

**ARIZONA
AUDITOR
GENERAL**

Lindsey A. Perry, Auditor General

Melanie M. Chesney, Deputy Auditor General

December 23, 2025

The Honorable Warren Petersen, President
Arizona State Senate

The Honorable Steve Montenegro, Speaker
Arizona House of Representatives

The Honorable Katie Hobbs, Governor
State of Arizona

Deputy City Manager Williamson
City of Phoenix

Transmitted herewith is the report *Phoenix Convention Center—Economic and Fiscal Impact Analysis Update*. HVS Convention, Sports & Entertainment Facilities Consulting (HVS) conducted the analysis under contract with my Office and in response to the requirements of Arizona Revised Statutes (A.R.S.) §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, 2024, HVS estimated that events held at the Phoenix Convention Center generated \$33.3 million in tax revenues for the State, which is more than the \$26.0 million the State contributed toward the Convention Center's expansion. Since its expansion, the Phoenix Convention Center generated an estimated additional \$332.7 million in State tax revenues, which is more than the \$296.4 million the State distributed to the Phoenix Convention Center. Therefore, the City of Phoenix owes no monies back to the State for fiscal year 2026.

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

Sincerely,

Lindsey A. Perry

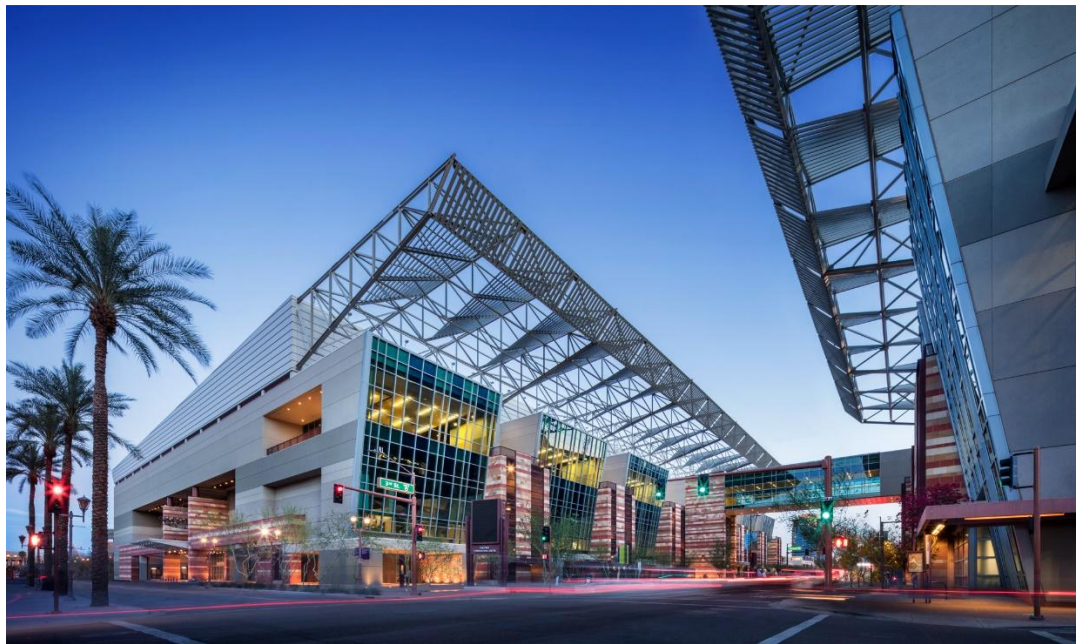
Lindsey A. Perry, CPA, CFE
Auditor General



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:

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December 18, 2025

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

Dear Ms. Perry:

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

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

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 - 2024
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.

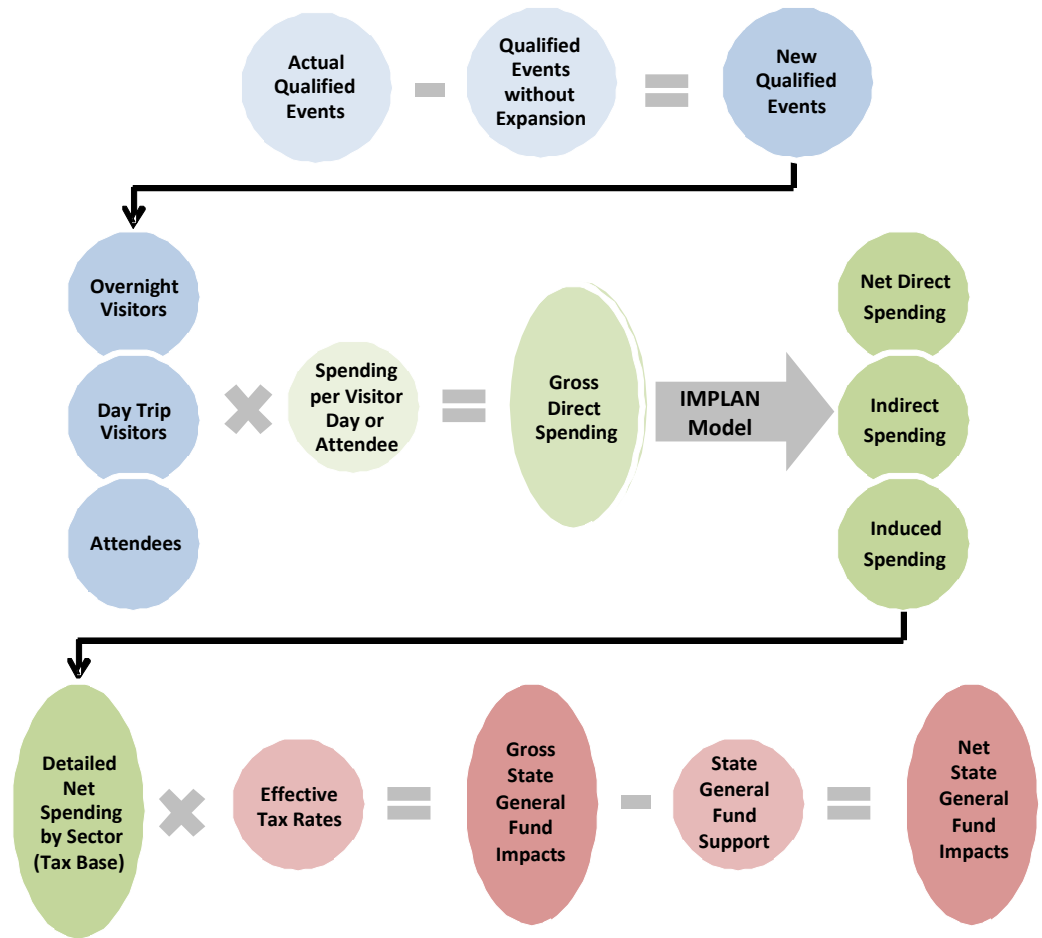
HVS performed this analysis as directed by A.R.S. §9-626. This statute requires an assessment of the value of direct, indirect, and induced economic activity resulting from regional and national conventions and trade shows held at the PCC since a large-scale expansion project was completed in 2009. These 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 2024.

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 2024 (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.

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 (2024) 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 2009 through 2024. The following figure shows the difference between the number of Qualified Events and their associated attendance and room nights for the past ten years in the non-expansion and expansion scenarios.

FIGURE 1-2
PROJECTED DIFFERENCE IN DEMAND

Year	No Expansion	Actual	Change
Qualified Events			
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
2024	19	78	59
Total*	165	621	456
Attendance			
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
2024	24,000	386,000	362,000
Total*	204,000	2,507,000	2,305,000
Occupied Room Nights			
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
2024	96,000	569,000	473,000
Total*	805,800	5,877,000	5,070,000

*May not sum to totals due to rounding.

Source: Visit Phoenix and HVS

The difference between the two scenarios provides the basis for estimating the net increase in spending related to Qualified Events. As shown in Figure 1-2, following a peak year in 2023, PCC attendance decreased by 4.4% in 2024. 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.

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*
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
2024	\$445.3	\$191.8	\$203.7	\$840.8

*May not sum to totals due to rounding.

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 2024 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
Annual Qualified Revenue	
2009	\$17,347,000
2010	14,681,000
2011	15,422,000
2012	13,620,000
2013	9,120,000
2014	14,996,000
2015	24,515,000
2016	20,647,000
2017	18,985,000
2018	23,543,000
2019	24,581,000
2020	5,985,000
2021	5,650,000
2022	21,504,000
2023	42,303,000
2024	33,309,000
Total Qualified Revenue	\$306,208,000
Construction Impacts	26,445,000
Sub-total	\$332,653,000
Less PCC Development Fund Distributions 2009-2024	(296,379,200)
Qualified Revenue Less Distributions	\$36,273,800

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 2024 is approximately \$36.3 million. It increased by \$7.3 million in 2024 because qualified revenues of \$33.3 million outpaced PCC Development Fund distributions of \$26.0 million. See Figure 4-4 on page 4-5 for PCC Development Fund Distributions from 2009-2024.

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).

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

- Calculated Qualified Revenue per Attendee from 2015 through 2024 by dividing Qualified Revenue (Figure 1-4) by Net Attendance (Figure 1-2).
- Used a five-year average from 2020 to 2024 in 2024 dollars to project Qualified Revenue per Attendee and inflated that amount by 3.0% for future years.
- Beginning with 2025, HVS estimates that the PCC requires an average of 207,195 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 ¹	PCC Development Fund Distributions to City of Phoenix	Estimated Future Qualified Attendance to Break Even	Qualified Revenue per Attendee ²	Qualified Revenue	Qualified Revenue minus State General Fund Distributions to City of Phoenix	Cumulative Excess (Deficit) ³
Actual ⁴						\$36,774,228
2025	26,497,375	207,241	105.19	21,799,213	(4,698,162)	32,076,066
2026	26,997,100	207,241	108.34	22,453,190	(4,543,910)	27,532,156
2027	27,495,125	207,241	111.59	23,126,786	(4,368,339)	23,163,817
2028	27,998,700	207,241	114.94	23,820,589	(4,178,111)	18,985,706
2029	28,499,525	207,241	118.39	24,535,207	(3,964,318)	15,021,388
2030	28,999,575	207,241	121.94	25,271,263	(3,728,312)	11,293,076
2031	29,495,550	207,241	125.60	26,029,401	(3,466,149)	7,826,926
2032	29,999,150	207,241	129.37	26,810,283	(3,188,867)	4,638,059
2033	29,996,250	207,241	133.25	27,614,591	(2,381,659)	2,256,401
2034	29,995,775	207,241	137.25	28,443,029	(1,552,746)	703,655
2035	29,999,975	207,241	141.36	29,296,320	(703,655)	0
2036	29,995,825	206,009	145.60	29,995,825	0	0
2037	29,995,850	200,009	149.97	29,995,850	0	0
2038	29,996,750	194,189	154.47	29,996,750	0	0
2039	29,995,225	188,524	159.11	29,995,225	0	0
2040	29,997,975	183,050	163.88	29,997,975	0	0
2041	29,996,150	177,707	168.80	29,996,150	0	0
2042	29,996,175	172,531	173.86	29,996,175	0	0
2043	29,998,925	167,522	179.07	29,998,925	0	0

¹Beginning July 1.

²Estimated average revenue per attendee at qualified events. Past years are in 2024 dollars and future years are estimated using inflation rates of 3.0%.

³Cumulative 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.

⁴As of December 31, 2024.

Annual PCC Development Fund Distribution amounts will increase from \$26.5 million in 2025 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 207,241 in annual attendance for the years 2025 through 2035. From 2015 through 2024, the PCC generated approximately 230,301 in average net attendance to Qualified Events.

After accounting for cumulative excess funds available, the PCC will need to generate an average of 186,193 in annual attendance from 2036 through 2043 for Qualified Revenue to equal PCC Development Fund distributions.

Conclusion

HVS estimates that through the year 2024, Qualified Revenues exceed the amounts of PCC Development Fund distributions by \$36.3 million. In the last two years, the PCC has recovered from the COVID-19 pandemic crisis and exceeded pre-pandemic levels, which has positioned it to meet break-even projections. For the years 2025-2035, the PCC will need to attract attendance of approximately 207,241, which is below the average from 2015 to 2024, to generate 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 2024. 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	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
0 - 999	7	12	10	11	9	1	15	12	21	10
1000 - 1999	20	19	23	29	22	5	12	18	16	15
2000 - 2999	10	14	14	9	13	4	1	9	14	13
3000 - 3999	7	5	7	5	6	4	1	13	9	16
4000 - 4999	6	4	6	6	7	1	0	1	5	6
5000 - 5999	5	2	2	6	0	0	0	2	3	4
6000 - 6999	0	6	0	3	1	2	2	2	3	3
7000 - 7999	4	1	0	3	0	0	0	1	1	1
8000 - 8999	0	1	1	1	3	1	1	2	1	0
9000 - 9999	0	0	1	0	3	0	1	0	1	0
10000+	5	3	3	4	4	1	1	5	6	10
Super Bowl	1	0	0	0	0	0	0	0	1	0
Total	65	67	67	77	68	19	34	65	81	78

Source: Visit Phoenix

FIGURE 2-3
TOTAL ATTENDANCE AT QUALIFIED EVENTS

Attendance Range	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
0 - 999	4,350	8,030	5,541	6,955	6,488	700	7,243	7,612	13,538	6,796
1000 - 1999	28,100	25,793	33,052	41,899	31,616	7,000	17,682	26,782	22,342	22,340
2000 - 2999	22,800	32,293	32,478	19,710	32,373	9,600	2,327	21,130	33,738	28,800
3000 - 3999	23,200	19,170	23,918	17,295	21,478	12,500	3,029	44,653	29,189	50,800
4000 - 4999	26,128	17,210	25,857	25,620	30,451	4,200	0	4,000	21,306	24,400
5000 - 5999	25,700	10,608	11,144	30,756	0	0	0	11,040	16,151	20,500
6000 - 6999	0	37,000	0	19,585	6,000	12,000	12,141	12,173	18,846	18,500
7000 - 7999	30,000	7,100	0	21,000	0	0	0	7,000	7,000	7,000
8000 - 8999	0	8,752	8,000	8,500	26,095	8,122	8,500	16,000	8,000	0
9000 - 9999	0	0	9,318	0	27,500	0	9,000	0	9,904	0
10000+	68,000	44,550	90,262	104,153	134,770	17,800	12,695	110,919	120,974	206,714
Super Bowl	20,000	0	0	0	0	0	0	0	102,598	0
Total	248,278	210,506	239,570	295,473	316,771	71,922	72,617	261,309	403,586	385,850

Source: Visit Phoenix

Activity at the PCC in 2024 reflects a decrease from 2023, which had the highest attendance of this period, with a 3.7% decrease in events and a 4.4% decrease in attendance.

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.

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%
	Average	4.0	92%

*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 2015 through 2024.

FIGURE 2-5
ESTIMATED PHOENIX CONVENTION CENTER TOTAL ROOM NIGHTS

Attendance Range	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
0 - 999	15,036	27,756	19,153	26,528	21,076	2,274	23,528	24,727	40,095	14,848
1000 - 1999	97,129	89,155	114,246	147,425	102,702	22,739	57,439	86,999	68,535	48,810
2000 - 2999	78,809	111,622	112,262	87,025	105,161	31,185	7,559	68,639	102,656	62,924
3000 - 3999	80,192	66,262	82,674	60,930	69,770	40,605	9,839	145,052	84,302	110,991
4000 - 4999	90,313	59,487	89,376	88,683	98,918	13,643	0	12,994	69,211	53,311
5000 - 5999	88,833	36,667	38,520	97,388	0	0	0	35,863	52,465	44,790
6000 - 6999	0	127,892	0	84,181	19,491	38,981	39,439	39,543	61,220	40,420
7000 - 7999	103,696	24,541	0	72,444	0	0	0	22,739	22,739	15,294
8000 - 8999	0	30,252	27,652	36,653	84,768	26,384	27,612	51,975	25,987	0
9000 - 9999	0	0	32,208	0	89,332	0	29,236	0	32,172	0
10000+	119,000	73,513	157,959	83,376	115,665	15,277	10,895	95,195	103,825	177,410
Super Bowl	48,000	0	0	0	0	0	0	0	129,584	0
Total*	721,007	647,146	674,048	784,634	706,882	191,088	205,548	583,726	792,791	568,798

*May not sum to totals due to rounding.

Source: Visit Phoenix and HVS

Qualified Events without Expansion

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

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

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

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 2024, 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 2015 through 2024, 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
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%
2024	78	-3.7%	385,850	-4.4%

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	2015	2016	2017	2018	2019	2020	2021*	2022	2023	2024
Events										
0 - 999	4	4	4	4	4	1	2	4	4	4
1000 - 1999	7	7	7	7	7	1	4	7	7	7
2000 - 2999	3	3	3	3	3	1	2	3	3	3
3000 - 3999	3	3	3	3	3	1	2	3	3	3
4000 - 4999	1	1	1	1	1	0	0	1	1	1
5000 - 5999	1	1	1	1	1	0	1	1	1	1
Total*	19	19	19	19	19	4	10	19	19	19
Average Attendance										
0 - 999	548	548	548	548	548	400	300	548	548	548
1000 - 1999	821	821	821	821	821	900	500	821	821	821
2000 - 2999	1,314	1,314	1,314	1,314	1,314	1,400	800	1,314	1,314	1,314
3000 - 3999	1,971	1,971	1,971	1,971	1,971	2,000	1,200	1,971	1,971	1,971
4000 - 4999	3,286	3,286	3,286	3,286	3,286	2,700	1,700	3,286	3,286	3,286
5000 - 5999	3,286	3,286	3,286	3,286	3,286	3,200	1,900	3,286	3,286	3,286
Total Attendance (rounded to the nearest 1,000)										
0 - 999	2,000	2,000	2,000	2,000	2,000	0	500	2,000	2,000	2,000
1000 - 1999	6,000	6,000	6,000	6,000	6,000	1,000	2,200	6,000	6,000	6,000
2000 - 2999	4,000	4,000	4,000	4,000	4,000	1,000	1,400	4,000	4,000	4,000
3000 - 3999	6,000	6,000	6,000	6,000	6,000	1,000	2,000	6,000	6,000	6,000
4000 - 4999	2,000	2,000	2,000	2,000	2,000	0	600	2,000	2,000	2,000
5000 - 5999	4,000	4,000	4,000	4,000	4,000	1,000	1,300	4,000	4,000	4,000
Total*	24,000	24,000	24,000	24,000	24,000	4,000	8,000	24,000	24,000	24,000

*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	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
0 - 999	6,000	6,000	6,000	6,000	6,000	1,000	1,200	6,000	6,000	6,000
1000 - 1999	24,000	24,000	24,000	24,000	24,000	5,000	5,000	24,000	24,000	24,000
2000 - 2999	16,000	16,000	16,000	16,000	16,000	3,000	3,300	16,000	16,000	16,000
3000 - 3999	26,000	26,000	26,000	26,000	26,000	5,000	5,400	26,000	26,000	26,000
4000 - 4999	7,000	7,000	7,000	7,000	7,000	1,000	1,400	7,000	7,000	7,000
5000 - 5999	17,000	17,000	17,000	17,000	17,000	3,000	3,500	17,000	17,000	17,000
Total	96,000	96,000	96,000	96,000	96,000	18,000	19,800	96,000	96,000	96,000

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

FIGURE 2-10
PROJECTED DIFFERENCE IN DEMAND

Year	No Expansion	Actual	Change
Qualified Events			
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
2024	19	78	59
Total*	165	621	456
Attendance			
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
2024	24,000	386,000	362,000
Total*	204,000	2,507,000	2,305,000
Occupied Room Nights			
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
2024	96,000	569,000	473,000
Total*	805,800	5,877,000	5,070,000

*May not sum to totals due to rounding.

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

FIGURE 2-11
NUMBER OF QUALIFIED EVENTS

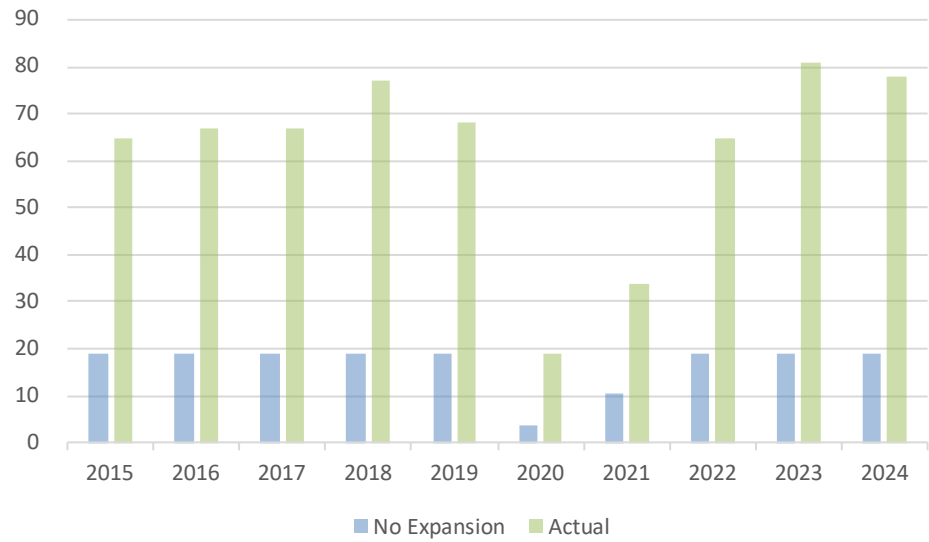
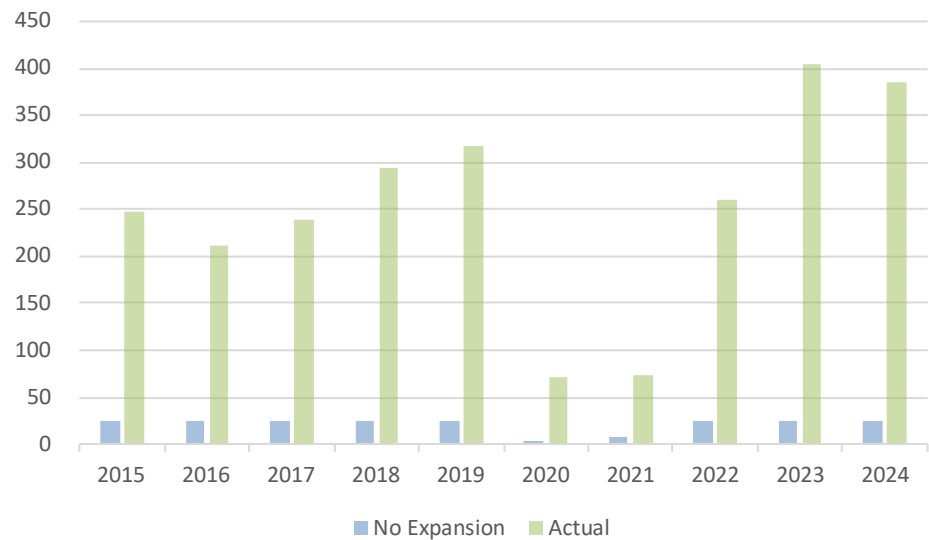


FIGURE 2-12
ATTENDANCE AT QUALIFIED EVENTS (THOUSANDS)



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

3. Spending Estimates

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 four sources of new direct spending impact:

- **Overnight Guests:** Delegates to Qualified Events who require overnight lodging, including convention delegates, meeting attendees, and attendees at other Qualified Events. Overnight delegate spending includes the spending on hotel catering by exhibitors and event organizers, along with the personal spending of individual guests.
- **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.

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 rate (“ADR”) among hotels near the Convention Center in downtown Phoenix over ten years.

FIGURE 3-1
HOTEL AVERAGE DAILY ROOM RATES

Year	ADR
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
2024	210.32

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. 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 2015 through 2024.

FIGURE 3-2
OVERNIGHT VISITOR DAILY SPENDING

Spending Category	2015	2016	2017*	2018	2019**	2020	2021	2022	2023	2024
Hotel	\$203	\$210	\$243	\$250	\$155	\$177	\$123	\$164	\$184	\$188
Food & Beverage	66	57	28	32	49	49	52	55	58	59
Retail	30	30	15	18	20	20	21	23	24	24
Recreation	42	42	13	15	11	11	11	12	13	13
Transportation	19	20	13	15	20	21	22	23	24	25
Advertising	-	-	-	-	-	-	-	-	-	-
Total	\$360	\$360	\$311	\$331	\$255	\$278	\$229	\$277	\$302	\$310

*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	2015	2016	2017*	2018	2019**	2020	2021	2022	2023	2024
Hotel	-	-	-	-	-	-	-	-	-	-
Food & Beverage	\$66	\$57	\$28	\$28	\$73	\$74	\$77	\$83	\$86	\$89
Retail	29	30	15	15	70	71	75	80	83	86
Recreation	40	41	13	13	26	26	27	29	30	31
Transportation	4	4	13	13	16	17	17	19	19	20
Advertising	-	-	-	-	-	-	-	-	-	-
Total	\$139	\$131	\$68	\$70	\$186	\$188	\$196	\$211	\$219	\$226

*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	2024
Hotel	\$200	\$229	\$159	\$211	\$237	\$243
Food & Beverage	67	68	50	77	80	82
Retail	17	17	18	19	20	20
Recreation	11	11	11	12	13	13
Transportation	20	21	22	23	24	25
Total	\$316	\$345	\$260	\$342	\$373	\$383

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	2024
Hotel	\$152	\$173	\$121	\$160	\$180	\$184
Food & Beverage	47	48	50	54	56	58
Retail	41	42	43	47	49	50
Recreation	14	14	15	16	17	17
Transportation	13	13	13	14	15	15
Total	\$267	\$290	\$243	\$291	\$316	\$324

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	2024
Advertising and Promotion	\$4.66	\$4.72	\$4.93	\$5.30	\$5.51	\$5.66
Equipment Rental	2.07	2.09	2.19	2.35	2.44	2.51
Space Rental	1.96	1.98	2.07	2.23	2.32	2.38
Other	2.77	2.80	2.93	3.14	3.27	3.36
Total	\$11.46	\$11.60	\$12.12	\$13.02	\$13.53	\$13.92

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 2015 through 2024.

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

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Food & Beverage	\$19,258	\$23,669	\$16,408	\$18,171	\$21,732	\$4,750	\$4,826	\$21,649	\$21,979	\$26,100
Facility Rental	3,298	2,969	3,249	3,115	3,654	1,246	1,427	4,386	3,697	4,080
Utilities	4,365	4,712	3,670	4,425	1,944	627	697	2,032	2,565	2,696
Audio Visual	2,259	2,220	1,766	2,404	2,654	647	1,402	3,736	4,310	4,642
Services	1,617	993	1,039	1,069	1,339	326	459	4,321	5,377	6,436
Equipment	73	78	82	66	81	33	32	99	118	70
Ticket Tax/Fees	20	22	17	73	41	16	0	45	23	135
Parking	211	47	44	51	67	16	1	40	98	16
Total *	\$31,102	\$34,710	\$26,275	\$29,373	\$31,511	\$7,661	\$8,844	\$36,307	\$38,168	\$44,173

*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)

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Food & Beverage	\$1,844	\$2,673	\$1,628	\$1,462	\$1,631	\$310	\$868	\$1,970	\$1,295	\$1,608
Facility Rental	316	335	322	251	274	81	257	399	218	251
Utilities	418	532	364	356	146	41	125	185	151	166
Audio Visual	216	251	175	193	199	42	252	340	254	286
Services	155	112	103	86	101	21	83	393	317	397
Equipment	7	9	8	5	6	2	6	9	7	4
Ticket Tax/Fees	2	2	2	6	3	1	0	4	1	8
Parking	20	5	4	4	5	1	0	4	6	1
Total *	\$2,978	\$3,920	\$2,607	\$2,363	\$2,365	\$500	\$1,591	\$3,303	\$2,248	\$2,722

*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)

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Food & Beverage	\$17,414	\$20,996	\$14,780	\$16,709	\$20,101	\$4,440	\$3,958	\$19,679	\$20,684	\$24,492
Facility Rental	2,982	2,634	2,926	2,864	3,380	1,165	1,170	3,987	3,479	3,829
Utilities	3,947	4,180	3,306	4,069	1,798	586	572	1,847	2,414	2,530
Audio Visual	2,043	1,969	1,591	2,211	2,455	605	1,150	3,396	4,056	4,356
Services	1,462	881	936	983	1,239	305	376	3,928	5,061	6,039
Equipment	66	69	73	60	75	31	26	90	111	65
Ticket Tax/Fees	18	20	16	67	38	15	0	41	21	126
Parking	191	42	39	47	62	15	1	36	93	15
Total *	\$28,124	\$30,790	\$23,667	\$27,010	\$29,146	\$7,162	\$7,253	\$33,004	\$35,920	\$41,452

*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 2024.

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 2024. 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	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Total Event Attendance per Attendance Range										
0 - 999	3,000	6,000	4,000	5,000	5,000	400	7,000	6,000	12,000	5,000
1000 - 1999	22,000	19,000	27,000	35,000	25,000	6,000	16,000	20,000	16,000	16,000
2000 - 2999	19,000	28,000	28,000	16,000	28,000	9,000	1,000	17,000	30,000	25,000
3000 - 3999	17,000	13,000	18,000	11,000	15,000	11,000	1,000	39,000	23,000	45,000
4000 - 4999	24,000	16,000	24,000	24,000	29,000	4,000	0	2,000	20,000	23,000
5000 - 5999	22,000	7,000	7,000	27,000	0	0	0	7,000	12,000	17,000
6000 - 6999	0	37,000	0	20,000	6,000	12,000	12,000	12,000	19,000	19,000
7000 - 7999	30,000	7,000	0	21,000	0	0	0	7,000	7,000	7,000
8000 - 8999	0	9,000	8,000	9,000	26,000	8,000	9,000	16,000	8,000	0
9000 - 9999	0	0	9,000	0	28,000	0	9,000	0	10,000	0
10000+	68,000	45,000	90,000	104,000	135,000	18,000	13,000	111,000	121,000	207,000
Super Bowl	20,000	0	0	0	0	0	0	0	103,000	0
Average Event Length (number of days)										
0 - 999	5.0	4.0	4.1	4.3	3.0	3.0	2.7	2.5	2.5	1.5
1000 - 1999	4.5	3.9	4.7	4.1	4.0	3.6	3.5	3.3	2.7	3.8
2000 - 2999	4.3	4.3	4.6	5.1	4.7	3.8	2.0	3.1	2.9	3.6
3000 - 3999	5.4	3.6	5.0	4.0	5.0	6.0	4.0	3.5	3.0	4.4
4000 - 4999	3.8	5.5	4.0	4.0	4.4	1.0		4.0	2.2	4.3
5000 - 5999	4.0	3.0	6.5	3.7				2.5	2.7	4.5
6000 - 6999		4.3		5.0	4.0	4.5	5.5	4.5	2.3	4.0
7000 - 7999	4.8	3.0		4.0				3.0	3.0	5.0
8000 - 8999		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+	4.0	5.3	8.3	5.8	5.0	3.0	5.0	3.0	5.2	4.7
Super Bowl	3.0								4.0	

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	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Attendee Days										
0 - 999	13,000	21,000	14,000	24,000	20,000	1,000	27,000	24,000	47,000	20,000
1000 - 1999	97,000	72,000	102,000	143,000	102,000	22,000	64,000	82,000	63,000	65,000
2000 - 2999	83,000	110,000	107,000	83,000	115,000	35,000	5,000	67,000	117,000	99,000
3000 - 3999	101,000	57,000	73,000	41,000	61,000	46,000	6,000	151,000	89,000	179,000
4000 - 4999	93,000	64,000	96,000	95,000	116,000	15,000	-2,000	9,000	76,000	92,000
5000 - 5999	87,000	29,000	32,000	94,000	-17,000	-4,000	-4,000	26,000	47,000	66,000
6000 - 6999	0	139,000	0	98,000	24,000	48,000	50,000	49,000	74,000	74,000
7000 - 7999	143,000	50,000	0	84,000	0	0	0	28,000	28,000	28,000
8000 - 8999	0	29,000	28,000	43,000	106,000	33,000	34,000	66,000	32,000	0
9000 - 9999	0	0	36,000	0	113,000	0	37,000	0	39,000	0
10000+	248,000	207,000	426,000	376,000	557,000	64,000	56,000	387,000	522,000	833,000
Super Bowl	60,000	0	0	0	0	0	0	0	377,000	0
Total	925,000	778,000	914,000	1,081,000	1,197,000	260,000	273,000	889,000	1,511,000	1,456,000

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 2020 to 2024.

FIGURE 3-12
GROSS DIRECT SPENDING

Year	Spending Parameter	x # Attendee Days	= Total Spending*
Overnight Visitor Spending			
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
2024	\$306.90	902,000	\$276,855,000
Day-trip Visitor Spending			
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
2024	\$225.62	360,000	\$81,169,000
Exhibitor Visitor Spending			
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
2024	\$382.91	119,000	\$45,613,000
Organizer Visitor Spending			
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
2024	\$324.24	62,000	\$19,948,000
Exhibiting Company and Organizer Spending			
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
2024	\$13.92	1,456,000	\$20,264,000
Annual Venue Spending at Qualified Events			
	2020	7,162,000	
	2021	7,253,000	
	2022	33,004,000	
	2023	35,920,000	
	2024	41,452,000	

*May not sum to totals due to rounding.

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 (2024)*

Type of Spending	(\$ 000's)
Hotel	\$198,821
Food & Beverage	98,677
Retail	60,728
Catering & Concessions	24,492
Recreation	25,756
Car Rental	22,325
Transportation (Taxi/Uber/Other)	22,170
Convention Center	20,362
Advertising	8,246
Equipment Rental	3,723
Total	\$485,300
*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*
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
2024	\$445.3	\$191.8	\$203.7	\$840.8

*May not sum to totals due to rounding.

From 2023 to 2024, total spending decreased by 19% due to a slight decrease in events and attendance when compared to the 2023 peak that included the Super Bowl. 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 2024. 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 2025, submitted November 2025.

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
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%
2024	\$4.74	\$2.93	\$498.9	0.59%

*Numbers reflected updated income tax revenue reported in the Arizona Department of Revenue Annual Report FY 2025, submitted November 2025.

**The BEA regularly revises estimates of personal income. These numbers, which have been updated from previous reports, reflect the revised statistics from October 2025.

In FY 2024, individual income tax revenue was approximately 62% of all income taxes, which includes individual income tax and corporate income tax.

Corporate Income Tax

The Arizona Department of Revenue Fiscal Year 2024 Annual Report stated that in FY 2024, Corporate Income Tax was approximately 29% of Total Income Taxes per year. HVS calculated 2024 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 2024 Annual Report stated that from FY 2019 through FY 2024, taxes on alcohol, tobacco, and cigarette sales averaged approximately 0.87% 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 2015 to 2024.

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

Year	Sales & Use	Personal Income	Corporate Income	Luxury	Total*
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	\$2,283	\$240	\$274	\$24,581
2020	\$5,365	\$507	\$48	\$65	\$5,985
2021	\$4,977	\$564	\$53	\$57	\$5,650
2022	\$18,711	\$2,348	\$244	\$202	\$21,504
2023	\$38,475	\$2,564	\$879	\$385	\$42,303
2024	\$31,059	\$1,418	\$541	\$291	\$33,309

*May not sum to totals due to rounding.

Source: HVS, IMPLAN

Four tax sources generated \$33.3 million in 2024.

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 2024)

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
2024	25,998,700
Total	\$296,379,200

*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 2024 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
Annual Qualified Revenue	
2009	\$17,347,000
2010	14,681,000
2011	15,422,000
2012	13,620,000
2013	9,120,000
2014	14,996,000
2015	24,515,000
2016	20,647,000
2017	18,985,000
2018	23,543,000
2019	24,581,000
2020	5,985,000
2021	5,650,000
2022	21,504,000
2023	42,303,000
2024	33,309,000
Total Qualified Revenue	\$306,208,000
Construction Impacts	26,445,000
Sub-total	\$332,653,000
Less PCC Development Fund Distributions 2009-2024	(296,379,200)
Qualified Revenue Less Distributions	\$36,273,800

Sources: AECOM, State of Arizona, and HVS

HVS estimates that the State of Arizona General Fund has a net positive impact of approximately \$36.3 million from the PCC expansion. This total comprises Qualified Revenue less PCC Development Fund distributions from 2009 to 2024 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 2009-2024

Event Name	Start Date	End Date	Attendance	Room Nights
EPIC School of Evidence Photography & Imaging	1/9/2009	1/14/2009	500	86
Imaging USA - Annual Conv & Expo	1/11/2009	1/13/2009	7,700	4,631
Annual Meeting	1/11/2009	1/15/2009	3,706	6,664
P. F. Chang's Rock "N" Roll Marathon & 1/2 Marathon	1/16/2009	1/17/2009	28,690	16,720
Leadership Conference	1/18/2009	1/28/2009	7,800	8,243
Cattle Industry Annual Convention & Trade Show	1/29/2009	1/31/2009	5,355	7,990
Electric Utilities Environmental Conference	2/2/2009	2/4/2009	1,700	3,147
West Coast Retail Solutions Expo	2/3/2009	2/5/2009	807	1,270
Annual All Star Weekend	2/12/2009	2/16/2009	25,000	18,984
Annual Convention	2/22/2009	2/25/2009	5,529	8,603
Sporting Goods Show	2/26/2009	2/28/2009	1,305	2,059
Waste Management Symposium	3/2/2009	3/5/2009	2,100	3,354
Annual Cancer Symposium	3/2/2009	3/8/2009	1,627	2,807
Utility Construction Expo	3/4/2009	3/6/2009	1,500	984
Annual Conference and Exhibitions	3/8/2009	3/11/2009	2,200	3,396
Western Regional Dental Convention	3/11/2009	3/14/2009	5,500	878
Annual Session & Exposition	3/15/2009	3/18/2009	1,800	3,452
Annual Conference	3/18/2009	3/22/2009	760	1,889
ICBA National Convention & Techworld	3/19/2009	3/21/2009	3,500	5,589
Technical Conference & Exhibit	3/20/2009	3/26/2009	650	782
The Pulse On Tour	3/21/2009	3/22/2009	2,000	209
The Big Deal	3/24/2009	3/26/2009	415	319
AAHA Yearly Conference	3/27/2009	3/29/2009	3,583	4,939
The Vision Show	3/28/2009	4/4/2009	2,000	237
North American Steel Construction Conference	3/31/2009	4/4/2009	3,217	4,105
Annual Convention	4/3/2009	4/7/2009	2,200	4,219
Annual Conference	4/6/2009	4/11/2009	4,500	4,267
2009 Indian Gaming Trade Show & Convention	4/15/2009	4/16/2009	4,100	3,973
Annual Spring National Meeting	4/16/2009	4/19/2009	3,600	2,562
PRSM Annual Conference	4/19/2009	4/21/2009	2,000	2,492
IPEG 2009 Annual Meeting	4/21/2009	4/25/2009	350	815
Annual Scientific Session	4/22/2009	4/25/2009	2,500	4,929
Dance Workshop	4/25/2009	4/26/2009	400	64
DoD CE Meeting	4/28/2009	5/1/2009	900	2,581
NAA Green Conference	4/28/2009	4/29/2009	750	10
Annual Retail Conference & Expo	4/30/2009	5/5/2009	900	1,582
NeighborWorks Training Institute	5/4/2009	5/8/2009	1,500	6,402
NRA Annual Meetings and Exhibits	5/15/2009	5/20/2009	64,324	8,330
Annual Convention	5/22/2009	5/25/2009	4,400	6,562
Commercial Construction Show	6/2/2009	6/4/2009	750	437
National Conference	6/10/2009	6/12/2009	3,500	5,663
Annual Conference	6/16/2009	6/19/2009	2,200	4,274
National Reading Meeting	6/23/2009	6/26/2009	1,595	3,448
Volleyball Festival	6/26/2009	7/3/2009	12,100	15,533
Annual Convention	7/11/2009	7/15/2009	400	1,486
GSA SmartPay Conference	7/28/2009	7/30/2009	5,000	10,579
ASI Convention	8/5/2009	8/8/2009	3,000	3,377
Pfaff Conference	8/11/2009	8/13/2009	525	1,335

Gold Canyon Convention	8/12/2009	8/14/2009	600	859
VFW & Ladies Auxiliary Annual National Convention	8/15/2009	8/20/2009	13,000	10,583
National Neonatal Nurses Meeting/Mother Baby Conference	9/13/2009	9/16/2009	1,500	1,671
Project Conference	9/15/2009	9/17/2009	1,500	2,559
Building Component Manufacturers Conference	9/29/2009	10/2/2009	584	1,054
Computing/DI Leadership Conference	9/30/2009	10/4/2009	1,500	3,882
Save The Dream Tour	10/2/2009	10/5/2009	1,260	1,218
Annual Congress	10/5/2009	10/8/2009	607	1,708
SAP TechEd	10/12/2009	10/16/2009	3,800	8,525
Annual Session	10/21/2009	10/25/2009	900	1,020
North American Convention	10/22/2009	10/24/2009	2,585	3,597
International Open	10/22/2009	10/25/2009	1,000	145
Dept of Defense Maintenance Sym & Exhib	10/26/2009	10/29/2009	1,300	3,016
MidYear Conference	10/28/2009	10/31/2009	1,500	758
Annual Biomedical Research Conference for Minority Students	11/4/2009	11/7/2009	2,800	5,126
Annual Conference & Expo	11/11/2009	11/13/2009	27,300	12,539
Annual Convention & Exhibition	11/14/2009	11/17/2009	700	1,005
School Equipment Show	11/18/2009	11/20/2009	2,500	2,542
Area Conference	12/3/2009	12/5/2009	1,700	2,003
Quarterly College Event	12/14/2009	12/19/2009	2,400	987
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
DoDIIS Worldwide Conference	5/23/2010	5/27/2010	2,033	6,258
Annual Meeting	5/25/2010	5/27/2010	2,181	2,619
Phoenix Comicon	5/27/2010	5/30/2010	13,988	782
Annual Meeting and USA Open Volleyball Championship Event (Adult)	5/29/2010	6/5/2010	5,733	7,570
Annual Meeting	6/1/2010	6/5/2010	400	707
Annual Conference	6/12/2010	6/16/2010	3,100	6,309
Collection Systems Conference	6/14/2010	6/16/2010	392	649
DEVASTATION	6/18/2010	6/20/2010	800	107
Annual National Conference	6/23/2010	6/27/2010	4,000	10,273
Volleyball Festival	6/28/2010	7/3/2010	15,000	17,176
FedFleet - Nat'l. Motor Vehicle & Aviation Exposition & Workshops	7/10/2010	7/15/2010	1,610	4,653
International Convention	7/18/2010	7/24/2010	3,050	4,757
National Convention	8/4/2010	8/8/2010	800	1,437
Gold Canyon Convention	8/5/2010	8/7/2010	725	943
Force Health Protection Conference	8/8/2010	8/13/2010	2,334	6,717
Fall Summit	9/18/2010	9/21/2010	1,592	3,448
Gas Machinery Conference	10/4/2010	10/6/2010	700	2,464
Magnet Conference	10/13/2010	10/15/2010	6,402	12,204
Annual Management Conference & Exhibition	10/14/2010	10/19/2010	2,300	4,453
T & L Conference	10/19/2010	10/22/2010	1,472	2,398
National Convention & Electric EXPO	10/26/2010	10/29/2010	1,300	1,370
Annual National Conference	10/28/2010	10/30/2010	1,800	2,638
Annual Meeting	11/1/2010	11/4/2010	3,842	7,841
Annual Convention and Trade Show	11/7/2010	11/9/2010	4,215	4,895
ACAAI Annual Meeting	11/11/2010	11/17/2010	4,000	5,687
School Equipment Show	11/17/2010	11/19/2010	1,200	1,627
Irrigation Show	12/5/2010	12/7/2010	4,795	3,630
National Judges Cup	1/8/2011	1/9/2011	1,000	640
P. F. Chang's Rock "N" Roll Marathon & 1/2 Marathon	1/14/2011	1/15/2011	18,960	17,260
Annual Meeting	1/22/2011	1/24/2011	800	1,456
Special Event	1/26/2011	1/29/2011	9,000	3,513
Electric Utilities Environmental Conference	1/31/2011	2/2/2011	3,000	1,829
Sporting Goods Show	2/3/2011	2/5/2011	1,367	2,097
National Biodiesel Board Conference	2/5/2011	2/9/2011	1,040	2,033
CCG National Sales Meeting	2/9/2011	2/11/2011	1,400	3,447
Annual Convention & Traffic Exposition	2/15/2011	2/17/2011	2,700	3,523
Annual Dialysis Conference	2/19/2011	2/22/2011	1,600	3,835
PLC Summit	2/22/2011	2/25/2011	2,379	2,219
American Policy Summit	2/25/2011	2/27/2011	2,634	698
Waste Management Symposium	2/27/2011	3/3/2011	2,400	4,270
Western Regional Dental Convention	3/3/2011	3/5/2011	4,519	759
BAI Payments Connect Conference & Expo	3/7/2011	3/9/2011	1,000	1,323
State Conference	3/8/2011	3/10/2011	2,140	368
IEEE PES Power Systems Conference & Exhibition (PSCE)	3/20/2011	3/23/2011	1,000	1,136

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

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

Flex Conference	1/29/2013	2/1/2013	565	734
National Distributor Conference	2/6/2013	2/7/2013	1,650	3,445
Clinical Nutrition Week	2/10/2013	2/13/2013	2,011	4,744
Sporting Goods Show	2/14/2013	2/16/2013	1,704	2,162
PLC Summit	2/19/2013	2/22/2013	2,150	1,736
Waste Management Symposium	2/25/2013	2/28/2013	3,000	4,237
State Conference	3/4/2013	3/5/2013	2,000	636
Dealer Sales Meeting	3/4/2013	3/7/2013	1,200	2,845
Western Regional Dental Convention	3/7/2013	3/9/2013	4,328	698
BAI Payments Connect Conference & Expo	3/10/2013	3/13/2013	1,200	1,396
AAHA Yearly Conference	3/14/2013	3/17/2013	3,691	4,462
Unipro Purchasing Conference	3/17/2013	3/20/2013	1,748	2,959
Annual Clinical Genetics Meeting	3/20/2013	3/23/2013	2,334	4,176
2013 Annual Convention	3/25/2013	3/27/2013	6,000	5,061
SkillsUSA Championships	3/26/2013	3/27/2013	2,300	445
Distributor Conference	4/23/2013	4/23/2013	0	1,233
Annual Convention	4/27/2013	5/1/2013	2,705	3,332
Standards and Assessment Institute	4/30/2013	5/2/2013	1,075	1,048
Annual Scientific & Clinical Congress	5/2/2013	5/4/2013	2,630	4,659
INTEL International Science and Engineering Fair (ISEF)	5/12/2013	5/17/2013	5,254	12,178
Annual Forum and Technology Display	5/21/2013	5/23/2013	1,000	1,380
Phoenix Comicon	5/23/2013	5/26/2013	3,600	3,679
Walden University Meeting	5/27/2013	6/3/2013	700	1,339
National Baptist Congress	6/11/2013	6/14/2013	4,500	1,845
Volleyball Festival	6/24/2013	6/28/2013	13,500	10,254
Mennonite Churchwide Convention (Biennial)	7/1/2013	7/5/2013	4,800	8,729
Annual Convention	7/18/2013	7/20/2013	500	1,096
Baha'i Youth Conference	7/19/2013	7/22/2013	800	525
Gold Canyon Convention	8/1/2013	8/3/2013	900	866
Annual Imperial Session	8/16/2013	8/23/2013	3,500	10,525
NIDA-FDA Path Training	9/4/2013	9/15/2013	500	6,566
Green Fleet Conference	10/1/2013	10/2/2013	655	720
Annual Convention	10/6/2013	10/9/2013	3,473	7,333
2013 Fall Convention	10/19/2013	10/22/2013	1,850	2,742
Annual Convention and Exposition	10/22/2013	10/25/2013	2,958	4,564
Leadership Conference	10/29/2013	10/30/2013	700	271
Annual Convention & Exposition	11/7/2013	11/9/2013	951	1,609
Annual Meeting	11/14/2013	11/17/2013	3,022	4,798
Merck Animal Health National Sales Meeting	1/6/2014	1/9/2014	1,000	1,486
Imaging USA - Annual Conv & Expo	1/12/2014	1/14/2014	8,100	4,329
P. F. Chang's Rock "N" Roll Marathon & 1/2 Marathon	1/17/2014	1/18/2014	19,500	1,640
Winter Global Convention	1/19/2014	1/24/2014	2,600	5,362
Comic Con	1/24/2014	1/26/2014	3,800	3,290
National Sales Conference	1/27/2014	2/1/2014	3,100	4,142
Electric Utilities Environmental Conference	2/3/2014	2/5/2014	1,630	1,615
Flex Conference	2/4/2014	2/6/2014	618	669
AQS Quilt Show & Contest	2/5/2014	2/8/2014	12,245	924
NDNQI Annual Conference	2/5/2014	2/7/2014	1,100	1,624
Sales Meeting	2/6/2014	2/8/2014	194	205
Sporting Goods Show	2/6/2014	2/8/2014	1,667	2,334

National Convention	2/15/2014	2/19/2014	8,000	13,473
PLC Summit	2/25/2014	2/28/2014	1,700	1,750
Waste Management Symposium	3/3/2014	3/6/2014	3,500	3,753
AAPM Annual Conference	3/6/2014	3/9/2014	1,325	1,498
ENA Leadership Conference	3/7/2014	3/9/2014	2,000	2,743
Annual Cancer Symposium	3/10/2014	3/15/2014	1,700	2,300
International Leadership Retreat	3/10/2014	3/14/2014	2,500	591
The Travel Goods Show	3/11/2014	3/13/2014	3,500	2,624
CGA Excavation Safety Conference & Expo	3/11/2014	3/13/2014	1,100	1,904
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
2015 Annual Conference & Exposition	3/23/2015	3/26/2015	1,400	2,599
2015 UniPro Purchasing Conference	3/23/2015	3/28/2015	1,800	3,276
2015 Career Conference	3/26/2015	3/29/2015	2,000	121
Spring National Meeting	3/28/2015	3/31/2015	1,700	3,950
2015 ACSM Health & Fitness Summit & Exposition	3/30/2015	4/3/2015	1,200	1,542
InfusionCon 2015	3/31/2015	4/3/2015	5,500	2,533
Annual Convention	4/6/2015	4/11/2015	3,000	3,997
2015 Common Core Standards and Assessment Institute	4/13/2015	4/15/2015	400	696
AONE Annual Meeting	4/16/2015	4/19/2015	2,500	5,156
2015 Region 1 Gymnastics Meet	4/16/2015	4/19/2015	1,500	308
2015 Golden West Region 21	4/16/2015	4/18/2015	1,200	617
Eagle Eye Expo	4/19/2015	4/24/2015	450	230
2015 Blue National Summit	4/21/2015	4/24/2015	4,500	6,150
2015 National Conference	4/26/2015	4/29/2015	1,400	3,027
2015 Vision Source North America Meeting	4/30/2015	5/2/2015	4,500	5,681
ISM Annual Conference	5/2/2015	5/6/2015	3,500	3,900
2015 Annual Conference	5/7/2015	5/9/2015	950	1,626
2015 Team Summit	5/13/2015	5/15/2015	5,000	4,469
2015 IEEE Microwave Symposium	5/19/2015	5/24/2015	12,000	8,413
2015 Phoenix Comicon	5/25/2015	6/1/2015	3,800	5,326
2015 Convention	6/4/2015	6/7/2015	11,000	6,119
CGSM 49th Annual Orientation Program & Career Forum	6/8/2015	6/10/2015	1,500	2,621
2015 Cheer Camp Southwest	6/8/2015	6/19/2015	350	668
2015 Vemma Convention	6/10/2015	6/15/2015	7,500	2,939
2015 Annual U.S. DOE Small Forum and Expo	6/15/2015	6/18/2015	1,200	1,141
2015 Volleyball Festival	6/24/2015	6/29/2015	10,500	7,045
Delegate Assembly & Annual Conference	6/28/2015	7/1/2015	1,500	4,232
2015 Schools and Health Care Conference	7/10/2015	7/12/2015	1,500	2,283
2015 Annual Convention	7/15/2015	7/19/2015	3,000	2,686
2015 Gold Canyon Convention	7/22/2015	7/24/2015	2,000	832
2015 DOE FEMP Energy Training Workshop	8/11/2015	8/13/2015	2,500	4,251

2015 APWA International Public Works Congress & Exposition	8/28/2015	9/2/2015	7,500	7,607
2015 Annual Convention	9/16/2015	9/20/2015	3,400	1,267
2015 Annual Conference	9/18/2015	9/19/2015	500	207
North American Cystic Fibrosis Conference	10/7/2015	10/10/2015	4,000	9,488
228th ECS Fall Meeting	10/12/2015	10/15/2015	2,000	3,299
2015 IsaU Program	10/14/2015	10/18/2015	1,400	402
Annual Convention & Exhibition	10/21/2015	10/26/2015	800	1,020
2015 Global Convention	10/21/2015	10/24/2015	5,000	4,758
2015 Distribution Solutions Conference	10/27/2015	10/29/2015	1,200	1,950
AALAS National Meeting	11/3/2015	11/5/2015	4,800	7,811
2015 Annual Convention & Exhibition	11/9/2015	11/16/2015	2,500	3,636
2015 Annual Convention & Trade Show	11/9/2015	11/10/2015	5,000	4,925
2015 Worldwide Sales Conference - CONFIDENTIAL	11/13/2015	11/21/2015	1,000	1,949
2015 Annual Conference	11/15/2015	11/17/2015	900	2,663
2015 Annual National Conference & Career Fair	11/19/2015	11/21/2015	1,800	2,343
2015 DMC Convention	11/28/2015	12/6/2015	1,000	1,973
2015 ACN International Training	12/3/2015	12/4/2015	15,000	3,953
2015 DoD Maintenance Symposium & Exhibition	12/7/2015	12/11/2015	1,300	2,292
College Football Playoff 2016 Fan Festival	1/1/2016	1/10/2016	16,250	17,625
Novo Nordisk National Sales Managers Meeting (Pre POA)	1/5/2016	1/8/2016	490	1,966
Cox Automotive Sales Summit	1/11/2016	1/15/2016	2,000	6,366
Rock N Roll Marathon AZ Health & Fitness Expo	1/15/2016	1/16/2016	17,800	6,120
Harley-Davidson Inc. Retail Readiness Event (RRE)	1/16/2016	1/20/2016	2,200	3,601
Society of Thoracic Surgeons 2016 Annual Meeting	1/20/2016	1/27/2016	4,300	7,613
RJO Spring Buying Show 2016	1/30/2016	2/1/2016	1,227	1,513
2016 Solution Tree PLC Summit	2/2/2016	2/5/2016	2,337	2,574
Play It Again Sports 2016 Winter Conference and Tradeshow	2/2/2016	2/7/2016	500	1,010
2016 AZ Sunrays Classic Rock Invitational	2/4/2016	2/7/2016	4,200	560
Express Scripts Shoulder to Shoulder Meeting	2/7/2016	2/11/2016	800	1,782
American QuiltWeek 2016	2/10/2016	2/14/2016	8,752	594
AASA	2/11/2016	2/13/2016	5,500	10,984
30th AAAI Conference on Artificial Intelligence	2/12/2016	2/17/2016	1,250	1,137
ASCE 2016 SEI/GEO Combined Congress	2/15/2016	2/18/2016	2,000	2,748
Sports, Inc. Annual Meeting and Trade Show	2/18/2016	2/20/2016	1,800	2,164
2016 Society for Mining, Metallurgy and Exploration (SME) Annual Meeting & Exhibits	2/20/2016	2/24/2016	6,000	7,979
ICON 2016	3/1/2016	3/3/2016	6,000	5,253
WM Symposia 2016	3/6/2016	3/9/2016	3,500	5,914
2016 Mary Kay Career Conference	3/11/2016	3/12/2016	2,000	69
Indian Gaming 2016	3/14/2016	3/16/2016	6,000	7,369
2016 Juice Plus+ Leadership Conference	3/17/2016	3/19/2016	5,108	3,450
AACRAO 2016 Annual Meeting & Tradeshow	3/20/2016	3/23/2016	4,694	3,948
WBENC Summit & Salute 2016	3/24/2016	3/24/2016	1,500	2,503
2016 Materials Research Society Spring Meeting & Exhibit	3/28/2016	3/31/2016	6,500	8,989
American Planning Association (APA) National Planning Conference	4/1/2016	4/5/2016	6,000	10,705
2016 Solution Tree Standards and Assessment Institute	4/4/2016	4/6/2016	462	682
NCAA Leadership Forum	4/6/2016	4/10/2016	450	1,011
AzDA Western Regional Dental Convention	4/7/2016	4/9/2016	3,989	661
AudiologyNOW!	4/13/2016	4/15/2016	7,100	13,872
PAYMENTS 2016	4/18/2016	4/20/2016	2,000	4,391
Salvation Army National Advisory Organization Conference	4/19/2016	4/24/2016	2,500	5,725

2016 CS Week	4/25/2016	4/29/2016	2,147	4,373
Big O Tires 2016 Franchise Meeting and Vendor Tradeshow	4/26/2016	4/27/2016	683	1,321
Tyler Connect 2016	4/30/2016	5/4/2016	2,700	8,341
Regional Dance America/Pacific Festival 2016	5/2/2016	5/7/2016	800	1,017
CactusCon	5/6/2016	5/7/2016	650	
Intel International Science and Engineering Fair 2016	5/8/2016	5/13/2016	6,500	16,935
Sweet Adelines International Golden West Region 21 Convention	5/13/2016	5/14/2016	1,200	635
GE Centricity LIVE	5/15/2016	5/20/2016	1,500	5,617
IT Works Global	5/20/2016	5/21/2016	1,200	175
SAME 2016 Joint Engineer Training Conference & Expo (JETC)	5/25/2016	5/26/2016	2,500	5,297
PHOENIX COMICON 2016	6/2/2016	6/5/2016	3,800	5,974
HelmsBriscoe Annual Business Conference	6/7/2016	6/10/2016	1,800	3,800
American Public Power Association (APPA) 2016 National Conference	6/10/2016	6/14/2016	2,000	4,493
Volleyball Festival 2016	6/24/2016	6/27/2016	10,500	10,605
National Association of the Deaf Biennial National Conference	7/5/2016	7/9/2016	2,500	2,122
BASIS Educational Group LLC	7/13/2016	7/22/2016	1,043	1,434
21st CCLC 2016 Summer Institute	7/19/2016	7/22/2016	1,470	2,655
2016 Gold Canyon Palooza	7/28/2016	7/30/2016	650	707
North American Division of Seventh-Day Adventists	8/3/2016	8/6/2016	2,500	2,995
First Things First Early Childhood Summit 2016	8/22/2016	8/23/2016	1,000	701
Fiserv Forum	9/12/2016	9/15/2016	1,598	4,618
American Public Human Services Association (ISM) 2016	9/19/2016	9/21/2016	1,185	1,677
2016 SNAAZ Annual Conference **CONFIDENTIAL**	9/22/2016	9/24/2016	745	205
Association of School Business Officials International Annual Meeting and Exhibits	9/23/2016	9/26/2016	1,405	2,932
IEEE International Conference on Image Processing	9/25/2016	9/28/2016	1,315	1,447
2016 Mahindra North America National Dealer Meeting	10/5/2016	10/8/2016	1,300	2,277
NCAI Annual Convention and Marketplace	10/9/2016	10/14/2016	1,500	2,093
World Millwork Alliance (WMA) 52nd Annual Convention & Tradeshow	10/10/2016	10/12/2016	900	1,627
Best Western International Inc. 2016 Annual North American Convention	10/16/2016	10/19/2016	3,895	5,296
National Council of Teachers of Mathematics (NCTM) 2016 Western Regional Conference	10/25/2016	10/28/2016	1,000	1,620
2016 ASPE Convention and Exposition	10/28/2016	11/2/2016	4,016	3,671
Taxicab, Limousine and Paratransit Association 2016 Annual Convention & Trade Show	10/29/2016	11/3/2016	900	1,350
2016 ASA, SSSA, CSSA International Annual Meeting	11/7/2016	11/9/2016	3,986	6,759
ASME 2016 International Mechanical Engineering Congress and Exposition (IMECE2016)	11/13/2016	11/17/2016	2,909	2,864
ACN International Training 2016-DO NOT POST THIS EVENT ANYWHERE-CONFIDENTIAL	12/1/2016	12/2/2016	1,500	5,210
98th AFBF Annual Meeting (2017)	1/8/2017	1/11/2017	5,500	9,411
2017 Annual Convention	1/11/2017	1/14/2017	1,029	2,111
Rock "N" Roll Marathon & 1/2 Marathon	1/11/2017	1/17/2017	17,800	3
2017 Creativation	1/19/2017	1/27/2017	5,644	5,766
2017 Winter Convention	1/21/2017	1/27/2017	2,500	6,661
2017 RSD National Sales Meeting	1/29/2017	2/1/2017	1,739	4,162
2017 Classic Rock Invitational	2/2/2017	2/5/2017	3,375	498
2017 National Parts & Service Managers and Shop Foreman Meetings	2/5/2017	2/7/2017	1,810	4,378
2017 Annual Convention and Traffic Exposition	2/12/2017	2/14/2017	2,700	4,168
2017 National Sales Meeting	2/13/2017	2/17/2017	1,312	1,510
2017 Sporting Goods Show	2/14/2017	2/18/2017	1,725	2,102
2017 AAHPM Annual Conference	2/20/2017	2/25/2017	3,658	5,205
2017 PLC Summit	2/21/2017	2/24/2017	2,315	1,831
Dscoop 2017 Dscoop12	2/28/2017	3/4/2017	2,346	5,150
WM Symposia 2017	3/5/2017	3/8/2017	2,137	3,653

2017 Sales Convention	3/13/2017	3/16/2017	4,000	5,187
2017 AMDA Long Term Care Medicine	3/16/2017	3/19/2017	1,450	3,742
2017 Annual Clinical Genetics Meeting	3/22/2017	3/25/2017	3,268	5,744
2017 NCAA Men's Final Four	3/23/2017	4/4/2017	61,962	26,865
2017 NABC Convention (with the NCAA Men's Final Four)	3/31/2017	4/2/2017	4,000	6,253
2017 Western Regional Dental Convention	4/6/2017	4/9/2017	2,032	667
2017 Career Conference	4/7/2017	4/8/2017	1,049	156
2017 Spring National Key Accounts Workshop	4/9/2017	4/13/2017	800	1,903
2017 NWFA Wood Flooring Expo	4/11/2017	4/15/2017	2,405	2,355
2017 Imperious Cannabis Business Expo AZ Convention	4/12/2017	4/13/2017	600	88
2017 Spring Meeting & Exhibit	4/18/2017	4/21/2017	4,700	7,352
2017 Golden West Region 21	4/19/2017	4/23/2017	600	665
2017 Annual Meeting	4/22/2017	4/26/2017	770	1,191
InfusionCon 2017	4/24/2017	4/28/2017	2,000	2,129
RailsConf 2017	4/25/2017	4/27/2017	1,250	1,410
2017 FFTA Forum and INFO FLEX	4/28/2017	5/3/2017	1,700	2,491
2017 National Festival	5/2/2017	5/6/2017	1,993	3,520
2017 Annual Conference & Exhibition	5/2/2017	5/5/2017	2,021	449
RFID Journal LIVE! 2017	5/9/2017	5/13/2017	2,550	2,699
CoNEXTions 2017 Annual Convention	5/10/2017	5/12/2017	1,350	1,959
2017 Phoenix Comicon	5/25/2017	5/28/2017	3,800	5,760
2017 Annual Conference	6/3/2017	6/7/2017	1,247	3,001
2017 Annual Meeting	6/11/2017	6/14/2017	9,318	8,902
2017 Annual Meeting	6/17/2017	6/20/2017	1,511	3,021
2017 Educators Rising National Conference	6/23/2017	6/26/2017	1,018	1,867
2017 Volleyball Festival	6/28/2017	7/2/2017	10,500	11,132
2017 Annual Conference	7/7/2017	7/10/2017	4,500	3,489
2017 Staff and Faculty Training	7/12/2017	7/21/2017	1,450	2,451
2017 Annual Meeting	7/12/2017	7/16/2017	2,706	3,173
2017 GSA SmartPay Training Forum	7/31/2017	8/3/2017	2,266	5,104
2017 Conventions & Seminar	9/12/2017	9/15/2017	1,470	2,873
13th Annual Mobile Health Clinics Forum	9/16/2017	9/19/2017	293	713
2017 Annual Scientific Meeting	9/16/2017	9/20/2017	1,500	3,110
2017 Annual Conference	9/21/2017	9/23/2017	775	208
2017 Tactical Conference & Trade Show	9/24/2017	9/29/2017	1,400	3,051
2017 VIS Conference	10/1/2017	10/6/2017	1,002	1,800
2017 ACCP Annual Meeting	10/6/2017	10/10/2017	1,900	2,279
2017 BMES Annual Meeting	10/11/2017	10/14/2017	4,257	3,836
2017 The Annual Conference on Assessment and Grading	10/15/2017	10/18/2017	473	619
2017 Annual Conference	10/18/2017	10/21/2017	1,747	3,161
2017 National Dealer Meeting	10/20/2017	10/25/2017	3,028	6,597
2017 Annual Convention	10/24/2017	10/28/2017	1,300	1,470
Magic Grand Prix Phoenix 2017	10/27/2017	10/29/2017	2,000	140
Annual Biomedical Research Conference for Minority Students 2017	11/1/2017	11/5/2017	4,400	8,249
2017 Product Launch	11/4/2017	11/11/2017	250	0
2017 Biennial National Conference	11/6/2017	11/12/2017	2,500	2,379
2017 Dance Group AZ	11/10/2017	11/11/2017	480	124
2017 Annual Convention	11/14/2017	11/18/2017	1,100	1,124
2017 ACN International Training	11/30/2017	12/1/2017	8,000	946
TechHome Builder Summit	12/4/2017	12/6/2017	500	774

48th National Athletic Directors Conference	12/7/2017	12/12/2017	3,000	3,087
2017 Annual Convention	12/29/2017	1/2/2018	3,789	4,813
2018 New Year Kick Off	1/10/2018	1/14/2018	8,500	5,454
Rock "N" Roll Marathon & 1/2 Marathon	1/12/2018	1/14/2018	17,800	6,120
2018 CREATIVATION	1/18/2018	1/22/2018	7,000	8,959
2018 Kick-Off	1/19/2018	1/21/2018	5,000	1,175
2018 Winter Semi Annual Meeting	1/25/2018	1/28/2018	1,500	3,083
2018 Cattle Industry Annual Convention & Trade Show	1/31/2018	2/3/2018	6,500	14,412
FENCETECH 2018	2/6/2018	2/9/2018	4,112	4,510
2018 Classic Rock Invitational	2/8/2018	2/11/2018	4,200	674
2018 Annual Convention	2/11/2018	2/13/2018	3,000	7,276
2015 Sporting Goods Show	2/13/2018	2/17/2018	1,700	2,670
2018 Development and Leadership Conference	2/18/2018	2/20/2018	460	840
PLC Summit 2018	2/18/2018	2/23/2018	2,361	1,900
2018 Supply Chain	2/25/2018	2/28/2018	1,840	5,198
2018 LENNOX LIVE - WEST REGION	3/1/2018	3/3/2018	900	1,526
2018 Annual Conference	3/4/2018	3/7/2018	1,604	5,095
2018 CGA 811 Excavation Safety Conference & Expo	3/5/2018	3/8/2018	1,626	3,518
2018 Annual Meeting	3/7/2018	3/10/2018	2,100	6,091
2018 TMS Annual Meeting & Exhibition	3/12/2018	3/15/2018	4,300	11,220
Magic Grand Prix Phoenix 2018	3/16/2018	3/18/2018	5,000	135
WM Symposia 2018	3/18/2018	3/23/2018	2,328	4,220
2018 Career Conference	3/23/2018	3/24/2018	1,001	215
Commission on Adult Basic Education (COABE) 2018	3/26/2018	3/28/2018	1,500	0
2018 Spring Meeting & Exhibit	4/2/2018	4/6/2018	4,579	9,605
Skills USA Arizona Championship	4/2/2018	4/5/2018	1,600	0
CONNECTIONS 2018	4/8/2018	4/11/2018	1,414	4,195
2018 ACT-W National Conference-2	4/9/2018	4/13/2018	250	3,124
2018 Unipro Purchasing Conference	4/9/2018	4/11/2018	1,365	3,042
2018 Super 8 Competition	4/12/2018	4/14/2018	400	605
2018 Corrosion	4/16/2018	4/19/2018	5,656	13,517
2018 Golden West Region 21	4/18/2018	4/22/2018	650	635
2018 Adidas Gauntlet Basketball Tournament - Phoenix	4/19/2018	4/21/2018	1,638	1,638
2018 Annual Conference & Exposition	4/20/2018	4/26/2018	1,180	2,821
2018 Juice Plus Leadership Conference	4/26/2018	4/29/2018	7,000	5,729
2018 Annual Conference & Expo	4/30/2018	5/2/2018	2,276	5,895
2018 Annual Conference & Exhibition	5/1/2018	5/4/2018	2,112	407
2018 Annual Meeting & Museum Exposition	5/6/2018	5/9/2018	4,200	9,080
2018 AHS Annual Forum and Technology Display	5/13/2018	5/16/2018	1,200	1,736
2018 Residuals and Biosolids Management Specialty Conference	5/16/2018	5/19/2018	745	1,022
2018 Phoenix Comicon	5/24/2018	5/27/2018	57,853	6,066
Americas User Conference 2018	6/4/2018	6/9/2018	2,034	7,083
2018 Annual Credit Congress	6/10/2018	6/13/2018	1,350	6,188
2018 Annual Conference	6/17/2018	6/22/2018	1,129	3,615
NCDA's Global Career Development Conference	6/20/2018	6/23/2018	1,015	2,135
2018 Volleyball Festival	6/27/2018	7/4/2018	10,500	10,660
2018 Boys' Junior National Championships	7/2/2018	7/9/2018	18,000	30,903
2018 Staff and Faculty Training	7/10/2018	7/20/2018	850	2,473
2018 Sales Summit	7/12/2018	7/15/2018	1,812	2,523
2018 NATIA Annual Training & Technology Exhibition	7/14/2018	7/22/2018	1,473	7,652

2018 National Convention	7/17/2018	7/21/2018	5,000	3,756
2018 Annual Meeting	7/27/2018	7/29/2018	1,555	4,600
2018 OIT/ORAP Partnership Conference	7/30/2018	8/3/2018	1,400	3,757
2018 National Convention	7/31/2018	8/4/2018	2,000	1,570
2018 National Convention	8/1/2018	8/5/2018	1,300	3,303
Europa Games, Supplement, Nutrition & Apparel Expo	8/9/2018	8/13/2018	6,900	0
Game On Expo	8/9/2018	8/12/2018	3,590	0
2018 Achieve the Dream	8/9/2018	8/12/2018	1,000	182
First Things First c/o Veer Consulting	8/27/2018	8/28/2018	1,400	0
Shamrock Foods Expo	9/10/2018	9/12/2018	5,100	0
2018 Annual Meeting	9/12/2018	9/15/2018	1,753	2,976
2018 Annual Conference	9/13/2018	9/14/2018	775	175
2018 Annual Conference & Expo	9/23/2018	9/27/2018	2,300	3,841
2018 International Symposium on Human Identity	9/24/2018	9/27/2018	850	2,193
2018 Annual Conference	9/30/2018	10/3/2018	3,775	6,264
2018 West Convention and Tradeshow	10/3/2018	10/4/2018	1,350	1,888
Arizona's Ultimate Women's Expo	10/4/2018	10/7/2018	5,000	0
2018 SWCC Expo Phoenix	10/4/2018	10/6/2018	1,000	105
2018 HLM Meeting	10/9/2018	10/11/2018	3,130	7,155
User Group Summits 2018	10/16/2018	10/18/2018	7,000	14,446
2018 Air Medical Transport Conference (AMTC)	10/18/2018	10/24/2018	2,199	4,486
2018 Assessment & Grading Conference	10/21/2018	10/24/2018	475	635
2018 Annual Symposium	10/25/2018	10/28/2018	1,850	3,833
2018 Net Impact Conference	10/25/2018	10/27/2018	1,500	903
ISTFA/ITC Ca-loca/on Conference	10/28/2018	11/1/2018	1,844	2,652
2018 Annual Convention & Trade Show	10/28/2018	10/30/2018	4,229	590
INFORMS Annual Meeting 2018	11/4/2018	11/9/2018	6,185	7,111
2018 Healthcare Design Conference	11/8/2018	11/13/2018	3,800	6,917
2018 TecHome Builder Summit	12/5/2018	12/7/2018	600	1,014
2019 Annual Meeting	1/3/2019	1/11/2019	3,800	6,118
2019 Global Leadership Conference	1/4/2019	1/6/2019	1,500	1,712
2019 New Year Kick Off	1/10/2019	1/12/2019	4,500	3,603
Rock "N" Roll Marathon & 1/2 Marathon	1/16/2019	1/22/2019	16,037	6,120
2019 Retail Readiness Event	1/16/2019	1/17/2019	1,179	1,849
2019 CREATIVATION	1/17/2019	1/21/2019	4,200	3,277
2019 Conference and Trade Show	1/22/2019	1/28/2019	2,400	2,038
2019 WWE Royal Rumble	1/25/2019	1/29/2019	8,540	2,090
2019 Winter Trade Shows	1/31/2019	2/3/2019	2,800	3,193
2019 - The NBM Show	1/31/2019	2/2/2019	2,697	176
MicroStrategy World 2019	2/3/2019	2/7/2019	2,900	4,599
2019 Classic Rock Invitational	2/6/2019	2/10/2019	4,200	424
2019 Winter Semi Annual Meeting	2/6/2019	2/10/2019	1,601	2,556
2019 Sporting Goods Show	2/13/2019	2/16/2019	1,800	2,298
2019 WordCamp Phoenix	2/15/2019	2/16/2019	600	57
2019 Development and Leadership Conference	2/17/2019	2/19/2019	700	742
PLC Summit 2019	2/19/2019	2/21/2019	2,341	2,607
2019 Semi-Annual Buying Show	2/23/2019	2/26/2019	2,500	3,197
Carpet & Floor 2019	2/23/2019	2/28/2019	1,046	2,328
WM Symposia 2019	3/3/2019	3/9/2019	2,352	3,288
2019 Industrial Refrigeration Conference and Exhibition	3/3/2019	3/6/2019	1,600	2,670

2019 Aloha Spirit Championships - Phoenix	3/7/2019	3/10/2019	9,000	547
2019 Winter Meeting	3/9/2019	3/15/2019	1,400	2,498
2019 Sales Meeting and Pro Expo	3/11/2019	3/13/2019	1,000	2,445
2019 PDC Meeting	3/15/2019	3/20/2019	3,724	3,551
Data Center World 2019	3/17/2019	3/22/2019	1,559	1,132
2019 ASPEN Nutrition Science & Practice Conference	3/23/2019	3/26/2019	2,216	4,376
2019 Leadership Summit	3/28/2019	3/30/2019	1,600	2,022
RFID Journal LIVE! 2019	4/2/2019	4/4/2019	3,000	2,134
2019 Annual Meeting	4/8/2019	4/12/2019	2,350	3,879
SkillsUSA 2019 State Championships	4/10/2019	4/13/2019	3,285	710
2019 Annual Conference & Exhibition	4/16/2019	4/18/2019	2,325	411
2019 Annual Meeting	4/16/2019	4/18/2019	1,750	1,363
2019 Spring Meeting & Exhibit	4/22/2019	4/26/2019	4,000	5,656
2019 Convention and Industry Expo	4/30/2019	5/3/2019	675	692
2019 Team Summit	5/6/2019	5/10/2019	2,322	3,222
2019 Intel Int'l Science and Engineering Fair (ISEF)	5/11/2019	5/17/2019	9,000	12,517
2019 Phoenix Fan Fusion	5/23/2019	5/26/2019	61,233	2,981
IASA 2019 Annual Conference & Business Show	6/2/2019	6/5/2019	1,900	4,043
2019 ACVIM Forum	6/5/2019	6/8/2019	3,969	6,062
INSITE 2019	6/12/2019	6/16/2019	1,080	3,136
2019 Turbo Expo	6/17/2019	6/21/2019	2,400	3,305
2019 National Homeland Security Conference	6/17/2019	6/20/2019	1,600	1,883
Federated Computing Research Conference (FCRC)	6/23/2019	6/28/2019	2,770	3,323
2019 Volleyball Festival	6/26/2019	7/1/2019	17,500	7,503
2019 Nazarene Youth Conference	7/7/2019	7/15/2019	8,834	10,520
2019 Annual Education Conference	7/7/2019	7/10/2019	1,100	1,115
International Convention	8/8/2019	8/10/2019	40,000	17,989
2019 Food Expo	9/9/2019	9/9/2019	785	388
ASCP Annual Meeting	9/11/2019	9/15/2019	1,500	2,365
2019 MSW-DSW Residency	9/14/2019	9/18/2019	862	1,180
NAHQ Next 2019 (original title: 2019 NAHQ Annual Conference)	9/14/2019	9/18/2019	800	1,662
2019 Annual Conference	9/21/2019	9/21/2019	736	170
2019 Annual Meeting and Exposition	9/22/2019	9/25/2019	6,000	6,834
2019 Toyota Canada National Dealer Meeting	9/25/2019	9/27/2019	680	1,403
2019 Annual Event__#62176	10/3/2019	10/5/2019	1,300	802
Groundbreak Conference 2019	10/6/2019	10/8/2019	4,000	4,411
2019 World Workplace	10/16/2019	10/20/2019	4,700	5,545
WASTECON 2019	10/21/2019	10/23/2019	1,893	2,296
2019 ACC Annual Meeting	10/27/2019	10/30/2019	3,700	6,343
2019 Annual Conference	10/31/2019	11/4/2019	9,500	6,058
2019 Annual Conference	11/2/2019	11/5/2019	1,350	2,841
2019 RTI At Work Institute	11/4/2019	11/6/2019	650	570
Learn Serve Lead 2019: The AAMC Annual Meeting	11/8/2019	11/12/2019	4,851	10,982
2019 BSN National Sales Meeting	11/14/2019	11/17/2019	1,358	2,550
2019 North American Dealer Event	11/19/2019	11/20/2019	1,000	1,651
DMC/DMSMS 2019	12/2/2019	12/5/2019	1,500	2,245
2019 Bi-Annual Student Leadership Summit	12/30/2019	1/3/2020	8,721	11,682
2020 Winter Convention	1/6/2020	1/10/2020	2,500	1,400
2020 Development and Leadership Conference	1/13/2020	1/15/2020	700	335
2020 Annual Convention	1/15/2020	1/18/2020	1,200	600

2020 CREATIVATION	1/16/2020	1/20/2020	8,122	1,380
2020 Rock N Roll Marathon Arizona	1/17/2020	1/19/2020	17,800	1,600
2020 New Year Kick Off	1/22/2020	1/25/2020	6,000	1,502
2020 PLC Summit	1/27/2020	1/29/2020	2,000	800
2020 Winter Trade Show	1/28/2020	2/3/2020	3,000	1,010
2020 Avaya Engage	1/31/2020	2/5/2020	3,000	1,700
2020 Orthopaedic Annual Meeting	2/6/2020	2/11/2020	3,000	1,125
2020 Classic Rock Invitational	2/7/2020	2/7/2020	4,200	147
2020 Sporting Goods Show	2/11/2020	2/15/2020	1,800	725
SWA 2020 Rally - PHX	2/13/2020	2/13/2020	2,500	510
2020 NTCA's Rural Telecom Industry Meeting & EXPO	2/16/2020	2/21/2020	2,600	1,700
Win the Storm Conference 2020	2/19/2020	2/21/2020	1,500	200
2020 SME Annual Meeting & Exhibits	2/22/2020	2/26/2020	6,000	1,980
2020 Hyperledger Global Forum	3/2/2020	3/3/2020	1,200	200
2020 Pilot Annual GM Conference	3/2/2020	3/5/2020	1,300	822
WM Symposia 2020	3/8/2020	3/12/2020	3,500	1,114
2021 Annual Conference & Exhibition	6/18/2021	6/18/2021	1,094	1,244
2021 Annual Conference & Exposition	6/22/2021	6/23/2021	2,327	2,668
2021 Volleyball Festival	6/29/2021	7/3/2021	12,695	6,463
2021 North American Championships	7/5/2021	7/9/2021	9,000	10,405
Medtrade West 2021	7/12/2021	7/13/2021	985	400
2021 Annual Meeting	7/18/2021	7/22/2021	1,425	2,348
2021 Joint Meeting of Ichthyologists and Herpetologists (JMIH)	7/21/2021	7/25/2021	186	398
2021 Annual Conference	7/24/2021	7/28/2021	393	1,019
2021 World Expo/Tournament	7/29/2021	7/31/2021	6,117	2,109
2021 Fall Rendezvous	8/2/2021	8/9/2021	1,950	3,121
2021 National Convention	8/26/2021	9/2/2021	6,024	13,393
2021 ARGENTUM Senior Living Executive Conference	9/13/2021	9/14/2021	1,600	2,463
2021 IIBEC International Convention & Trade Show	9/16/2021	9/18/2021	550	1,145
2021 Annual Convention	9/21/2021	9/21/2021	400	654
Small Business Expo 2021	9/21/2021	9/21/2021	500	0
2021 Annual National Conference	9/23/2021	9/24/2021	1,731	1,553
RFID Journal LIVE! 2021	9/26/2021	9/27/2021	775	359
Social Retail Conference 2021	9/29/2021	10/2/2021	45	143
2021 Annual Conference	9/30/2021	10/3/2021	371	961
2021 LegalShield Fall Convention	9/30/2021	10/3/2021	1,700	1,477
2021 Total Rewards Conference & Exhibition	10/5/2021	10/7/2021	350	400
2021 Lean Congress	10/18/2021	10/21/2021	1,200	1,796
Southwest Buildings & Facilities Management Show & Conference	10/20/2021	10/21/2021	500	0
2021 ISTFA	11/1/2021	11/2/2021	450	373
Patches and Pin Expo/Vintage Palooza	11/7/2021	11/7/2021	1,500	0
2021 Fall Conference	11/15/2021	11/18/2021	1,216	1,665
2021 Annual Convention	11/16/2021	11/18/2021	1,366	2,160
AMA Phoenix Education Conference & Tradeshow 2021	11/17/2021	11/17/2021	500	0
2021 American Physical Society Division of Fluid Dynamics (APS/DFD) Annual Meeting	11/21/2021	11/23/2021	1,900	2,040
2021 Annual Conference and Expo	11/29/2021	12/3/2021	1,000	1,252
2021 Housing Transformation Summit	11/30/2021	12/1/2021	250	463
2021 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
Annual Mobile Health Clinics Forum	8/27/2022	8/28/2022	300	860
RAPS: The Regulatory Convergence	9/11/2022	9/12/2022	1,700	847
International Convention	9/14/2022	9/16/2022	3,400	6,492
Annual Congress	9/20/2022	9/22/2022	5,500	7,738

2 Brand Conference	9/21/2022	9/22/2022	568	498
TechHome Builder Summit	10/4/2022	10/6/2022	750	617
HLM Meeting	10/10/2022	10/12/2022	2,800	5,285
Annual Compliance & Ethics Institute	10/16/2022	10/17/2022	963	2,071
Global Convention	10/20/2022	10/22/2022	2,500	1,411
GEN Blue Experience	10/23/2022	10/25/2022	3,200	4,412
Annual Meeting	10/27/2022	10/30/2022	3,600	5,918
Annual Meeting	11/2/2022	11/3/2022	3,400	7,500
Traders Market	11/9/2022	11/10/2022	1,200	2,042
Annual Meeting	11/13/2022	11/18/2022	6,000	6,684
Facing Race National Conference	11/16/2022	11/19/2022	2,000	2,288
North American Championships	11/24/2022	12/4/2022	3,000	6,818
TQIP Annual Scientific Meeting and Training	12/10/2022	12/12/2022	1,711	3,747
AMERICAFEST	12/13/2022	12/19/2022	8,000	4,541
Annual Convention	12/28/2022	12/31/2022	4,000	3,124
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
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 TechHome 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
2024 Phoenix Fan Fusion	5/24/2024	5/26/2024	51,831	6,119
AHA ASA International Stroke Conference	2/5/2024	2/9/2024	5,500	8,058
National Collegiate Athletic Association (NCAA)	1/9/2024	1/13/2024	3,500	7,780
SCCM Critical Care Congress	1/20/2024	1/24/2024	6,000	12,822



2024 NACE Conference & Expo	6/3/2024	6/6/2024	2,400	5,030
2024 Society for Mining, Metallurgy and Exploration (SME) Annual Meeting & Exhibits	2/24/2024	2/28/2024	6,500	7,195
NCAA Men's Final Four Fan Fest® presented by Capital One	4/5/2024	4/8/2024	52,283	41,993
WM Symposia 2024	3/10/2024	3/13/2024	2,300	3,594
The Gideons International	7/16/2024	7/20/2024	4,000	6,151
FMX Family Medicine Experience	9/21/2024	9/28/2024	10,000	14,685
Volleyball Festival 2024	6/23/2024	6/30/2024	10,500	11,820
AAMI Exchange 2024	6/12/2024	6/17/2024	3,300	6,017
GCSAA Conference and Trade Show	1/26/2024	2/2/2024	13,500	18,579
IFA 64th Annual Convention, 2024	2/16/2024	2/20/2024	4,400	7,447
Annual PDI Conference 2024	5/29/2024	5/31/2024	4,000	12,392
Entomological Society of America 2024 Annual Meeting	11/10/2024	11/13/2024	4,000	7,963
Disabled American Veterans & Auxiliary 2024 National Convention	8/1/2024	8/6/2024	3,000	7,950
IAFE Annual Convention & Trade Show	11/27/2024	12/5/2024	3,500	7,334
Norwex Leadership Conference 2024	1/4/2024	1/6/2024	1,500	2,015
IEEE 2024 EMC SIPI Symposium	8/3/2024	8/9/2024	1,300	2,165
2024 Senior Living Executive Conference	4/30/2024	5/2/2024	3,000	3,969
ACVS 2024 Surgery Summit	10/24/2024	10/26/2024	1,750	3,478
2024 IIBEC International Convention & Trade Show	3/8/2024	3/10/2024	1,700	3,939
American Academy of Hospice & Palliative Medicine 2024	3/18/2024	3/23/2024	4,000	5,909
ATA International 2024 World Expo/Tournament	7/24/2024	7/28/2024	7,000	6,269
Solution Tree 2024 PLC Summit	2/13/2024	2/15/2024	2,400	2,580
2024 SACNAS The National Diversity in STEM Conference	10/30/2024	11/1/2024	5,000	6,416
Sports, Inc. Annual Meeting and Trade Show 2024	2/12/2024	2/15/2024	2,000	2,568
NIRSA 2024 Conference	4/17/2024	4/20/2024	3,400	4,742
National Association of Insurance Commissioners (NAIC) 2024 Spring Meeting	3/15/2024	3/19/2024	2,000	4,400
AWHONN's 2024 Annual Convention*	6/7/2024	6/11/2024	3,500	4,585
2024 Juice Plus+ Annual Conference	9/12/2024	9/14/2024	5,000	3,675
Alliance 2024 Conference	3/3/2024	3/6/2024	3,000	7,641
ISACA 2024 North America	5/5/2024	5/11/2024	1,700	4,308
2024 ISPA Conference*	4/20/2024	4/26/2024	2,600	4,125
2024 AZ Rock N Roll Marathon Health and Wellness Expo	1/12/2024	1/13/2024	16,000	6,120
Jack Henry Connect	10/7/2024	10/11/2024	3,500	11,398
2024 SNAAZ Annual Conference	9/27/2024	9/28/2024	1,000	N/A
Mid-States 2024 Fall Rendezvous	8/18/2024	8/22/2024	3,000	3,579
Independent Welding Distributors Cooperative (IWDC)	6/13/2024	6/13/2024	600	1,819
American College of Clinical Pharmacy (ACCP) Annual Meeting*	10/12/2024	10/15/2024	1,900	2,536
2024 ECCE and IAS Conference	10/20/2024	10/24/2024	2,000	2,325
ACF 2024 National Convention	7/15/2024	7/18/2024	1,000	1,929
Herc Rentals 2024 Sales Meeting and Pro Expo	2/22/2024	2/24/2024	1,500	4,000
ITS AMERICA 2024 Annual Meeting	4/23/2024	4/25/2024	4,000	3,833
Desert Pool & Spa Show 2024	1/18/2024	1/20/2024	546	N/A
SkillsUSA Arizona 2024 Championships	3/26/2024	3/29/2024	3,000	828
NAWLA 2024 Traders Market	11/11/2024	11/15/2024	1,400	2,743
AMC Theaters Annual Connection Conference 2024	3/24/2024	3/25/2024	1,100	3,135
Western Regional Summit 2024	4/13/2024	4/14/2024	6,000	4,270
Aloha Spirit Championships 2024	3/8/2024	3/10/2024	10,000	3,686
2024 VRMA International Conference	10/14/2024	10/17/2024	1,800	4,367
ELEVATE 2024	5/14/2024	5/16/2024	2,000	5,144
SOAR 2024	4/15/2024	4/17/2024	650	1,485

AZ Water 97th Annual Conference & Exhibition	4/23/2024	4/25/2024	3,000	N/A
Kawasaki Dealer Meeting	1/23/2024	1/25/2024	2,100	3,800
2024 Classic Rock Invitational	2/2/2024	2/4/2024	3,000	N/A
AMERICAFEST 2024	12/17/2024	12/22/2024	10,000	4,890
Arizona Thespians State Conference	11/22/2024	11/23/2024	2,500	522
ATA Nexus 2024	5/5/2024	5/8/2024	3,000	4,489
Game On Expo	3/15/2024	3/17/2024	13,000	N/A
Southwest Buildings & Facilities Management Show & Conference	10/16/2024	10/17/2024	700	N/A
Sports Inc 2024 Fall Team Dealers Show	11/18/2024	11/20/2024	1,500	2,346
WNBA Live presented by U.S. Bank	7/19/2024	7/20/2024	19,600	1,015
2024 PDA Universe of Pre-filled Syringes and Injection Devices Conference, Workshop and Courses	10/22/2024	10/25/2024	1,200	1,677
Shamrock Foods Expo 2024	8/28/2024	8/28/2024	3,000	425
Great Bridal Expo Group Inc	3/3/2024	3/3/2024	500	N/A
Small Business Expo 2024	9/25/2024	9/25/2024	500	N/A
Sneaker Con Phoenix 2024	10/19/2024	10/19/2024	2,000	N/A
AZ Technology Summit 2024	9/12/2024	9/12/2024	850	N/A
Arizona Families for Home Education Convention 2024	7/11/2024	7/13/2024	3,100	N/A
Phoenix Education Conference & Tradeshow 2024	9/12/2024	9/12/2024	2,500	N/A
AMA Maintenance Mania	11/14/2024	11/14/2024	900	N/A
SAP Partner Summit for SME 2024	4/10/2024	4/12/2024	1,990	N/A
NABC 2024 Convention	4/1/2024	4/7/2024	5,000	4,468
Arizona Association of Community Managers Tradeshow	8/23/2024	8/23/2024	800	N/A
2024 Indian Health Service Partnership Conference	8/12/2024	8/16/2024	2,000	3,650
Great Bridal Expo	11/10/2024	11/10/2024	750	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%
	Average	4.0	92%

*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 six 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
2024	\$210	\$188	\$163	\$243	\$184

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 2024, 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 \$
Exhibitors		
Promotion and Advertising	\$2.67	\$3.59
Space Rental	1.46	1.96
Equipment Rental	1.54	2.07
Other	2.06	2.77
Organizers		
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.

Impact and spending updates since the 2023 update do 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 (\$)
2024 Phoenix Fan Fusion	17435	F&B Totals	5/24/2024	5/26/2024	888,114
		Electrical Totals			49,559
		Equipment			1,910
		Event Security Totals			200,833
		Life Safety Review			450
		Room Rental			171,297
		Telecommunication Totals			23,861
AHA ASA International Stroke Confere	17845	Audio Visual Totals	2/5/2024	2/9/2024	143,538
		F&B Totals			394,890
		Electrical Totals			115,142
		Equipment			500
		Event Security Totals			63,323
		Life Safety Review			450
		Room Rental			216,109
		Telecommunication Totals			243,978
National Collegiate Athletic Associatio	18200	Audio Visual Totals	1/9/2024	1/13/2024	62,015
		F&B Totals			977,396
		Electrical Totals			8,158
		Equipment			360
		Event Security Totals			21,641
		Labor			1,200
		Theater Charges			50,685
		Room Rental			10,000
		Telecommunication Totals			102,355
SCCM Critical Care Congress	19432	Audio Visual Totals	1/20/2024	1/24/2024	62,580
		F&B Totals			406,565
		Electrical Totals			75,285
		Event Security Totals			105,825
		Life Safety Review			450
		Room Rental			107,000
		Telecommunication Totals			188,468
2024 NACE Conference & Expo	20192	Audio Visual Totals	6/3/2024	6/6/2024	43,125
		F&B Totals			523,319
		Electrical Totals			21,857
		Event Security Totals			18,104
		Life Safety Review			450
		Room Rental			21,671
		Telecommunication Totals			52,830
2024 Society for Mining, Metallurgy a	20414	F&B Totals	2/24/2024	2/28/2024	534,844
		Electrical Totals			121,827
		Equipment			2,089
		Event Security Totals			46,740
		Labor			1,960
		Life Safety Review			450
		Room Rental			93,778
		Telecommunication Totals			64,410
NCAA Men's Final Four Fan Fest® pres	21590	F&B Totals	4/5/2024	4/8/2024	179,625
		Electrical Totals			89,894
		Labor			105,413

Event Name	Event ID	Item Description	Event Start Date	Event End Date	Client Spend (\$)
WM Symposia 2024	21758	Life Safety Review	3/10/2024	3/13/2024	450
		Other - Misc Charges			80,614
		Parking			16,170
		Audio Visual Totals			4,942
		Room Rental			386,102
		Telecommunication Totals			230,293
		Audio Visual Totals			14,325
		F&B Totals			984,645
		Electrical Totals			65,622
		Equipment			467
The Gideons International	21872	Event Security Totals	7/16/2024	7/20/2024	35,830
		Life Safety Review			450
		Other - Misc Charges			466
		Room Rental			6,721
		Telecommunication Totals			50,174
		Audio Visual Totals			80,688
		F&B Totals			415,128
		Electrical Totals			10,949
		Event Security Totals			22,528
		Life Safety Review			450
FMX Family Medicine Experience	22202	Room Rental	9/21/2024	9/28/2024	53,511
		Telecommunication Totals			12,800
		Audio Visual Totals			344,970
		F&B Totals			803,347
		Electrical Totals			190,251
		Equipment			900
		Event Security Totals			77,885
		Labor			140
		Life Safety Review			450
		Room Rental			88,405
Volleyball Festival 2024	22493	Audio Visual Totals	6/23/2024	6/30/2024	3,176
		F&B Totals			474,682
		Electrical Totals			9,912
		Equipment			6,325
		Event Security Totals			76,301
		Labor			105
		Life Safety Review			450
		Room Rental			70,801
		Telecommunication Totals			14,595
		Ticket Office Service Fee			2,500
AAMI Exchange 2024	22827	Audio Visual Totals	6/12/2024	6/17/2024	29,384
		F&B Totals			171,764
		Electrical Totals			49,996
		Equipment			2,779
		Life Safety Review			450
		Room Rental			33,211
		Telecommunication Totals			109,411
GCSAA Conference and Trade Show	23106	Audio Visual Totals	1/26/2024	2/2/2024	178,102
		F&B Totals			566,542
		Electrical Totals			163,515

Event Name	Event ID	Item Description	Event Start Date	Event End Date	Client Spend (\$)
IFA 64th Annual Convention, 2024	23115	Equipment	2/16/2024	2/20/2024	2,766
		Event Security Totals			162,214
		Life Safety Review			450
		Room Rental			188,276
		Telecommunication Totals			156,379
		F&B Totals			944,894
		Electrical Totals			56,462
		Event Security Totals			39,308
		Labor			2,835
		Life Safety Review			450
Annual PDI Conference 2024	23498	Room Rental	5/29/2024	5/31/2024	2,000
		Telecommunication Totals			107,225
		F&B Totals			1,298,074
		Electrical Totals			16,590
		Equipment			2,250
		Event Security Totals			19,685
		Labor			200
		Life Safety Review			450
		Room Rental			14,176
		Telecommunication Totals			86,770
Entomological Society of America 202	23928	Audio Visual Totals	11/10/2024	11/13/2024	37,053
		F&B Totals			197,077
		Electrical Totals			9,469
		Equipment			1,078
		Event Security Totals			27,965
		Labor			3,115
		Life Safety Review			450
		Room Rental			67,053
		Telecommunication Totals			92,370
Disabled American Veterans & Auxilia	24120	Audio Visual Totals	8/1/2024	8/6/2024	129,697
		Electrical Totals			8,908
		Equipment			400
		Event Security Totals			28,233
		Labor			1,500
		Life Safety Review			450
		Room Rental			24,434
		Telecommunication Totals			14,220
IAFE Annual Convention & Trade Shov	24711	Audio Visual Totals	11/27/2024	12/5/2024	40,289
		F&B Totals			217,455
		Electrical Totals			39,211
		Equipment			100
		Life Safety Review			450
		Room Rental			105,222
		Telecommunication Totals			25,700
Norwex Leadership Conference 2024	25400	Audio Visual Totals	1/4/2024	1/6/2024	29,510
		F&B Totals			133,830
		Electrical Totals			18,292
		Event Security Totals			9,758
		Life Safety Review			450

Event Name	Event ID	Item Description	Event Start Date	Event End Date	Client Spend (\$)
IEEE 2024 EMC SIPI Symposium	25679	Room Rental	8/3/2024	8/9/2024	41,618
		Telecommunication Totals			30,940
		Audio Visual Totals			8,366
		F&B Totals			75,620
		Electrical Totals			22,474
		Equipment			625
		Event Security Totals			22,091
		Labor			770
		Life Safety Review			750
2024 Senior Living Executive Conferen	25742	Room Rental	4/30/2024	5/2/2024	30,650
		Telecommunication Totals			7,245
		Audio Visual Totals			35,331
		F&B Totals			214,039
		Electrical Totals			41,258
		Equipment			784
		Labor			140
		Life Safety Review			450
		Room Rental			60,661
ACVS 2024 Surgery Summit	25818	Telecommunication Totals	10/24/2024	10/26/2024	70,395
		Audio Visual Totals			26,361
		F&B Totals			418,819
		Electrical Totals			40,483
		Equipment			2,618
		Event Security Totals			26,601
		Labor			1,050
		Life Safety Review			450
		Room Rental			13,258
2024 IIBEC International Convention &	26186	Telecommunication Totals	3/8/2024	3/10/2024	77,221
		Audio Visual Totals			53,106
		F&B Totals			190,481
		Electrical Totals			32,646
		Event Security Totals			12,887
		Labor			140
		Life Safety Review			450
		Room Rental			18,196
		Telecommunication Totals			16,949
American Academy of Hospice & Palli	26205	Audio Visual Totals	3/18/2024	3/23/2024	25,071
		F&B Totals			465,713
		Electrical Totals			13,108
		Event Security Totals			21,476
		Labor			1,120
		Life Safety Review			450
		Room Rental			47,000
		Telecommunication Totals			55,739
ATA International 2024 World Expo/T	26705	Audio Visual Totals	7/24/2024	7/28/2024	38,686
		F&B Totals			200,590
		Electrical Totals			9,087
		Equipment			5,640
		Event Security Totals			30,676
		Labor			140

Event Name	Event ID	Item Description	Event Start Date	Event End Date	Client Spend (\$)
Solution Tree 2024 PLC Summit	26715	Life Safety Review	2/13/2024	2/15/2024	450
		Room Rental			49,483
		F&B Totals			215,266
		Equipment			1,240
		Event Security Totals			12,600
2024 SACNAS The National Diversity ir	26771	Labor	10/30/2024	11/1/2024	2,100
		Life Safety Review			450
		Room Rental			39,847
		Telecommunication Totals			39,800
		Audio Visual Totals			62,373
Sports, Inc. Annual Meeting and Trade	27007	F&B Totals	2/12/2024	2/15/2024	497,871
		Electrical Totals			25,515
		Event Security Totals			103,339
		Life Safety Review			450
		Room Rental			69,500
NIRSA 2024 Conference	27305	Telecommunication Totals	4/17/2024	4/20/2024	85,411
		Audio Visual Totals			17,100
		F&B Totals			181,896
		Electrical Totals			43,510
		Equipment			1,200
National Association of Insurance Con	27348	Event Security Totals	3/15/2024	3/19/2024	26,470
		Life Safety Review			450
		Room Rental			77,391
		Telecommunication Totals			32,070
		F&B Totals			147,761
AWHONN's 2024 Annual Convention*	27353	Electrical Totals	6/7/2024	6/11/2024	20,610
		Equipment			2,429
		Event Security Totals			24,896
		Labor			595
		Life Safety Review			450
		Room Rental			63,396
		Telecommunication Totals			63,736
		Audio Visual Totals			2,225
		F&B Totals			242,307
		Electrical Totals			15,676
		Equipment			1,663
		Event Security Totals			15,106
		Labor			1,120
		Life Safety Review			450
		Room Rental			74,561
		Telecommunication Totals			102,000
		Audio Visual Totals			58,024
		F&B Totals			287,652
		Electrical Totals			46,325
		Equipment			3,333
		Event Security Totals			43,336
		Labor			1,090
		Life Safety Review			450
		Room Rental			60,638
		Telecommunication Totals			43,331

Event Name	Event ID	Item Description	Event Start Date	Event End Date	Client Spend (\$)
2024 Juice Plus+ Annual Conference	27609		9/12/2024	9/14/2024	
		Audio Visual Totals			106,369
		F&B Totals			310,804
		Electrical Totals			25,397
		Equipment			2,745
		Event Security Totals			20,406
		Life Safety Review			450
		Room Rental			132,718
Alliance 2024 Conference	27667	Telecommunication Totals	3/3/2024	3/6/2024	64,560
		Audio Visual Totals			41,253
		F&B Totals			735,310
		Electrical Totals			29,606
		Equipment			60
		Event Security Totals			29,337
		Labor			140
		Life Safety Review			450
ISACA 2024 North America	28040	Room Rental	5/5/2024	5/11/2024	110,000
		Telecommunication Totals			92,818
		Audio Visual Totals			56,692
		F&B Totals			509,835
		Electrical Totals			11,806
		Equipment			1,297
		Event Security Totals			12,930
		Labor			420
2024 ISPA Conference*	28123	Life Safety Review	4/20/2024	4/26/2024	450
		Room Rental			2,130
		Telecommunication Totals			52,355
		Audio Visual Totals			202,957
		F&B Totals			400,702
		Electrical Totals			77,532
		Equipment			900
		Event Security Totals			32,767
2024 AZ Rock N Roll Marathon Health	28278	Life Safety Review	1/12/2024	1/13/2024	450
		Room Rental			39,000
		Telecommunication Totals			87,297
		Audio Visual Totals			5,126
		F&B Totals			1,697
		Electrical Totals			4,598
		Event Security Totals			9,598
		Life Safety Review			450
Jack Henry Connect	28306	Room Rental	10/7/2024	10/11/2024	25,000
		Telecommunication Totals			9,744
		Equipment			1,800
		Audio Visual Totals			269,830
		F&B Totals			2,733,743
		Electrical Totals			75,613
		Event Security Totals			59,554
		Labor			200
		Life Safety Review			450
		Room Rental			89,031
		Telecommunication Totals			215,617

Event Name	Event ID	Item Description	Event Start Date	Event End Date	Client Spend (\$)
2024 SNAAZ Annual Conference	28575	Audio Visual Totals	9/27/2024	9/28/2024	1,218
		F&B Totals			30,185
		Electrical Totals			15,381
		Event Security Totals			3,947
		Life Safety Review			450
		Room Rental			12,730
Mid-States 2024 Fall Rendezvous	28707	Audio Visual Totals	8/18/2024	8/22/2024	14,612
		F&B Totals			228,846
		Electrical Totals			68,325
		Equipment			2,875
		Event Security Totals			32,916
		Life Safety Review			450
		Room Rental			84,000
		Telecommunication Totals			26,191
Independent Welding Distributors Conference	28979	Audio Visual Totals	6/13/2024	6/13/2024	7,983
		F&B Totals			30,500
		Electrical Totals			5,250
		Life Safety Review			450
		Room Rental			13,850
		Telecommunication Totals			4,064
American College of Clinical Pharmacy	29083	F&B Totals	10/12/2024	10/15/2024	46,004
		Electrical Totals			1,868
		Event Security Totals			8,647
		Life Safety Review			450
		Room Rental			83,000
		Telecommunication Totals			23,250
2024 ECCE and IAS Conference	29259	Audio Visual Totals	10/20/2024	10/24/2024	44,112
		F&B Totals			571,966
		Electrical Totals			21,257
		Event Security Totals			21,021
		Labor			3,640
		Life Safety Review			450
		Room Rental			55,948
		Telecommunication Totals			14,195
ACF 2024 National Convention	29312	Audio Visual Totals	7/15/2024	7/18/2024	2,236
		F&B Totals			304,500
		Electrical Totals			52,232
		Equipment			2,580
		Event Security Totals			21,993
		Life Safety Review			450
		Room Rental			24,829
		Telecommunication Totals			14,830
Herc Rentals 2024 Sales Meeting and	29345	F&B Totals	2/22/2024	2/24/2024	1,096,449
		Electrical Totals			36,231
		Equipment			2,050
		Event Security Totals			23,415
		Labor			200
		Life Safety Review			450
		Room Rental			46,542

Event Name	Event ID	Item Description	Event Start Date	Event End Date	Client Spend (\$)
ITS AMERICA 2024 Annual Meeting	29709	Telecommunication Totals	4/23/2024	4/25/2024	25,433
		Audio Visual Totals			328,840
		F&B Totals			357,511
		Electrical Totals			56,697
		Equipment			4,140
		Event Security Totals			30,559
		Life Safety Review			450
		Room Rental			51,507
Desert Pool & Spa Show 2024	29772	Telecommunication Totals	1/18/2024	1/20/2024	130,027
		F&B Totals			3,728
		Event Security Totals			4,225
		Life Safety Review			450
		Room Rental			11,560
SkillsUSA Arizona 2024 Championship	29903		3/26/2024	3/29/2024	
		Audio Visual Totals			4,580
		F&B Totals			48,017
		Electrical Totals			25,875
		Equipment			250
		Event Security Totals			10,574
		Life Safety Review			450
		Room Rental			41,100
NAWLA 2024 Traders Market	29938	Telecommunication Totals	11/11/2024	11/15/2024	6,000
		Equipment			1,800
		Audio Visual Totals			10,721
		F&B Totals			219,997
		Event Security Totals			16,394
		Labor			200
		Life Safety Review			450
		Room Rental			5,000
AMC Theaters Annual Connection Cor	30120	Telecommunication Totals	3/24/2024	3/25/2024	17,838
		F&B Totals			87,527
		Electrical Totals			20,763
		Event Security Totals			3,319
		Life Safety Review			450
		Room Rental			6,696
		Telecommunication Totals			75
Western Regional Summit 2024	30186		4/13/2024	4/14/2024	
		Audio Visual Totals			29,805
		F&B Totals			88,145
		Electrical Totals			7,406
		Equipment			215
		Event Security Totals			20,502
		Life Safety Review			450
		Room Rental			70,544
Aloha Spirit Championships 2024	30267	Telecommunication Totals	3/8/2024	3/10/2024	28,965
		Ticket Office Service Fee			22,254
		Audio Visual Totals			24,057
		F&B Totals			50,608
		Electrical Totals			3,883
		Equipment			2,490
		Event Security Totals			17,807

Event Name	Event ID	Item Description	Event Start Date	Event End Date	Client Spend (\$)
2024 VRMA International Conference	30270	Labor	10/14/2024	10/17/2024	3,360
		Life Safety Review			450
		Room Rental			55,320
		Telecommunication Totals			14,385
		Ticket Office Service Fee			14,043
		Audio Visual Totals			42,475
		F&B Totals			496,228
		Electrical Totals			51,795
		Event Security Totals			17,448
ELEVATE 2024	30438	Life Safety Review	5/14/2024	5/16/2024	450
		Other - Misc Charges			520
		Room Rental			52,672
		Telecommunication Totals			36,053
		Audio Visual Totals			141,813
		F&B Totals			475,878
		Electrical Totals			36,301
		Equipment			1,680
		Event Security Totals			43,748
SOAR 2024	30479	Labor	4/15/2024	4/17/2024	1,120
		Life Safety Review			450
		Room Rental			77,900
		Telecommunication Totals			100,200
		Audio Visual Totals			47,173
		F&B Totals			184,008
		Electrical Totals			12,449
		Event Security Totals			8,604
		Life Safety Review			450
AZ Water 97th Annual Conference & E	30602	Room Rental	4/23/2024	4/25/2024	16,225
		Telecommunication Totals			19,452
		Audio Visual Totals			90,085
		F&B Totals			267,054
		Electrical Totals			23,470
		Event Security Totals			13,284
		Life Safety Review			450
		Room Rental			46,218
		Telecommunication Totals			14,478
Kawasaki Dealer Meeting	30651		1/23/2024	1/25/2024	
		Audio Visual Totals			420,047
		F&B Totals			892,959
		Electrical Totals			53,479
		Event Security Totals			30,335
		Labor			2,400
		Life Safety Review			450
		Audio Visual Totals			420,047
		F&B Totals			892,959
2024 Classic Rock Invitational	30901	Electrical Totals	2/2/2024	2/4/2024	53,479
		Event Security Totals			30,335
		Life Safety Review			450
		Room Rental			48,570
		Ticket Office Service Fee			9,621
		F&B Totals			36,613
		Electrical Totals			4,053
		Event Security Totals			12,105
		Life Safety Review			450
AMERICAFEST 2024	30923	Room Rental	12/17/2024	12/22/2024	48,570
		Ticket Office Service Fee			9,621
		Audio Visual Totals			420,047
		F&B Totals			892,959
		Electrical Totals			53,479
		Event Security Totals			30,335
		Labor			2,400
		Life Safety Review			450

Event Name	Event ID	Item Description	Event Start Date	Event End Date	Client Spend (\$)
Arizona Thespians State Conference	31089	Audio Visual Totals	11/22/2024	11/23/2024	478,087
		F&B Totals			1,020,937
		Electrical Totals			145,827
		Equipment			378
		Event Security Totals			222,357
		Life Safety Review			450
		Room Rental			121,052
		Telecommunication Totals			164,285
ATA Nexus 2024	31210	Audio Visual Totals	5/5/2024	5/8/2024	35,381
		F&B Totals			4,685
		Electrical Totals			2,667
		Event Security Totals			8,001
		Labor			200
		Life Safety Review			450
		Room Rental			60,680
		Telecommunication Totals			137,517
Game On Expo	31468	F&B Totals	3/15/2024	3/17/2024	125,732
		Event Security Totals			54,303
		Room Rental			76,511
		Ticket Office Service Fee			33,120
Southwest Buildings & Facilities Mana	31500	Audio Visual Totals	10/16/2024	10/17/2024	968
		F&B Totals			18,621
		Electrical Totals			8,957
		Event Security Totals			5,242
		Life Safety Review			450
		Room Rental			19,879
Sports Inc 2024 Fall Team Dealers Sho	31507	Audio Visual Totals	11/18/2024	11/20/2024	53,133
		F&B Totals			138,115
		Electrical Totals			34,531
		Event Security Totals			13,665
		Life Safety Review			450
		Room Rental			29,538
		Telecommunication Totals			38,410
WNBA Live presented by U.S. Bank	31593	Audio Visual Totals	7/19/2024	7/20/2024	167,011
		F&B Totals			118,714
		Electrical Totals			98,223
		Event Security Totals			131,714
2024 PDA Universe of Pre-filled Syring	31615	Telecommunication Totals	10/22/2024	10/25/2024	131,715
		Audio Visual Totals			14,555
		F&B Totals			240,318

Event Name	Event ID	Item Description	Event Start Date	Event End Date	Client Spend (\$)
Shamrock Foods Expo 2024	31684	Electrical Totals	8/28/2024	8/28/2024	45,316
		Event Security Totals			10,036
		Labor			140
		Life Safety Review			450
		Room Rental			16,065
		Telecommunication Totals			39,985
Great Bridal Expo Group Inc	31766	F&B Totals	3/3/2024	3/3/2024	2,100
		Electrical Totals			96,922
		Equipment			1,614
		Event Security Totals			17,503
		Life Safety Review			450
		Room Rental			29,105
Small Business Expo 2024	31847	Telecommunication Totals	9/25/2024	9/25/2024	13,500
		Electrical Totals			1,296
		Event Security Totals			448
		Life Safety Review			300
		Room Rental			2,125
		F&B Totals			5,655
Sneaker Con Phoenix 2024	31863	Electrical Totals	10/19/2024	10/19/2024	2,077
		Event Security Totals			2,641
		Life Safety Review			450
		Room Rental			13,084
		Audio Visual Totals			5,068
		F&B Totals			7,903
AZ Technology Summit 2024	32007	Electrical Totals	9/12/2024	9/12/2024	2,028
		Event Security Totals			7,041
		Life Safety Review			450
		Room Rental			14,125
		Ticket Office Service Fee			2,417
		F&B Totals			36,876
Arizona Families for Home Education	32048	Electrical Totals	7/11/2024	7/13/2024	1,507
		Event Security Totals			2,799
		Life Safety Review			450
		Room Rental			6,880
		F&B Totals			26,191
		Event Security Totals			12,453
Phoenix Education Conference & Trad	32087	Life Safety Review	9/12/2024	9/12/2024	450
		Room Rental			43,240
		Audio Visual Totals			9,656
		F&B Totals			48,894
		Electrical Totals			10,452
		Event Security Totals			5,548
AMA Maintenance Mania	32088	Life Safety Review	11/14/2024	11/14/2024	450
		Room Rental			16,680
		Audio Visual Totals			6,716
		F&B Totals			33,181
		Electrical Totals			254
		Event Security Totals			2,691

Event Name	Event ID	Item Description	Event Start Date	Event End Date	Client Spend (\$)
SAP Partner Summit for SME 2024	32135	Life Safety Review	4/10/2024	4/12/2024	450
		Room Rental			10,608
		Audio Visual Totals			118,617
		F&B Totals			199,264
		Electrical Totals			9,074
		Event Security Totals			16,748
		Life Safety Review			450
NABC 2024 Convention	32189	Room Rental	4/1/2024	4/7/2024	19,171
		Telecommunication Totals			38,334
		Audio Visual Totals			99,273
		F&B Totals			208,755
		Electrical Totals			20,672
		Telecommunication Totals			55,452
		Audio Visual Totals			368
Arizona Association of Community Me	32406	Electrical Totals	8/23/2024	8/23/2024	2,358
		Event Security Totals			3,785
		Life Safety Review			450
		Room Rental			7,480
2024 Indian Health Service Partnershi	32698	Audio Visual Totals	8/12/2024	8/16/2024	131,836
		Electrical Totals			852
		Event Security Totals			11,015
		Labor			2,100
		Life Safety Review			450
		Room Rental			57,737
		Telecommunication Totals			6,000
Great Bridal Expo	32906	F&B Totals	11/10/2024	11/10/2024	310
		Electrical Totals			1,719
		Event Security Totals			379
		Life Safety Review			450
		Room Rental			1,700

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*
Total	\$840,791,813			\$31,058,697
Hotel and Lodging	199,136,949	5.5%	67.245%	7,365,030
Food & Beverage	112,613,458	5.0%	73.796%	4,155,211
Convention Center	53,584,671	5.0%	73.796%	1,977,167
Catering & Concessions	34,140,017	5.0%	73.796%	1,259,698
Retail	34,059,128	5.0%	73.796%	1,256,714
Other Amusement and Recreation	32,213,598	5.0%	73.796%	1,188,617
Retail - Nonstore retailers	27,871,715	5.0%	73.796%	1,028,411
Transportation at Destination	26,739,542	5.0%	73.796%	986,636
Car Rental	23,709,468	5.0%	73.796%	874,832
Cable and other subscription programming	16,558,779	5.0%	73.796%	610,986
Wholesale - Petroleum and petroleum products	14,856,606	5.0%	73.796%	548,179
Advertising	12,395,630	5.0%	73.796%	457,374
Lessors of nonfinancial intangible assets	11,668,155	5.0%	73.796%	430,532
Retail - Furniture and home furnishings stores	8,793,889	5.0%	73.796%	324,477
Electric power generation - Hydroelectric	8,782,903	5.0%	86.898%	381,608
Retail - Motor vehicle and parts dealers	8,645,401	5.0%	73.796%	318,998
Other educational services	7,493,967	5.0%	73.796%	276,512
Satellite, telecommunications resellers, and all other telecommunications	7,149,432	5.0%	73.796%	263,800
Construction of new power and communication structures	6,811,575	5.0%	73.796%	251,334
Insurance carriers, except direct life	6,596,869	5.0%	73.796%	243,411
Wholesale - Drugs and druggists' sundries	6,590,353	5.0%	73.796%	243,171
Water transportation	6,047,525	5.0%	73.796%	223,142
Equipment Rental	5,849,281	5.0%	73.796%	215,827
Wholesale - Household appliances and electrical and electronic goods	5,791,208	5.0%	73.796%	213,684
Wholesale - Grocery and related product wholesalers	4,815,965	5.0%	73.796%	177,699
Retail - Building material and garden equipment and supplies stores	4,477,195	5.0%	73.796%	165,200
Wholesale - Other durable goods merchant wholesalers	4,440,204	5.0%	73.796%	163,835
Business and professional associations	4,409,185	5.0%	73.796%	162,690
Internet publishing and broadcasting and web search portals	4,327,378	5.0%	73.796%	159,672
Office furniture, except wood, manufacturing	4,264,713	5.0%	73.796%	157,359
Mattress manufacturing	4,251,380	5.0%	73.796%	156,867
Truck transportation	3,809,053	5.0%	73.796%	140,546
Surgical appliance and supplies manufacturing	3,636,795	5.0%	73.796%	134,190
Wood office furniture manufacturing	3,623,329	5.0%	73.796%	133,694
Gasket, packing, and sealing device manufacturing	3,518,158	5.0%	73.796%	129,813
Junior colleges, colleges, universities, and professional schools	3,345,523	5.0%	73.796%	123,443
Pipeline transportation	3,216,379	5.0%	73.796%	118,678
Computer systems design services	3,109,605	5.0%	73.796%	114,738
Securities and commodity contracts intermediation and brokerage	3,028,932	5.0%	73.796%	111,762
Nondepository credit intermediation and related activities	2,951,134	5.0%	73.796%	108,891

Wholesale - Other nondurable goods merchant wholesalers	2,913,314	5.0%	73.796%	107,495
Wholesale - Motor vehicle and motor vehicle parts and supplies	2,902,921	5.0%	73.796%	107,112
Other household nonupholstered furniture manufacturing	2,814,808	5.0%	73.796%	103,861
Phosphate rock mining	2,748,267	3.1%	79.037%	67,880
Directory, mailing list, and other publishers	2,646,982	5.0%	73.796%	97,668
Broom, brush, and mop manufacturing	2,505,604	5.0%	73.796%	92,452
Dental laboratories	2,361,327	5.0%	73.796%	87,128
Tenant-occupied housing	2,287,883	5.0%	73.796%	84,418
Environmental and other technical consulting services	2,279,726	5.0%	73.796%	84,117
Institutional furniture manufacturing	2,259,757	5.0%	73.796%	83,381
Wood kitchen cabinet and countertop manufacturing	2,151,380	5.0%	73.796%	79,382
Retail - Electronics and appliance stores	2,020,025	5.0%	73.796%	74,535
Investigation and security services	1,971,852	5.0%	73.796%	72,757
Postal service	1,961,608	5.0%	73.796%	72,379
Upholstered household furniture manufacturing	1,929,494	5.0%	73.796%	71,194
All other miscellaneous manufacturing	1,910,960	5.0%	73.796%	70,511
Direct life insurance carriers	1,779,455	5.0%	73.796%	65,658
Management consulting services	1,753,702	5.0%	73.796%	64,708
Couriers and messengers	1,730,738	5.0%	73.796%	63,861
Scientific research and development services	1,719,034	5.0%	73.796%	63,429
Insurance agencies, brokerages, and related activities	1,700,623	5.0%	73.796%	62,750
Funds, trusts, and other financial vehicles	1,679,637	5.0%	73.796%	61,975
Burial casket manufacturing	1,639,618	5.0%	73.796%	60,499
Wired telecommunications carriers	1,557,340	5.0%	73.796%	57,463
Architectural, engineering, and related services	1,498,664	5.0%	73.796%	55,298
Software publishers	1,497,172	5.0%	73.796%	55,243
Data processing, hosting, and related services	1,458,508	5.0%	73.796%	53,816
Radio and television broadcasting	1,429,938	5.0%	73.796%	52,762
Nonupholstered wood household furniture manufacturing	1,422,723	5.0%	73.796%	52,496
Legal services	1,338,547	5.0%	73.796%	49,390
Ophthalmic goods manufacturing	1,255,303	5.0%	73.796%	46,318
Parking	1,237,619	5.0%	73.796%	45,666
Tortilla manufacturing	1,189,904	5.0%	73.796%	43,905
General and consumer goods rental except video tapes and discs	1,136,225	5.0%	73.796%	41,924
Construction of new educational and vocational structures	1,096,126	5.0%	73.796%	40,445
Periodical publishers	1,048,507	5.0%	73.796%	38,688
Photographic services	1,035,430	5.0%	73.796%	38,205
Labor and civic organizations	1,017,422	5.0%	73.796%	37,541
Custom architectural woodwork and millwork	991,432	5.0%	73.796%	36,582
All other transportation equipment manufacturing	968,033	5.0%	73.796%	35,718

Management of companies and enterprises	957,653	5.0%	73.796%	35,335
News syndicates, libraries, archives and all other information services	950,246	5.0%	73.796%	35,062
Greeting card publishing	881,217	5.0%	73.796%	32,515
Other financial investment activities	880,328	5.0%	73.796%	32,482
Other millwork, including flooring	851,097	5.0%	73.796%	31,404
Confectionery manufacturing from purchased chocolate	831,553	5.0%	73.796%	30,683
Musical instrument manufacturing	817,430	5.0%	73.796%	30,162
Wholesale - Professional and commercial equipment and supplies	757,369	5.0%	73.796%	27,945
Owner-occupied dwellings	718,110	5.0%	73.796%	26,497
Book publishers	712,776	5.0%	73.796%	26,300
Office administrative services	692,774	5.0%	73.796%	25,562
Specialized design services	663,394	5.0%	73.796%	24,478
Wholesale - Wholesale electronic markets and agents and brokers	652,710	5.0%	73.796%	24,084
Oil and gas extraction	635,348	5.0%	73.796%	23,443
Sound recording industries	627,093	5.0%	73.796%	23,138
Dehydrated food products manufacturing	615,644	5.0%	73.796%	22,716
Accounting, tax preparation, bookkeeping, and payroll services	568,672	5.0%	73.796%	20,983
Warehousing and storage	562,950	5.0%	73.796%	20,772
Employment services	559,313	5.0%	73.796%	20,638
Custom computer programming services	541,321	5.0%	73.796%	19,974
Marketing research and all other miscellaneous professional, scientific, and technical services	531,259	5.0%	73.796%	19,602
Video tape and disc rental	530,338	5.0%	73.796%	19,568
Newspaper publishers	521,191	5.0%	73.796%	19,231
Blind and shade manufacturing	519,140	5.0%	73.796%	19,155
Monetary authorities and depository credit intermediation	498,117	5.0%	73.796%	18,380
Creamery butter manufacturing	471,507	5.0%	73.796%	17,398
Air transportation	467,281	5.0%	73.796%	17,242
Beef cattle ranching and farming, including feedlots and dual-purpose ranching and farming	464,452	5.0%	73.796%	17,137
Electric power generation - Fossil fuel	458,214	5.0%	86.898%	19,909
Private households	430,889	5.0%	73.796%	15,899
Other computer related services, including facilities management	396,758	5.0%	73.796%	14,640
Facilities support services	396,025	5.0%	73.796%	14,613
Showcase, partition, shelving, and locker manufacturing	390,595	5.0%	73.796%	14,412
Fasteners, buttons, needles, and pins manufacturing	338,325	5.0%	73.796%	12,484
Manufactured home (mobile home) manufacturing	322,975	5.0%	73.796%	11,917
Meat processed from carcasses	315,745	5.0%	73.796%	11,650
Reconstituted wood product manufacturing	308,192	5.0%	73.796%	11,372
Veneer and plywood manufacturing	294,994	5.0%	73.796%	10,885
Electric power generation - Nuclear	286,286	5.0%	86.898%	12,439
Dairy cattle and milk production	265,045	5.0%	73.796%	9,780

Copper, nickel, lead, and zinc mining	261,126	3.1%	79.037%	6,450
Motion picture and video industries	260,757	5.0%	73.796%	9,621
Wireless telecommunications carriers (except satellite)	257,160	5.0%	73.796%	9,489
Drilling oil and gas wells	231,082	3.1%	79.037%	5,708
Jewelry and silverware manufacturing	224,900	5.0%	73.796%	8,298
Grantmaking, giving, and social advocacy organizations	218,887	5.0%	73.796%	8,076
Urethane and other foam product (except polystyrene) manufacturing	213,407	5.0%	73.796%	7,874
Business support services	209,345	5.0%	73.796%	7,724
Other nonmetallic minerals	197,238	3.1%	79.037%	4,872
Animal production, except cattle and poultry and eggs	195,104	5.0%	73.796%	7,199
Other snack food manufacturing	189,665	5.0%	73.796%	6,998
Sporting and athletic goods manufacturing	184,956	5.0%	73.796%	6,825
Vegetable and melon farming	183,098	5.0%	73.796%	6,756
Cut and sew apparel contractors	173,626	5.0%	73.796%	6,406
Toilet preparation manufacturing	167,272	5.0%	73.796%	6,172
Dental equipment and supplies manufacturing	161,253	5.0%	73.796%	5,950
Wood windows and door manufacturing	144,520	5.0%	73.796%	5,333
Paperboard container manufacturing	138,770	5.0%	73.796%	5,120
Metal mining services	135,760	3.1%	79.037%	3,353
Small electrical appliance manufacturing	129,310	5.0%	73.796%	4,771
Doll, toy, and game manufacturing	112,470	5.0%	73.796%	4,150
Footwear manufacturing	111,569	5.0%	73.796%	4,117
Spring and wire product manufacturing	100,317	5.0%	73.796%	3,701
Paperboard mills	100,205	5.0%	73.796%	3,697
Veterinary services	89,218	5.0%	73.796%	3,292
Guided missile and space vehicle manufacturing	88,751	5.0%	73.796%	3,275
Dry pasta, mixes, and dough manufacturing	84,554	5.0%	73.796%	3,120
All other crop farming	82,767	5.0%	73.796%	3,054
Mayonnaise, dressing, and sauce manufacturing	75,255	5.0%	73.796%	2,777
Nonferrous metal (exc aluminum) smelting and refining	74,768	5.0%	73.796%	2,759

**Products may not compute due to rounding.*