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October 2, 2023

The Honorable Warren Peterson, President  
Arizona State Senate

The Honorable Ben Toma, Speaker  
Arizona House of Representatives

The Honorable Katie Hobbs, Governor  
State of Arizona

John Chan, Deputy City Manager  
City of Phoenix

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

This analysis estimates tax revenues generated for the State of Arizona from regional and national conventions and trade shows held at the Phoenix Convention Center. For the calendar year ended December 31, 2022, HVS estimated that events held at the Phoenix Convention Center generated \$19.2 million in tax revenues for the State, which is less than the \$25.0 million the State contributed toward the Convention Center's expansion. However, since its expansion, the Phoenix Convention Center generated an estimated additional \$251.9 million in State tax revenues, which is more than the \$244.9 million the State distributed to the Phoenix Convention Center. Therefore, the City of Phoenix owes no monies back to the State for fiscal year 2024.

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

Sincerely,

*Lindsey A. Perry*

Lindsey A. Perry, CPA, CFE  
Auditor General

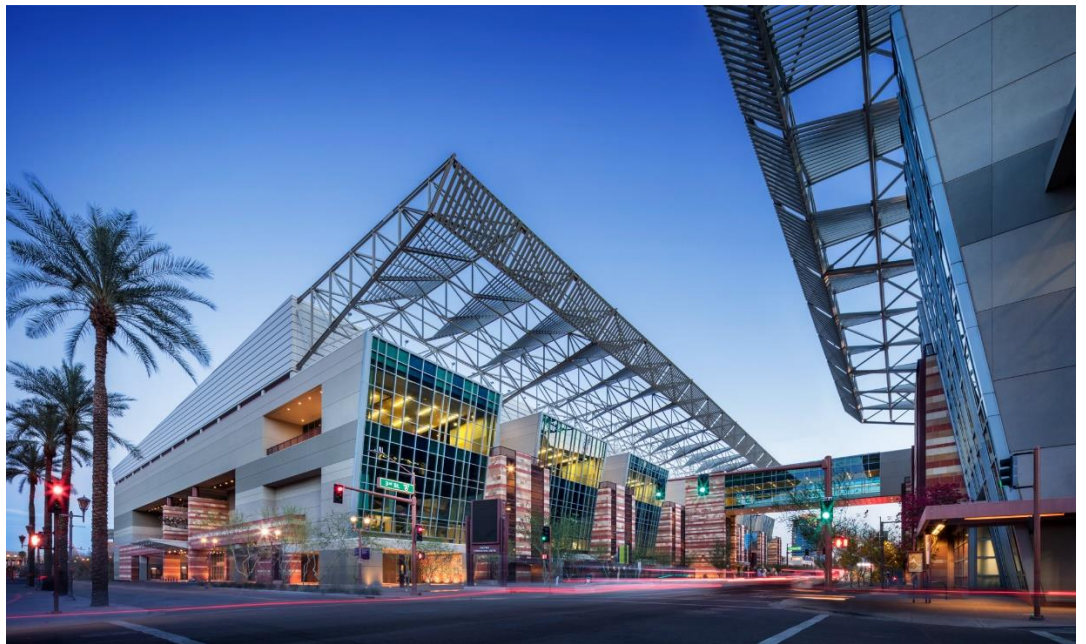


ECONOMIC AND FISCAL IMPACT ANALYSIS UPDATE

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# Phoenix Convention Center

PHOENIX, ARIZONA



**SUBMITTED TO:**

Ms. Lindsey Perry  
Arizona Auditor General  
2910 North 44th Street, Suite 410  
Phoenix, Arizona, 85018

**PREPARED BY:**

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October 2, 2023

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Ms. Lindsey Perry  
Arizona Auditor General  
2910 North 44th Street, Suite 410  
Phoenix, Arizona, 85018

Re: Phoenix Convention Center  
Phoenix, AZ

Dear Ms. Perry:

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

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

It has been a pleasure working with you. We look forward to hearing your comments.

Sincerely,  
HVS Convention, Sports & Entertainment  
Facilities Consulting

Tom Hazinski  
Managing Director

Jorge Cotte  
Senior Director



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# 1. Introduction and Executive Summary

## Nature of the Assignment

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

HVS performed this analysis as directed by A.R.S. §9-626. This statute requires an assessment of the value of direct, indirect, and induced economic activity resulting from regional and national conventions and trade shows held at the PCC since a large-scale expansion project was completed in 2009. These estimates of economic activity provide the basis for estimates of the gross amount of State General Fund revenues received from income, sales, and luxury taxes derived from the operation of the PCC. Gross State General Fund revenue minus the amounts distributed as directed by A.R.S. §9-602(D) plus construction impacts equal the net impact on the State General Fund.

In the original Economic and Fiscal Impact Analysis dated August 1, 2014, HVS estimated the impact of the PCC for the period from 2009 through 2013. In subsequent years, HVS estimated the prior year impact of the PCC. This update estimates the 2022 impact of the PCC.

## Impact of the COVID-19 Pandemic on PCC Performance

The COVID-19 pandemic began in early 2020 and had a significant impact throughout the world and on the respective economies. The onset of the pandemic resulted in decreased business activity, causing widespread economic hardships, including increases in unemployment. The hospitality industry was severely affected, as travel declined sharply and as restrictions on group sizes resulted in the cancellations of meetings, conventions, and events. The depth and duration of this impact was influenced by the course of the pandemic and the nature and extent of restrictions on business and travel activity; the period of greatest impact was 2020. With the availability of vaccines and lifting of restrictions, conditions generally improved in 2021, although the Omicron variant slowed the recovery in the latter part of the year. The peak impact of the pandemic on the travel industry is well behind us. While group meetings and events have resumed, business travel remains below pre-pandemic levels given that office occupancy and work-related travel have been affected by more widespread remote work options. Travel patterns have shifted to include more leisure demand, anticipated to comprise a greater proportion of lodging demand in the future. Research conducted by HVS and analysis of STR hospitality industry data indicates that while average daily rate (“ADR”) and revenue per available room (“RevPAR”) have surpassed 2019 levels in most markets, general expectation is that lagging occupancy levels will recover by

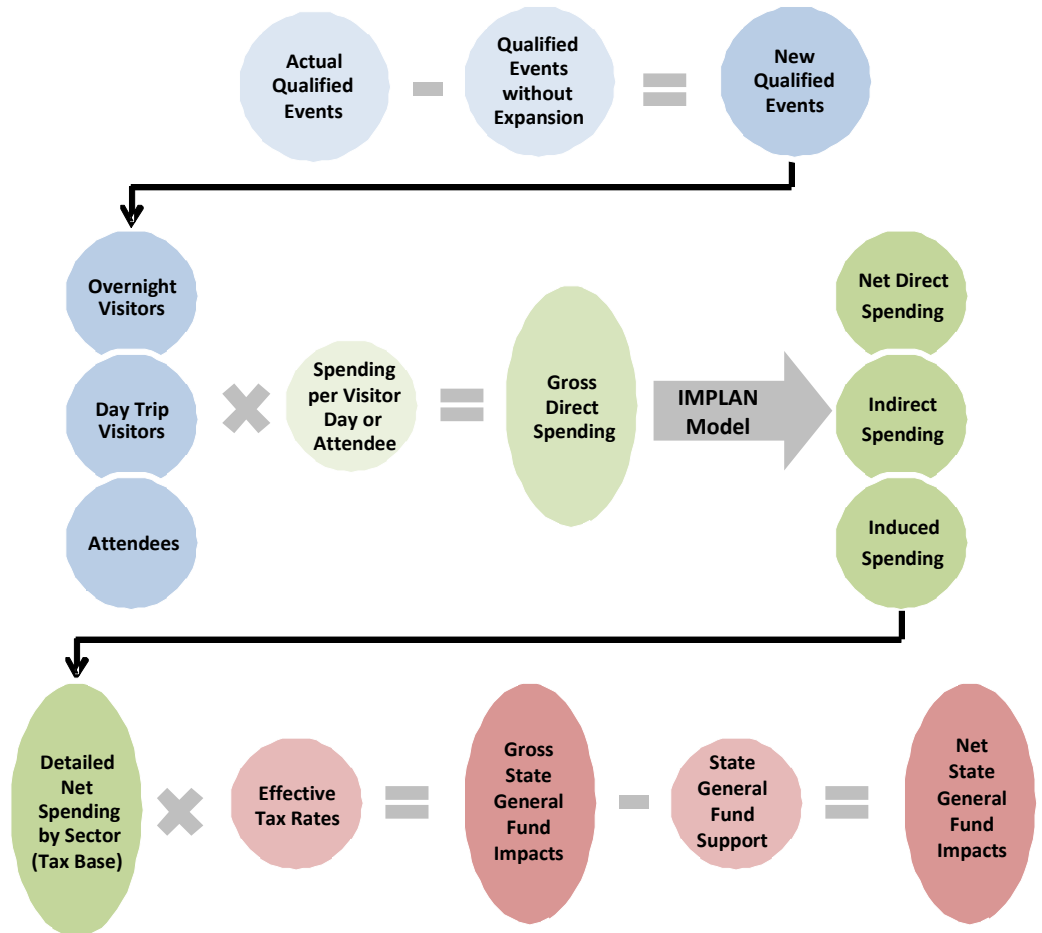
2024; the timing and pace of recovery for individual markets will vary based on market-specific characteristics and conditions.

The PCC resumed events in June 2021, but the spread of the Delta and Omicron variants hurt the expected attendance levels. In 2022, the PCC resumed normal activities and showed recovery in events and attendance. Future bookings indicate that the PCC recovery will continue in 2023.

**Economic Impact Methodology**

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

**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 non-expansion scenario, HVS assumed that in 2009, the PCC would have achieved an average annual level of Qualified Events for the years 2003 through 2005. From 2006 through 2008, the project to expand the PCC was in process, negatively affecting the annual level of Qualified Events. From 2010 through 2013, we applied the actual percent change in demand to the historical averages. For 2014 through 2019, as well as 2022, we assumed that the PCC without expansion would remain at the same level of demand as in 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 non-expansion scenarios represents the net demand added by the expansion. HVS estimated overnight visitors, day-trip visitors, and attendees to the PCC. For 2020 and 2021, we adjusted the non-expansion demand to account for the COVID-related restrictions that stymied events at 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 (2021) on the Arizona economy. IMPLAN generates estimates of total net spending. Spending falls into three categories: net direct spending, indirect spending, and induced spending. The sum of net direct, indirect, and induced spending estimates makes up the total estimated spending impact of the New Qualified Events.

To estimate fiscal impacts, HVS identified the sources of spending that would generate State 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 State 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

Visit Phoenix provided HVS with data on historical actual Qualified Events from 2013 through 2022. The following figure shows the difference between the number of Qualified Events and their associated attendance and room nights for the past ten years in the non-expansion and expansion scenarios.

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

Year	No Expansion	Actual	Change
<b>Qualified Events</b>			
2013	19	42	23
2014	19	65	46
2015	19	65	46
2016	19	67	48
2017	19	67	48
2018	19	77	58
2019	19	68	49
2020	4	19	15
2021	10	34	24
2022	19	65	46
<b>Total</b>	<b>165</b>	<b>569</b>	<b>404</b>
<b>Attendance</b>			
2013	24,000	118,332	94,332
2014	24,000	198,523	174,523
2015	24,000	248,278	224,278
2016	24,000	210,506	186,506
2017	24,000	239,570	215,570
2018	24,000	295,473	271,473
2019	24,000	316,771	292,771
2020	4,000	71,922	67,922
2021	8,000	72,617	64,617
2022	24,000	261,309	237,309
<b>Total</b>	<b>204,000</b>	<b>2,033,301</b>	<b>1,829,301</b>
<b>Occupied Room Nights*</b>			
2013	96,000	368,192	272,192
2014	96,000	603,674	507,674
2015	96,000	694,382	598,382
2016	96,000	647,146	551,146
2017	96,000	674,048	578,048
2018	96,000	784,634	688,634
2019	96,000	746,246	650,246
2020	18,000	206,780	188,780
2021	19,800	208,787	188,987
2022	96,000	487,260	391,260
<b>Total*</b>	<b>805,800</b>	<b>5,421,148</b>	<b>4,615,348</b>

\*May not sum to totals due to rounding.

Source: Visit Phoenix and HVS



The difference between the two scenarios provides the basis for estimating the net increase in spending related to Qualified Events. The PCC experienced decreased attendance due to restrictions related to the COVID-19 pandemic, but attendance increased by 260% in 2022 from the previous year. 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)**

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Direct	\$117.3	\$217.6	\$277.1	\$251.8	\$235.4	\$308.3	\$300.5	\$92.4	\$83.4	\$226.4
Indirect	36.1	65.9	82.2	89.7	90.3	117.5	114.6	36.7	34.0	99.6
Induced	46.1	74.3	121.5	145.9	119.1	144.8	147.7	44.9	39.3	118.6
<b>Total</b>	<b>\$199.5</b>	<b>\$357.8</b>	<b>\$480.8</b>	<b>\$487.4</b>	<b>\$444.8</b>	<b>\$570.6</b>	<b>\$562.8</b>	<b>\$174.0</b>	<b>\$156.7</b>	<b>\$444.7</b>

### Fiscal Impacts

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

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

The following figure summarizes the estimated increase in State General Fund revenues from 2009 to 2022 with construction impacts and PCC Development Fund distributions.

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

	Impact
<b>Annual Qualified Revenue</b>	
2009	\$17,347,000
2010	14,681,000
2011	15,422,000
2012	13,620,000
2013	9,120,000
2014	14,996,000
2015	20,489,000
2016	20,647,000
2017	18,985,000
2018	23,543,000
2019	23,620,000
2020	7,163,000
2021	6,634,000
2022	19,159,000
<b>Total Qualified Revenue</b>	<b>\$225,426,000</b>
<b>Construction Impacts</b>	<b>26,445,000</b>
<b>Sub-total</b>	<b>\$251,871,000</b>
<b>Less Fund Distributions 2009-2022</b>	<b>(244,881,950)</b>
<b>Qualified Revenue Less Distributions</b>	<b>\$6,989,050</b>

Sources: AECOM, State of Arizona, and HVS

### Breakeven Analysis

The cumulative difference between construction impacts and Qualified Revenue less PCC Development Fund distributions from 2009 to 2022 is approximately \$7.0 million. However, PCC Development Fund distributions will continue through 2044. HVS estimated the minimum attendance required for total PCC Development Fund distribution to equal Qualified Revenues for future years (see Figure 1-5).

As stated earlier, the COVID-19 pandemic has had both short- and long-term impacts on PCC operations, but current bookings indicate a strong recovery. HVS assumptions are based on available public information at the time of this writing.

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

- Calculated Qualified Revenues per Attendee from 2013 through 2022 by dividing Qualified Revenue (Figure 1-4) by Net Attendance (Figure 1-2).
- Used a ten-year average from 2013 to 2022 in 2022 dollars to project Qualified Revenue per Attendee and inflated that amount by an inflation rate of 3.0% for 2023 and 2.5% for future years.
- HVS based forecasts of 2023 attendance on current bookings pace provided by Visit Phoenix, which currently outpaces what was on the books in 2018 – 2022. We assume bookings reflect the most recent available information on event size.
- Beginning with 2024, HVS estimates that the PCC requires an average of 210,961 attendees per year through 2032 for cumulative Qualified Revenue to equal PCC Development Fund distributions.

See the following figure.

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

Bond Year <sup>1</sup>	State General Fund Distributions to City of Phoenix	Estimated Future Qualified Attendance to Break Even	Qualified Revenue per Attendee <sup>2</sup>	Qualified Revenue	Qualified Revenue minus State General Fund Distributions to City of Phoenix	Cumulative Excess (Deficit) <sup>3</sup>
Actual <sup>4</sup>						\$6,989,050
2023	25,498,550	268,000	\$111.75	29,948,710	4,450,160	11,439,210
2024	25,998,700	210,961	114.54	24,164,060	(1,834,640)	9,604,570
2025	26,497,375	210,961	117.41	24,768,162	(1,729,213)	7,875,356
2026	26,997,100	210,961	120.34	25,387,366	(1,609,734)	6,265,622
2027	27,495,125	210,961	123.35	26,022,050	(1,473,075)	4,792,547
2028	27,998,700	210,961	126.43	26,672,601	(1,326,099)	3,466,448
2029	28,499,525	210,961	129.59	27,339,416	(1,160,109)	2,306,339
2030	28,999,575	210,961	132.83	28,022,901	(976,674)	1,329,665
2031	29,495,550	210,961	136.16	28,723,474	(772,076)	557,589
2032	29,999,150	210,961	139.56	29,441,561	(557,589)	0
2033	29,996,250	209,694	143.05	29,996,250	0	0
2034	29,995,775	204,576	146.62	29,995,775	0	0
2035	29,999,975	199,614	150.29	29,999,975	0	0
2036	29,995,825	194,719	154.05	29,995,825	0	0
2037	29,995,850	189,969	157.90	29,995,850	0	0
2038	29,996,750	185,342	161.85	29,996,750	0	0
2039	29,995,225	180,812	165.89	29,995,225	0	0
2040	29,997,975	176,418	170.04	29,997,975	0	0
2041	29,996,150	172,105	174.29	29,996,150	0	0
2042	29,996,175	167,907	178.65	29,996,175	0	0
2043	29,998,925	163,827	183.11	29,998,925	0	0

<sup>1</sup>Beginning July 1.

<sup>2</sup>Estimated average revenue per attendee at qualified events. Past years are in 2022 dollars and future years are estimated using inflation rates of 3.0% for 2023 and 2.5% thereafter.

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

<sup>4</sup>As of December 31, 2022.

Annual Fund Distribution amounts will increase from \$25.5 million in 2023 to \$30.0 million in 2032 and remain at roughly \$30.0 million until 2043. To generate enough Qualified Revenue to equal the cumulative amounts of PCC Development Fund distributions, the PCC will need to generate approximately 210,961 in annual attendance for the years 2024 through 2032. From 2009 through 2019, the PCC generated approximately 199,000 in a net attendance to Qualified Events, but from 2015 through 2019, the PCC generated approximately 238,000 in a net attendance to Qualified Events.

Following 2032, PCC Development Fund distributions increase by less than inflation. Therefore, the PCC will need to generate an average of 185,907 in annual attendance for the years 2033 through 2043 for Qualified Revenue to equal PCC Development Fund distributions.

### **Conclusion**

HVS estimates that through the year 2022, Qualified Revenues exceed the amounts of PCC Development Fund distributions by \$7.0 million. The COVID-19 pandemic crisis limited the ability of the PCC to generate Qualified Revenue in 2020 and 2021. Current bookings for 2023 and 2024 indicate a recovery to pre-COVID activity levels surpassing annual booking goals. In the next five to ten years, the PCC will need to attract attendance slightly higher than the average from 2009 to 2019 of approximately 199,000 to generate amounts of Qualified Revenues sufficient to cover PCC Development Fund distributions.

## 2. Event Demand Analysis

### History of Phoenix Convention Center

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

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

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

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

**FIGURE 2-1**  
**PCC BEFORE AND AFTER EXPANSION**

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

Source: Phoenix Convention Center, City of Phoenix, Visit Phoenix

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

Visit Phoenix provided HVS with data on historical Qualified Events for the calendar years 2009 through 2022. Appendix A provides a complete list of Qualified Events. The following figures present the number of events and attendee history at the PCC for the past ten years by calendar year and number of attendees.

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

Attendance Range	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
0 - 999	10	15	7	12	10	11	9	1	15	12
1000 - 1999	10	18	20	19	23	29	22	5	12	18
2000 - 2999	9	10	10	14	14	9	13	4	1	9
3000 - 3999	6	8	7	5	7	5	6	4	1	13
4000 - 4999	3	2	6	4	6	6	7	1	0	1
5000 - 5999	1	1	5	2	2	6	0	0	0	2
6000 - 6999	1	3	0	6	0	3	1	2	2	2
7000 - 7999	0	0	4	1	0	3	0	0	0	1
8000 - 8999	0	3	0	1	1	1	3	1	1	2
9000 - 9999	0	0	0	0	1	0	3	0	1	0
10000+	2	5	6	3	3	4	4	1	1	5
<b>Total</b>	<b>42</b>	<b>65</b>	<b>65</b>	<b>67</b>	<b>67</b>	<b>77</b>	<b>68</b>	<b>19</b>	<b>34</b>	<b>65</b>

Source: Visit Phoenix

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

Attendance Range	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
0 - 999	6,771	8,770	4,350	8,030	5,541	6,955	6,488	700	7,243	7,612
1000 - 1999	14,155	25,998	28,100	25,793	33,052	41,899	31,616	7,000	17,682	26,782
2000 - 2999	21,238	22,794	22,800	32,293	32,478	19,710	32,373	9,600	2,327	21,130
3000 - 3999	20,286	28,239	23,200	19,170	23,918	17,295	21,478	12,500	3,029	44,653
4000 - 4999	13,628	8,400	26,128	17,210	25,857	25,620	30,451	4,200	0	4,000
5000 - 5999	5,254	5,000	25,700	10,608	11,144	30,756	0	0	0	11,040
6000 - 6999	6,000	18,827	0	37,000	0	19,585	6,000	12,000	12,141	12,173
7000 - 7999	0	0	30,000	7,100	0	21,000	0	0	0	7,000
8000 - 8999	0	24,250	0	8,752	8,000	8,500	26,095	8,122	8,500	16,000
9000 - 9999	0	0	0	0	9,318	0	27,500	0	9,000	0
10000+	31,000	56,245	88,000	44,550	90,262	104,153	134,770	17,800	12,695	110,919
<b>Total</b>	<b>118,332</b>	<b>198,523</b>	<b>248,278</b>	<b>210,506</b>	<b>239,570</b>	<b>295,473</b>	<b>316,771</b>	<b>71,922</b>	<b>72,617</b>	<b>261,309</b>

Source: Visit Phoenix

Activity at the PCC in 2022 reflects a recovery from the COVID-19 pandemic, with a 91% increase in events and a 260% increase in attendance from 2021.

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

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

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

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

Source: PCC Intercept Survey and Visit Phoenix

The survey results indicate that the average overnight visitor stays for approximately the same length of time as the event length. From this analysis, we



assumed that room nights per lodger equaled the event’s length in the non-expansion scenario.

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

The figure below shows the room night history at the PCC from 2013 through 2022.

**FIGURE 2-5  
PHOENIX CONVENTION CENTER TOTAL ROOM NIGHTS**

Attendance Range	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
0 - 999	23,404	30,314	15,036	27,756	19,153	26,528	17,094	1,811	15,130	16,323
1000 - 1999	48,927	89,863	97,129	89,155	114,246	147,425	109,230	22,337	54,542	79,402
2000 - 2999	73,410	78,788	78,809	111,622	112,262	87,025	131,000	31,565	4,014	55,109
3000 - 3999	70,119	97,609	80,192	66,262	82,674	60,930	94,315	64,251	10,449	134,274
4000 - 4999	47,106	29,035	90,313	59,487	89,376	88,683	116,647	3,622	0	13,799
5000 - 5999	18,161	17,283	88,833	36,667	38,520	97,388	0	0	0	23,786
6000 - 6999	20,739	65,076	0	127,892	0	84,181	20,698	46,571	57,388	47,019
7000 - 7999	0	0	103,696	24,541	0	72,444	0	0	0	18,111
8000 - 8999	0	83,821	0	30,252	27,652	36,653	113,539	35,023	21,992	75,893
9000 - 9999	0	0	0	0	32,208	0	109,130	0	38,809	0
10000+	66,325	111,884	140,375	73,513	157,959	83,376	34,593	1,600	6,463	23,544
<b>Total*</b>	<b>368,192</b>	<b>603,674</b>	<b>694,382</b>	<b>647,146</b>	<b>674,048</b>	<b>784,634</b>	<b>746,246</b>	<b>206,780</b>	<b>208,787</b>	<b>487,260</b>

\*May not sum to totals due to rounding.

Source: Visit Phoenix and HVS

**Qualified Events  
without Expansion**

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

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

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

Source: PCC

To estimate the number of Qualified Events that would have occurred without expansion, HVS assumed that in 2009 the PCC would have achieved the 2003 to 2005 three-year average level of events and attendance. In subsequent years, we applied the actual percent change in Qualified Events for the years 2010 through 2013 to the average levels in 2009. For 2014 through 2019, as well as 2022, HVS assumed that without expansion, the PCC would hold the same number of events as the year before. For 2020 and 2021, HVS adjusted the non-expansion estimates to reflect the venue’s closure or limited event activity.

See the figure below for the actual percent change in Qualified Event attendance that occurred from 2013 through 2022, followed by the resulting projections for Qualified Events without an expansion.

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

Year	Events		Attendance	
	Total	Change from Previous	Total	Change from Previous
2013	42	-31.1%	118,332	-28.1%
2014	65	54.8%	198,523	67.8%
2015	65	0.0%	248,278	25.1%
2016	67	3.1%	210,506	-15.2%
2017	67	0.0%	239,570	13.8%
2018	77	14.9%	295,473	23.3%
2019	68	-11.7%	316,771	7.2%
2020	19	-72.1%	71,922	-77.3%
2021	34	78.9%	72,617	1.0%
2022	65	91.2%	261,309	259.8%

Source: Visit Phoenix

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

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

Attendance Range	2013	2014	2015	2016	2017	2018	2019	2020	2021*	2022
<b>Events</b>										
0 - 999	4	4	4	4	4	4	4	1	2	4
1000 - 1999	7	7	7	7	7	7	7	1	4	7
2000 - 2999	3	3	3	3	3	3	3	1	2	3
3000 - 3999	3	3	3	3	3	3	3	1	2	3
4000 - 4999	1	1	1	1	1	1	1	0	0	1
5000 - 5999	1	1	1	1	1	1	1	0	1	1
<b>Total</b>	<b>19</b>	<b>19</b>	<b>19</b>	<b>19</b>	<b>19</b>	<b>19</b>	<b>19</b>	<b>4</b>	<b>10</b>	<b>19</b>
<b>Average Attendance</b>										
0 - 999	548	548	548	548	548	548	548	400	300	548
1000 - 1999	821	821	821	821	821	821	821	900	500	821
2000 - 2999	1,314	1,314	1,314	1,314	1,314	1,314	1,314	1,400	800	1,314
3000 - 3999	1,971	1,971	1,971	1,971	1,971	1,971	1,971	2,000	1,200	1,971
4000 - 4999	3,286	3,286	3,286	3,286	3,286	3,286	3,286	2,700	1,700	3,286
5000 - 5999	3,286	3,286	3,286	3,286	3,286	3,286	3,286	3,200	1,900	3,286
<b>Total Attendance (rounded to the nearest 1,000)</b>										
0 - 999	2,000	2,000	2,000	2,000	2,000	2,000	2,000	0	500	2,000
1000 - 1999	6,000	6,000	6,000	6,000	6,000	6,000	6,000	1,000	2,200	6,000
2000 - 2999	4,000	4,000	4,000	4,000	4,000	4,000	4,000	1,000	1,400	4,000
3000 - 3999	6,000	6,000	6,000	6,000	6,000	6,000	6,000	1,000	2,000	6,000
4000 - 4999	2,000	2,000	2,000	2,000	2,000	2,000	2,000	0	600	2,000
5000 - 5999	4,000	4,000	4,000	4,000	4,000	4,000	4,000	1,000	1,300	4,000
<b>Total</b>	<b>24,000</b>	<b>24,000</b>	<b>24,000</b>	<b>24,000</b>	<b>24,000</b>	<b>24,000</b>	<b>24,000</b>	<b>4,000</b>	<b>8,000</b>	<b>24,000</b>

\*May not sum to totals due to rounding.

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.

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

The following figure shows room night projections for Qualified Events in the non-expansion scenario.

**FIGURE 2-9  
PROJECTED ROOM NIGHTS WITHOUT EXPANSION**

<b>Attendance Range</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>
0 - 999	6,000	6,000	6,000	6,000	6,000	6,000	6,000	1,000	1,200	6,000
1000 - 1999	24,000	24,000	24,000	24,000	24,000	24,000	24,000	5,000	5,000	24,000
2000 - 2999	16,000	16,000	16,000	16,000	16,000	16,000	16,000	3,000	3,300	16,000
3000 - 3999	26,000	26,000	26,000	26,000	26,000	26,000	26,000	5,000	5,400	26,000
4000 - 4999	7,000	7,000	7,000	7,000	7,000	7,000	7,000	1,000	1,400	7,000
5000 - 5999	17,000	17,000	17,000	17,000	17,000	17,000	17,000	3,000	3,500	17,000
<b>Total</b>	<b>96,000</b>	<b>96,000</b>	<b>96,000</b>	<b>96,000</b>	<b>96,000</b>	<b>96,000</b>	<b>96,000</b>	<b>18,000</b>	<b>19,800</b>	<b>96,000</b>

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

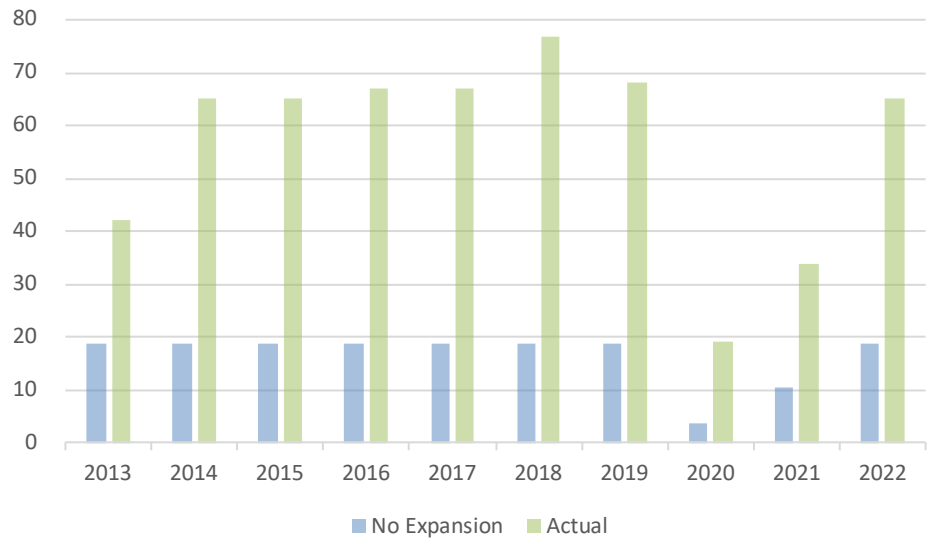
**FIGURE 2-10  
PROJECTED DIFFERENCE IN DEMAND**

Year	No Expansion	Actual	Change
<b>Qualified Events</b>			
2013	19	42	23
2014	19	65	46
2015	19	65	46
2016	19	67	48
2017	19	67	48
2018	19	77	58
2019	19	68	49
2020	4	19	15
2021	10	34	24
2022	19	65	46
<b>Total</b>	<b>165</b>	<b>569</b>	<b>404</b>
<b>Attendance</b>			
2013	24,000	118,332	94,332
2014	24,000	198,523	174,523
2015	24,000	248,278	224,278
2016	24,000	210,506	186,506
2017	24,000	239,570	215,570
2018	24,000	295,473	271,473
2019	24,000	316,771	292,771
2020	4,000	71,922	67,922
2021	8,000	72,617	64,617
2022	24,000	261,309	237,309
<b>Total</b>	<b>204,000</b>	<b>2,033,301</b>	<b>1,829,301</b>
<b>Occupied Room Nights*</b>			
2013	96,000	368,192	272,192
2014	96,000	603,674	507,674
2015	96,000	694,382	598,382
2016	96,000	647,146	551,146
2017	96,000	674,048	578,048
2018	96,000	784,634	688,634
2019	96,000	746,246	650,246
2020	18,000	206,780	188,780
2021	19,800	208,787	188,987
2022	96,000	487,260	391,260
<b>Total*</b>	<b>805,800</b>	<b>5,421,148</b>	<b>4,615,348</b>

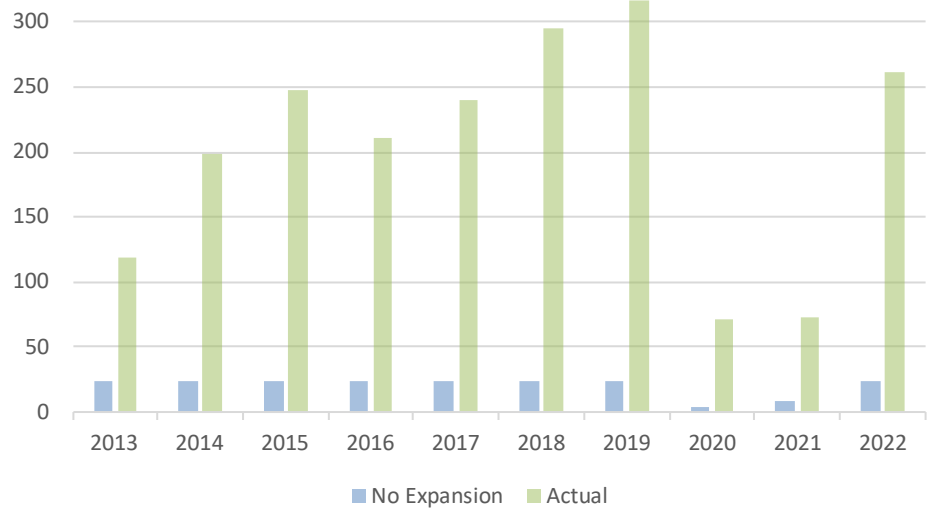
\*May not sum to totals due to rounding.

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

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



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





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



## 3. Spending Estimates

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

### Direct, Indirect, and Induced Spending

Spending falls into three categories:

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

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

### Sources of Direct Spending

HVS identified four sources of new direct spending impact:

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

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

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

### Spending Parameters

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

We relied on STR data to estimate hotel room rates paid by delegates in each year of the forecast. See the following figure for a ten-year summary of average daily room rates in hotels near the Convention Center in downtown Phoenix.

**FIGURE 3-1**  
**HOTEL AVERAGE DAILY ROOM RATES**

Year	ADR
2013	\$143.83
2014	146.95
2015	159.71
2016	162.76
2017	161.49
2018	166.38
2019	173.49
2020	197.88
2021	137.87
2022	183.00

Source: STR

STR data has certain limitations. Not every property reports data in a consistent and timely manner. STR estimates the average daily room rate of non-reporting hotels based on reported data. These factors can influence the overall quality of the

information. Nonetheless, STR data provide the best available estimates of the average daily room rate.

HVS primarily relied on Longwoods International's Travel USA 2022: National Overnight Trip Volume and Expenditures by Segment report for overnight and day-trip visitor spending. HVS relied on its own hotel revenue database to determine additional overnight visitor spending that Longwoods International does not include in its travel surveys. Beginning with activity from 2018 and for subsequent years, HVS adjusted overnight visitor spending to include 0.15 Non-Registered Visitors per attendee, as described in Appendix F. For exhibitor and organizer spending, we used a 2004 national survey of convention spending conducted by Destinations International ("DI").

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

The use of Longwoods International's Travel USA visitor spending profile represents a change from previous reports. Although spending estimates for overnight and day-trip visitors may vary from previous estimates, they more accurately reflect current spending levels. For a more detailed discussion of the Longwoods International and DI calculations, please refer to Appendix C of this report.

The following figures show the adjusted and appropriately inflated daily spending parameters for 2013 through 2022.



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

	2013	2014	2015	2016	2017*	2018	2019	2020	2021	2022**
<b>Inflation Index</b>	<b>1.229</b>	<b>1.253</b>	<b>1.255</b>	<b>1.271</b>	<b>0.000</b>	<b>1.024</b>	<b>1.038</b>	<b>1.053</b>	<b>1.105</b>	<b>0.000</b>
Hotel Room Rental	\$143.83	\$146.95	\$159.71	\$162.76	\$161.49	\$166.38	\$173.49	\$197.88	\$137.87	\$183.00
Restaurants	64.86	66.13	66.23	56.89	27.55	32.46	33.05	33.35	35.02	35.93
Other Hotel Spending	42.76	43.60	43.67	47.65	81.43	83.89	87.48	98.94	103.52	67.71
General Retail	27.44	27.97	28.02	28.45	15.03	17.70	18.03	18.19	19.11	17.12
Golf, Skiing and Gaming	19.92	20.31	20.34	20.65	na	na	na	na	na	na
Cultural Recreation	9.46	9.64	9.66	9.80	na	na	na	na	na	na
Transportation	8.36	8.52	8.54	8.67	6.51	7.67	7.81	7.88	8.28	11.80
Auto Rental and Leasing	8.36	8.52	8.53	9.52	6.51	7.67	7.81	7.88	8.28	5.90
Sightseeing	4.43	4.52	4.53	4.60	na	na	na	na	na	na
Performing Arts Companies	3.72	3.80	3.80	3.86	na	na	na	na	na	na
Spectator Sports Companies	2.00	2.04	2.04	2.07	na	na	na	na	na	na
Retail - Gas Stations	1.84	1.87	1.87	1.90	na	na	na	na	na	na
Public Transit	1.62	1.65	1.65	1.68	na	na	na	na	na	na
Film Entertainment	1.24	1.26	1.26	1.28	na	na	na	na	na	na
Telecommunication	na	na	na	na	na	na	na	na	na	na
Other Amusement & Recreation	na	na	na	na	12.52	14.75	15.02	15.15	15.92	14.22
<b>Total</b>	<b>\$339.84</b>	<b>\$346.78</b>	<b>\$359.85</b>	<b>\$359.78</b>	<b>\$311.04</b>	<b>\$330.52</b>	<b>\$342.69</b>	<b>\$379.27</b>	<b>\$327.99</b>	<b>\$335.68</b>

\*Spending data source change from DI to Longwoods International shows decrease in overall spending but reflects most up-to-date spending estimates.  
 \*\*Updated Longwoods International estimates, as described in Appendix C.  
 Totals may not sum due to rounding.

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

For events with 10,000 or more attendees, HVS used Hotel Room Rental and Other Hotel Spending of \$81.33 and \$30.09, respectively, to account for multiple attendee room occupancy.

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

	2013	2014	2015	2016	2017*	2018	2019	2020	2021	2022**
<b>Inflation Index</b>	<b>1.233</b>	<b>1.253</b>	<b>1.255</b>	<b>1.270</b>	<b>0.000</b>	<b>1.024</b>	<b>1.038</b>	<b>1.053</b>	<b>1.105</b>	<b>0.000</b>
Restaurants	\$64.86	\$66.13	\$66.23	\$56.89	\$27.55	\$28.23	\$28.74	\$33.35	\$35.02	\$35.93
General Retail	27.44	27.97	28.02	28.45	15.03	15.40	15.67	18.19	19.11	17.12
Golf, Skiing and Gaming	19.92	20.31	20.34	20.65	na	na	na	na	na	na
Cultural Recreation	9.46	9.64	9.66	9.80	na	na	na	na	na	na
Sightseeing	4.43	4.52	4.53	4.60	na	na	na	na	na	na
Performing Arts Companies	3.72	3.80	3.80	3.86	na	na	na	na	na	na
Spectator Sports Companies	2.00	2.04	2.04	2.07	na	na	na	na	na	na
Retail - Gas Stations	1.84	1.87	1.87	1.90	na	na	na	na	na	na
Public Transit	1.62	1.65	1.65	1.68	na	na	na	na	na	na
Film Entertainment	1.24	1.26	1.26	1.28	na	na	na	na	na	na
Transportation	na	na	na	na	6.51	6.67	6.79	7.88	8.28	17.69
Auto Rental and Leasing	na	na	na	na	6.51	6.67	6.79	7.88	8.28	na
Other Amusement & Recreation	na	na	na	na	12.52	12.83	13.06	15.15	15.92	14.22
<b>Total</b>	<b>\$136.53</b>	<b>\$139.19</b>	<b>\$139.40</b>	<b>\$131.18</b>	<b>\$68.12</b>	<b>\$69.80</b>	<b>\$71.05</b>	<b>\$82.45</b>	<b>\$86.60</b>	<b>\$84.97</b>

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

\*\*Updated Longwoods International estimates, as described in Appendix C.

Totals may not sum due to rounding.

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

**FIGURE 3-4  
EXHIBITOR DAILY SPENDING PER EVENT ATTENDEE\***

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
<b>Inflation Index</b>	<b>1.233</b>	<b>1.253</b>	<b>1.255</b>	<b>1.270</b>	<b>1.297</b>	<b>1.329</b>	<b>1.353</b>	<b>1.370</b>	<b>1.434</b>	<b>1.555</b>
Lodging Costs	\$7.45	\$7.61	\$8.28	\$8.43	\$8.37	\$8.62	\$8.99	\$10.25	\$7.14	\$9.48
Other Hotel Spending	3.94	4.02	4.03	4.39	4.49	4.36	5.34	5.21	5.46	6.33
Advertising & Related Services	3.17	3.23	3.23	3.28	3.35	3.43	3.49	4.00	4.19	4.76
Other Amusement & Recreation	3.12	3.18	3.18	3.23	3.30	3.38	3.44	3.94	4.13	4.69
Auto Rental and Leasing	2.59	2.64	2.64	2.95	3.01	3.02	2.84	3.34	3.51	3.56
Machinery & Equipment	1.73	1.77	1.77	1.79	1.83	1.88	1.91	2.19	2.29	2.53
General Retail	1.35	1.38	1.38	1.40	1.43	1.47	1.49	1.71	1.79	2.03
Transportation	1.01	1.03	1.03	1.05	1.07	1.09	1.11	1.27	1.33	1.47
Retail - Gas Stations	0.47	0.48	0.48	0.49	0.50	0.51	0.52	0.60	0.63	0.71
Public Transit	0.15	0.16	0.16	0.16	0.16	0.17	0.17	0.19	0.20	0.22
<b>Total</b>	<b>\$24.98</b>	<b>\$25.50</b>	<b>\$26.18</b>	<b>\$27.17</b>	<b>\$27.51</b>	<b>\$27.93</b>	<b>\$29.31</b>	<b>\$32.70</b>	<b>\$30.68</b>	<b>\$35.79</b>

Totals may not sum due to rounding.

Sources: CTI, DI, STR, and HVS

**FIGURE 3-5**  
**EVENT ORGANIZER SPENDING PER EVENT ATTENDEE\***

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
<b>Inflation Index</b>	<b>1.233</b>	<b>1.253</b>	<b>1.255</b>	<b>1.270</b>	<b>1.297</b>	<b>1.329</b>	<b>1.353</b>	<b>1.370</b>	<b>1.434</b>	<b>1.555</b>
Other Hotel Spending	\$1.19	\$1.22	\$1.22	\$1.15	\$1.29	\$1.32	\$1.61	\$1.58	\$1.15	\$1.52
General Retail	1.46	1.49	1.49	1.40	1.66	1.70	1.60	1.88	1.98	1.84
Hotel Room Rate	1.23	1.25	1.25	1.27	1.30	1.29	1.32	1.55	1.62	2.15
Advertising & Related Services	0.95	0.97	0.97	0.99	1.01	1.00	1.02	1.20	1.26	1.43
Transportation	0.18	0.19	0.19	0.19	0.19	0.19	0.20	0.23	0.24	0.26
Auto Rental and Leasing	0.05	0.05	0.05	0.05	0.05	0.05	0.05	0.06	0.06	0.07
Public Transit	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.05	0.05	0.05
Restaurants	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.04	0.04	0.04
<b>Total</b>	<b>\$5.13</b>	<b>\$5.24</b>	<b>\$5.24</b>	<b>\$5.12</b>	<b>\$5.57</b>	<b>\$5.62</b>	<b>\$5.87</b>	<b>\$6.58</b>	<b>\$6.40</b>	<b>\$7.36</b>

Totals may not sum due to rounding.

Sources: CTI, DI, STR, and HVS

### Facility Revenue Related to Qualified Events

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

**Food and Beverage**—Most events that use the PCC’s function space also arrange for food service for their attendees during their events. This food service includes catering, which can range from coffee breaks associated with a meeting to a full dinner associated with a convention or banquet. Consumer shows, theater performances, and arena events may generate concession revenue. Most conventions and conferences generate demand for multiple meals during these multi-day events. Meetings and banquets generally include a single meal or refreshment services. Conventions and tradeshow typically experience the most spending per attendee.

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

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

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

**Services**—Event services include the fees charged to tenants for services that could include business services, technical assistance, information technology set-up and

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

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

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

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

The following figure shows spending at the PCC for the years 2013 through 2022.

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

Spending Category	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Food & Beverage	\$8,073	\$16,614	\$19,258	\$23,669	\$16,408	\$18,171	\$21,732	\$4,750	\$4,826	\$21,649
Facility Rental	2,361	2,580	3,298	2,969	3,249	3,115	3,654	1,246	1,427	4,386
Utilities	2,151	3,364	4,365	4,712	3,670	4,425	1,944	627	697	2,032
Audio Visual	979	2,053	2,259	2,220	1,766	2,404	2,654	647	1,402	3,736
Services	464	674	1,617	993	1,039	1,069	1,339	326	459	4,321
Equipment	52	51	73	78	82	66	81	33	32	99
Ticket Tax/Fees	25	28	20	22	17	73	41	16	0	45
Parking	15	43	211	47	44	51	67	16	1	40
<b>Total</b>	<b>\$14,120</b>	<b>\$25,407</b>	<b>\$31,101</b>	<b>\$34,710</b>	<b>\$26,275</b>	<b>\$29,374</b>	<b>\$31,512</b>	<b>\$7,661</b>	<b>\$8,844</b>	<b>\$36,308</b>

Source: PCC

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

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

Spending Category	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Food & Beverage	\$1,622	\$1,990	\$1,844	\$2,673	\$1,628	\$1,462	\$1,631	\$310	\$868	\$1,970
Facility Rental	474	309	316	335	322	251	274	81	257	399
Utilities	432	403	418	532	364	356	146	41	125	185
Audio Visual	197	246	216	251	175	193	199	42	252	340
Services	93	81	155	112	103	86	101	21	83	393
Equipment	10	6	7	9	8	5	6	2	6	9
Ticket Tax/Fees	5	3	2	2	2	6	3	1	0	4
Parking	3	5	20	5	4	4	5	1	0	4
<b>Total</b>	<b>\$2,836</b>	<b>\$3,043</b>	<b>\$2,978</b>	<b>\$3,919</b>	<b>\$2,606</b>	<b>\$2,363</b>	<b>\$2,365</b>	<b>\$499</b>	<b>\$1,591</b>	<b>\$3,304</b>

Sources: HVS and PCC

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



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

Spending Category	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Food & Beverage	\$6,451	\$14,624	\$17,414	\$20,996	\$14,780	\$16,709	\$20,101	\$4,440	\$3,958	\$19,679
Facility Rental	1,886	2,271	2,982	2,634	2,926	2,864	3,380	1,165	1,170	3,987
Utilities	1,719	2,961	3,947	4,180	3,306	4,069	1,798	586	572	1,847
Audio Visual	783	1,807	2,043	1,969	1,591	2,211	2,455	605	1,150	3,396
Services	371	593	1,462	881	936	983	1,239	305	376	3,928
Equipment	41	45	66	69	73	60	75	31	26	90
Ticket Tax/Fees	20	25	18	20	16	67	38	15	0	41
Parking	12	38	191	42	39	47	62	15	1	36
<b>Total</b>	<b>\$11,283</b>	<b>\$22,364</b>	<b>\$28,123</b>	<b>\$30,791</b>	<b>\$23,667</b>	<b>\$27,010</b>	<b>\$29,148</b>	<b>\$7,162</b>	<b>\$7,253</b>	<b>\$33,004</b>

Sources: HVS and PCC

Refer to Appendix D for a complete listing of all PCC revenues in 2022.

**Attendance Estimates**

HVS applied the sources of spending impacts and spending parameters described in Figures 3-2 through 3-8 to estimate gross direct spending for 2022. For overnight visitors, day-trip visitors, exhibitors, and organizers, HVS multiplied the spending by the number of attendee days.

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

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

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

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

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

Attendance Range	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
<b>Total Event Attendance per Attendance Range</b>										
0 - 999	5,000	7,000	3,000	6,000	4,000	5,000	5,000	400	7,000	6,000
1000 - 1999	8,000	20,000	22,000	19,000	27,000	35,000	25,000	6,000	16,000	20,000
2000 - 2999	17,000	19,000	19,000	28,000	28,000	16,000	28,000	9,000	1,000	17,000
3000 - 3999	14,000	22,000	17,000	13,000	18,000	11,000	15,000	11,000	1,000	39,000
4000 - 4999	12,000	7,000	24,000	16,000	24,000	24,000	29,000	4,000	0	2,000
5000 - 5999	1,000	1,000	22,000	7,000	7,000	27,000	0	0	0	7,000
6000 - 6999	6,000	19,000	0	37,000	0	20,000	6,000	12,000	12,000	12,000
7000 - 7999	0	0	30,000	7,000	0	21,000	0	0	0	7,000
8000 - 8999	0	24,000	0	9,000	8,000	9,000	26,000	8,000	9,000	16,000
9000 - 9999	0	0	0	0	9,000	0	28,000	0	9,000	0
10000+	31,000	56,000	88,000	45,000	90,000	104,000	135,000	18,000	13,000	111,000
<b>Average Event Length (number of days)</b>										
0 - 999	4.2	3.3	5.0	4.0	4.1	4.3	3.0	3.0	2.7	2.5
1000 - 1999	3.4	3.8	4.5	3.9	4.7	4.1	4.0	3.6	3.5	3.3
2000 - 2999	3.4	4.2	4.3	4.3	4.6	5.1	4.7	3.8	2.0	3.1
3000 - 3999	4.7	3.4	5.4	3.6	5.0	4.0	5.0	6.0	4.0	3.5
4000 - 4999	4.0	4.0	3.8	5.5	4.0	4.0	4.4	1.0	0.0	4.0
5000 - 5999	6.0	10.0	4.0	3.0	6.5	3.7	0.0	0.0	0.0	2.5
6000 - 6999	3.0	5.3	0.0	4.3	0.0	5.0	4.0	4.5	5.5	4.5
7000 - 7999	0.0	0.0	4.8	3.0	0.0	4.0	0.0	0.0	0.0	3.0
8000 - 8999	0.0	3.7	0.0	5.0	2.0	5.0	5.0	5.0	3.0	5.5
9000 - 9999	0.0	0.0	0.0	0.0	4.0	0.0	5.3	0.0	5.0	0.0
10000+	3.5	3.0	3.8	5.3	8.3	5.8	5.0	3.0	5.0	3.0

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

**FIGURE 3-10**  
**TOTAL ATTENDEE DAYS**

Attendance Range	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
0 - 999	20,000	25,000	2,497,000	21,000	14,000	24,000	13,000	1,000	16,000	12,000
1000 - 1999	29,000	73,000	91,000	72,000	102,000	143,000	99,000	20,000	57,000	64,000
2000 - 2999	66,000	71,000	77,000	110,000	107,000	83,000	134,000	33,000	1,000	46,000
3000 - 3999	61,000	92,000	75,000	57,000	73,000	41,000	80,000	69,000	6,000	126,000
4000 - 4999	48,000	22,000	102,000	64,000	96,000	95,000	128,000	3,000	-2,000	8,000
5000 - 5999	6,000	7,000	103,000	29,000	32,000	94,000	-19,000	-4,000	-4,000	8,000
6000 - 6999	23,000	66,000	0	139,000	0	98,000	24,000	54,000	67,000	55,000
7000 - 7999	0	0	173,000	50,000	0	84,000	0	0	0	21,000
8000 - 8999	0	71,000	0	29,000	28,000	43,000	132,000	41,000	26,000	88,000
9000 - 9999	0	0	0	0	36,000	0	147,000	0	45,000	0
10000+	145,000	260,000	395,000	207,000	425,000	375,000	340,000	53,000	63,000	297,000
<b>Total</b>	<b>398,000</b>	<b>687,000</b>	<b>3,513,000</b>	<b>778,000</b>	<b>913,000</b>	<b>1,080,000</b>	<b>1,078,000</b>	<b>270,000</b>	<b>275,000</b>	<b>725,000</b>

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

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

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

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

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

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

See the following figure for estimated Gross Direct Spending from 2018 to 2022.

**FIGURE 3-11**  
**GROSS DIRECT SPENDING**

Year	Spending Parameter	x # Attendee Days	= Total Spending**
<b>Overnight Visitor Spending*</b>			
2018	\$330.52	793,000	236,119,000
2019	\$342.69	685,000	224,772,000
2020	\$379.27	213,000	76,374,000
2021	\$327.99	214,000	66,046,000
2022	\$348.42	421,000	139,230,000
<b>Day-trip Visitor Spending</b>			
2018	\$69.80	286,000	19,963,000
2019	\$71.05	391,000	27,781,000
2020	\$82.45	57,000	4,682,000
2021	\$86.60	60,000	5,153,000
2022	\$84.97	371,000	31,558,000
<b>Exhibitor Spending</b>			
2018	\$27.93	1,080,000	30,160,000
2019	\$29.31	1,076,000	31,539,000
2020	\$32.70	270,000	8,821,000
2021	\$30.68	274,000	8,403,000
2022	\$35.79	792,000	28,352,000
<b>Organizer Spending</b>			
2018	\$5.62	1,080,000	6,070,000
2019	\$5.87	1,076,000	6,316,000
2020	\$6.58	270,000	1,775,000
2021	\$6.40	274,000	1,752,000
2022	\$7.36	792,000	5,833,000
<b>Annual Venue Spending at Qualified Events</b>			
	2018	27,010,000	
	2019	29,146,000	
	2020	7,162,000	
	2021	7,253,000	
	2022	33,004,000	
*Total spending after 2018 includes adjustment for hotel room occupancy of 2.25 for events with 10,000 or more attendees which results in lower per person spending for these kinds of events.			
**May not sum to totals due to rounding.			

Sources: Longwoods, DI, CTI, HVS and PCC

### Indirect and Induced Spending

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

**IMPLAN Impact  
Modeling**

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

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

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

**FIGURE 3-12  
GROSS DIRECT SPENDING BY IMPLAN SECTOR (2022)\***

Industry Sector	Spending (\$ Thousands)
Hotel and Lodging	114,885
Food & Beverage	29,942
Catering & Concessions	19,679
Retail	18,140
Other Amusement and Recreation	15,850
Transportation at Destination	13,880
Convention Center	13,199
Car Rental	5,373
Advertising	4,902
Equipment Rental	2,090
Parking	36
<b>Total</b>	<b>\$237,976</b>

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

**Annual Net Direct  
Spending**

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

### Retail Margins

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

### Local Purchase Percentage

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

### Annual Net Spending Impacts

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

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

Year	Net Direct	Indirect	Induced	Total*
2013	\$117,315	\$36,146	\$46,127	\$199,588
2014	\$217,597	\$65,891	\$74,335	\$357,823
2015	\$277,104	\$82,182	\$121,454	\$480,740
2016	\$251,837	\$89,704	\$145,939	\$487,480
2017	\$235,379	\$90,287	\$119,112	\$444,778
2018	\$308,330	\$117,487	\$144,812	\$570,629
2019	\$300,479	\$114,602	\$147,718	\$562,799
2020	\$92,411	\$36,691	\$44,876	\$173,977
2021	\$83,394	\$33,988	\$39,263	\$156,645
2022	\$226,424	\$99,637	\$118,632	\$444,694

\*May not sum to totals due to rounding.

From 2021 to 2022, total spending increased by 183.9% due to an increase in events and hotel average daily rate. For detailed output broken down by year and IMPLAN industry sector, please refer to Appendix E.

### Other Considerations

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

2008 through 2012 to estimate the overnight visitation for Qualified Events and industry knowledge to estimate the length of stay and visitation for certain large events.

The PCC 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 PCC 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 PCC.

## 4. Fiscal Impact Estimates

### Fiscal Impacts

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

**FIGURE 4-1**  
**SOURCES OF REVENUE FOR THE STATE GENERAL FUND**

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

\*From 6/1/2010 to 5/31/2013, Prop 100 increased the Sales Tax by 1%.  
Source: Tax Handbook, State of Arizona Staff of the Joint Legislative Budget Committee

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

In this study, we estimated only the portion of taxes that would flow to the General Fund. We use nominal rates and the portion allocated to the General Fund to estimate Qualified Revenues for each year. For each tax, HVS found data on General Fund revenue for 2009 through 2022. The following describes the calculations for the effective rate for each source of Qualified Revenue.

### Sales Tax and Use Tax

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

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



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

### Personal Income Tax

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

**FIGURE 4-2**  
**PERSONAL INCOME TAX (IN BILLIONS)**

Year	General Fund Income Tax Revenue	Individual Income Tax Revenue*	Total Income	Effective Individual Income Tax Rate
2013	\$3.55	\$3.03	\$247.0	1.23%
2014	\$3.48	\$2.97	\$259.0	1.15%
2015	\$3.81	\$3.26	\$270.7	1.20%
2016	\$3.93	\$3.36	\$284.3	1.18%
2017	\$3.84	\$3.33	\$298.0	1.12%
2018	\$4.24	\$3.75	\$316.9	1.18%
2019	\$4.85	\$4.34	\$340.3	1.27%
2020	\$4.30	\$3.89	\$375.6**	1.04%
2021	\$6.55	\$5.80	\$403.7**	1.44%
2022	\$7.94	\$7.02	\$417.0	1.68%

\*2022 Individual Income Tax is approximately 86.6% of all Income Taxes, which includes Individual Income Tax and Corporate Income Tax.

\*\*The BEA regularly revises estimates of personal income. These numbers, which have been updated from previous reports, reflect the revised statistics from March 2023.

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

### Corporate Income Tax

The Arizona Department of Revenue Fiscal Year 2022 Annual Report stated that from FY 2018 through FY 2022, Corporate Income Tax averaged approximately 10.4% of Total Income Taxes per year. HVS calculated 2022 Qualified Revenue from Corporate Income Tax by multiplying Qualified Revenue from Personal Income Tax by the applicable percentage.

### Luxury Tax

The Arizona Department of Revenue Fiscal Year 2022 Annual Report stated that from FY 2018 through FY 2022, taxes on alcohol, tobacco, and cigarette sales averaged approximately 1.08% of all Sales Tax and Use Tax per year. HVS calculated Qualified Revenue for Luxury Tax by multiplying each year’s Qualified Revenue from Sales Tax and Use Tax by the corresponding percentage.

## IMPLAN Categories

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

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

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

The figure below shows Qualified Revenue for the State of Arizona from 2013 to 2022.

**FIGURE 4-3**  
**QUALIFIED REVENUE TO THE STATE OF ARIZONA GENERAL FUND (\$ MILLIONS)**

Year	Sales & Use	Personal Income	Corporate Income	Luxury	Total*
2013	\$8,012	\$841	\$144	\$123	\$9,120
2014	\$13,276	\$1,311	\$206	\$203	\$14,996
2015	\$17,841	\$2,060	\$326	\$262	\$20,489
2016	\$18,090	\$1,997	\$301	\$259	\$20,647
2017	\$17,083	\$1,471	\$195	\$236	\$18,985
2018	\$21,120	\$1,921	\$221	\$281	\$23,543
2019	\$20,857	\$2,262	\$238	\$263	\$23,620
2020	\$6,450	\$580	\$55	\$78	\$7,163
2021	\$5,809	\$694	\$65	\$67	\$6,634
2022	\$16,366	\$2,371	\$246	\$176	\$19,159

\*May not sum to totals due to rounding.

Four tax sources generated \$19.2 million in 2022.

IMPLAN classifies direct, indirect, and induced spending into over 500 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 PCC Development Fund starting in 2009. The figure below shows the distribution amounts.

**FIGURE 4-4  
PCC DEVELOPMENT FUND  
DISTRIBUTIONS (2009 TO 2022)**

Bond Year*	Fund Distribution
2009	\$5,000,000
2010	10,000,000
2011	0
2012	5,595,000
2013	20,449,000
2014	20,449,000
2015	20,449,000
2016	20,449,000
2017	22,499,000
2018	22,996,250
2019	23,499,950
2020	23,997,900
2021	24,498,450
2022	24,999,400
<b>Total</b>	<b>\$244,881,950</b>

\*Beginning July 1

Source: Arizona Revised Statute 9-602 (D)

For each year, HVS took the difference between Qualified Revenue and the amount distributed. The net impact from 2009 to 2022 equals the total difference between Qualified Revenue and distributions. A.R.S. §9-626 (B) states that net impact estimates must include General Fund revenues derived from construction activity. In 2010, the Arizona Auditor General contracted AECOM to estimate the 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 STATE GENERAL FUND IMPACT**

	Impact
<b>Annual Qualified Revenue</b>	
2009	\$17,347,000
2010	14,681,000
2011	15,422,000
2012	13,620,000
2013	9,120,000
2014	14,996,000
2015	20,489,000
2016	20,647,000
2017	18,985,000
2018	23,543,000
2019	23,620,000
2020	7,163,000
2021	6,634,000
2022	19,159,000
<b>Total Qualified Revenue</b>	<b>\$225,426,000</b>
<b>Construction Impacts</b>	<b>26,445,000</b>
<b>Sub-total</b>	<b>\$251,871,000</b>
<b>Less Fund Distributions 2009-2022</b>	<b>(244,881,950)</b>
<b>Qualified Revenue Less Distributions</b>	<b>\$6,989,050</b>

Sources: AECOM, State of Arizona, and HVS

HVS estimates that the State of Arizona General Fund has a net positive impact of approximately \$7.0 million from the PCC expansion. This total is made of Qualified Revenue less convention center development PCC Development Fund distributions from 2009 to 2022 plus the construction impacts from 2004 to 2008.

## 5. Statement of Assumptions and Limiting Conditions

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

## 6. Certification

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

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



Tom Hazinski  
Managing Director



Jorge Cotte  
Senior Director

## A. Appendix - Qualified Events 2009 - 2022

Event Name	Start Date	End Date	Attendance	Room Nights
EPIC School of Evidence Photography & Imaging	1/9/2009	1/14/2009	500	86
Imaging USA - Annual Conv & Expo	1/11/2009	1/13/2009	7,700	4,631
Annual Meeting	1/11/2009	1/15/2009	3,706	6,664
P. F. Chang's Rock "N" Roll Marathon & 1/2 Marathon	1/16/2009	1/17/2009	28,690	16,720
Leadership Conference	1/18/2009	1/28/2009	7,800	8,243
Cattle Industry Annual Convention & Trade Show	1/29/2009	1/31/2009	5,355	7,990
Electric Utilities Environmental Conference	2/2/2009	2/4/2009	1,700	3,147
West Coast Retail Solutions Expo	2/3/2009	2/5/2009	807	1,270
Annual All Star Weekend	2/12/2009	2/16/2009	25,000	18,984
Annual Convention	2/22/2009	2/25/2009	5,529	8,603
Sporting Goods Show	2/26/2009	2/28/2009	1,305	2,059
Waste Management Symposium	3/2/2009	3/5/2009	2,100	3,354
Annual Cancer Symposium	3/2/2009	3/8/2009	1,627	2,807
Utility Construction Expo	3/4/2009	3/6/2009	1,500	984
Annual Conference and Exhibitions	3/8/2009	3/11/2009	2,200	3,396
Western Regional Dental Convention	3/11/2009	3/14/2009	5,500	878
Annual Session & Exposition	3/15/2009	3/18/2009	1,800	3,452
Annual Conference	3/18/2009	3/22/2009	760	1,889
ICBA National Convention & Techworld	3/19/2009	3/21/2009	3,500	5,589
Technical Conference & Exhibit	3/20/2009	3/26/2009	650	782
The Pulse On Tour	3/21/2009	3/22/2009	2,000	209
The Big Deal	3/24/2009	3/26/2009	415	319
AAHA Yearly Conference	3/27/2009	3/29/2009	3,583	4,939
The Vision Show	3/28/2009	4/4/2009	2,000	237
North American Steel Construction Conference	3/31/2009	4/4/2009	3,217	4,105
Annual Convention	4/3/2009	4/7/2009	2,200	4,219
Annual Conference	4/6/2009	4/11/2009	4,500	4,267
2009 Indian Gaming Trade Show & Convention	4/15/2009	4/16/2009	4,100	3,973
Annual Spring National Meeting	4/16/2009	4/19/2009	3,600	2,562
PRSM Annual Conference	4/19/2009	4/21/2009	2,000	2,492
IPEG 2009 Annual Meeting	4/21/2009	4/25/2009	350	815
Annual Scientific Session	4/22/2009	4/25/2009	2,500	4,929
Dance Workshop	4/25/2009	4/26/2009	400	64
DoD CE Meeting	4/28/2009	5/1/2009	900	2,581
NAA Green Conference	4/28/2009	4/29/2009	750	10
Annual Retail Conference & Expo	4/30/2009	5/5/2009	900	1,582
NeighborWorks Training Institute	5/4/2009	5/8/2009	1,500	6,402
NRA Annual Meetings and Exhibits	5/15/2009	5/20/2009	64,324	8,330
Annual Convention	5/22/2009	5/25/2009	4,400	6,562
Commercial Construction Show	6/2/2009	6/4/2009	750	437
National Conference	6/10/2009	6/12/2009	3,500	5,663
Annual Conference	6/16/2009	6/19/2009	2,200	4,274
National Reading Meeting	6/23/2009	6/26/2009	1,595	3,448
Volleyball Festival	6/26/2009	7/3/2009	12,100	15,533
Annual Convention	7/11/2009	7/15/2009	400	1,486
GSA SmartPay Conference	7/28/2009	7/30/2009	5,000	10,579
ASI Convention	8/5/2009	8/8/2009	3,000	3,377
Pfaff Conference	8/11/2009	8/13/2009	525	1,335
Gold Canyon Convention	8/12/2009	8/14/2009	600	859
VFW & Ladies Auxiliary Annual National Convention	8/15/2009	8/20/2009	13,000	10,583
National Neonatal Nurses Meeting/Mother Baby Conference	9/13/2009	9/16/2009	1,500	1,671
Project Conference	9/15/2009	9/17/2009	1,500	2,559
Building Component Manufacturers Conference	9/29/2009	10/2/2009	584	1,054
Computing/DI Leadership Conference	9/30/2009	10/4/2009	1,500	3,882
Save The Dream Tour	10/2/2009	10/5/2009	1,260	1,218
Annual Congress	10/5/2009	10/8/2009	607	1,708
SAP TechEd	10/12/2009	10/16/2009	3,800	8,525
Annual Session	10/21/2009	10/25/2009	900	1,020
North American Convention	10/22/2009	10/24/2009	2,585	3,597
International Open	10/22/2009	10/25/2009	1,000	145
Dept of Defense Maintenance Sym & Exhib	10/26/2009	10/29/2009	1,300	3,016
MidYear Conference	10/28/2009	10/31/2009	1,500	758
Annual Biomedical Research Conference for Minority Students	11/4/2009	11/7/2009	2,800	5,126
Annual Conference & Expo	11/11/2009	11/13/2009	27,300	12,539
Annual Convention & Exhibition	11/14/2009	11/17/2009	700	1,005
School Equipment Show	11/18/2009	11/20/2009	2,500	2,542
Area Conference	12/3/2009	12/5/2009	1,700	2,003
Quarterly College Event	12/14/2009	12/19/2009	2,400	987
Confidential	-	-	-	-
Leadership	1/7/2010	1/8/2010	984	1,602
P. F. Chang's Rock "N" Roll Marathon & 1/2 Marathon	1/15/2010	1/16/2010	18,690	17,260
Pre POA	1/16/2010	1/22/2010	550	2,017
International Meeting on Simulation in Healthcare	1/23/2010	1/27/2010	2,207	3,795

Event Name	Start Date	End Date	Attendance	Room Nights
LifeScan/Animas National Sales Meeting	1/24/2010	1/29/2010	937	3,383
Electric Utilities Environmental Conference	2/1/2010	2/3/2010	2,251	2,251
National Sales Meeting	2/4/2010	2/6/2010	2,000	808
PACE- The Paint & Coatings Expo	2/7/2010	2/12/2010	2,500	3,213
Annual Conference on Education	2/11/2010	2/13/2010	4,020	6,448
West Coast Retail Solutions Expo	2/16/2010	2/18/2010	900	1,128
Tradeshaw	2/18/2010	2/20/2010	2,267	2,569
Sporting Goods Show	2/18/2010	2/20/2010	1,415	2,099
Educational Conference & Expo	2/22/2010	2/24/2010	639	1,378
PLC Summit	2/23/2010	2/26/2010	2,251	1,585
SME Annual Meeting & Exhibits	2/27/2010	3/3/2010	4,937	5,164
The Pulse On Tour	2/27/2010	2/28/2010	700	419
State Conference	2/28/2010	3/2/2010	2,000	489
Western Regional Dental Convention	3/4/2010	3/6/2010	4,524	695
Waste Management Symposium	3/8/2010	3/11/2010	3,724	3,724
Annual Meeting	3/12/2010	3/14/2010	2,073	4,583
Spring Training Expo	3/17/2010	3/19/2010	1,000	581
Annual Conference and Culinology Expo	3/19/2010	3/19/2010	1,500	1,336
Capella University Colloquium	3/19/2010	3/20/2010	1,395	938
Career Conference	3/19/2010	3/20/2010	1,334	97
WrestleMania Block	3/25/2010	3/28/2010	47,000	5,288
Annual Conference and Exhibition	4/11/2010	4/15/2010	1,400	3,698
SkillsUSA Championships	4/12/2010	4/13/2010	2,150	380
Annual Conference	4/13/2010	4/18/2010	1,250	2,600
Aviation Week MRO Conference & Exhibition	4/19/2010	4/22/2010	6,200	5,922
Juice Plus+® Leadership Conference	4/22/2010	4/24/2010	8,000	3,142
Annual Conference	4/24/2010	4/28/2010	1,867	2,007
NeighborWorks Training Institute	5/3/2010	5/7/2010	1,546	5,952
Annual Meeting	5/11/2010	5/13/2010	1,300	1,625
Annual Meeting & Expo	5/14/2010	5/19/2010	1,600	3,489
National Solar Energy Conference	5/20/2010	5/22/2010	2,100	2,024
DoDIIS Worldwide Conference	5/23/2010	5/27/2010	2,033	6,258
Annual Meeting	5/25/2010	5/27/2010	2,181	2,619
Phoenix Comicon	5/27/2010	5/30/2010	13,988	782
Annual Meeting and USA Open Volleyball Championship Event (Adult)	5/29/2010	6/5/2010	5,733	7,570
Annual Meeting	6/1/2010	6/5/2010	400	707
Annual Conference	6/12/2010	6/16/2010	3,100	6,309
Collection Systems Conference	6/14/2010	6/16/2010	392	649
DEVASTATION	6/18/2010	6/20/2010	800	107
Annual National Conference	6/23/2010	6/27/2010	4,000	10,273
Volleyball Festival	6/28/2010	7/3/2010	15,000	17,176
FedFleet - Nat'l. Motor Vehicle & Aviation Exposition & Workshops	7/10/2010	7/15/2010	1,610	4,653
International Convention	7/18/2010	7/24/2010	3,050	4,757
National Convention	8/4/2010	8/8/2010	800	1,437
Gold Canyon Convention	8/5/2010	8/7/2010	725	943
Force Health Protection Conference	8/8/2010	8/13/2010	2,334	6,717
Fall Summit	9/18/2010	9/21/2010	1,592	3,448
Gas Machinery Conference	10/4/2010	10/6/2010	700	2,464
Magnet Conference	10/13/2010	10/15/2010	6,402	12,204
Annual Management Conference & Exhibition	10/14/2010	10/19/2010	2,300	4,453
T & L Conference	10/19/2010	10/22/2010	1,472	2,398
National Convention & Electric EXPO	10/26/2010	10/29/2010	1,300	1,370
Annual National Conference	10/28/2010	10/30/2010	1,800	2,638
Annual Meeting	11/1/2010	11/4/2010	3,842	7,841
Annual Convention and Trade Show	11/7/2010	11/9/2010	4,215	4,895
ACAAI Annual Meeting	11/11/2010	11/17/2010	4,000	5,687
School Equipment Show	11/17/2010	11/19/2010	1,200	1,627
Irrigation Show	12/5/2010	12/7/2010	4,795	3,630
National Judges Cup	1/8/2011	1/9/2011	1,000	640
P. F. Chang's Rock "N" Roll Marathon & 1/2 Marathon	1/14/2011	1/15/2011	18,960	17,260
Annual Meeting	1/22/2011	1/24/2011	800	1,456
Special Event	1/26/2011	1/29/2011	9,000	3,513
Electric Utilities Environmental Conference	1/31/2011	2/2/2011	3,000	1,829
Sporting Goods Show	2/3/2011	2/5/2011	1,367	2,097
National Biodiesel Board Conference	2/5/2011	2/9/2011	1,040	2,033
CCG National Sales Meeting	2/9/2011	2/11/2011	1,400	3,447
Annual Convention & Traffic Exposition	2/15/2011	2/17/2011	2,700	3,523
Annual Dialysis Conference	2/19/2011	2/22/2011	1,600	3,835
PLC Summit	2/22/2011	2/25/2011	2,379	2,219
American Policy Summit	2/25/2011	2/27/2011	2,634	698
Waste Management Symposium	2/27/2011	3/3/2011	2,400	4,270
Western Regional Dental Convention	3/3/2011	3/5/2011	4,519	759
BAI Payments Connect Conference & Expo	3/7/2011	3/9/2011	1,000	1,323



Event Name	Start Date	End Date	Attendance	Room Nights
State Conference	3/8/2011	3/10/2011	2,140	368
IEEE PES Power Systems Conference & Exhibition (PSCE)	3/20/2011	3/23/2011	1,000	1,136
MVD Annual Meeting	3/21/2011	3/23/2011	766	1,697
National Conference on Highway Safety Priorities	3/27/2011	3/30/2011	1,747	3,646
Partnerships with Clinical Trials	3/30/2011	4/1/2011	1,426	2,657
2011 Annual Convention	4/4/2011	4/6/2011	5,000	4,146
CleanMed	4/4/2011	4/8/2011	700	919
Annual International Convention & Tradeshow	4/13/2011	4/15/2011	1,364	1,557
Annual ATD Convention	4/15/2011	4/18/2011	954	1,733
SkillsUSA Championships	4/19/2011	4/20/2011	2,100	470
National Institute on Legal Issues of Educating Individuals with Disabilities	5/1/2011	5/4/2011	1,841	4,495
Spring Meeting	5/19/2011	5/19/2011	2,948	2,648
Phoenix Comicon	5/26/2011	5/29/2011	3,500	1,416
Merck Sharp & Dohme Corp - MK3723 HCVB Launch Meeting	6/8/2011	6/9/2011	536	1,533
Annual Meeting	6/12/2011	6/16/2011	11,000	10,869
Volleyball Festival	6/23/2011	6/27/2011	18,434	15,839
ALLSTAR GAME	7/4/2011	7/13/2011	46,700	8,897
ALL-STAR GAME / FANFEST EXHIBITOR ROOM BLOCK	7/8/2011	7/12/2011	200	937
Annual Grand Lodge Convention	7/16/2011	7/20/2011	6,800	18,343
Annual International Convention & Tradeshow	7/25/2011	7/29/2011	2,000	3,724
General Council	8/1/2011	8/5/2011	21,000	14,541
Gold Canyon Convention	8/11/2011	8/13/2011	950	1,014
Annual Conference	9/10/2011	9/13/2011	1,388	2,202
Annual Convention	9/12/2011	9/13/2011	1,085	2,034
IEEE-ECCE Conference	9/19/2011	9/21/2011	1,112	2,179
International Conference on Assessment Administration	9/19/2011	9/19/2011	1,032	3,018
HEC Institutes	9/27/2011	9/30/2011	305	85
Design Conference	10/13/2011	10/15/2011	1,492	2,359
SW POLICE & FIRE EXPO	10/13/2011	10/15/2011	1,000	53
Annual Meeting	10/16/2011	10/19/2011	2,783	5,974
World Workplace	10/26/2011	10/28/2011	4,302	5,687
Annual National Convention	10/29/2011	11/7/2011	1,205	3,721
Sales Force Conference	11/3/2011	11/4/2011	868	1,962
Annual Convention & Exhibition	11/4/2011	11/7/2011	800	1,364
Congress of Cities	11/9/2011	11/12/2011	3,662	6,443
Water Quality Technology Conference	11/13/2011	11/16/2011	1,087	1,683
Annual Meeting & Exhibition	11/16/2011	11/18/2011	1,908	2,476
Global Health Conference	1/10/2012	1/10/2012	1,300	1,914
P. F. Chang's Rock "N" Roll Marathon & 1/2 Marathon	1/13/2012	1/14/2012	19,500	17,260
Winter Training Institute	1/13/2012	1/15/2012	1,000	1,510
Annual Winter Conference	1/20/2012	1/25/2012	2,500	4,381
National Convention	1/21/2012	1/25/2012	2,228	2,005
Electric Utilities Environmental Conference	1/29/2012	2/1/2012	2,200	2,339
Culver's Annual Franchisee Meeting	2/4/2012	2/7/2012	974	1,871
West Coast Retail Solutions Expo	2/6/2012	2/8/2012	1,013	1,037
Winter Conference & Tradeshow	2/8/2012	2/12/2012	800	1,013
Sporting Goods Show	2/16/2012	2/19/2012	1,570	2,195
Nissan-Infiniti National Dealer Meeting	2/16/2012	2/18/2012	400	729
Classic Rock Invitational	2/17/2012	2/19/2012	2,040	265
PLC Summit	2/21/2012	2/24/2012	2,241	1,691
Annual Convention	2/22/2012	2/24/2012	715	1,324
Waste Management Symposium	2/27/2012	3/1/2012	2,223	4,012
Annual Meeting	2/29/2012	3/3/2012	3,377	4,154
International Conference & Exhibition on PDC	3/4/2012	3/7/2012	3,400	2,734
State Conference	3/5/2012	3/6/2012	1,955	668
National Career Services & Annual Meeting	3/7/2012	3/14/2012	4,809	10,365
Meeting Management Committee	3/7/2012	3/11/2012	50	44
National Conference	3/14/2012	3/17/2012	2,000	1,831
SNAXPO-Annual Exhibit & Conference	3/16/2012	3/19/2012	1,437	1,744
MICROSOFT PROJECT CONFERENCE (PC)	3/19/2012	3/22/2012	1,500	1,865
GLOBAL MARKETING MEETING	3/25/2012	3/30/2012	740	2,667
SkillsUSA Championships	3/27/2012	3/28/2012	2,200	344
Western Regional Dental Convention	3/29/2012	3/31/2012	4,519	697
Cactus Slam	4/5/2012	4/8/2012	2,000	547
Juice Plus+® Leadership Conference	4/12/2012	4/14/2012	4,200	3,149
Annual Conference & Exposition	4/23/2012	4/26/2012	1,304	2,629
Annual Conference & Exposition	4/29/2012	5/2/2012	1,800	2,878
Annual Course	5/18/2012	5/23/2012	1,997	3,900
Phoenix Comicon	5/24/2012	5/27/2012	3,500	2,270
Annual General Convention	5/28/2012	5/31/2012	3,700	5,717
Annual Conference & Expo	6/10/2012	6/13/2012	2,422	3,882
National Convention	6/13/2012	6/15/2012	1,660	3,802
Annual Session	6/14/2012	6/19/2012	1,830	2,618

Event Name	Start Date	End Date	Attendance	Room Nights
Annual General Assembly	6/20/2012	6/24/2012	3,700	6,976
Volleyball Festival	6/25/2012	7/1/2012	15,750	14,072
American Dairy Science Association & American Society of Animal Science Joint Annual Meeting	7/15/2012	7/19/2012	3,500	5,536
Annual Conference	7/23/2012	7/28/2012	1,200	3,883
Annual Meeting	7/29/2012	8/2/2012	2,648	5,947
Gold Canyon Convention	8/2/2012	8/4/2012	1,000	1,078
Celebration Convention	8/10/2012	8/12/2012	5,000	2,567
Summer Super Rally	8/16/2012	8/18/2012	3,500	6,230
Annual Conference	9/8/2012	9/13/2012	1,850	4,027
CONSTRUCT AMERICA	9/11/2012	9/14/2012	2,529	2,505
Annual Meeting	9/16/2012	9/19/2012	1,500	2,519
AOC Symposium and Expo	9/24/2012	9/26/2012	1,300	1,532
Annual Meeting	9/28/2012	10/1/2012	4,270	4,533
Annual Meeting	10/2/2012	10/4/2012	453	899
Annual Conference	10/6/2012	10/10/2012	3,000	7,709
Annual Meeting	10/12/2012	10/15/2012	1,858	3,380
Annual Meeting	10/14/2012	10/17/2012	4,500	5,622
Fall Career Fair	10/19/2012	10/20/2012	600	463
Annual Convention	10/23/2012	10/27/2012	5,400	5,781
Healthcare Design Conference	11/3/2012	11/6/2012	3,786	4,709
Annual ISTFA Conference	11/11/2012	11/15/2012	750	847
Connections	11/16/2012	11/18/2012	742	1,331
NN Speaker Training	11/30/2012	12/2/2012	496	1,393
Area Conference	12/6/2012	12/8/2012	2,100	2,095
LIN National Meeting	12/10/2012	12/14/2012	2,137	6,844
IH Oncology Business Unit National Meeting	1/14/2013	1/17/2013	1,128	4,044
P. F. Chang's Rock "N" Roll Marathon & 1/2 Marathon	1/18/2013	1/19/2013	17,500	729
Winter Buying Event	1/21/2013	1/23/2013	1,600	1,792
Electric Utilities Environmental Conference	1/28/2013	1/30/2013	2,150	1,619
Flex Conference	1/29/2013	2/1/2013	565	734
National Distributor Conference	2/6/2013	2/7/2013	1,650	3,445
Clinical Nutrition Week	2/10/2013	2/13/2013	2,011	4,744
Sporting Goods Show	2/14/2013	2/16/2013	1,704	2,162
PLC Summit	2/19/2013	2/22/2013	2,150	1,736
Waste Management Symposium	2/25/2013	2/28/2013	3,000	4,237
State Conference	3/4/2013	3/5/2013	2,000	636
Dealer Sales Meeting	3/4/2013	3/7/2013	1,200	2,845
Western Regional Dental Convention	3/7/2013	3/9/2013	4,328	698
BAI Payments Connect Conference & Expo	3/10/2013	3/13/2013	1,200	1,396
AAHA Yearly Conference	3/14/2013	3/17/2013	3,691	4,462
Unipro Purchasing Conference	3/17/2013	3/20/2013	1,748	2,959
Annual Clinical Genetics Meeting	3/20/2013	3/23/2013	2,334	4,176
2013 Annual Convention	3/25/2013	3/27/2013	6,000	5,061
SkillsUSA Championships	3/26/2013	3/27/2013	2,300	445
Distributor Conference	4/23/2013	4/23/2013	0	1,233
Annual Convention	4/27/2013	5/1/2013	2,705	3,332
Standards and Assessment Institute	4/30/2013	5/2/2013	1,075	1,048
Annual Scientific & Clinical Congress	5/2/2013	5/4/2013	2,630	4,659
INTEL International Science and Engineering Fair (ISEF)	5/12/2013	5/17/2013	5,254	12,178
Annual Forum and Technology Display	5/21/2013	5/23/2013	1,000	1,380
Phoenix Comicon	5/23/2013	5/26/2013	3,600	3,679
Walden University Meeting	5/27/2013	6/3/2013	700	1,339
National Baptist Congress	6/11/2013	6/14/2013	4,500	1,845
Volleyball Festival	6/24/2013	6/28/2013	13,500	10,254
Mennonite Churchwide Convention (Biennial)	7/1/2013	7/5/2013	4,800	8,729
Annual Convention	7/18/2013	7/20/2013	500	1,096
Baha'i Youth Conference	7/19/2013	7/22/2013	800	525
Gold Canyon Convention	8/1/2013	8/3/2013	900	866
Annual Imperial Session	8/16/2013	8/23/2013	3,500	10,525
NIDA-FDA Path Training	9/4/2013	9/15/2013	500	6,566
Green Fleet Conference	10/1/2013	10/2/2013	655	720
Annual Convention	10/6/2013	10/9/2013	3,473	7,333
2013 Fall Convention	10/19/2013	10/22/2013	1,850	2,742
Annual Convention and Exposition	10/22/2013	10/25/2013	2,958	4,564
Leadership Conference	10/29/2013	10/30/2013	700	271
Annual Convention & Exposition	11/7/2013	11/9/2013	951	1,609
Annual Meeting	11/14/2013	11/17/2013	3,022	4,798
Merck Animal Health National Sales Meeting	1/6/2014	1/9/2014	1,000	1,486
Imaging USA - Annual Conv & Expo	1/12/2014	1/14/2014	8,100	4,329
P. F. Chang's Rock "N" Roll Marathon & 1/2 Marathon	1/17/2014	1/18/2014	19,500	1,640
Winter Global Convention	1/19/2014	1/24/2014	2,600	5,362
Comic Con	1/24/2014	1/26/2014	3,800	3,290
National Sales Conference	1/27/2014	2/1/2014	3,100	4,142

Event Name	Start Date	End Date	Attendance	Room Nights
Electric Utilities Environmental Conference	2/3/2014	2/5/2014	1,630	1,615
Flex Conference	2/4/2014	2/6/2014	618	669
AQS Quilt Show & Contest	2/5/2014	2/8/2014	12,245	924
NDNQJ Annual Conference	2/5/2014	2/7/2014	1,100	1,624
Sales Meeting	2/6/2014	2/8/2014	194	205
Sporting Goods Show	2/6/2014	2/8/2014	1,667	2,334
National Convention	2/15/2014	2/19/2014	8,000	13,473
PLC Summit	2/25/2014	2/28/2014	1,700	1,750
Waste Management Symposium	3/3/2014	3/6/2014	3,500	3,753
AAPM Annual Conference	3/6/2014	3/9/2014	1,325	1,498
ENA Leadership Conference	3/7/2014	3/9/2014	2,000	2,743
Annual Cancer Symposium	3/10/2014	3/15/2014	1,700	2,300
International Leadership Retreat	3/10/2014	3/14/2014	2,500	591
The Travel Goods Show	3/11/2014	3/13/2014	3,500	2,624
CGA Excavation Safety Conference & Expo	3/11/2014	3/13/2014	1,100	1,904
Expo - 2014	3/18/2014	3/19/2014	890	0
Annual Meeting	3/23/2014	3/27/2014	6,527	14,403
Annual Conference	4/1/2014	4/6/2014	1,800	1,910
HMORN Conference	4/1/2014	4/2/2014	500	1,017
Western Regional Dental Convention	4/3/2014	4/5/2014	3,209	808
MRO Americas	4/5/2014	4/11/2014	10,000	9,666
Juice Plus+® Leadership Conference	4/10/2014	4/12/2014	4,300	2,939
InfusionCon	4/23/2014	4/26/2014	2,751	2,548
Annual Franchise Conference	4/28/2014	5/1/2014	2,016	3,248
Annual Convention & Industrial Exhibition	5/5/2014	5/7/2014	900	2,709
Annual Conference	5/6/2014	5/9/2014	1,330	2,050
TechFest	5/12/2014	5/13/2014	200	0
Joint Armaments Conference, Exhibition & Firing Demonstration	5/13/2014	5/15/2014	390	471
TechComm Summit	5/14/2014	5/16/2014	616	1,789
Conference	5/14/2014	5/16/2014	775	900
Annual Meeting	5/20/2014	5/22/2014	2,285	3,553
Annual Meeting and USA Open Volleyball Championship Event (Adult)	5/23/2014	5/28/2014	6,300	7,324
Phoenix Comicon	6/5/2014	6/8/2014	3,800	4,459
Annual Convention & Expo	6/8/2014	6/12/2014	1,969	2,662
Pre POA	6/10/2014	6/11/2014	916	2,321
Annual National Convention & Symposium	6/13/2014	6/15/2014	1,500	1,686
Resolved	6/20/2014	6/23/2014	2,000	431
Volleyball Festival	6/26/2014	7/2/2014	10,500	8,928
Cheer Camp Southwest	7/9/2014	7/14/2014	350	459
Annual Conference and Exposition	7/16/2014	7/18/2014	1,574	2,398
Annual Meeting	7/25/2014	7/26/2014	3,000	3,693
Gold Canyon Convention	8/7/2014	8/9/2014	2,000	878
Annual National Convention	8/10/2014	8/13/2014	1,200	2,916
Summit	8/17/2014	8/19/2014	1,600	0
Product Week	9/9/2014	9/11/2014	608	0
Annual Conference	9/10/2014	9/12/2014	1,250	1,806
Education Summit	9/17/2014	9/20/2014	1,500	3,213
Grace Hopper Celebration	10/8/2014	10/10/2014	8,150	13,041
North America Sales & Service National Meeting	10/12/2014	10/16/2014	700	2,267
NAHC Annual Meeting and Exposition	10/19/2014	10/22/2014	2,542	4,117
Global Congress - North America	10/26/2014	10/30/2014	3,986	5,898
Training	10/31/2014	11/6/2014	300	2,005
Annual Convention	11/7/2014	11/9/2014	3,600	1,474
National Specialty Sales Meeting	11/11/2014	11/13/2014	1,053	1,813
Annual Convention & Exhibition	11/15/2014	11/17/2014	813	1,154
Irrigation Show	11/17/2014	11/21/2014	4,100	4,154
International Training Event	12/4/2014	12/5/2014	14,000	4,645
Aftermarket Expo	12/7/2014	12/16/2014	5,000	10,269
Annual Convention	12/31/2014	1/4/2015	0	4,035
Annual Meeting	1/4/2015	1/8/2015	2,500	7,595
2015 The National NeedleArts Tradeshaw	1/10/2015	1/13/2015	2,000	2,068
P. F. Chang's Rock "N" Roll Marathon & 1/2 Marathon	1/16/2015	1/17/2015	19,500	6,120
2015 SCCM Congress	1/18/2015	1/20/2015	7,500	9,711
Super Bowl - 2015 - HQ/Media/Staff	1/30/2015	2/1/2015	20,000	22,993
SolidWorks World 2015	2/7/2015	2/13/2015	5,200	7,663
2015 Classic Rock Invitational	2/12/2015	2/15/2015	4,000	513
CCG National Sales Meeting	2/15/2015	2/18/2015	2,600	5,792
2015 Annual Meeting & Exhibition	2/19/2015	2/22/2015	2,200	3,208
2015 Sporting Goods Show	2/19/2015	2/21/2015	1,600	2,186
The Commodity Classic 2015	2/26/2015	3/1/2015	7,500	14,160
BAI Payments Connect 2015	3/1/2015	3/4/2015	1,200	1,204
2015 PLC Summit	3/3/2015	3/6/2015	1,700	1,735
2015 NTCA's Rural Telecom Industry Meeting & EXPO	3/8/2015	3/12/2015	3,000	6,198

Event Name	Start Date	End Date	Attendance	Room Nights
2015 WM Symposium	3/16/2015	3/19/2015	3,500	3,639
2015 Western Regional Dental Convention	3/17/2015	3/21/2015	4,328	770
2015 Annual Conference & Exposition	3/23/2015	3/26/2015	1,400	2,599
2015 UniPro Purchasing Conference	3/23/2015	3/28/2015	1,800	3,276
2015 Career Conference	3/26/2015	3/29/2015	2,000	121
Spring National Meeting	3/28/2015	3/31/2015	1,700	3,950
2015 ACSM Health & Fitness Summit & Exposition	3/30/2015	4/3/2015	1,200	1,542
InfusionCon 2015	3/31/2015	4/3/2015	5,500	2,533
Annual Convention	4/6/2015	4/11/2015	3,000	3,997
2015 Common Core Standards and Assessment Institute	4/13/2015	4/15/2015	400	696
AONE Annual Meeting	4/16/2015	4/19/2015	2,500	5,156
2015 Region 1 Gymnastics Meet	4/16/2015	4/19/2015	1,500	308
2015 Golden West Region 21	4/16/2015	4/18/2015	1,200	617
Eagle Eye Expo	4/19/2015	4/24/2015	450	230
2015 Blue National Summit	4/21/2015	4/24/2015	4,500	6,150
2015 National Conference	4/26/2015	4/29/2015	1,400	3,027
2015 Vision Source North America Meeting	4/30/2015	5/2/2015	4,500	5,681
ISM Annual Conference	5/2/2015	5/6/2015	3,500	3,900
2015 Annual Conference	5/7/2015	5/9/2015	950	1,626
2015 Team Summit	5/13/2015	5/15/2015	5,000	4,469
2015 IEEE Microwave Symposium	5/19/2015	5/24/2015	12,000	8,413
2015 Phoenix Comicon	5/25/2015	6/1/2015	3,800	5,326
2015 Convention	6/4/2015	6/7/2015	11,000	6,119
CGSM 49th Annual Orientation Program & Career Forum	6/8/2015	6/10/2015	1,500	2,621
2015 Cheer Camp Southwest	6/8/2015	6/19/2015	350	668
2015 Vemma Convention	6/10/2015	6/15/2015	7,500	2,939
2015 Annual U.S. DOE Small Forum and Expo	6/15/2015	6/18/2015	1,200	1,141
2015 Volleyball Festival	6/24/2015	6/29/2015	10,500	7,045
Delegate Assembly & Annual Conference	6/28/2015	7/1/2015	1,500	4,232
2015 Schools and Health Care Conference	7/10/2015	7/12/2015	1,500	2,283
2015 Annual Convention	7/15/2015	7/19/2015	3,000	2,686
2015 Gold Canyon Convention	7/22/2015	7/24/2015	2,000	832
2015 DOE FEMP Energy Training Workshop	8/11/2015	8/13/2015	2,500	4,251
2015 APWA International Public Works Congress & Exposition	8/28/2015	9/2/2015	7,500	7,607
2015 Annual Convention	9/16/2015	9/20/2015	3,400	1,267
2015 Annual Conference	9/18/2015	9/19/2015	500	207
North American Cystic Fibrosis Conference	10/7/2015	10/10/2015	4,000	9,488
228th ECS Fall Meeting	10/12/2015	10/15/2015	2,000	3,299
2015 IsaU Program	10/14/2015	10/18/2015	1,400	402
Annual Convention & Exhibition	10/21/2015	10/26/2015	800	1,020
2015 Global Convention	10/21/2015	10/24/2015	5,000	4,758
2015 Distribution Solutions Conference	10/27/2015	10/29/2015	1,200	1,950
AALAS National Meeting	11/3/2015	11/5/2015	4,800	7,811
2015 Annual Convention & Exhibition	11/9/2015	11/16/2015	2,500	3,636
2015 Annual Convention & Trade Show	11/9/2015	11/10/2015	5,000	4,925
2015 Worldwide Sales Conference - CONFIDENTIAL	11/13/2015	11/21/2015	1,000	1,949
2015 Annual Conference	11/15/2015	11/17/2015	900	2,663
2015 Annual National Conference & Career Fair	11/19/2015	11/21/2015	1,800	2,343
2015 DMC Convention	11/28/2015	12/6/2015	1,000	1,973
2015 ACN International Training	12/3/2015	12/4/2015	15,000	3,953
2015 DoD Maintenance Symposium & Exhibition	12/7/2015	12/11/2015	1,300	2,292
College Football Playoff 2016 Fan Festival	1/1/2016	1/10/2016	16,250	17,625
Novo Nordisk National Sales Managers Meeting (Pre POA)	1/5/2016	1/8/2016	490	1,966
Cox Automotive Sales Summit	1/11/2016	1/15/2016	2,000	6,366
Rock N Roll Marathon AZ Health & Fitness Expo	1/15/2016	1/16/2016	17,800	6,120
Harley-Davidson Inc. Retail Readiness Event (RRE)	1/16/2016	1/20/2016	2,200	3,601
Society of Thoracic Surgeons 2016 Annual Meeting	1/20/2016	1/27/2016	4,300	7,613
RJO Spring Buying Show 2016	1/30/2016	2/1/2016	1,227	1,513
2016 Solution Tree PLC Summit	2/2/2016	2/5/2016	2,337	2,574
Play It Again Sports 2016 Winter Conference and Tradeshow	2/2/2016	2/7/2016	500	1,010
2016 AZ Sunrays Classic Rock Invitational	2/4/2016	2/7/2016	4,200	560
Express Scripts Shoulder to Shoulder Meeting	2/7/2016	2/11/2016	800	1,782
American QuiltWeek 2016	2/10/2016	2/14/2016	8,752	594
AASA	2/11/2016	2/13/2016	5,500	10,984
30th AAAI Conference on Artificial Intelligence	2/12/2016	2/17/2016	1,250	1,137
ASCE 2016 SEI/GEO Combined Congress	2/15/2016	2/18/2016	2,000	2,748
Sports, Inc. Annual Meeting and Trade Show	2/18/2016	2/20/2016	1,800	2,164
2016 Society for Mining, Metallurgy and Exploration (SME) Annual Meeting & Exhibits	2/20/2016	2/24/2016	6,000	7,979
ICON 2016	3/1/2016	3/3/2016	6,000	5,253
WM Symposia 2016	3/6/2016	3/9/2016	3,500	5,914
2016 Mary Kay Career Conference	3/11/2016	3/12/2016	2,000	69
Indian Gaming 2016	3/14/2016	3/16/2016	6,000	7,369
2016 Juice Plus+ Leadership Conference	3/17/2016	3/19/2016	5,108	3,450

Event Name	Start Date	End Date	Attendance	Room Nights
AACRAO 2016 Annual Meeting & Tradeshow	3/20/2016	3/23/2016	4,694	3,948
WBENC Summit & Salute 2016	3/24/2016	3/24/2016	1,500	2,503
2016 Materials Research Society Spring Meeting & Exhibit	3/28/2016	3/31/2016	6,500	8,989
American Planning Association (APA) National Planning Conference	4/1/2016	4/5/2016	6,000	10,705
2016 Solution Tree Standards and Assessment Institute	4/4/2016	4/6/2016	462	682
NCAA Leadership Forum	4/6/2016	4/10/2016	450	1,011
AzDA Western Regional Dental Convention	4/7/2016	4/9/2016	3,989	661
AudiologyNOW!	4/13/2016	4/15/2016	7,100	13,872
PAYMENTS 2016	4/18/2016	4/20/2016	2,000	4,391
Salvation Army National Advisory Organization Conference	4/19/2016	4/24/2016	2,500	5,725
2016 CS Week	4/25/2016	4/29/2016	2,147	4,373
Big O Tires 2016 Franchise Meeting and Vendor Tradeshow	4/26/2016	4/27/2016	683	1,321
Tyler Connect 2016	4/30/2016	5/4/2016	2,700	8,341
Regional Dance America/Pacific Festival 2016	5/2/2016	5/7/2016	800	1,017
CactusCon	5/6/2016	5/7/2016	650	
Intel International Science and Engineering Fair 2016	5/8/2016	5/13/2016	6,500	16,935
Sweet Adelines International Golden West Region 21 Convention	5/13/2016	5/14/2016	1,200	635
GE Centricity LIVE	5/15/2016	5/20/2016	1,500	5,617
IT Works Global	5/20/2016	5/21/2016	1,200	175
SAME 2016 Joint Engineer Training Conference & Expo (JETC)	5/25/2016	5/26/2016	2,500	5,297
PHOENIX COMICON 2016	6/2/2016	6/5/2016	3,800	5,974
HelmsBriscoe Annual Business Conference	6/7/2016	6/10/2016	1,800	3,800
American Public Power Association (APPA) 2016 National Conference	6/10/2016	6/14/2016	2,000	4,493
Volleyball Festival 2016	6/24/2016	6/27/2016	10,500	10,605
National Association of the Deaf Biennial National Conference	7/5/2016	7/9/2016	2,500	2,122
BASIS Educational Group LLC	7/13/2016	7/22/2016	1,043	1,434
21st CCLC 2016 Summer Institute	7/19/2016	7/22/2016	1,470	2,655
2016 Gold Canyon Palooza	7/28/2016	7/30/2016	650	707
North American Division of Seventh-Day Adventists	8/3/2016	8/6/2016	2,500	2,995
First Things First Early Childhood Summit 2016	8/22/2016	8/23/2016	1,000	701
Fiserv Forum	9/12/2016	9/15/2016	1,598	4,618
American Public Human Services Association (ISM) 2016	9/19/2016	9/21/2016	1,185	1,677
2016 SNAAZ Annual Conference **CONFIDENTIAL**	9/22/2016	9/24/2016	745	205
Association of School Business Officials International Annual Meeting and Exhibits	9/23/2016	9/26/2016	1,405	2,932
IEEE International Conference on Image Processing	9/25/2016	9/28/2016	1,315	1,447
2016 Mahindra North America National Dealer Meeting	10/5/2016	10/8/2016	1,300	2,277
NCAI Annual Convention and Marketplace	10/9/2016	10/14/2016	1,500	2,093
World Millwork Alliance (WMA) 52nd Annual Convention & Tradeshow	10/10/2016	10/12/2016	900	1,627
Best Western International Inc. 2016 Annual North American Convention	10/16/2016	10/19/2016	3,895	5,296
National Council of Teachers of Mathematics (NCTM) 2016 Western Regional Conference	10/25/2016	10/28/2016	1,000	1,620
2016 ASPE Convention and Exposition	10/28/2016	11/2/2016	4,016	3,671
Taxicab, Limousine and Paratransit Association 2016 Annual Convention & Trade Show	10/29/2016	11/3/2016	900	1,350
2016 ASA, SSSA, CSSA International Annual Meeting	11/7/2016	11/9/2016	3,986	6,759
ASME 2016 International Mechanical Engineering Congress and Exposition (IMECE2016)	11/13/2016	11/17/2016	2,909	2,864
ACN International Training 2016-DO NOT POST THIS EVENT ANYWHERE-CONFIDENTIAL	12/1/2016	12/2/2016	1,500	5,210
98th AFBF Annual Meeting (2017)	1/8/2017	1/11/2017	5,500	9,411
2017 Annual Convention	1/11/2017	1/14/2017	1,029	2,111
Rock "N" Roll Marathon & 1/2 Marathon	1/11/2017	1/17/2017	17,800	3
2017 Creativation	1/19/2017	1/27/2017	5,644	5,766
2017 Winter Convention	1/21/2017	1/27/2017	2,500	6,661
2017 RSD National Sales Meeting	1/29/2017	2/1/2017	1,739	4,162
2017 Classic Rock Invitational	2/2/2017	2/5/2017	3,375	498
2017 National Parts & Service Managers and Shop Foreman Meetings	2/5/2017	2/7/2017	1,810	4,378
2017 Annual Convention and Traffic Exposition	2/12/2017	2/14/2017	2,700	4,168
2017 National Sales Meeting	2/13/2017	2/17/2017	1,312	1,510
2017 Sporting Goods Show	2/14/2017	2/18/2017	1,725	2,102
2017 AAHPM Annual Conference	2/20/2017	2/25/2017	3,658	5,205
2017 PLC Summit	2/21/2017	2/24/2017	2,315	1,831
Dscoop 2017 Dscoop12	2/28/2017	3/4/2017	2,346	5,150
WM Symposia 2017	3/5/2017	3/8/2017	2,137	3,653
2017 Sales Convention	3/13/2017	3/16/2017	4,000	5,187
2017 AMDA Long Term Care Medicine	3/16/2017	3/19/2017	1,450	3,742
2017 Annual Clinical Genetics Meeting	3/22/2017	3/25/2017	3,268	5,744
2017 NCAA Men's Final Four	3/23/2017	4/4/2017	61,962	26,865
2017 NABC Convention (with the NCAA Men's Final Four)	3/31/2017	4/2/2017	4,000	6,253
2017 Western Regional Dental Convention	4/6/2017	4/9/2017	2,032	667
2017 Career Conference	4/7/2017	4/8/2017	1,049	156
2017 Spring National Key Accounts Workshop	4/9/2017	4/13/2017	800	1,903
2017 NWFA Wood Flooring Expo	4/11/2017	4/15/2017	2,405	2,355
2017 Imperious Cannabis Business Expo AZ Convention	4/12/2017	4/13/2017	600	88
2017 Spring Meeting & Exhibit	4/18/2017	4/21/2017	4,700	7,352
2017 Golden West Region 21	4/19/2017	4/23/2017	600	665
2017 Annual Meeting	4/22/2017	4/26/2017	770	1,191

Event Name	Start Date	End Date	Attendance	Room Nights
InfusionCon 2017	4/24/2017	4/28/2017	2,000	2,129
RailsConf 2017	4/25/2017	4/27/2017	1,250	1,410
2017 FFTA Forum and INFO FLEX	4/28/2017	5/3/2017	1,700	2,491
2017 National Festival	5/2/2017	5/6/2017	1,993	3,520
2017 Annual Conference & Exhibition	5/2/2017	5/5/2017	2,021	449
RFID Journal LIVE! 2017	5/9/2017	5/13/2017	2,550	2,699
CoNEXTions 2017 Annual Convention	5/10/2017	5/12/2017	1,350	1,959
2017 Phoenix Comicon	5/25/2017	5/28/2017	3,800	5,760
2017 Annual Conference	6/3/2017	6/7/2017	1,247	3,001
2017 Annual Meeting	6/11/2017	6/14/2017	9,318	8,902
2017 Annual Meeting	6/17/2017	6/20/2017	1,511	3,021
2017 Educators Rising National Conference	6/23/2017	6/26/2017	1,018	1,867
2017 Volleyball Festival	6/28/2017	7/2/2017	10,500	11,132
2017 Annual Conference	7/7/2017	7/10/2017	4,500	3,489
2017 Staff and Faculty Training	7/12/2017	7/21/2017	1,450	2,451
2017 Annual Meeting	7/12/2017	7/16/2017	2,706	3,173
2017 GSA SmartPay Training Forum	7/31/2017	8/3/2017	2,266	5,104
2017 Conventions & Seminar	9/12/2017	9/15/2017	1,470	2,873
13th Annual Mobile Health Clinics Forum	9/16/2017	9/19/2017	293	713
2017 Annual Scientific Meeting	9/16/2017	9/20/2017	1,500	3,110
2017 Annual Conference	9/21/2017	9/23/2017	775	208
2017 Tactical Conference & Trade Show	9/24/2017	9/29/2017	1,400	3,051
2017 VIS Conference	10/1/2017	10/6/2017	1,002	1,800
2017 ACCP Annual Meeting	10/6/2017	10/10/2017	1,900	2,279
2017 BMES Annual Meeting	10/11/2017	10/14/2017	4,257	3,836
2017 The Annual Conference on Assessment and Grading	10/15/2017	10/18/2017	473	619
2017 Annual Conference	10/18/2017	10/21/2017	1,747	3,161
2017 National Dealer Meeting	10/20/2017	10/25/2017	3,028	6,597
2017 Annual Convention	10/24/2017	10/28/2017	1,300	1,470
Magic Grand Prix Phoenix 2017	10/27/2017	10/29/2017	2,000	140
Annual Biomedical Research Conference for Minority Students 2017	11/1/2017	11/5/2017	4,400	8,249
2017 Product Launch	11/4/2017	11/11/2017	250	0
2017 Biennial National Conference	11/6/2017	11/12/2017	2,500	2,379
2017 Dance Group AZ	11/10/2017	11/11/2017	480	124
2017 Annual Convention	11/14/2017	11/18/2017	1,100	1,124
2017 ACN International Training	11/30/2017	12/1/2017	8,000	946
TechHome Builder Summit	12/4/2017	12/6/2017	500	774
48th National Athletic Directors Conference	12/7/2017	12/12/2017	3,000	3,087
2017 Annual Convention	12/29/2017	1/2/2018	3,789	4,813
2018 New Year Kick Off	1/10/2018	1/14/2018	8,500	5,454
Rock "N" Roll Marathon & 1/2 Marathon	1/12/2018	1/14/2018	17,800	6,120
2018 CREATIVATION	1/18/2018	1/22/2018	7,000	8,959
2018 Kick-Off	1/19/2018	1/21/2018	5,000	1,175
2018 Winter Semi Annual Meeting	1/25/2018	1/28/2018	1,500	3,083
2018 Cattle Industry Annual Convention & Trade Show	1/31/2018	2/3/2018	6,500	14,412
FENCETECH 2018	2/6/2018	2/9/2018	4,112	4,510
2018 Classic Rock Invitational	2/8/2018	2/11/2018	4,200	674
2018 Annual Convention	2/11/2018	2/13/2018	3,000	7,276
2015 Sporting Goods Show	2/13/2018	2/17/2018	1,700	2,670
2018 Development and Leadership Conference	2/18/2018	2/20/2018	460	840
PLC Summit 2018	2/18/2018	2/23/2018	2,361	1,900
2018 Supply Chain	2/25/2018	2/28/2018	1,840	5,198
2018 LENNOX LIVE - WEST REGION	3/1/2018	3/3/2018	900	1,526
2018 Annual Conference	3/4/2018	3/7/2018	1,604	5,095
2018 CGA 811 Excavation Safety Conference & Expo	3/5/2018	3/8/2018	1,626	3,518
2018 Annual Meeting	3/7/2018	3/10/2018	2,100	6,091
2018 TMS Annual Meeting & Exhibition	3/12/2018	3/15/2018	4,300	11,220
Magic Grand Prix Phoenix 2018	3/16/2018	3/18/2018	5,000	135
WM Symposia 2018	3/18/2018	3/23/2018	2,328	4,220
2018 Career Conference	3/23/2018	3/24/2018	1,001	215
Commission on Adult Basic Education (COABE) 2018	3/26/2018	3/28/2018	1,500	0
2018 Spring Meeting & Exhibit	4/2/2018	4/6/2018	4,579	9,605
Skills USA Arizona Championship	4/2/2018	4/5/2018	1,600	0
CONNECTIONS 2018	4/8/2018	4/11/2018	1,414	4,195
2018 ACT-W National Conference-2	4/9/2018	4/13/2018	250	3,124
2018 Unipro Purchasing Conference	4/9/2018	4/11/2018	1,365	3,042
2018 Super 8 Competition	4/12/2018	4/14/2018	400	605
2018 Corrosion	4/16/2018	4/19/2018	5,656	13,517
2018 Golden West Region 21	4/18/2018	4/22/2018	650	635
2018 Adidas Gauntlet Basketball Tournament - Phoenix	4/19/2018	4/21/2018	1,638	1,638
2018 Annual Conference & Exposition	4/20/2018	4/26/2018	1,180	2,821
2018 Juice Plus Leadership Conference	4/26/2018	4/29/2018	7,000	5,729
2018 Annual Conference & Expo	4/30/2018	5/2/2018	2,276	5,895

Event Name	Start Date	End Date	Attendance	Room Nights
2018 Annual Conference & Exhibition	5/1/2018	5/4/2018	2,112	407
2018 Annual Meeting & Museum Exposition	5/6/2018	5/9/2018	4,200	9,080
2018 AHS Annual Forum and Technology Display	5/13/2018	5/16/2018	1,200	1,736
2018 Residuals and Biosolids Management Specialty Conference	5/16/2018	5/19/2018	745	1,022
2018 Phoenix Comicon	5/24/2018	5/27/2018	57,853	6,066
Americas User Conference 2018	6/4/2018	6/9/2018	2,034	7,083
2018 Annual Credit Congress	6/10/2018	6/13/2018	1,350	6,188
2018 Annual Conference	6/17/2018	6/22/2018	1,129	3,615
NCDA's Global Career Development Conference	6/20/2018	6/23/2018	1,015	2,135
2018 Volleyball Festival	6/27/2018	7/4/2018	10,500	10,660
2018 Boys' Junior National Championships	7/2/2018	7/9/2018	18,000	30,903
2018 Staff and Faculty Training	7/10/2018	7/20/2018	850	2,473
2018 Sales Summit	7/12/2018	7/15/2018	1,812	2,523
2018 NATIA Annual Training & Technology Exhibition	7/14/2018	7/22/2018	1,473	7,652
2018 National Convention	7/17/2018	7/21/2018	5,000	3,756
2018 Annual Meeting	7/27/2018	7/29/2018	1,555	4,600
2018 OIT/ORAP Partnership Conference	7/30/2018	8/3/2018	1,400	3,757
2018 National Convention	7/31/2018	8/4/2018	2,000	1,570
2018 National Convention	8/1/2018	8/5/2018	1,300	3,303
Europa Games, Supplement, Nutrition & Apparel Expo	8/9/2018	8/13/2018	6,900	0
Game On Expo	8/9/2018	8/12/2018	3,590	0
2018 Achieve the Dream	8/9/2018	8/12/2018	1,000	182
First Things First c/o Veer Consulting	8/27/2018	8/28/2018	1,400	0
Shamrock Foods Expo	9/10/2018	9/12/2018	5,100	0
2018 Annual Meeting	9/12/2018	9/15/2018	1,753	2,976
2018 Annual Conference	9/13/2018	9/14/2018	775	175
2018 Annual Conference & Expo	9/23/2018	9/27/2018	2,300	3,841
2018 International Symposium on Human Identity	9/24/2018	9/27/2018	850	2,193
2018 Annual Conference	9/30/2018	10/3/2018	3,775	6,264
2018 West Convention and Tradeshow	10/3/2018	10/4/2018	1,350	1,888
Arizona's Ultimate Women's Expo	10/4/2018	10/7/2018	5,000	0
2018 SWCC Expo Phoenix	10/4/2018	10/6/2018	1,000	105
2018 HLM Meeting	10/9/2018	10/11/2018	3,130	7,155
User Group Summits 2018	10/16/2018	10/18/2018	7,000	14,446
2018 Air Medical Transport Conference (AMTC)	10/18/2018	10/24/2018	2,199	4,486
2018 Assessment & Grading Conference	10/21/2018	10/24/2018	475	635
2018 Annual Symposium	10/25/2018	10/28/2018	1,850	3,833
2018 Net Impact Conference	10/25/2018	10/27/2018	1,500	903
ISTFA/ITC Ca-loca/on Conference	10/28/2018	11/1/2018	1,844	2,652
2018 Annual Convention & Trade Show	10/28/2018	10/30/2018	4,229	590
INFORMS Annual Meeting 2018	11/4/2018	11/9/2018	6,185	7,111
2018 Healthcare Design Conference	11/8/2018	11/13/2018	3,800	6,917
2018 TechHome Builder Summit	12/5/2018	12/7/2018	600	1,014
2019 Annual Meeting	1/3/2019	1/11/2019	3,800	6,118
2019 Global Leadership Conference	1/4/2019	1/6/2019	1,500	1,712
2019 New Year Kick Off	1/10/2019	1/12/2019	4,500	3,603
Rock "N" Roll Marathon & 1/2 Marathon	1/16/2019	1/22/2019	16,037	6,120
2019 Retail Readiness Event	1/16/2019	1/17/2019	1,179	1,849
2019 CREATIVATION	1/17/2019	1/21/2019	4,200	3,277
2019 Conference and Trade Show	1/22/2019	1/28/2019	2,400	2,038
2019 WWE Royal Rumble	1/25/2019	1/29/2019	8,540	2,090
2019 Winter Trade Shows	1/31/2019	2/3/2019	2,800	3,193
2019 - The NBM Show	1/31/2019	2/2/2019	2,697	176
MicroStrategy World 2019	2/3/2019	2/7/2019	2,900	4,599
2019 Classic Rock Invitational	2/6/2019	2/10/2019	4,200	424
2019 Winter Semi Annual Meeting	2/6/2019	2/10/2019	1,601	2,556
2019 Sporting Goods Show	2/13/2019	2/16/2019	1,800	2,298
2019 WordCamp Phoenix	2/15/2019	2/16/2019	600	57
2019 Development and Leadership Conference	2/17/2019	2/19/2019	700	742
PLC Summit 2019	2/19/2019	2/21/2019	2,341	2,607
2019 Semi-Annual Buying Show	2/23/2019	2/26/2019	2,500	3,197
Carpet & Floor 2019	2/23/2019	2/28/2019	1,046	2,328
WM Symposia 2019	3/3/2019	3/9/2019	2,352	3,288
2019 Industrial Refrigeration Conference and Exhibition	3/3/2019	3/6/2019	1,600	2,670
2019 Aloha Spirit Championships - Phoenix	3/7/2019	3/10/2019	9,000	547
2019 Winter Meeting	3/9/2019	3/15/2019	1,400	2,498
2019 Sales Meeting and Pro Expo	3/11/2019	3/13/2019	1,000	2,445
2019 PDC Meeting	3/15/2019	3/20/2019	3,724	3,551
Data Center World 2019	3/17/2019	3/22/2019	1,559	1,132
2019 ASPEN Nutrition Science & Practice Conference	3/23/2019	3/26/2019	2,216	4,376
2019 Leadership Summit	3/28/2019	3/30/2019	1,600	2,022
RFID Journal LIVE! 2019	4/2/2019	4/4/2019	3,000	2,134
2019 Annual Meeting	4/8/2019	4/12/2019	2,350	3,879

Event Name	Start Date	End Date	Attendance	Room Nights
SkillsUSA 2019 State Championships	4/10/2019	4/13/2019	3,285	710
2019 Annual Conference & Exhibition	4/16/2019	4/18/2019	2,325	411
2019 Annual Meeting	4/16/2019	4/18/2019	1,750	1,363
2019 Spring Meeting & Exhibit	4/22/2019	4/26/2019	4,000	5,656
2019 Convention and Industry Expo	4/30/2019	5/3/2019	675	692
2019 Team Summit	5/6/2019	5/10/2019	2,322	3,222
2019 Intel Int'l Science and Engineering Fair (ISEF)	5/11/2019	5/17/2019	9,000	12,517
2019 Phoenix Fan Fusion	5/23/2019	5/26/2019	61,233	2,981
IASA 2019 Annual Conference & Business Show	6/2/2019	6/5/2019	1,900	4,043
2019 ACVIM Forum	6/5/2019	6/8/2019	3,969	6,062
INSITE 2019	6/12/2019	6/16/2019	1,080	3,136
2019 Turbo Expo	6/17/2019	6/21/2019	2,400	3,305
2019 National Homeland Security Conference	6/17/2019	6/20/2019	1,600	1,883
Federated Computing Research Conference (FCRC)	6/23/2019	6/28/2019	2,770	3,323
2019 Volleyball Festival	6/26/2019	7/1/2019	17,500	7,503
2019 Nazarene Youth Conference	7/7/2019	7/15/2019	8,834	10,520
2019 Annual Education Conference	7/7/2019	7/10/2019	1,100	1,115
International Convention	8/8/2019	8/10/2019	40,000	17,989
2019 Food Expo	9/9/2019	9/9/2019	785	388
ASCP Annual Meeting	9/11/2019	9/15/2019	1,500	2,365
2019 MSW-DSW Residency	9/14/2019	9/18/2019	862	1,180
NAHQ Next 2019 (original title: 2019 NAHQ Annual Conference)	9/14/2019	9/18/2019	800	1,662
2019 Annual Conference	9/21/2019	9/21/2019	736	170
2019 Annual Meeting and Exposition	9/22/2019	9/25/2019	6,000	6,834
2019 Toyota Canada National Dealer Meeting	9/25/2019	9/27/2019	680	1,403
2019 Annual Event_#62176	10/3/2019	10/5/2019	1,300	802
Groundbreak Conference 2019	10/6/2019	10/8/2019	4,000	4,411
2019 World Workplace	10/16/2019	10/20/2019	4,700	5,545
WASTECON 2019	10/21/2019	10/23/2019	1,893	2,296
2019 ACC Annual Meeting	10/27/2019	10/30/2019	3,700	6,343
2019 Annual Conference	10/31/2019	11/4/2019	9,500	6,058
2019 Annual Conference	11/2/2019	11/5/2019	1,350	2,841
2019 RTI At Work Institute	11/4/2019	11/6/2019	650	570
Learn Serve Lead 2019: The AAMC Annual Meeting	11/8/2019	11/12/2019	4,851	10,982
2019 BSN National Sales Meeting	11/14/2019	11/17/2019	1,358	2,550
2019 North American Dealer Event	11/19/2019	11/20/2019	1,000	1,651
DMC/DMSMS 2019	12/2/2019	12/5/2019	1,500	2,245
2019 Bi-Annual Student Leadership Summit	12/30/2019	1/3/2020	8,721	11,682
2020 Winter Convention	1/6/2020	1/10/2020	2,500	1,400
2020 Development and Leadership Conference	1/13/2020	1/15/2020	700	335
2020 Annual Convention	1/15/2020	1/18/2020	1,200	600
2020 CREATIVATION	1/16/2020	1/20/2020	8,122	1,380
2020 Rock N Roll Marathon Arizona	1/17/2020	1/19/2020	17,800	1,600
2020 New Year Kick Off	1/22/2020	1/25/2020	6,000	1,502
2020 PLC Summit	1/27/2020	1/29/2020	2,000	800
2020 Winter Trade Show	1/28/2020	2/3/2020	3,000	1,010
2020 Avaya Engage	1/31/2020	2/5/2020	3,000	1,700
2020 Orthopaedic Annual Meeting	2/6/2020	2/11/2020	3,000	1,125
2020 Classic Rock Invitational	2/7/2020	2/7/2020	4,200	147
2020 Sporting Goods Show	2/11/2020	2/15/2020	1,800	725
SWA 2020 Rally - PHX	2/13/2020	2/13/2020	2,500	510
2020 NTCA's Rural Telecom Industry Meeting & EXPO	2/16/2020	2/21/2020	2,600	1,700
Win the Storm Conference 2020	2/19/2020	2/21/2020	1,500	200
2020 SME Annual Meeting & Exhibits	2/22/2020	2/26/2020	6,000	1,980
2020 Hyperledger Global Forum	3/2/2020	3/3/2020	1,200	200
2020 Pilot Annual GM Conference	3/2/2020	3/5/2020	1,300	822
WM Symposia 2020	3/8/2020	3/12/2020	3,500	1,114
2021 Annual Conference & Exhibition	6/18/2021	6/18/2021	1,094	1,244
2021 Annual Conference & Exposition	6/22/2021	6/23/2021	2,327	2,668
2021 Volleyball Festival	6/29/2021	7/3/2021	12,695	6,463
2021 North American Championships	7/5/2021	7/9/2021	9,000	10,405
Medtrade West 2021	7/12/2021	7/13/2021	985	400
2021 Annual Meeting	7/18/2021	7/22/2021	1,425	2,348
2021 Joint Meeting of Ichthyologists and Herpetologists (JMIH)	7/21/2021	7/25/2021	186	398
2021 Annual Conference	7/24/2021	7/28/2021	393	1,019
2021 World Expo/Tournament	7/29/2021	7/31/2021	6,117	2,109
2021 Fall Rendezvous	8/2/2021	8/9/2021	1,950	3,121
2021 National Convention	8/26/2021	9/2/2021	6,024	13,393
2021 ARGENTUM Senior Living Executive Conference	9/13/2021	9/14/2021	1,600	2,463
2021 IIBEC International Convention & Trade Show	9/16/2021	9/18/2021	550	1,145
2021 Annual Convention	9/21/2021	9/21/2021	400	654
Small Business Expo 2021	9/21/2021	9/21/2021	500	0
2021 Annual National Conference	9/23/2021	9/24/2021	1,731	1,553



Event Name	Start Date	End Date	Attendance	Room Nights
RFID Journal LIVE! 2021	9/26/2021	9/27/2021	775	359
Social Retail Conference 2021	9/29/2021	10/2/2021	45	143
2021 Annual Conference	9/30/2021	10/3/2021	371	961
2021 LegalShield Fall Convention	9/30/2021	10/3/2021	1,700	1,477
2021 Total Rewards Conference & Exhibition	10/5/2021	10/7/2021	350	400
2021 Lean Congress	10/18/2021	10/21/2021	1,200	1,796
Southwest Buildings & Facilities Management Show & Conference	10/20/2021	10/21/2021	500	0
2021 ISTFA	11/1/2021	11/2/2021	450	373
Patches and Pin Expo/Vintage Palooza	11/7/2021	11/7/2021	1,500	0
2021 Fall Conference	11/15/2021	11/18/2021	1,216	1,665
2021 Annual Convention	11/16/2021	11/18/2021	1,366	2,160
AMA Phoenix Education Conference & Tradeshow 2021	11/17/2021	11/17/2021	500	0
2021 American Physical Society Division of Fluid Dynamics (APS/DFD) Annual Meeting	11/21/2021	11/23/2021	1,900	2,040
2021 Annual Conference and Expo	11/29/2021	12/3/2021	1,000	1,252
2021 Housing Transformation Summit	11/30/2021	12/1/2021	250	463
2021 DoDHS Worldwide Conference	12/5/2021	12/8/2021	3,029	4,050
International Conference & Exhibition	12/13/2021	12/15/2021	988	946
AMERICAFEST 2021	12/18/2021	12/20/2021	8,500	5,555
Annual Meeting	1/3/2022	1/7/2022	1,500	1,299
Annual Winter Conference	1/9/2022	1/11/2022	2,000	3,104
Rock N Roll Marathon Arizona	1/14/2022	1/16/2022	18,000	6,000
Annual Convention	1/17/2022	1/22/2022	1,750	3,498
2022 All Star Challenge Phoenix Showdown	1/21/2022	1/22/2022	2,490	92
Winter Rendezvous	1/27/2022	1/31/2022	2,000	2,969
Athletic Phoenix Championship	1/28/2022	1/29/2022	3,402	120
PLC Summit	1/29/2022	2/4/2022	1,950	1,652
Classic Rock Invitational	2/4/2022	2/5/2022	5,540	465
Semi-Annual PrimeTime	2/6/2022	2/7/2022	3,500	4,829
Sporting Goods Show	2/16/2022	2/17/2022	1,750	2,098
QuiltCon	2/17/2022	2/19/2022	7,000	488
Annual Meeting	2/25/2022	2/28/2022	3,935	6,610
Global Excavation Safety Conference	3/1/2022	3/2/2022	750	1,155
Waste Management Symposium	3/3/2022	3/10/2022	1,500	3,042
Aloha Spirit Championships	3/4/2022	3/5/2022	12,478	3,210
Annual Educational Meeting	3/12/2022	3/14/2022	305	678
Transact 360	3/14/2022	3/15/2022	300	693
Annual Meeting	3/18/2022	3/20/2022	2,840	3,786
International Leadership Retreat	3/24/2022	3/25/2022	1,900	1,482
HCCA Compliance Institute	3/28/2022	3/29/2022	1,000	2,566
Medtrade West	4/4/2022	4/5/2022	1,000	694
Symposium on Advanced Wound Care	4/6/2022	4/8/2022	1,500	4,138
NCVF National Championships	4/13/2022	4/16/2022	10,441	6,726
SkillsUSA State Championships	4/18/2022	4/19/2022	1,600	575
SPARK	4/19/2022	4/20/2022	800	785
Girls 18s Junior National Championship	4/21/2022	4/24/2022	8,000	8,732
Annual Conference	4/24/2022	4/27/2022	622	1,335
Annual Session	4/27/2022	4/30/2022	3,359	4,587
Annual Meeting	5/3/2022	5/4/2022	1,800	2,391
Solutions Summit	5/9/2022	5/10/2022	1,200	2,854
Annual National Postal Forum	5/15/2022	5/17/2022	3,500	6,298
Annual Meeting	5/19/2022	5/21/2022	450	228
Phoenix Comicfest	5/27/2022	5/28/2022	52,000	2,872
Farwest Regional Conference	6/2/2022	6/4/2022	954	1,192
Annual Forum	6/5/2022	6/9/2022	1,161	3,333
Summer Meetings and Exhibition	6/11/2022	6/14/2022	2,000	2,925
Volleyball Festival	6/22/2022	6/25/2022	18,000	4,736
Annual Meeting	7/10/2022	7/12/2022	1,560	2,623
World Expo/Tournament	7/14/2022	7/16/2022	6,173	1,899
Venue Connect Annual Conference	7/18/2022	7/19/2022	1,000	2,835
T&T Stars and Stripes Championships	7/23/2022	7/24/2022	850	592
Annual Convention	7/28/2022	7/28/2022	2,500	3,175
National Conference	8/4/2022	8/7/2022	3,750	4,540
Phoenix Food Expo	8/9/2022	8/10/2022	3,607	468
Fall Rendezvous	8/18/2022	8/19/2022	3,000	2,937
Annual Mobile Health Clinics Forum	8/27/2022	8/28/2022	300	860
RAPS: The Regulatory Convergence	9/11/2022	9/12/2022	1,700	847
International Convention	9/14/2022	9/16/2022	3,400	6,492
Annual Congress	9/20/2022	9/22/2022	5,500	7,738
2 Brand Conference	9/21/2022	9/22/2022	568	498
TechHome Builder Summit	10/4/2022	10/6/2022	750	617
HLM Meeting	10/10/2022	10/12/2022	2,800	5,285
Annual Compliance & Ethics Institute	10/16/2022	10/17/2022	963	2,071
Global Convention	10/20/2022	10/22/2022	2,500	1,411
GEN Blue Experience	10/23/2022	10/25/2022	3,200	4,412
Annual Meeting	10/27/2022	10/30/2022	3,600	5,918
Annual Meeting	11/2/2022	11/3/2022	3,400	7,500
Traders Market	11/9/2022	11/10/2022	1,200	2,042
Annual Meeting	11/13/2022	11/18/2022	6,000	6,684
Facing Race National Conference	11/16/2022	11/19/2022	2,000	2,288
North American Championships	11/24/2022	12/4/2022	3,000	6,818
TQIP Annual Scientific Meeting and Training	12/10/2022	12/12/2022	1,711	3,747
AMERICAFEST	12/13/2022	12/19/2022	8,000	4,541
Annual Convention	12/28/2022	12/31/2022	4,000	3,124

## B. Appendix - Qualified Events 2003 - 2005

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

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

## C. Appendix - ExPact/Longwoods Report Calculations

This appendix explains how HVS converted the spending data from Longwoods International’s Travel USA 2022: National Overnight Trip Volume and Expenditures by Segment report and DI’s ExPact 2004 report to the spending parameters in Section 3 of the report. Longwoods and DI reported survey results by type of expenditure and spending per delegate or exhibitor per event. HVS translated these results to daily spending, adjusted for inflation, and adjusted both sources for the costs of travel in Phoenix.

### Longwoods Visitor Spending Profile

For the 2022 update report, HVS applied Longwoods International’s “Conference/Convention” spending profile to estimate Qualified Spending of overnight and day-trip visitors. The following figure shows the spending sector’s average per-person expenditures for 2022 domestic overnight trips.

**FIGURE C-2**  
**TRAVEL USA CONFERENCE/CONVENTION SPENDING PROFILE**

Spending Category	Amount per Trip (\$ 2022)	Amount per Day (\$ 2022)
Lodging	\$831	\$239
F&B	356	102
Retail	180	52
Transportation at Destination	192	55
Recreation & Entertainment	150	43
<b>Total*</b>	<b>\$1,709</b>	<b>\$492</b>

\*May not sum to totals due to rounding

Source: Longwoods International and STR

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

- We used the Downtown Phoenix hotel market’s average daily room rate (“ADR”) reported by Smith Travel Research (“STR”) for hotel spending (see Figure 3-1).
- HVS researched the ratio to sales of other hotel spending to hotel room spending in more than ten local hotels. Local hotels and comparable properties show that approximately 37% of hotel revenues come from sources other than the ADR.
- HVS adjusted the daily spending parameters data with the Corporate Travel Index (“CTI”), a Business Travel News report comparing travel costs across the

100 largest U.S. cities. The CTI released for a given year shows data collected during the prior year. The index used includes hotel tiers from midscale to upper-upscale, all car rental classes, and all types of meals. Additionally, the index reflects the average from all four quarters of the year.

For Qualified Events in 2022, HVS used the 2022 CTI. See the figure below for the CTI multipliers.

**FIGURE C-3**  
**CTI ADJUSTMENT FOR PHOENIX SPENDING (2022)**

Adjustment	CTI Index
<b>Selected City</b>	Phoenix
Hotel	1.1178
Car	1.1123
F&B	1.2211
Other	1.1467

Source: CTI

- For overnight visitors, we split the “Transportation at Destination” spending category into two sub-categories for our analysis: Auto Rental and Leasing and Transportation (e.g., taxi fares).

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

**FIGURE C-4**  
**ESTIMATED OVERNIGHT AND DAY-TRIP VISITOR SPENDING PER DAY**

Spending Category	Categories Used in HVS Report	Overnight Visitor Spending per Day (\$ 2022)	Day-trip Visitor Spending per Day (\$ 2022)
Lodging	Hotel and Lodging	\$183.00	\$0.00
Additional Hotel Spending	Hotel and Lodging	67.71	0.00
F&B	Food & Beverage	35.93	35.93
Retail	Retail	17.12	17.12
Transportation at Destination	Transportation	11.80	17.69
Transportation at Destination (rent)	Auto Rental and Leasing	5.90	0.00
Recreation & Entertainment	Other Amusement & Recreation	14.22	14.22
	<b>Total*</b>	<b>\$335.68</b>	<b>\$84.97</b>

\*May not sum to totals due to rounding.

Sources: HVS, Longwoods International, and STR

**DI ExPact Report**

DI reported survey results by type of expenditure and spending per delegate or exhibitor per event in the 2004 ExPact report, which is available on request. HVS

translated the results to daily spending and adjusted them for the cost of travel in Phoenix and inflation.

We excluded certain categories of expenditures reported in the ExPact 2004 report to avoid double-counting venue-related expenditures. Instead, we used actual venue-related spending data from 2009 to 2022, as provided by the PCC—the following categories of ExPact 2004 data have been excluded from our spending parameters.

**FIGURE C-5  
EXCLUDED EXHIBITOR EXPENDITURE TYPES**

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

\*Day-trip visitors only

HVS took spending data from the ExPact report and recalculated it per delegate day. HVS adjusted the daily spending parameters data with the CTI index described above. For the years 2009 through 2015, HVS used the 2013 CTI. For Qualified Events in subsequent years, HVS used the corresponding CTI. See the figure below for the CTI multipliers.

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

Category	2013 Index	2022 Index
Hotel	0.8803	1.1178
Car	1.0213	1.1123
Food & Beverage	1.0907	1.2211
Other Categories	0.9649	1.1467

Source: CTI

Finally, HVS adjusted the data for inflation for each year in the study's scope. HVS used the Consumer Price Index for All Urban Consumers provided by the Bureau of Labor Statistics for inflation values, which describes the "CPI" as "a price index of a basket of goods and services." Comparison between the CPI of each year provides an estimate of inflation. The Bureau of Labor Statistics regularly updates the estimates of CPI.

The following figure shows the CPI and inflation index as of this writing.

**FIGURE C-6**  
**INFLATION ADJUSTMENT**

Year	CPI	Inflation Index
2004	192	1.000
2005	198	1.033
2006	203	1.059
2007	211	1.103
2008	211	1.103
2009	217	1.134
2010	220	1.150
2011	227	1.185
2012	231	1.206
2013	235	1.224
2014	236	1.232
2015	238	1.240
2016	243	1.266
2017	248	1.293
2018	253	1.317
2019	258	1.347
2020	262	1.364
2021	280	1.461
2022	298	1.555

Source: Bureau of Labor Statistics

To calculate the spending parameters of 2022, we multiplied the inflation-adjusted spending by the index multiplier to the 2004 data. See the tables below for exhibitor and organizer spending parameters.



**EXHIBITING COMPANY SPENDING PARAMETERS**

Expenditure Category in ExPact Survey	ExPact Page Reference	ExPact Reported Spending per Event	Spending Per Delegate **	CTI Adjusted Spending***	Categories used in HVS Report
<b>Total Exhibit Staff Lodging Expenditures</b>					
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			
<b>Sub-total</b>		265.28	\$3.65	\$6.33	<b>Hotel and Lodging</b>
<b>Food, Beverage, &amp; Entertainment Expenses for Exhibit Staff</b>					
Entertainment for exhibit staff. (e.g. golf, sporting events, concerts, etc.)	p. 84	192	2.63	4.69	<b>Other Amusement &amp; Recreation</b>
<b>Exhibitor-sponsored functions not part of existing event</b>					
Space rental fee for function	p. 85	106	1.46	2.53	<b>Equipment Rental</b>
Equipment rental expenditures for function	p. 85	112	1.54		
Other function expenditures	p. 85	150	2.06		
<b>Promotion within Event City</b>					
Promotion and advertising expenditures within event city	p. 85	194	2.67	4.76	<b>Advertising &amp; Related Services</b>
<b>Local Transportation within Event City</b>					
Local auto rental expenditures (include taxes, insurance, etc.)	p. 85	150	2.06	3.56	<b>Auto Rental and Leasing</b>
Fuel (i.e., gasoline, diesel fuel) purchased within Event City	p. 85	29	0.40	0.71	<b>Retail</b>
Public transportation fare within Event City (bus, subway/light rail, etc.)	p. 85	9	0.13	0.13	
Private transportation fare within Event City (taxis, limos, tips)	p. 85	62	0.85	0.82	
<b>Sub-total</b>		71.50	\$0.98	\$1.70	<b>Transportation</b>
<b>Other Expenditures</b>					
Other expenditures not previously recorded	p. 85	83	1.14	2.03	<b>Retail</b>

\*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
<b>Staff Members' Living Expenses</b>					
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			
<b>Sub-total</b>		21,694	\$1.07	\$1.85	<b>Hotel and Lodging</b>
Meals purchased in restaurants or other eating places	p. 92	6,442	0.32	0.60	<b>F&amp;B</b>
<b>Promotional Expenditures within Event City</b>					
Promotional expenditures within Event City. Include all types of signage in Event	p. 92	16,308	0.80	1.43	<b>Advertising &amp; Related Services</b>
<b>Local Transportation within Event City (for all staff)</b>					
Local auto rental expenditures (include taxes, insurance, etc.)	p. 92	738	0.04	0.07	<b>Auto Rental and Leasing</b>
Fuel (i.e., gasoline, diesel fuel) purchased within Event City	p. 92	82	0.00	0.00	<b>Retail</b>
Public transportation fare within Event City (bus, subway/light rail, etc.)	p. 92	656	0.03	0.05	<b>Transportation</b>
Private transportation fare within Event City (taxis, limos, tips)	p. 92	3,124	0.15	0.27	<b>Transportation</b>
<b>Other Expenses</b>					
Other expenditures in Event City not previously recorded	p. 92	21,039	1.03	1.84	<b>Retail</b>

\*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
<b>Mid-States Distributing 2022 Winter Trade Show</b>					
	18744	Audio Visual Totals	1/28/2022	1/31/2022	11,707.00
	18744	F&B Totals	1/28/2022	1/31/2022	250,453.93
	18744	Electrical Totals	1/28/2022	1/31/2022	64,624.15
	18744	Equipment	1/28/2022	1/31/2022	3,750.00
	18744	Event Security Totals	1/28/2022	1/31/2022	23,231.41
	18744	Labor	1/28/2022	1/31/2022	490.00
	18744	Life Safety Review	1/28/2022	1/31/2022	450.00
	18744	Other - Misc Charges	1/28/2022	1/31/2022	633.39
	18744	Room Rental	1/28/2022	1/31/2022	114,730.00
	18744	Telecommunication Totals	1/28/2022	1/31/2022	23,878.00
<b>American Association of Endodontists Annual Session</b>					
	19112	Audio Visual Totals	4/27/2022	4/30/2022	77,020.00
	19112	F&B Totals	4/27/2022	4/30/2022	432,337.56
	19112	Electrical Totals	4/27/2022	4/30/2022	65,698.66
	19112	Equipment	4/27/2022	4/30/2022	1,486.00
	19112	Event Security Totals	4/27/2022	4/30/2022	22,516.66
	19112	Labor	4/27/2022	4/30/2022	280.00
	19112	Life Safety Review	4/27/2022	4/30/2022	450.00
	19112	Room Rental	4/27/2022	4/30/2022	92,907.00
	19112	Telecommunication Totals	4/27/2022	4/30/2022	159,577.00
<b>cabi 2022</b>					
	19275	Audio Visual Totals	1/20/2022	1/22/2022	110,211.00
	19275	F&B Totals	1/20/2022	1/22/2022	576,805.96
	19275	Electrical Totals	1/20/2022	1/22/2022	32,446.32
	19275	Equipment	1/20/2022	1/22/2022	600.00
	19275	Event Security Totals	1/20/2022	1/22/2022	33,515.16
	19275	Life Safety Review	1/20/2022	1/22/2022	450.00
	19275	Parking	1/20/2022	1/22/2022	612.00
	19275	Room Rental	1/20/2022	1/22/2022	82,110.00
	19275	Telecommunication Totals	1/20/2022	1/22/2022	29,925.00
<b>2022 AIChE Annual Meeting</b>					
	19557	F&B Totals	11/13/2022	11/18/2022	954,620.62
	19557	Electrical Totals	11/13/2022	11/18/2022	25,637.20
	19557	Equipment	11/13/2022	11/18/2022	2,527.00
	19557	Event Security Totals	11/13/2022	11/18/2022	23,574.03
	19557	Labor	11/13/2022	11/18/2022	18,690.00
	19557	Life Safety Review	11/13/2022	11/18/2022	450.00
	19557	Room Rental	11/13/2022	11/18/2022	40,000.00
	19557	Telecommunication Totals	11/13/2022	11/18/2022	65,009.99
<b>ACA Winter Conference 2022</b>					
	19701	Audio Visual Totals	1/7/2022	1/9/2022	8,192.00
	19701	F&B Totals	1/7/2022	1/9/2022	89,378.12
	19701	Event Security Totals	1/7/2022	1/9/2022	11,373.04
	19701	Labor	1/7/2022	1/9/2022	420.00
	19701	Life Safety Review	1/7/2022	1/9/2022	450.00
	19701	Parking	1/7/2022	1/9/2022	165.00
	19701	Room Rental	1/7/2022	1/9/2022	65,628.00
	19701	Telecommunication Totals	1/7/2022	1/9/2022	23,643.00
<b>WM Symposia 2022</b>					
	20024	Audio Visual Totals	3/6/2022	3/9/2022	12,102.00
	20024	F&B Totals	3/6/2022	3/9/2022	661,484.48
	20024	Electrical Totals	3/6/2022	3/9/2022	52,933.07
	20024	Event Security Totals	3/6/2022	3/9/2022	23,259.31
	20024	Life Safety Review	3/6/2022	3/9/2022	450.00
	20024	Room Rental	3/6/2022	3/9/2022	124,702.00

Event Name	Event ID	Item Description	Event Start Date	Event End Date	Client Spend
<b>AMP 2022 Annual Meeting &amp; Expo</b>					
	20166	Audio Visual Totals	11/1/2022	11/5/2022	26,972.00
	20166	F&B Totals	11/1/2022	11/5/2022	410,477.41
	20166	Electrical Totals	11/1/2022	11/5/2022	103,323.60
	20166	Equipment	11/1/2022	11/5/2022	150.00
	20166	Event Security Totals	11/1/2022	11/5/2022	13,925.36
	20166	Life Safety Review	11/1/2022	11/5/2022	450.00
	20166	Room Rental	11/1/2022	11/5/2022	113,792.00
	20166	Telecommunication Totals	11/1/2022	11/5/2022	134,403.19
<b>2022 NRPA Annual Conference</b>					
	20599	Audio Visual Totals	9/20/2022	9/22/2022	89,766.50
	20599	F&B Totals	9/20/2022	9/22/2022	290,990.99
	20599	Electrical Totals	9/20/2022	9/22/2022	75,081.49
	20599	Equipment	9/20/2022	9/22/2022	4,909.00
	20599	Event Security Totals	9/20/2022	9/22/2022	28,171.97
	20599	Labor	9/20/2022	9/22/2022	1,155.00
	20599	Life Safety Review	9/20/2022	9/22/2022	450.00
	20599	Parking	9/20/2022	9/22/2022	1,080.00
	20599	Room Rental	9/20/2022	9/22/2022	191,434.00
<b>Sports, Inc. Annual Meeting and Trade Show 2022</b>					
	21001	Audio Visual Totals	2/16/2022	2/19/2022	10,501.00
	21001	F&B Totals	2/16/2022	2/19/2022	157,726.56
	21001	Electrical Totals	2/16/2022	2/19/2022	34,878.32
	21001	Event Security Totals	2/16/2022	2/19/2022	11,565.23
	21001	Labor	2/16/2022	2/19/2022	1,425.00
	21001	Theater Charges	2/16/2022	2/19/2022	921.09
	21001	Life Safety Review	2/16/2022	2/19/2022	450.00
	21001	Room Rental	2/16/2022	2/19/2022	74,541.91
	21001	Telecommunication Totals	2/16/2022	2/19/2022	29,553.00
<b>North American Bridge Championships (NABC) 2022</b>					
	21125	Audio Visual Totals	11/24/2022	12/4/2022	6,750.00
	21125	F&B Totals	11/24/2022	12/4/2022	193,796.65
	21125	Electrical Totals	11/24/2022	12/4/2022	3,984.36
	21125	Event Security Totals	11/24/2022	12/4/2022	17,406.49
	21125	Life Safety Review	11/24/2022	12/4/2022	450.00
	21125	Parking	11/24/2022	12/4/2022	660.00
	21125	Room Rental	11/24/2022	12/4/2022	185,000.00
<b>Sweet Adelines International Convention &amp; Competition</b>					
	21211	Audio Visual Totals	9/11/2022	9/17/2022	83,295.50
	21211	F&B Totals	9/11/2022	9/17/2022	95,820.29
	21211	Electrical Totals	9/11/2022	9/17/2022	11,418.00
	21211	Equipment	9/11/2022	9/17/2022	740.00
	21211	Event Security Totals	9/11/2022	9/17/2022	18,975.30
	21211	Life Safety Review	9/11/2022	9/17/2022	450.00
	21211	Room Rental	9/11/2022	9/17/2022	137,308.00
<b>American Academy of Allergy, Asthma &amp; Immunology (AAAAI) 2022 Annual Meeting</b>					
	21369	Audio Visual Totals	2/24/2022	3/1/2022	290,966.00
	21369	F&B Totals	2/24/2022	3/1/2022	174,092.62
	21369	Electrical Totals	2/24/2022	3/1/2022	118,614.82
	21369	Event Security Totals	2/24/2022	3/1/2022	42,953.47
	21369	Life Safety Review	2/24/2022	3/1/2022	450.00
	21369	Room Rental	2/24/2022	3/1/2022	186,312.00
	21369	Telecommunication Totals	2/24/2022	3/1/2022	206,028.00
<b>2022 AIR Forum</b>					
	21466	Audio Visual Totals	6/6/2022	6/9/2022	1,160.00
	21466	F&B Totals	6/6/2022	6/9/2022	260,844.98

Event Name	Event ID	Item Description	Event Start Date	Event End Date	Client Spend
	21466	Electrical Totals	6/6/2022	6/9/2022	13,384.98
	21466	Equipment	6/6/2022	6/9/2022	150.00
	21466	Event Security Totals	6/6/2022	6/9/2022	12,641.21
	21466	Life Safety Review	6/6/2022	6/9/2022	450.00
	21466	Room Rental	6/6/2022	6/9/2022	30,012.00
	21466	Telecommunication Totals	6/6/2022	6/9/2022	47,708.00
<b>American Academy of Periodontology's 108th Annual Meeting</b>					
	22294	Audio Visual Totals	10/27/2022	10/30/2022	38,182.00
	22294	F&B Totals	10/27/2022	10/30/2022	417,195.84
	22294	Electrical Totals	10/27/2022	10/30/2022	76,255.33
	22294	Equipment	10/27/2022	10/30/2022	1,867.00
	22294	Event Security Totals	10/27/2022	10/30/2022	29,985.67
	22294	Labor	10/27/2022	10/30/2022	1,785.00
	22294	Life Safety Review	10/27/2022	10/30/2022	450.00
	22294	Room Rental	10/27/2022	10/30/2022	140,922.00
<b>2022 Classic Rock Invitational</b>					
	22476	F&B Totals	2/3/2022	2/6/2022	51,741.27
	22476	Equipment	2/3/2022	2/6/2022	882.00
	22476	Event Security Totals	2/3/2022	2/6/2022	10,181.44
	22476	Life Safety Review	2/3/2022	2/6/2022	450.00
	22476	Other - Misc Charges	2/3/2022	2/6/2022	500.00
	22476	Room Rental	2/3/2022	2/6/2022	44,479.00
	22476	Ticket Office Service Fee	2/3/2022	2/6/2022	6,703.14
<b>Volleyball Festival 2022</b>					
	22489	F&B Totals	6/19/2022	6/26/2022	282,021.67
	22489	Electrical Totals	6/19/2022	6/26/2022	8,670.14
	22489	Equipment	6/19/2022	6/26/2022	7,897.00
	22489	Event Security Totals	6/19/2022	6/26/2022	50,072.26
	22489	Life Safety Review	6/19/2022	6/26/2022	450.00
	22489	Other - Misc Charges	6/19/2022	6/26/2022	4,223.05
	22489	Parking	6/19/2022	6/26/2022	1,560.00
	22489	Room Rental	6/19/2022	6/26/2022	73,000.00
	22489	Ticket Office Service Fee	6/19/2022	6/26/2022	17,960.51
<b>Society for Integrative &amp; Comparative Biology</b>					
	22501	Audio Visual Totals	1/4/2022	1/7/2022	23,596.00
	22501	F&B Totals	1/4/2022	1/7/2022	80,414.61
	22501	Electrical Totals	1/4/2022	1/7/2022	2,721.66
	22501	Event Security Totals	1/4/2022	1/7/2022	9,018.60
	22501	Life Safety Review	1/4/2022	1/7/2022	450.00
	22501	Room Rental	1/4/2022	1/7/2022	47,527.00
	22501	Telecommunication Totals	1/4/2022	1/7/2022	43,489.50
<b>Solution Tree 2022 PLC Summit</b>					
	22674	F&B Totals	1/31/2022	2/3/2022	177,364.55
	22674	Electrical Totals	1/31/2022	2/3/2022	2,210.79
	22674	Event Security Totals	1/31/2022	2/3/2022	4,978.03
	22674	Life Safety Review	1/31/2022	2/3/2022	450.00
	22674	Room Rental	1/31/2022	2/3/2022	39,528.00
	22674	Telecommunication Totals	1/31/2022	2/3/2022	30,695.00
<b>Best Buy HLM 2022</b>					
	22744	Audio Visual Totals	10/11/2022	10/14/2022	195,304.00
	22744	F&B Totals	10/11/2022	10/14/2022	1,308,724.29
	22744	Electrical Totals	10/11/2022	10/14/2022	144,866.51
	22744	Equipment	10/11/2022	10/14/2022	6,561.00
	22744	Event Security Totals	10/11/2022	10/14/2022	25,172.95
	22744	Life Safety Review	10/11/2022	10/14/2022	450.00
	22744	Parking	10/11/2022	10/14/2022	3,780.00

Event Name	Event ID	Item Description	Event Start Date	Event End Date	Client Spend
	22744	Room Rental	10/11/2022	10/14/2022	43,452.00
	22744	Telecommunication Totals	10/11/2022	10/14/2022	253,002.20
<b>The Symposium on Advanced Wound Care Spring and Wound Healing Society Conference (SAWC Spring/WHS)</b>					
	22776	Audio Visual Totals	4/6/2022	4/10/2022	92,462.00
	22776	F&B Totals	4/6/2022	4/10/2022	348,063.82
	22776	Electrical Totals	4/6/2022	4/10/2022	58,597.52
	22776	Equipment	4/6/2022	4/10/2022	1,136.00
	22776	Event Security Totals	4/6/2022	4/10/2022	14,635.76
	22776	Labor	4/6/2022	4/10/2022	5,040.00
	22776	Life Safety Review	4/6/2022	4/10/2022	450.00
	22776	Room Rental	4/6/2022	4/10/2022	60,000.00
	22776	Telecommunication Totals	4/6/2022	4/10/2022	53,507.00
<b>2022 GYC Annual Convention</b>					
	23185	Audio Visual Totals	12/27/2022	1/1/2023	21,837.00
	23185	Electrical Totals	12/27/2022	1/1/2023	14,430.76
	23185	Equipment	12/27/2022	1/1/2023	500.00
	23185	Event Security Totals	12/27/2022	1/1/2023	16,294.73
	23185	Life Safety Review	12/27/2022	1/1/2023	450.00
	23185	Room Rental	12/27/2022	1/1/2023	104,122.00
	23185	Telecommunication Totals	12/27/2022	1/1/2023	8,199.50
<b>ASHP Summer Meetings and Exhibition</b>					
	23191	Audio Visual Totals	6/11/2022	6/15/2022	18,716.50
	23191	F&B Totals	6/11/2022	6/15/2022	165,236.11
	23191	Electrical Totals	6/11/2022	6/15/2022	28,294.37
	23191	Equipment	6/11/2022	6/15/2022	1,307.00
	23191	Event Security Totals	6/11/2022	6/15/2022	16,773.14
	23191	Labor	6/11/2022	6/15/2022	420.00
	23191	Life Safety Review	6/11/2022	6/15/2022	450.00
	23191	Room Rental	6/11/2022	6/15/2022	52,545.00
	23191	Telecommunication Totals	6/11/2022	6/15/2022	82,597.00
<b>RAPS 2022 The Regulatory Convergence</b>					
	23568	Audio Visual Totals	9/9/2022	9/14/2022	18,654.00
	23568	F&B Totals	9/9/2022	9/14/2022	350,422.24
	23568	Electrical Totals	9/9/2022	9/14/2022	28,070.28
	23568	Event Security Totals	9/9/2022	9/14/2022	14,039.04
	23568	Life Safety Review	9/9/2022	9/14/2022	450.00
	23568	Room Rental	9/9/2022	9/14/2022	12,890.00
<b>2022 Annual Meeting on Women's Cancer</b>					
	23790	Audio Visual Totals	3/19/2022	3/22/2022	75,216.00
	23790	F&B Totals	3/19/2022	3/22/2022	411,644.35
	23790	Electrical Totals	3/19/2022	3/22/2022	55,701.20
	23790	Event Security Totals	3/19/2022	3/22/2022	15,979.13
	23790	Life Safety Review	3/19/2022	3/22/2022	450.00
	23790	Room Rental	3/19/2022	3/22/2022	41,290.00
<b>2022 National Postal Forum</b>					
	24245	Audio Visual Totals	5/16/2022	5/18/2022	119,654.00
	24245	F&B Totals	5/16/2022	5/18/2022	380,061.20
	24245	Electrical Totals	5/16/2022	5/18/2022	65,514.23
	24245	Equipment	5/16/2022	5/18/2022	9,747.00
	24245	Event Security Totals	5/16/2022	5/18/2022	23,486.15
	24245	Life Safety Review	5/16/2022	5/18/2022	450.00
	24245	Room Rental	5/16/2022	5/18/2022	67,338.00
<b>Global Excavation Safety Conference 2022</b>					
	24247	Audio Visual Totals	2/26/2022	3/4/2022	76,852.50
	24247	F&B Totals	2/26/2022	3/4/2022	98,680.56
	24247	Electrical Totals	2/26/2022	3/4/2022	16,895.28

Event Name	Event ID	Item Description	Event Start Date	Event End Date	Client Spend
	24247	Equipment	2/26/2022	3/4/2022	1,780.00
	24247	Event Security Totals	2/26/2022	3/4/2022	5,991.21
	24247	Life Safety Review	2/26/2022	3/4/2022	450.00
	24247	Room Rental	2/26/2022	3/4/2022	56,355.00
	24247	Telecommunication Totals	2/26/2022	3/4/2022	9,935.00
<b>2022 VenueConnect</b>					
	24478	Audio Visual Totals	7/18/2022	7/21/2022	25,417.00
	24478	F&B Totals	7/18/2022	7/21/2022	220,599.77
	24478	Electrical Totals	7/18/2022	7/21/2022	27,694.76
	24478	Equipment	7/18/2022	7/21/2022	489.00
	24478	Event Security Totals	7/18/2022	7/21/2022	10,731.58
	24478	Labor	7/18/2022	7/21/2022	910.00
	24478	Life Safety Review	7/18/2022	7/21/2022	450.00
	24478	Room Rental	7/18/2022	7/21/2022	40,500.00
	24478	Telecommunication Totals	7/18/2022	7/21/2022	22,765.00
<b>Younique Annual Conference</b>					
	24726	Audio Visual Totals	7/27/2022	7/30/2022	124,299.00
	24726	F&B Totals	7/27/2022	7/30/2022	252,951.63
	24726	Equipment	7/27/2022	7/30/2022	791.00
	24726	Event Security Totals	7/27/2022	7/30/2022	24,705.91
	24726	Labor	7/27/2022	7/30/2022	10,570.00
	24726	Life Safety Review	7/27/2022	7/30/2022	450.00
	24726	Other - Misc Charges	7/27/2022	7/30/2022	642.00
	24726	Room Rental	7/27/2022	7/30/2022	141,672.00
	24726	Telecommunication Totals	7/27/2022	7/30/2022	130,935.00
<b>2022 NCVF - National Collegiate Volleyball Federation Club Championship</b>					
	24736	Audio Visual Totals	4/14/2022	4/16/2022	7,332.00
	24736	F&B Totals	4/14/2022	4/16/2022	104,116.54
	24736	Electrical Totals	4/14/2022	4/16/2022	2,683.72
	24736	Equipment	4/14/2022	4/16/2022	9,917.00
	24736	Event Security Totals	4/14/2022	4/16/2022	32,076.16
	24736	Life Safety Review	4/14/2022	4/16/2022	450.00
	24736	Room Rental	4/14/2022	4/16/2022	56,000.00
	24736	Telecommunication Totals	4/14/2022	4/16/2022	17,233.00
<b>2022 USA Volleyball Girls 18s Junior National Championship</b>					
	24748	Audio Visual Totals	4/22/2022	4/25/2022	12,043.50
	24748	F&B Totals	4/22/2022	4/25/2022	105,407.99
	24748	Electrical Totals	4/22/2022	4/25/2022	5,416.04
	24748	Equipment	4/22/2022	4/25/2022	1,942.00
	24748	Event Security Totals	4/22/2022	4/25/2022	24,727.29
	24748	Life Safety Review	4/22/2022	4/25/2022	450.00
	24748	Parking	4/22/2022	4/25/2022	162.00
	24748	Room Rental	4/22/2022	4/25/2022	62,500.00
	24748	Telecommunication Totals	4/22/2022	4/25/2022	29,485.00
<b>2022 Semi-Annual PrimeTime</b>					
	24798	Audio Visual Totals	2/7/2022	2/9/2022	2,685.00
	24798	F&B Totals	2/7/2022	2/9/2022	783,953.34
	24798	Electrical Totals	2/7/2022	2/9/2022	125,596.64
	24798	Equipment	2/7/2022	2/9/2022	2,391.00
	24798	Event Security Totals	2/7/2022	2/9/2022	23,269.03
	24798	Labor	2/7/2022	2/9/2022	3,325.00
	24798	Life Safety Review	2/7/2022	2/9/2022	450.00
	24798	Other - Misc Charges	2/7/2022	2/9/2022	435.05
	24798	Room Rental	2/7/2022	2/9/2022	10,000.00
	24798	Telecommunication Totals	2/7/2022	2/9/2022	145,302.00
<b>21st Annual Compliance &amp; Ethics Institute</b>					

Event Name	Event ID	Item Description	Event Start Date	Event End Date	Client Spend
	24862	Audio Visual Totals	10/16/2022	10/19/2022	32,899.88
	24862	F&B Totals	10/16/2022	10/19/2022	272,306.97
	24862	Electrical Totals	10/16/2022	10/19/2022	16,494.52
	24862	Equipment	10/16/2022	10/19/2022	250.00
	24862	Event Security Totals	10/16/2022	10/19/2022	13,512.53
	24862	Labor	10/16/2022	10/19/2022	700.00
	24862	Life Safety Review	10/16/2022	10/19/2022	450.00
	24862	Room Rental	10/16/2022	10/19/2022	101,250.00
	24862	Telecommunication Totals	10/16/2022	10/19/2022	49,098.00
<b>AHRA 2022 Annual Meeting &amp; Exhibition</b>					
	25072	Audio Visual Totals	7/10/2022	7/13/2022	33,198.00
	25072	F&B Totals	7/10/2022	7/13/2022	266,263.43
	25072	Electrical Totals	7/10/2022	7/13/2022	46,971.28
	25072	Equipment	7/10/2022	7/13/2022	1,515.00
	25072	Event Security Totals	7/10/2022	7/13/2022	18,761.20
	25072	Labor	7/10/2022	7/13/2022	700.00
	25072	Life Safety Review	7/10/2022	7/13/2022	450.00
	25072	Room Rental	7/10/2022	7/13/2022	62,935.00
	25072	Telecommunication Totals	7/10/2022	7/13/2022	48,559.00
<b>2022 CS Conference Inc dba CS Week</b>					
	25184	Audio Visual Totals	5/2/2022	5/5/2022	30,377.00
	25184	F&B Totals	5/2/2022	5/5/2022	647,009.51
	25184	Electrical Totals	5/2/2022	5/5/2022	48,087.41
	25184	Equipment	5/2/2022	5/5/2022	1,000.00
	25184	Event Security Totals	5/2/2022	5/5/2022	30,122.38
	25184	Life Safety Review	5/2/2022	5/5/2022	450.00
	25184	Room Rental	5/2/2022	5/5/2022	85,293.00
	25184	Telecommunication Totals	5/2/2022	5/5/2022	209,689.00
<b>AZ Water 95th Annual Conference &amp; Exhibition</b>					
	25300	Audio Visual Totals	4/12/2022	4/14/2022	52,328.50
	25300	F&B Totals	4/12/2022	4/14/2022	188,553.17
	25300	Electrical Totals	4/12/2022	4/14/2022	14,967.29
	25300	Event Security Totals	4/12/2022	4/14/2022	7,380.01
	25300	Life Safety Review	4/12/2022	4/14/2022	450.00
	25300	Room Rental	4/12/2022	4/14/2022	41,065.00
<b>ATA International 2022 World Tournament</b>					
	25325	Audio Visual Totals	7/12/2022	7/17/2022	24,658.00
	25325	F&B Totals	7/12/2022	7/17/2022	58,964.30
	25325	Electrical Totals	7/12/2022	7/17/2022	7,092.72
	25325	Equipment	7/12/2022	7/17/2022	2,224.00
	25325	Event Security Totals	7/12/2022	7/17/2022	19,443.27
	25325	Labor	7/12/2022	7/17/2022	455.00
	25325	Life Safety Review	7/12/2022	7/17/2022	450.00
	25325	Room Rental	7/12/2022	7/17/2022	47,000.00
<b>doTERRA 2022 Leadership Retreat</b>					
	25673	Audio Visual Totals	3/23/2022	3/26/2022	63,197.00
	25673	F&B Totals	3/23/2022	3/26/2022	163,225.30
	25673	Electrical Totals	3/23/2022	3/26/2022	23,753.65
	25673	Equipment	3/23/2022	3/26/2022	3,156.00
	25673	Event Security Totals	3/23/2022	3/26/2022	14,741.58
	25673	Life Safety Review	3/23/2022	3/26/2022	450.00
	25673	Room Rental	3/23/2022	3/26/2022	55,500.00
	25673	Telecommunication Totals	3/23/2022	3/26/2022	99,905.00
<b>Shamrock Foods Expo 2022</b>					
	25752	F&B Totals	8/9/2022	8/10/2022	20,595.32
	25752	Electrical Totals	8/9/2022	8/10/2022	77,505.51

Event Name	Event ID	Item Description	Event Start Date	Event End Date	Client Spend
	25752	Equipment	8/9/2022	8/10/2022	1,983.00
	25752	Event Security Totals	8/9/2022	8/10/2022	11,175.54
	25752	Labor	8/9/2022	8/10/2022	140.00
	25752	Life Safety Review	8/9/2022	8/10/2022	450.00
	25752	Parking	8/9/2022	8/10/2022	12,510.00
	25752	Room Rental	8/9/2022	8/10/2022	34,184.00
	25752	Telecommunication Totals	8/9/2022	8/10/2022	15,456.50
<b>All Star Challenge – Phoenix – Showdown</b>					
	25879	F&B Totals	1/22/2022	1/23/2022	2,724.45
	25879	Electrical Totals	1/22/2022	1/23/2022	3,271.81
	25879	Event Security Totals	1/22/2022	1/23/2022	4,190.33
	25879	Life Safety Review	1/22/2022	1/23/2022	450.00
	25879	Room Rental	1/22/2022	1/23/2022	23,310.00
	25879	Telecommunication Totals	1/22/2022	1/23/2022	5,900.00
	25879	Ticket Office Service Fee	1/22/2022	1/23/2022	3,000.00
<b>Arizona Skills USA 2022 Championships</b>					
	26039	Audio Visual Totals	4/18/2022	4/20/2022	4,950.00
	26039	F&B Totals	4/18/2022	4/20/2022	16,496.88
	26039	Electrical Totals	4/18/2022	4/20/2022	22,405.59
	26039	Equipment	4/18/2022	4/20/2022	290.00
	26039	Event Security Totals	4/18/2022	4/20/2022	7,377.74
	26039	Labor	4/18/2022	4/20/2022	700.00
	26039	Life Safety Review	4/18/2022	4/20/2022	450.00
	26039	Other - Misc Charges	4/18/2022	4/20/2022	3,084.44
	26039	Parking	4/18/2022	4/20/2022	3,276.00
	26039	Room Rental	4/18/2022	4/20/2022	43,350.00
<b>2022 Rock n Roll Marathon AZ Health and Fitness Expo</b>					
	26221	F&B Totals	1/12/2022	1/15/2022	2,900.63
	26221	Electrical Totals	1/12/2022	1/15/2022	6,342.45
	26221	Event Security Totals	1/12/2022	1/15/2022	8,964.86
	26221	Life Safety Review	1/12/2022	1/15/2022	450.00
	26221	Parking	1/12/2022	1/15/2022	636.00
	26221	Room Rental	1/12/2022	1/15/2022	25,000.00
	26221	Telecommunication Totals	1/12/2022	1/15/2022	10,485.00
<b>Transact 360 - Spring 2022</b>					
	26278	Audio Visual Totals	3/13/2022	3/16/2022	131,994.50
	26278	F&B Totals	3/13/2022	3/16/2022	122,659.66
	26278	Electrical Totals	3/13/2022	3/16/2022	4,520.94
	26278	Event Security Totals	3/13/2022	3/16/2022	5,014.65
	26278	Life Safety Review	3/13/2022	3/16/2022	450.00
	26278	Room Rental	3/13/2022	3/16/2022	21,708.00
	26278	Telecommunication Totals	3/13/2022	3/16/2022	31,880.00
<b>Varsity Brands Holding Co. Aloha Spirit Productions*</b>					
	26298	Audio Visual Totals	3/3/2022	3/5/2022	35,787.00
	26298	F&B Totals	3/3/2022	3/5/2022	45,797.59
	26298	Electrical Totals	3/3/2022	3/5/2022	7,432.80
	26298	Equipment	3/3/2022	3/5/2022	3,562.00
	26298	Event Security Totals	3/3/2022	3/5/2022	8,138.05
	26298	Labor	3/3/2022	3/5/2022	4,322.50
	26298	Life Safety Review	3/3/2022	3/5/2022	450.00
	26298	Room Rental	3/3/2022	3/5/2022	80,828.00
	26298	Telecommunication Totals	3/3/2022	3/5/2022	26,384.00
	26298	Ticket Office Service Fee	3/3/2022	3/5/2022	12,965.70
<b>OASIS Gift Show</b>					
	26431	F&B Totals	2/9/2022	2/11/2022	3,327.40
	26431	Electrical Totals	2/9/2022	2/11/2022	5,178.40

Event Name	Event ID	Item Description	Event Start Date	Event End Date	Client Spend
	26431	Event Security Totals	2/9/2022	2/11/2022	8,659.98
	26431	Labor	2/9/2022	2/11/2022	600.00
	26431	Life Safety Review	2/9/2022	2/11/2022	450.00
	26431	Room Rental	2/9/2022	2/11/2022	34,930.00
<b>2022 T&amp;T Stars and Stripes Championships</b>					
	26441	Audio Visual Totals	7/23/2022	7/25/2022	10,757.00
	26441	F&B Totals	7/23/2022	7/25/2022	12,882.56
	26441	Electrical Totals	7/23/2022	7/25/2022	1,969.22
	26441	Event Security Totals	7/23/2022	7/25/2022	5,114.17
	26441	Labor	7/23/2022	7/25/2022	70.00
	26441	Life Safety Review	7/23/2022	7/25/2022	450.00
	26441	Room Rental	7/23/2022	7/25/2022	12,514.00
<b>QuiltCon 2022</b>					
	26518	Audio Visual Totals	2/17/2022	2/20/2022	2,359.00
	26518	F&B Totals	2/17/2022	2/20/2022	80,561.62
	26518	Electrical Totals	2/17/2022	2/20/2022	36,620.93
	26518	Event Security Totals	2/17/2022	2/20/2022	18,854.83
	26518	Life Safety Review	2/17/2022	2/20/2022	450.00
	26518	Room Rental	2/17/2022	2/20/2022	81,435.00
	26518	Telecommunication Totals	2/17/2022	2/20/2022	17,712.00
<b>GM Solutions Summit 2022 May 3-12, 2022</b>					
	26578	Audio Visual Totals	5/3/2022	5/12/2022	147,522.00
	26578	F&B Totals	5/3/2022	5/12/2022	295,897.04
	26578	Equipment	5/3/2022	5/12/2022	250.00
	26578	Event Security Totals	5/3/2022	5/12/2022	16,324.16
	26578	Labor	5/3/2022	5/12/2022	1,325.00
	26578	Theater Charges	5/3/2022	5/12/2022	2,602.33
	26578	Life Safety Review	5/3/2022	5/12/2022	450.00
	26578	Room Rental	5/3/2022	5/12/2022	101,022.67
	26578	Telecommunication Totals	5/3/2022	5/12/2022	6,000.00
<b>NAWLA 2022 Traders Market</b>					
	26592	Audio Visual Totals	11/7/2022	11/11/2022	11,022.00
	26592	F&B Totals	11/7/2022	11/11/2022	197,308.46
	26592	Electrical Totals	11/7/2022	11/11/2022	16,963.02
	26592	Equipment	11/7/2022	11/11/2022	75.00
	26592	Event Security Totals	11/7/2022	11/11/2022	10,524.05
	26592	Life Safety Review	11/7/2022	11/11/2022	450.00
	26592	Room Rental	11/7/2022	11/11/2022	11,123.00
	26592	Telecommunication Totals	11/7/2022	11/11/2022	33,700.50
<b>American Association of Neuroscience Nurses</b>					
	26627	Audio Visual Totals	3/9/2022	3/15/2022	14,194.50
	26627	F&B Totals	3/9/2022	3/15/2022	55,544.76
	26627	Electrical Totals	3/9/2022	3/15/2022	6,436.99
	26627	Equipment	3/9/2022	3/15/2022	673.00
	26627	Event Security Totals	3/9/2022	3/15/2022	7,749.65
	26627	Life Safety Review	3/9/2022	3/15/2022	450.00
	26627	Room Rental	3/9/2022	3/15/2022	25,000.00
	26627	Telecommunication Totals	3/9/2022	3/15/2022	45,110.00
<b>LifeVantage 2022 Global Convention*</b>					
	27209	Audio Visual Totals	10/20/2022	10/22/2022	46,457.28
	27209	F&B Totals	10/20/2022	10/22/2022	11,047.90
	27209	Electrical Totals	10/20/2022	10/22/2022	21,155.30
	27209	Equipment	10/20/2022	10/22/2022	344.00
	27209	Event Security Totals	10/20/2022	10/22/2022	20,043.11
	27209	Labor	10/20/2022	10/22/2022	140.00
	27209	Life Safety Review	10/20/2022	10/22/2022	450.00



Event Name	Event ID	Item Description	Event Start Date	Event End Date	Client Spend
	27209	Room Rental	10/20/2022	10/22/2022	111,970.00
	27209	Telecommunication Totals	10/20/2022	10/22/2022	40,833.85
<b>DSTS 2022 Regional Conference Cycle*</b>					
	27393	Audio Visual Totals	6/2/2022	6/4/2022	1,010.00
	27393	F&B Totals	6/2/2022	6/4/2022	196,177.31
	27393	Electrical Totals	6/2/2022	6/4/2022	6,515.65
	27393	Equipment	6/2/2022	6/4/2022	1,368.00
	27393	Event Security Totals	6/2/2022	6/4/2022	12,655.51
	27393	Theater Charges	6/2/2022	6/4/2022	2,980.12
	27393	Life Safety Review	6/2/2022	6/4/2022	450.00
	27393	Room Rental	6/2/2022	6/4/2022	21,527.00
	27393	Telecommunication Totals	6/2/2022	6/4/2022	54,050.00
<b>26th Annual Compliance Institute</b>					
	27407	Audio Visual Totals	3/28/2022	3/31/2022	52,914.50
	27407	F&B Totals	3/28/2022	3/31/2022	351,173.11
	27407	Electrical Totals	3/28/2022	3/31/2022	21,993.59
	27407	Equipment	3/28/2022	3/31/2022	1,136.00
	27407	Event Security Totals	3/28/2022	3/31/2022	16,352.73
	27407	Labor	3/28/2022	3/31/2022	1,400.00
	27407	Life Safety Review	3/28/2022	3/31/2022	450.00
	27407	Room Rental	3/28/2022	3/31/2022	93,500.00
	27407	Telecommunication Totals	3/28/2022	3/31/2022	71,541.00
<b>18th Annual Mobile Health Clinics Conference</b>					
	27432	Audio Visual Totals	8/27/2022	8/30/2022	29,449.50
	27432	F&B Totals	8/27/2022	8/30/2022	65,473.95
	27432	Electrical Totals	8/27/2022	8/30/2022	5,394.03
	27432	Event Security Totals	8/27/2022	8/30/2022	6,980.23
	27432	Life Safety Review	8/27/2022	8/30/2022	450.00
	27432	Room Rental	8/27/2022	8/30/2022	26,967.00
<b>Winmark Corporation - 2 Brand Conference 2022</b>					
	27439	Audio Visual Totals	9/21/2022	9/24/2022	516.00
	27439	F&B Totals	9/21/2022	9/24/2022	29,013.15
	27439	Electrical Totals	9/21/2022	9/24/2022	3,805.31
	27439	Event Security Totals	9/21/2022	9/24/2022	4,139.01
	27439	Life Safety Review	9/21/2022	9/24/2022	450.00
	27439	Room Rental	9/21/2022	9/24/2022	15,260.50
<b>Trauma Quality Improvement Program (TQIP 2022)*</b>					
	27548	Audio Visual Totals	12/9/2022	12/13/2022	47,945.50
	27548	F&B Totals	12/9/2022	12/13/2022	455,629.87
	27548	Electrical Totals	12/9/2022	12/13/2022	13,624.97
	27548	Equipment	12/9/2022	12/13/2022	1,385.00
	27548	Event Security Totals	12/9/2022	12/13/2022	11,143.07
	27548	Life Safety Review	12/9/2022	12/13/2022	450.00
	27548	Room Rental	12/9/2022	12/13/2022	-
	27548	Telecommunication Totals	12/9/2022	12/13/2022	68,752.65
<b>Mid-States 2022 Fall Rendezvous</b>					
	27869	Audio Visual Totals	8/17/2022	8/21/2022	9,416.50
	27869	F&B Totals	8/17/2022	8/21/2022	222,070.83
	27869	Electrical Totals	8/17/2022	8/21/2022	64,527.95
	27869	Equipment	8/17/2022	8/21/2022	5,655.00
	27869	Event Security Totals	8/17/2022	8/21/2022	22,790.44
	27869	Labor	8/17/2022	8/21/2022	525.00
	27869	Life Safety Review	8/17/2022	8/21/2022	450.00
	27869	Room Rental	8/17/2022	8/21/2022	69,593.00
<b>Phoenix Fan Fusion*</b>					
	27940	Audio Visual Totals	5/27/2022	5/29/2022	1,776.00

Event Name	Event ID	Item Description	Event Start Date	Event End Date	Client Spend
	27940	F&B Totals	5/27/2022	5/29/2022	646,135.07
	27940	Electrical Totals	5/27/2022	5/29/2022	29,473.44
	27940	Equipment	5/27/2022	5/29/2022	250.00
	27940	Event Security Totals	5/27/2022	5/29/2022	113,601.08
	27940	Labor	5/27/2022	5/29/2022	875.00
	27940	Life Safety Review	5/27/2022	5/29/2022	450.00
	27940	Room Rental	5/27/2022	5/29/2022	142,527.00
	27940	Telecommunication Totals	5/27/2022	5/29/2022	14,990.43
<b>AE Ventures 2022 TecHome Builder Summit</b>					
	27952	Audio Visual Totals	10/4/2022	10/6/2022	12,247.00
	27952	F&B Totals	10/4/2022	10/6/2022	100,313.03
	27952	Electrical Totals	10/4/2022	10/6/2022	16,085.19
	27952	Equipment	10/4/2022	10/6/2022	30.00
	27952	Event Security Totals	10/4/2022	10/6/2022	7,750.51
	27952	Life Safety Review	10/4/2022	10/6/2022	450.00
	27952	Room Rental	10/4/2022	10/6/2022	27,820.00
	27952	Telecommunication Totals	10/4/2022	10/6/2022	38,885.00
<b>Medtrade West 2022</b>					
	28176	F&B Totals	4/4/2022	4/6/2022	18,589.71
	28176	Electrical Totals	4/4/2022	4/6/2022	22,957.85
	28176	Equipment	4/4/2022	4/6/2022	275.00
	28176	Event Security Totals	4/4/2022	4/6/2022	17,964.86
	28176	Life Safety Review	4/4/2022	4/6/2022	450.00
	28176	Room Rental	4/4/2022	4/6/2022	32,359.00
	28176	Telecommunication Totals	4/4/2022	4/6/2022	22,998.00
<b>Color Street National Conference</b>					
	28329	Audio Visual Totals	8/1/2022	8/5/2022	471,354.50
	28329	F&B Totals	8/1/2022	8/5/2022	931,422.78
	28329	Electrical Totals	8/1/2022	8/5/2022	28,620.34
	28329	Equipment	8/1/2022	8/5/2022	7,707.00
	28329	Event Security Totals	8/1/2022	8/5/2022	30,898.08
	28329	Labor	8/1/2022	8/5/2022	14,140.00
	28329	Theater Charges	8/1/2022	8/5/2022	8,554.24
	28329	Life Safety Review	8/1/2022	8/5/2022	450.00
	28329	Other - Misc Charges	8/1/2022	8/5/2022	4,877.73
	28329	Room Rental	8/1/2022	8/5/2022	-
	28329	Telecommunication Totals	8/1/2022	8/5/2022	110,044.49
<b>Small Business Expo 2022</b>					
	28332	F&B Totals	9/28/2022	9/28/2022	2,622.77
	28332	Electrical Totals	9/28/2022	9/28/2022	2,795.36
	28332	Event Security Totals	9/28/2022	9/28/2022	2,040.11
	28332	Labor	9/28/2022	9/28/2022	140.00
	28332	Life Safety Review	9/28/2022	9/28/2022	450.00
	28332	Room Rental	9/28/2022	9/28/2022	10,155.00
<b>Advancing Prefabrication 2022</b>					
	28364	Audio Visual Totals	4/26/2022	4/29/2022	7,395.00
	28364	F&B Totals	4/26/2022	4/29/2022	203,350.28
	28364	Electrical Totals	4/26/2022	4/29/2022	8,688.25
	28364	Event Security Totals	4/26/2022	4/29/2022	4,785.41
	28364	Life Safety Review	4/26/2022	4/29/2022	450.00
	28364	Room Rental	4/26/2022	4/29/2022	18,759.00
	28364	Telecommunication Totals	4/26/2022	4/29/2022	13,325.25
<b>AMA Maintenance Mania</b>					
	28369	Audio Visual Totals	1/27/2022	1/27/2022	2,749.00
	28369	F&B Totals	1/27/2022	1/27/2022	8,816.35
	28369	Electrical Totals	1/27/2022	1/27/2022	417.12

Event Name	Event ID	Item Description	Event Start Date	Event End Date	Client Spend
	28369	Life Safety Review	1/27/2022	1/27/2022	450.00
	28369	Room Rental	1/27/2022	1/27/2022	7,176.00
<b>International Society of Behavioral Nutrition &amp; Physical Activity (ISBNPA) 2022 Annual Meeting</b>					
	28404	F&B Totals	5/19/2022	5/21/2022	124,107.13
	28404	Electrical Totals	5/19/2022	5/21/2022	2,133.84
	28404	Event Security Totals	5/19/2022	5/21/2022	4,624.82
	28404	Life Safety Review	5/19/2022	5/21/2022	450.00
	28404	Room Rental	5/19/2022	5/21/2022	14,664.00
	28404	Telecommunication Totals	5/19/2022	5/21/2022	17,121.90
<b>2022 SNAAZ Conference*</b>					
	28573	Audio Visual Totals	9/23/2022	9/24/2023	12,676.00
	28573	F&B Totals	9/23/2022	9/24/2023	17,974.06
	28573	Electrical Totals	9/23/2022	9/24/2023	14,594.84
	28573	Event Security Totals	9/23/2022	9/24/2023	2,647.19
	28573	Life Safety Review	9/23/2022	9/24/2023	450.00
	28573	Room Rental	9/23/2022	9/24/2023	13,540.00
<b>Athletic Championships - Phoenix Championships</b>					
	28573	F&B Totals	1/29/2022	1/30/2022	1,988.28
	28573	Electrical Totals	1/29/2022	1/30/2022	3,385.20
	28573	Event Security Totals	1/29/2022	1/30/2022	4,741.88
	28573	Life Safety Review	1/29/2022	1/30/2022	450.00
	28573	Other - Misc Charges	1/29/2022	1/30/2022	1,475.59
	28573	Room Rental	1/29/2022	1/30/2022	21,525.00
	28573	Ticket Office Service Fee	1/29/2022	1/30/2022	3,028.00
<b>Imperious Expo</b>					
	28639	F&B Totals	6/17/2022	6/18/2022	1,138.50
	28639	Electrical Totals	6/17/2022	6/18/2022	4,042.69
	28639	Event Security Totals	6/17/2022	6/18/2022	4,190.39
	28639	Life Safety Review	6/17/2022	6/18/2022	450.00
	28639	Room Rental	6/17/2022	6/18/2022	17,520.00
<b>AMERICAFAST 2022</b>					
	28720	Audio Visual Totals	12/15/2022	12/20/2022	374,452.75
	28720	F&B Totals	12/15/2022	12/20/2022	651,699.40
	28720	Electrical Totals	12/15/2022	12/20/2022	77,608.75
	28720	Equipment	12/15/2022	12/20/2022	2,461.00
	28720	Event Security Totals	12/15/2022	12/20/2022	119,022.45
	28720	Labor	12/15/2022	12/20/2022	16,702.00
	28720	Life Safety Review	12/15/2022	12/20/2022	450.00
	28720	Room Rental	12/15/2022	12/20/2022	104,374.00
	28720	Telecommunication Totals	12/15/2022	12/20/2022	106,251.06
<b>AMA Phoenix Education Conference &amp; Trade Show</b>					
	28724	F&B Totals	9/15/2022	9/15/2022	30,660.51
	28724	Electrical Totals	9/15/2022	9/15/2022	9,232.82
	28724	Event Security Totals	9/15/2022	9/15/2022	2,393.64
	28724	Life Safety Review	9/15/2022	9/15/2022	450.00
	28724	Room Rental	9/15/2022	9/15/2022	15,472.00
<b>Southwest Buildings &amp; Facilities Management Show &amp; Conference</b>					
	28959	F&B Totals	10/19/2022	10/20/2022	11,238.40
	28959	Electrical Totals	10/19/2022	10/20/2022	4,453.55
	28959	Event Security Totals	10/19/2022	10/20/2022	4,522.21
	28959	Life Safety Review	10/19/2022	10/20/2022	450.00
	28959	Room Rental	10/19/2022	10/20/2022	18,120.00
<b>Arizona Families for Home Education Convention 2022</b>					
	29001	F&B Totals	7/14/2022	7/16/2022	18,088.47
	29001	Event Security Totals	7/14/2022	7/16/2022	7,346.00
	29001	Life Safety Review	7/14/2022	7/16/2022	450.00

Event Name	Event ID	Item Description	Event Start Date	Event End Date	Client Spend
	29001	Parking	7/14/2022	7/16/2022	240.00
	29001	Room Rental	7/14/2022	7/16/2022	42,140.00
<b>2022 Facing Race: A National Conference</b>					
	29023	Audio Visual Totals	11/17/2022	11/19/2022	361,951.00
	29023	F&B Totals	11/17/2022	11/19/2022	370,195.46
	29023	Electrical Totals	11/17/2022	11/19/2022	9,102.56
	29023	Equipment	11/17/2022	11/19/2022	926.00
	29023	Event Security Totals	11/17/2022	11/19/2022	11,278.89
	29023	Labor	11/17/2022	11/19/2022	2,625.00
	29023	Life Safety Review	11/17/2022	11/19/2022	450.00
	29023	Parking	11/17/2022	11/19/2022	2,400.00
	29023	Room Rental	11/17/2022	11/19/2022	10,662.00
	29023	Telecommunication Totals	11/17/2022	11/19/2022	58,800.00
<b>American Society for Healthcare Human Resources Administration (ASHHRA)</b>					
	29052	Audio Visual Totals	4/25/2022	4/27/2022	39,152.60
	29052	F&B Totals	4/25/2022	4/27/2022	149,556.20
	29052	Electrical Totals	4/25/2022	4/27/2022	12,416.24
	29052	Event Security Totals	4/25/2022	4/27/2022	15,224.50
	29052	Life Safety Review	4/25/2022	4/27/2022	450.00
	29052	Room Rental	4/25/2022	4/27/2022	41,000.00
	29052	Telecommunication Totals	4/25/2022	4/27/2022	22,742.25
<b>AZ Technology Summit 2022</b>					
	29174	F&B Totals	9/13/2022	9/13/2022	18,597.24
	29174	Electrical Totals	9/13/2022	9/13/2022	2,024.02
	29174	Equipment	9/13/2022	9/13/2022	150.00
	29174	Event Security Totals	9/13/2022	9/13/2022	607.74
	29174	Labor	9/13/2022	9/13/2022	175.00
	29174	Life Safety Review	9/13/2022	9/13/2022	450.00
	29174	Room Rental	9/13/2022	9/13/2022	9,980.00
<b>3F Auto Show</b>					
	29232	F&B Totals	6/11/2022	6/11/2022	2,091.99
	29232	Electrical Totals	6/11/2022	6/11/2022	720.85
	29232	Event Security Totals	6/11/2022	6/11/2022	2,912.75
	29232	Life Safety Review	6/11/2022	6/11/2022	450.00
	29232	Room Rental	6/11/2022	6/11/2022	7,560.00
	29232	Ticket Office Service Fee	6/11/2022	6/11/2022	1,500.00
<b>Arizona Association of Community Managers Tradeshow</b>					
	29433	F&B Totals	8/26/2022	8/26/2022	4,292,853.19
	29433	Electrical Totals	8/26/2022	8/26/2022	2,423.50
	29433	Event Security Totals	8/26/2022	8/26/2022	2,610.69
	29433	Life Safety Review	8/26/2022	8/26/2022	450.00
	29433	Room Rental	8/26/2022	8/26/2022	6,928.00
<b>Coldwell Banker 2022 GEN Blue Experience</b>					
	29572	Audio Visual Totals	10/22/2022	10/23/2022	67,288.00
	29572	Equipment	10/22/2022	10/23/2022	350.00
	29572	Event Security Totals	10/22/2022	10/23/2022	6,961.24
	29572	Life Safety Review	10/22/2022	10/23/2022	450.00
	29572	Parking	10/22/2022	10/23/2022	702.00
	29572	Room Rental	10/22/2022	10/23/2022	48,064.00
	29572	Telecommunication Totals	10/22/2022	10/23/2022	49,874.00
<b>Carvana SPARK</b>					
	29792	Audio Visual Totals	4/18/2022	4/20/2022	20,757.00
	29792	F&B Totals	4/18/2022	4/20/2022	167,769.00
	29792	Electrical Totals	4/18/2022	4/20/2022	12,994.31
	29792	Equipment	4/18/2022	4/20/2022	120.00
	29792	Event Security Totals	4/18/2022	4/20/2022	6,272.26

Event Name	Event ID	Item Description	Event Start Date	Event End Date	Client Spend
	29792	Labor	4/18/2022	4/20/2022	980.00
	29792	Life Safety Review	4/18/2022	4/20/2022	450.00
	29792	Parking	4/18/2022	4/20/2022	11,736.00
	29792	Room Rental	4/18/2022	4/20/2022	3,050.00
	29792	Telecommunication Totals	4/18/2022	4/20/2022	21,500.00
<b>Pepsi/AB/Frito Superbowl 2023 Retail Trade Show</b>					
	29870	F&B Totals	6/15/2022	6/16/2022	8,359.26
	29870	Electrical Totals	6/15/2022	6/16/2022	3,216.17
	29870	Event Security Totals	6/15/2022	6/16/2022	3,144.60
	29870	Life Safety Review	6/15/2022	6/16/2022	450.00
	29870	Room Rental	6/15/2022	6/16/2022	14,125.00

## E. Appendix - IMPLAN Sector Aggregation and Qualified Revenue Calculation

This appendix explains how HVS estimated aggregated various sectors in the IMPLAN economic model of the State of Arizona and shows the output and fiscal impact per sector. Sector aggregation combines various sectors and is used when little or no information is available to distinguish between spending among similar sectors. For example, the Longwoods spending numbers described in Appendix C report an average per-person spending of \$52 on retail but nothing about the types of retail stores in which that spending occurs. Therefore, HVS aggregates sectors into higher-level categories than the original IMPLAN sectors rather than determining how much of the aforementioned \$52 occurs in sporting goods stores or personal health stores.

The following figure shows the five sectors HVS created for the spending used in this report.

**FIGURE E-1  
HVS RECATEGORIZED SECTORS**

Original IMPLAN Sector	Aggregate Sector
Hotels and motels, including casino hotels	Hotel and Lodging
Other accommodations	Hotel and Lodging
Full-service restaurants	Food & Beverage
Limited-service restaurants	Food & Beverage
Retail - Food and beverage stores	Retail
Retail - Health and personal care stores	Retail
Retail - Gasoline stores	Retail
Retail - Clothing and clothing accessories stores	Retail
Retail - Sporting goods, hobby, musical instrument and book stores	Retail
Retail - General merchandise stores	Retail
Retail - Miscellaneous store retailers	Retail
Transit and ground passenger transportation	Transportation at Destination
Scenic and sightseeing transportation and support activities for transportation	Transportation at Destination
Travel arrangement and reservation services	Transportation at Destination
State government passenger transit	Transportation at Destination
Local government passenger transit	Transportation at Destination
Performing arts companies	Other Amusement & Recreation
Commercial Sports Except Racing	Other Amusement & Recreation
Racing and Track Operation	Other Amusement & Recreation
Independent artists, writers, and performers	Other Amusement & Recreation
Promoters of performing arts and sports and agents for public figures	Other Amusement & Recreation
Museums, historical sites, zoos, and parks	Other Amusement & Recreation
Amusement parks and arcades	Other Amusement & Recreation
Gambling industries (except casino hotels)	Other Amusement & Recreation
Other amusement and recreation industries	Other Amusement & Recreation
Fitness and recreational sports centers	Other Amusement & Recreation
Bowling centers	Other Amusement & Recreation
Other real estate	Convention Center
Other support services	Convention Center

Fiscal impact is the product of total output, times the tax rate, times the share of the tax revenue distributed to the General Fund. Where sectors had different tax rates, HVS used an average. The following figure shows the industry sector's detailed economic and fiscal impacts for the top 150 sectors.

**FIGURE E-2  
OUTPUT AND FISCAL IMPACT BY INDUSTRY SECTOR**

Sector	Total Output	Tax Rate	General Fund Share	Fiscal Impact
<b>Total</b>	<b>\$422,608,968</b>			<b>\$15,867,590</b>
Hotel and Lodging	106,303,319	5.5%	70.521%	4,123,110
Food & Beverage	36,354,884	5.0%	73.796%	1,341,423
Retail	28,490,197	5.0%	73.796%	1,051,231
Transportation at Destination	24,572,964	5.0%	73.796%	906,693
Car Rental	17,692,620	5.0%	73.796%	652,822
Advertising	14,986,783	5.0%	73.796%	552,982
Catering & Concessions	12,979,610	5.0%	73.796%	478,922
Parking	12,560,291	5.0%	73.796%	463,450
Equipment Rental	7,959,317	5.0%	73.796%	293,683
Other Amusement and Recreation	6,811,160	5.0%	73.796%	251,318
Convention Center	6,302,480	5.0%	73.796%	232,549
Oilseed farming	6,233,477	5.0%	73.796%	230,003
Grain farming	6,085,937	5.0%	73.796%	224,559
Vegetable and melon farming	6,078,594	5.0%	73.796%	224,288
Fruit farming	5,946,884	5.0%	73.796%	219,428
Tree nut farming	5,731,559	5.0%	86.898%	249,030
Greenhouse, nursery, and floriculture production	4,637,427	5.0%	73.796%	171,112
Tobacco farming	4,046,557	5.0%	73.796%	149,310
Cotton farming	3,576,981	5.0%	73.796%	131,983
Sugarcane and sugar beet farming	3,499,120	5.0%	73.796%	129,111
All other crop farming	3,285,303	5.0%	73.796%	121,221
Beef cattle ranching and farming, including feedlots and dual-purpose ranching and farming	3,125,684	5.0%	73.796%	115,331
Dairy cattle and milk production	3,124,101	5.0%	73.796%	115,273
Poultry and egg production	3,097,395	5.0%	73.796%	114,288
Animal production, except cattle and poultry and eggs	2,769,426	5.0%	73.796%	102,186





Forestry, forest products, and timber tract production	2,706,555	5.0%	73.796%	99,866
Commercial logging	2,611,696	5.0%	86.898%	113,476
Commercial fishing	2,604,051	5.0%	73.796%	96,084
Commercial hunting and trapping	2,517,326	5.0%	73.796%	92,884
Support activities for agriculture and forestry	2,480,845	5.0%	73.796%	91,538
Oil and gas extraction	2,414,232	5.0%	73.796%	89,080
Coal mining	2,224,679	5.0%	73.796%	82,086
Copper, nickel, lead, and zinc mining	2,103,391	5.0%	73.796%	77,611
Iron ore mining	2,095,127	5.0%	73.796%	77,306
Gold ore mining	2,061,965	5.0%	73.796%	76,082
Silver ore mining	1,922,942	5.0%	73.796%	70,953
Uranium-radium-vanadium ore mining	1,850,751	5.0%	73.796%	68,289
Other metal ore mining	1,813,726	5.0%	73.796%	66,923
Stone mining and quarrying	1,761,737	5.0%	73.796%	65,005
Sand and gravel mining	1,744,656	5.0%	73.796%	64,374
Other clay, ceramic, refractory minerals mining	1,668,184	5.0%	73.796%	61,553
Potash, soda, and borate mineral mining	1,601,284	5.0%	73.796%	59,084
Phosphate rock mining	1,551,256	5.0%	73.796%	57,238
Other chemical and fertilizer mineral mining	1,438,914	5.0%	73.796%	53,093
Other nonmetallic minerals	1,427,974	5.0%	73.796%	52,689
Drilling oil and gas wells	1,242,281	5.0%	73.796%	45,838
Support activities for oil and gas operations	1,181,102	5.0%	73.796%	43,580
Metal mining services	1,134,098	5.0%	73.796%	41,846
Other nonmetallic minerals services	1,129,208	5.0%	73.796%	41,666
Electric power generation - Hydroelectric	1,119,236	5.0%	73.796%	41,298
Electric power generation - Fossil fuel	1,064,860	5.0%	73.796%	39,291
Electric power generation - Nuclear	1,019,877	5.0%	73.796%	37,631
Electric power generation - Solar	1,004,702	5.0%	73.796%	37,071
Electric power generation - Wind	994,010	5.0%	73.796%	36,677
Electric power generation - Geothermal	988,984	5.0%	73.796%	36,492
Electric power generation - Biomass	980,044	5.0%	73.796%	36,162
Electric power generation - All other	922,608	5.0%	73.796%	34,042
Electric power transmission and distribution	904,272	5.0%	73.796%	33,366
Natural gas distribution	879,628	5.0%	73.796%	32,457
Water, sewage and other systems	868,561	5.0%	73.796%	32,048
Construction of new health care structures	841,761	5.0%	73.796%	31,059
Construction of new manufacturing structures	814,401	5.0%	73.796%	30,050
Construction of new power and communication structures	798,918	5.0%	73.796%	29,478
Construction of new educational and vocational structures	774,960	5.0%	73.796%	28,594
Construction of new highways and streets	768,912	5.0%	73.796%	28,371
Construction of new commercial structures, including farm structures	693,506	5.0%	73.796%	25,589
Construction of other new nonresidential structures	679,625	5.0%	73.796%	25,077
Construction of new single-family residential structures	675,936	5.0%	86.898%	29,369
Construction of new multifamily residential structures	662,811	5.0%	73.796%	24,456
Construction of other new residential structures	646,165	5.0%	73.796%	23,842



Maintenance and repair construction of nonresidential structures	636,052	5.0%	73.796%	23,469
Maintenance and repair construction of residential structures	634,658	5.0%	73.796%	23,418
Maintenance and repair construction of highways, streets, bridges, and tunnels	626,869	5.0%	86.898%	27,237
Dog and cat food manufacturing	590,279	5.0%	86.898%	25,647
Other animal food manufacturing	589,129	5.0%	73.796%	21,738
Flour milling	588,908	5.0%	73.796%	21,730
Rice milling	579,485	5.0%	73.796%	21,382
Malt manufacturing	574,705	5.0%	73.796%	21,205
Wet corn milling	571,560	5.0%	73.796%	21,089
Soybean and other oilseed processing	560,817	5.0%	73.796%	20,693
Fats and oils refining and blending	515,139	5.0%	73.796%	19,008
Breakfast cereal manufacturing	511,790	5.0%	73.796%	18,884
Beet sugar manufacturing	509,367	5.0%	73.796%	18,795
Sugar cane mills and refining	496,021	5.0%	73.796%	18,302
Nonchocolate confectionery manufacturing	482,787	5.0%	73.796%	17,814
Chocolate and confectionery manufacturing from cacao beans	476,629	5.0%	86.898%	20,709
Confectionery manufacturing from purchased chocolate	469,254	5.0%	73.796%	17,315
Frozen fruits, juices and vegetables manufacturing	466,028	5.0%	73.796%	17,196
Frozen specialties manufacturing	454,799	5.0%	73.796%	16,781
Canned fruits and vegetables manufacturing	445,012	5.0%	73.796%	16,420
Canned specialties	444,653	5.0%	73.796%	16,407
Dehydrated food products manufacturing	422,434	5.0%	73.796%	15,587
Cheese manufacturing	382,512	5.0%	73.796%	14,114
Dry, condensed, and evaporated dairy product manufacturing	378,782	5.0%	73.796%	13,976
Fluid milk manufacturing	365,178	5.0%	73.796%	13,474
Creamery butter manufacturing	342,920	5.0%	73.796%	12,653
Ice cream and frozen dessert manufacturing	340,560	5.0%	73.796%	12,566
Frozen cakes and other pastries manufacturing	330,301	5.0%	86.898%	14,351
Poultry processing	329,273	5.0%	73.796%	12,150
Animal, except poultry, slaughtering	309,800	5.0%	73.796%	11,431
Meat processed from carcasses	298,909	5.0%	73.796%	11,029
Rendering and meat byproduct processing	295,604	5.0%	73.796%	10,907
Seafood product preparation and packaging	294,877	5.0%	73.796%	10,880
Bread and bakery product, except frozen, manufacturing	294,287	5.0%	73.796%	10,859
Cookie and cracker manufacturing	269,937	5.0%	73.796%	9,960
Dry pasta, mixes, and dough manufacturing	264,673	5.0%	73.796%	9,766
Tortilla manufacturing	260,344	5.0%	73.796%	9,606
Roasted nuts and peanut butter manufacturing	256,297	5.0%	73.796%	9,457
Other snack food manufacturing	252,731	5.0%	73.796%	9,325
Coffee and tea manufacturing	241,251	5.0%	73.796%	8,902
Flavoring syrup and concentrate manufacturing	219,089	5.0%	73.796%	8,084
Mayonnaise, dressing, and sauce manufacturing	209,968	5.0%	73.796%	7,747
Spice and extract manufacturing	200,348	5.0%	73.796%	7,392
All other food manufacturing	193,627	5.0%	86.898%	8,413
Bottled and canned soft drinks & water	189,820	5.0%	73.796%	7,004



Manufactured ice	177,997	5.0%	73.796%	6,568
Breweries	171,238	5.0%	73.796%	6,318
Wineries	154,412	5.0%	73.796%	5,697
Distilleries	135,686	5.0%	73.796%	5,007
Tobacco product manufacturing	126,276	5.0%	73.796%	4,659
Fiber, yarn, and thread mills	125,490	5.0%	73.796%	4,630
Broadwoven fabric mills	119,381	5.0%	73.796%	4,405
Narrow fabric mills and schiffli machine embroidery	115,935	5.0%	73.796%	4,278
Nonwoven fabric mills	112,669	5.0%	73.796%	4,157
Knit fabric mills	107,505	5.0%	73.796%	3,967
Textile and fabric finishing mills	105,245	5.0%	73.796%	3,883
Fabric coating mills	102,590	5.0%	73.796%	3,785
Carpet and rug mills	101,476	5.0%	73.796%	3,744
Curtain and linen mills	96,492	5.0%	86.898%	4,192
Textile bag and canvas mills	93,355	5.0%	73.796%	3,445
Rope, cordage, twine, tire cord and tire fabric mills	90,717	5.0%	73.796%	3,347
Other textile product mills	88,175	5.0%	73.796%	3,253
Hosiery and sock mills	87,259	5.0%	73.796%	3,220
Other apparel knitting mills	82,025	5.0%	73.796%	3,027
Cut and sew apparel contractors	81,152	5.0%	73.796%	2,994
Men's and boys' cut and sew apparel manufacturing	78,013	3.1%	79.037%	1,927
Women's and girls' cut and sew apparel manufacturing	72,027	5.0%	73.796%	2,658
Other cut and sew apparel manufacturing	66,897	5.0%	73.796%	2,468
Apparel accessories and other apparel manufacturing	62,178	5.0%	73.796%	2,294
Leather and hide tanning and finishing	61,005	5.0%	86.898%	2,651
Footwear manufacturing	56,499	5.0%	73.796%	2,085
Other leather and allied product manufacturing	56,439	5.0%	73.796%	2,082
Sawmills	55,780	5.0%	73.796%	2,058
Wood preservation	46,001	5.0%	73.796%	1,697
Veneer and plywood manufacturing	45,903	5.0%	73.796%	1,694
Engineered wood member and truss manufacturing	45,684	5.0%	73.796%	1,686
Reconstituted wood product manufacturing	45,081	5.0%	73.796%	1,663
Wood windows and door manufacturing	41,534	5.0%	73.796%	1,533
Cut stock, resawing lumber, and planing	41,470	5.0%	73.796%	1,530
Other millwork, including flooring	38,929	5.0%	73.796%	1,436

## F. Appendix - Non-Registered Visitor Spending

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

### Definition of Non-Registered Visitors

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

Non-registered visitation is distinct from “travel party size<sup>1</sup>” because a delegate’s travel party often includes business associates or other visitors that may be registered for an event. For example, if a spouse wants to partake in a convention’s social activities, the spouse would have to register as an attendee.

### Summary of Literature

Accounting for non-registered guests is typical in estimating economic impact of conventions and meetings. The spending source used by HVS prior to the 2018 study, the DI ExPact report estimates a delegate party size of 1.06<sup>2</sup>.

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

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

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

HVS identified studies and data sources that reported non-registered guests from past 30 years both in the United States and globally. International surveys and studies report an average rate of 0.28 accompanying persons per delegate and ranged from 0.01 to 0.67<sup>3</sup>, depending on type of event and attendee. Studies from United States cities in the past six years report rates of non-registered guests as 0.07, 0.40, and 0.60<sup>4</sup> per delegate.

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<sup>3</sup> Sources include the following.

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

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

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

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

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

<sup>4</sup> Sources include the following.

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

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

### Non-Registered Visitors Estimate

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

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

**CALCULATION OF OVERNIGHT DELEGATE SPENDING (\$ 2019)**

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

Sources: BLS, HVS, Longwoods International, and STR

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



## **2017 Economic and Fiscal Impact Analysis**

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