

**ARIZONA  
AUDITOR  
GENERAL**

**Lindsey A. Perry**, Auditor General

**Melanie M. Chesney**, Deputy Auditor General

June 26, 2025

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, 2023, HVS estimated that events held at the Phoenix Convention Center generated \$42.3 million in tax revenues for the State, which is more than the \$25.5 million the State contributed toward the Convention Center's expansion. Since its expansion, the Phoenix Convention Center generated an estimated additional \$299.3 million in State tax revenues, which is more than the \$270.4 million the State distributed to the Phoenix Convention Center. Therefore, the City of Phoenix owes no monies back to the State for fiscal year 2025.

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

Sincerely,

*Lindsey A. Perry*

Lindsey A. Perry, CPA, CFE  
Auditor General

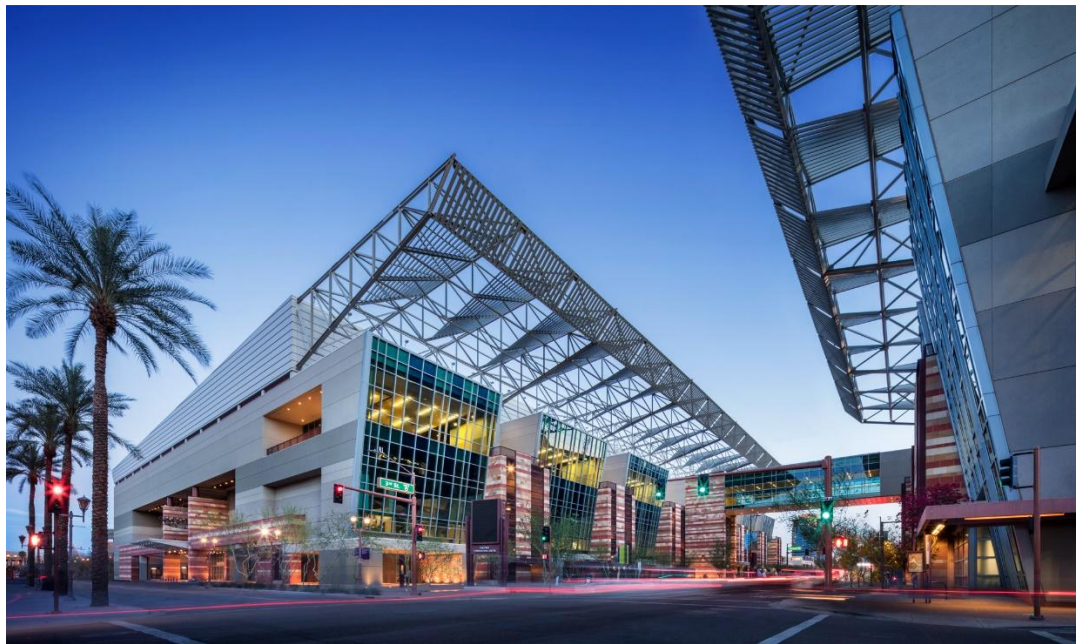


ECONOMIC AND FISCAL IMPACT ANALYSIS UPDATE

---

# Phoenix Convention Center

PHOENIX, ARIZONA



**SUBMITTED TO:**

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

**PREPARED BY:**

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



Convention, Sports & Entertainment  
Facilities Consulting  
Chicago, Illinois

June 25, 2025

---

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

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. This study also updates previously reported estimates to reflect improvements to historical data.

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.

Sincerely,  
HVS Convention, Sports & Entertainment  
Facilities Consulting

A handwritten signature in black ink that reads 'Thomas Hazinski'.

Tom Hazinski  
Managing Director

A handwritten signature in black ink that reads 'Jorge Cotte'.

Jorge Cotte  
Project Manager



# Table of Contents

SECTION	TITLE
1.	Introduction and Executive Summary
2.	Event Demand Analysis
3.	Spending Estimates
4.	Fiscal Impact Estimates
5.	Statement of Assumptions and Limiting Conditions
6.	Certification
A.	Appendix - Qualified Events 2009 - 2023
B.	Appendix - Qualified Events 2003 - 2005
C.	Appendix - Spending Parameters
D.	Appendix - Venue Spending Data
E.	Appendix - IMPLAN Sector Aggregation and Qualified Revenue Calculation

# 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 PCC's impact from 2009 through 2013. In subsequent years, HVS estimated the PCC's impact in the prior year. This update estimates the PCC's impact in 2023. Additionally, some previously reported estimates have been updated to ensure accuracy as improvements to historical data and software have become available over the years.

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

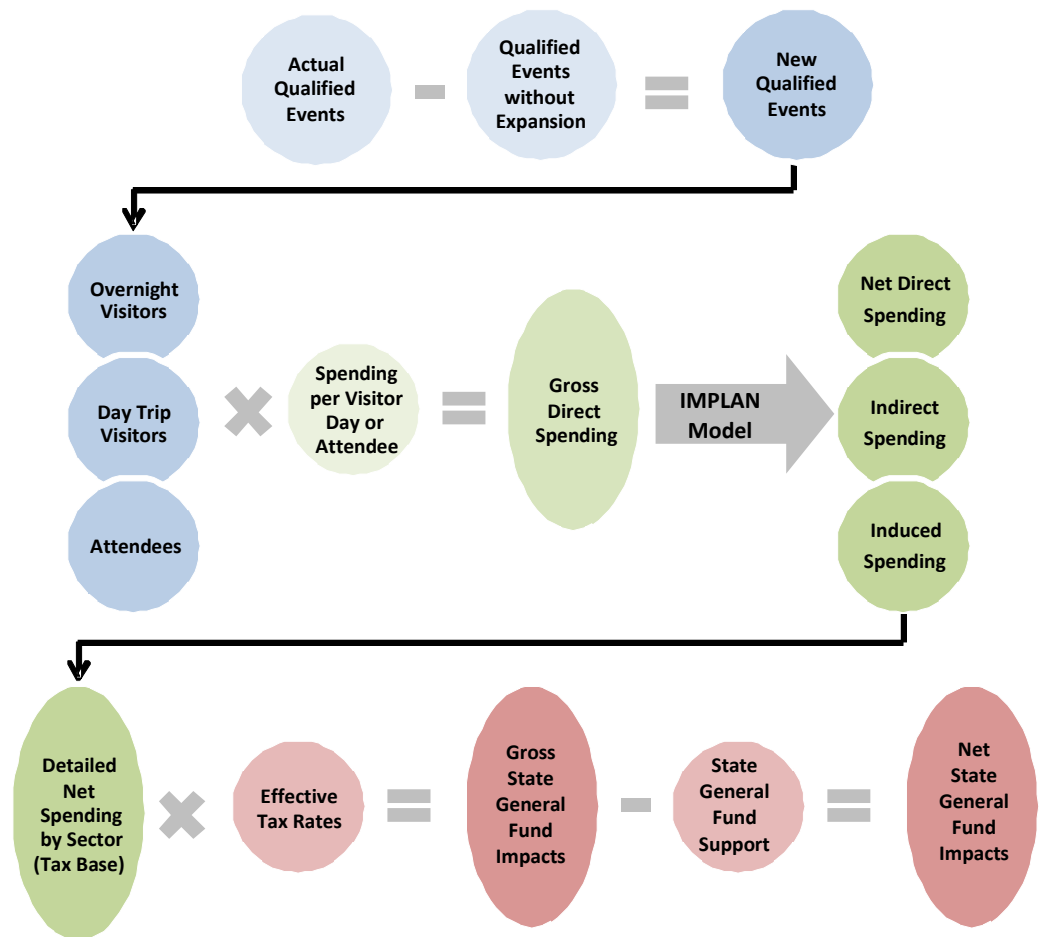
The COVID-19 pandemic began in early 2020 and had a significant impact throughout the world and on the respective economies. The onset of the pandemic resulted in decreased business activity, causing widespread economic hardships, including increases in unemployment. The hospitality industry was severely 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 the 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.

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. In 2023, the PCC experienced a significant increase in events and attendance, surpassing pre-pandemic peaks. This peak was primarily due to the PCC's strongest year for events that attracted 6,000 or more attendees, including a Super Bowl Fan Experience event that represents the largest Qualified Event the PCC has hosted in the history of this study. Future bookings indicate that the PCC should remain at or continue to exceed pre-pandemic peaks in demand.

## 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. Due to the project negatively affecting the annual level of Qualified Events during this time, the period was not used for comparison. From 2010 through 2013, we applied the actual percent change in demand to the historical averages. For 2014 through 2023 (excluding 2020 and 2021, the years most affected by the COVID-19 pandemic), 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.

In order to address additional data for its economic and fiscal impact, further analysis has been conducted for the 2015 and 2023 Super Bowls as unique Qualified Events. These events have been included in the economic modeling in order to better estimate the additional impact of such an event. Further details of the significant economic impact of the Super Bowls in 2015 and 2023 are described in the sections on Sources of Direct Spending (3-2) and Super Bowl Spending (C-06).

HVS used estimates of the spending amounts 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 (2023) 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 and the PCC provided HVS with data on historical actual Qualified Events from 2014 through 2023. 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>			
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
2023	19	81	62
<b>Total*</b>	<b>165</b>	<b>608</b>	<b>443</b>
<b>Attendance</b>			
2014	24,000	199,000	175,000
2015	24,000	248,000	225,000
2016	24,000	211,000	187,000
2017	24,000	240,000	216,000
2018	24,000	295,000	272,000
2019	24,000	317,000	293,000
2020	4,000	72,000	67,000
2021	8,000	73,000	65,000
2022	24,000	261,000	238,000
2023	24,000	404,000	380,000
<b>Total*</b>	<b>204,000</b>	<b>2,319,000</b>	<b>2,116,000</b>
<b>Occupied Room Nights**</b>			
2014	96,000	604,000	508,000
2015	96,000	721,000	625,000
2016	96,000	647,000	551,000
2017	96,000	674,000	578,000
2018	96,000	785,000	689,000
2019	96,000	707,000	611,000
2020	18,000	191,000	172,000
2021	19,800	206,000	186,000
2022	96,000	584,000	488,000
2023	96,000	793,000	697,000
<b>Total*</b>	<b>805,800</b>	<b>5,911,000</b>	<b>5,105,000</b>

\*May not sum to totals due to rounding.

\*\*Previously reported values were updated to present the results of additional analysis performed for the years 2015 and 2019 through 2022 as described in Spending Impact (1-6).

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. As shown in Figure 2-2, following a strong recovery year in 2022, the PCC increased attendance by 54.4% in 2023. 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.

This report updated spending data and visitation parameters for the years 2019 through 2022 based on intercept surveys of PCC attendees, as described in Appendix C, which resulted in updates to previously reported amounts for those years. In addition, this report updated the IMPLAN modeling and spending for 2015. The update, further described as part of Superbowl Spending on C-6, updated previously reported amounts for 2015.

The figure below shows estimates of increased net spending related to Qualified Events.

**FIGURE 1-3**  
**NET DIRECT, INDIRECT, AND INDUCED SPENDING (\$ M)**

Year	Net Direct	Indirect	Induced	Total*
2014	\$217.6	\$65.9	\$74.3	\$357.8
2015**	\$307.6	\$131.4	\$147.1	\$586.1
2016	\$251.8	\$89.7	\$145.9	\$487.5
2017	\$235.4	\$90.3	\$119.1	\$444.8
2018	\$308.3	\$117.5	\$144.8	\$570.6
2019**	\$307.6	\$130.8	\$149.5	\$587.9
2020**	\$76.7	\$30.4	\$37.7	\$144.8
2021**	\$68.6	\$30.9	\$34.7	\$134.3
2022**	\$265.0	\$112.9	\$127.1	\$505.0
2023	\$546.3	\$229.5	\$262.8	\$1,038.5

\*May not sum to totals due to rounding.

\*\*Previously reported values were updated to present the results of additional analysis performed for the years 2015 and 2019 through 2022 as described in Spending Impact (1-6).

### 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 2023 with construction impacts and PCC Development Fund distributions to the City of Phoenix in accordance with Arizona Revised Statutes (A.R.S) §9-602. The PCC Development Fund, which consists of State monies, was established pursuant to A.R.S §9-601 to enable eligible cities, such as the City of Phoenix, to develop and expand convention center facilities designed to serve large conventions and trade shows attended primarily by residents of other states and to encourage the tourism and visitor industries in the State. See Figure 2-1 for more information on the Phoenix Convention Center's development and expansion.

**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	24,515,278
2016	20,647,000
2017	18,985,000
2018	23,543,000
2019	24,581,232
2020	5,985,204
2021	5,650,397
2022	21,504,024
2023	42,303,422
<b>Total Qualified Revenue</b>	<b>\$272,900,557</b>
<b>Construction Impacts</b>	<b>26,445,000</b>
<b>Sub-total</b>	<b>\$299,345,557</b>
<b>Less PCC Development Fund Distributions 2009-2023</b>	<b>(270,380,500)</b>
<b>Qualified Revenue Less Distributions</b>	<b>\$28,965,057</b>

\*Previously reported values were updated to present the results of additional analysis performed for the years 2015 and 2019 through 2022 as described in Spending Impact (1-6).

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 2023 is approximately \$29.0 million. It increased by \$16.8 million in 2023 because qualified revenues of \$42.3 million outpaced PCC Development Fund distributions of \$25.5 million. See Figure 4-4 on page 4-4 for PCC Development Fund Distributions from 2009-2023.

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 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 Revenue per Attendee from 2014 through 2023 by dividing Qualified Revenue (Figure 1-4) by Net Attendance (Figure 1-2).
- Used a five-year average from 2019 to 2023 in 2023 dollars to project Qualified Revenue per Attendee and inflated that amount by 2.5% for future years.
- HVS based forecasts of 2024 attendance on current bookings pace provided by Visit Phoenix. We assume bookings reflect the most recent available information on event size.
- Beginning with 2025, HVS estimates that the PCC requires an average of 214,256 attendees per year through 2035 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>	PCC Development 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>						\$28,965,057
2024	25,998,700	265,000	104.11	27,588,982	1,590,282	30,555,339
2025	26,497,375	214,256	106.71	22,863,743	(3,633,632)	26,921,706
2026	26,997,100	214,256	109.38	23,435,336	(3,561,764)	23,359,943
2027	27,495,125	214,256	112.11	24,021,220	(3,473,905)	19,886,037
2028	27,998,700	214,256	114.92	24,621,750	(3,376,950)	16,509,087
2029	28,499,525	214,256	117.79	25,237,294	(3,262,231)	13,246,856
2030	28,999,575	214,256	120.73	25,868,226	(3,131,349)	10,115,507
2031	29,495,550	214,256	123.75	26,514,932	(2,980,618)	7,134,889
2032	29,999,150	214,256	126.85	27,177,805	(2,821,345)	4,313,545
2033	29,996,250	214,256	130.02	27,857,250	(2,139,000)	2,174,545
2034	29,995,775	214,256	133.27	28,553,682	(1,442,093)	732,451
2035	29,999,975	214,256	136.60	29,267,524	(732,451)	0
2036	29,995,825	214,232	140.02	29,995,825	0	0
2037	29,995,850	209,007	143.52	29,995,850	0	0
2038	29,996,750	203,916	147.10	29,996,750	0	0
2039	29,995,225	198,932	150.78	29,995,225	0	0
2040	29,997,975	194,098	154.55	29,997,975	0	0
2041	29,996,150	189,352	158.41	29,996,150	0	0
2042	29,996,175	184,734	162.38	29,996,175	0	0
2043	29,998,925	180,245	166.43	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 2023 dollars and future years are estimated using inflation rates of 2.5%.

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

<sup>4</sup>As of December 31, 2023.

Annual PCC Development Fund Distribution amounts will increase from \$26.0 million in 2024 to \$30.0 million in 2032 and remain 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 214,256 in annual attendance for the years 2025 through 2035. From 2009 through 2019, the PCC generated approximately 199,000 in a net attendance to Qualified Events, but from 2014 through 2023, the PCC generated approximately 212,000 in net attendance to Qualified Events.

Accounting for cumulative excess funds available, the PCC will need to generate an average of 196,814 in annual attendance from 2036 through 2043 for Qualified Revenue to equal PCC Development Fund distributions.

## Conclusion

HVS estimates that through the year 2023, Qualified Revenues exceed the amounts of PCC Development Fund distributions by \$29.0 million. The COVID-19 pandemic crisis limited the ability of the PCC to generate Qualified Revenue in 2020 and 2021, but the PCC also had its strongest attendance in 2023. For the years 2025-2035, the PCC will need to attract attendance of approximately 214,256 which is slightly higher than the average from 2014 to 2023, 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. As the city's population and economy grew, demand for expansion of the center arose. 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 2023. 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	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
0 - 999	15	7	12	10	11	9	1	15	12	21
1000 - 1999	18	20	19	23	29	22	5	12	18	16
2000 - 2999	10	10	14	14	9	13	4	1	9	14
3000 - 3999	8	7	5	7	5	6	4	1	13	9
4000 - 4999	2	6	4	6	6	7	1	0	1	5
5000 - 5999	1	5	2	2	6	0	0	0	2	3
6000 - 6999	3	0	6	0	3	1	2	2	2	3
7000 - 7999	0	4	1	0	3	0	0	0	1	1
8000 - 8999	3	0	1	1	1	3	1	1	2	1
9000 - 9999	0	0	0	1	0	3	0	1	0	1
10000+	5	5	3	3	4	4	1	1	5	6
Super Bowl	0	1	0	0	0	0	0	0	0	1
<b>Total</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>	<b>81</b>

Source: Visit Phoenix

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

Attendance Range	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
0 - 999	8,770	4,350	8,030	5,541	6,955	6,488	700	7,243	7,612	13,538
1000 - 1999	25,998	28,100	25,793	33,052	41,899	31,616	7,000	17,682	26,782	22,342
2000 - 2999	22,794	22,800	32,293	32,478	19,710	32,373	9,600	2,327	21,130	33,738
3000 - 3999	28,239	23,200	19,170	23,918	17,295	21,478	12,500	3,029	44,653	29,189
4000 - 4999	8,400	26,128	17,210	25,857	25,620	30,451	4,200	0	4,000	21,306
5000 - 5999	5,000	25,700	10,608	11,144	30,756	0	0	0	11,040	16,151
6000 - 6999	18,827	0	37,000	0	19,585	6,000	12,000	12,141	12,173	18,846
7000 - 7999	0	30,000	7,100	0	21,000	0	0	0	7,000	7,000
8000 - 8999	24,250	0	8,752	8,000	8,500	26,095	8,122	8,500	16,000	8,000
9000 - 9999	0	0	0	9,318	0	27,500	0	9,000	0	9,904
10000+	56,245	68,000	44,550	90,262	104,153	134,770	17,800	12,695	110,919	120,974
Super Bowl	0	20,000	0	0	0	0	0	0	0	102,598
<b>Total</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>	<b>403,586</b>

Source: Visit Phoenix

Activity at the PCC in 2023 reflects an increase from previously recorded peak demand, with a 24.6% increase in events and a 54.4% increase in attendance from 2022.

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 to inform our assumptions about event attendee behavior. For event years prior to 2019, HVS used data from an intercept survey conducted from 2008 through 2012. This report updates event years 2019 through 2023 using results from intercept surveys conducted from January 2019 through January 2020.

The survey asked the respondents whether they stayed overnight for the event and, if so, how many nights they stayed. On average, approximately 91 percent of attendees stayed overnight for their events, though HVS distinguished between events with fewer than 10,000 attendees and events with more than 10,000 attendees to improve our estimates. On average, large events which include sports tournaments, consumer shows, and a marathon, attract more day trip visitors than other Qualified Events and higher room occupancy than conventions. For more details see Appendix C.

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**  
**AVERAGE LENGTH OF STAY BY EVENT LENGTH (DAYS)**

Event Length (Days)	Events Surveyed by Event Length		
	Events	Average nights spent in Phoenix	Average percent of event length stayed*
3	8	3.6	121%
4	16	3.9	96%
5	14	4.1	82%
6+	11	4.5	67%
	<b>Average</b>	<b>4.0</b>	<b>92%</b>

\*Totals may not sum due to rounding

Source: 2019 PCC Intercept Survey

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.

The figure below shows the room night history at the PCC from 2014 through 2023.

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

Attendance Range	2014	2015**	2016	2017	2018	2019**	2020**	2021**	2022**	2023
0 - 999	30,314	15,036	27,756	19,153	26,528	21,076	2,274	23,528	24,727	40,095
1000 - 1999	89,863	97,129	89,155	114,246	147,425	102,702	22,739	57,439	86,999	68,535
2000 - 2999	78,788	78,809	111,622	112,262	87,025	105,161	31,185	7,559	68,639	102,656
3000 - 3999	97,609	80,192	66,262	82,674	60,930	69,770	40,605	9,839	145,052	84,302
4000 - 4999	29,035	90,313	59,487	89,376	88,683	98,918	13,643	0	12,994	69,211
5000 - 5999	17,283	88,833	36,667	38,520	97,388	0	0	0	35,863	52,465
6000 - 6999	65,076	0	127,892	0	84,181	19,491	38,981	39,439	39,543	61,220
7000 - 7999	0	103,696	24,541	0	72,444	0	0	0	22,739	22,739
8000 - 8999	83,821	0	30,252	27,652	36,653	84,768	26,384	27,612	51,975	25,987
9000 - 9999	0	0	0	32,208	0	89,332	0	29,236	0	32,172
.0000+	111,884	119,000	73,513	157,959	83,376	115,665	15,277	10,895	95,195	103,825
Super Bowl	0	48,000	0	0	0	0	0	0	0	129,584
<b>Total*</b>	<b>603,674</b>	<b>721,007</b>	<b>647,146</b>	<b>674,048</b>	<b>784,634</b>	<b>706,882</b>	<b>191,088</b>	<b>205,548</b>	<b>583,726</b>	<b>792,791</b>

\*May not sum to totals due to rounding.

\*\*Previously reported values were updated to present the results of additional analysis performed for the years 2015 and 2019 through 2022 as described in Spending Impact (1-6).

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 through 2023, 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 2014 through 2023, 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
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%
2023	81	24.6%	403,586	54.4%

Source: Visit Phoenix

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

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

Attendance Range	2014	2015	2016	2017	2018	2019	2020	2021*	2022	2023
<b>Events</b>										
0 - 999	4	4	4	4	4	4	1	2	4	4
1000 - 1999	7	7	7	7	7	7	1	4	7	7
2000 - 2999	3	3	3	3	3	3	1	2	3	3
3000 - 3999	3	3	3	3	3	3	1	2	3	3
4000 - 4999	1	1	1	1	1	1	0	0	1	1
5000 - 5999	1	1	1	1	1	1	0	1	1	1
<b>Total*</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>19</b>
<b>Average Attendance</b>										
0 - 999	548	548	548	548	548	548	400	300	548	548
1000 - 1999	821	821	821	821	821	821	900	500	821	821
2000 - 2999	1,314	1,314	1,314	1,314	1,314	1,314	1,400	800	1,314	1,314
3000 - 3999	1,971	1,971	1,971	1,971	1,971	1,971	2,000	1,200	1,971	1,971
4000 - 4999	3,286	3,286	3,286	3,286	3,286	3,286	2,700	1,700	3,286	3,286
5000 - 5999	3,286	3,286	3,286	3,286	3,286	3,286	3,200	1,900	3,286	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	0	500	2,000	2,000
1000 - 1999	6,000	6,000	6,000	6,000	6,000	6,000	1,000	2,200	6,000	6,000
2000 - 2999	4,000	4,000	4,000	4,000	4,000	4,000	1,000	1,400	4,000	4,000
3000 - 3999	6,000	6,000	6,000	6,000	6,000	6,000	1,000	2,000	6,000	6,000
4000 - 4999	2,000	2,000	2,000	2,000	2,000	2,000	0	600	2,000	2,000
5000 - 5999	4,000	4,000	4,000	4,000	4,000	4,000	1,000	1,300	4,000	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>4,000</b>	<b>8,000</b>	<b>24,000</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**

Attendance Range	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
0 - 999	6,000	6,000	6,000	6,000	6,000	6,000	1,000	1,200	6,000	6,000
1000 - 1999	24,000	24,000	24,000	24,000	24,000	24,000	5,000	5,000	24,000	24,000
2000 - 2999	16,000	16,000	16,000	16,000	16,000	16,000	3,000	3,300	16,000	16,000
3000 - 3999	26,000	26,000	26,000	26,000	26,000	26,000	5,000	5,400	26,000	26,000
4000 - 4999	7,000	7,000	7,000	7,000	7,000	7,000	1,000	1,400	7,000	7,000
5000 - 5999	17,000	17,000	17,000	17,000	17,000	17,000	3,000	3,500	17,000	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>18,000</b>	<b>19,800</b>	<b>96,000</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**

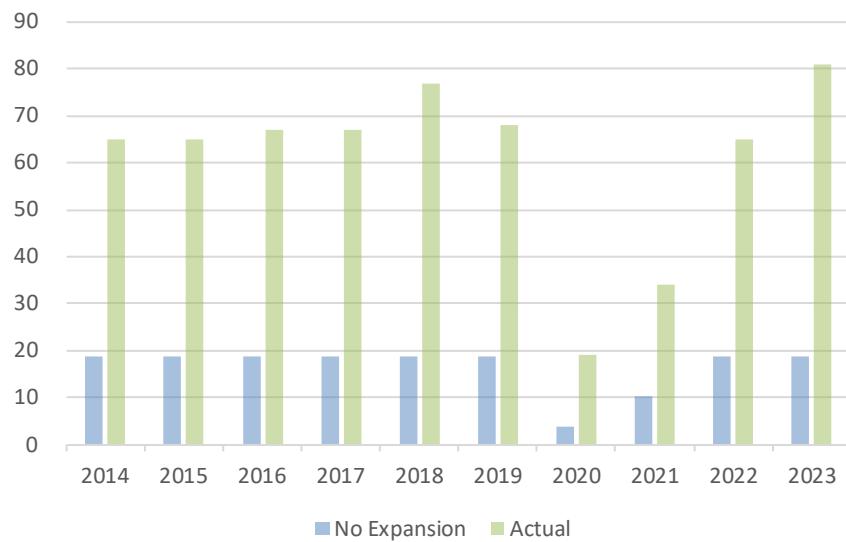
Year	No Expansion	Actual	Change
<b>Qualified Events</b>			
2014	19	65	46
2015	19	65	46
2016	19	67	48
2017	19	67	48
2018	19	77	58
2019	19	68	49
2020	4	19	15
2021	10	34	24
2022	19	65	46
2023	19	81	62
<b>Total*</b>	165	608	443
<b>Attendance</b>			
2014	24,000	199,000	175,000
2015	24,000	248,000	225,000
2016	24,000	211,000	187,000
2017	24,000	240,000	216,000
2018	24,000	295,000	272,000
2019	24,000	317,000	293,000
2020	4,000	72,000	67,000
2021	8,000	73,000	65,000
2022	24,000	261,000	238,000
2023	24,000	404,000	380,000
<b>Total*</b>	204,000	2,319,000	2,116,000
<b>Occupied Room Nights**</b>			
2014	96,000	604,000	508,000
2015	96,000	721,000	625,000
2016	96,000	647,000	551,000
2017	96,000	674,000	578,000
2018	96,000	785,000	689,000
2019	96,000	707,000	611,000
2020	18,000	191,000	172,000
2021	19,800	206,000	186,000
2022	96,000	584,000	488,000
2023	96,000	793,000	697,000
<b>Total*</b>	805,800	5,911,000	5,105,000

\*May not sum to totals due to rounding.

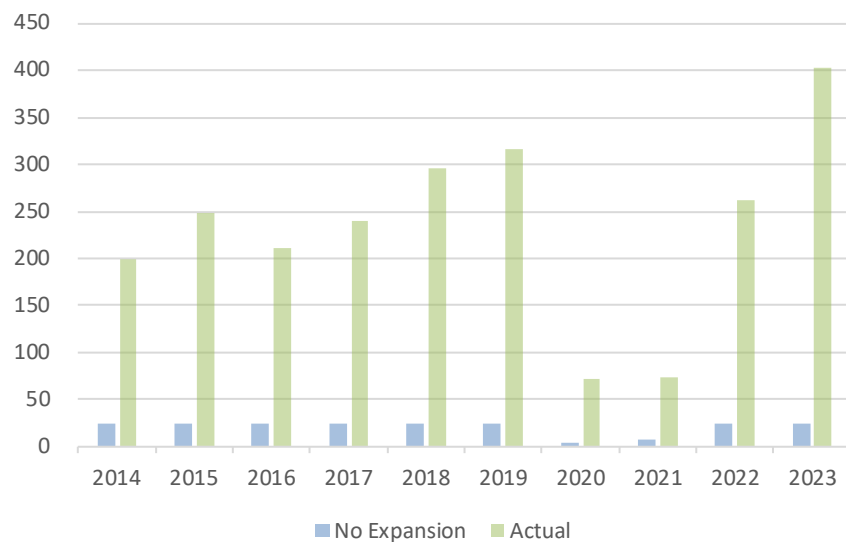
\*\*Previously reported values were updated to present the results of additional analysis performed for the years 2015 and 2019 through 2022 as described in Spending Impact (1-6).

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

#### Direct, Indirect, and Induced Spending

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

Spending falls into three categories:

- **Direct spending** includes the spending of event attendees, event organizers, and exhibitors. For example, an attendee's expenditure on a restaurant meal is a direct spending impact.
- **Indirect spending** follows from the business spending resulting from the initial direct spending. For example, an event attendee's direct expenditure on a restaurant meal causes the restaurant to purchase food and other items from suppliers. The portion of these restaurant purchases that remain within Arizona count as indirect impacts.
- **Induced spending** represents the change in local consumption due to the personal spending by employees whose incomes change from direct and indirect spending. For example, a server at a local restaurant may have more personal income because of an event attendee dining at the restaurant. The amount of increased income 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 five 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.
- **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. HVS estimated personal spending by event organizers and non-personal or company spending by organizers.
- **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. HVS estimated personal spending by exhibitors and non-personal spending by exhibiting companies.
- **Super Bowl:** In 2023, Phoenix hosted the Super Bowl, and associated events were held at the PCC. Per PCC reporting, this event alone attracted over 100,000 attendees. In order to accurately measure the spending associated with these attendees, HVS was provided with survey results that included average nights spent per attendee and average per-person per-day spending. These survey results, which are confidential and are not reproduced in this report, were used to estimate the attendee spending associated with the Super Bowl event held at the PCC.

Additionally, HVS was provided with per person per day spending for the 2015 Super Bowl. While less detailed than what we received for the 2023 Super Bowl, this report updates previously reported estimates for 2015 using the same proportion of in-state versus out-of-state visitation and the same proportion of spending categories as the 2023 survey results. This analysis is further described in Appendix C, Super Bowl Spending (page C-6), along with data validity procedures.

While previously reported estimates for 2015 may differ, the inclusion of the 2015 Superbowl in our updated model allows for more accurate estimates. Updates in the IMPLAN software may also produce some variance for IMPLAN estimates calculated in previous years.

### Spending Parameters

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

We relied on Smith Travel Research ("STR") data to estimate hotel room rates paid by delegates in each forecast year. The following figure summarizes the average

daily room rates in hotels near the Convention Center in downtown Phoenix over ten years.

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

Year	ADR
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
2023	205.39

Source: STR

STR data has certain limitations. Only some properties report data consistently and timely. Based on reported data, STR estimates non-reporting hotels' average daily room rate. These factors can influence the overall quality of the information. Nonetheless, STR data best estimates the average daily room rate for hotels near the Convention Center in downtown Phoenix.

For this analysis, HVS primarily relied on the results of Arizona State University's "Phoenix Convention Center Visitor Survey" which conducted surveys at 51 events from January 2019 to January 2020. This report also uses the survey analysis to update the estimated impacts for years 2019 through 2022. We supplemented non-personal exhibitor and organizer spending, with a 2004 national survey of convention spending conducted by Destinations International ("DI"). HVS adjusted all spending parameters for inflation using the Consumer Price Index published by the U.S. Bureau of Labor Statistics.

For previous years, HVS relied on spending parameters generated by Longwoods International based on their Travel USA report and a 2004 national survey of convention spending conducted by 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"), an annual comparison of travel costs conducted by Business Travel News.

HVS routinely updates spending parameters to more accurately reflect current spending levels. Please refer to Appendix C of this report for a more detailed discussion of how the spending parameters used in this report were devised.

The following figures show the adjusted and appropriately inflated daily spending parameters for 2014 through 2023.

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

Spending Category	2014	2015	2016	2017*	2018	2019**	2020	2021	2022	2023
Hotel	\$191	\$203	\$210	\$243	\$250	\$155	\$177	\$123	\$164	\$184
Food & Beverage	66	66	57	28	32	49	49	52	55	58
Retail	30	30	30	15	18	20	20	21	23	24
Recreation	42	42	42	13	15	11	11	11	12	13
Transportation	19	19	20	13	15	20	21	22	23	24
Advertising	-	-	-	-	-	-	-	-	-	-
<b>Total</b>	<b>\$347</b>	<b>\$360</b>	<b>\$360</b>	<b>\$311</b>	<b>\$331</b>	<b>\$255</b>	<b>\$278</b>	<b>\$229</b>	<b>\$277</b>	<b>\$302</b>

\*Spending source changed, described in Appendix C of previous reports.

\*\*Spending source changed, described in Appendix C of this report.

Totals may not sum due to rounding.

Sources: CTI, DI, Longwoods International, STR, 2019 PCC Intercept Survey, and HVS

For events with 10,000 or more attendees, HVS adjusted the lodging spending amount (based on lodgers per room), which can be found in Appendix C.

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

Spending Category	2014	2015	2016	2017*	2018	2019**	2020	2021	2022	2023
Hotel	-	-	-	-	-	-	-	-	-	-
Food & Beverage	\$66	\$66	\$57	\$28	\$28	\$73	\$74	\$77	\$83	\$86
Retail	29	29	30	15	15	70	71	75	80	83
Recreation	40	40	41	13	13	26	26	27	29	30
Transportation	4	4	4	13	13	16	17	17	19	19
Advertising	-	-	-	-	-	-	-	-	-	-
<b>Total</b>	<b>\$139</b>	<b>\$139</b>	<b>\$131</b>	<b>\$68</b>	<b>\$70</b>	<b>\$186</b>	<b>\$188</b>	<b>\$196</b>	<b>\$211</b>	<b>\$219</b>

\*Spending source changed, described in Appendix C of previous reports.

\*\*Spending source changed, described in Appendix C of this report.

Totals may not sum due to rounding.

Sources: CTI, DI, Longwoods International, STR, 2019 PCC Intercept Survey, and HVS

For exhibitor and organizer personal spending, we use the PCC intercept survey results to estimate the number of visitors in these categories and estimate their average spending per category. Further explanation can be found in Appendix C.

Since these parameters differ from our previous updates, we have not included a comparison to years 2014-2018.

**FIGURE 3-4**  
**EXHIBITOR VISITOR DAILY SPENDING**

Spending Category	2019	2020	2021	2022	2023
Hotel	\$200	\$229	\$159	\$211	\$237
Food & Beverage	67	68	50	77	80
Retail	17	17	18	19	20
Recreation	11	11	11	12	13
Transportation	20	21	22	23	24
<b>Total</b>	<b>\$316</b>	<b>\$345</b>	<b>\$260</b>	<b>\$342</b>	<b>\$373</b>
Totals may not sum due to rounding.					

Sources: STR, 2019 PCC Intercept Survey, and HVS

**FIGURE 3-5**  
**EVENT ORGANIZER VISITOR DAILY SPENDING**

Spending Category	2019	2020	2021	2022	2023
Hotel	\$152	\$173	\$121	\$160	\$180
Food & Beverage	47	48	50	54	56
Retail	41	42	43	47	49
Recreation	14	14	15	16	17
Transportation	13	13	13	14	15
<b>Total</b>	<b>\$267</b>	<b>\$290</b>	<b>\$243</b>	<b>\$291</b>	<b>\$316</b>
Totals may not sum due to rounding.					

Sources: STR, 2019 PCC Intercept Survey, and HVS

For non-personal exhibitor & organizer spending, HVS relied on the DI spending parameters described in Appendix C. The following figure summarizes the per attendee day spending.

**FIGURE 3-6**  
**EXHIBITING COMPANY AND ORGANIZER SPENDING PER ATTENDEE DAY**

Spending Category	2019	2020	2021	2022	2023
Advertising and Promotion	\$4.66	\$4.72	\$4.93	\$5.30	\$5.51
Equipment Rental	2.07	2.09	2.19	2.35	2.44
Space Rental	1.96	1.98	2.07	2.23	2.32
Other	2.77	2.80	2.93	3.14	3.27
<b>Total</b>	<b>\$11.46</b>	<b>\$11.60</b>	<b>\$12.12</b>	<b>\$13.02</b>	<b>\$13.53</b>
Totals may not sum due to rounding.					

Source: DI 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 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 2014 through 2023.

**FIGURE 3-7**  
**SPENDING AT THE PCC RELATED TO QUALIFIED EVENTS (\$ THOUSANDS)**

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Food & Beverage	\$16,614	\$19,258	\$23,669	\$16,408	\$18,171	\$21,732	\$4,750	\$4,826	\$21,649	\$21,979
Facility Rental	2,580	3,298	2,969	3,249	3,115	3,654	1,246	1,427	4,386	3,697
Utilities	3,364	4,365	4,712	3,670	4,425	1,944	627	697	2,032	2,565
Audio Visual	2,053	2,259	2,220	1,766	2,404	2,654	647	1,402	3,736	4,310
Services	674	1,617	993	1,039	1,069	1,339	326	459	4,321	5,377
Equipment	51	73	78	82	66	81	33	32	99	118
Ticket Tax/Fees	28	20	22	17	73	41	16	0	45	23
Parking	43	211	47	44	51	67	16	1	40	98
Total *	\$25,407	\$31,102	\$34,710	\$26,275	\$29,373	\$31,511	\$7,661	\$8,844	\$36,307	\$38,168

\*May not sum to totals due to rounding.

Source: PCC

We estimated net spending at PCC Qualified Events in the non-expansion scenario by calculating the actual spending per attendee each year and 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 3-8**  
**PROJECTED SPENDING AT THE PCC WITHOUT EXPANSION (\$ THOUSANDS)**

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Food & Beverage	\$1,990	\$1,844	\$2,673	\$1,628	\$1,462	\$1,631	\$310	\$868	\$1,970	\$1,295
Facility Rental	309	316	335	322	251	274	81	257	399	218
Utilities	403	418	532	364	356	146	41	125	185	151
Audio Visual	246	216	251	175	193	199	42	252	340	254
Services	81	155	112	103	86	101	21	83	393	317
Equipment	6	7	9	8	5	6	2	6	9	7
Ticket Tax/Fees	3	2	2	2	6	3	1	0	4	1
Parking	5	20	5	4	4	5	1	0	4	6
Total *	\$3,043	\$2,978	\$3,920	\$2,607	\$2,363	\$2,365	\$500	\$1,591	\$3,303	\$2,248

\*May not sum to totals due to rounding.

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 3-9**  
**PROJECTED NET SPENDING AT THE PCC FOR QUALIFIED EVENTS (\$ THOUSANDS)**

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Food & Beverage	\$14,624	\$17,414	\$20,996	\$14,780	\$16,709	\$20,101	\$4,440	\$3,958	\$19,679	\$20,684
Facility Rental	2,271	2,982	2,634	2,926	2,864	3,380	1,165	1,170	3,987	3,479
Utilities	2,961	3,947	4,180	3,306	4,069	1,798	586	572	1,847	2,414
Audio Visual	1,807	2,043	1,969	1,591	2,211	2,455	605	1,150	3,396	4,056
Services	593	1,462	881	936	983	1,239	305	376	3,928	5,061
Equipment	45	66	69	73	60	75	31	26	90	111
Ticket Tax/Fees	25	18	20	16	67	38	15	0	41	21
Parking	38	191	42	39	47	62	15	1	36	93
Total *	\$22,364	\$28,124	\$30,790	\$23,667	\$27,010	\$29,146	\$7,162	\$7,253	\$33,004	\$35,920

\*May not sum to totals due to rounding.

Sources: HVS and PCC

Refer to Appendix D for a complete listing of all PCC revenues in 2023.

## Attendance Estimates

HVS applied the sources of spending impacts and spending parameters described in Figures 3-2 through 3-9 to estimate gross direct spending for 2023. For overnight visitors, day-trip visitors, exhibitors, and organizers, HVS multiplied the spending by the number of attendee days.

For overnight visitors, exhibitors, and organizers, HVS used results from the PCC intercept survey to estimate length of stay. For day trips, HVS used the actual event lengths of Qualified Events to estimate how many days attendees visited the PCC.

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

**FIGURE 3-10**  
**TOTAL NET ATTENDANCE AND AVERAGE EVENT LENGTH BY YEAR**

Attendance Range	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
<b>Total Event Attendance per Attendance Range*</b>										
0 - 999	7,000	3,000	6,000	4,000	5,000	5,000	400	7,000	6,000	12,000
1000 - 1999	20,000	22,000	19,000	27,000	35,000	25,000	6,000	16,000	20,000	16,000
2000 - 2999	19,000	19,000	28,000	28,000	16,000	28,000	9,000	1,000	17,000	30,000
3000 - 3999	22,000	17,000	13,000	18,000	11,000	15,000	11,000	1,000	39,000	23,000
4000 - 4999	7,000	24,000	16,000	24,000	24,000	29,000	4,000	0	2,000	20,000
5000 - 5999	1,000	22,000	7,000	7,000	27,000	0	0	0	7,000	12,000
6000 - 6999	19,000	0	37,000	0	20,000	6,000	12,000	12,000	12,000	19,000
7000 - 7999	0	30,000	7,000	0	21,000	0	0	0	7,000	7,000
8000 - 8999	24,000	0	9,000	8,000	9,000	26,000	8,000	9,000	16,000	8,000
9000 - 9999	0	0	0	9,000	0	28,000	0	9,000	0	10,000
10000+	56,000	68,000	45,000	90,000	104,000	135,000	18,000	13,000	111,000	121,000
Super Bowl	0	20,000	0	0	0	0	0	0	0	103,000
<b>Average Event Length (number of days)*</b>										
0 - 999	3.3	5.0	4.0	4.1	4.3	3.0	3.0	2.7	2.5	2.5
1000 - 1999	3.8	4.5	3.9	4.7	4.1	4.0	3.6	3.5	3.3	2.7
2000 - 2999	4.2	4.3	4.3	4.6	5.1	4.7	3.8	2.0	3.1	2.9
3000 - 3999	3.4	5.4	3.6	5.0	4.0	5.0	6.0	4.0	3.5	3.0
4000 - 4999	4.0	3.8	5.5	4.0	4.0	4.4	1.0		4.0	2.2
5000 - 5999	10.0	4.0	3.0	6.5	3.7				2.5	2.7
6000 - 6999	5.3		4.3		5.0	4.0	4.5	5.5	4.5	2.3
7000 - 7999		4.8	3.0		4.0				3.0	3.0
8000 - 8999	3.7		5.0	2.0	5.0	5.0	5.0	3.0	5.5	4.0
9000 - 9999				4.0		5.3		5.0		3.0
10000+	4.4	4.0	5.3	8.3	5.8	5.0	3.0	5.0	3.0	5.2
Super Bowl		3.0								4.0

\*Previously reported values were updated to present the results of additional analysis performed for the years 2015 and 2019 through 2022 as described in Spending Impact (1-6).

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

**FIGURE 3-11**  
**TOTAL NET ATTENDEE DAYS**

Attendance Range	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
<b>Attendee Days*</b>										
0 - 999	25,000	13,000	21,000	14,000	24,000	20,000	1,000	27,000	24,000	47,000
1000 - 1999	73,000	97,000	72,000	102,000	143,000	102,000	22,000	64,000	82,000	63,000
2000 - 2999	71,000	83,000	110,000	107,000	83,000	115,000	35,000	5,000	67,000	117,000
3000 - 3999	92,000	101,000	57,000	73,000	41,000	61,000	46,000	6,000	151,000	89,000
4000 - 4999	22,000	93,000	64,000	96,000	95,000	116,000	15,000	-2,000	9,000	76,000
5000 - 5999	7,000	87,000	29,000	32,000	94,000	-17,000	-4,000	-4,000	26,000	47,000
6000 - 6999	66,000	0	139,000	0	98,000	24,000	48,000	50,000	49,000	74,000
7000 - 7999	0	143,000	50,000	0	84,000	0	0	0	28,000	28,000
8000 - 8999	71,000	0	29,000	28,000	43,000	106,000	33,000	34,000	66,000	32,000
9000 - 9999	0	0	0	36,000	0	113,000	0	37,000	0	39,000
10000+	260,000	248,000	207,000	426,000	376,000	557,000	64,000	56,000	387,000	522,000
Super Bowl	0	60,000	0	0	0	0	0	0	0	377,000
<b>Total</b>	<b>687,000</b>	<b>925,000</b>	<b>778,000</b>	<b>914,000</b>	<b>1,081,000</b>	<b>1,197,000</b>	<b>260,000</b>	<b>273,000</b>	<b>889,000</b>	<b>1,511,000</b>

\*Previously reported values were updated to present the results of additional analysis performed for the years 2015 and 2019 through 2022 as described in Spending Impact (1-6).

HVS estimated the number of net overnight attendee days using the difference in room nights between the expanded PCC and non-expansion scenario projections (see Figure 2-11). HVS estimated the percentage of non-lodgers based on the intercept survey data. Additionally, based on the intercept survey results, HVS assumed that all delegates attended the event for an average of 4.0 days. To see our assumptions about lodgers per room for all visitors and length of stay for exhibitors and organizers, refer to Appendix C.

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 day trip visitors, HVS used the report event lengths. 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 2019 to 2023.

**FIGURE 3-12**  
**GROSS DIRECT SPENDING**

Year	Spending Parameter	x # Attendee Days	= Total Spending*
<b>Overnight Visitor Spending**</b>			
2019	\$253.50	765,000	\$193,942,000
2020	\$276.83	189,000	\$52,413,000
2021	\$229.23	195,000	\$44,747,000
2022	\$275.96	624,000	\$172,147,000
2023	\$386.94	1,098,000	\$424,784,000
<b>Day-trip Visitor Spending**</b>			
2019	\$185.74	267,000	\$49,633,000
2020	\$188.00	33,000	\$6,233,000
2021	\$196.44	35,000	\$6,879,000
2022	\$210.99	136,000	\$28,763,000
2023	\$219.33	244,000	\$53,418,000
<b>Exhibitor Visitor Spending**</b>			
2019	\$315.63	100,000	\$31,579,000
2020	\$345.21	25,000	\$8,668,000
2021	\$281.13	27,000	\$7,529,000
2022	\$342.28	76,000	\$26,091,000
2023	\$373.32	97,000	\$36,149,000
<b>Organizer Visitor Spending**</b>			
2019	\$267.23	52,000	\$14,021,000
2020	\$290.02	14,000	\$3,926,000
2021	\$242.63	14,000	\$3,515,000
2022	\$291.22	40,000	\$11,779,000
2023	\$316.02	51,000	\$16,110,000
<b>Exhibiting Company and Organizer Spending**</b>			
2019	\$11.46	1,198,000	\$13,729,000
2020	\$11.60	261,000	\$3,029,000
2021	\$12.12	271,000	\$3,290,000
2022	\$13.02	890,000	\$11,587,000
2023	\$13.53	1,510,000	\$20,432,000
<b>Annual Venue Spending at Qualified Events</b>			
	2019	\$29,146,000	
	2020	\$7,162,000	
	2021	\$7,253,000	
	2022	\$33,004,000	
	2023	\$35,920,000	

\*May not sum to totals due to rounding.

\*\*Previously reported values were updated to present the results of additional analysis performed for the years 2019 through 2022 as described in Spending Impact (1-6).

Sources: STR, 2019 PCC Intercept Survey, DI, and HVS

## Indirect and Induced Spending

The relationship between direct spending and the multiplier effects can vary based on the specific size and characteristics of a local area's economy. HVS entered the gross direct spending estimate into the IMPLAN input-output model of the local economy to estimate the net direct, indirect, and induced spending. HVS obtained the most recent data from IMPLAN for the State of Arizona.

## IMPLAN Impact Modeling

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

In Figures 3-2, 3-3, 3-4, 3-5, 3-8 and 3-9, HVS categorized new direct expenditures 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 3-13**  
**GROSS DIRECT SPENDING BY IMPLAN SECTOR (2023)\***

Type of Spending	2023
Hotel	\$255,734
Food & Beverage	126,441
Retail	66,224
Catering & Concessions	20,684
Recreation	36,712
Car Rental	27,101
Transportation (Taxi/Uber/Other)	23,182
Convention Center	18,620
Advertising	8,315
Equipment Rental	3,799
<b>Total</b>	<b>\$586,812</b>
*Numbers may not match total spending in Figure 3-12 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 3-14**  
**NET DIRECT, INDIRECT, AND INDUCED SPENDING (\$ M)**

Year	Net Direct	Indirect	Induced	Total*
2014	\$217.6	\$65.9	\$74.3	\$357.8
2015**	\$307.6	\$131.4	\$147.1	\$586.1
2016	\$251.8	\$89.7	\$145.9	\$487.5
2017	\$235.4	\$90.3	\$119.1	\$444.8
2018	\$308.3	\$117.5	\$144.8	\$570.6
2019**	\$307.6	\$130.8	\$149.5	\$587.9
2020**	\$76.7	\$30.4	\$37.7	\$144.8
2021**	\$68.6	\$30.9	\$34.7	\$134.3
2022**	\$265.0	\$112.9	\$127.1	\$505.0
2023	\$546.3	\$229.5	\$262.8	\$1,038.5

\*May not sum to totals due to rounding.

\*\*Previously reported values were updated to present the results of additional analysis performed for the years 2015 and 2019 through 2022 as described in Spending Impact (1-6).

From 2022 to 2023, total spending increased by 106% due to an increase in events, attendance, and hotel average daily rate, as well as the presence of the Super Bowl (Super Bowl Spending C-6). For detailed output broken down by 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 January 2019 to January 2020 to estimate the overnight visitation and length of stay for Qualified 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 State 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 State General Fund. We use nominal rates and the portion allocated to the State General Fund to estimate Qualified Revenues for each year. For each tax, HVS found data on State General Fund revenue for 2009 through 2023. 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:

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



HVS calculated State General Fund Share as the sum of the non-shared base and the portion of the distributed base going to the State 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 State 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 (BEA) quarterly income summary report for the State of Arizona. In order to update previously reported impact estimates, HVS updated the estimates of individual income tax revenue based on the Arizona Department of Revenue Annual Report FY 2024, submitted November 2024.

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)**

FY	State General Fund Income Tax Revenue	Individual Income Tax Revenue*	Total Income**	Effective Individual Income Tax Rate
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	\$4.83	\$4.32	\$337.3	1.28%
2020	\$4.29	\$3.88	\$374.0	1.04%
2021	\$6.54	\$5.69	\$414.4	1.37%
2022	\$7.92	\$6.89	\$434.3	1.59%
2023	\$5.92	\$3.88	\$464.8	0.84%

\*Numbers reflected updated income tax revenue reported in the Arizona Department of Revenue Annual Report FY 2024, submitted November 2024.

\*\*The BEA regularly revises estimates of personal income. These numbers, which have been updated from previous reports, reflect the revised statistics from June 2024.

In FY 2023, individual income tax revenue was approximately 65.5% of all income taxes, which includes individual income tax and corporate income tax.

### Corporate Income Tax

The Arizona Department of Revenue Fiscal Year 2023 Annual Report stated that in FY 2023, Corporate Income Tax was approximately 25.5% of Total Income Taxes per year. HVS calculated 2023 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 2023 Annual Report stated that from FY 2019 through FY 2023, taxes on alcohol, tobacco, and cigarette sales averaged approximately 1.00% 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 created by activities related to Qualified Events as the tax base.

**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 2014 to 2023.

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

Year	Sales & Use	Personal Income	Corporate Income	Luxury	Total*
2014	\$13,276	\$1,311	\$206	\$203	\$14,996
2015**	\$21,723	\$2,135	\$338	\$319	\$24,515
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**	\$21,784	\$2,262	\$238	\$274	\$24,558
2020**	\$5,365	\$580	\$55	\$65	\$6,065
2021**	\$4,977	\$694	\$65	\$57	\$5,793
2022**	\$18,711	\$2,348	\$244	\$202	\$21,504
2023	\$38,475	\$2,564	\$879	\$385	\$42,303

\*May not sum to totals due to rounding.

\*\*Previously reported values were updated to present the results of additional analysis performed for the years 2015 and 2019 through 2022 as described in Spending Impact (1-6).

Source: HVS, IMPLAN

Four tax sources generated \$42.3 million in 2023.

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 2023)**

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
2023	25,498,550
Total	\$270,380,500

\*Beginning July 1

Source: Arizona Revised Statutes §9-602(D)

For each year, HVS took the difference between Qualified Revenue and the amount distributed. The net impact from 2009 to 2023 equals the total difference between Qualified Revenue and distributions. A.R.S. §9-626(B) states that net impact estimates must include State 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 State 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	24,515,278
2016	20,647,000
2017	18,985,000
2018	23,543,000
2019	24,581,232
2020	5,985,204
2021	5,650,397
2022	21,504,024
2023	42,303,422
<b>Total Qualified Revenue</b>	<b>\$272,900,557</b>
<b>Construction Impacts</b>	<b>26,445,000</b>
<b>Sub-total</b>	<b>\$299,345,557</b>
<b>Less PCC Development Fund Distributions 2009-2023</b>	<b>(270,380,500)</b>
<b>Qualified Revenue Less Distributions</b>	<b>\$28,965,057</b>

\*Previously reported values were updated to present the results of additional analysis performed for the years 2015 and 2019 through 2022 as described in Spending Impact (1-6).

Sources: AECOM, State of Arizona, and HVS

HVS estimates that the State of Arizona General Fund has a net positive impact of approximately \$29.0 million from the PCC expansion. This total comprises Qualified Revenue less PCC Development Fund distributions from 2009 to 2023 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 - 2023

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

Event Name	Start Date	End Date	Attendance	Room Nights
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
Leadership	1/7/2010	1/8/2010	984	1,602
P. F. Chang's Rock "N" Roll Marathon & 1/2 Marathon	1/15/2010	1/16/2010	18,690	17,260
Pre POA	1/16/2010	1/22/2010	550	2,017
International Meeting on Simulation in Healthcare	1/23/2010	1/27/2010	2,207	3,795
LifeScan/Animas National Sales Meeting	1/24/2010	1/29/2010	937	3,383
Electric Utilities Environmental Conference	2/1/2010	2/3/2010	2,251	2,251
National Sales Meeting	2/4/2010	2/6/2010	2,000	808
PACE- The Paint & Coatings Expo	2/7/2010	2/12/2010	2,500	3,213
Annual Conference on Education	2/11/2010	2/13/2010	4,020	6,448
West Coast Retail Solutions Expo	2/16/2010	2/18/2010	900	1,128
Tradeshow	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
DoD/IS 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



Event Name	Start Date	End Date	Attendance	Room Nights
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
State Conference	3/8/2011	3/10/2011	2,140	368
IEEE PES Power Systems Conference & Exhibition (PSC)	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

Event Name	Start Date	End Date	Attendance	Room Nights
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
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

Event Name	Start Date	End Date	Attendance	Room Nights
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
Electric Utilities Environmental Conference	2/3/2014	2/5/2014	1,630	1,615
Flex Conference	2/4/2014	2/6/2014	618	669
AQS Quilt Show & Contest	2/5/2014	2/8/2014	12,245	924
NDNQI Annual Conference	2/5/2014	2/7/2014	1,100	1,624
Sales Meeting	2/6/2014	2/8/2014	194	205
Sporting Goods Show	2/6/2014	2/8/2014	1,667	2,334
National Convention	2/15/2014	2/19/2014	8,000	13,473
PLC Summit	2/25/2014	2/28/2014	1,700	1,750
Waste Management Symposium	3/3/2014	3/6/2014	3,500	3,753
AAPM Annual Conference	3/6/2014	3/9/2014	1,325	1,498
ENA Leadership Conference	3/7/2014	3/9/2014	2,000	2,743
Annual Cancer Symposium	3/10/2014	3/15/2014	1,700	2,300
International Leadership Retreat	3/10/2014	3/14/2014	2,500	591
The Travel Goods Show	3/11/2014	3/13/2014	3,500	2,624

Event Name	Start Date	End Date	Attendance	Room Nights
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 Tradeshow	1/10/2015	1/13/2015	2,000	2,068
P. F. Chang's Rock "N" Roll Marathon & 1/2 Marathon	1/16/2015	1/17/2015	19,500	6,120
2015 SCCM Congress	1/18/2015	1/20/2015	7,500	9,711
Super Bowl - 2015 - HQ/Media/Staff	1/30/2015	2/1/2015	20,000	22,993
SolidWorks World 2015	2/7/2015	2/13/2015	5,200	7,663
2015 Classic Rock Invitational	2/12/2015	2/15/2015	4,000	513
CCG National Sales Meeting	2/15/2015	2/18/2015	2,600	5,792
2015 Annual Meeting & Exhibition	2/19/2015	2/22/2015	2,200	3,208
2015 Sporting Goods Show	2/19/2015	2/21/2015	1,600	2,186
The Commodity Classic 2015	2/26/2015	3/1/2015	7,500	14,160
BAI Payments Connect 2015	3/1/2015	3/4/2015	1,200	1,204
2015 PLC Summit	3/3/2015	3/6/2015	1,700	1,735
2015 NTCA's Rural Telecom Industry Meeting & EXPO	3/8/2015	3/12/2015	3,000	6,198
2015 WM Symposium	3/16/2015	3/19/2015	3,500	3,639
2015 Western Regional Dental Convention	3/17/2015	3/21/2015	4,328	770

Event Name	Start Date	End Date	Attendance	Room Nights
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

Event Name	Start Date	End Date	Attendance	Room Nights
AASA	2/11/2016	2/13/2016	5,500	10,984
30th AAAI Conference on Artificial Intelligence	2/12/2016	2/17/2016	1,250	1,137
ASCE 2016 SEI/GEO Combined Congress	2/15/2016	2/18/2016	2,000	2,748
Sports, Inc. Annual Meeting and Trade Show	2/18/2016	2/20/2016	1,800	2,164
2016 Society for Mining, Metallurgy and Exploration (SME) Annual Meeting & Exhibits	2/20/2016	2/24/2016	6,000	7,979
ICON 2016	3/1/2016	3/3/2016	6,000	5,253
WM Symposia 2016	3/6/2016	3/9/2016	3,500	5,914
2016 Mary Kay Career Conference	3/11/2016	3/12/2016	2,000	69
Indian Gaming 2016	3/14/2016	3/16/2016	6,000	7,369
2016 Juice Plus+ Leadership Conference	3/17/2016	3/19/2016	5,108	3,450
AACRAO 2016 Annual Meeting & Tradeshow	3/20/2016	3/23/2016	4,694	3,948
WBENC Summit & Salute 2016	3/24/2016	3/24/2016	1,500	2,503
2016 Materials Research Society Spring Meeting & Exhibit	3/28/2016	3/31/2016	6,500	8,989
American Planning Association (APA) National Planning Conference	4/1/2016	4/5/2016	6,000	10,705
2016 Solution Tree Standards and Assessment Institute	4/4/2016	4/6/2016	462	682
NCAA Leadership Forum	4/6/2016	4/10/2016	450	1,011
AzDA Western Regional Dental Convention	4/7/2016	4/9/2016	3,989	661
AudiologyNOW!	4/13/2016	4/15/2016	7,100	13,872
PAYMENTS 2016	4/18/2016	4/20/2016	2,000	4,391
Salvation Army National Advisory Organization Conference	4/19/2016	4/24/2016	2,500	5,725
2016 CS Week	4/25/2016	4/29/2016	2,147	4,373
Big O Tires 2016 Franchise Meeting and Vendor Tradeshow	4/26/2016	4/27/2016	683	1,321
Tyler Connect 2016	4/30/2016	5/4/2016	2,700	8,341
Regional Dance America/Pacific Festival 2016	5/2/2016	5/7/2016	800	1,017
CactusCon	5/6/2016	5/7/2016	650	
Intel International Science and Engineering Fair 2016	5/8/2016	5/13/2016	6,500	16,935
Sweet Adelines International Golden West Region 21 Convention	5/13/2016	5/14/2016	1,200	635
GE Centricity LIVE	5/15/2016	5/20/2016	1,500	5,617
IT Works Global	5/20/2016	5/21/2016	1,200	175
SAME 2016 Joint Engineer Training Conference & Expo (JETC)	5/25/2016	5/26/2016	2,500	5,297
PHOENIX COMICON 2016	6/2/2016	6/5/2016	3,800	5,974
HelmsBriscoe Annual Business Conference	6/7/2016	6/10/2016	1,800	3,800
American Public Power Association (APPA) 2016 National Conference	6/10/2016	6/14/2016	2,000	4,493
Volleyball Festival 2016	6/24/2016	6/27/2016	10,500	10,605
National Association of the Deaf Biennial National Conference	7/5/2016	7/9/2016	2,500	2,122
BASIS Educational Group LLC	7/13/2016	7/22/2016	1,043	1,434
21st CCLC 2016 Summer Institute	7/19/2016	7/22/2016	1,470	2,655
2016 Gold Canyon Palooza	7/28/2016	7/30/2016	650	707
North American Division of Seventh-Day Adventists	8/3/2016	8/6/2016	2,500	2,995
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

Event Name	Start Date	End Date	Attendance	Room Nights
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
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
TecHome 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

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



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

Event Name	Start Date	End Date	Attendance	Room Nights
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
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

Event Name	Start Date	End Date	Attendance	Room Nights
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 DoDIIS 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

Event Name	Start Date	End Date	Attendance	Room Nights
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
TecHome 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
2023 Leadership Conference	1/4/2023	1/6/2023	750	1,204
2023 Winter Convention	1/9/2023	1/11/2023	2,100	5,041
2023 Rock N Roll Marathon Arizona	1/13/2023	1/15/2023	16,000	6,120
2023 Winter Trade Show	1/26/2023	1/29/2023	2,750	2,436
2023 Super Bowl LVII (PCC booking)	2/10/2023	2/13/2023	102,598	40,810
2023 Festival Fiesta	2/17/2023	2/19/2023	15,000	990
2023 Annual Convention and Traffic Exposition	2/18/2023	2/20/2023	3,773	6,078
2023 Annual Convention & Expo	2/23/2023	2/24/2023	1,000	1,434
2023 Outdoor Sporting Goods Show	2/23/2023	2/27/2023	1,800	2,223
WM Symposia 2023	2/26/2023	2/28/2023	2,800	2,333
2023 PLC Summit	2/27/2023	2/28/2023	2,360	2,506
2023 National Money Show	3/1/2023	3/2/2023	5,000	459
2023 SIR Annual Scientific Meeting	3/5/2023	3/6/2023	4,600	6,438
2023 Aloha Spirit Championships	3/10/2023	3/12/2023	9,904	2,072
2023 International Summit & Exhibition on PDC	3/12/2023	3/14/2023	3,028	3,717
2023 Annual Meeting	3/15/2023	3/18/2023	2,700	2,375
2023 APhA Annual Meeting & Exposition	3/24/2023	3/25/2023	4,000	5,992
2023 Annual Conference	3/29/2023	3/30/2023	1,548	2,113
2023 Nationwide Multistate Licensing System (NMLS)	4/3/2023	4/6/2023	685	1,880
SkillsUSA 2023 State Championships	4/10/2023	4/11/2023	2,750	647
2023 Axon Accelerate User Conference	4/11/2023	4/14/2023	2,043	2,610
2023 Annual Meeting	4/13/2023	4/15/2023	1,562	2,072
ISA Convention 2023	4/17/2023	4/18/2023	750	1,661
2023 Juice Plus+® Leadership Conference	4/20/2023	4/22/2023	2,500	2,099
2023 Popeyes Louisiana Kitchen Franchise Owners Conference	4/24/2023	4/26/2023	1,200	1,860
2023 Annual Meeting	4/29/2023	5/1/2023	2,710	6,363
2023 Trampoline and Tumbling Region 1 & 2 Championships	5/4/2023	5/6/2023	3,500	546
2023 Annual Course	5/6/2023	5/7/2023	850	1,654
2023 Annual Conference and Expo	5/8/2023	5/10/2023	4,200	6,439
2023 Empower HR Tech Americas	5/14/2023	5/18/2023	145	80
2023 Scientific Session	5/18/2023	5/19/2023	1,785	2,152
ALHce EXP Annual Meeting	5/22/2023	5/22/2023	4,006	8,379
2023 Phoenix Fan Fusion	6/1/2023	6/4/2023	45,000	2,465
TVT: The Structural Heart Summit - 2023	6/7/2023	6/8/2023	1,500	1,671
2023 National Tournament	6/11/2023	6/16/2023	10,000	12,648
2023 Volleyball Festival	6/21/2023	6/24/2023	19,974	10,784
2023 US Fencing National Championships and July Challenge	6/29/2023	7/9/2023	15,000	8,361
2023 World Expo/Tournament	7/13/2023	7/15/2023	7,000	3,381
Rostered Ministers Gathering	7/16/2023	7/20/2023	725	1,715
2023 VFW & Auxiliary National Conventions	7/22/2023	7/24/2023	6,000	10,230
2023 Annual Meeting	8/3/2023	8/5/2023	2,500	3,229
2023 NAD Educators Convention	8/7/2023	8/9/2023	5,550	9,883

Event Name	Start Date	End Date	Attendance	Room Nights
2023 Annual Meeting	8/16/2023	8/17/2023	972	1,722
2023 Fall Rendezvous	8/17/2023	8/18/2023	3,000	3,249
2023 National Convention	8/23/2023	8/25/2023	2,000	2,259
2023 Exchange	9/7/2023	9/8/2023	800	987
BuiltHOW 2023	9/11/2023	9/12/2023	1,800	819
2023 Court Technology Conference	9/12/2023	9/12/2023	1,641	3,067
2023 Fall Show	9/15/2023	9/16/2023	913	1,021
2023 Phoenix Food Expo	9/18/2023	9/20/2023	3,000	238
User Conference 2023	9/16/2023	9/21/2023	1,121	2,621
2023 Triennial Convention and Gathering	9/21/2023	9/23/2023	745	1,963
2023 Annual Conference	9/26/2023	9/29/2023	903	1,704
2023 Gas Machinery Conference	10/1/2023	10/3/2023	1,100	2,169
Service World Expo 2023	10/2/2023	10/6/2023	1,300	1,912
2023 West Zone Meeting	10/9/2023	10/10/2023	450	545
AD 2023 PHCP NAM	10/9/2023	10/11/2023	1,185	2,873
INFORMS Annual Meeting 2023	10/15/2023	10/16/2023	6,600	5,721
2023 ConnectED Conference	10/22/2023	10/25/2023	3,000	8,869
2023 North American Cystic Fibrosis Conference	11/1/2023	11/3/2023	4,500	10,516
2023 TecHome Builder Summit Fall	11/6/2023	11/7/2023	500	745
Annual Biomedical Research Conference for Minoritized Scientists	11/15/2023	11/17/2023	5,601	10,225
2023 ACTE Annual CareerTech VISION	11/29/2023	11/30/2023	6,246	7,870
2023 Conference and Outfitter Expo	12/6/2023	12/7/2023	700	1,176
AMERICAFEST 2023	12/15/2023	12/18/2023	8,000	4,503
Desert Pool & Spa Show 2023	1/19/2023	1/21/2023	600	N/A
OASIS Gift Show	1/25/2023	1/27/2023	500	N/A
AMA Maintenance Mania	1/26/2023	1/26/2023	1,500	N/A
Arizona Science and Engineering Fair	3/30/2023	3/31/2023	2,025	N/A
AZ Water 96th Annual Conference & Exhibition	5/9/2023	5/11/2023	2,000	N/A
Arizona Families for Home Education Convention 2023	7/13/2023	7/15/2023	3,200	N/A
Arizona Association of Community Managers Tradeshow	8/25/2023	8/25/2023	1,100	N/A
AMA Phoenix Education Conference & Tradeshow 2023	9/14/2023	9/14/2023	2,500	N/A
AZ Technology Summit 2023	9/27/2023	9/27/2023	950	N/A
Small Business Expo 2023	9/27/2023	9/27/2023	650	N/A
2023 SNAAZ Annual Conference	9/29/2023	9/30/2023	1,200	N/A
Southwest Buildings & Facilities Management Show & Conference	10/18/2023	10/19/2023	900	N/A
Winchester Ammunition Meeting	2/24/2023	2/24/2023	20	N/A
Kennametal Inc. ISA 2023	4/18/2023	4/19/2023	30	N/A
2023 Classic Rock Invitational	1/6/2023	1/8/2023	3,500	N/A
ISTFA 2023	11/13/2023	11/15/2023	3,188	N/A

## 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 Practitioners	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 - Spending Parameters

This appendix explains the spending parameters HVS uses in this report, primarily based on the results of an intercept survey conducted by the Arizona State University Center for Sustainable Tourism. ASU conducted a study titled “Phoenix Convention Center Visitor Survey Final Report” which collected 1,602 surveys for 51 PCC events from January 2019 to January 2020 (“2019 PCC Intercept Survey”).

In previous years, to estimate the spending impact for years prior to 2019, HVS depended on a previous event spending survey, spending data provided by Longwoods International’s Travel and DI’s ExPact2004 report. Where deemed necessary, HVS also adjusted data for inflation and for local specificity using the Corporate Travel Index (“CTI”), a Business Travel News report comparing travel costs across the 100 largest U.S. cities. More details on how spending parameters were calculated can be seen in Appendix C of previous studies. However, the data used in this update is specific to the PCC’s events and visitors, and therefore a more accurate estimate of the venue’s spending impact.

### Summary of Survey Results

HVS primarily relied on the survey results captured during PCC events to estimate the percentage of visitors to the PCC that stay overnight, how many nights visitors stay, the size of travel parties, and the percentage of visitors that are attendees, exhibitors, or event organizers. HVS also distinguished between events that had over 10,000 visitors and other events due to the unique characteristics of events of that size.

While the ASU study also conducted online-only follow-up surveys, these surveys asked slightly different questions that did not perfectly correspond to the categories identified in the intercept surveys. Therefore, HVS relied primarily on the 1,527 surveys conducted in-person at PCC events.

### Percentage Overnight

HVS summarized the percentage of attendees who stayed at least one night for each event surveyed and then summarized the average percentage by size of event.

We use these percentages, combined with the PCC actual attendance counts, to estimate the number of overnight stays associated with Qualified Events.



**FIGURE C-1**  
**PERCENTAGE OF OVERNIGHT VISITORS BY EVENT SIZE**

Qualified Events by Attendance	Events Surveyed	
	Events	% Stayed Overnight
Less than 10,000 attendees	47	93.7%
More than 10,000 attendees	4	60.9%

Source: 2019 PCC Intercept Survey and HVS

### Length of Stay

The following figure shows the average nights spent in Phoenix by attendees to PCC events. Events are shown according to their reported event length.

**FIGURE C-2**  
**AVERAGE LENGTH OF STAY BY EVENT LENGTH (DAYS)**

Event Length (Days)	Events Surveyed by Event Length		
	Events	Average nights spent in Phoenix	Average percent of event length stayed*
3	8	3.6	121%
4	16	3.9	96%
5	14	4.1	82%
6+	11	4.5	67%
	<b>Average</b>	<b>4.0</b>	<b>92%</b>

\*Totals may not sum due to rounding

Source: 2019 PCC Intercept Survey and HVS

HVS assumes that, on average, event attendees will spend 4.0 nights in the market. There was not a substantial difference between the length of stay of visitors according to the size of the event.

### Role of Attendee

During the second quarter of data collection, the survey added a question that asked respondents to categorize themselves as either attendee, exhibitor, organizer, or other. HVS summarized the percentage of respondents according to their role and summarized the spending estimates according to the same roles to identify differences in spending. Because the “other” category included presenters, parents, and chaperones, HVS recategorized some of those respondents as attendees.

**FIGURE C-3**  
**PERCENTAGE OF OVERNIGHT VISITORS BY EVENT SIZE**

	% of Visitors to Qualified Events		Length of Stay
	Less than 10,000 attendees	More than 10,000 attendees	
Attendee	82.6%	93.0%	4.02
Exhibitor	11.9%	5.0%	3.70
Organizers	5.5%	2.0%	4.47

Source: 2019 PCC Intercept Survey and HVS

Because this question was added in the second quarter of the survey, HVS applied the percentage differences in spending patterns among the roles to the overall average spending estimates. The following figure summarizes the results.

**FIGURE C-4**  
**AVERAGE SPENDING PER VISITOR PER DAY**

Spending Category	Attendee		Exhibitor	Organizer
	Overnight Stays	No Overnight Stays		
Lodging	\$146.06	-	\$200.39	\$150.06
Food & Beverage	48.75	73.15	67.39	47.34
Shopping & Retail	11.73	50.47	9.28	16.49
Entertainment & Recreation	10.80	25.67	10.87	14.06
Local Transportation	13.15	16.46	20.37	12.63
Business Services	0.45	-	0.84	-
Miscellaneous	10.64	19.99	6.48	24.61

Source: 2019 PCC Intercept Survey and HVS

HVS also used the DI ExPact Survey (described later in this appendix) to inform the spending on advertising by exhibitors and organizers.

### Lodging Spending

The survey also asked respondents whether they shared lodging with event attendees, and if so, how many. HVS used these responses to estimate the average lodgers per room (only event attendees) to estimate the average spending on lodging for future years.

The PCC and Visit Phoenix provided HVS with the average market ADR to estimate lodging spending for event attendees. The following figure shows the market ADR for the last five years and our estimates of the per person spending on lodging.

**FIGURE C-5**  
**AVERAGE LODGING SPEND PER PERSON PER NIGHT**

Year	ADR	Attendee		Exhibitor	Organizer
		Less than 10,000 attendees	More than 10,000 attendees		
Lodgers Per Room Assumption		1.16	1.50	1.00	1.00
2019	\$173	\$155	\$134	\$200	\$152
2020	\$198	\$177	\$153	\$229	\$173
2021	\$138	\$123	\$107	\$159	\$121
2022	\$183	\$164	\$142	\$211	\$160
2023	\$205	\$184	\$159	\$237	\$180

Source: STR, 2019 PCC Intercept Survey, and HVS

### Non-Personal Exhibiting Company and Organizer Spending

In previous updates to this study, HVS relied on the ExPact2004 Convention Expenditure & Impact Study published by Destinations International (“DI”) in February 2005 to estimate spending by exhibiting companies and event organizers. Because the 2019 intercept survey included personal spending by exhibitors and organizers, this update only uses the ExPact2004 study to estimate spending that occurred outside of the PCC and that was not related to personal spending.

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.

This includes promotion and advertising spending by both exhibiting companies and event organizers, and exhibitor-sponsored spending that is not part of the existing event at PCC, such as space and equipment rentals and other function expenditures. We excluded certain categories of expenditure reported in the ExPact 2004 report to avoid double-counting venue-related expenditures. Instead, we used actual venue-related spending data from 2009 to 2023, as provided by the PCC—the following categories of ExPact 2004 data have been excluded from our spending parameters.

**FIGURE C-6**  
**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
Technology Service Fees	All
Services Hired	All
Local Transportation Expenditures	Bridge and road tolls, private transportation fare *

\*Day-trip visitors only

Consistent with prior studies, we estimate this spending on a per attendee day basis. The following figure summarizes these spending parameters and shows them in 2019 dollars (consistent with the results of the intercept survey).

**FIGURE C-7**  
**NON-PERSONAL EXHIBITING COMPANY AND ORGANIZER SPENDING**

	Spending Per Attendee	
	ExPact2004 Results	Spending in 2019 \$
<b>Exhibitors</b>		
Promotion and Advertising	\$2.67	\$3.59
Space Rental	1.46	1.96
Equipment Rental	1.54	2.07
Other	2.06	2.77
<b>Organizers</b>		
Promotion and Advertising	\$0.80	\$1.08

Source: DI and HVS

**Non-Registered Visitor Spending**

In previous updates of this study, HVS has estimated the visitation and spending from non-registered visitors to Phoenix associated with PCC events. This was an attempt to account for spending that might not have been inherent in delegate spending with the data sources that began being used in 2018. For more details on this, refer to Appendix F in reports from previous years.

This study, which updates spending estimates from 2019 through 2023, does not include the addition of spending to account for non-registered visitors. Though it would be impossible to know without more targeted surveying, the wording of the intercept survey (“How much will you spend **total** on this trip...”) indicates that all travel party guests may be included in survey respondents estimates. HVS assumes that the total spending amounts reported by visitors includes their entire travel parties.

### Super Bowl Spending

The Super Bowl is a unique event in the scale and scope at which it can economically affect host cities. Phoenix hosted the Super Bowl in 2015 and 2023. The analysis in this report considers the impact of the Super Bowl Fan Experience event that occurred in the PCC in 2015 and 2023.

In 2023, the PCC reports attendance of over 100,000 visitors to the Super Bowl Fan Experience which includes media, team and league officials, and fans. Due to the overlap between the PCC event and the Super Bowl, HVS assumes that attendees behave similarly, and we based our spending estimates on a survey of 2023 Super Bowl attendees. The specific survey results are confidential and cannot be reproduced. HVS assessed the validity of the survey results and compared them to similar reported impacts.

HVS used the survey results to estimate the percentage of out-of-state vs in-state visitors, the average attendee length of stay, the average spending per person per day, and the spending by expenditure category, including accommodations, bars and restaurants, transportation, entertainment and recreation, retail, and others.

Phoenix also hosted the Super Bowl in 2015, and HVS received per person per day spending averages and average length of stay. HVS did not receive the percentage of out-of-state vs in-state visitors or the spending by expenditure category. In order to estimate the impact of the 2015 Super Bowl, HVS used the same percentages of visitor origin and spending categories derived from the 2023 survey data and applied them to the 2015 attendance reported by the PCC.

### Summary of Spending Parameters

The following figure summarizes the spending parameters per event attendee type in 2019 dollars. For subsequent years, HVS used the amounts shown in table C-5 for lodging spending and applied inflation to the other spending amounts.

**FIGURE C-8**  
**SPENDING PARAMETERS BY SOURCE AND TYPE OF SPENDING**

	Less than 10,000 attendees		More than 10,000 attendees		Exhibitors	Organizers	Exhibiting Company and Event Organizers
	Overnight Delegates	Daytrips	Overnight Delegates	Daytrips			
Advertising	-	-	-	-	-	-	\$5
Car Rental	\$20	-	\$20	-	-	-	-
Food & Beverage	\$49	\$73	\$49	\$73	\$67	\$47	-
Hotel	\$155	-	\$134	-	\$200	\$152	-
Parking	-	-	-	-	-	-	-
Recreation	\$11	\$26	\$11	\$26	\$11	\$14	-
Retail	\$20	\$70	\$16	\$70	\$17	\$41	\$3
Transportation (Taxi/Uber/Other)	-	\$16	\$20	\$16	\$20	\$13	-
Facility Spending	-	-	-	-	-	-	\$2

## D. Appendix - Venue Spending Data

Event Name	Event ID	Item Description	Event Start Date	Event End Date	Client Spend (\$)
<b>Mid-States 2023 Winter Trade Show</b>					
	18745	Audio Visual Totals	1/25/2023	1/27/2023	11,922
	18745	F&B Totals	1/25/2023	1/27/2023	99,665
	18745	Electrical Totals	1/25/2023	1/27/2023	81,957
	18745	Equipment	1/25/2023	1/27/2023	8,909
	18745	Event Security Totals	1/25/2023	1/27/2023	27,047
	18745	Life Safety Review	1/25/2023	1/27/2023	450
	18745	Other - Misc Charges	1/25/2023	1/27/2023	2,043
	18745	Room Rental	1/25/2023	1/27/2023	57,500
	18745	Telecommunication Totals	1/25/2023	1/27/2023	23,035
<b>WM Symposia 2023</b>					
	21757	Audio Visual Totals	2/26/2023	3/1/2023	17,434
	21757	F&B Totals	2/26/2023	3/1/2023	787,916
	21757	Electrical Totals	2/26/2023	3/1/2023	63,314
	21757	Equipment	2/26/2023	3/1/2023	822
	21757	Event Security Totals	2/26/2023	3/1/2023	25,486
	21757	Labor	2/26/2023	3/1/2023	140
	21757	Life Safety Review	2/26/2023	3/1/2023	450
	21757	Room Rental	2/26/2023	3/1/2023	16,694
	21757	Telecommunication Totals	2/26/2023	3/1/2023	50,174
<b>2023 NAD Educators' Convention</b>					
	22054	Audio Visual Totals	8/7/2023	8/10/2023	585,893
	22054	F&B Totals	8/7/2023	8/10/2023	2,667
	22054	Electrical Totals	8/7/2023	8/10/2023	30,722
	22054	Equipment	8/7/2023	8/10/2023	7,150
	22054	Event Security Totals	8/7/2023	8/10/2023	22,628
	22054	Labor	8/7/2023	8/10/2023	6,300
	22054	Life Safety Review	8/7/2023	8/10/2023	450
	22054	Room Rental	8/7/2023	8/10/2023	37,907
	22054	Telecommunication Totals	8/7/2023	8/10/2023	106,734
<b>Academy of Osseointegration</b>					
	22470	Audio Visual Totals	3/15/2023	3/18/2023	76,725
	22470	F&B Totals	3/15/2023	3/18/2023	292,132
	22470	Electrical Totals	3/15/2023	3/18/2023	67,663
	22470	Equipment	3/15/2023	3/18/2023	4,027
	22470	Event Security Totals	3/15/2023	3/18/2023	21,329
	22470	Labor	3/15/2023	3/18/2023	2,030
	22470	Life Safety Review	3/15/2023	3/18/2023	450
	22470	Room Rental	3/15/2023	3/18/2023	71,575
	22470	Telecommunication Totals	3/15/2023	3/18/2023	240,632
<b>Volleyball Festival 2023</b>					
	22491	Audio Visual Totals	6/18/2023	6/25/2023	3,203
	22491	F&B Totals	6/18/2023	6/25/2023	357,269
	22491	Electrical Totals	6/18/2023	6/25/2023	9,941
	22491	Equipment	6/18/2023	6/25/2023	6,969
	22491	Event Security Totals	6/18/2023	6/25/2023	55,563
	22491	Life Safety Review	6/18/2023	6/25/2023	450
	22491	Room Rental	6/18/2023	6/25/2023	73,000
	22491	Telecommunication Totals	6/18/2023	6/25/2023	14,622
	22491	Ticket Office Service Fee	6/18/2023	6/25/2023	2,500
<b>National Speech and Debate Association 2023 National Tournament</b>					
	22503	Audio Visual Totals	6/11/2023	6/16/2023	86,198
	22503	F&B Totals	6/11/2023	6/16/2023	150,304
	22503	Electrical Totals	6/11/2023	6/16/2023	15,572
	22503	Equipment	6/11/2023	6/16/2023	1,200
	22503	Event Security Totals	6/11/2023	6/16/2023	18,624

Event Name	Event ID	Item Description	Event Start Date	Event End Date	Client Spend (\$)
	22503	Labor	6/11/2023	6/16/2023	2,450
	22503	Life Safety Review	6/11/2023	6/16/2023	450
	22503	Room Rental	6/11/2023	6/16/2023	71,008
	22503	Telecommunication Totals	6/11/2023	6/16/2023	49,526
<b>Super Bowl LVII Fan Experience, Media &amp; Accreditation Center</b>					
	22544	Audio Visual Totals	2/4/2023	2/11/2023	210
	22544	F&B Totals	2/4/2023	2/11/2023	1,926,991
	22544	Electrical Totals	2/4/2023	2/11/2023	409,335
	22544	Labor	2/4/2023	2/11/2023	270,555
	22544	Theater Charges	2/4/2023	2/11/2023	49,393
	22544	Life Safety Review	2/4/2023	2/11/2023	450
	22544	Other - Misc Charges	2/4/2023	2/11/2023	131,356
	22544	Parking	2/4/2023	2/11/2023	98,430
	22544	Room Rental	2/4/2023	2/11/2023	0
	22544	Telecommunication Totals	2/4/2023	2/11/2023	267,344
<b>2023 Juice Plus+ Leadership Conference</b>					
	23088	Audio Visual Totals	4/20/2023	4/22/2023	113,323
	23088	F&B Totals	4/20/2023	4/22/2023	178,654
	23088	Electrical Totals	4/20/2023	4/22/2023	18,121
	23088	Event Security Totals	4/20/2023	4/22/2023	14,169
	23088	Life Safety Review	4/20/2023	4/22/2023	450
	23088	Room Rental	4/20/2023	4/22/2023	144,611
	23088	Telecommunication Totals	4/20/2023	4/22/2023	53,500
<b>VISION 2023: ACTE for Career and Technical Education</b>					
	23189	Audio Visual Totals	11/27/2023	12/2/2023	420,035
	23189	F&B Totals	11/27/2023	12/2/2023	194,513
	23189	Electrical Totals	11/27/2023	12/2/2023	82,015
	23189	Equipment	11/27/2023	12/2/2023	2,686
	23189	Event Security Totals	11/27/2023	12/2/2023	25,005
	23189	Life Safety Review	11/27/2023	12/2/2023	450
	23189	Room Rental	11/27/2023	12/2/2023	83,763
	23189	Telecommunication Totals	11/27/2023	12/2/2023	97,844
<b>American Society for Healthcare Engineering 2023 Meeting</b>					
	23384	Audio Visual Totals	3/10/2023	3/15/2023	23,298
	23384	F&B Totals	3/10/2023	3/15/2023	299,865
	23384	Electrical Totals	3/10/2023	3/15/2023	51,105
	23384	Equipment	3/10/2023	3/15/2023	90
	23384	Event Security Totals	3/10/2023	3/15/2023	15,551
	23384	Labor	3/10/2023	3/15/2023	140
	23384	Life Safety Review	3/10/2023	3/15/2023	450
	23384	Room Rental	3/10/2023	3/15/2023	38,600
	23384	Telecommunication Totals	3/10/2023	3/15/2023	57,472
<b>National Flute Association 2023 Annual Convention</b>					
	23445	Audio Visual Totals	8/3/2023	8/6/2023	9,399
	23445	F&B Totals	8/3/2023	8/6/2023	636
	23445	Electrical Totals	8/3/2023	8/6/2023	6,665
	23445	Equipment	8/3/2023	8/6/2023	1,500
	23445	Event Security Totals	8/3/2023	8/6/2023	22,480
	23445	Theater Charges	8/3/2023	8/6/2023	9,056
	23445	Life Safety Review	8/3/2023	8/6/2023	450
	23445	Room Rental	8/3/2023	8/6/2023	46,465
	23445	Telecommunication Totals	8/3/2023	8/6/2023	33,599
<b>2023 APHA Annual Meeting &amp; Exposition</b>					
	23474	Audio Visual Totals	3/22/2023	3/27/2023	139,533
	23474	F&B Totals	3/22/2023	3/27/2023	341,510
	23474	Electrical Totals	3/22/2023	3/27/2023	55,374



Event Name	Event ID	Item Description	Event Start Date	Event End Date	Client Spend (\$)
	23474	Equipment	3/22/2023	3/27/2023	288
	23474	Event Security Totals	3/22/2023	3/27/2023	24,799
	23474	Life Safety Review	3/22/2023	3/27/2023	450
	23474	Room Rental	3/22/2023	3/27/2023	77,690
	23474	Telecommunication Totals	3/22/2023	3/27/2023	94,453
<b>VFW &amp; Auxiliary Annual National Conventions</b>					
	24146	Audio Visual Totals	7/22/2023	7/26/2023	127,191
	24146	F&B Totals	7/22/2023	7/26/2023	189,979
	24146	Electrical Totals	7/22/2023	7/26/2023	49,402
	24146	Equipment	7/22/2023	7/26/2023	9,551
	24146	Event Security Totals	7/22/2023	7/26/2023	35,012
	24146	Labor	7/22/2023	7/26/2023	2,520
	24146	Life Safety Review	7/22/2023	7/26/2023	450
	24146	Room Rental	7/22/2023	7/26/2023	71,658
	24146	Telecommunication Totals	7/22/2023	7/26/2023	77,410
<b>AIHce EXP 2023</b>					
	24404	Audio Visual Totals	5/19/2023	5/25/2023	78,918
	24404	F&B Totals	5/19/2023	5/25/2023	263,269
	24404	Electrical Totals	5/19/2023	5/25/2023	57,559
	24404	Equipment	5/19/2023	5/25/2023	2,165
	24404	Event Security Totals	5/19/2023	5/25/2023	18,761
	24404	Labor	5/19/2023	5/25/2023	7,560
	24404	Life Safety Review	5/19/2023	5/25/2023	450
	24404	Room Rental	5/19/2023	5/25/2023	86,745
	24404	Telecommunication Totals	5/19/2023	5/25/2023	117,829
<b>2023 Gas Machinery Conference &amp; Exhibits (GMRC)</b>					
	24488	Audio Visual Totals	9/30/2023	10/4/2023	13,557
	24488	F&B Totals	9/30/2023	10/4/2023	244,535
	24488	Equipment	9/30/2023	10/4/2023	1,268
	24488	Event Security Totals	9/30/2023	10/4/2023	11,449
	24488	Room Rental	9/30/2023	10/4/2023	44,000
	24488	Telecommunication Totals	9/30/2023	10/4/2023	17,192
<b>Solution Tree 2023 PLC Summit</b>					
	24600	Audio Visual Totals	2/27/2023	3/2/2023	6,300
	24600	F&B Totals	2/27/2023	3/2/2023	291,482
	24600	Electrical Totals	2/27/2023	3/2/2023	2,321
	24600	Equipment	2/27/2023	3/2/2023	80
	24600	Event Security Totals	2/27/2023	3/2/2023	5,025
	24600	Life Safety Review	2/27/2023	3/2/2023	450
	24600	Room Rental	2/27/2023	3/2/2023	40,632
	24600	Telecommunication Totals	2/27/2023	3/2/2023	30,800
<b>2023 SIR Annual Scientific Meeting</b>					
	24943	Audio Visual Totals	3/1/2023	3/9/2023	119,896
	24943	F&B Totals	3/1/2023	3/9/2023	375,073
	24943	Electrical Totals	3/1/2023	3/9/2023	102,551
	24943	Equipment	3/1/2023	3/9/2023	450
	24943	Event Security Totals	3/1/2023	3/9/2023	33,122
	24943	Labor	3/1/2023	3/9/2023	280
	24943	Life Safety Review	3/1/2023	3/9/2023	450
	24943	Room Rental	3/1/2023	3/9/2023	127,512
	24943	Telecommunication Totals	3/1/2023	3/9/2023	135,905
<b>Court Technology Conference</b>					
	24963	Audio Visual Totals	9/11/2023	9/14/2023	30,915
	24963	F&B Totals	9/11/2023	9/14/2023	396,352
	24963	Electrical Totals	9/11/2023	9/14/2023	21,489
	24963	Event Security Totals	9/11/2023	9/14/2023	12,428

Event Name	Event ID	Item Description	Event Start Date	Event End Date	Client Spend (\$)
	24963	Labor	9/11/2023	9/14/2023	140
	24963	Life Safety Review	9/11/2023	9/14/2023	450
	24963	Room Rental	9/11/2023	9/14/2023	25,452
	24963	Telecommunication Totals	9/11/2023	9/14/2023	66,998
<b>2023 Phoenix Fan Fusion</b>					
	25156	Audio Visual Totals	6/2/2023	6/4/2023	451
	25156	F&B Totals	6/2/2023	6/4/2023	699,531
	25156	Electrical Totals	6/2/2023	6/4/2023	44,562
	25156	Event Security Totals	6/2/2023	6/4/2023	133,661
	25156	Life Safety Review	6/2/2023	6/4/2023	450
	25156	Room Rental	6/2/2023	6/4/2023	156,536
	25156	Telecommunication Totals	6/2/2023	6/4/2023	20,727
<b>American Medical Society for Sports Medicine 2023 Annual Meeting</b>					
	25199	Audio Visual Totals	4/28/2023	5/3/2023	110,185
	25199	F&B Totals	4/28/2023	5/3/2023	336,289
	25199	Electrical Totals	4/28/2023	5/3/2023	31,437
	25199	Equipment	4/28/2023	5/3/2023	3,783
	25199	Event Security Totals	4/28/2023	5/3/2023	22,881
	25199	Labor	4/28/2023	5/3/2023	2,660
	25199	Life Safety Review	4/28/2023	5/3/2023	450
	25199	Room Rental	4/28/2023	5/3/2023	10,000
	25199	Telecommunication Totals	4/28/2023	5/3/2023	75,134
<b>INFORMS Annual Meeting 2023</b>					
	25272	Audio Visual Totals	10/14/2023	10/18/2023	3,641
	25272	F&B Totals	10/14/2023	10/18/2023	358,379
	25272	Electrical Totals	10/14/2023	10/18/2023	9,500
	25272	Labor	10/14/2023	10/18/2023	2,070
	25272	Life Safety Review	10/14/2023	10/18/2023	450
	25272	Room Rental	10/14/2023	10/18/2023	116,492
	25272	Telecommunication Totals	10/14/2023	10/18/2023	48,135
<b>ATA International 2023 World Expo/Tournament</b>					
	25327	Audio Visual Totals	7/11/2023	7/15/2023	25,576
	25327	F&B Totals	7/11/2023	7/15/2023	95,526
	25327	Electrical Totals	7/11/2023	7/15/2023	6,327
	25327	Equipment	7/11/2023	7/15/2023	4,210
	25327	Event Security Totals	7/11/2023	7/15/2023	20,225
	25327	Life Safety Review	7/11/2023	7/15/2023	450
	25327	Room Rental	7/11/2023	7/15/2023	47,000
<b>Society of Gastroenterology Nurses &amp; Associates (SGNA)</b>					
	25397	Audio Visual Totals	5/5/2023	5/9/2023	11,000
	25397	F&B Totals	5/5/2023	5/9/2023	168,942
	25397	Electrical Totals	5/5/2023	5/9/2023	30,172
	25397	Equipment	5/5/2023	5/9/2023	250
	25397	Event Security Totals	5/5/2023	5/9/2023	10,155
	25397	Life Safety Review	5/5/2023	5/9/2023	450
	25397	Room Rental	5/5/2023	5/9/2023	32,300
	25397	Telecommunication Totals	5/5/2023	5/9/2023	30,594
<b>Norwex Leadership Conference 2023</b>					
	25399	Audio Visual Totals	1/5/2023	1/7/2023	21,517
	25399	F&B Totals	1/5/2023	1/7/2023	128,017
	25399	Electrical Totals	1/5/2023	1/7/2023	14,943
	25399	Equipment	1/5/2023	1/7/2023	800
	25399	Event Security Totals	1/5/2023	1/7/2023	6,106
	25399	Labor	1/5/2023	1/7/2023	665
	25399	Life Safety Review	1/5/2023	1/7/2023	450
	25399	Room Rental	1/5/2023	1/7/2023	61,000

Event Name	Event ID	Item Description	Event Start Date	Event End Date	Client Spend (\$)
<b>ISA Convention 2023</b>	25399	Telecommunication Totals	1/5/2023	1/7/2023	48,944
	25881	Audio Visual Totals	4/18/2023	4/19/2023	4,099
	25881	F&B Totals	4/18/2023	4/19/2023	58,057
	25881	Electrical Totals	4/18/2023	4/19/2023	10,878
	25881	Equipment	4/18/2023	4/19/2023	48
	25881	Event Security Totals	4/18/2023	4/19/2023	4,615
	25881	Life Safety Review	4/18/2023	4/19/2023	450
	25881	Room Rental	4/18/2023	4/19/2023	54,958
	25881	Telecommunication Totals	4/18/2023	4/19/2023	13,853
<b>SCAI 2023 Scientific Session</b>					
	26149	Audio Visual Totals	5/18/2023	5/20/2023	3,169
	26149	F&B Totals	5/18/2023	5/20/2023	268,138
	26149	Equipment	5/18/2023	5/20/2023	162
	26149	Event Security Totals	5/18/2023	5/20/2023	16,615
	26149	Labor	5/18/2023	5/20/2023	3,600
	26149	Life Safety Review	5/18/2023	5/20/2023	450
	26149	Room Rental	5/18/2023	5/20/2023	88,529
	26149	Telecommunication Totals	5/18/2023	5/20/2023	87,043
<b>2023 Trampoline and Tumbling Region 1 &amp; 2 Championships</b>					
	26345	F&B Totals	5/4/2023	5/7/2023	5,657
	26345	Electrical Totals	5/4/2023	5/7/2023	1,333
	26345	Event Security Totals	5/4/2023	5/7/2023	7,047
	26345	Life Safety Review	5/4/2023	5/7/2023	450
	26345	Room Rental	5/4/2023	5/7/2023	27,662
<b>Arizona Science and Engineering Fair</b>					
	26686	Audio Visual Totals	3/30/2023	3/31/2023	192
	26686	F&B Totals	3/30/2023	3/31/2023	21,182
	26686	Electrical Totals	3/30/2023	3/31/2023	638
	26686	Event Security Totals	3/30/2023	3/31/2023	3,690
	26686	Equipment	3/30/2023	3/31/2023	135
	26686	Life Safety Review	3/30/2023	3/31/2023	450
	26686	Room Rental	3/30/2023	3/31/2023	14,892
<b>American Massage Therapy Association*</b>					
	26786	Audio Visual Totals	8/23/2023	8/26/2023	106,794
	26786	F&B Totals	8/23/2023	8/26/2023	55,462
	26786	Electrical Totals	8/23/2023	8/26/2023	8,393
	26786	Event Security Totals	8/23/2023	8/26/2023	11,548
	26786	Labor	8/23/2023	8/26/2023	3,640
	26786	Theater Charges	8/23/2023	8/26/2023	8,606
	26786	Life Safety Review	8/23/2023	8/26/2023	450
	26786	Room Rental	8/23/2023	8/26/2023	39,000
	26786	Telecommunication Totals	8/23/2023	8/26/2023	8,293
<b>Sports, Inc. Annual Meeting and Trade Show 2023</b>					
	27129	Audio Visual Totals	2/24/2023	2/27/2023	18,499
	27129	F&B Totals	2/24/2023	2/27/2023	240,127
	27129	Electrical Totals	2/24/2023	2/27/2023	44,663
	27129	Event Security Totals	2/24/2023	2/27/2023	17,263
	27129	Life Safety Review	2/24/2023	2/27/2023	450
	27129	Room Rental	2/24/2023	2/27/2023	63,726
	27129	Telecommunication Totals	2/24/2023	2/27/2023	24,405
<b>McLeod Software User Conference 2023</b>					
	27139	Audio Visual Totals	9/15/2023	9/20/2023	60,421
	27139	F&B Totals	9/15/2023	9/20/2023	438,777
	27139	Electrical Totals	9/15/2023	9/20/2023	41,702
	27139	Equipment	9/15/2023	9/20/2023	3,202

Event Name	Event ID	Item Description	Event Start Date	Event End Date	Client Spend (\$)
	27139	Event Security Totals	9/15/2023	9/20/2023	11,419
	27139	Labor	9/15/2023	9/20/2023	200
	27139	Life Safety Review	9/15/2023	9/20/2023	450
	27139	Room Rental	9/15/2023	9/20/2023	16,230
	27139	Telecommunication Totals	9/15/2023	9/20/2023	96,976
<b>ASLMS 2023 Annual Conference*</b>					
	27301	Audio Visual Totals	4/11/2023	4/16/2023	21,623
	27301	F&B Totals	4/11/2023	4/16/2023	268,519
	27301	Electrical Totals	4/11/2023	4/16/2023	71,335
	27301	Event Security Totals	4/11/2023	4/16/2023	13,371
	27301	Life Safety Review	4/11/2023	4/16/2023	450
	27301	Room Rental	4/11/2023	4/16/2023	26,000
	27301	Telecommunication Totals	4/11/2023	4/16/2023	41,544
<b>ABRCMS 2023</b>					
	27323	Audio Visual Totals	11/15/2023	11/19/2023	63,018
	27323	F&B Totals	11/15/2023	11/19/2023	1,186,272
	27323	Event Security Totals	11/15/2023	11/19/2023	29,784
	27323	Life Safety Review	11/15/2023	11/19/2023	450
	27323	Room Rental	11/15/2023	11/19/2023	144,185
	27323	Telecommunication Totals	11/15/2023	11/19/2023	133,357
<b>ELCA 2023 Rostered Ministers Gathering</b>					
	27374	Audio Visual Totals	7/17/2023	7/20/2023	99,681
	27374	F&B Totals	7/17/2023	7/20/2023	339,083
	27374	Electrical Totals	7/17/2023	7/20/2023	7,749
	27374	Event Security Totals	7/17/2023	7/20/2023	16,507
	27374	Life Safety Review	7/17/2023	7/20/2023	450
	27374	Room Rental	7/17/2023	7/20/2023	59,845
	27374	Telecommunication Totals	7/17/2023	7/20/2023	23,061
<b>Hematology/Oncology Pharmacy Association (HOPA)</b>					
	27477	Audio Visual Totals	3/29/2023	4/1/2023	27,508
	27477	F&B Totals	3/29/2023	4/1/2023	391,476
	27477	Electrical Totals	3/29/2023	4/1/2023	22,270
	27477	Equipment	3/29/2023	4/1/2023	2,632
	27477	Event Security Totals	3/29/2023	4/1/2023	9,797
	27477	Labor	3/29/2023	4/1/2023	140
	27477	Life Safety Review	3/29/2023	4/1/2023	450
	27477	Room Rental	3/29/2023	4/1/2023	8,000
	27477	Telecommunication Totals	3/29/2023	4/1/2023	93,316
<b>Financial Planning Association's 2023 Annual Conference</b>					
	27531	Audio Visual Totals	9/27/2023	9/29/2023	13,849
	27531	F&B Totals	9/27/2023	9/29/2023	277,680
	27531	Electrical Totals	9/27/2023	9/29/2023	19,273
	27531	Equipment	9/27/2023	9/29/2023	190
	27531	Event Security Totals	9/27/2023	9/29/2023	15,732
	27531	Life Safety Review	9/27/2023	9/29/2023	450
	27531	Room Rental	9/27/2023	9/29/2023	13,210
	27531	Telecommunication Totals	9/27/2023	9/29/2023	39,010
<b>2023 ConnectED Conference</b>					
	27551	Audio Visual Totals	10/21/2023	10/25/2023	371,431
	27551	F&B Totals	10/21/2023	10/25/2023	2,193,827
	27551	Electrical Totals	10/21/2023	10/25/2023	78,057
	27551	Equipment	10/21/2023	10/25/2023	855
	27551	Event Security Totals	10/21/2023	10/25/2023	49,705
	27551	Labor	10/21/2023	10/25/2023	7,910
	27551	Life Safety Review	10/21/2023	10/25/2023	450
	27551	Room Rental	10/21/2023	10/25/2023	0

Event Name	Event ID	Item Description	Event Start Date	Event End Date	Client Spend (\$)
	27551	Telecommunication Totals	10/21/2023	10/25/2023	139,297
<b>2023 North American Cystic Fibrosis Conference (NACFC)*</b>					
	27582	Audio Visual Totals	11/1/2023	11/4/2023	105,766
	27582	F&B Totals	11/1/2023	11/4/2023	1,180,063
	27582	Electrical Totals	11/1/2023	11/4/2023	37,537
	27582	Event Security Totals	11/1/2023	11/4/2023	28,445
	27582	Labor	11/1/2023	11/4/2023	1,500
	27582	Life Safety Review	11/1/2023	11/4/2023	450
	27582	Room Rental	11/1/2023	11/4/2023	59,343
	27582	Telecommunication Totals	11/1/2023	11/4/2023	186,666
<b>2023 Annual Meeting Neurocritical Care Society*</b>					
	27628	Audio Visual Totals	8/15/2023	8/18/2023	19,276
	27628	F&B Totals	8/15/2023	8/18/2023	222,477
	27628	Electrical Totals	8/15/2023	8/18/2023	32,589
	27628	Equipment	8/15/2023	8/18/2023	1,990
	27628	Event Security Totals	8/15/2023	8/18/2023	16,876
	27628	Labor	8/15/2023	8/18/2023	600
	27628	Life Safety Review	8/15/2023	8/18/2023	450
	27628	Room Rental	8/15/2023	8/18/2023	65,000
	27628	Telecommunication Totals	8/15/2023	8/18/2023	76,685
<b>NDA 2023 Annual Convention &amp; Expo</b>					
	27641	Audio Visual Totals	2/21/2023	2/26/2023	7,702
	27641	F&B Totals	2/21/2023	2/26/2023	163,225
	27641	Equipment	2/21/2023	2/26/2023	1,755
	27641	Event Security Totals	2/21/2023	2/26/2023	13,002
	27641	Life Safety Review	2/21/2023	2/26/2023	450
	27641	Other - Misc Charges	2/21/2023	2/26/2023	383
	27641	Room Rental	2/21/2023	2/26/2023	35,320
	27641	Telecommunication Totals	2/21/2023	2/26/2023	10,033
<b>2023 NHSA National Conference and Expo*</b>					
	27782	Audio Visual Totals	5/7/2023	5/11/2023	206,261
	27782	F&B Totals	5/7/2023	5/11/2023	105,328
	27782	Electrical Totals	5/7/2023	5/11/2023	14,402
	27782	Event Security Totals	5/7/2023	5/11/2023	12,245
	27782	Labor	5/7/2023	5/11/2023	2,160
	27782	Life Safety Review	5/7/2023	5/11/2023	450
	27782	Room Rental	5/7/2023	5/11/2023	97,305
	27782	Telecommunication Totals	5/7/2023	5/11/2023	43,476
<b>Mid-States 2023 Fall Rendezvous</b>					
	27871	Audio Visual Totals	8/16/2023	8/20/2023	35,380
	27871	F&B Totals	8/16/2023	8/20/2023	232,564
	27871	Electrical Totals	8/16/2023	8/20/2023	68,231
	27871	Equipment	8/16/2023	8/20/2023	2,750
	27871	Event Security Totals	8/16/2023	8/20/2023	23,413
	27871	Life Safety Review	8/16/2023	8/20/2023	450
	27871	Room Rental	8/16/2023	8/20/2023	94,500
	27871	Telecommunication Totals	8/16/2023	8/20/2023	23,035
<b>Conference of State Bank Supervisors 2023 NMLS*</b>					
	27897	F&B Totals	4/3/2023	4/6/2023	185,171
	27897	Electrical Totals	4/3/2023	4/6/2023	2,850
	27897	Event Security Totals	4/3/2023	4/6/2023	3,734
	27897	Life Safety Review	4/3/2023	4/6/2023	450
	27897	Room Rental	4/3/2023	4/6/2023	8,000
	27897	Telecommunication Totals	4/3/2023	4/6/2023	24,050
<b>Arizona Skills USA 2023 Championships</b>					
	27949	Audio Visual Totals	4/10/2023	4/12/2023	4,350

Event Name	Event ID	Item Description	Event Start Date	Event End Date	Client Spend (\$)
	27949	F&B Totals	4/10/2023	4/12/2023	37,864
	27949	Electrical Totals	4/10/2023	4/12/2023	18,110
	27949	Event Security Totals	4/10/2023	4/12/2023	9,829
	27949	Life Safety Review	4/10/2023	4/12/2023	450
	27949	Room Rental	4/10/2023	4/12/2023	41,100
	27949	Telecommunication Totals	4/10/2023	4/12/2023	9,390
<b>Women of the ELCA Triennial Convention*</b>					
	27986	Audio Visual Totals	9/21/2023	9/24/2023	87,133
	27986	F&B Totals	9/21/2023	9/24/2023	60,201
	27986	Equipment	9/21/2023	9/24/2023	1,800
	27986	Event Security Totals	9/21/2023	9/24/2023	15,906
	27986	Labor	9/21/2023	9/24/2023	200
	27986	Life Safety Review	9/21/2023	9/24/2023	450
	27986	Room Rental	9/21/2023	9/24/2023	93,462
	27986	Telecommunication Totals	9/21/2023	9/24/2023	22,655
<b>Aloha Spirit Championships 2023</b>					
	28151	Audio Visual Totals	3/10/2023	3/12/2023	10,376
	28151	F&B Totals	3/10/2023	3/12/2023	78,195
	28151	Electrical Totals	3/10/2023	3/12/2023	3,565
	28151	Equipment	3/10/2023	3/12/2023	1,970
	28151	Event Security Totals	3/10/2023	3/12/2023	11,661
	28151	Labor	3/10/2023	3/12/2023	7,350
	28151	Life Safety Review	3/10/2023	3/12/2023	450
	28151	Room Rental	3/10/2023	3/12/2023	53,004
	28151	Telecommunication Totals	3/10/2023	3/12/2023	13,750
	28151	Ticket Office Service Fee	3/10/2023	3/12/2023	14,788
<b>CCA Global Partners 2023 Winter Convention</b>					
	28158	Audio Visual Totals	1/7/2023	1/13/2023	66,470
	28158	F&B Totals	1/7/2023	1/13/2023	1,007,368
	28158	Electrical Totals	1/7/2023	1/13/2023	59,980
	28158	Equipment	1/7/2023	1/13/2023	7,050
	28158	Event Security Totals	1/7/2023	1/13/2023	20,184
	28158	Labor	1/7/2023	1/13/2023	8,730
	28158	Life Safety Review	1/7/2023	1/13/2023	450
	28158	Room Rental	1/7/2023	1/13/2023	28,044
	28158	Telecommunication Totals	1/7/2023	1/13/2023	81,778
<b>2023 AZ Rock N Roll Marathon Health and Wellness Expo</b>					
	28279	Audio Visual Totals	1/11/2023	1/14/2023	7,144
	28279	F&B Totals	1/11/2023	1/14/2023	1,992
	28279	Electrical Totals	1/11/2023	1/14/2023	5,106
	28279	Event Security Totals	1/11/2023	1/14/2023	9,336
	28279	Life Safety Review	1/11/2023	1/14/2023	450
	28279	Room Rental	1/11/2023	1/14/2023	25,000
	28279	Telecommunication Totals	1/11/2023	1/14/2023	9,744
<b>American Numismatic National Money Show 2023</b>					
	28286	Audio Visual Totals	3/2/2023	3/4/2023	7,854
	28286	F&B Totals	3/2/2023	3/4/2023	9,702
	28286	Electrical Totals	3/2/2023	3/4/2023	27,420
	28286	Equipment	3/2/2023	3/4/2023	363
	28286	Event Security Totals	3/2/2023	3/4/2023	23,001
	28286	Labor	3/2/2023	3/4/2023	140
	28286	Life Safety Review	3/2/2023	3/4/2023	450
	28286	Room Rental	3/2/2023	3/4/2023	48,405
	28286	Telecommunication Totals	3/2/2023	3/4/2023	12,390
<b>American Traffic Safety Services Association Annual Convention &amp; Traffic Expo</b>					
	28390	Audio Visual Totals	2/17/2023	2/21/2023	35,441

Event Name	Event ID	Item Description	Event Start Date	Event End Date	Client Spend (\$)
	28390	F&B Totals	2/17/2023	2/21/2023	253,341
	28390	Electrical Totals	2/17/2023	2/21/2023	73,177
	28390	Equipment	2/17/2023	2/21/2023	2,289
	28390	Event Security Totals	2/17/2023	2/21/2023	22,471
	28390	Labor	2/17/2023	2/21/2023	3,473
	28390	Life Safety Review	2/17/2023	2/21/2023	450
	28390	Room Rental	2/17/2023	2/21/2023	62,188
	28390	Telecommunication Totals	2/17/2023	2/21/2023	51,739
<b>2023 SNAAZ Annual Conference</b>					
	28574	Audio Visual Totals	9/29/2023	9/30/2023	14,125
	28574	F&B Totals	9/29/2023	9/30/2023	17,657
	28574	Electrical Totals	9/29/2023	9/30/2023	14,201
	28574	Event Security Totals	9/29/2023	9/30/2023	695
	28574	Life Safety Review	9/29/2023	9/30/2023	450
	28574	Room Rental	9/29/2023	9/30/2023	12,730
<b>2023 America Outdoors Conference &amp; Outfitter Expo</b>					
	28903	F&B Totals	12/4/2023	12/8/2023	80,272
	28903	Electrical Totals	12/4/2023	12/8/2023	6,889
	28903	Event Security Totals	12/4/2023	12/8/2023	7,245
	28903	Labor	12/4/2023	12/8/2023	580
	28903	Life Safety Review	12/4/2023	12/8/2023	450
	28903	Room Rental	12/4/2023	12/8/2023	21,922
	28903	Telecommunication Totals	12/4/2023	12/8/2023	6,729
<b>Southwest Buildings &amp; Facilities Management Show &amp; Conference</b>					
	28961	Audio Visual Totals	10/18/2023	10/19/2023	1,202
	28961	F&B Totals	10/18/2023	10/19/2023	17,302
	28961	Event Security Totals	10/18/2023	10/19/2023	4,975
	28961	Life Safety Review	10/18/2023	10/19/2023	450
	28961	Room Rental	10/18/2023	10/19/2023	20,092
<b>2023 Classic Rock Invitational</b>					
	28965	F&B Totals	1/6/2023	1/8/2023	34,889
	28965	Electrical Totals	1/6/2023	1/8/2023	3,136
	28965	Equipment	1/6/2023	1/8/2023	832
	28965	Event Security Totals	1/6/2023	1/8/2023	10,023
	28965	Life Safety Review	1/6/2023	1/8/2023	450
	28965	Room Rental	1/6/2023	1/8/2023	33,371
	28965	Ticket Office Service Fee	1/6/2023	1/8/2023	5,381
<b>2023 USA Fencing National Championship and July Challenge</b>					
	29026	Audio Visual Totals	6/30/2023	7/9/2023	17,439
	29026	F&B Totals	6/30/2023	7/9/2023	259,825
	29026	Electrical Totals	6/30/2023	7/9/2023	8,413
	29026	Equipment	6/30/2023	7/9/2023	2,463
	29026	Event Security Totals	6/30/2023	7/9/2023	33,193
	29026	Life Safety Review	6/30/2023	7/9/2023	450
	29026	Room Rental	6/30/2023	7/9/2023	100,000
	29026	Telecommunication Totals	6/30/2023	7/9/2023	12,025
<b>Shamrock Foods Expo 2023</b>					
	29175	Audio Visual Totals	9/20/2023	9/20/2023	262
	29175	F&B Totals	9/20/2023	9/20/2023	22,648
	29175	Electrical Totals	9/20/2023	9/20/2023	90,113
	29175	Equipment	9/20/2023	9/20/2023	4,003
	29175	Event Security Totals	9/20/2023	9/20/2023	12,972
	29175	Labor	9/20/2023	9/20/2023	700
	29175	Life Safety Review	9/20/2023	9/20/2023	450
	29175	Room Rental	9/20/2023	9/20/2023	36,880
	29175	Telecommunication Totals	9/20/2023	9/20/2023	13,500

Event Name	Event ID	Item Description	Event Start Date	Event End Date	Client Spend (\$)
<b>Desert Pool &amp; Spa Show</b>					
	29200	Audio Visual Totals	1/19/2023	1/21/2023	155
	29200	Electrical Totals	1/19/2023	1/21/2023	3,535
	29200	Event Security Totals	1/19/2023	1/21/2023	2,537
	29200	Life Safety Review	1/19/2023	1/21/2023	450
	29200	Room Rental	1/19/2023	1/21/2023	14,450
<b>Service World Expo 2023</b>					
	29206	Audio Visual Totals	10/3/2023	10/6/2023	38,473
	29206	F&B Totals	10/3/2023	10/6/2023	306,360
	29206	Electrical Totals	10/3/2023	10/6/2023	36,873
	29206	Equipment	10/3/2023	10/6/2023	9,303
	29206	Event Security Totals	10/3/2023	10/6/2023	11,388
	29206	Labor	10/3/2023	10/6/2023	1,520
	29206	Life Safety Review	10/3/2023	10/6/2023	450
	29206	Room Rental	10/3/2023	10/6/2023	14,629
	29206	Telecommunication Totals	10/3/2023	10/6/2023	38,454
<b>ISTFA 2023</b>					
	29237	Audio Visual Totals	11/13/2023	11/15/2023	37,398
	29237	F&B Totals	11/13/2023	11/15/2023	121,495
	29237	Electrical Totals	11/13/2023	11/15/2023	20,455
	29237	Equipment	11/13/2023	11/15/2023	623
	29237	Labor	11/13/2023	11/15/2023	823
	29237	Life Safety Review	11/13/2023	11/15/2023	450
	29237	Room Rental	11/13/2023	11/15/2023	26,000
	29237	Telecommunication Totals	11/13/2023	11/15/2023	3,495
<b>AD 2023 PHCP NAM</b>					
	29241	Audio Visual Totals	10/8/2023	10/12/2023	24,711
	29241	F&B Totals	10/8/2023	10/12/2023	535,376
	29241	Electrical Totals	10/8/2023	10/12/2023	12,314
	29241	Equipment	10/8/2023	10/12/2023	150
	29241	Event Security Totals	10/8/2023	10/12/2023	11,498
	29241	Life Safety Review	10/8/2023	10/12/2023	450
	29241	Room Rental	10/8/2023	10/12/2023	0
	29241	Telecommunication Totals	10/8/2023	10/12/2023	39,600
<b>Great Clips 2023 West Zone Meeting</b>					
	29317	Audio Visual Totals	10/9/2023	10/11/2023	12,572
	29317	F&B Totals	10/9/2023	10/11/2023	184,929
	29317	Electrical Totals	10/9/2023	10/11/2023	4,493
	29317	Equipment	10/9/2023	10/11/2023	2,909
	29317	Event Security Totals	10/9/2023	10/11/2023	5,189
	29317	Labor	10/9/2023	10/11/2023	420
	29317	Life Safety Review	10/9/2023	10/11/2023	450
	29317	Room Rental	10/9/2023	10/11/2023	31,205
	29317	Telecommunication Totals	10/9/2023	10/11/2023	24,350
<b>2023 Smile Source Exchange</b>					
	29443	Audio Visual Totals	9/7/2023	9/8/2023	32,544
	29443	F&B Totals	9/7/2023	9/8/2023	246,088
	29443	Electrical Totals	9/7/2023	9/8/2023	21,739
	29443	Event Security Totals	9/7/2023	9/8/2023	11,235
	29443	Life Safety Review	9/7/2023	9/8/2023	450
	29443	Room Rental	9/7/2023	9/8/2023	19,000
	29443	Telecommunication Totals	9/7/2023	9/8/2023	19,489
<b>Axon Accelerate 2023</b>					
	29819	Audio Visual Totals	4/10/2023	4/13/2023	34,685
	29819	F&B Totals	4/10/2023	4/13/2023	577,851
	29819	Electrical Totals	4/10/2023	4/13/2023	13,625



Event Name	Event ID	Item Description	Event Start Date	Event End Date	Client Spend (\$)
	29819	Equipment	4/10/2023	4/13/2023	180
	29819	Event Security Totals	4/10/2023	4/13/2023	15,518
	29819	Life Safety Review	4/10/2023	4/13/2023	450
	29819	Other - Misc Charges	4/10/2023	4/13/2023	3,650
	29819	Room Rental	4/10/2023	4/13/2023	15,300
	29819	Telecommunication Totals	4/10/2023	4/13/2023	18,637
<b>TVT: The Structural Heart Summit 2023</b>					
	29835	Audio Visual Totals	6/7/2023	6/10/2023	34,360
	29835	F&B Totals	6/7/2023	6/10/2023	162,257
	29835	Electrical Totals	6/7/2023	6/10/2023	33,365
	29835	Equipment	6/7/2023	6/10/2023	3,731
	29835	Event Security Totals	6/7/2023	6/10/2023	18,386
	29835	Labor	6/7/2023	6/10/2023	4,734
	29835	Life Safety Review	6/7/2023	6/10/2023	450
	29835	Room Rental	6/7/2023	6/10/2023	14,500
	29835	Telecommunication Totals	6/7/2023	6/10/2023	108,102
<b>TecHome Builder - Housing Transformation Summit</b>					
	29853	Audio Visual Totals	11/6/2023	11/8/2023	1,143
	29853	F&B Totals	11/6/2023	11/8/2023	109,369
	29853	Electrical Totals	11/6/2023	11/8/2023	22,708
	29853	Equipment	11/6/2023	11/8/2023	100
	29853	Event Security Totals	11/6/2023	11/8/2023	6,542
	29853	Life Safety Review	11/6/2023	11/8/2023	450
	29853	Room Rental	11/6/2023	11/8/2023	30,446
	29853	Telecommunication Totals	11/6/2023	11/8/2023	450
<b>2023 POPEYES® Louisiana Kitchen Franchise Owners Conference</b>					
	29859	Audio Visual Totals	4/24/2023	4/27/2023	87,642
	29859	F&B Totals	4/24/2023	4/27/2023	311,196
	29859	Electrical Totals	4/24/2023	4/27/2023	39,432
	29859	Equipment	4/24/2023	4/27/2023	316
	29859	Event Security Totals	4/24/2023	4/27/2023	18,559
	29859	Life Safety Review	4/24/2023	4/27/2023	450
	29859	Room Rental	4/24/2023	4/27/2023	56,471
	29859	Telecommunication Totals	4/24/2023	4/27/2023	74,045
<b>OASIS Gift Show</b>					
	29882	Audio Visual Totals	1/25/2023	1/27/2023	155
	29882	F&B Totals	1/25/2023	1/27/2023	1,138
	29882	Electrical Totals	1/25/2023	1/27/2023	3,984
	29882	Event Security Totals	1/25/2023	1/27/2023	10,365
	29882	Life Safety Review	1/25/2023	1/27/2023	450
	29882	Room Rental	1/25/2023	1/27/2023	17,010
	29882	Telecommunication Totals	1/25/2023	1/27/2023	6,435
<b>EMPOWER HR Talent Acquisition Americas and EMPOWER HR Diversity, Equity, Inclusion &amp; Belonging *</b>					
	29961	Audio Visual Totals	5/16/2023	5/17/2023	1,784
	29961	F&B Totals	5/16/2023	5/17/2023	4,782
	29961	Electrical Totals	5/16/2023	5/17/2023	1,901
	29961	Event Security Totals	5/16/2023	5/17/2023	1,928
	29961	Life Safety Review	5/16/2023	5/17/2023	450
	29961	Room Rental	5/16/2023	5/17/2023	36,075
<b>Festival Fiesta Classic</b>					
	30017	Audio Visual Totals	2/18/2023	2/20/2023	560
	30017	F&B Totals	2/18/2023	2/20/2023	158,754
	30017	Electrical Totals	2/18/2023	2/20/2023	3,955
	30017	Equipment	2/18/2023	2/20/2023	2,000
	30017	Event Security Totals	2/18/2023	2/20/2023	13,816
	30017	Life Safety Review	2/18/2023	2/20/2023	450

Event Name	Event ID	Item Description	Event Start Date	Event End Date	Client Spend (\$)
	30017	Room Rental	2/18/2023	2/20/2023	65,280
	30017	Telecommunication Totals	2/18/2023	2/20/2023	8,940
<b>AZ Water 96th Annual Conference &amp; Exhibition</b>					
	30036	Audio Visual Totals	5/9/2023	5/11/2023	76,259
	30036	F&B Totals	5/9/2023	5/11/2023	230,471
	30036	Electrical Totals	5/9/2023	5/11/2023	16,303
	30036	Event Security Totals	5/9/2023	5/11/2023	9,007
	30036	Life Safety Review	5/9/2023	5/11/2023	450
	30036	Room Rental	5/9/2023	5/11/2023	43,022
	30036	Telecommunication Totals	5/9/2023	5/11/2023	12,095
<b>AMERICAFAST 2023 (Confidential)</b>					
	30064	Audio Visual Totals	12/14/2023	12/19/2023	430,794
	30064	F&B Totals	12/14/2023	12/19/2023	649,861
	30064	Electrical Totals	12/14/2023	12/19/2023	109,715
	30064	Equipment	12/14/2023	12/19/2023	250
	30064	Event Security Totals	12/14/2023	12/19/2023	92,998
	30064	Life Safety Review	12/14/2023	12/19/2023	450
	30064	Other - Misc Charges	12/14/2023	12/19/2023	7,163
	30064	Room Rental	12/14/2023	12/19/2023	110,501
	30064	Telecommunication Totals	12/14/2023	12/19/2023	113,154
<b>AMA Maintenance Mania</b>					
	30210	Audio Visual Totals	1/26/2023	1/26/2023	3,574
	30210	F&B Totals	1/26/2023	1/26/2023	20,790
	30210	Electrical Totals	1/26/2023	1/26/2023	438
	30210	Event Security Totals	1/26/2023	1/26/2023	1,169
	30210	Life Safety Review	1/26/2023	1/26/2023	450
	30210	Room Rental	1/26/2023	1/26/2023	7,208
<b>Arizona Families for Home Education Convention 2023</b>					
	30302	F&B Totals	7/13/2023	7/15/2023	18,962
	30302	Electrical Totals	7/13/2023	7/15/2023	7,196
	30302	Event Security Totals	7/13/2023	7/15/2023	7,921
	30302	Labor	7/13/2023	7/15/2023	420
	30302	Life Safety Review	7/13/2023	7/15/2023	450
	30302	Room Rental	7/13/2023	7/15/2023	41,700
<b>AMA Phoenix Education Conference &amp; Tradeshow 2023</b>					
	30653	F&B Totals	9/14/2023	9/14/2023	37,584
	30653	Electrical Totals	9/14/2023	9/14/2023	7,549
	30653	Event Security Totals	9/14/2023	9/14/2023	4,069
	30653	Life Safety Review	9/14/2023	9/14/2023	450
	30653	Room Rental	9/14/2023	9/14/2023	13,708
<b>AZ Technology Summit 2023</b>					
	30717	F&B Totals	9/27/2023	9/27/2023	27,890
	30717	Event Security Totals	9/27/2023	9/27/2023	2,140
	30717	Life Safety Review	9/27/2023	9/27/2023	450
	30717	Room Rental	9/27/2023	9/27/2023	8,380
<b>2023 Mac Tools Fall Show</b>					
	30754	Audio Visual Totals	9/16/2023	9/16/2023	11,488
	30754	F&B Totals	9/16/2023	9/16/2023	82,397
	30754	Electrical Totals	9/16/2023	9/16/2023	11,744
	30754	Equipment	9/16/2023	9/16/2023	2,020
	30754	Event Security Totals	9/16/2023	9/16/2023	8,888
	30754	Labor	9/16/2023	9/16/2023	200
	30754	Life Safety Review	9/16/2023	9/16/2023	450
	30754	Room Rental	9/16/2023	9/16/2023	24,275
	30754	Telecommunication Totals	9/16/2023	9/16/2023	46,150

Event Name	Event ID	Item Description	Event Start Date	Event End Date	Client Spend (\$)
<b>Arizona Association of Community Managers Tradeshow</b>					
	30806	Audio Visual Totals	8/25/2023	8/25/2023	368
	30806	F&B Totals	8/25/2023	8/25/2023	49,980
	30806	Electrical Totals	8/25/2023	8/25/2023	2,223
	30806	Event Security Totals	8/25/2023	8/25/2023	7,202
	30806	Life Safety Review	8/25/2023	8/25/2023	450
	30806	Room Rental	8/25/2023	8/25/2023	7,480
<b>BuiltHOW 2023</b>					
	30938	Audio Visual Totals	9/11/2023	9/14/2023	28,408
	30938	F&B Totals	9/11/2023	9/14/2023	247,752
	30938	Electrical Totals	9/11/2023	9/14/2023	12,734
	30938	Equipment	9/11/2023	9/14/2023	6,167
	30938	Event Security Totals	9/11/2023	9/14/2023	9,765
	30938	Labor	9/11/2023	9/14/2023	2,835
	30938	Life Safety Review	9/11/2023	9/14/2023	450
	30938	Room Rental	9/11/2023	9/14/2023	70,458
	30938	Telecommunication Totals	9/11/2023	9/14/2023	42,837
<b>Small Business Expo 2023</b>					
	31013	F&B Totals	9/24/2023	9/27/2023	2,461
	31013	Event Security Totals	9/24/2023	9/27/2023	1,636
	31013	Life Safety Review	9/24/2023	9/27/2023	450
	31013	Room Rental	9/24/2023	9/27/2023	14,300

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

This appendix explains how HVS 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 survey spending results described in Appendix C report an average per-person spending 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 spending occurs in sporting goods stores or personal health stores.

The following figure shows the six 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	Taxable Sales	Tax Rate	State General Fund Share	Fiscal Impact*
<b>Total</b>	<b>\$1,038,543,939</b>			<b>\$38,474,728</b>
Hotel and Lodging	256,332,741	5.5%	67.245%	9,480,402
Food & Beverage	144,407,380	5.0%	73.796%	5,328,343
Other Amusement and Recreation	59,500,125	5.0%	73.796%	2,195,436
Convention Center	44,161,413	5.0%	73.796%	1,629,468
Retail	42,025,093	5.0%	73.796%	1,550,642
Catering & Concessions	32,728,670	5.0%	73.796%	1,207,622
Wholesale - Other nondurable goods merchant wholesalers	29,824,758	5.0%	73.796%	1,100,474
Car Rental	28,915,094	5.0%	73.796%	1,066,909
Transportation at Destination	28,844,899	5.0%	73.796%	1,064,319
Directory, mailing list, and other publishers	18,917,668	5.0%	73.796%	698,024
Wholesale - Professional and commercial equipment and supplies	16,322,929	5.0%	73.796%	602,283
Advertising	15,507,204	5.0%	73.796%	572,185
Insurance agencies, brokerages, and related activities	13,867,799	5.0%	73.796%	511,694
Electric power generation - Solar	13,208,540	5.0%	86.898%	573,898
Motion picture and video industries	13,095,179	5.0%	73.796%	483,186
Wholesale - Other durable goods merchant wholesalers	11,714,055	5.0%	73.796%	432,225
Facilities support services	11,164,427	5.0%	73.796%	411,945
Wholesale - Drugs and druggists' sundries	9,748,028	5.0%	73.796%	359,683
Other household nonupholstered furniture manufacturing	8,410,536	5.0%	73.796%	310,332
Internet publishing and broadcasting and web search portals	7,995,942	5.0%	73.796%	295,034
Fasteners, buttons, needles, and pins manufacturing	7,854,354	5.0%	73.796%	289,810
Cable and other subscription programming	6,505,763	5.0%	73.796%	240,050
Doll, toy, and game manufacturing	6,289,526	5.0%	73.796%	232,071
Retail - Building material and garden equipment and supplies stores	5,983,928	5.0%	73.796%	220,795
Equipment Rental	5,906,935	5.0%	73.796%	217,954
Burial casket manufacturing	5,616,719	5.0%	73.796%	207,246
Wholesale - Petroleum and petroleum products	5,490,004	5.0%	73.796%	202,570
Office furniture, except wood, manufacturing	5,481,995	5.0%	73.796%	202,275
Institutional furniture manufacturing	5,408,128	5.0%	73.796%	199,549
Retail - Electronics and appliance stores	5,382,792	5.0%	73.796%	198,614
Electric power generation - Biomass	5,361,305	5.0%	86.898%	232,943
Pipeline transportation	5,328,790	5.0%	73.796%	196,622
All other miscellaneous manufacturing	5,250,967	5.0%	73.796%	193,750
Office administrative services	4,931,411	5.0%	73.796%	181,959
Motorcycle, bicycle, and parts manufacturing	4,925,024	5.0%	73.796%	181,724

Blind and shade manufacturing	4,858,756	5.0%	73.796%	179,278
Wholesale - Motor vehicle and motor vehicle parts and supplies	4,404,590	5.0%	73.796%	162,521
Gasket, packing, and sealing device manufacturing	4,167,019	5.0%	73.796%	153,755
Lessors of nonfinancial intangible assets	4,052,587	5.0%	73.796%	149,532
Wholesale - Household appliances and electrical and electronic goods	3,909,995	5.0%	73.796%	144,271
Propulsion units and parts for space vehicles and guided missiles manufacturing	3,850,082	5.0%	73.796%	142,060
Ship building and repairing	3,814,901	5.0%	73.796%	140,762
Office supplies (except paper) manufacturing	3,772,451	5.0%	73.796%	139,196
Aircraft engine and engine parts manufacturing	3,213,984	5.0%	73.796%	118,590
Wireless telecommunications carriers (except satellite)	3,189,611	5.0%	73.796%	117,690
Wired telecommunications carriers	3,085,761	5.0%	73.796%	113,858
Railroad rolling stock manufacturing	2,727,937	5.0%	73.796%	100,655
Nonupholstered wood household furniture manufacturing	2,492,954	5.0%	73.796%	91,985
Sign manufacturing	2,435,496	5.0%	73.796%	89,865
Legal services	2,428,743	5.0%	73.796%	89,616
Dental laboratories	2,393,313	5.0%	73.796%	88,308
Mattress manufacturing	2,381,702	5.0%	73.796%	87,880
Architectural, engineering, and related services	2,275,082	5.0%	73.796%	83,946
Wholesale - Grocery and related product wholesalers	2,273,288	5.0%	73.796%	83,880
Book publishers	2,246,292	5.0%	73.796%	82,884
All other transportation equipment manufacturing	2,199,179	5.0%	73.796%	81,145
Retail - Furniture and home furnishings stores	2,113,464	5.0%	73.796%	77,983
Monetary authorities and depository credit intermediation	2,078,706	5.0%	73.796%	76,700
Retail - Nonstore retailers	2,040,240	5.0%	73.796%	75,281
Marketing research and all other miscellaneous professional, scientific, and technical	2,021,558	5.0%	73.796%	74,591
News syndicates, libraries, archives and all other information services	1,950,231	5.0%	73.796%	71,960
Securities and commodity contracts intermediation and brokerage	1,854,794	5.0%	73.796%	68,438
Nondepository credit intermediation and related activities	1,837,889	5.0%	73.796%	67,814
Other aircraft parts and auxiliary equipment manufacturing	1,829,089	5.0%	73.796%	67,490
Sound recording industries	1,756,365	5.0%	73.796%	64,806
Support activities for oil and gas operations	1,667,698	5.0%	73.796%	61,535
Boat building	1,647,805	5.0%	73.796%	60,801
Dehydrated food products manufacturing	1,558,000	5.0%	73.796%	57,487
Greeting card publishing	1,531,626	5.0%	73.796%	56,514
Funds, trusts, and other financial vehicles	1,506,369	5.0%	73.796%	55,582
Electric power generation - All other	1,438,754	5.0%	86.898%	62,512
Water transportation	1,422,339	5.0%	73.796%	52,481
Owner-occupied dwellings	1,408,662	5.0%	73.796%	51,977
Wood kitchen cabinet and countertop manufacturing	1,407,143	5.0%	73.796%	51,921
Guided missile and space vehicle manufacturing	1,399,667	5.0%	73.796%	51,645
Truck transportation	1,389,803	5.0%	73.796%	51,281
Accounting, tax preparation, bookkeeping, and payroll services	1,374,169	5.0%	73.796%	50,704
Management consulting services	1,265,881	5.0%	73.796%	46,708
Men's and boys' cut and sew apparel manufacturing	1,227,558	5.0%	73.796%	45,294
Radio and television broadcasting	1,189,314	5.0%	73.796%	43,883

Electric power generation - Wind	1,162,347	5.0%	86.898%	50,503
Environmental and other technical consulting services	1,084,800	5.0%	73.796%	40,027
Photographic services	1,084,090	5.0%	73.796%	40,001
Parking	1,056,291	5.0%	73.796%	38,975
Direct life insurance carriers	1,037,755	5.0%	73.796%	38,291
Other financial investment activities	1,014,106	5.0%	73.796%	37,418
Jewelry and silverware manufacturing	987,874	5.0%	73.796%	36,451
Musical instrument manufacturing	975,142	5.0%	73.796%	35,981
Specialized design services	963,237	5.0%	73.796%	35,542
Warehousing and storage	940,677	5.0%	73.796%	34,709
Couriers and messengers	938,807	5.0%	73.796%	34,640
Aircraft manufacturing	929,732	5.0%	73.796%	34,305
Wholesale - Wholesale electronic markets and agents and brokers	918,318	5.0%	73.796%	33,884
General and consumer goods rental except video tapes and discs	891,091	5.0%	73.796%	32,879
Upholstered household furniture manufacturing	889,665	5.0%	73.796%	32,827
Metal mining services	846,628	5.0%	73.796%	31,239
Wholesale - Machinery, equipment, and supplies	789,993	5.0%	73.796%	29,149
Dog and cat food manufacturing	787,112	5.0%	73.796%	29,043
Data processing, hosting, and related services	780,037	5.0%	73.796%	28,782
Rail transportation	775,186	5.0%	73.796%	28,603
Military armored vehicle, tank, and tank component manufacturing	717,317	5.0%	73.796%	26,468
Wood office furniture manufacturing	703,709	5.0%	73.796%	25,965
Insurance carriers, except direct life	688,801	5.0%	73.796%	25,415
Custom computer programming services	675,576	5.0%	73.796%	24,927
Air transportation	634,464	5.0%	73.796%	23,410
Other computer related services, including facilities management	600,382	5.0%	73.796%	22,153
Malt manufacturing	597,097	5.0%	73.796%	22,032
Tenant-occupied housing	596,593	5.0%	73.796%	22,013
Satellite, telecommunications resellers, and all other telecommunications	572,346	5.0%	73.796%	21,118
Breakfast cereal manufacturing	548,223	5.0%	73.796%	20,228
Software publishers	548,208	5.0%	73.796%	20,228
Periodical publishers	535,924	5.0%	73.796%	19,775
Video tape and disc rental	534,286	5.0%	73.796%	19,714
Sporting and athletic goods manufacturing	518,950	5.0%	73.796%	19,148
Audio and video equipment manufacturing	506,081	5.0%	73.796%	18,673
Commercial fishing	505,576	3.1%	73.796%	11,659
Scientific research and development services	504,959	5.0%	73.796%	18,632
Surgical appliance and supplies manufacturing	462,430	5.0%	73.796%	17,063
Newspaper publishers	427,573	5.0%	73.796%	15,777
Rope, cordage, twine, tire cord and tire fabric mills	377,577	5.0%	73.796%	13,932
Confectionery manufacturing from purchased chocolate	375,055	5.0%	73.796%	13,839
Sugarcane and sugar beet farming	358,247	5.0%	73.796%	13,219
Electric power generation - Geothermal	349,536	5.0%	86.898%	15,187
Surgical and medical instrument manufacturing	329,655	5.0%	73.796%	12,164
Cotton farming	304,700	5.0%	73.796%	11,243



Paint and coating manufacturing	295,171	5.0%	73.796%	10,891
Dry, condensed, and evaporated dairy product manufacturing	277,378	5.0%	73.796%	10,235
Electric power generation - Hydroelectric	275,303	5.0%	86.898%	11,962
Showcase, partition, shelving, and locker manufacturing	255,485	5.0%	73.796%	9,427
Plastics material and resin manufacturing	249,485	5.0%	73.796%	9,205
Veterinary services	245,619	5.0%	73.796%	9,063
Grain farming	243,062	5.0%	73.796%	8,969
Retail - Motor vehicle and parts dealers	228,880	5.0%	73.796%	8,445
Support activities for agriculture and forestry	210,134	3.1%	73.796%	4,846
Broadwoven fabric mills	203,641	5.0%	73.796%	7,514
Broom, brush, and mop manufacturing	181,781	5.0%	73.796%	6,707
Other apparel knitting mills	180,323	5.0%	73.796%	6,654
Electricity and signal testing instruments manufacturing	161,631	5.0%	73.796%	5,964
Electric power generation - Fossil fuel	158,140	5.0%	86.898%	6,871
Printed circuit assembly (electronic assembly) manufacturing	153,405	5.0%	73.796%	5,660
Synthetic dye and pigment manufacturing	141,979	5.0%	73.796%	5,239
Canned specialties	136,617	5.0%	73.796%	5,041
Dental equipment and supplies manufacturing	128,043	5.0%	73.796%	4,725
Management of companies and enterprises	126,289	5.0%	73.796%	4,660
Other animal food manufacturing	122,278	5.0%	73.796%	4,512
Motor vehicle electrical and electronic equipment manufacturing	116,651	5.0%	73.796%	4,304
Carpet and rug mills	116,064	5.0%	73.796%	4,283
Water, sewage and other systems	112,439	5.0%	86.898%	4,885
Beef cattle ranching and farming, including feedlots and dual-purpose ranching and far	102,221	3.1%	73.796%	2,357
Hosiery and sock mills	98,847	5.0%	73.796%	3,647
Wood preservation	98,617	5.0%	73.796%	3,639
Fluid milk manufacturing	97,124	5.0%	73.796%	3,584
Other concrete product manufacturing	94,155	5.0%	73.796%	3,474
Electronic connector manufacturing	92,818	5.0%	73.796%	3,425
Flour milling	92,515	5.0%	73.796%	3,414
Maintenance and repair construction of highways, streets, bridges, and tunnels	91,840	5.0%	86.898%	3,990
Tobacco farming	89,593	5.0%	73.796%	3,306
Secondary processing of other nonferrous metals	89,302	5.0%	73.796%	3,295
Commercial logging	87,501	3.1%	73.796%	2,018
Computer systems design services	86,920	5.0%	73.796%	3,207
Prefabricated wood building manufacturing	86,903	5.0%	73.796%	3,207
Ice cream and frozen dessert manufacturing	85,877	5.0%	73.796%	3,169
Adhesive manufacturing	85,204	5.0%	73.796%	3,144
Nonchocolate confectionery manufacturing	82,504	5.0%	73.796%	3,044
Tree nut farming	81,030	5.0%	73.796%	2,990
Ophthalmic goods manufacturing	77,825	5.0%	73.796%	2,872
Polish and other sanitation good manufacturing	73,487	5.0%	73.796%	2,712
Iron and steel mills and ferroalloy manufacturing	69,824	5.0%	73.796%	2,576
In-vitro diagnostic substance manufacturing	67,263	5.0%	73.796%	2,482
Lime manufacturing	63,528	5.0%	73.796%	2,344

Explosives manufacturing	61,188	5.0%	73.796%	2,258
Concrete block and brick manufacturing	61,157	5.0%	73.796%	2,257
Gypsum product manufacturing	61,126	5.0%	73.796%	2,255
Gold ore mining	61,100	5.0%	79.037%	2,415
Rice milling	60,022	5.0%	73.796%	2,215
Pump and pumping equipment manufacturing	59,235	5.0%	73.796%	2,186
Other commercial service industry machinery manufacturing	59,101	5.0%	73.796%	2,181
Other nonmetallic minerals services	58,871	5.0%	73.796%	2,172
Toilet preparation manufacturing	58,104	5.0%	73.796%	2,144
Chocolate and confectionery manufacturing from cacao beans	57,796	5.0%	73.796%	2,133
Oilseed farming	56,568	5.0%	73.796%	2,087
Biological product (except diagnostic) manufacturing	55,666	5.0%	73.796%	2,054
Apparel accessories and other apparel manufacturing	52,602	5.0%	73.796%	1,941
Leather and hide tanning and finishing	52,477	5.0%	73.796%	1,936
Stationery product manufacturing	51,739	5.0%	73.796%	1,909
Knit fabric mills	51,631	5.0%	73.796%	1,905
Truck trailer manufacturing	48,942	5.0%	73.796%	1,806
Beet sugar manufacturing	47,586	5.0%	73.796%	1,756
Wood container and pallet manufacturing	47,317	5.0%	73.796%	1,746
Cut and sew apparel contractors	44,573	5.0%	73.796%	1,645
Petrochemical manufacturing	40,862	5.0%	73.796%	1,508
Search, detection, and navigation instruments manufacturing	39,025	5.0%	73.796%	1,440
Other electronic component manufacturing	36,421	5.0%	73.796%	1,344
Other major household appliance manufacturing	34,995	5.0%	73.796%	1,291
All other crop farming	34,994	3.1%	73.796%	807
Maintenance and repair construction of residential structures	34,905	5.0%	86.898%	1,517
Tobacco product manufacturing	34,541	5.0%	73.796%	1,274
Other textile product mills	34,408	5.0%	73.796%	1,270
Vegetable and melon farming	33,926	5.0%	73.796%	1,252
Secondary smelting and alloying of aluminum	33,065	5.0%	73.796%	1,220
Drilling oil and gas wells	32,847	5.0%	73.796%	1,212
Sawmills	32,176	5.0%	73.796%	1,187
Paperboard container manufacturing	31,693	5.0%	73.796%	1,169
Cheese manufacturing	31,059	5.0%	73.796%	1,146
Fabric coating mills	31,029	5.0%	73.796%	1,145
Soap and other detergent manufacturing	30,896	5.0%	73.796%	1,140
Pulp mills	30,622	5.0%	73.796%	1,130
Cut stone and stone product manufacturing	29,392	5.0%	73.796%	1,085
Animal production, except cattle and poultry and eggs	29,171	3.1%	73.796%	673
Wet corn milling	28,408	5.0%	73.796%	1,048
Asphalt shingle and coating materials manufacturing	28,070	5.0%	73.796%	1,036
Construction of other new residential structures	27,972	5.0%	73.796%	1,032
All other miscellaneous electrical equipment and component manufacturing	27,886	5.0%	73.796%	1,029
Motor vehicle steering, suspension component (except spring), and brake systems ma	26,587	5.0%	73.796%	981
Curtain and linen mills	26,410	5.0%	73.796%	974

Other basic inorganic chemical manufacturing	26,058	5.0%	73.796%	961
Custom architectural woodwork and millwork	25,597	5.0%	73.796%	944
Wiring device manufacturing	24,114	5.0%	73.796%	890
Steel wire drawing	23,652	5.0%	73.796%	873
Other basic organic chemical manufacturing	23,382	5.0%	73.796%	863
Construction of new multifamily residential structures	23,299	5.0%	73.796%	860
Printing	22,880	5.0%	86.898%	994
Natural gas distribution	21,802	5.0%	86.898%	947
Motor and generator manufacturing	20,151	5.0%	73.796%	744
Ready-mix concrete manufacturing	19,484	5.0%	73.796%	719
Other cut and sew apparel manufacturing	19,261	5.0%	73.796%	711
Plastics pipe and pipe fitting manufacturing	18,743	5.0%	73.796%	692
Frozen fruits, juices and vegetables manufacturing	18,587	5.0%	73.796%	686
Plastics packaging materials and unlaminated film and sheet manufacturing	18,351	5.0%	73.796%	677
Nonwoven fabric mills	18,229	5.0%	73.796%	673
Silver ore mining	17,777	5.0%	79.037%	703
Fertilizer mixing	17,699	5.0%	73.796%	653
Sugar cane mills and refining	17,662	5.0%	73.796%	652
Fruit farming	16,152	5.0%	73.796%	596
Women's and girls' cut and sew apparel manufacturing	15,934	5.0%	73.796%	588
Automobile manufacturing	15,607	5.0%	73.796%	576
Metal tank (heavy gauge) manufacturing	15,477	5.0%	73.796%	571
Motor vehicle gasoline engine and engine parts manufacturing	15,371	5.0%	73.796%	567
Other pressed and blown glass and glassware manufacturing	13,771	5.0%	73.796%	508
Reconstituted wood product manufacturing	13,505	5.0%	73.796%	498
Petroleum lubricating oil and grease manufacturing	12,671	5.0%	73.796%	468
Concrete pipe manufacturing	12,571	5.0%	73.796%	464
Other chemical and fertilizer mineral mining	12,196	5.0%	79.037%	482
Breweries	11,611	5.0%	73.796%	428
Synthetic rubber manufacturing	11,603	5.0%	73.796%	428
Construction of new single-family residential structures	11,333	5.0%	73.796%	418
Copper rolling, drawing, extruding and alloying	11,021	5.0%	73.796%	407
Electric power transmission and distribution	10,998	5.0%	86.898%	478
Iron, steel pipe and tube manufacturing from purchased steel	10,809	5.0%	73.796%	399
Alumina refining and primary aluminum production	10,651	5.0%	73.796%	393
Miscellaneous nonmetallic mineral products manufacturing	9,561	5.0%	73.796%	353
Motor home manufacturing	9,533	5.0%	73.796%	352
Wood windows and door manufacturing	9,410	5.0%	73.796%	347
Soybean and other oilseed processing	8,990	5.0%	73.796%	332
Engineered wood member and truss manufacturing	8,728	5.0%	73.796%	322
All other petroleum and coal products manufacturing	8,642	5.0%	73.796%	319
Fats and oils refining and blending	8,545	5.0%	73.796%	315
Forestry, forest products, and timber tract production	8,532	3.1%	73.796%	197
Industrial process variable instruments manufacturing	8,492	5.0%	73.796%	313
Plastics bottle manufacturing	8,490	5.0%	73.796%	313

Construction of new health care structures	8,457	5.0%	73.796%	312
Unlaminated plastics profile shape manufacturing	8,334	5.0%	73.796%	308
Footwear manufacturing	8,236	5.0%	73.796%	304
Commercial hunting and trapping	8,215	3.1%	73.796%	189
Electronic computer manufacturing	7,897	5.0%	73.796%	291
Sheet metal work manufacturing	7,777	5.0%	73.796%	287
Construction of new manufacturing structures	7,735	5.0%	73.796%	285
Printing ink manufacturing	7,522	5.0%	73.796%	278
Small electrical appliance manufacturing	7,474	5.0%	73.796%	276
Surface active agent manufacturing	7,427	5.0%	73.796%	274
Custom compounding of purchased resins	7,360	5.0%	73.796%	272
Construction of new educational and vocational structures	7,277	5.0%	73.796%	268
Construction of new highways and streets	6,882	5.0%	73.796%	254
Tortilla manufacturing	6,875	5.0%	73.796%	254
Blank magnetic and optical recording media manufacturing	6,743	5.0%	73.796%	249
Aluminum sheet, plate, and foil manufacturing	6,688	5.0%	73.796%	247
Bread and bakery product, except frozen, manufacturing	6,585	5.0%	73.796%	243
Rolled steel shape manufacturing	6,237	5.0%	73.796%	230
Conveyor and conveying equipment manufacturing	5,809	5.0%	73.796%	214
Electric power generation - Nuclear	5,768	5.0%	86.898%	251
Household cooking appliance manufacturing	5,749	5.0%	73.796%	212
Paper mills	5,617	5.0%	73.796%	207
Other miscellaneous chemical product manufacturing	5,551	5.0%	73.796%	205
Greenhouse, nursery, and floriculture production	5,548	5.0%	73.796%	205
Petroleum refineries	5,482	5.0%	73.796%	202
Industrial gas manufacturing	5,330	5.0%	73.796%	197
Pharmaceutical preparation manufacturing	5,233	5.0%	73.796%	193
Air and gas compressor manufacturing	5,093	5.0%	73.796%	188
Paper bag and coated and treated paper manufacturing	5,056	5.0%	73.796%	187
Carbon and graphite product manufacturing	4,984	5.0%	73.796%	184
Wineries	4,966	5.0%	73.796%	183
Nitrogenous fertilizer manufacturing	4,934	5.0%	73.796%	182
Switchgear and switchboard apparatus manufacturing	4,889	5.0%	73.796%	180
Canned fruits and vegetables manufacturing	4,824	5.0%	73.796%	178
Poultry and egg production	4,790	3.1%	73.796%	110
Nonferrous metal foundries	4,628	5.0%	73.796%	171
Narrow fabric mills and schiffli machine embroidery	4,614	5.0%	73.796%	170
Cookie and cracker manufacturing	4,591	5.0%	73.796%	169
Manufactured home (mobile home) manufacturing	4,407	5.0%	73.796%	163
Construction of new power and communication structures	4,328	5.0%	73.796%	160
Glass product manufacturing made of purchased glass	4,316	5.0%	73.796%	159
Computer storage device manufacturing	4,192	5.0%	73.796%	155
Motor vehicle transmission and power train parts manufacturing	4,113	5.0%	73.796%	152
Textile bag and canvas mills	4,046	5.0%	73.796%	149
Travel trailer and camper manufacturing	3,971	5.0%	73.796%	147

Motor vehicle metal stamping	3,891	5.0%	73.796%	144
Pesticide and other agricultural chemical manufacturing	3,832	5.0%	73.796%	141
Pottery, ceramics, and plumbing fixture manufacturing	3,826	5.0%	73.796%	141
Analytical laboratory instrument manufacturing	3,791	5.0%	73.796%	140
Other motor vehicle parts manufacturing	3,675	5.0%	73.796%	136
Bare printed circuit board manufacturing	3,637	5.0%	73.796%	134
Medicinal and botanical manufacturing	3,607	5.0%	73.796%	133
Other leather and allied product manufacturing	3,476	5.0%	73.796%	128
Photographic film and chemical manufacturing	3,445	5.0%	73.796%	127
Motor vehicle body manufacturing	3,267	5.0%	73.796%	121
Dry pasta, mixes, and dough manufacturing	3,138	5.0%	73.796%	116
Other plastics product manufacturing	3,133	5.0%	73.796%	116
Mineral wool manufacturing	2,860	5.0%	73.796%	106
Asphalt paving mixture and block manufacturing	2,725	5.0%	73.796%	101
Custom roll forming	2,528	5.0%	73.796%	93
Sanitary paper product manufacturing	2,477	5.0%	73.796%	91
Coffee and tea manufacturing	2,410	5.0%	73.796%	89
Electromedical and electrotherapeutic apparatus manufacturing	2,304	5.0%	73.796%	85
Veneer and plywood manufacturing	2,255	5.0%	73.796%	83
Uranium-radium-vanadium ore mining	2,227	5.0%	79.037%	88
Optical instrument and lens manufacturing	2,219	5.0%	73.796%	82
All other miscellaneous wood product manufacturing	2,197	5.0%	73.796%	81
Phosphatic fertilizer manufacturing	2,176	5.0%	73.796%	80
Mayonnaise, dressing, and sauce manufacturing	1,955	5.0%	73.796%	72
Laminated plastics plate, sheet (except packaging), and shape manufacturing	1,927	5.0%	73.796%	71
Power, distribution, and specialty transformer manufacturing	1,912	5.0%	73.796%	71
Frozen specialties manufacturing	1,901	5.0%	73.796%	70
Heavy duty truck manufacturing	1,899	5.0%	73.796%	70
Brick, tile, and other structural clay product manufacturing	1,763	5.0%	73.796%	65
Creamery butter manufacturing	1,690	5.0%	73.796%	62
Heating equipment (except warm air furnaces) manufacturing	1,651	5.0%	73.796%	61
Primary battery manufacturing	1,640	5.0%	73.796%	60
Nonferrous forging	1,455	5.0%	73.796%	54
Oil and gas extraction	1,363	3.1%	73.796%	31
Urethane and other foam product (except polystyrene) manufacturing	1,249	5.0%	73.796%	46
Dairy cattle and milk production	1,243	3.1%	73.796%	29
Other clay, ceramic, refractory minerals mining	1,183	5.0%	79.037%	47
Semiconductor and related device manufacturing	1,161	5.0%	73.796%	43
Automatic environmental control manufacturing	1,148	5.0%	73.796%	42
Nonferrous metal, except copper and aluminum, shaping	1,080	5.0%	73.796%	40
All other converted paper product manufacturing	1,070	5.0%	73.796%	39
Telephone apparatus manufacturing	1,058	5.0%	73.796%	39
Other aluminum rolling, drawing and extruding	1,047	5.0%	73.796%	39
Other nonmetallic minerals	1,014	5.0%	79.037%	40
Power boiler and heat exchanger manufacturing	998	5.0%	73.796%	37

Fiber, yarn, and thread mills	991	5.0%	73.796%	37
Polystyrene foam product manufacturing	966	5.0%	73.796%	36
Ornamental and architectural metal work manufacturing	955	5.0%	73.796%	35
Construction of other new nonresidential structures	936	5.0%	73.796%	35
Flavoring syrup and concentrate manufacturing	935	5.0%	73.796%	34
Irradiation apparatus manufacturing	931	5.0%	73.796%	34
Welding and soldering equipment manufacturing	892	5.0%	73.796%	33
Spring and wire product manufacturing	864	5.0%	73.796%	32
Tire manufacturing	842	5.0%	73.796%	31
Maintenance and repair construction of nonresidential structures	816	5.0%	86.898%	35
Motor vehicle seating and interior trim manufacturing	814	5.0%	73.796%	30
Rolling mill and other metalworking machinery manufacturing	810	5.0%	73.796%	30
Construction of new commercial structures, including farm structures	809	5.0%	73.796%	30
Other communication and energy wire manufacturing	805	5.0%	73.796%	30
Textile and fabric finishing mills	798	5.0%	73.796%	29
Other metal ore mining	786	5.0%	79.037%	31
Watch, clock, and other measuring and controlling device manufacturing	784	5.0%	73.796%	29
Ground or treated mineral and earth manufacturing	766	5.0%	73.796%	28
Distilleries	751	5.0%	73.796%	28
Broadcast and wireless communications equipment manufacturing	714	5.0%	73.796%	26
Cement manufacturing	708	5.0%	73.796%	26
Spice and extract manufacturing	698	5.0%	73.796%	26
Printing machinery and equipment manufacturing	670	5.0%	73.796%	25
Hardware manufacturing	633	5.0%	73.796%	23
Computer terminals and other computer peripheral equipment manufacturing	623	5.0%	73.796%	23
Other communications equipment manufacturing	604	5.0%	73.796%	22
All other industrial machinery manufacturing	552	5.0%	73.796%	20
Seafood product preparation and packaging	550	5.0%	73.796%	20
Semiconductor machinery manufacturing	548	5.0%	73.796%	20
Rubber and plastics hoses and belting manufacturing	539	5.0%	73.796%	20
Speed changer, industrial high-speed drive, and gear manufacturing	528	5.0%	73.796%	19
Flat glass manufacturing	519	5.0%	73.796%	19
All other food manufacturing	499	5.0%	73.796%	18
Overhead cranes, hoists, and monorail systems manufacturing	470	5.0%	73.796%	17
Air conditioning, refrigeration, and warm air heating equipment manufacturing	459	5.0%	73.796%	17
Household laundry equipment manufacturing	447	5.0%	73.796%	17
Glass container manufacturing	447	5.0%	73.796%	16
Mining machinery and equipment manufacturing	447	5.0%	73.796%	16
Software and other prerecorded and record reproducing	445	5.0%	73.796%	16
Elevator and moving stairway manufacturing	440	5.0%	73.796%	16
Photographic and photocopying equipment manufacturing	433	5.0%	73.796%	16
Industrial mold manufacturing	418	5.0%	73.796%	15
Household refrigerator and home freezer manufacturing	413	5.0%	73.796%	15
Manufactured ice	413	5.0%	73.796%	15
Cutting tool and machine tool accessory manufacturing	406	5.0%	73.796%	15

Totalizing fluid meter and counting device manufacturing	390	5.0%	73.796%	14
Metal cans manufacturing	382	5.0%	73.796%	14
Machine tool manufacturing	356	5.0%	73.796%	13
Support activities for printing	347	5.0%	86.898%	15
Power-driven handtool manufacturing	346	5.0%	73.796%	13
Other engine equipment manufacturing	329	5.0%	73.796%	12
Meat processed from carcasses	328	5.0%	73.796%	12
Other snack food manufacturing	326	5.0%	73.796%	12
Abrasive product manufacturing	316	5.0%	73.796%	12
Industrial truck, trailer, and stacker manufacturing	315	5.0%	73.796%	12
Special tool, die, jig, and fixture manufacturing	294	5.0%	73.796%	11
Air purification and ventilation equipment manufacturing	267	5.0%	73.796%	10
Iron ore mining	267	3.1%	79.037%	7
Lawn and garden equipment manufacturing	251	5.0%	73.796%	9
Stone mining and quarrying	250	5.0%	79.037%	10
Frozen cakes and other pastries manufacturing	240	5.0%	73.796%	9
Poultry processing	228	5.0%	73.796%	8
Scales, balances, and miscellaneous general purpose machinery manufacturing	225	5.0%	73.796%	8
Roasted nuts and peanut butter manufacturing	218	5.0%	73.796%	8
Electroplating, anodizing, and coloring metal	205	5.0%	73.796%	8
Lighting fixture manufacturing	198	5.0%	73.796%	7
Cut stock, resawing lumber, and planing	195	5.0%	73.796%	7
Other millwork, including flooring	188	5.0%	73.796%	7
Construction machinery manufacturing	179	5.0%	73.796%	7
Fabricated structural metal manufacturing	172	5.0%	73.796%	6
Sawmill, woodworking, and paper machinery	170	5.0%	73.796%	6
Fluid power pump and motor manufacturing	166	5.0%	73.796%	6
Packaging machinery manufacturing	165	5.0%	73.796%	6
Sand and gravel mining	165	5.0%	79.037%	7
Machine shops	163	5.0%	73.796%	6
Farm machinery and equipment manufacturing	155	5.0%	73.796%	6
Oil and gas field machinery and equipment manufacturing	133	5.0%	73.796%	5
Fluid power cylinder and actuator manufacturing	123	5.0%	73.796%	5
Fiber optic cable manufacturing	122	5.0%	73.796%	4
Crown and closure manufacturing and metal stamping	102	5.0%	73.796%	4
Capacitor, resistor, coil, transformer, and other inductor manufacturing	102	5.0%	73.796%	4
Other rubber product manufacturing	100	5.0%	73.796%	4
Electric lamp bulb and part manufacturing	99	5.0%	73.796%	4
Metal coating and nonprecious engraving	93	5.0%	73.796%	3
Phosphate rock mining	82	5.0%	79.037%	3
Relay and industrial control manufacturing	77	5.0%	73.796%	3
Fabricated pipe and pipe fitting manufacturing	73	5.0%	73.796%	3
Small arms, ordnance, and accessories manufacturing	73	5.0%	73.796%	3
Metal window and door manufacturing	73	5.0%	73.796%	3
Animal, except poultry, slaughtering	71	5.0%	73.796%	3



Bottled and canned soft drinks & water	70	5.0%	73.796%	3
Iron and steel forging	69	5.0%	73.796%	3
Metal barrels, drums and pails manufacturing	68	5.0%	73.796%	2
Ferrous metal foundries	67	5.0%	73.796%	2
Paperboard mills	61	5.0%	73.796%	2
Coal mining	56	3.1%	79.037%	1
Food product machinery manufacturing	54	5.0%	73.796%	2
Other fabricated metal manufacturing	49	5.0%	73.796%	2
Rendering and meat byproduct processing	48	5.0%	73.796%	2
Nonferrous metal (exc aluminum) smelting and refining	42	5.0%	73.796%	2
Light truck and utility vehicle manufacturing	41	5.0%	73.796%	2
Artificial and synthetic fibers and filaments manufacturing	38	5.0%	73.796%	1
Prefabricated metal buildings and components manufacturing	33	5.0%	73.796%	1
Metal heat treating	27	5.0%	73.796%	1
Storage battery manufacturing	27	5.0%	73.796%	1
Plumbing fixture fitting and trim manufacturing	25	5.0%	73.796%	1
Cutlery, utensil, pot, and pan manufacturing	23	5.0%	73.796%	1
Valve and fittings, other than plumbing, manufacturing	23	5.0%	73.796%	1
Turbine and turbine generator set units manufacturing	21	5.0%	73.796%	1
Ammunition, except for small arms, manufacturing	18	5.0%	73.796%	1
Plate work manufacturing	18	5.0%	73.796%	1
Industrial process furnace and oven manufacturing	17	5.0%	73.796%	1
Mechanical power transmission equipment manufacturing	17	5.0%	73.796%	1
Turned product and screw, nut, and bolt manufacturing	17	5.0%	73.796%	1
Small arms ammunition manufacturing	15	5.0%	73.796%	1
Potash, soda, and borate mineral mining	15	5.0%	79.037%	1
Copper, nickel, lead, and zinc mining	13	3.1%	79.037%	0
Ball and roller bearing manufacturing	9	5.0%	73.796%	0
Handtool manufacturing	2	5.0%	73.796%	0

*\*Products may not compute due to rounding.*