	1	0	0	0	1
10000 +	6	4	5	2	2	5	24
Total	69	62	52	61	42	65	351

Source: GPCVB

FIGURE 2-3
TOTAL ATTENDANCE AT QUALIFIED EVENTS

Attendance Range	2009	2010	2011	2012	2013	2014	All
0 to 999	11,498	8,527	6,879	6,720	6,771	8,770	49,165
1000 to 1999	23,287	24,581	26,094	27,074	14,155	25,998	141,189
2000 to 2999	27,485	30,647	22,084	31,468	21,238	22,794	155,716
3000 to 3999	27,906	13,716	10,162	31,463	20,286	28,239	131,772
4000 to 4999	13,000	30,491	8,821	22,298	13,628	8,400	96,638
5000 to 5999	21,384	5,733	5,000	10,400	5,254	5,000	52,771
6000 to 6999	-	12,602	6,800	-	6,000	18,827	44,229
7000 to 7999	15,500	-	-	-	-	-	15,500
8000 to 8999	-	8,000	-	-	-	24,250	32,250
9000 to 9999	-	-	9,000	-	-	-	9,000
10000 +	170,414	94,678	116,094	35,250	31,000	56,245	503,681
Total	310,474	228,975	210,934	164,673	118,332	198,523	1,231,911

Source: GPCVB

FIGURE 2-4
PHOENIX CONVENTION CENTER TOTAL ROOM NIGHTS

Attendance Range	2009	2010	2011	2012	2013	2014	All
0 to 999	39,743	29,474	23,778	23,228	23,404	30,314	169,941
1000 to 1999	80,492	84,965	90,195	93,582	48,927	89,863	488,026
2000 to 2999	95,392	103,935	76,334	108,940	73,410	78,788	536,800
3000 to 3999	98,234	53,088	35,125	108,753	70,119	97,609	462,929
4000 to 4999	42,110	106,812	30,490	77,074	47,106	29,035	332,627
5000 to 5999	76,877	19,816	13,750	35,948	18,161	17,283	181,835
6000 to 6999	-	39,066	23,504	-	20,739	65,076	148,386
7000 to 7999	61,220	-	-	-	-	-	61,220
8000 to 8999	-	27,652	-	-	-	83,821	111,473
9000 to 9999	-	-	31,109	-	-	-	31,109
10000 +	331,974	178,583	276,721	75,143	66,325	111,884	1,040,629
Total	826,043	643,391	601,006	522,668	368,192	603,674	3,564,974

Source: GPCVB

From 2013 to 2014, the PCC experienced a 68% increase in Qualified Events attendance.

**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 figure below. Appendix B lists Qualified Events from 2003 to 2005.

FIGURE 2-5
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	31.0	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, HVS assumed that without expansion, the PCC would hold the same number of events as the year before. Without expansion and reinvestment the PCC would have become functionally obsolete and unable to attract new events.

See the figure below for the actual percent change in Qualified Event attendance that occurred from 2009 through 2014, followed by the resulting projections for Qualified Events without an expansion.

**FIGURE 2-6
QUALIFIED EVENT ATTENDANCE TRENDS**

Year	Total Events	Change from Previous	Total Attendance	Change from Previous
2009	69	-	310,474	-
2010	62	-10%	228,975	-26%
2011	52	-16%	210,934	-8%
2012	61	17%	164,673	-22%
2013	42	-31%	118,332	-28%
2014	65	55%	198,523	68%

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

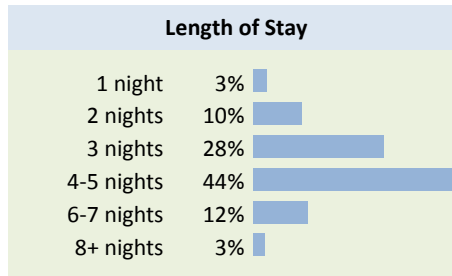
FIGURE 2-7
QUALIFIED EVENT PROJECTIONS WITHOUT EXPANSION

	2009	2010	2011	2012	2013	2014
Events						
0 - 999	6	5	5	5	4	4
1000 - 1999	12	11	9	11	7	7
2000 - 2999	5	4	4	4	3	3
3000 - 3999	5	4	4	4	3	3
4000 - 4999	1	1	1	1	1	1
5000 - 5999	2	2	2	2	1	1
Total	31	28	23	27	19	19
<i>Percent Change</i>		-10%	-16%	17%	-31%	0%
Average Attendance						
0 - 999	667	556	663	377	548	548
1000 - 1999	1,417	1,206	1,327	848	821	821
2000 - 2999	2,200	1,781	1,858	1,357	1,314	1,314
3000 - 3999	3,200	2,671	2,919	1,810	1,971	1,971
4000 - 4999	4,000	3,339	3,981	2,262	3,286	3,286
5000 - 5999	5,000	3,895	4,644	2,828	3,286	3,286
Total Attendance (rounded to the nearest 1000)						
0 - 999	4,000	3,000	3,000	2,000	2,000	2,000
1000 - 1999	17,000	13,000	12,000	9,000	6,000	6,000
2000 - 2999	11,000	8,000	7,000	6,000	4,000	4,000
3000 - 3999	16,000	12,000	11,000	8,000	6,000	6,000
4000 - 4999	4,000	3,000	3,000	2,000	2,000	2,000
5000 - 5999	10,000	7,000	7,000	5,000	4,000	4,000
Total	62,000	46,000	42,000	33,000	24,000	24,000
<i>Percent Change</i>		-26%	-9%	-21%	-27%	0%

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 from 2009 to 2014.

To estimate room nights in the non-expansion scenario, HVS used delegate intercept survey data provided by the PCC for 24 Qualified Events. The survey asked the respondents whether they stayed overnight for the event and, if so, how many nights they stayed. Approximately 86 percent of attendees stayed overnight for their events. Those overnight delegates stayed an average of four nights. See the figure below.

**FIGURE 2-8
LODGERS LENGTH OF STAY**



Source: PCC Intercept Survey

HVS used average event length to estimate the annual room nights for the non-expansion scenario. The 2003 to 2005 event data did not break down the precise event dates. The GPCVB dataset of Qualified Events from 2009 to 2014 represents the best available source of event length for the PCC. HVS used this data to estimate room nights in the non-expansion scenario.

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 figure below.

FIGURE 2-9
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	5.4	7	77%
General Council of the Assemblies of God	5.2	5	104%
Annual Meeting of Military Surgeons	4.7	4	118%
Imaging USA - Annual Conv & Expo	4.5	3	150%
ACAAI Annual Meeting	4.4	7	63%
GSA SmartPay Conference	4.3	3	142%
SAP TechEd	4.2	5	84%
ACA Annual Winter Conference	4.2	6	70%
Best Western North American Convention	4.2	3	139%
National Needlearts Association Convention	4.1	5	82%
National Conference on Tobacco or Health	4.0	3	134%
Mary Kay Leadership Conference	3.9	11	36%
Annual Session of American Gastrointestinal and Endoscopic Surgeons	3.9	4	97%
Annual American Trucking Association Management Conference & Exhibit	3.9	6	64%
SME Annual Meeting & Exhibits	3.8	5	77%
American Nurses Magnet Conference	3.7	3	125%
2011 Indian Gaming Convention	3.6	3	122%
Cattle Industry Annual Convention & Trade Show	3.6	3	122%
U.S. Green Building Annual Conference & Expo	3.5	3	118%
2009 Indian Gaming Convention	3.5	2	177%
Aviation Week MRO Conference & Exhibition	3.4	4	86%
Electric Utilities Environmental Conference	3.4	4	84%
Electric Utilities Environmental Conference	3.4	3	113%
NRA Annual Meetings and Exhibits	3.3	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 data show 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. In addition, we multiplied the number of room nights by 86 percent to account for attendees who do not stay overnight from our intercept survey data. With our assumptions and Qualified Event and attendance forecasts, the following figure shows room night projections for Qualified Events.

FIGURE 2-10
ROOM NIGHT ESTIMATE WITHOUT EXPANSION

Event Size	2009	2010	2011	2012	2013	2014
0 - 999	16,000	12,000	11,000	8,000	6,000	6,000
1000 - 1999	64,000	47,000	43,000	34,000	24,000	24,000
2000 - 2999	42,000	31,000	29,000	22,000	16,000	16,000
3000 - 3999	68,000	50,000	46,000	36,000	26,000	26,000
4000 - 4999	18,000	13,000	12,000	9,000	7,000	7,000
5000 - 5999	44,000	32,000	30,000	23,000	17,000	17,000
Total	252,000	185,000	171,000	132,000	96,000	96,000

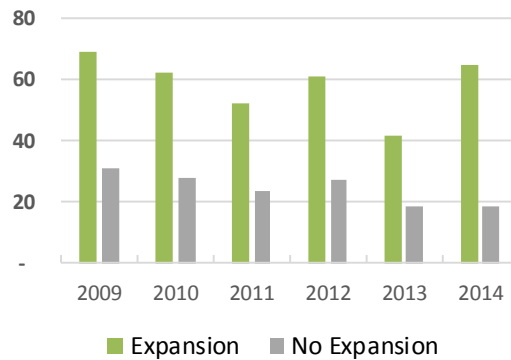
The figure below shows the difference between the number of Qualified Events and their associated attendance and room nights for each year in the non-expansion and expansion scenarios.

**FIGURE 2-11
PROJECTED DIFFERENCE IN DEMAND**

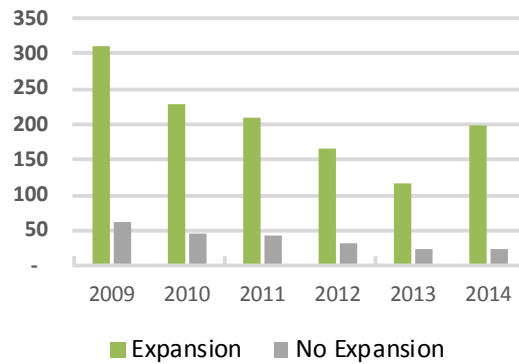
	No Expansion	Actual	Change
Qualified Events			
2009	31	69	38
2010	28	62	34
2011	23	52	29
2012	27	61	34
2013	19	42	23
2014	19	65	46
Total	147	351	204
Attendance			
2009	62,000	310,000	248,000
2010	46,000	229,000	183,000
2011	42,000	211,000	169,000
2012	33,000	165,000	132,000
2013	24,000	118,000	94,000
2014	24,000	199,000	175,000
Total	231,000	1,232,000	826,000
Room Nights			
2009	252,000	826,000	574,000
2010	185,000	643,000	458,000
2011	171,000	601,000	430,000
2012	132,000	523,000	391,000
2013	96,000	368,000	272,000
2014	96,000	604,000	508,000
Total	932,000	3,565,000	2,633,000

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 2-12
NUMBER OF QUALIFIED EVENTS**



ATTENDANCE AT QUALIFIED EVENTS (THOUSANDS)



The difference between the attendance and room nights generated by Qualified Events 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 make 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 with the personal spending of individual guests.
- **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.
- **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.

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. See the figure below for a five-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
2009	\$144.89
2010	140.18
2011	140.06
2012	145.42
2013	143.83
2014	146.95

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.

For other spending parameters, HVS relied on a 2004 national survey of convention spending conducted by the Destination Marketing Association International (“DMAI”). The results of this survey are published in the ExPact 2004 report, which is available on request. To conduct this survey, 86 convention and visitor bureaus requested delegates, event organizers, and exhibitors to complete

an online questionnaire and provide DMAI with delegate and exhibiting company contact information.

While this survey data is nearly ten years old, it is the most recent available comprehensive source of spending information provided in sufficient detail for useful impact analysis. The PCC made attempts to survey the delegates, organizers, and exhibitors at Qualified Events, but organizers withheld their cooperation. The schedule and scope of this study did not allow for new primary research on spending parameters. HVS recommends that the PCC make ongoing efforts to gather spending data, which could be used in future fiscal impact analysis.

HVS adjusted the ExPact 2004 spending parameters for inflation using the Consumer Price Index as published by the US Bureau of Labor Statistics and 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. See Appendix C for a detailed explanation of the adjustments to the ExPact 2004 data.

The figures show the CTI Adjusted daily spending parameters and inflated spending parameters for 2009 through 2014.

FIGURE 3-2
OVERNIGHT VISITOR DAILY SPENDING

	CTI Adjusted Uninflated	2009	2010	2011	2012	2013	2014
Inflation Index	1.000	1.134	1.152	1.189	1.214	1.229	1.253
Hotel Room Rental	\$146.95	\$144.89	\$140.18	\$140.06	\$145.42	\$143.83	\$146.95
Restaurants	52.78	59.85	60.81	62.76	64.07	64.84	66.14
Other Hotel Spending	34.79	39.46	40.09	41.37	42.24	42.75	43.61
General Retail	22.33	25.32	25.72	26.55	27.11	27.43	27.98
Golf, Skiing and Gaming	16.21	18.38	18.68	19.27	19.68	19.91	20.31
Cultural Recreation	7.69	8.73	8.87	9.15	9.34	9.45	9.64
Transportation	6.80	7.72	7.84	8.09	8.26	8.36	8.53
Auto Rental and Leasing	6.80	7.71	7.83	8.09	8.25	8.35	8.52
Sightseeing	3.61	4.09	4.16	4.29	4.38	4.43	4.52
Performing Arts Companies	3.03	3.44	3.49	3.60	3.68	3.72	3.80
Spectator Sports Companies	1.63	1.84	1.87	1.93	1.97	2.00	2.04
Retail - Gas Stations	1.49	1.69	1.72	1.78	1.81	1.83	1.87
Public Transit	1.32	1.49	1.52	1.57	1.60	1.62	1.65
Film Entertainment	1.01	1.14	1.16	1.20	1.22	1.24	1.26
Total	\$306.44	\$325.75	\$323.94	\$329.71	\$339.03	\$339.76	\$346.82

Sources: CTI, DMAI, STR, and HVS

FIGURE 3-3
DAY-TRIP VISITOR DAILY SPENDING

	CTI Adjusted Uninflated	2009	2010	2011	2012	2013	2014
Inflation Index	1.000	1.134	1.152	1.189	1.214	1.229	1.253
Restaurants	\$52.78	\$59.85	\$60.81	\$62.76	\$64.07	\$64.84	\$66.14
General Retail	22.33	25.32	25.72	26.55	27.11	27.43	27.98
Golf, Skiing and Gaming	16.21	18.38	18.68	19.27	19.68	19.91	20.31
Cultural Recreation	7.69	8.73	8.87	9.15	9.34	9.45	9.64
Sightseeing	3.61	4.09	4.16	4.29	4.38	4.43	4.52
Performing Arts Companies	3.03	3.44	3.49	3.60	3.68	3.72	3.80
Spectator Sports Companies	1.63	1.84	1.87	1.93	1.97	2.00	2.04
Retail - Gas Stations	1.49	1.69	1.72	1.78	1.81	1.83	1.87
Public Transit	1.32	1.49	1.52	1.57	1.60	1.62	1.65
Film Entertainment	1.01	1.14	1.16	1.20	1.22	1.24	1.26
Total	\$111.10	\$125.97	\$128.00	\$132.10	\$134.86	\$136.47	\$139.21

Sources: CTI, DMAI, STR, and HVS

FIGURE 3-4
EXHIBITOR DAILY SPENDING PER EVENT ATTENDEE

	CTI Adjusted Uninflated	2009	2010	2011	2012	2013	2014
Inflation Index	1.000	1.134	1.152	1.189	1.214	1.229	1.253
Lodging Costs	\$7.61	\$7.51	\$7.26	\$7.26	\$7.53	\$7.45	\$7.61
Other Hotel Spending	\$3.21	3.64	3.70	3.82	3.90	3.94	4.02
Advertising and Related Services	2.58	2.92	2.97	3.06	3.13	3.17	3.23
Other Amusement & Recreation	2.54	2.88	2.92	3.02	3.08	3.12	3.18
Auto Rental and Leasing	2.10	2.39	2.42	2.50	2.55	2.59	2.64
Machinery & Equipment	1.41	1.60	1.62	1.68	1.71	1.73	1.77
General Retail	1.10	1.25	1.27	1.31	1.34	1.35	1.38
Transportation	0.82	0.93	0.95	0.98	1.00	1.01	1.03
Retail - Gas Stations	0.39	0.44	0.44	0.46	0.47	0.47	0.48
Public Transit	0.13	0.14	0.14	0.15	0.15	0.15	0.16
Total	\$21.89	\$23.70	\$23.69	\$24.24	\$24.86	\$24.98	\$25.50

Sources: CTI, DMAI, STR, and HVS

FIGURE 3-5
EVENT ORGANIZER SPENDING PER EVENT ATTENDEE

	CTI Adjusted Uninflated	2009	2010	2011	2012	2013	2014
Inflation Index	1.000	1.134	1.152	1.189	1.214	1.229	1.253
Hotel Room Rental	\$1.19	\$1.34	\$1.37	\$1.41	\$1.44	\$1.46	\$1.49
Restaurants	1.00	1.13	1.15	1.19	1.21	1.23	1.25
Other Hotel Spending	0.97	1.10	1.12	1.15	1.18	1.19	1.22
General Retail	0.77	0.88	0.89	0.92	0.94	0.95	0.97
Golf, Skiing and Gaming	0.15	0.17	0.17	0.18	0.18	0.18	0.19
Cultural Recreation	0.04	0.04	0.04	0.04	0.04	0.05	0.05
Transportation	0.03	0.04	0.04	0.04	0.04	0.04	0.04
Auto Rental and Leasing	0.02	0.03	0.03	0.03	0.03	0.03	0.03
Total	\$4.17	\$4.73	\$4.81	\$4.96	\$5.06	\$5.13	\$5.24

Sources: CTI, DMAI, 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 PCC client spending data from 2009 to 2014 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, theatre 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 system 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 2009 through 2013.

FIGURE 3-6
SPENDING AT THE PCC RELATED TO QUALIFIED EVENTS

Spending Category	2009	2010	2011	2012	2013	2014
Food & Beverage	\$12,152,000	\$8,301,000	\$8,600,000	\$9,793,000	\$8,073,000	\$16,614,000
Facility Rental	2,829,000	2,737,000	2,547,000	3,169,000	2,361,000	2,580,000
Utilities	3,342,000	2,436,000	1,828,000	2,525,000	2,151,000	3,364,000
Audio Visual	1,474,000	1,485,000	1,499,000	1,560,000	979,000	2,053,000
Services	422,000	569,000	539,000	643,000	464,000	674,000
Equipment	110,000	41,000	53,000	76,000	52,000	51,000
Ticket Tax/Fees	87,000	132,000	22,000	26,000	25,000	28,000
Parking	68,000	6,000	125,000	13,000	15,000	43,000
Total	\$20,484,000	\$15,707,000	\$15,213,000	\$17,805,000	\$14,120,000	\$25,407,000

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

Spending Category	2009	2010	2011	2012	2013	2014
Food & Beverage	\$2,441,000	\$1,668,000	\$1,728,000	\$1,967,000	\$1,622,000	\$1,990,000
Facility Rental	568,000	550,000	512,000	637,000	474,000	309,000
Utilities	671,000	489,000	367,000	507,000	432,000	403,000
Audio Visual	296,000	298,000	301,000	313,000	197,000	246,000
Services	85,000	114,000	108,000	129,000	93,000	81,000
Equipment	22,000	8,000	11,000	15,000	10,000	6,000
Ticket Tax/Fees	17,000	26,000	4,000	5,000	5,000	3,000
Parking	14,000	1,000	25,000	3,000	3,000	5,000
Total	\$4,114,000	\$3,154,000	\$3,056,000	\$3,576,000	\$2,836,000	\$3,043,000

Source: PCC and HVS

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 figure below.

FIGURE 3-8

PROJECTED NET SPENDING AT THE PCC FOR QUALIFIED EVENTS

Spending Category	2009	2010	2011	2012	2013	2014
Food & Beverage	\$9,711,000	\$6,633,000	\$6,873,000	\$7,825,000	\$6,451,000	\$14,624,000
Facility Rental	2,260,000	2,187,000	2,035,000	2,533,000	1,886,000	2,271,000
Utilities	2,671,000	1,947,000	1,461,000	2,017,000	1,719,000	2,961,000
Audio Visual	1,177,000	1,187,000	1,198,000	1,247,000	783,000	1,807,000
Services	337,000	455,000	430,000	514,000	371,000	593,000
Equipment	88,000	33,000	42,000	60,000	41,000	45,000
Ticket Tax/Fees	69,000	105,000	18,000	21,000	20,000	25,000
Parking	54,000	5,000	100,000	10,000	12,000	38,000
Total	\$16,368,000	\$12,551,000	\$12,157,000	\$14,227,000	\$11,283,000	\$22,364,000

Source: PCC and HVS

Refer to Appendix D for a complete listing of all PCC revenues in 2014.

Attendance Estimates

HVS applied the previous sources of spending impacts and spending parameters to estimate gross direct spending for the years 2009 through 2014. For overnight visitors, day-trip visitors, exhibitors, and organizers, HVS multiplied the spending by the number of delegate days.

HVS estimated the number of overnight delegate days by using the difference in room nights between the expanded PCC and non-expansion scenario projections (see Figure 2-11).

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. For 2014, HVS used the average event length of Qualified Events from 2009 to 2014.

**FIGURE 3-9
DIFFERENCE IN ATTENDANCE BETWEEN TWO SCENARIOS**

Attendance Range	2009		2010		2011		2012		2013		2014	
	Attendees	Avg Event Length	Attendees	Avg Event Length	Attendees	Avg Event Length	Attendees	Avg Event Length	Attendees	Avg Event Length	Attendees	Avg Event Length
0 - 999	7,000	3.9	6,000	3.9	4,000	3.9	5,000	3.9	5,000	3.9	7,000	3.8
1000 - 1999	6,000	3.7	11,000	3.7	13,000	3.7	18,000	3.7	8,000	3.7	20,000	3.7
2000 - 2999	17,000	3.8	22,000	3.8	14,000	3.8	26,000	3.8	17,000	3.8	19,000	3.9
3000 - 3999	12,000	4.3	2,000	4.3	0	4.3	23,000	4.3	14,000	4.3	22,000	4.1
4000 - 4999	9,000	4.1	26,000	4.1	6,000	4.1	20,000	4.1	12,000	4.1	6,000	4.0
5000 - 5999	11,000	4.3	0	4.3	0	4.3	5,000	4.3	1,000	4.3	2,000	4.9
6000 - 6999	0	3.8	13,000	3.8	7,000	3.8	0	3.8	6,000	3.8	19,000	4.4
7000 - 7999	16,000	7.0	0	7.0	0	7.0	0	7.0	0	7.0	0	7.0
8000 - 8999	0	3.0	8,000	3.0	0	3.0	0	3.0	0	3.0	24,000	3.5
9000 - 9999	0	4.0	0	4.0	9,000	4.0	0	4.0	0	4.0	0	4.0
10000+	170,000	4.7	95,000	4.7	116,000	4.7	35,000	4.7	31,000	4.7	56,000	4.6

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

**FIGURE 3-10
TOTAL ATTENDEE DAYS**

Attendance Range	2009	2010	2011	2012	2013	2014
0 - 999	29,000	22,000	14,000	18,000	20,000	26,000
1000 - 1999	24,000	43,000	50,000	68,000	29,000	75,000
2000 - 2999	64,000	86,000	55,000	99,000	66,000	72,000
3000 - 3999	52,000	7,000	0	99,000	61,000	91,000
4000 - 4999	35,000	107,000	23,000	81,000	48,000	26,000
5000 - 5999	49,000	0	0	22,000	6,000	12,000
6000 - 6999	0	47,000	26,000	0	23,000	82,000
7000 - 7999	109,000	0	0	0	0	0
8000 - 8999	0	24,000	0	0	0	83,000
9000 - 9999	0	0	36,000	0	0	0
10000+	798,000	443,000	544,000	165,000	145,000	258,000
Total	1,158,000	780,000	745,000	551,000	398,000	725,000

HVS calculated the number of day-trip visitors as follows:

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

HVS based assumptions of the percentage of lodgers on the intercept survey data (See Figure 2-8).

See the figure below for estimated Gross Direct Spending from 2009 to 2014.

**FIGURE 3-11
GROSS DIRECT SPENDING**

Year	Spending Parameter	x # Attendee Days =	Total Spending
Overnight Visitor Spending			
2009	\$325.75	575,000	\$187,306,000
2010	\$323.94	458,000	148,365,000
2011	\$329.71	430,000	141,775,000
2012	\$339.03	389,000	131,883,000
2013	\$339.76	272,000	92,415,000
2014	\$346.82	508,000	176,185,000
Day-trip Visitor Spending			
2009	\$125.97	289,000	\$36,405,000
2010	\$128.00	212,000	27,136,000
2011	\$132.10	204,000	26,948,000
2012	\$134.86	110,000	14,835,000
2013	\$136.47	87,000	11,873,000
2014	\$139.21	160,000	22,274,000
Exhibitor Spending			
2009	\$23.70	1,158,000	\$27,445,000
2010	\$23.69	780,000	18,478,000
2011	\$24.24	745,000	18,059,000
2012	\$24.86	551,000	13,698,000
2013	\$24.98	398,000	9,942,000
2014	\$25.50	707,000	18,029,000
Organizer Spending			
2009	\$4.73	1,158,000	\$5,477,000
2010	\$4.81	780,000	3,752,000
2011	\$4.96	745,000	3,695,000
2012	\$5.06	551,000	2,788,000
2013	\$5.13	398,000	2,042,000
2014	\$5.24	707,000	3,705,000
Annual Venue Spending at Qualified Events			
	2009	\$16,368,000	
	2010	12,551,000	
	2011	12,157,000	
	2012	14,227,000	
	2013	11,283,000	
	2014	22,364,000	

Sources: DMAI (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 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 Impact
Modeling**

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 into spending categories that serve as inputs for the IMPLAN model. The figure below shows the gross spending estimates as inputs for IMPLAN allocated by sector.

**FIGURE 3-12
GROSS DIRECT SPENDING BY IMPLAN SECTOR***

Sector	2014
Hotels and motels, including casino hotels	\$106,916,000
Food services and drinking places	61,764,000
Retail Stores - General Merchandise	20,540,000
Amusement parks, arcades, and gambling industries	13,561,000
Museums, Historical Sites, Zoos, and Parks	6,438,000
Automotive Equipment Rental and leasing	6,225,000
Transit and ground passenger transportation	5,188,000
Real estate establishments	4,123,000
Advertising and Related Services	2,969,000
Scenic and sightseeing transportation and support activities for transportation	3,018,000
Performing Arts Companies	2,535,000
Other amusement and recreation industries	2,249,000
Retail Stores - Gasoline Stations	1,595,000
Spectator Sports Companies	1,361,000
Commercial and industrial machinery and equipment rental and leasing	1,249,000
State and local government passenger transit	1,241,000
Motion picture and video industries	841,000
Other support services	593,000
Other personal services	38,000
Total	\$242,444,000

*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

Year	Net Direct	Indirect	Induced	Total
2009	\$245,009,000	\$74,626,000	\$96,811,000	\$416,446,000
2010	\$188,729,000	\$58,561,000	\$75,453,000	\$322,743,000
2011	\$181,689,000	\$56,664,000	\$72,982,000	\$311,335,000
2012	\$160,708,000	\$49,893,000	\$63,328,000	\$273,929,000
2013	\$117,315,000	\$36,146,000	\$46,127,000	\$199,588,000
2014	\$217,597,000	\$65,891,000	\$74,335,000	\$357,823,000

For detailed output broken down by year and IMPLAN industry sector, please refer to Appendix E.

Other Impacts

While it is clear that 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 is difficult to obtain. The analysis relies on room night 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). Further obscuring the number of room nights generated in the market, large events that generate a significant room block can displace transient leisure and commercial demand, and

other group business that would otherwise be in the market. Consequently, comprehensive historical data on the net number of room nights are not available.

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 result 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 Tax and Use Tax*	Applies to every engagement in the State in various business classifications.
Personal Income Tax	The taxable personal income rate increases as total income increases. It also depends on whether the member files jointly or separately.
Corporate Income Tax	Applies to every corporation's net income.
Luxury Tax	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: State of Arizona Office of the 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 for 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 2014. 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:

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

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-twelfth of one percent in 2010 and five-twelfth 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.

FIGURE 4-2
PERSONAL INCOME TAX (IN BILLIONS)

Year	General Fund Income Tax Revenue	Individual Income Tax Revenue*	Total Income	Average Effective Tax Rate
2009	\$2.43	\$2.08	\$216.0	0.96%
2010	\$2.20	\$1.88	\$220.9	0.85%
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%

*2014 Individual Income Tax is approximately 86.393% 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 State of Arizona Office of the Auditor General reported that in 2014, Corporate Income Tax averaged approximately 15.75 percent of Personal Income Taxes per year. HVS calculated 2014 Qualified Revenue from Corporate Income Tax by multiplying Qualified Revenue from Personal Income Tax by 15.75 percent.

Luxury Tax

The State of Arizona Office of the Auditor General reported that in 2014, taxes on alcohol, tobacco, and cigarette sales averaged approximately 1.53 percent 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 1.53 percent.

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 increase 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 2009 to 2014.

FIGURE 4-3
FISCAL IMPACTS FOR THE STATE OF ARIZONA GENERAL FUND

Year	Sales Tax & Use Tax	Personal Income Tax	Corporate Income Tax	Luxury Taxes	Total
2009	\$15,908,000	\$1,404,000	\$240,000	\$245,000	\$17,797,000
2010	\$13,722,000	\$964,000	\$165,000	\$211,000	\$15,062,000
2011	\$14,194,000	\$1,192,000	\$204,000	\$219,000	\$15,809,000
2012	\$12,500,000	\$1,094,000	\$187,000	\$193,000	\$13,974,000
2013	\$8,240,000	\$841,000	\$144,000	\$127,000	\$9,352,000
2014	\$13,671,000	\$1,311,000	\$206,000	\$209,000	\$15,397,000

Four tax sources generated \$15.4 million in 2014.

IMPLAN classifies direct, indirect, and induced spending into over 400 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 2014**

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
Total	\$61,493,000

*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 2014 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 Office of the 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	\$17,797,000
2010	15,062,000
2011	15,809,000
2012	13,974,000
2013	9,352,000
2014	15,397,000
Total Qualified Revenue	\$87,391,000
Construction Impacts	26,445,000
Sub-total	\$113,836,000
Less Fund Distributions 2009-2014	(61,493,000)
Total	\$52,343,000

HVS estimates that the State of Arizona General Fund has a net positive impact of approximately \$52.3 million from the PCC expansion. This total is made of



Qualified Revenue less convention center development fund distributions from 2009 to 2014 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 value or direction in value that favors the cause of the client, the amount of the value opinion, the attainment of a stipulated result, or the occurrence of a subsequent event directly related to the intended use of this appraisal;
6. Thomas A Hazinski designed the methodology of this study and reviewed all results. Alex Moon participated in the research and analysis.

Thomas A Hazinski
Managing Director

Alex Moon
Analyst

A. Appendix - Qualified Events 2009 - 2014

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

Event Name	Arrival Date	Start Date	End Date	Departure Date	Attendance	Room Nights
Annual Convention & Exhibition	11/11/2009	11/14/2009	11/17/2009	11/18/2009	700	1,005
School Equipment Show	11/13/2009	11/18/2009	11/20/2009	11/23/2009	2,500	2,542
Area Conference	11/30/2009	12/3/2009	12/5/2009	12/7/2009	1,700	2,003
Quarterly College Event	12/13/2009	12/14/2009	12/19/2009	12/20/2009	2,400	987
Leadership	1/3/2010	1/7/2010	1/8/2010	1/10/2010	984	1,602
P. F. Chang's Rock "N" Roll Marathon & 1/2 Marathon	1/11/2010	1/15/2010	1/16/2010	1/16/2010	18,690	17,260
Pre POA	1/16/2010	1/16/2010	1/22/2010	1/22/2010	550	2,017
International Meeting on Simulation in Healthcare	1/20/2010	1/23/2010	1/27/2010	1/27/2010	2,207	3,795
LifeScan/Animas National Sales Meeting	1/21/2010	1/24/2010	1/29/2010	1/29/2010	937	3,383
Electric Utilities Environmental Conference	1/29/2010	2/1/2010	2/3/2010	2/3/2010	2,251	2,251
National Sales Meeting	2/2/2010	2/4/2010	2/6/2010	2/7/2010	2,000	808
PACE- The Paint & Coatings Expo	2/4/2010	2/7/2010	2/12/2010	2/12/2010	2,500	3,213
Annual Conference on Education	2/7/2010	2/11/2010	2/13/2010	2/14/2010	4,020	6,448
West Coast Retail Solutions Expo	2/13/2010	2/16/2010	2/18/2010	2/19/2010	900	1,128
Tradeshaw	2/14/2010	2/18/2010	2/20/2010	2/24/2010	2,267	2,569
Sporting Goods Show	2/13/2010	2/18/2010	2/20/2010	2/21/2010	1,415	2,099
Educational Conference & Expo	2/18/2010	2/22/2010	2/24/2010	2/26/2010	639	1,378
PLC Summit	2/21/2010	2/23/2010	2/26/2010	2/26/2010	2,251	1,585
SME Annual Meeting & Exhibits	2/25/2010	2/27/2010	3/3/2010	3/4/2010	4,937	5,164
The Pulse On Tour	2/24/2010	2/27/2010	2/28/2010	3/1/2010	700	419
State Conference	2/28/2010	2/28/2010	3/2/2010	3/2/2010	2,000	489
Western Regional Dental Convention	3/1/2010	3/4/2010	3/6/2010	3/6/2010	4,524	695
Waste Management Symposium	3/5/2010	3/8/2010	3/11/2010	3/11/2010	3,724	3,724
Annual Meeting	3/8/2010	3/12/2010	3/14/2010	3/18/2010	2,073	4,583
Spring Training Expo	3/14/2010	3/17/2010	3/19/2010	3/21/2010	1,000	581
Annual Conference and Culinary Expo	3/14/2010	3/19/2010	3/19/2010	3/20/2010	1,500	1,336
Capella University Colloquium	3/17/2010	3/19/2010	3/20/2010	3/21/2010	1,395	938
Career Conference	3/17/2010	3/19/2010	3/20/2010	3/20/2010	1,334	97
WrestleMania Block	3/23/2010	3/25/2010	3/28/2010	3/30/2010	47,000	5,288
Annual Conference and Exhibition	4/8/2010	4/11/2010	4/15/2010	4/19/2010	1,400	3,698
SkillsUSA Championships	4/9/2010	4/12/2010	4/13/2010	4/14/2010	2,150	380
Annual Conference	4/12/2010	4/13/2010	4/18/2010	4/20/2010	1,250	2,600
Aviation Week MRO Conference & Exhibition	4/17/2010	4/19/2010	4/22/2010	4/24/2010	6,200	5,922
Juice Plus+® Leadership Conference	4/19/2010	4/22/2010	4/24/2010	4/25/2010	8,000	3,142
Annual Conference	4/22/2010	4/24/2010	4/28/2010	4/30/2010	1,867	2,007
NeighborWorks Training Institute	4/29/2010	5/3/2010	5/7/2010	5/7/2010	1,546	5,952
Annual Meeting	5/8/2010	5/11/2010	5/13/2010	5/15/2010	1,300	1,625
Annual Meeting & Expo	5/13/2010	5/14/2010	5/19/2010	5/20/2010	1,600	3,489
National Solar Energy Conference	5/16/2010	5/20/2010	5/22/2010	5/24/2010	2,100	2,024
DoDIIS Worldwide Conference	5/21/2010	5/23/2010	5/27/2010	5/28/2010	2,033	6,258
Annual Meeting	5/21/2010	5/25/2010	5/27/2010	5/28/2010	2,181	2,619
Phoenix Comicon	5/26/2010	5/27/2010	5/30/2010	5/31/2010	13,988	782
Annual Meeting and USA Open Volleyball Championship	5/22/2010	5/29/2010	6/5/2010	6/6/2010	5,733	7,570
Annual Meeting	5/31/2010	6/1/2010	6/5/2010	6/6/2010	400	707
Annual Conference	6/8/2010	6/12/2010	6/16/2010	6/18/2010	3,100	6,309
Collection Systems Conference	6/11/2010	6/14/2010	6/16/2010	6/16/2010	392	649
DEVASTATION	6/16/2010	6/18/2010	6/20/2010	6/20/2010	800	107
Annual National Conference	6/19/2010	6/23/2010	6/27/2010	6/27/2010	4,000	10,273
Volleyball Festival	6/20/2010	6/28/2010	7/3/2010	7/8/2010	15,000	17,176
FedFleet - Nat'l. Motor Vehicle & Aviation Exposition &	7/9/2010	7/10/2010	7/15/2010	7/15/2010	1,610	4,653
International Convention	7/16/2010	7/18/2010	7/24/2010	7/25/2010	3,050	4,757
National Convention	8/3/2010	8/4/2010	8/8/2010	8/8/2010	800	1,437
Gold Canyon Convention	8/2/2010	8/5/2010	8/7/2010	8/7/2010	725	943
Force Health Protection Conference	8/5/2010	8/8/2010	8/13/2010	8/13/2010	2,334	6,717
Fall Summit	9/15/2010	9/18/2010	9/21/2010	9/23/2010	1,592	3,448
Gas Machinery Conference	10/2/2010	10/4/2010	10/6/2010	10/7/2010	700	2,464
Magnet Conference	10/10/2010	10/13/2010	10/15/2010	10/16/2010	6,402	12,204
Annual Management Conference & Exhibition	10/13/2010	10/14/2010	10/19/2010	10/20/2010	2,300	4,453
T & L Conference	10/16/2010	10/19/2010	10/22/2010	10/23/2010	1,472	2,398
National Convention & Electric EXPO	10/23/2010	10/26/2010	10/29/2010	10/30/2010	1,300	1,370
Annual National Conference	10/25/2010	10/28/2010	10/30/2010	10/31/2010	1,800	2,638
Annual Meeting	10/28/2010	11/1/2010	11/4/2010	11/6/2010	3,842	7,841
Annual Convention and Trade Show	11/3/2010	11/7/2010	11/9/2010	11/10/2010	4,215	4,895
ACAAI Annual Meeting	11/9/2010	11/11/2010	11/17/2010	11/18/2010	4,000	5,687
School Equipment Show	11/13/2010	11/17/2010	11/19/2010	11/20/2010	1,200	1,627

Event Name	Arrival Date	Start Date	End Date	Departure Date	Attendance	Room Nights
Irrigation Show	11/30/2010	12/5/2010	12/7/2010	12/10/2010	4,795	3,630
National Judges Cup	1/5/2011	1/8/2011	1/9/2011	1/10/2011	1,000	640
P. F. Chang's Rock "N" Roll Marathon & 1/2 Marathon	1/12/2011	1/14/2011	1/15/2011	1/17/2011	18,960	17,260
Annual Meeting	1/20/2011	1/22/2011	1/24/2011	1/26/2011	800	1,456
Special Event	1/22/2011	1/26/2011	1/29/2011	1/29/2011	9,000	3,513
Electric Utilities Environmental Conference	1/28/2011	1/31/2011	2/2/2011	2/2/2011	3,000	1,829
Sporting Goods Show	1/29/2011	2/3/2011	2/5/2011	2/6/2011	1,367	2,097
National Biodiesel Board Conference	2/3/2011	2/5/2011	2/9/2011	2/10/2011	1,040	2,033
CCG National Sales Meeting	2/5/2011	2/9/2011	2/11/2011	2/13/2011	1,400	3,447
Annual Convention & Traffic Exposition	2/11/2011	2/15/2011	2/17/2011	2/19/2011	2,700	3,523
Annual Dialysis Conference	2/17/2011	2/19/2011	2/22/2011	2/23/2011	1,600	3,835
PLC Summit	2/20/2011	2/22/2011	2/25/2011	2/26/2011	2,379	2,219
American Policy Summit	2/24/2011	2/25/2011	2/27/2011	2/27/2011	2,634	698
Waste Management Symposium	2/25/2011	2/27/2011	3/3/2011	3/3/2011	2,400	4,270
Western Regional Dental Convention	2/28/2011	3/3/2011	3/5/2011	3/6/2011	4,519	759
BAI Payments Connect Conference & Expo	3/3/2011	3/7/2011	3/9/2011	3/12/2011	1,000	1,323
State Conference	3/6/2011	3/8/2011	3/10/2011	3/10/2011	2,140	368
IEEE PES Power Systems Conference & Exhibition (PSCE)	3/17/2011	3/20/2011	3/23/2011	3/26/2011	1,000	1,136
MVD Annual Meeting	3/18/2011	3/21/2011	3/23/2011	3/26/2011	766	1,697
National Conference on Highway Safety Priorities	3/24/2011	3/27/2011	3/30/2011	3/30/2011	1,747	3,646
Partnerships with Clinical Trials	3/27/2011	3/30/2011	4/1/2011	4/3/2011	1,426	2,657
2011 Annual Convention	3/31/2011	4/4/2011	4/6/2011	4/7/2011	5,000	4,146
CleanMed	4/4/2011	4/4/2011	4/8/2011	4/8/2011	700	919
Annual International Convention & Tradeshow	4/9/2011	4/13/2011	4/15/2011	4/17/2011	1,364	1,557
Annual ATD Convention	4/10/2011	4/15/2011	4/18/2011	4/20/2011	954	1,733
SkillsUSA Championships	4/18/2011	4/19/2011	4/20/2011	4/20/2011	2,100	470
National Institute on Legal Issues of Educating Individuals	4/27/2011	5/1/2011	5/4/2011	5/6/2011	1,841	4,495
Spring Meeting	5/15/2011	5/19/2011	5/19/2011	5/21/2011	2,948	2,648
Phoenix Comicon	5/25/2011	5/26/2011	5/29/2011	5/30/2011	3,500	1,416
Merck Sharp & Dohme Corp - MK3723 HCVB Launch	6/4/2011	6/8/2011	6/9/2011	6/12/2011	536	1,533
Annual Meeting	6/7/2011	6/12/2011	6/16/2011	6/17/2011	11,000	10,869
Volleyball Festival	6/14/2011	6/23/2011	6/27/2011	7/1/2011	18,434	15,839
ALLSTAR GAME	7/5/2011	7/4/2011	7/13/2011	7/13/2011	46,700	8,897
ALL-STAR GAME / FANFEST EXHIBITOR ROOM BLOCK	6/24/2011	7/8/2011	7/12/2011	7/16/2011	200	937
Annual Grand Lodge Convention	7/14/2011	7/16/2011	7/20/2011	7/22/2011	6,800	18,343
Annual International Convention & Tradeshow	7/21/2011	7/25/2011	7/29/2011	7/30/2011	2,000	3,724
General Council	7/30/2011	8/1/2011	8/5/2011	8/6/2011	21,000	14,541
Gold Canyon Convention	8/9/2011	8/11/2011	8/13/2011	8/13/2011	950	1,014
Annual Conference	9/7/2011	9/10/2011	9/13/2011	9/15/2011	1,388	2,202
Annual Convention	9/7/2011	9/12/2011	9/13/2011	9/16/2011	1,085	2,034
IEEE-ECCE Conference	9/16/2011	9/19/2011	9/21/2011	9/22/2011	1,112	2,179
International Conference on Assessment Administration	9/14/2011	9/19/2011	9/19/2011	9/24/2011	1,032	3,018
HEC Institutes	9/25/2011	9/27/2011	9/30/2011	9/30/2011	305	85
Design Conference	10/8/2011	10/13/2011	10/15/2011	10/17/2011	1,492	2,359
SW POLICE & FIRE EXPO	10/13/2011	10/13/2011	10/15/2011	10/15/2011	1,000	53
Annual Meeting	10/12/2011	10/16/2011	10/19/2011	10/20/2011	2,783	5,974
World Workplace	10/22/2011	10/26/2011	10/28/2011	10/29/2011	4,302	5,687
Annual National Convention	10/28/2011	10/29/2011	11/7/2011	11/7/2011	1,205	3,721
Sales Force Conference	10/30/2011	11/3/2011	11/4/2011	11/5/2011	868	1,962
Annual Convention & Exhibition	11/2/2011	11/4/2011	11/7/2011	11/9/2011	800	1,364
Congress of Cities	11/5/2011	11/9/2011	11/12/2011	11/13/2011	3,662	6,443
Water Quality Technology Conference	11/13/2011	11/13/2011	11/16/2011	11/16/2011	1,087	1,683
Annual Meeting & Exhibition	11/11/2011	11/16/2011	11/18/2011	11/21/2011	1,908	2,476
Global Health Conference	1/6/2012	1/10/2012	1/10/2012	1/13/2012	1,300	1,914
P. F. Chang's Rock "N" Roll Marathon & 1/2 Marathon	1/11/2012	1/13/2012	1/14/2012	1/16/2012	19,500	17,260
Winter Training Institute	1/10/2012	1/13/2012	1/15/2012	1/17/2012	1,000	1,510
Annual Winter Conference	1/16/2012	1/20/2012	1/25/2012	1/26/2012	2,500	4,381
National Convention	1/17/2012	1/21/2012	1/25/2012	1/25/2012	2,228	2,005
Electric Utilities Environmental Conference	1/27/2012	1/29/2012	2/1/2012	2/1/2012	2,200	2,339
Culver's Annual Franchisee Meeting	2/3/2012	2/4/2012	2/7/2012	2/10/2012	974	1,871
West Coast Retail Solutions Expo	2/3/2012	2/6/2012	2/8/2012	2/9/2012	1,013	1,037
Winter Conference & Tradeshow	2/8/2012	2/8/2012	2/12/2012	2/12/2012	800	1,013
Sporting Goods Show	2/11/2012	2/16/2012	2/19/2012	2/20/2012	1,570	2,195
Nissan-Infiniti National Dealer Meeting	2/12/2012	2/16/2012	2/18/2012	2/19/2012	400	729
Classic Rock Invitational	2/16/2012	2/17/2012	2/19/2012	2/20/2012	2,040	265

Event Name	Arrival Date	Start Date	End Date	Departure Date	Attendance	Room Nights
PLC Summit	2/19/2012	2/21/2012	2/24/2012	2/25/2012	2,241	1,691
Annual Convention	2/17/2012	2/22/2012	2/24/2012	2/25/2012	715	1,324
Waste Management Symposium	2/24/2012	2/27/2012	3/1/2012	3/1/2012	2,223	4,012
Annual Meeting	2/27/2012	2/29/2012	3/3/2012	3/5/2012	3,377	4,154
International Conference & Exhibition on PDC	2/29/2012	3/4/2012	3/7/2012	3/10/2012	3,400	2,734
State Conference	3/4/2012	3/5/2012	3/6/2012	3/6/2012	1,955	668
National Career Services & Annual Meeting	3/6/2012	3/7/2012	3/14/2012	3/14/2012	4,809	10,365
Meeting Management Committee	3/7/2012	3/7/2012	3/11/2012	3/11/2012	50	44
National Conference	3/9/2012	3/14/2012	3/17/2012	3/18/2012	2,000	1,831
SNAXPO-Annual Exhibit & Conference	3/14/2012	3/16/2012	3/19/2012	3/21/2012	1,437	1,744
MICROSOFT PROJECT CONFERENCE (PC)	3/16/2012	3/19/2012	3/22/2012	3/23/2012	1,500	1,865
GLOBAL MARKETING MEETING	3/18/2012	3/25/2012	3/30/2012	3/31/2012	740	2,667
SkillsUSA Championships	3/26/2012	3/27/2012	3/28/2012	3/28/2012	2,200	344
Western Regional Dental Convention	3/26/2012	3/29/2012	3/31/2012	3/31/2012	4,519	697
Cactus Slam	4/5/2012	4/5/2012	4/8/2012	4/8/2012	2,000	547
Juice Plus+® Leadership Conference	4/8/2012	4/12/2012	4/14/2012	4/16/2012	4,200	3,149
Annual Conference & Exposition	4/19/2012	4/23/2012	4/26/2012	4/27/2012	1,304	2,629
Annual Conference & Exposition	4/26/2012	4/29/2012	5/2/2012	5/2/2012	1,800	2,878
Annual Course	5/16/2012	5/18/2012	5/23/2012	5/24/2012	1,997	3,900
Phoenix Comicon	5/24/2012	5/24/2012	5/27/2012	5/28/2012	3,500	2,270
Annual General Convention	5/23/2012	5/28/2012	5/31/2012	6/3/2012	3,700	5,717
Annual Conference & Expo	6/6/2012	6/10/2012	6/13/2012	6/14/2012	2,422	3,882
National Convention	6/7/2012	6/13/2012	6/15/2012	6/17/2012	1,660	3,802
Annual Session	6/12/2012	6/14/2012	6/19/2012	6/20/2012	1,830	2,618
Annual General Assembly	6/16/2012	6/20/2012	6/24/2012	6/25/2012	3,700	6,976
Volleyball Festival	6/17/2012	6/25/2012	7/1/2012	7/5/2012	15,750	14,072
American Dairy Science Association & American Society of	7/13/2012	7/15/2012	7/19/2012	7/20/2012	3,500	5,536
Annual Conference	7/16/2012	7/23/2012	7/28/2012	7/28/2012	1,200	3,883
Annual Meeting	7/25/2012	7/29/2012	8/2/2012	8/3/2012	2,648	5,947
Gold Canyon Convention	7/30/2012	8/2/2012	8/4/2012	8/6/2012	1,000	1,078
Celebration Convention	8/6/2012	8/10/2012	8/12/2012	8/13/2012	5,000	2,567
Summer Super Rally	8/10/2012	8/16/2012	8/18/2012	8/19/2012	3,500	6,230
Annual Conference	9/7/2012	9/8/2012	9/13/2012	9/13/2012	1,850	4,027
CONSTRUCT AMERICA	9/8/2012	9/11/2012	9/14/2012	9/17/2012	2,529	2,505
Annual Meeting	9/13/2012	9/16/2012	9/19/2012	9/21/2012	1,500	2,519
AOC Symposium and Expo	9/18/2012	9/24/2012	9/26/2012	9/28/2012	1,300	1,532
Annual Meeting	9/25/2012	9/28/2012	10/1/2012	10/2/2012	4,270	4,533
Annual Meeting	9/28/2012	10/2/2012	10/4/2012	10/4/2012	453	899
Annual Conference	10/4/2012	10/6/2012	10/10/2012	10/11/2012	3,000	7,709
Annual Meeting	10/9/2012	10/12/2012	10/15/2012	10/17/2012	1,858	3,380
Annual Meeting	10/11/2012	10/14/2012	10/17/2012	10/19/2012	4,500	5,622
Fall Career Fair	10/15/2012	10/19/2012	10/20/2012	10/21/2012	600	463
Annual Convention	10/20/2012	10/23/2012	10/27/2012	10/28/2012	5,400	5,781
Healthcare Design Conference	11/1/2012	11/3/2012	11/6/2012	11/7/2012	3,786	4,709
Annual ISTFA Conference	11/9/2012	11/11/2012	11/15/2012	11/17/2012	750	847
Connections	11/13/2012	11/16/2012	11/18/2012	11/18/2012	742	1,331
NN Speaker Training	11/28/2012	11/30/2012	12/2/2012	12/3/2012	496	1,393
Area Conference	12/3/2012	12/6/2012	12/8/2012	12/9/2012	2,100	2,095
LIN National Meeting	12/5/2012	12/10/2012	12/14/2012	12/15/2012	2,137	6,844
IH Oncology Business Unit National Meeting	1/10/2013	1/14/2013	1/17/2013	1/19/2013	1,128	4,044
P. F. Chang's Rock "N" Roll Marathon & 1/2 Marathon	1/16/2013	1/18/2013	1/19/2013	1/21/2013	17,500	729
Winter Buying Event	1/17/2013	1/21/2013	1/23/2013	1/23/2013	1,600	1,792
Electric Utilities Environmental Conference	1/25/2013	1/28/2013	1/30/2013	1/30/2013	2,150	1,619
Flex Conference	1/26/2013	1/29/2013	2/1/2013	2/2/2013	565	734
National Distributor Conference	2/2/2013	2/6/2013	2/7/2013	2/9/2013	1,650	3,445
Clinical Nutrition Week	2/6/2013	2/10/2013	2/13/2013	2/14/2013	2,011	4,744
Sporting Goods Show	2/9/2013	2/14/2013	2/16/2013	2/17/2013	1,704	2,162
PLC Summit	2/17/2013	2/19/2013	2/22/2013	2/23/2013	2,150	1,736
Waste Management Symposium	2/22/2013	2/25/2013	2/28/2013	2/28/2013	3,000	4,237
State Conference	3/3/2013	3/4/2013	3/5/2013	3/5/2013	2,000	636
Dealer Sales Meeting	2/28/2013	3/4/2013	3/7/2013	3/7/2013	1,200	2,845
Western Regional Dental Convention	3/4/2013	3/7/2013	3/9/2013	3/11/2013	4,328	698
BAI Payments Connect Conference & Expo	3/7/2013	3/10/2013	3/13/2013	3/14/2013	1,200	1,396
AAHA Yearly Conference	3/11/2013	3/14/2013	3/17/2013	3/18/2013	3,691	4,462
Unipro Purchasing Conference	3/14/2013	3/17/2013	3/20/2013	3/21/2013	1,748	2,959

Event Name	Arrival Date	Start Date	End Date	Departure Date	Attendance	Room Nights
Annual Clinical Genetics Meeting	3/16/2013	3/20/2013	3/23/2013	3/25/2013	2,334	4,176
2013 Annual Convention	3/21/2013	3/25/2013	3/27/2013	3/28/2013	6,000	5,061
SkillsUSA Championships	3/25/2013	3/26/2013	3/27/2013	3/28/2013	2,300	445
Distributor Conference	4/20/2013	4/23/2013	4/23/2013	4/25/2013	0	1,233
Annual Convention	4/25/2013	4/27/2013	5/1/2013	5/3/2013	2,705	3,332
Standards and Assessment Institute	4/29/2013	4/30/2013	5/2/2013	5/2/2013	1,075	1,048
Annual Scientific & Clinical Congress	4/28/2013	5/2/2013	5/4/2013	5/6/2013	2,630	4,659
INTEL International Science and Engineering Fair (ISEF)	5/6/2013	5/12/2013	5/17/2013	5/18/2013	5,254	12,178
Annual Forum and Technology Display	5/18/2013	5/21/2013	5/23/2013	5/24/2013	1,000	1,380
Phoenix Comicon	5/20/2013	5/23/2013	5/26/2013	5/27/2013	3,600	3,679
Walden University Meeting	5/27/2013	5/27/2013	6/3/2013	6/3/2013	700	1,339
National Baptist Congress	6/7/2013	6/11/2013	6/14/2013	6/16/2013	4,500	1,845
Volleyball Festival	6/15/2013	6/24/2013	6/28/2013	7/3/2013	13,500	10,254
Mennonite Churchwide Convention (Biennial)	6/28/2013	7/1/2013	7/5/2013	7/6/2013	4,800	8,729
Annual Convention	7/17/2013	7/18/2013	7/20/2013	7/20/2013	500	1,096
Baha'i Youth Conference	7/18/2013	7/19/2013	7/22/2013	7/22/2013	800	525
Gold Canyon Convention	7/29/2013	8/1/2013	8/2/2013	8/4/2013	900	866
Annual Imperial Session	8/12/2013	8/16/2013	8/23/2013	8/23/2013	3,500	10,525
NIDA-FDA Path Training	9/2/2013	9/4/2013	9/15/2013	9/17/2013	500	6,566
Green Fleet Conference	9/29/2013	10/1/2013	10/2/2013	10/4/2013	655	720
Annual Convention	10/3/2013	10/6/2013	10/9/2013	10/12/2013	3,473	7,333
2013 Fall Convention	10/17/2013	10/19/2013	10/22/2013	10/27/2013	1,850	2,742
Annual Convention and Exposition	10/19/2013	10/22/2013	10/25/2013	10/28/2013	2,958	4,564
Leadership Conference	10/27/2013	10/29/2013	10/30/2013	10/30/2013	700	271
Annual Convention & Exposition	11/2/2013	11/7/2013	11/9/2013	11/10/2013	951	1,609
Annual Meeting	11/9/2013	11/14/2013	11/17/2013	11/17/2013	3,022	4,798
Merck Animal Health National Sales Meeting	1/2/2014	1/6/2014	1/9/2014	1/9/2014	1,000	1,486
Imaging USA - Annual Conv & Expo	1/9/2014	1/12/2014	1/14/2014	1/15/2014	8,100	4,329
P. F. Chang's Rock "N" Roll Marathon & 1/2 Marathon	1/15/2014	1/17/2014	1/18/2014	1/21/2014	19,500	1,640
Winter Global Convention	1/16/2014	1/19/2014	1/24/2014	1/27/2014	2,600	5,362
National Sales Conference	1/24/2014	1/27/2014	2/1/2014	2/1/2014	2,100	4,142
Cattle Industry Annual Convention & Trade Show	1/25/2014	1/29/2014	2/1/2014	2/3/2014	6,000	8,675
Electric Utilities Environmental Conference	1/31/2014	2/3/2014	2/5/2014	2/6/2014	1,630	1,615
Flex Conference	1/31/2014	2/4/2014	2/6/2014	2/8/2014	618	669
AQS Quilt Show & Contest	2/2/2014	2/5/2014	2/8/2014	2/9/2014	12,245	924
NDNQi Annual Conference	2/2/2014	2/5/2014	2/7/2014	2/9/2014	1,100	1,624
Sales Meeting	2/6/2014	2/6/2014	2/8/2014	2/8/2014	194	205
Sporting Goods Show	2/1/2014	2/6/2014	2/8/2014	2/10/2014	1,667	2,334
National Convention	2/11/2014	2/15/2014	2/19/2014	2/20/2014	8,000	13,473
PLC Summit	2/23/2014	2/25/2014	2/28/2014	3/1/2014	1,700	1,750
Waste Management Symposium	2/26/2014	3/3/2014	3/6/2014	3/7/2014	3,500	3,753
AAPM Annual Conference	3/3/2014	3/6/2014	3/9/2014	3/11/2014	1,325	1,498
ENA Leadership Conference	3/2/2014	3/7/2014	3/9/2014	3/10/2014	2,000	2,743
Annual Cancer Symposium	3/10/2014	3/10/2014	3/15/2014	3/17/2014	1,700	2,300
International Leadership Retreat	3/10/2014	3/10/2014	3/14/2014	3/15/2014	2,500	591
The Travel Goods Show	3/8/2014	3/11/2014	3/13/2014	3/16/2014	3,500	2,624
CGA Excavation Safety Conference & Expo	3/8/2014	3/11/2014	3/13/2014	3/16/2014	1,100	1,904
Annual Meeting	3/20/2014	3/23/2014	3/27/2014	3/28/2014	6,527	14,403
Annual Conference	3/30/2014	4/1/2014	4/6/2014	4/6/2014	1,800	1,910
HMORN Conference	3/28/2014	4/1/2014	4/2/2014	4/4/2014	500	1,017
Western Regional Dental Convention	3/31/2014	4/3/2014	4/5/2014	4/7/2014	3,209	808
MRO Americas	4/5/2014	4/5/2014	4/11/2014	4/13/2014	10,000	9,666
Juice Plus+® Leadership Conference	4/6/2014	4/10/2014	4/12/2014	4/14/2014	4,300	2,939
InfusionCon	4/21/2014	4/23/2014	4/26/2014	4/27/2014	2,751	2,548
Annual Franchise Conference	4/27/2014	4/28/2014	5/1/2014	5/2/2014	2,016	3,248
Annual Convention & Industrial Exhibition	5/1/2014	5/5/2014	5/7/2014	5/10/2014	900	2,709
Annual Conference	5/3/2014	5/6/2014	5/9/2014	5/10/2014	1,330	2,050
Joint Armaments Conference, Exhibition & Firing	5/10/2014	5/13/2014	5/15/2014	5/16/2014	390	471
TechComm Summit	5/14/2014	5/14/2014	5/16/2014	5/21/2014	616	1,789
Annual Meeting	5/16/2014	5/20/2014	5/22/2014	5/23/2014	2,285	3,553
Annual Meeting and USA Open Volleyball Championship	5/17/2014	5/23/2014	5/28/2014	6/1/2014	6,300	7,324
Phoenix Comicon	6/3/2014	6/5/2014	6/8/2014	6/9/2014	3,800	4,459
Annual Convention & Expo	6/5/2014	6/8/2014	6/12/2014	6/13/2014	1,969	2,662
Pre POA	6/7/2014	6/10/2014	6/11/2014	6/13/2014	916	2,321
Annual National Convention & Symposium	6/9/2014	6/13/2014	6/15/2014	6/17/2014	1,500	1,686

Event Name	Arrival Date	Start Date	End Date	Departure Date	Attendance	Room Nights
Resolved	6/20/2014	6/20/2014	6/23/2014	6/23/2014	2,000	431
Volleyball Festival	6/19/2014	6/26/2014	7/2/2014	7/2/2014	10,500	8,928
Cheer Camp Southwest	7/5/2014	7/9/2014	7/14/2014	7/14/2014	350	459
Annual Conference and Exposition	7/11/2014	7/16/2014	7/18/2014	7/21/2014	1,574	2,398
Gold Canyon Convention	8/4/2014	8/7/2014	8/9/2014	8/10/2014	2,000	878
Annual National Convention	8/6/2014	8/10/2014	8/13/2014	8/13/2014	1,200	2,916
Annual Conference	9/8/2014	9/10/2014	9/12/2014	9/13/2014	1,250	1,806
Education Summit	9/14/2014	9/17/2014	9/20/2014	9/21/2014	1,500	3,213
HP Leadership Summit	9/25/2014	9/29/2014	10/3/2014	10/3/2014	2,500	6,450
Grace Hopper Celebration	10/4/2014	10/8/2014	10/10/2014	10/13/2014	8,150	13,041
North America Sales & Service National Meeting	10/10/2014	10/12/2014	10/16/2014	10/16/2014	700	2,267
NAHC Annual Meeting and Exposition	10/15/2014	10/19/2014	10/22/2014	10/24/2014	2,542	4,117
Global Congress - North America	10/19/2014	10/26/2014	10/30/2014	10/30/2014	3,986	5,898
Annual Convention	11/4/2014	11/7/2014	11/9/2014	11/11/2014	3,444	1,474
National Specialty Sales Meeting	11/7/2014	11/11/2014	11/13/2014	11/13/2014	1,053	1,813
Annual Convention & Exhibition	11/12/2014	11/15/2014	11/17/2014	11/19/2014	813	1,154
Irrigation Show	11/15/2014	11/17/2014	11/21/2014	11/22/2014	4,100	4,154
International Training Event	12/4/2014	12/4/2014	12/5/2014	12/8/2014	14,000	4,645
Aftermarket Expo	12/1/2014	12/7/2014	12/16/2014	12/18/2014	5,000	10,269
Annual Convention	12/30/2014	12/31/2014	1/4/2015	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	

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 PRACTIC	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 Report Calculations

This appendix explains how HVS converted the spending data from DMAI’s ExPact 2004 report to the spending parameters in Section 3 of the report. A copy of the ExPact 2004 report is available on request. DMAI reported survey results by type of expenditure and spending per delegate or exhibitor per event. HVS translated these results to daily spending, adjusted them for the cost of travel in Phoenix, and for inflation.

In order 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 2014, as provided by the PCC. The following categories of ExPact 2004 data have been excluded from our spending parameters.

**FIGURE C-1
EXCLUDED 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. Using the CTI data, HVS created an index, where the national average equals 100. See the figure below for the CTI multipliers.

FIGURE C-2
CTI ADJUSTMENT FOR PHOENIX

Category	CTI Index
Hotel	0.8803
Car	1.0213
Food & Beverage	1.0907
Other Categories	0.9649

Source: CTI

Finally, HVS adjusted the data for inflation for each of the five 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-3
INFLATION ADJUSTMENT

Year	Index
2009	1.1341
2010	1.1522
2011	1.1891
2012	1.2141
2013	1.2287
2014	1.2532

Source: Bureau of Labor Statistics

The tables below show the calculation for spending parameters. To calculate spending parameters of 2012, we multiplied the inflation adjusted spending by the ratio of the index in 2012 to the index in 2013. We repeated that calculation to get inflation adjusted spending for each year. See the tables below for attendee, exhibitor, and organizer spending parameters.



OVERNIGHT DELEGATE SPENDING PARAMETERS

Expenditure Category in ExPact Survey	ExPact Page Reference	ExPact Reported Spending per Event	Spending Per Delegate Day**	CTI Adjusted Spending***	Categories used in HVS Report
Lodging Expenditures for Personal Travel Party					
Cost of room/timeshare (including taxes and surcharges)		Used Smith Travel Research Data			Hotel Room Rental
Meals purchased in hotel-based restaurants and room service	p. 73	\$93.92			
Other room-related expenses (phone calls, Internet, etc.)	p. 73	31.84			
Hotel parking/garage/valet fees (include tips)	p. 73	14.95			
Sub-total		140.71	\$39.53	\$34.79	Other Hotel Spending
Personal Travel Party Dining Expenditures (restaurants, bars, lounges, etc.)					
Cost of meals, beverages, and tips*	p. 73	160.94			
Parking/garage/valet fees (include tips)	p. 73	11.32			
Sub-total		172.26	48.39	52.78	Restaurants
Local Transportation Expenditures for Personal Travel Party					
Local auto rental expenditures (include taxes, insurance, etc.)	p. 73	23.70	6.66	6.80	Auto Rental and Leasing
Fuel (i.e., gasoline, diesel fuel) purchased within Event City	p. 73	5.51	1.55	1.49	Retail - Gas Stations
Public transportation fare within Event City (bus, subway/light rail, etc.)	p. 73	4.86	1.37	1.32	Public Transit
Private transportation fare within Event City (taxis, limos, tips)	p. 73	25.10	7.05	6.80	Transportation
Movie Expenditures for Personal Travel Party					
Tickets and admission fees	p. 73	2.40			
Cost of snacks and beverages*	p. 73	1.01			
Parking/garage/valet fees (include tips)	p. 73	0.30			
Sub-total		3.71	1.04	1.01	Film Entertainment
Performing Arts Expenditures for Personal Travel Party					
Tickets and admission fees	p. 74	6.13			
Cost of meals, snacks, beverages, and tips.	p. 74	2.00			
Souvenirs, gifts, programs	p. 74	2.77			
Parking/garage/valet fees (include tips)	p. 74	0.28			
Sub-total		11.18	3.14	3.03	Performing Arts Companies
Professional Sports Expenditures for Personal Travel Party					
Tickets and admission fees	p. 74	3.07			
Cost of meals, snacks, beverages, and tips.*	p. 74	1.51			
Souvenirs, gifts, cameras, film, maps, programs	p. 74	1.29			
Parking/garage/valet fees (include tips)	p. 74	0.13			
Sub-total		6.00	1.69	1.63	Spectator Sports Companies
Golf and Skiing Expenditures for Personal Travel Party					
Greens fees, cart rentals, ski/snowboard/tube rental, lift tickets, etc.	p. 74	3.49			
Cost of meals, snacks, beverages, and tips*	p. 74	0.85			
Souvenirs, gifts, cameras, film, supplies etc.	p. 74	0.69			
Parking/garage/valet fees (include tips)	p. 74	0.05			
Gaming Expenditures					
Tickets and admission fees	p. 74	0.60			
Cost of meals, snacks, beverages, and tips.	p. 74	1.40			
Souvenirs, gifts, programs	p. 74	1.49			
Legal bets placed	p. 74	50.80			
Parking/garage/valet fees (include tips)	p. 74	0.43			
Sub-total		59.80	16.80	16.21	Golf, Skiing and Gaming
Tours, Museums, Cultural Activities, and Theme Parks					
Tickets and admission fees	p. 74	11.28			
Cost of meals, snacks, beverages, and tips*	p. 74	5.33			
Souvenirs, gifts, cameras, film, maps, programs	p. 74	11.22			
Parking/garage/valet fees (include tips)	p. 74	0.56			
Sub-total		28.39	7.97	7.69	Cultural Recreation
Other Amusement, Recreation, and Local Attraction Expenditures					
Tickets and admission fees	p. 74	3.13			
Cost of meals, snacks, beverages, and tips.*	p. 74	4.16			
Souvenirs, gifts, cameras, film, maps, programs	p. 74	5.53			
Parking/garage/valet fees (include tips)	p. 74	0.49			
Sub-total		13.31	3.74	3.61	Sightseeing
Shopping Expenditures					
Retail goods purchased	p. 75	80.81			
Parking/garage/valet fees (include tips)	p. 75	1.56			
Sub-total		82.37	23.14	22.33	General Retail

*Excludes meal expenditures in other categories.

**Daily spending calculated by dividing ExPact reported expenditure by average length of stay (3.56) as reported in ExPact survey.

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



DELEGATE DAY TRIP SPENDING PARAMETERS

Expenditure Category in Expat Survey	ExPact Page Reference	ExPact Reported Spending per Event	Spending Per Delegate Day**	CTI Adjusted Spending***	Categories used in HVS Report
Personal Travel Party Dining Expenditures (restaurants, bars, lounges, etc.)					
Cost of meals, beverages, and tips*	p. 73	\$160.94			
Parking/garage/valet fees (include tips)	p. 73	11.32			
Sub-total		172.26	\$48.39	\$52.78	Restaurants
Local Transportation Expenditures for Personal Travel Party					
Local auto rental expenditures (include taxes, insurance, etc.)	p. 73	23.07	6.66	6.80	Auto Rental and Leasing
Fuel (i.e., gasoline, diesel fuel) purchased within Event City	p. 73	5.51	1.55	1.49	Retail - Gas Stations
Public transportation fare within Event City (bus, subway/light rail, etc.)	p. 73	4.86	1.37	1.32	Public Transit
Private transportation fare within Event City (taxis, limos, tips)	p. 73	25.10	7.05	6.80	Transportation
Movie Expenditures for Personal Travel Party					
Tickets and admission fees	p. 73	2.40			
Cost of snacks and beverages	p. 73	1.01			
Parking/garage/valet fees (include tips)	p. 73	0.30			
Sub-total		3.71	1.04	1.01	Film Entertainment
Performing Arts Expenditures for Personal Travel Party (concerts, symphonies, ballets, plays, etc.)					
Tickets and admission fees	p. 74	6.13			
Cost of meals, snacks, beverages, and tips*	p. 74	2.00			
Souvenirs, gifts, programs	p. 74	2.77			
Parking/garage/valet fees (include tips)	p. 74	0.28			
Sub-total		11.18	3.14	3.03	Performing Arts Companies
Professional Sports Expenditures for Personal Travel Party					
Tickets and admission fees	p. 74	3.07			
Cost of meals, snacks, beverages, and tips*	p. 74	1.51			
Souvenirs, gifts, cameras, film, maps, programs	p. 74	1.29			
Parking/garage/valet fees (include tips)	p. 74	0.13			
Sub-total		6.00	1.69	1.63	Spectator Sports Companies
Golf and Skiing Expenditures for Personal Travel Party					
Greens fees, cart rentals, ski/snowboard/tube rental, lift tickets, etc.	p. 74	3.49			
Cost of meals, snacks, beverages, and tips*	p. 74	0.85			
Souvenirs, gifts, cameras, film, maps, programs, golf supplies, skiing supplies	p. 74	0.69			
Parking/garage/valet fees (include tips)	p. 74	0.05			
Gaming Expenditures					
Tickets and admission fees	p. 74	1.40			
Cost of meals, snacks, beverages, and tips*	p. 74	1.49			
Souvenirs, gifts, programs	p. 74	50.80			
Legal bets placed	p. 74	0.43			
Parking/garage/valet fees (include tips)	p. 74	0.60			
Sub-total		54.72	16.80	16.21	Golf, Skiing and Gaming
Tours, Museums, Cultural Activities, and Theme Parks for Personal Travel Party					
Tickets and admission fees	p. 74	11.28	3.17		
Cost of meals, snacks, beverages, and tips*	p. 74	5.33	1.50		
Souvenirs, gifts, cameras, film, maps, programs	p. 74	11.22	3.15		
Parking/garage/valet fees (include tips)	p. 74	0.56	0.16		
Sub-total		28.39	7.97	7.69	Cultural Recreation
Other Amusement, Recreation, and Local Attraction Expenditures for Personal Travel Party					
Tickets and admission fees	p. 74	3.13	0.88		
Cost of meals, snacks, beverages, and tips	p. 74	4.16	1.17		
Souvenirs, gifts, cameras, film, maps, programs	p. 74	5.53	1.55		
Parking/garage/valet fees (include tips)	p. 74	0.49	0.14		
Sub-total		13.31	3.74	3.61	Sightseeing
Shopping Expenditures for Personal Travel Party					
Retail goods purchased.	p. 75	80.81	22.70		
Parking/garage/valet fees (include tips)	p. 75	1.56	0.44		
Sub-total		82.37	23.14	22.33	General Retail

*Excludes meal expenditures in other categories.

**Daily spending calculated by dividing ExPact reported expenditure by average length of stay (3.56) as reported in ExPact survey.

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



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 (taxi, 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 (taxi, 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
2014 U.S. Animal Health National Sales Meeting					
	13700	Audio Visual Totals	1/6/2014	1/9/2014	7,525.00
	13700	F&B Totals	1/6/2014	1/9/2014	225,141.01
	13700	Electrical Totals	1/6/2014	1/9/2014	7,928.50
	13700	Event Security Totals	1/6/2014	1/9/2014	1,263.50
	13700	Equipment	1/6/2014	1/9/2014	250.00
	13700	Telecommunications Total Sales	1/6/2014	1/9/2014	32,805.00
	13700	Room Rental	1/6/2014	1/9/2014	.00
Imaging USA Convention & EXPO					
	6021	Audio Visual Totals	1/12/2014	1/14/2014	22,994.75
	6021	F&B Totals	1/12/2014	1/14/2014	262,128.69
	6021	Electrical Totals	1/12/2014	1/14/2014	78,353.04
	6021	Event Security Totals	1/12/2014	1/14/2014	10,281.05
	6021	Life Safety Review	1/12/2014	1/14/2014	405.00
	6021	Event Services Labor	1/12/2014	1/14/2014	1,855.00
	6021	Parking	1/12/2014	1/14/2014	96.00
	6021	Production Supervisor/Usher/Security	1/12/2014	1/14/2014	10,586.99
	6021	Equipment	1/12/2014	1/14/2014	995.00
	6021	Telecommunications Total Sales	1/12/2014	1/14/2014	78,861.00
	6021	Room Rental	1/12/2014	1/14/2014	130,964.00
Rock N Roll Marathon AZ Health & Fitness Expo					
	12142	F&B Totals	1/17/2014	1/18/2014	16,306.49
	12142	Electrical Totals	1/17/2014	1/18/2014	19,849.94
	12142	Event Security Totals	1/17/2014	1/18/2014	8,866.65
	12142	Life Safety Review	1/17/2014	1/18/2014	405.00
	12142	Equipment	1/17/2014	1/18/2014	554.00
	12142	Telecommunications Total Sales	1/17/2014	1/18/2014	9,227.00
	12142	Room Rental	1/17/2014	1/18/2014	41,858.00
CCA Global Partners 2014 Winter Global Convention					
	9491	Audio Visual Totals	1/19/2014	1/24/2014	59,976.00
	9491	F&B Totals	1/19/2014	1/24/2014	789,484.65
	9491	Electrical Totals	1/19/2014	1/24/2014	52,805.39
	9491	Event Security Totals	1/19/2014	1/24/2014	17,128.50
	9491	Event Services Labor	1/19/2014	1/24/2014	4,103.75
	9491	Life Safety Review	1/19/2014	1/24/2014	405.00
	9491	Equipment	1/19/2014	1/24/2014	6,778.00
	9491	Telecommunications Total Sales	1/19/2014	1/24/2014	29,570.00
	9491	Room Rental	1/19/2014	1/24/2014	30,000.00
Amazing Arizona Comic Con					
	13205	Audio Visual Totals	1/24/2014	1/26/2014	8,213.75
	13205	F&B Event Concessions Total P&L	1/24/2014	1/26/2014	29,128.87
	13205	Electrical Totals	1/24/2014	1/26/2014	3,084.51
	13205	Event Security Totals	1/24/2014	1/26/2014	5,866.25
	13205	Life Safety Review	1/24/2014	1/26/2014	405.00
	13205	Telecommunications Total Sales	1/24/2014	1/26/2014	414.00
	13205	Room Rental	1/24/2014	1/26/2014	29,500.00
	13205	Ticket Office Service Fee	1/24/2014	1/26/2014	15,910.56
National Sales Conference					
	12677	Audio Visual Totals	1/27/2014	2/1/2014	60,162.75
	12677	F&B Totals	1/27/2014	2/1/2014	509,134.70
	12677	Electrical Totals	1/27/2014	2/1/2014	14,779.00
	12677	Event Security Totals	1/27/2014	2/1/2014	4,460.25
	12677	Event Services Labor	1/27/2014	2/1/2014	875.00
	12677	Equipment	1/27/2014	2/1/2014	2,048.00
	12677	Telecommunications Total Sales	1/27/2014	2/1/2014	35,660.25
	12677	Room Rental	1/27/2014	2/1/2014	105,000.00

Event Name	Event ID	Item Description	Event Start Date	Event End Date	Client Spend
17th Annual EUEC Energy & Environment Conference					
	9896	Audio Visual Totals	2/3/2014	2/5/2014	16,486.40
	9896	F&B Totals	2/3/2014	2/5/2014	106,145.47
	9896	Electrical Totals	2/3/2014	2/5/2014	16,731.04
	9896	Event Security Totals	2/3/2014	2/5/2014	3,785.75
	9896	Event Services Labor	2/3/2014	2/5/2014	210.00
	9896	Life Safety Review	2/3/2014	2/5/2014	405.00
	9896	Telecommunications Total Sales	2/3/2014	2/5/2014	2,865.00
	9896	Room Rental	2/3/2014	2/5/2014	63,011.00
FlexTech Alliance 2014 Flex Conference					
	12675	Audio Visual Totals	2/4/2014	2/6/2014	19,182.28
	12675	F&B Totals	2/4/2014	2/6/2014	107,951.88
	12675	Electrical Totals	2/4/2014	2/6/2014	13,712.56
	12675	Event Security Totals	2/4/2014	2/6/2014	1,662.50
	12675	Operator Labor - Conference Center	2/4/2014	2/6/2014	765.00
	12675	Life Safety Review	2/4/2014	2/6/2014	405.00
	12675	Equipment	2/4/2014	2/6/2014	1,235.00
	12675	Telecommunications Total Sales	2/4/2014	2/6/2014	4,085.00
	12675	Room Rental	2/4/2014	2/6/2014	15,000.00
AQS Quilt Week					
	12607	Audio Visual Totals	2/5/2014	2/8/2014	290.00
	12607	F&B Totals	2/5/2014	2/8/2014	68,262.81
	12607	Electrical Totals	2/5/2014	2/8/2014	17,459.97
	12607	Event Security Totals	2/5/2014	2/8/2014	7,248.50
	12607	Event Services Labor	2/5/2014	2/8/2014	175.00
	12607	Life Safety Review	2/5/2014	2/8/2014	405.00
	12607	Parking	2/5/2014	2/8/2014	4,200.00
	12607	Telecommunications Total Sales	2/5/2014	2/8/2014	2,564.95
	12607	Room Rental	2/5/2014	2/8/2014	67,882.50
ANA Quality Conference					
	13004	Audio Visual Totals	2/5/2014	2/7/2014	5,925.00
	13004	F&B Totals	2/5/2014	2/7/2014	169,705.30
	13004	Electrical Totals	2/5/2014	2/7/2014	9,291.67
	13004	Event Security Totals	2/5/2014	2/7/2014	4,322.50
	13004	Life Safety Review	2/5/2014	2/7/2014	405.00
	13004	Equipment	2/5/2014	2/7/2014	150.00
	13004	Telecommunications Total Sales	2/5/2014	2/7/2014	23,234.00
	13004	Room Rental	2/5/2014	2/7/2014	.00
Sports, Inc. Annual Meeting & Trade Show					
	9880	Audio Visual Totals	2/6/2014	2/8/2014	3,228.00
	9880	F&B Totals	2/6/2014	2/8/2014	115,590.26
	9880	Electrical Totals	2/6/2014	2/8/2014	37,342.55
	9880	Event Security Totals	2/6/2014	2/8/2014	7,577.71
	9880	Life Safety Review	2/6/2014	2/8/2014	405.00
	9880	Telecommunications Total Sales	2/6/2014	2/8/2014	20,700.00
	9880	Room Rental	2/6/2014	2/8/2014	37,471.00
Swift Transportation Annual Meeting					
	13249	F&B Totals	2/6/2014	2/8/2014	59,574.00
	13249	Operator Labor - Conference Center	2/6/2014	2/8/2014	2,817.50
	13249	Equipment	2/6/2014	2/8/2014	8,652.00
	13249	Parking	2/6/2014	2/8/2014	1,872.00
	13249	Telecommunications Total Sales	2/6/2014	2/8/2014	925.00
	13249	Room Rental	2/6/2014	2/8/2014	9,600.00
Keller Williams Family Reunion 2014					
	7422	Audio Visual Totals	2/15/2014	2/19/2014	72,437.00
	7422	F&B Total	2/15/2014	2/19/2014	1,554,911.06

Event Name	Event ID	Item Description	Event Start Date	Event End Date	Client Spend
	7422	Electrical Totals	2/15/2014	2/19/2014	91,512.05
	7422	Event Security Totals	2/15/2014	2/19/2014	22,523.76
	7422	Life Safety Review	2/15/2014	2/19/2014	405.00
	7422	Event Services Labor	2/15/2014	2/19/2014	23,945.00
	7422	Equipment	2/15/2014	2/19/2014	788.00
	7422	Telecommunications Total Sales	2/15/2014	2/19/2014	126,640.00
	7422	Room Rental	2/15/2014	2/19/2014	.00
2014 Solution Tree Summit					
	9879	Audio Visual Totals	2/25/2014	2/28/2014	6,075.00
	9879	F&B Totals	2/25/2014	2/28/2014	158,222.60
	9879	Electrical Totals	2/25/2014	2/28/2014	2,924.20
	9879	Event Security Totals	2/25/2014	2/28/2014	2,489.00
	9879	Equipment	2/25/2014	2/28/2014	110.00
	9879	Event Services Labor	2/25/2014	2/28/2014	525.00
	9879	Telecommunications Total Sales	2/25/2014	2/28/2014	21,875.00
	9879	Room Rental	2/25/2014	2/28/2014	36,500.00
WM Symposia 2014					
	8470	Audio Visual Totals	3/3/2014	3/6/2014	16,843.73
	8470	F&B Totals	3/3/2014	3/6/2014	518,410.59
	8470	Electrical Totals	3/3/2014	3/6/2014	36,752.20
	8470	Event Security Totals	3/3/2014	3/6/2014	14,772.33
	8470	Life Safety Review	3/3/2014	3/6/2014	405.00
	8470	Equipment	3/3/2014	3/6/2014	34.00
	8470	Overnight Room Change - Meeting Room	3/3/2014	3/6/2014	840.00
	8470	Parking	3/3/2014	3/6/2014	1,016.00
	8470	Telecommunications Total Sales	3/3/2014	3/6/2014	21,730.00
	8470	Room Rental	3/3/2014	3/6/2014	40,000.00
2014 American Academy of Pain Medicine 30th Annual Meeting					
	11424	Audio Visual Totals	3/6/2014	3/9/2014	16,687.50
	11424	F&B Totals	3/6/2014	3/9/2014	108,840.82
	11424	Electrical Totals	3/6/2014	3/9/2014	30,121.36
	11424	Event Security Totals	3/6/2014	3/9/2014	5,277.25
	11424	Life Safety Review	3/6/2014	3/9/2014	405.00
	11424	Equipment	3/6/2014	3/9/2014	487.00
	11424	Telecommunications Total Sales	3/6/2014	3/9/2014	9,205.00
	11424	Room Rental	3/6/2014	3/9/2014	21,862.00
2014 Emergency Nurses Association (ENA) Leadership Conference					
	11170	Audio Visual Totals	3/7/2014	3/9/2014	27,702.25
	11170	F&B Totals	3/7/2014	3/9/2014	154,016.31
	11170	Electrical Totals	3/7/2014	3/9/2014	28,459.42
	11170	Event Security Totals	3/7/2014	3/9/2014	11,745.75
	11170	Life Safety Review	3/7/2014	3/9/2014	405.00
	11170	Parking	3/7/2014	3/9/2014	165.00
	11170	Key/Access Card Reader Core Change	3/7/2014	3/9/2014	2,724.00
	11170	Telecommunications Total Sales	3/7/2014	3/9/2014	53,831.50
	11170	Room Rental	3/7/2014	3/9/2014	46,890.00
SSO Annual Cancer Symposium					
	6598	Audio Visual Totals	3/10/2014	3/15/2014	13,390.00
	6598	F&B Catering Total	3/10/2014	3/15/2014	115,187.36
	6598	Electrical Totals	3/10/2014	3/15/2014	18,245.61
	6598	Event Security Totals	3/10/2014	3/15/2014	4,569.50
	6598	Life Safety Review	3/10/2014	3/15/2014	405.00
	6598	Telecommunications Total Sales	3/10/2014	3/15/2014	40,900.00
	6598	Room Rental	3/10/2014	3/15/2014	60,426.00
doTERRA International Leadership Retreat					
	14181	Audio Visual Totals	3/10/2014	3/14/2014	21,247.82

Event Name	Event ID	Item Description	Event Start Date	Event End Date	Client Spend
	14181	F&B Totals	3/10/2014	3/14/2014	127,487.56
	14181	Electrical Totals	3/10/2014	3/14/2014	7,010.45
	14181	Event Security Totals	3/10/2014	3/14/2014	2,066.25
	14181	Telecommunications Total Sales	3/10/2014	3/14/2014	8,590.00
	14181	Room Rental	3/10/2014	3/14/2014	33,350.00
2014 CGA Excavation Safety Conference & Expo					
	10621	Audio Visual Totals	3/11/2014	3/13/2014	7,145.00
	10621	F&B Totals	3/11/2014	3/13/2014	179,003.09
	10621	Electrical Totals	3/11/2014	3/13/2014	14,535.23
	10621	Event Security Totals	3/11/2014	3/13/2014	4,911.50
	10621	Life Safety Review	3/11/2014	3/13/2014	405.00
	10621	Event Services Labor	3/11/2014	3/13/2014	472.50
	10621	Telecommunications Total Sales	3/11/2014	3/13/2014	10,296.00
	10621	Room Rental	3/11/2014	3/13/2014	18,205.00
2014 Travel Goods Association					
	12445	Audio Visual Totals	3/11/2014	3/13/2014	63,442.50
	12445	F&B Totals	3/11/2014	3/13/2014	112,976.24
	12445	Electrical Totals	3/11/2014	3/13/2014	89,435.89
	12445	Event Security Totals	3/11/2014	3/13/2014	28,329.71
	12445	Life Safety Review	3/11/2014	3/13/2014	405.00
	12445	Equipment	3/11/2014	3/13/2014	50.00
	12445	Telecommunications Total Sales	3/11/2014	3/13/2014	16,640.00
	12445	Room Rental	3/11/2014	3/13/2014	129,075.00
Border Security Expo - 2014					
	12549	Audio Visual Totals	3/18/2014	3/19/2014	19,277.00
	12549	F&B Totals	3/18/2014	3/19/2014	38,134.12
	12549	Electrical Totals	3/18/2014	3/19/2014	20,033.74
	12549	Event Security Totals	3/18/2014	3/19/2014	4,174.59
		Equipment	3/18/2014	3/19/2014	120.00
	12549	Life Safety Review	3/18/2014	3/19/2014	405.00
	12549	Telecommunications Total Sales	3/18/2014	3/19/2014	12,714.94
	12549	Room Rental	3/18/2014	3/19/2014	31,000.00
Society of Toxicology (SOT) 53rd Annual Meeting and ToxExpo™ 2014					
	8319	Audio Visual Totals	3/23/2014	3/27/2014	39,023.75
	8319	F&B Totals	3/23/2014	3/27/2014	313,750.41
	8319	Electrical Totals	3/23/2014	3/27/2014	61,870.44
	8319	Event Security Totals	3/23/2014	3/27/2014	23,902.43
	8319	Life Safety Review	3/23/2014	3/27/2014	405.00
	8319	Telecommunications Total Sales	3/23/2014	3/27/2014	77,143.00
	8319	Room Rental	3/23/2014	3/27/2014	105,000.00
34th ASLMS Annual Conference					
	10369	Audio Visual Totals	4/1/2014	4/6/2014	49,066.50
	10369	F&B Totals	4/1/2014	4/6/2014	226,926.45
	10369	Electrical Totals	4/1/2014	4/6/2014	55,881.77
	10369	Event Security Totals	4/1/2014	4/6/2014	6,360.25
	10369	Life Safety Review	4/1/2014	4/6/2014	405.00
	10369	Telecommunications Total Sales	4/1/2014	4/6/2014	39,224.75
	10369	Room Rental	4/1/2014	4/6/2014	34,897.00
20th Annual HMORN Annual Conference					
	12336	Audio Visual Totals	4/1/2014	4/2/2014	8,750.00
	12336	F&B Totals	4/1/2014	4/2/2014	54,726.00
	12336	Electrical Totals	4/1/2014	4/2/2014	352.00
	12336	Room Rental	4/1/2014	4/2/2014	8,145.00
AzDA Western Regional Dental Convention					
	11875	Audio Visual Totals	4/3/2014	4/5/2014	112,352.75
	11875	F&B Totals	4/3/2014	4/5/2014	68,631.09

Event Name	Event ID	Item Description	Event Start Date	Event End Date	Client Spend
	11875	Electrical Totals	4/3/2014	4/5/2014	26,745.55
	11875	Event Security Totals	4/3/2014	4/5/2014	5,469.41
	11875	Life Safety Review	4/3/2014	4/5/2014	405.00
	11875	Equipment	4/3/2014	4/5/2014	17.00
	11875	Parking	4/3/2014	4/5/2014	40.00
	11875	Telecommunications Total Sales	4/3/2014	4/5/2014	7,845.00
	11875	Room Rental	4/3/2014	4/5/2014	71,056.00
Aviation Week 2014 MRO Americas Conference & Exhibition					
	6958	Audio Visual Totals	4/8/2014	4/10/2014	62,147.17
	6958	F&B Totals	4/8/2014	4/10/2014	302,928.61
	6958	Electrical Totals	4/8/2014	4/10/2014	185,194.61
	6958	Event Security Totals	4/8/2014	4/10/2014	1,857.25
	6958	Equipment	4/8/2014	4/10/2014	500.00
	6958	Event Services Labor	4/8/2014	4/10/2014	2,520.00
	6958	Life Safety Review	4/8/2014	4/10/2014	405.00
	6958	Telecommunications Total Sales	4/8/2014	4/10/2014	42,461.85
	6958	Room Rental	4/8/2014	4/10/2014	125,892.00
2014 Juice Plus+ Leadership Conference					
	3686	Audio Visual Totals	4/10/2014	4/12/2014	63,234.75
	3686	F&B Totals	4/10/2014	4/12/2014	152,508.59
	3686	Electrical Totals	4/10/2014	4/12/2014	32,411.30
	3686	Event Services Labor	4/10/2014	4/12/2014	280.00
	3686	Life Safety Review	4/10/2014	4/12/2014	405.00
	3686	Equipment	4/10/2014	4/12/2014	1,538.00
	3686	Event Security Totals	4/10/2014	4/12/2014	11,225.49
	3686	Telecommunications Total Sales	4/10/2014	4/12/2014	27,530.00
	3686	Room Rental	4/10/2014	4/12/2014	97,818.00
InfusionCon 2014					
	12685	Audio Visual Totals	4/23/2014	4/26/2014	39,900.00
	12685	F&B Totals	4/23/2014	4/26/2014	611,441.35
	12685	Electrical Totals	4/23/2014	4/26/2014	49,167.80
	12685	Event Security Totals	4/23/2014	4/26/2014	15,927.94
	12685	Life Safety Review	4/23/2014	4/26/2014	405.00
	12685	Equipment	4/23/2014	4/26/2014	163.00
	12685	Event Services Labor	4/23/2014	4/26/2014	140.00
	12685	Telecommunications Total Sales	4/23/2014	4/26/2014	31,745.00
	12685	Room Rental	4/23/2014	4/26/2014	19,950.00
Massage Envy 2014 Annual Franchisee Conference					
	13164	Audio Visual Totals	4/28/2014	5/1/2014	60,557.50
	13164	F&B Catering Total	4/28/2014	5/1/2014	819,316.75
	13164	Electrical Totals	4/28/2014	5/1/2014	10,745.58
	13164	Event Security Totals	4/28/2014	5/1/2014	4,046.05
	13164	Life Safety Review	4/28/2014	5/1/2014	405.00
	13164	Mid-Day Room Change	4/28/2014	5/1/2014	1,190.00
	13164	Equipment	4/28/2014	5/1/2014	350.00
	13164	Telecommunications Total Sales	4/28/2014	5/1/2014	6,880.00
	13164	Room Rental	4/28/2014	5/1/2014	.00
Infusion Nurses Society (INS) 2014 Annual Convention & Industrial Exhibition					
	12508	F&B Totals	5/5/2014	5/7/2014	93,747.58
	12508	Electrical Totals	5/5/2014	5/7/2014	23,488.78
	12508	Event Security Totals	5/5/2014	5/7/2014	6,645.25
	12508	Life Safety Review	5/5/2014	5/7/2014	405.00
	12508	Equipment	5/5/2014	5/7/2014	150.00
	12508	Telecommunications Total Sales	5/5/2014	5/7/2014	10,889.80
	12508	Room Rental	5/5/2014	5/7/2014	36,459.00
Utilities Telecom Council (UTC Telecom 2014)					

Event Name	Event ID	Item Description	Event Start Date	Event End Date	Client Spend
	11672	Audio Visual Totals	5/6/2014	5/9/2014	29,347.25
	11672	F&B Totals	5/6/2014	5/9/2014	140,854.17
	11672	Electrical Totals	5/6/2014	5/9/2014	35,194.69
	11672	Event Security Totals	5/6/2014	5/9/2014	3,994.75
	11672	Life Safety Review	5/6/2014	5/9/2014	405.00
	11672	Equipment	5/6/2014	5/9/2014	845.00
	11672	Telecommunications Total Sales	5/6/2014	5/9/2014	42,294.00
	11672	Room Rental	5/6/2014	5/9/2014	4,467.00
SharePoint TechFest					
	14337	Audio Visual Totals	5/12/2014	5/13/2014	6,090.25
	14337	F&B Totals	5/12/2014	5/13/2014	9,173.53
	14337	Electrical Totals	5/12/2014	5/13/2014	1,846.58
	14337	Event Security Totals	5/12/2014	5/13/2014	617.50
	14337	Life Safety Review	5/12/2014	5/13/2014	405.00
	14337	Telecommunications Total Sales	5/12/2014	5/13/2014	4,229.96
	14337	Room Rental	5/12/2014	5/13/2014	7,750.00
NDIA 2014 Joint Armaments Conference, Exhibitions & Firing Demonstration					
	12694	Audio Visual Totals	5/13/2014	5/15/2014	16,636.67
	12694	F&B Totals	5/13/2014	5/15/2014	110,358.80
	12694	Electrical Totals	5/13/2014	5/15/2014	3,140.51
	12694	Event Security Totals	5/13/2014	5/15/2014	5,581.25
	12694	Life Safety Review	5/13/2014	5/15/2014	405.00
	12694	Equipment	5/13/2014	5/15/2014	50.00
	12694	Room Rental	5/13/2014	5/15/2014	.00
Association of Children's Museums InterActivity 2014 Conference					
	11554	F&B Totals	5/14/2014	5/16/2014	47,874.05
	11554	Electrical Totals	5/14/2014	5/16/2014	6,236.03
	11554	Event Security Totals	5/14/2014	5/16/2014	1,197.00
	11554	Life Safety Review	5/14/2014	5/16/2014	405.00
	11554	Room Rental	5/14/2014	5/16/2014	9,460.00
2014 TechComm Summit					
	10551	Audio Visual Totals	5/18/2014	5/20/2014	465.00
	10551	F&B Totals	5/18/2014	5/20/2014	63,214.57
	10551	Electrical Totals	5/18/2014	5/20/2014	8,275.36
	10551	Event Security Totals	5/18/2014	5/20/2014	3,562.50
	10551	Life Safety Review	5/18/2014	5/20/2014	405.00
	10551	Equipment	5/18/2014	5/20/2014	100.00
	10551	Telecommunications Total Sales	5/18/2014	5/20/2014	14,135.46
	10551	Room Rental	5/18/2014	5/20/2014	17,297.50
ALFA 2014 Conference and Expo					
	10244	Audio Visual Totals	5/20/2014	5/22/2014	19,250.00
	10244	F&B Totals	5/20/2014	5/22/2014	174,119.40
	10244	Electrical Totals	5/20/2014	5/22/2014	44,624.60
	10244	Event Security Totals	5/20/2014	5/22/2014	8,920.50
	10244	Life Safety Review	5/20/2014	5/22/2014	405.00
	10244	Mid-Day Room Change	5/20/2014	5/22/2014	105.00
	10244	Equipment	5/20/2014	5/22/2014	311.00
	10244	Telecommunications Total Sales	5/20/2014	5/22/2014	45,474.90
	10244	Room Rental	5/20/2014	5/22/2014	76,222.00
USA Volleyball - Annual Meeting and USA Adult Open Volleyball Championship					
	9019	Audio Visual Totals	5/23/2014	5/28/2014	6,167.37
	9019	F&B Totals	5/23/2014	5/28/2014	152,723.43
	9019	Electrical Totals	5/23/2014	5/28/2014	5,019.40
	9019	Event Security Totals	5/23/2014	5/28/2014	15,727.25
	9019	Life Safety Review	5/23/2014	5/28/2014	405.00
	9019	Equipment	5/23/2014	5/28/2014	200.00

Event Name	Event ID	Item Description	Event Start Date	Event End Date	Client Spend
	9019	Telecommunications Total Sales	5/23/2014	5/28/2014	12,785.00
	9019	Room Rental	5/23/2014	5/28/2014	120,734.00
PHOENIX COMICON 2014					
	12374	Audio Visual Totals	6/5/2014	6/8/2014	16,740.00
	12374	F&B Totals	6/5/2014	6/8/2014	499,562.94
	12374	Electrical Totals	6/5/2014	6/8/2014	27,247.29
	12374	Event Security Totals	6/5/2014	6/8/2014	76,093.24
	12374	Life Safety Review	6/5/2014	6/8/2014	405.00
	12374	Event Damage	6/5/2014	6/8/2014	1,031.20
	12374	Telecommunications Total Sales	6/5/2014	6/8/2014	21,788.50
	12374	Room Rental	6/5/2014	6/8/2014	137,381.00
American Specialty Toy Retailing Association (ASTRA) 2014 Annual Convention & Expo					
	10968	Audio Visual Totals	6/8/2014	6/12/2014	35,113.00
	10968	F&B Totals	6/8/2014	6/12/2014	145,915.78
	10968	Electrical Totals	6/8/2014	6/12/2014	34,692.87
	10968	Event Security Totals	6/8/2014	6/12/2014	8,535.75
	10968	Life Safety Review	6/8/2014	6/12/2014	405.00
	10968	Equipment	6/8/2014	6/12/2014	700.00
	10968	Telecommunications Total Sales	6/8/2014	6/12/2014	17,735.00
	10968	Room Rental	6/8/2014	6/12/2014	22,441.00
Novo Nordisk Pre POA Meeting					
	14969	Audio Visual Totals	6/10/2014	6/12/2014	8,625.00
	14969	F&B Totals	6/10/2014	6/12/2014	293,079.20
	14969	Electrical Totals	6/10/2014	6/12/2014	7,777.55
	14969	Event Security Totals	6/10/2014	6/12/2014	3,524.63
	14969	Production Supervisor/Usher/Security	6/10/2014	6/12/2014	8,045.98
	14969	Equipment	6/10/2014	6/12/2014	100.00
	14969	Telecommunications Total Sales	6/10/2014	6/12/2014	16,290.00
	14969	Room Rental	6/10/2014	6/12/2014	.00
	14969	Theater Wireless Buy-out	6/10/2014	6/12/2014	2,000.00
AAW's 28th Annual International Symposium					
	11489	Audio Visual Totals	6/13/2014	6/15/2014	35,783.00
	11489	F&B Totals	6/13/2014	6/15/2014	66,437.62
	11489	Electrical Totals	6/13/2014	6/15/2014	20,610.43
	11489	Event Security Totals	6/13/2014	6/15/2014	6,270.00
	11489	Event Services Labor	6/13/2014	6/15/2014	448.00
	11489	Life Safety Review	6/13/2014	6/15/2014	405.00
	11489	Parking	6/13/2014	6/15/2014	1,691.00
	11489	Equipment	6/13/2014	6/15/2014	1,150.00
	11489	Telecommunications Total Sales	6/13/2014	6/15/2014	5,640.00
	11489	Room Rental	6/13/2014	6/15/2014	24,527.00
Anchored Ministries					
	12430	Audio Visual Totals	6/20/2014	6/23/2014	7,700.00
	12430	Electrical Totals	6/20/2014	6/23/2014	3,630.90
	12430	Event Security Totals	6/20/2014	6/23/2014	1,615.00
	12430	Room Rental	6/20/2014	6/23/2014	17,788.50
Volleyball Festival 2014					
	7391	Audio Visual Totals	6/26/2014	6/29/2014	3,530.00
	7391	F&B Totals	6/26/2014	6/29/2014	276,582.54
	7391	Electrical Totals	6/26/2014	6/29/2014	7,950.25
	7391	Event Security Totals	6/26/2014	6/29/2014	25,301.69
	7391	Event Services Labor	6/26/2014	6/29/2014	315.00
	7391	Life Safety Review	6/26/2014	6/29/2014	405.00
	7391	Parking	6/26/2014	6/29/2014	360.00
	7391	Equipment	6/26/2014	6/29/2014	7,900.00
	7391	Telecommunications Total Sales	6/26/2014	6/29/2014	22,450.00

Event Name	Event ID	Item Description	Event Start Date	Event End Date	Client Spend
	7391	Room Rental	6/26/2014	6/29/2014	70,000.00
	7391	Ticket Office Service Fee	6/26/2014	6/29/2014	12,465.70
The Spirit Consultants Cheer Camp					
	14054	Audio Visual Totals	7/9/2014	7/12/2014	890.00
	14054	F&B Totals	7/9/2014	7/12/2014	1,376.00
	14054	Electrical Totals	7/9/2014	7/12/2014	551.50
	14054	Event Security Totals	7/9/2014	7/12/2014	864.50
	14054	Event Services Labor	7/9/2014	7/12/2014	70.00
	14054	Room Rental	7/9/2014	7/12/2014	9,180.50
Airborne Law Enforcement Association Annual Conference and Exposition					
	6523	Audio Visual Totals	7/16/2014	7/18/2014	29,360.00
	6523	F&B Totals	7/16/2014	7/18/2014	64,326.28
	6523	Electrical Totals	7/16/2014	7/18/2014	40,051.13
	6523	Event Security Totals	7/16/2014	7/18/2014	1,173.25
	6523	Life Safety Review	7/16/2014	7/18/2014	405.00
	6523	Equipment	7/16/2014	7/18/2014	159.00
	6523	Labor	7/16/2014	7/18/2014	200.00
	6523	Telecommunications Total Sales	7/16/2014	7/18/2014	13,887.75
	6523	Room Rental	7/16/2014	7/18/2014	24,873.00
Origami Owl 2014 Annual Meeting					
	13324	Audio Visual Totals	7/25/2014	7/26/2014	119,047.75
	13324	F&B Totals	7/25/2014	7/26/2014	743,655.22
	13324	Electrical Totals	7/25/2014	7/26/2014	37,295.05
	13324	Event Security Totals	7/25/2014	7/26/2014	15,853.28
	13324	Equipment	7/25/2014	7/26/2014	1,677.00
	13324	Event Services Labor	7/25/2014	7/26/2014	2,730.00
	13324	Life Safety Review	7/25/2014	7/26/2014	405.00
	13324	Parking	7/25/2014	7/26/2014	10,000.00
	13324	Telecommunications Total Sales	7/25/2014	7/26/2014	14,975.00
	13324	Room Rental	7/25/2014	7/26/2014	5,841.00
2014 Gold Canyon Convention					
	12504	Audio Visual Totals	8/7/2014	8/9/2014	5,299.00
	12504	F&B Totals	8/7/2014	8/9/2014	41,665.65
	12504	Electrical Totals	8/7/2014	8/9/2014	1,431.50
	12504	Event Security Totals	8/7/2014	8/9/2014	1,401.25
	12504	Life Safety Review	8/7/2014	8/9/2014	405.00
	12504	Equipment	8/7/2014	8/9/2014	110.00
	12504	Mid-Day Room Change	8/7/2014	8/9/2014	122.50
	12504	Production Supervisor/Usher/Security	8/7/2014	8/9/2014	15,095.78
	12504	Room Rental	8/7/2014	8/9/2014	32,772.00
	12504	Theater Additional Day Shared Ethernet Service (u	8/7/2014	8/9/2014	400.00
2014 EANGUS Conference & Exhibition					
	9513	Audio Visual Totals	8/10/2014	8/13/2014	44,995.44
	9513	F&B Totals	8/10/2014	8/13/2014	90,447.69
	9513	Electrical Totals	8/10/2014	8/13/2014	6,155.68
	9513	Event Security Totals	8/10/2014	8/13/2014	893.00
	9513	Life Safety Review	8/10/2014	8/13/2014	405.00
	9513	Telecommunications Total Sales	8/10/2014	8/13/2014	18,945.25
	9513	Room Rental	8/10/2014	8/13/2014	26,935.00
First Things First Early Childhood Summit 2014					
	15070	Audio Visual Totals	8/17/2014	8/19/2014	51,040.25
	15070	F&B Totals	8/17/2014	8/19/2014	91,891.63
	15070	Electrical Totals	8/17/2014	8/19/2014	2,373.00
	15070	Event Security Totals	8/17/2014	8/19/2014	1,211.25
	15070	Life Safety Review & Inspection Meeting Room	8/17/2014	8/19/2014	270.00
	15070	Parking	8/17/2014	8/19/2014	10,830.00

Event Name	Event ID	Item Description	Event Start Date	Event End Date	Client Spend
	15070	Telecommunications Total Sales	8/17/2014	8/19/2014	434.99
	15070	Room Rental	8/17/2014	8/19/2014	14,960.00
Honeywell International Product Week					
	14468	Audio Visual Totals	9/9/2014	9/11/2014	18,629.25
	14468	F&B Totals	9/9/2014	9/11/2014	157,328.40
	14468	Electrical Totals	9/9/2014	9/11/2014	1,502.00
	14468	Event Security Totals	9/9/2014	9/11/2014	228.00
	14468	Parking	9/9/2014	9/11/2014	9,900.00
	14468	Telecommunications Total Sales	9/9/2014	9/11/2014	8,250.00
	14468	Room Rental	9/9/2014	9/11/2014	.00
National Association of Neonatal Nurses (NANN) 2014 Annual Conference					
	12546	Audio Visual Totals	9/10/2014	9/13/2014	7,355.00
	12546	F&B Totals	9/10/2014	9/13/2014	142,457.33
	12546	Electrical Totals	9/10/2014	9/13/2014	22,210.92
	12546	Event Security Totals	9/10/2014	9/13/2014	3,510.25
	12546	Life Safety Review	9/10/2014	9/13/2014	405.00
	12546	Telecommunications Total Sales	9/10/2014	9/13/2014	10,126.75
	12546	Room Rental	9/10/2014	9/13/2014	.00
National League of Nursing (NLN) Education Summit 2014					
	6514	Audio Visual Totals	9/17/2014	9/20/2014	4,275.00
	6514	F&B Totals	9/17/2014	9/20/2014	269,991.77
	6514	Electrical Totals	9/17/2014	9/20/2014	11,564.46
	6514	Event Security Totals	9/17/2014	9/20/2014	2,992.50
	6514	Life Safety Review	9/17/2014	9/20/2014	405.00
	6514	Equipment	9/17/2014	9/20/2014	100.00
	6514	Telecommunications Total Sales	9/17/2014	9/20/2014	30,346.00
	6514	Room Rental	9/17/2014	9/20/2014	43,501.00
Grace Hopper Celebration					
	11793	Audio Visual Totals	10/8/2014	10/10/2014	41,918.75
	11793	F&B Totals	10/8/2014	10/10/2014	1,201,731.82
	11793	Electrical Totals	10/8/2014	10/10/2014	80,226.85
	11793	Event Security Totals	10/8/2014	10/10/2014	30,730.01
	11793	Life Safety Review	10/8/2014	10/10/2014	405.00
	11793	Overnight Room Change - Meeting Room	10/8/2014	10/10/2014	1,680.00
	11793	Equipment	10/8/2014	10/10/2014	3,530.00
	11793	Telecommunications Total Sales	10/8/2014	10/10/2014	147,879.25
	11793	Room Rental	10/8/2014	10/10/2014	.00
National Association for Home Care & Hospice (NAHC) 33rd Annual Meeting & Exposition					
	9546	Audio Visual Totals	10/19/2014	10/22/2014	52,210.00
	9546	F&B Totals	10/19/2014	10/22/2014	358,555.00
	9546	Electrical Totals	10/19/2014	10/22/2014	49,519.83
	9546	Event Security Totals	10/19/2014	10/22/2014	8,934.75
	9546	Life Safety Review	10/19/2014	10/22/2014	405.00
	9546	Overnight Room Change - Meeting Room	10/19/2014	10/22/2014	560.00
	9546	Equipment	10/19/2014	10/22/2014	502.00
	9546	Telecommunications Total Sales	10/19/2014	10/22/2014	142,319.15
	9546	Room Rental	10/19/2014	10/22/2014	68,376.00
PMI ® Global Congress 2014 - North America					
	12228	Audio Visual Totals	10/22/2014	10/30/2014	252,097.79
	12228	F&B Totals	10/22/2014	10/30/2014	1,411,496.70
	12228	Electrical Totals	10/22/2014	10/30/2014	38,868.70
	12228	Event Security Totals	10/22/2014	10/30/2014	12,085.19
	12228	Event Services Labor	10/22/2014	10/30/2014	70.00
	12228	Life Safety Review	10/22/2014	10/30/2014	405.00
	12228	Equipment	10/22/2014	10/30/2014	2,635.00
	12228	Telecommunications Total Sales	10/22/2014	10/30/2014	83,915.00

Event Name	Event ID	Item Description	Event Start Date	Event End Date	Client Spend
	12228	Room Rental	10/22/2014	10/30/2014	.00
PATH Training					
	16077	Audio Visual Totals	10/31/2014	11/6/2014	2,004.75
	16077	Event Security Totals	10/31/2014	11/6/2014	323.00
	16077	Telecommunications Total Sales	10/31/2014	11/6/2014	22,740.00
	16077	Room Rental	10/31/2014	11/6/2014	22,050.00
Seacret Direct					
	15747	Audio Visual Totals	11/6/2014	11/10/2014	57,854.75
	15747	F&B Totals	11/6/2014	11/10/2014	78,686.87
	15747	Electrical Totals	11/6/2014	11/10/2014	15,375.80
	15747	Event Security Totals	11/6/2014	11/10/2014	16,015.74
	15747	Event Services Labor	11/6/2014	11/10/2014	1,085.00
	15747	Life Safety Review	11/6/2014	11/10/2014	405.00
	15747	Parking	11/6/2014	11/10/2014	1,500.00
	15747	Equipment	11/6/2014	11/10/2014	336.00
	15747	Telecommunications Total Sales	11/6/2014	11/10/2014	16,811.50
	15747	Room Rental	11/6/2014	11/10/2014	55,082.25
2014 National Specialty Sales Meeting					
	16339	Audio Visual Totals	11/11/2014	11/13/2014	15,836.00
	16339	F&B Totals	11/11/2014	11/13/2014	344,408.82
	16339	Electrical Totals	11/11/2014	11/13/2014	11,465.95
	16339	Event Security Totals	11/11/2014	11/13/2014	7,975.25
	16339	Mid-Day Room Change	11/11/2014	11/13/2014	1,785.00
	16339	Parking	11/11/2014	11/13/2014	1,500.00
	16339	Equipment	11/11/2014	11/13/2014	2,300.00
	16339	Telecommunications Total Sales	11/11/2014	11/13/2014	35,800.00
	16339	Room Rental	11/11/2014	11/13/2014	.00
American Association of Cosmetology Schools (AACS) Annual Convention and Exhibition					
	13261	Audio Visual Totals	11/15/2014	11/17/2014	125.00
	13261	F&B Totals	11/15/2014	11/17/2014	93,722.49
	13261	Electrical Totals	11/15/2014	11/17/2014	13,665.75
	13261	Event Security Totals	11/15/2014	11/17/2014	4,213.25
	13261	Life Safety Review	11/15/2014	11/17/2014	405.00
	13261	Equipment	11/15/2014	11/17/2014	1,460.00
	13261	Telecommunications Total Sales	11/15/2014	11/17/2014	8,792.25
	13261	Room Rental	11/15/2014	11/17/2014	25,472.00
Irrigation Association					
	13356	Audio Visual Totals	11/17/2014	11/21/2014	4,230.00
	13356	F&B Totals	11/17/2014	11/21/2014	89,509.15
	13356	Electrical Totals	11/17/2014	11/21/2014	66,931.53
	13356	Event Security Totals	11/17/2014	11/21/2014	7,844.33
	13356	Life Safety Review	11/17/2014	11/21/2014	405.00
	13356	Mid-Day Room Change	11/17/2014	11/21/2014	1,855.00
	13356	Telecommunications Total Sales	11/17/2014	11/21/2014	17,065.46
	13356	Room Rental	11/17/2014	11/21/2014	45,760.00
ACN International Training 2014-DO NOT POST THIS ANYWHERE-CONFIDENTIAL					
	14423	Audio Visual Totals	12/4/2014	12/5/2014	3,885.00
	14423	F&B Totals	12/4/2014	12/5/2014	7,268.90
	14423	Electrical Totals	12/4/2014	12/5/2014	1,516.20
	14423	Event Security Totals	12/4/2014	12/5/2014	1,605.50
	14423	Room Rental	12/4/2014	12/5/2014	5,301.00
DEERE & Company 2014 Aftermarket Expo					
	7977	Audio Visual Totals	12/7/2014	12/16/2014	241,424.10
	7977	F&B Totals	12/7/2014	12/16/2014	1,046,422.11
	7977	Electrical Totals	12/7/2014	12/16/2014	57,534.01
	7977	Event Security Totals	12/7/2014	12/16/2014	24,547.51

Event Name	Event ID	Item Description	Event Start Date	Event End Date	Client Spend
	7977	Event Services Labor	12/7/2014	12/16/2014	1,330.00
	7977	Life Safety Review	12/7/2014	12/16/2014	405.00
	7977	Equipment	12/7/2014	12/16/2014	1,740.00
	7977	Telecommunications Total Sales	12/7/2014	12/16/2014	40,609.90
	7977	Room Rental	12/7/2014	12/16/2014	163,961.50
Generation of Youth for Christ Annual Meeting					
	7595	Audio Visual Totals	12/31/2014	1/4/2015	11,620.00
	7595	F&B Totals	12/31/2014	1/4/2015	229,469.73
	7595	Electrical Totals	12/31/2014	1/4/2015	11,758.43
	7595	Event Security Totals	12/31/2014	1/4/2015	11,393.07
	7595	Life Safety Review	12/31/2014	1/4/2015	405.00
	7595	Event Services Labor	12/31/2014	1/4/2015	350.00
	7595	Equipment	12/31/2014	1/4/2015	375.00
	7595	Telecommunications Total Sales	12/31/2014	1/4/2015	8,685.00
	7595	Room Rental	12/31/2014	1/4/2015	77,335.00

E. IMPLAN Output and Qualified Revenue Calculation

Sector	Taxable Sales					times		Equals Qualified Revenue				
	2010	2011	2012	2013	2014	Tax Rate	General Fund Share	2010	2011	2012	2013	2014
Total	\$322,743,200	\$311,335,002	\$273,928,943	\$199,587,875	\$357,936,194			\$13,721,677	\$14,193,644	\$12,500,250	\$8,240,031	\$13,669,667
Hotels and motels, including casino hotels	94,167,829	89,294,172	81,755,044	58,699,957	107,942,048	5.5%	73.796%	4,227,436	4,283,209	3,921,577	2,562,995	4,381,130
Food services and drinking places	56,563,971	55,123,481	47,983,975	36,227,264	68,565,418	5.0%	73.796%	2,330,592	2,440,735	2,124,615	1,448,106	2,529,927
Amusement parks, arcades, and gambling industries	12,869,390	12,566,967	10,126,199	7,468,866	13,875,411	5.0%	73.796%	530,254	556,435	448,364	298,552	511,975
Real estate establishments	10,725,573	10,281,832	9,971,903	7,207,236	15,150,584	5.0%	73.796%	441,923	455,255	441,532	288,094	559,026
Imputed rental activity for owner-occupied dwellings	10,230,480	9,808,110	8,533,875	6,232,327	10,156,996	5.0%	73.796%	421,524	434,280	377,860	249,124	374,773
Retail Stores - General merchandise	6,630,569	6,479,956	5,261,007	3,867,560	7,671,224	5.0%	73.796%	273,198	286,917	232,945	154,597	283,053
Wholesale trade businesses	5,987,814	5,840,385	4,995,118	3,604,328	7,149,788	5.0%	73.796%	246,715	258,598	221,172	144,075	263,813
Automotive equipment rental and leasing	5,484,790	5,324,778	4,606,740	3,334,765	6,103,761	5.0%	73.796%	225,989	235,768	203,975	133,300	225,217
Electric power generation, transmission, and distribution	4,718,854	4,563,525	4,027,481	2,907,271	4,883,624	5.0%	86.898%	228,950	237,937	209,988	136,845	212,189
Offices of physicians, dentists, and other health practitioners	4,601,301	4,427,854	3,872,292	2,842,241	4,354,197	5.0%	73.796%	189,586	196,055	171,456	113,612	160,661
Private hospitals	4,437,974	4,278,327	3,747,166	2,754,546	4,270,434	5.0%	73.796%	182,857	189,434	165,915	110,107	157,570
Advertising and related services	4,596,856	4,439,329	3,702,493	2,716,249	4,212,972	5.0%	73.796%	189,403	196,563	163,938	108,576	155,450
Monetary authorities and depository credit intermediation activities	4,285,541	4,032,012	3,513,886	2,549,658	2,552,784	5.0%	73.796%	176,576	178,528	155,586	101,917	94,193
Museums, historical sites, zoos, and parks	4,386,683	4,283,719	3,449,707	2,544,278	4,767,055	5.0%	73.796%	180,743	189,673	152,745	101,702	175,895
Insurance carriers	3,951,398	3,816,781	3,384,626	2,489,825	3,626,711	5.0%	73.796%	162,809	168,998	149,863	99,525	133,818
Transit and ground passenger transportation	3,893,847	3,794,149	3,371,255	2,429,923	3,595,132	5.0%	73.796%	160,437	167,996	149,271	97,131	132,653
Management of companies and enterprises	3,613,921	3,619,831	3,210,234	2,345,041	5,492,372	5.0%	73.796%	148,904	160,277	142,141	93,738	202,658
Maintenance and repair construction of nonresidential structures	3,728,693	3,624,832	3,200,174	2,282,834	3,046,953	5.0%	86.898%	180,909	188,994	166,853	107,452	132,387
Telecommunications	3,152,721	2,971,282	2,573,203	1,844,625	2,721,216	5.0%	73.796%	129,901	131,561	113,935	73,735	100,407
Services to buildings and dwellings	2,511,414	2,395,013	2,136,661	1,539,648	1,599,536	5.0%	73.796%	103,477	106,045	94,606	61,544	59,020
Securities, commodity contracts, investments, and related activities	2,521,037	2,433,415	2,088,905	1,490,134	2,654,438	5.0%	73.796%	103,874	107,746	92,492	59,565	97,943
Performing arts companies	2,490,105	2,429,860	1,960,694	1,445,718	2,772,281	5.0%	73.796%	102,599	107,588	86,815	57,789	102,292
Scenic and sightseeing transportation and support activities for transportation	2,318,816	2,269,478	1,843,920	1,357,988	2,795,075	5.0%	73.796%	95,542	100,487	81,644	54,283	103,133
Accounting, tax preparation, bookkeeping, and payroll services	2,140,178	2,005,295	1,752,120	1,278,407	1,360,750	5.0%	73.796%	88,181	88,790	77,580	51,102	50,209
Legal services	1,809,303	1,774,804	1,561,315	1,149,768	1,511,860	5.0%	73.796%	74,548	78,584	69,131	45,959	55,785
Management, scientific, and technical consulting services	1,811,074	1,720,396	1,511,478	1,096,961	1,523,962	5.0%	73.796%	74,621	76,175	66,925	43,849	56,231
Other amusement and recreation industries	2,465,553	2,426,376	1,853,751	1,051,147	1,985,863	5.0%	73.796%	101,588	107,434	82,080	42,017	73,274
Spectator sports companies	1,750,917	1,699,376	1,393,888	1,025,585	1,633,816	5.0%	73.796%	72,143	75,244	61,718	40,996	60,285
Radio and television broadcasting	1,516,481	1,489,514	1,316,750	952,432	901,648	5.0%	73.796%	62,483	65,952	58,303	38,071	33,269

Sector	Taxable Sales					times		Equals Qualified Revenue				
	2010	2011	2012	2013	2014	Tax Rate	General Fund Share	2010	2011	2012	2013	2014
Employment services	1,525,963	1,452,885	1,269,235	919,473	2,338,379	5.0%	73.796%	62,874	64,330	56,199	36,754	86,282
Other state and local government enterprises	1,423,711	1,393,209	1,233,967	899,424	2,509,471	5.0%	73.796%	58,661	61,688	54,637	35,953	92,594
Commercial and industrial machinery and equipment rental and leasing	1,572,032	1,540,519	1,200,156	885,066	1,566,554	5.0%	73.796%	64,772	68,210	53,140	35,379	57,803
Medical and diagnostic labs and outpatient and other ambulatory care services	1,449,741	1,392,062	1,211,353	884,785	1,278,010	5.0%	73.796%	59,733	61,637	53,636	35,367	47,156
Transport by truck	1,354,371	1,356,883	1,169,102	847,654	1,684,486	5.0%	73.796%	55,804	60,080	51,765	33,883	62,154
Retail Stores - Motor vehicle and parts	1,364,254	1,330,081	1,147,443	830,613	1,076,570	5.0%	73.796%	56,211	58,893	50,806	33,202	39,723
Retail Stores - Food and beverage	1,319,126	1,286,062	1,109,338	802,981	1,521,158	5.0%	73.796%	54,352	56,944	49,119	32,097	56,128
US Postal Service	1,179,441	1,127,271	992,303	720,880	1,095,005	5.0%	73.796%	48,596	49,913	43,937	28,816	40,403
Nursing and residential care facilities	1,138,340	1,099,696	961,451	705,505	1,028,075	5.0%	73.796%	46,903	48,692	42,571	28,201	37,934
Nondepository credit intermediation and related activities	1,117,768	1,076,505	939,266	680,916	1,994,176	5.0%	73.796%	46,055	47,665	41,588	27,218	73,581
Waste management and remediation services	1,100,861	1,064,274	948,502	678,341	905,927	5.0%	73.796%	45,359	47,123	41,997	27,115	33,427
State and local government electric utilities	1,027,785	993,156	875,662	631,337	1,527,220	5.0%	73.796%	42,348	43,975	38,772	25,236	56,351
Motion picture and video industries	1,049,606	1,017,968	846,181	623,246	1,105,922	5.0%	73.796%	43,247	45,073	37,467	24,913	40,806
Retail Nonstores - Direct and electronic sales	1,001,206	976,076	841,728	609,192	1,559,221	5.0%	73.796%	41,252	43,218	37,270	24,351	57,532
Pharmaceutical preparation manufacturing	857,568	849,266	741,842	544,263	634,845	5.0%	73.796%	35,334	37,603	32,847	21,756	23,424
Automotive repair and maintenance, except car washes	875,814	845,204	740,093	538,599	1,350,833	5.0%	73.796%	36,086	37,424	32,770	21,529	49,843
Other support services	677,807	647,255	705,232	509,457	741,823	5.0%	73.796%	27,928	28,659	31,226	20,364	27,372
Funds, trusts, and other financial vehicles	838,069	799,091	694,154	505,833	341,439	5.0%	73.796%	34,531	35,382	30,735	20,220	12,598
Lessors of nonfinancial intangible assets	774,643	752,986	660,648	482,574	893,293	5.0%	73.796%	31,917	33,340	29,252	19,290	32,961
Insurance agencies, brokerages, and related activities	795,389	779,568	670,613	479,406	790,602	5.0%	73.796%	32,772	34,517	29,693	19,163	29,172
Private junior colleges, colleges, universities, and professional schools	775,295	758,658	658,099	479,394	739,647	5.0%	73.796%	31,944	33,592	29,139	19,163	27,291
Natural gas distribution	760,404	707,238	621,197	448,752	382,303	5.0%	86.898%	36,893	36,875	32,388	21,123	16,611
Printing	713,031	683,038	597,453	428,085	619,031	5.0%	86.898%	34,595	35,613	31,150	20,150	26,896
Newspaper publishers	666,892	635,068	562,015	407,124	580,034	5.0%	73.796%	27,478	28,119	24,885	16,274	21,402
Retail Stores - Clothing and clothing accessories	635,424	619,493	534,342	386,768	1,131,496	5.0%	73.796%	26,181	27,430	23,659	15,460	41,750
Dry-cleaning and laundry services	633,068	604,683	533,543	385,424	464,089	5.0%	73.796%	26,084	26,774	23,624	15,406	17,124
Retail Stores - Gasoline stations	637,243	621,928	525,534	382,204	731,365	5.0%	73.796%	26,256	27,537	23,269	15,278	26,986
Extraction of oil and natural gas	538,513	573,791	512,950	375,357	264,118	5.0%	73.796%	22,188	25,406	22,712	15,004	9,745
Fluid milk and butter manufacturing	560,659	587,046	508,202	371,257	311,115	5.0%	73.796%	23,101	25,993	22,502	14,840	11,480
Architectural, engineering, and related services	592,652	568,858	505,218	366,175	822,759	5.0%	73.796%	24,419	25,188	22,370	14,637	30,358
All other miscellaneous professional, scientific, and technical services	595,882	574,487	499,561	363,295	406,731	5.0%	73.796%	24,552	25,437	22,119	14,522	15,008
Transport by air	549,407	571,122	497,630	362,160	665,846	5.0%	73.796%	22,637	25,288	22,034	14,477	24,568

Sector	Taxable Sales					times		Equals Qualified Revenue				
	2010	2011	2012	2013	2014	Tax Rate	General Fund Share	2010	2011	2012	2013	2014
Business support services	568,275	552,164	486,321	354,096	399,822	5.0%	73.796%	23,415	24,448	21,533	14,154	14,753
Data processing, hosting, ISP, web search portals and related services	574,119	540,633	479,667	350,108	219,608	5.0%	73.796%	23,655	23,938	21,238	13,995	8,103
Civic, social, professional, and similar organizations	564,558	548,576	477,115	348,693	429,263	5.0%	73.796%	23,261	24,290	21,125	13,938	15,839
Couriers and messengers	572,721	566,932	480,289	347,853	590,680	5.0%	73.796%	23,598	25,102	21,266	13,905	21,795
Retail Stores - Health and personal care	559,587	545,561	470,591	340,631	687,420	5.0%	73.796%	23,057	24,156	20,837	13,616	25,364
Commercial and industrial machinery and equipment repair and maintenance	515,186	505,381	445,467	322,374	722,446	5.0%	73.796%	21,227	22,377	19,724	12,886	26,657
Home health care services	523,866	497,584	436,000	320,645	421,481	5.0%	73.796%	21,585	22,032	19,305	12,817	15,552
Retail Stores - Miscellaneous	501,836	489,256	422,015	305,467	484,814	5.0%	73.796%	20,677	21,663	18,686	12,210	17,889
Personal care services	502,442	480,797	417,785	304,701	535,638	5.0%	73.796%	20,702	21,289	18,499	12,180	19,764
Individual and family services	491,036	475,592	413,386	301,590	505,216	5.0%	73.796%	20,232	21,058	18,304	12,055	18,641
Office administrative services	499,711	473,563	413,253	299,281	399,651	5.0%	73.796%	20,589	20,968	18,298	11,963	14,746
Retail Stores - Building material and garden supply	483,398	471,306	406,688	294,431	813,377	5.0%	73.796%	19,917	20,868	18,007	11,769	30,012
Religious organizations	459,726	444,916	385,917	280,964	290,945	5.0%	73.796%	18,942	19,700	17,087	11,231	10,735
Bread and bakery product manufacturing	445,276	439,068	382,536	280,628	512,428	5.0%	73.796%	18,347	19,441	16,938	11,217	18,908
Travel arrangement and reservation services	457,610	434,566	386,648	279,416	372,706	5.0%	73.796%	18,855	19,242	17,120	11,169	13,752
Other personal services	408,891	478,032	351,581	259,897	428,463	5.0%	73.796%	16,847	21,166	15,567	10,389	15,809
Other private educational services	414,654	406,941	348,736	253,258	331,938	5.0%	73.796%	17,085	18,018	15,441	10,123	12,248
Promoters of performing arts and sports and agents for public figures	413,826	402,195	340,372	249,267	372,946	5.0%	73.796%	17,051	17,808	15,071	9,964	13,761
Warehousing and storage	413,802	384,909	333,600	243,509	944,280	5.0%	73.796%	17,050	17,043	14,771	9,734	34,842
Private elementary and secondary schools	393,937	378,182	329,490	240,974	306,681	5.0%	73.796%	16,231	16,745	14,589	9,632	11,316
Animal (except poultry) slaughtering, rendering, and processing	352,728	379,564	327,720	239,195	589,714	5.0%	73.796%	14,533	16,806	14,511	9,561	21,759
Retail Stores - Sporting goods, hobby, book and music	385,452	376,110	315,471	230,042	291,444	5.0%	73.796%	15,882	16,653	13,968	9,195	10,754
Cheese manufacturing	328,296	354,231	305,734	227,111	581,340	5.0%	73.796%	13,527	15,684	13,537	9,078	21,450
Retail Stores - Electronics and appliances	371,887	362,564	312,735	226,367	226,067	5.0%	73.796%	15,323	16,053	13,847	9,049	8,341
Periodical publishers	369,362	351,562	310,946	225,306	306,250	5.0%	73.796%	15,219	15,566	13,768	9,006	11,300
Grantmaking, giving, and social advocacy organizations	358,736	347,967	299,021	215,690	313,655	5.0%	73.796%	14,781	15,407	13,240	8,622	11,573
Independent artists, writers, and performers	358,706	347,514	292,478	214,097	473,530	5.0%	73.796%	14,780	15,387	12,950	8,558	17,472
Other computer related services, including facilities management	347,135	323,043	282,890	207,243	336,094	5.0%	73.796%	14,303	14,304	12,526	8,284	12,401
Computer systems design services	336,158	319,175	279,856	205,224	310,000	5.0%	73.796%	13,851	14,132	12,391	8,203	11,438
Dairy cattle and milk production	259,051	319,202	273,809	199,512	421,537	5.0%	73.796%	10,674	14,133	12,124	7,975	15,554
Investigation and security services	294,610	278,585	244,875	178,566	312,490	5.0%	73.796%	12,139	12,335	10,842	7,138	11,530

Sector	Taxable Sales					times		Equals Qualified Revenue				
	2010	2011	2012	2013	2014	Tax Rate	General Fund Share	2010	2011	2012	2013	2014
Dry, condensed, and evaporated dairy product manufacturing	264,679	277,050	239,836	176,027	334,951	5.0%	73.796%	10,906	12,267	10,619	7,036	12,359
Retail Stores - Furniture and home furnishings	285,020	277,881	239,730	173,538	342,888	5.0%	73.796%	11,744	12,304	10,615	6,937	12,652
Maintenance and repair construction of residential structures	278,962	274,920	239,266	172,356	748,762	5.0%	86.898%	13,535	14,334	12,475	8,113	32,533
Water, sewage and other treatment and delivery systems	270,996	269,654	237,831	171,876	202,360	5.0%	86.898%	13,148	14,059	12,400	8,090	8,792
Transport by rail	263,861	269,271	235,235	171,134	329,864	5.0%	73.796%	10,872	11,923	10,416	6,841	12,171
Electronic and precision equipment repair and maintenance	255,630	250,589	218,743	160,043	305,344	5.0%	73.796%	10,533	11,095	9,685	6,397	11,267
All other food manufacturing	258,679	260,563	218,916	159,249	275,655	5.0%	73.796%	10,658	11,537	9,693	6,366	10,171
Cattle ranching and farming	203,769	246,296	211,654	153,789	289,639	5.0%	73.796%	8,396	10,905	9,372	6,147	10,687
Personal and household goods repair and maintenance	240,135	235,642	206,295	149,427	459,208	5.0%	73.796%	9,894	10,434	9,134	5,973	16,944
Semiconductor and related device manufacturing	299,525	258,281	212,920	147,383	339,740	5.0%	73.796%	12,341	11,436	9,428	5,891	12,536
Child day care services	232,120	226,212	196,234	142,900	246,852	5.0%	73.796%	9,564	10,016	8,689	5,712	9,108
Environmental and other technical consulting services	260,177	215,157	189,765	137,555	258,678	5.0%	73.796%	10,720	9,527	8,402	5,498	9,545
Scientific research and development services	220,911	213,925	188,180	137,073	15,529	5.0%	73.796%	9,102	9,472	8,332	5,479	573
Soft drink and ice manufacturing	220,749	213,233	184,060	135,147	310,827	5.0%	73.796%	9,095	9,441	8,150	5,402	11,469
Soap and cleaning compound manufacturing	214,092	212,296	185,471	134,140	190,119	5.0%	73.796%	8,821	9,400	8,212	5,362	7,015
Internet publishing and broadcasting	223,424	212,573	184,830	132,096	941,958	5.0%	73.796%	9,206	9,412	8,184	5,280	34,756
Toilet preparation manufacturing	206,769	199,216	172,432	125,119	156,504	5.0%	73.796%	8,519	8,821	7,635	5,001	5,775
Community food, housing, and other relief services, including rehabilitation services	200,586	194,064	168,637	123,000	258,094	5.0%	73.796%	8,265	8,593	7,467	4,917	9,523
Polystyrene foam product manufacturing	179,576	180,172	156,157	116,361	282,482	5.0%	73.796%	7,399	7,978	6,914	4,651	10,423
Surgical appliance and supplies manufacturing	189,689	182,341	157,565	114,142	169,313	5.0%	73.796%	7,816	8,074	6,977	4,563	6,247
Magnetic and optical recording media manufacturing	190,637	170,814	146,043	100,048	16,730	5.0%	73.796%	7,855	7,563	6,466	3,999	617
Other plastics product manufacturing	154,789	153,507	133,067	96,711	160,806	5.0%	73.796%	6,378	6,797	5,892	3,866	5,933
Veterinary services	148,167	146,763	127,503	93,067	213,450	5.0%	73.796%	6,105	6,498	5,646	3,720	7,876
Fitness and recreational sports centers	138,799	133,588	117,005	85,878	213,998	5.0%	73.796%	5,719	5,915	5,181	3,433	7,896
Snack food manufacturing	139,557	137,556	117,637	85,427	102,968	5.0%	73.796%	5,750	6,091	5,209	3,415	3,799
Facilities support services	134,283	129,846	113,305	82,395	122,942	5.0%	73.796%	5,533	5,749	5,017	3,294	4,536
Other accommodations	125,380	121,043	105,965	77,862	31,512	5.5%	73.796%	5,629	5,806	5,083	3,400	1,279
General and consumer goods rental except video tapes and discs	121,317	114,844	99,987	72,605	146,972	5.0%	73.796%	4,999	5,085	4,427	2,902	5,423
Other Federal Government enterprises	105,190	103,855	91,476	66,905	187,871	5.0%	73.796%	4,334	4,598	4,050	2,674	6,932
Private household operations	108,659	103,958	90,315	65,858	93,823	5.0%	73.796%	4,477	4,603	3,999	2,633	3,462

Sector	Taxable Sales					times		Equals Qualified Revenue				
	2010	2011	2012	2013	2014	Tax Rate	General Fund Share	2010	2011	2012	2013	2014
Sound recording industries	109,687	100,934	89,525	65,748	194,874	5.0%	73.796%	4,519	4,469	3,964	2,628	7,190
Cookie, cracker, and pasta manufacturing	96,803	95,863	83,045	61,086	65,165	5.0%	73.796%	3,989	4,245	3,677	2,442	2,404
Directory, mailing list, and other publishers	99,113	94,558	83,468	60,506	93,463	5.0%	73.796%	4,084	4,187	3,696	2,419	3,449
Vegetable and melon farming	94,719	97,090	82,980	59,924	87,024	5.0%	73.796%	3,903	4,299	3,674	2,395	3,211
Sign manufacturing	98,622	93,584	81,987	58,792	58,290	5.0%	73.796%	4,064	4,144	3,630	2,350	2,151
Software publishers	94,040	89,160	75,517	53,468	103,676	5.0%	73.796%	3,875	3,948	3,344	2,137	3,825
Electronic computer manufacturing	125,760	109,339	83,566	53,356	55,087	5.0%	73.796%	5,182	4,841	3,700	2,133	2,033
Wood kitchen cabinet and countertop manufacturing	85,277	82,243	71,135	52,220	75,827	5.0%	73.796%	3,514	3,642	3,150	2,087	2,798
Death care services	84,006	81,278	70,761	51,708	73,461	5.0%	73.796%	3,461	3,599	3,133	2,067	2,711
Motor vehicle parts manufacturing	83,904	80,705	69,658	50,225	59,692	5.0%	73.796%	3,457	3,573	3,084	2,008	2,203
Custom computer programming services	80,902	77,084	67,694	49,519	21,598	5.0%	73.796%	3,333	3,413	2,997	1,979	797
Car washes	80,762	76,023	66,469	48,393	124,368	5.0%	73.796%	3,328	3,366	2,943	1,934	4,589
All other crop farming	61,410	77,806	67,477	48,260	33,313	5.0%	73.796%	2,530	3,445	2,988	1,929	1,229
Animal production, except cattle and poultry and eggs	63,323	76,480	64,897	47,108	55,755	5.0%	73.796%	2,609	3,386	2,873	1,883	2,057
All other chemical product and preparation manufacturing	67,325	68,875	57,890	41,134	70,267	5.0%	73.796%	2,774	3,050	2,563	1,644	2,593
Wood windows and doors and millwork manufacturing	64,239	61,435	53,969	39,589	65,480	5.0%	73.796%	2,647	2,720	2,390	1,582	2,416
Transport by pipeline	65,477	64,355	54,385	37,841	26,053	5.0%	73.796%	2,698	2,849	2,408	1,513	961
Plastics pipe and pipe fitting manufacturing	55,879	57,909	50,158	37,140	45,554	5.0%	73.796%	2,302	2,564	2,221	1,485	1,681
Asphalt paving mixture and block manufacturing	55,600	55,610	48,837	35,596	11,469	5.0%	73.796%	2,291	2,462	2,162	1,423	423
Cable and other subscription programming	54,840	53,917	47,545	34,552	497,074	5.0%	73.796%	2,260	2,387	2,105	1,381	18,341
Photographic services	52,440	51,786	43,836	31,961	78,272	5.0%	73.796%	2,161	2,293	1,941	1,278	2,888
Nonupholstered wood household furniture manufacturing	52,537	50,869	43,929	31,843	37,266	5.0%	73.796%	2,165	2,252	1,945	1,273	1,375
All other miscellaneous wood product manufacturing	52,268	49,163	43,665	31,522	75,723	5.0%	73.796%	2,154	2,177	1,933	1,260	2,794
Specialized design services	46,322	45,357	39,603	29,034	103,572	5.0%	73.796%	1,909	2,008	1,754	1,161	3,822
Mattress manufacturing	50,299	48,612	40,581	28,443	58,180	5.0%	73.796%	2,072	2,152	1,797	1,137	2,147
Surgical and medical instrument, laboratory and medical instrument manufacturing	44,401	42,159	36,403	26,379	73,915	5.0%	73.796%	1,829	1,867	1,612	1,054	2,727
Seasoning and dressing manufacturing	40,104	39,578	34,144	24,790	9,526	5.0%	73.796%	1,652	1,752	1,512	991	351
Greenhouse, nursery, and floriculture production	38,886	40,377	34,367	24,647	41,617	5.0%	73.796%	1,602	1,788	1,522	985	1,536
Fruit and vegetable canning, pickling, and drying	36,649	36,095	31,268	22,962	31,501	5.000%	73.796%	1,510	1,598	1,384	918	1,162
Asphalt shingle and coating materials manufacturing	36,078	35,838	31,660	22,808	16,968	5.0%	73.796%	1,486	1,587	1,402	912	626
Mining copper, nickel, lead, and zinc	35,903	40,146	33,222	22,591	46,094	3.1%	86.900%	975	1,090	902	613	1,252

Sector	Taxable Sales					times		Equals Qualified Revenue				
	2010	2011	2012	2013	2014	Tax Rate	General Fund Share	2010	2011	2012	2013	2014
Electromedical and electrotherapeutic apparatus manufacturing	39,161	36,606	31,237	22,372	27,654	5.0%	73.796%	1,614	1,621	1,383	894	1,020
Ice cream and frozen dessert manufacturing	33,896	34,858	30,069	22,320	59,943	5.0%	73.796%	1,397	1,543	1,331	892	2,212
Coffee and tea manufacturing	32,194	34,867	29,957	21,676	46,610	5.0%	73.796%	1,326	1,544	1,326	866	1,720
Book publishers	32,136	31,068	27,115	19,809	39,365	5.0%	73.796%	1,324	1,376	1,201	792	1,452
Dental laboratories manufacturing	26,771	30,576	26,399	19,130	28,025	5.0%	73.796%	1,103	1,354	1,169	765	1,034
Computer terminals and other computer peripheral equipment manufacturing	41,769	38,758	29,753	18,942	23,471	5.0%	73.796%	1,721	1,716	1,317	757	866
Plastics bottle manufacturing	27,988	29,096	25,166	18,477	36,508	5.0%	73.796%	1,153	1,288	1,114	739	1,347
Other communications equipment manufacturing	31,656	30,462	25,865	18,071	13,693	5.0%	73.796%	1,304	1,349	1,145	722	505
Glass product manufacturing made of purchased glass	29,381	28,163	24,440	17,648	38,732	5.0%	73.796%	1,211	1,247	1,082	705	1,429
Engineered wood member and truss manufacturing	27,818	26,484	23,513	17,574	26,036	5.0%	73.796%	1,146	1,173	1,041	702	961
Fats and oils refining and blending	20,526	24,625	21,079	15,242	15,121	5.0%	73.796%	846	1,090	933	609	558
Industrial gas manufacturing	23,575	23,486	20,354	14,812	17,179	5.0%	73.796%	971	1,040	901	592	634
Commercial hunting and trapping	25,324	23,980	20,556	14,790	7,641	5.0%	73.796%	1,043	1,062	910	591	282
Tortilla manufacturing	23,984	23,117	19,965	14,514	24,137	5.0%	73.796%	988	1,024	884	580	891
Machine shops	23,831	23,086	20,097	14,470	21,259	5.0%	73.796%	982	1,022	890	578	784
Aircraft engine and engine parts manufacturing	23,343	22,729	19,777	14,345	5,316	5.0%	73.796%	962	1,006	876	573	196
Communication and energy wire and cable manufacturing	21,167	21,539	18,512	13,573	7,686	5.0%	73.796%	872	954	820	543	284
Support activities for agriculture and forestry	20,992	20,200	17,569	12,850	24,640	5.0%	73.796%	865	894	778	514	909
Other information services	19,521	18,385	16,188	11,858	61,086	5.0%	73.796%	804	814	717	474	2,254
Petrochemical manufacturing	15,942	18,585	16,266	11,821	23,709	5.0%	73.796%	657	823	720	472	875
Audio and video equipment manufacturing	21,061	19,938	16,736	11,781	11,092	5.0%	73.796%	868	883	741	471	409
Other aircraft parts and auxiliary equipment manufacturing	20,043	19,268	15,944	11,667	10,412	5.0%	73.796%	826	853	706	466	384
Software, audio, and video media for reproduction	21,521	20,416	16,680	11,553	3,149	5.0%	73.796%	887	904	739	462	116
Plastics packaging materials and unlaminated film and sheet manufacturing	17,933	18,160	15,720	11,498	10,388	5.0%	73.796%	739	804	696	460	383
Other pressed and blown glass and glassware manufacturing	19,127	18,022	15,666	11,308	24,864	5.0%	73.796%	788	798	694	452	917
Biological product (except diagnostic) manufacturing	17,507	17,253	14,436	10,630	40,404	5.0%	73.796%	721	764	639	425	1,491
Video tape and disc rental	16,377	16,749	14,531	10,581	16,977	5.0%	73.796%	675	742	643	423	626
Mining coal	16,267	16,878	14,706	10,482	21,210	3.125%	86.898%	442	458	399	285	576
Other industrial machinery manufacturing	16,523	15,916	13,922	10,220	6,129	5.0%	73.796%	681	705	616	409	226

Sector	Taxable Sales					times		Equals Qualified Revenue				
	2010	2011	2012	2013	2014	Tax Rate	General Fund Share	2010	2011	2012	2013	2014
Fertilizer manufacturing	12,861	16,380	14,031	10,121	24,759	5.0%	73.796%	530	725	621	405	914
Petroleum refineries	12,701	15,881	13,894	10,051	62,024	5.0%	73.796%	523	703	615	402	2,289
Sporting and athletic goods manufacturing	16,992	15,943	13,683	9,885	13,962	5.0%	73.796%	700	706	606	395	515
Wood container and pallet manufacturing	16,010	15,545	13,457	9,865	15,671	5.0%	73.796%	660	688	596	394	578
Printed circuit assembly (electronic assembly) manufacturing	17,539	16,205	13,363	9,221	12,208	5.0%	73.796%	723	718	592	369	450
All other paper bag and coated and treated paper manufacturing	14,029	14,086	12,191	8,951	1,275	5.0%	73.796%	578	624	540	358	47
Laminated plastics plate, sheet (except packaging), and shape manufacturing	14,492	14,115	12,307	8,914	3,258	5.0%	73.796%	597	625	545	356	120
Lawn and garden equipment manufacturing	15,223	14,432	12,211	8,882	21,862	5.0%	73.796%	627	639	541	355	807
Breweries	14,072	13,789	11,836	8,616	46,018	5.0%	73.796%	580	611	524	344	1,698
Valve and fittings other than plumbing manufacturing	13,848	13,698	11,951	8,598	8,905	5.0%	73.796%	571	607	529	344	329
Urethane and other foam product (except polystyrene) manufacturing	13,837	13,356	11,610	8,541	45,232	5.0%	73.796%	570	591	514	341	1,669
Automatic environmental control manufacturing	14,218	13,702	11,832	8,455	8,640	5.0%	73.796%	586	607	524	338	319
Blind and shade manufacturing	14,750	14,388	11,978	8,361	12,674	5.0%	73.796%	608	637	530	334	468
Wineries	13,684	13,014	11,253	8,319	57,310	5.0%	73.796%	564	576	498	333	2,115
Plastics material and resin manufacturing	11,703	12,570	10,978	8,071	2,879	5.0%	73.796%	482	557	486	323	106
Other animal food manufacturing	10,546	12,541	10,750	7,904	62,759	5.0%	73.796%	435	555	476	316	2,316
Pesticide and other agricultural chemical manufacturing	13,283	12,694	10,843	7,826	13,341	5.0%	73.796%	547	562	480	313	492
Dog and cat food manufacturing	12,972	12,701	10,859	7,794	14,338	5.0%	73.796%	534	562	481	312	529
Other electronic component manufacturing	13,992	13,410	11,072	7,658	7,702	5.0%	73.796%	577	594	490	306	284
Aircraft manufacturing	12,641	12,198	10,502	7,650	7,810	5.0%	73.796%	521	540	465	306	288
Other basic organic chemical manufacturing	10,686	11,973	10,439	7,636	11,481	5.0%	73.796%	440	530	462	305	424
Automobile manufacturing	12,173	11,614	10,010	7,241	11,705	5.0%	73.796%	502	514	443	289	432
Coating, engraving, heat treating and allied activities	11,693	11,468	9,917	7,137	13,535	5.0%	73.796%	482	508	439	285	499
Support activities for printing	12,057	11,277	9,809	7,046	11,870	5.0%	86.898%	585	588	511	332	516
Ornamental and architectural metal products manufacturing	10,899	10,927	9,492	6,978	10,843	5.0%	73.796%	449	484	420	279	400
Other leather and allied product manufacturing	11,129	10,749	9,257	6,700	7,823	5.0%	73.796%	459	476	410	268	289
Flour milling and malt manufacturing	9,525	10,809	9,221	6,652	10,906	5.0%	73.796%	392	479	408	266	402
Unlaminated plastics profile shape manufacturing	10,741	10,313	8,966	6,560	11,255	5.0%	73.796%	443	457	397	262	415
Confectionery manufacturing from purchased chocolate	10,393	10,360	8,930	6,498	4,107	5.0%	73.796%	428	459	395	260	152

Sector	Taxable Sales					times		Equals Qualified Revenue				
	2010	2011	2012	2013	2014	Tax Rate	General Fund Share	2010	2011	2012	2013	2014
Showcase, partition, shelving, and locker manufacturing	10,900	10,688	8,950	6,226	12,394	5.0%	73.796%	449	473	396	249	457
Sawmills and wood preservation	9,516	9,065	8,052	5,944	12,948	5.0%	73.796%	392	401	357	238	478
Medicinal and botanical manufacturing	9,644	9,172	8,015	5,880	3,349	5.0%	73.796%	397	406	355	235	124
Upholstered household furniture manufacturing	9,684	9,363	8,084	5,858	19,523	5.0%	73.796%	399	415	358	234	720
Broadcast and wireless communications equipment manufacturing	9,949	9,439	7,941	5,585	7,771	5.0%	73.796%	410	418	352	223	287
Adhesive manufacturing	8,473	8,675	7,600	5,515	7,220	5.0%	73.796%	349	384	337	220	266
Computer storage device manufacturing	11,910	11,150	8,528	5,445	9,399	5.0%	73.796%	491	494	378	218	347
All other miscellaneous manufacturing	8,972	8,662	7,463	5,426	19,894	5.0%	73.796%	370	384	330	217	734
Petroleum lubricating oil and grease manufacturing	7,473	8,389	7,336	5,315	2,979	5.0%	73.796%	308	371	325	212	110
Storage battery manufacturing	8,573	8,453	7,237	5,166	4,914	5.0%	73.796%	353	374	320	207	181
Other commercial and service industry machinery manufacturing	8,417	8,072	6,997	5,034	35,770	5.0%	73.796%	347	357	310	201	1,320
Watch, clock, and other measuring and controlling device manufacturing	8,594	8,229	7,019	5,026	4,138	5.0%	73.796%	354	364	311	201	153
Bare printed circuit board manufacturing	9,125	8,646	7,136	4,926	5,430	5.0%	73.796%	376	383	316	197	200
Cut and sew apparel contractors	8,113	7,584	6,489	4,678	8,562	5.0%	73.796%	334	336	287	187	316
Office Furniture	7,228	6,937	5,990	4,342	75,723	5.0%	73.796%	298	307	265	174	2,794
Semiconductor machinery manufacturing	6,867	6,683	5,820	4,216	8,756	5.0%	73.796%	283	296	258	169	323
Metal and other household furniture manufacturing	6,468	6,264	5,408	3,919	7,338	5.0%	73.796%	266	277	239	157	271
Synthetic rubber manufacturing	5,186	6,112	5,318	3,888	7,656	5.0%	73.796%	214	271	235	155	282
Nonchocolate confectionery manufacturing	5,996	5,963	5,166	3,771	5,213	5.0%	73.796%	247	264	229	151	192
Totalizing fluid meters and counting devices manufacturing	6,092	5,970	5,126	3,736	10,561	5.0%	73.796%	251	264	227	149	390
Grain farming	4,856	5,828	4,995	3,668	2,028	5.0%	73.796%	200	258	221	147	75
Metal can, box, and other metal container (light gauge) manufacturing	6,292	5,761	4,973	3,631	5,819	5.0%	73.796%	259	255	220	145	215
Womens and girls cut and sew apparel manufacturing	5,715	5,541	4,755	3,424	10,267	5.0%	73.796%	235	245	211	137	379
Sanitary paper product manufacturing	5,652	5,382	4,673	3,399	350	5.0%	73.796%	233	238	207	136	13
Poultry and egg production	5,116	5,240	4,477	3,234	11,397	5.0%	73.796%	211	232	198	129	421
Fruit farming	4,896	5,061	4,320	3,109	6,727	5.0%	73.796%	202	224	191	124	248
Textile and fabric finishing mills	5,534	5,658	4,605	3,096	5,963	5.0%	73.796%	228	251	204	124	220
Mining and quarrying other nonmetallic minerals	4,631	4,878	4,250	3,088	431	3.125%	86.900%	126	132	115	84	12
Propulsion units and parts for space vehicles and guided missiles manufacturing	4,929	4,841	4,173	3,005	381	5.0%	73.796%	203	214	185	120	14
Transport by water	4,809	4,663	4,077	2,986	1,535	5.0%	73.796%	198	206	181	119	57

Sector	Taxable Sales					times		Equals Qualified Revenue				
	2010	2011	2012	2013	2014	Tax Rate	General Fund Share	2010	2011	2012	2013	2014
Industrial process variable instruments manufacturing	4,919	4,895	4,175	2,985	5,337	5.0%	73.796%	203	217	185	119	197
Printing ink manufacturing	4,700	4,720	4,059	2,868	2,804	5.0%	73.796%	194	209	180	115	103
Travel trailer and camper manufacturing	4,774	4,585	3,943	2,837	4,029	5.0%	73.796%	197	203	175	113	149
State and local government passenger transit	4,574	4,535	3,905	2,809	6,387	5.0%	73.796%	188	201	173	112	236
Farm machinery and equipment manufacturing	4,458	4,358	3,803	2,770	6,314	5.0%	73.796%	184	193	168	111	233
Cotton farming	3,633	4,286	3,673	2,634	2,952	5.0%	73.796%	150	190	163	105	109
Tobacco product manufacturing	3,985	3,924	3,414	2,493	2,506	5.0%	73.796%	164	174	151	100	92
All other miscellaneous electrical equipment and component manufacturing	4,196	3,996	3,428	2,457	491	5.0%	73.796%	173	177	152	98	18
Turbine and turbine generator set units manufacturing	3,823	3,656	3,216	2,314	470	5.0%	73.796%	158	162	142	93	17
Glass container manufacturing	3,621	3,491	3,010	2,194	0	5.0%	73.796%	149	155	133	88	0
Electronic connector manufacturing	3,912	3,788	3,132	2,165	3,704	5.0%	73.796%	161	168	139	87	137
Bowling centers	3,507	3,325	2,895	2,125	18,517	5.0%	73.796%	145	147	128	85	683
Vending, commercial, industrial, and office machinery manufacturing	3,550	3,477	2,937	2,111	35,770	5.0%	73.796%	146	154	130	84	1,320
Spring and wire product manufacturing	3,434	3,339	2,904	2,097	2,211	5.0%	73.796%	142	148	129	84	82
Household refrigerator and home freezer manufacturing	3,443	3,283	2,806	2,012	1,477	5.0%	73.796%	142	145	124	80	55
Mens and boys cut and sew apparel manufacturing	3,281	3,248	2,788	2,008	2,011	5.0%	73.796%	135	144	123	80	74
Reconstituted wood product manufacturing	3,193	2,930	2,586	1,922	11,783	5.0%	73.796%	132	130	114	77	435
Motor and generator manufacturing	3,043	3,072	2,670	1,911	4,078	5.0%	73.796%	125	136	118	76	150
Search, detection, and navigation instruments manufacturing	3,245	3,118	2,648	1,898	1,917	5.0%	73.796%	134	138	117	76	71
Switchgear and switchboard apparatus manufacturing	3,046	2,936	2,533	1,858	5,443	5.0%	73.796%	126	130	112	74	201
Cutlery, utensil, pot, and pan manufacturing	2,996	2,912	2,519	1,820	4,009	5.0%	73.796%	123	129	112	73	148
Handtool manufacturing	2,885	2,751	2,402	1,730	3,641	5.0%	73.796%	119	122	106	69	134
Flavoring syrup and concentrate manufacturing	2,781	2,680	2,300	1,687	4,230	5.0%	73.796%	115	119	102	67	156
Heavy duty truck manufacturing	2,787	2,695	2,323	1,680	166	5.0%	73.796%	115	119	103	67	6
Analytical laboratory instrument manufacturing	2,843	2,721	2,321	1,659	1,022	5.0%	73.796%	117	120	103	66	38
Primary smelting and refining of nonferrous metal (except copper and aluminum)	2,397	2,677	2,291	1,649	290	5.0%	73.796%	99	119	101	66	11
Other fabricated metal manufacturing	2,653	2,595	2,243	1,648	1,491	5.0%	73.796%	109	115	99	66	55

Sector	Taxable Sales					times		Equals Qualified Revenue				
	2010	2011	2012	2013	2014	Tax Rate	General Fund Share	2010	2011	2012	2013	2014
Plate work and fabricated structural product manufacturing	2,417	2,447	2,128	1,561	2,999	5.0%	73.796%	100	108	94	62	111
All other basic inorganic chemical manufacturing	2,289	2,427	2,112	1,539	11,593	5.0%	73.796%	94	107	94	62	428
Relay and industrial control manufacturing	2,423	2,354	2,032	1,469	3,476	5.0%	73.796%	100	104	90	59	128
Nonferrous metal (except copper and aluminum) rolling, drawing, extruding and alloying	2,150	2,304	1,988	1,459	302	5.0%	73.796%	89	102	88	58	11
Carbon and graphite product manufacturing	2,530	2,356	2,038	1,456	1,021	5.0%	73.796%	104	104	90	58	38
Coated and laminated paper, packaging paper and plastics film manufacturing	2,221	2,207	1,921	1,401	1,275	5.0%	73.796%	92	98	85	56	47
Power, distribution, and specialty transformer manufacturing	2,269	2,231	1,936	1,390	2,289	5.0%	73.796%	93	99	86	56	84
Iron and steel mills and ferroalloy manufacturing	2,031	2,170	1,879	1,350	2,233	5.0%	73.796%	84	96	83	54	82
Support activities for oil and gas operations	2,081	2,107	1,860	1,348	42,102	5.000%	73.796%	86	93	82	54	1,553
Mining and quarrying stone	2,241	2,091	1,850	1,342	1,565	3.1%	86.900%	61	57	50	36	43
Cutting tool and machine tool accessory manufacturing	2,084	2,055	1,762	1,261	1,045	5.0%	73.796%	86	91	78	50	39
Other cut and sew apparel manufacturing	2,085	2,039	1,723	1,244	847	5.0%	73.796%	86	90	76	50	31
Hardware manufacturing	1,947	1,921	1,658	1,220	2,781	5.0%	73.796%	80	85	73	49	103
Dental equipment and supplies manufacturing	1,835	1,938	1,673	1,213	481	5.0%	73.796%	76	86	74	48	18
Frozen food manufacturing	1,915	1,879	1,622	1,189	2,702	5.0%	73.796%	79	83	72	48	100
Turned product and screw, nut, and bolt manufacturing	1,953	1,892	1,642	1,189	2,257	5.0%	73.796%	80	84	73	48	83
Office supplies (except paper) manufacturing	1,943	1,860	1,655	1,180	1,669	5.0%	73.796%	80	82	73	47	62
In-vitro diagnostic substance manufacturing	1,862	1,820	1,592	1,168	1,425	5.0%	73.796%	77	81	70	47	53
Plumbing fixture fitting and trim manufacturing	1,860	1,828	1,582	1,164	952	5.0%	73.796%	77	81	70	47	35
Soybean and other oilseed processing	1,591	1,842	1,568	1,147	84,604	5.0%	73.796%	66	82	69	46	3,122
Synthetic dye and pigment manufacturing	1,625	1,790	1,544	1,121	1,674	5.0%	73.796%	67	79	68	45	62
All other forging, stamping, and sintering	1,763	1,733	1,504	1,118	434	5.0%	73.796%	73	77	67	45	16
Material handling equipment manufacturing	1,875	1,819	1,542	1,103	2,005	5.0%	73.796%	77	81	68	44	74
Nonwoven fabric mills	1,772	1,767	1,514	1,091	1,261	5.0%	73.796%	73	78	67	44	47
Commercial Fishing	1,668	1,683	1,453	1,064	9,201	5.0%	73.796%	69	75	64	43	339
Ophthalmic goods manufacturing	1,680	1,631	1,407	1,019	2,334	5.0%	73.796%	69	72	62	41	86
Steel product manufacturing from purchased steel	1,526	1,616	1,408	1,017	1,541	5.0%	73.796%	63	72	62	41	57

Sector	Taxable Sales					times		Equals Qualified Revenue				
	2010	2011	2012	2013	2014	Tax Rate	General Fund Share	2010	2011	2012	2013	2014
Electronic capacitor, resistor, coil, transformer, and other inductor manufacturing	1,846	1,781	1,474	1,015	1,372	5.0%	73.796%	76	79	65	41	51
Commercial logging	1,537	1,554	1,374	1,005	4,142	5.0%	73.796%	63	69	61	40	153
Broadwoven fabric mills	1,591	1,689	1,424	1,004	2,030	5.0%	73.796%	66	75	63	40	75
Other engine equipment manufacturing	1,626	1,558	1,363	983	950	5.0%	73.796%	67	69	60	39	35
Veneer and plywood manufacturing	1,533	1,410	1,245	928	1,124	5.0%	73.796%	63	62	55	37	41
Apparel accessories and other apparel manufacturing	1,527	1,489	1,278	920	1,168	5.0%	73.796%	63	66	57	37	43
Footwear manufacturing	1,513	1,465	1,264	916	2,040	5.0%	73.796%	62	65	56	37	75
Wiring device manufacturing	1,443	1,413	1,217	877	196	5.0%	73.796%	59	63	54	35	7
Plastics and rubber industry machinery manufacturing	1,398	1,346	1,173	863	1,808	5.0%	73.796%	58	60	52	34	67
Tree nut farming	1,169	1,196	1,023	737	4,553	5.0%	73.796%	48	53	45	29	168
Motor vehicle body manufacturing	1,219	1,175	1,009	727	971	5.0%	73.796%	50	52	45	29	36
Doll, toy, and game manufacturing	1,208	1,162	1,005	726	781	5.0%	73.796%	50	51	44	29	29
Metal cutting and forming machine tool manufacturing	1,190	1,153	993	717	495	5.0%	73.796%	49	51	44	29	18
Curtain and linen mills	1,155	1,121	966	687	1,162	5.0%	73.796%	48	50	43	27	43
All other textile product mills	1,104	1,088	929	664	1,291	5.0%	73.796%	45	48	41	27	48
Light truck and utility vehicle manufacturing	1,110	1,061	914	661	1,729	5.0%	73.796%	46	47	40	26	64
Primary smelting and refining of copper	893	989	853	617	290	5.0%	73.796%	37	44	38	25	11
Cut stone and stone product manufacturing	997	948	822	604	760	5.0%	73.796%	41	42	36	24	28
Crown and closure manufacturing and metal stamping	906	902	783	568	910	5.0%	73.796%	37	40	35	23	34
Optical instrument and lens manufacturing	956	918	790	567	308	5.0%	73.796%	39	41	35	23	11
Institutional furniture manufacturing	919	883	771	556	82	5.0%	73.796%	38	39	34	22	3
Aluminum product manufacturing from purchased aluminum	842	871	756	552	576	5.0%	73.796%	35	39	33	22	21
Flat glass manufacturing	926	870	753	545	2,065	5.0%	73.796%	38	39	33	22	76
Construction machinery manufacturing	860	836	737	531	2,066	5.000%	73.796%	35	37	33	21	76
Concrete pipe, brick, and block manufacturing	859	821	717	529	241	5.0%	73.796%	35	36	32	21	9
Mining gold, silver, and other metal ore	763	876	741	521	520	3.1%	86.900%	21	24	20	14	14
Speed changer, industrial high-speed drive, and gear manufacturing	825	822	716	516	1,482	5.0%	73.796%	34	36	32	21	55
Jewelry and silverware manufacturing	773	823	710	516	486	5.0%	73.796%	32	36	31	21	18
Motorcycle, bicycle, and parts manufacturing	815	776	670	485	475	5.0%	73.796%	34	34	30	19	18
Arms, ordnance, and accessories manufacturing	783	785	672	484	580	5.0%	73.796%	32	35	30	19	21

Sector	Taxable Sales					times		Equals Qualified Revenue				
	2010	2011	2012	2013	2014	Tax Rate	General Fund Share	2010	2011	2012	2013	2014
Other rubber product manufacturing	737	752	651	475	914	5.0%	73.796%	30	33	29	19	34
Stationery product manufacturing	703	678	598	430	667	5.0%	73.796%	29	30	26	17	25
Fabric coating mills	675	675	579	418	430	5.0%	73.796%	28	30	26	17	16
Special tool, die, jig, and fixture manufacturing	665	646	561	409	161	5.0%	73.796%	27	29	25	16	6
Paperboard container manufacturing	645	636	552	404	672	5.0%	73.796%	27	28	24	16	25
Rolling mill and other metalworking machinery manufacturing	642	626	536	389	369	5.0%	73.796%	26	28	24	16	14
Fiber, yarn, and thread mills	525	597	506	361	651	5.0%	73.796%	22	26	22	14	24
Artificial and synthetic fibers and filaments manufacturing	516	533	466	341	206	5.0%	73.796%	21	24	21	14	8
Guided missile and space vehicle manufacturing	560	548	472	341	3,455	5.0%	73.796%	23	24	21	14	127
Electricity and signal testing instruments manufacturing	575	548	469	336	432	5.0%	73.796%	24	24	21	13	16
Leather and hide tanning and finishing	510	526	450	326	139	5.0%	73.796%	21	23	20	13	5
Mining and oil and gas field machinery manufacturing	523	506	448	322	159	5.0%	73.796%	22	22	20	13	6
Paint and coating manufacturing	496	496	429	312	342	5.0%	73.796%	20	22	19	12	13
Lime and gypsum product manufacturing	509	486	422	310	63	5.0%	73.796%	21	22	19	12	2
Fabricated pipe and pipe fitting manufacturing	489	488	422	300	1,695	5.0%	73.796%	20	22	19	12	63
Industrial mold manufacturing	481	460	400	294	196	5.0%	73.796%	20	20	18	12	7
Other concrete product manufacturing	469	448	395	287	48	5.0%	73.796%	19	20	17	11	2
Copper rolling, drawing, extruding and alloying	418	447	386	283	290	5.0%	73.796%	17	20	17	11	11
Textile bag and canvas mills	466	455	388	278	340	5.0%	73.796%	19	20	17	11	13
Lighting fixture manufacturing	443	431	373	271	74	5.0%	73.796%	18	19	17	11	3
Pottery, ceramics, and plumbing fixture manufacturing	431	420	367	267	510	5.0%	73.796%	18	19	16	11	19
All other transportation equipment manufacturing	446	423	365	264	286	5.0%	73.796%	18	19	16	11	11
Prefabricated wood building manufacturing	407	382	336	248	608	5.0%	73.796%	17	17	15	10	22
Nonferrous metal foundries	376	373	327	236	131	5.0%	73.796%	16	17	14	9	5
Alumina refining and primary aluminum production	347	359	313	226	299	5.0%	73.796%	14	16	14	9	11
Packaging machinery manufacturing	354	344	293	213	947	5.0%	73.796%	15	15	13	9	35
Rubber and plastics hoses and belting manufacturing	311	325	279	202	268	5.0%	73.796%	13	14	12	8	10

Sector	Taxable Sales					times		Equals Qualified Revenue				
	2010	2011	2012	2013	2014	Tax Rate	General Fund Share	2010	2011	2012	2013	2014
Mining and quarrying sand, gravel, clay, and ceramic and refractory minerals	328	307	269	196	531	3.125%	86.900%	9	8	7	5	14
Irradiation apparatus manufacturing	325	309	264	189	405	5.0%	73.796%	13	14	12	8	15
Musical instrument manufacturing	298	288	247	179	88	5.0%	73.796%	12	13	11	7	3
Gasket, packing, and sealing device manufacturing	276	274	236	171	616	5.0%	73.796%	11	12	10	7	23
Boat building	272	262	228	166	211	5.0%	73.796%	11	12	10	7	8
Custom architectural woodwork and millwork manufacturing	275	267	228	162	2,302	5.0%	73.796%	11	12	10	6	85
Mechanical power transmission equipment manufacturing	255	249	218	157	144	5.0%	73.796%	11	11	10	6	5
Small electrical appliance manufacturing	244	233	200	143	420	5.0%	73.796%	10	10	9	6	15
Abrasive product manufacturing	213	209	182	132	355	5.0%	73.796%	9	9	8	5	13
Paper mills	202	196	173	124	39	5.0%	73.796%	8	9	8	5	1
Railroad rolling stock manufacturing	186	177	154	111	50	5.0%	73.796%	8	8	7	4	2
Ready-mix concrete manufacturing	184	173	151	110	226	5.0%	73.796%	8	8	7	4	8
Tire manufacturing	154	162	140	101	24	5.0%	73.796%	6	7	6	4	1
Knit fabric mills	166	168	142	101	391	5.0%	73.796%	7	7	6	4	14
Telephone apparatus manufacturing	196	168	142	100	863	5.0%	73.796%	8	7	6	4	32
Carpet and rug mills	156	153	132	95	115	5.0%	73.796%	6	7	6	4	4
Motor home manufacturing	115	110	94	68	393	5.0%	73.796%	5	5	4	3	14
Household cooking appliance manufacturing	115	111	94	67	52	5.0%	73.796%	5	5	4	3	2
All other converted paper product manufacturing	97	96	83	61	46	5.0%	73.796%	4	4	4	2	2
Air purification and ventilation equipment manufacturing	96	94	82	60	52	5.0%	73.796%	4	4	4	2	2
Support activities for other mining	93	92	80	57	262	5.0%	73.796%	4	4	4	2	10
Mineral wool manufacturing	84	88	77	56	0	5.0%	73.796%	3	4	3	2	0
Power-driven handtool manufacturing	90	87	74	53	75	5.0%	73.796%	4	4	3	2	3
Truck trailer manufacturing	76	75	65	47	62	5.0%	73.796%	3	3	3	2	2
Heating equipment (except warm air furnaces) manufacturing	57	55	47	34	34	5.0%	73.796%	2	2	2	1	1
Other general purpose machinery manufacturing	52	51	44	31	1,229	5.0%	73.796%	2	2	2	1	45
Miscellaneous nonmetallic mineral product manufacturing	46	44	39	28	3	5.0%	73.796%	2	2	2	1	0
Photographic and photocopying equipment manufacturing	44	43	36	26	916	5.0%	73.796%	2	2	2	1	34
Metal tank (heavy gauge) manufacturing	41	39	34	24	125	5.0%	73.796%	2	2	1	1	5
Military armored vehicle, tank, and tank component manufacturing	36	35	30	22	686	5.0%	73.796%	1	2	1	1	25
Cement manufacturing	28	26	22	17	34	5.0%	73.796%	1	1	1	1	1

Sector	Taxable Sales					times		Equals Qualified Revenue				
	2010	2011	2012	2013	2014	Tax Rate	General Fund Share	2010	2011	2012	2013	2014
Pump and pumping equipment manufacturing	28	27	23	17	253	5.0%	73.796%	1	1	1	1	9
Air conditioning, refrigeration, and warm air heating equipment manufacturing	19	19	16	12	634	5.0%	73.796%	1	1	1	0	23
Brick, tile, and other structural clay product manufacturing	17	16	14	10	10	5.0%	73.796%	1	1	1	0	0
Fluid power process machinery manufacturing	14	14	12	8	15	5.0%	73.796%	1	1	1	0	1
Ammunition manufacturing	10	11	9	7	6	5.0%	73.796%	0	0	0	0	0
Ferrous metal foundries	10	10	9	7	15	5.0%	73.796%	0	0	0	0	1
Forestry, forest products, and timber tract production	7	7	6	5	4	5.0%	73.796%	0	0	0	0	0
Electric lamp bulb and part manufacturing	5	5	4	3	3	5.0%	73.796%	0	0	0	0	0
Paperboard Mills	3	2	2	2	3	5.0%	73.796%	0	0	0	0	0
Ground or treated mineral and earth manufacturing	1	1	1	1	15	5.0%	73.796%	0	0	0	0	1