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AUDITOR GENERAL

ARIZONA  
AUDITOR GENERAL

MELANIE M. CHESNEY  
DEPUTY AUDITOR GENERAL

July 16, 2020

The Honorable Karen Fann, President  
Arizona State Senate

The Honorable Russell "Rusty" Bowers, Speaker  
Arizona House of Representatives

The Honorable Doug Ducey, Governor  
State of Arizona

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

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

This analysis estimates tax revenues generated for the State of Arizona from regional and national conventions and trade shows held at the Phoenix Convention Center. For the calendar year ended December 31, 2019, HVS estimated that events held at the Convention Center generated \$23.6 million in tax revenues for the State, which is more than the \$23.0 million the State contributed toward the Convention Center's expansion. Since its expansion, the Convention Center generated an estimated additional \$218.9 million in State tax revenues, which is in excess of the \$171.4 million the State distributed to the Convention Center. Therefore, the City of Phoenix owes no monies back to the State for fiscal year 2021.

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

Sincerely,

Lindsey Perry, CPA, CFE  
Auditor General



ECONOMIC AND FISCAL IMPACT ANALYSIS UPDATE

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# Phoenix Convention Center

PHOENIX, ARIZONA



**SUBMITTED TO:**

Ms. Lindsey Perry  
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Office of the Auditor General  
State of Arizona  
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July 15, 2020

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Ms. Lindsey Perry  
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Re: Phoenix Convention Center  
Phoenix, AZ

Atlanta  
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Mumbai  
New Delhi  
Sao Paulo  
Shanghai  
Singapore

Dear Ms. Perry:

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

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

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

Sincerely,  
HVS Convention, Sports & Entertainment  
Facilities Consulting

Tom Hazinski  
Managing Director

Jorge Cotte  
Senior Associate



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# 1. Introduction and Executive Summary

## Nature of the Assignment

The Office of the Auditor General of the State of Arizona (“Auditor General”) engaged HVS Convention, Sports & Entertainment Facilities Consulting (“HVS”) to conduct 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(A) and (B). This statute requires an assessment of the value of direct, indirect, and induced economic activity resulting from regional and national conventions and trade shows held at the PCC. These estimates of economic activity provide the basis for estimates of the gross amount of State General Fund revenues received from income, sales, and luxury taxes derived from the operation of the PCC. Gross State General Fund revenue minus the amounts distributed as directed by A.R.S. §9-602(D) plus construction impacts equal the net impact on the State General Fund.

In the original Economic and Fiscal Impact Analysis dated August 1, 2014, HVS estimated the impact of the PCC for the period from 2009 through 2013. In subsequent years, HVS estimated the prior year impact of the PCC. This update estimates the 2019 impact of the PCC.

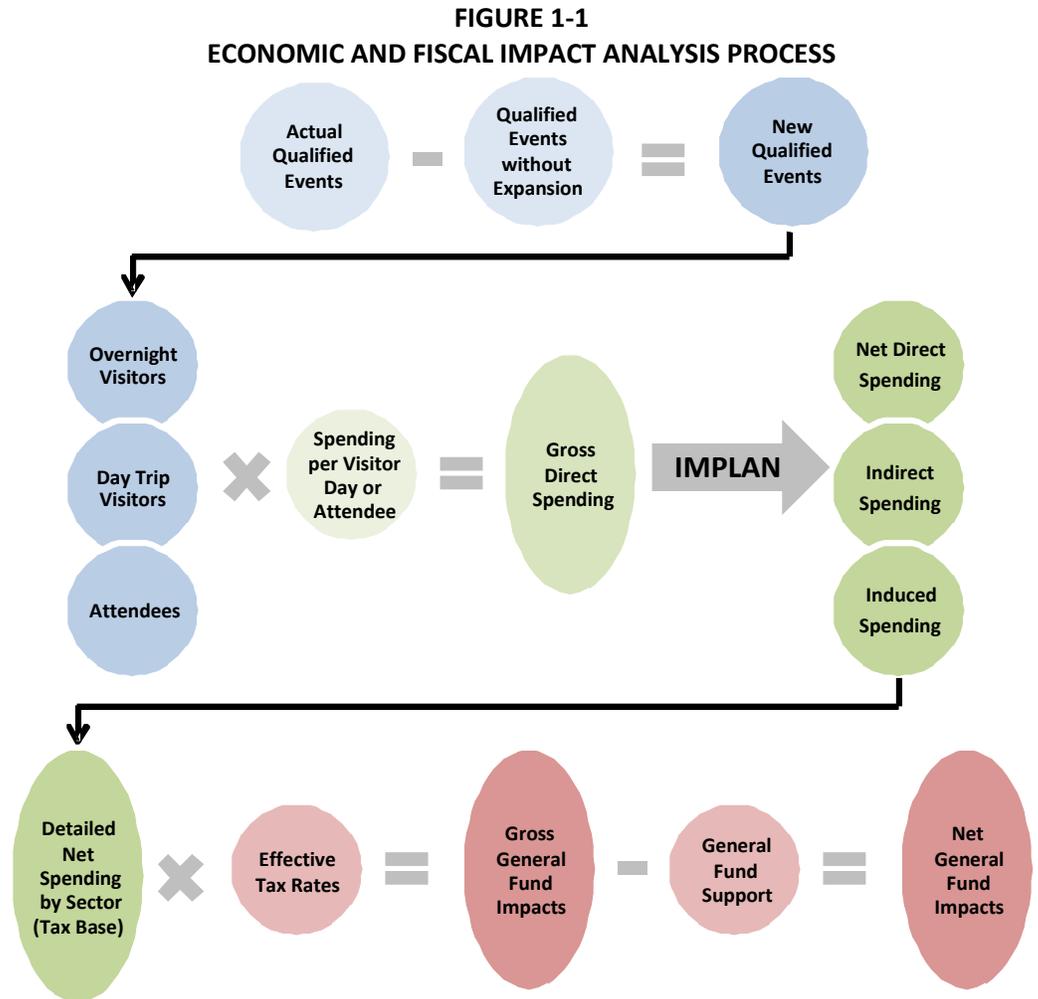
## Impact of the COVID-19 Pandemic on PCC Performance

The impact of COVID-19, a strain of the coronavirus identified in Wuhan, China in December 2019, has been felt throughout the United States. Federal, state, and local governments, individual corporations, and other institutions have imposed travel restrictions and other safety measures. Currently, there is limited insight into how long it will take for the infection rate to decrease to an acceptable level for public assembly events, such as conventions, public shows, and concerts, to resume. Growth in testing, improved treatments, and ultimately, a widely available vaccine will be necessary before a return to normalcy.

As of this writing, most convention centers, including the PCC, have temporarily ceased normal operations. Most businesses have restricted travel as a precautionary measure or in response to government mandates. We have attempted to account for potential short-term implications of COVID-19 in our forecast, but a significant level of uncertainty remains for activity levels in 2020 and 2021. For subsequent Economic and Fiscal Impact Analysis Updates, more information will be available that will allow HVS to estimate the impact of COVID-19 on Qualified Revenue.

**Economic Impact  
Methodology**

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



As required under A.R.S. §9-626, HVS estimated the change in economic activity related to “regional and national conventions and trade shows held at the site of the eligible project” referred to hereinafter as “Qualified Events.” HVS relied on historical data on Qualified Events, attendance, and room nights generated by the PCC before and after its expansion to estimate the increase in the number of and attendance at Qualified Events.

For the no-expansion scenario, HVS assumed that in 2009, the PCC would have achieved an average annual level of Qualified Events for the years 2003 through

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

HVS used estimates of the amounts of spending per visitor or attendee to estimate gross direct spending or income associated with Qualified Events. Gross direct spending provides the inputs into the IMPLAN model of the local area economy. IMPLAN is a nationally recognized input-output model that estimates the income and employment effects of changes in economic activity. The model used in the update relied on the most recent available data (2018) on the Arizona economy. IMPLAN generates estimates of total net spending. Spending falls into three categories: net direct spending, indirect spending, and induced spending. The sum of net direct, indirect, and induced spending estimates makes up the total estimated spending impact of the New Qualified Events.

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

## Event Demand Analysis

The Greater Phoenix Convention and Visitors Bureau (“GPCVB”) provided HVS with data on historical Qualified Events from 2009 through 2019.

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 1-2  
PROJECTED DIFFERENCE IN DEMAND**

	No Expansion	Actual	Change
<b>Qualified Events</b>			
2009	31	69	38
2010	27	62	35
2011	25	52	27
2012	27	61	34
2013	19	42	23
2014	19	65	46
2015	19	65	46
2016	19	67	48
2017	19	67	48
2018	19	77	58
2019	19	68	49
<b>Total</b>	<b>224</b>	<b>627</b>	<b>403</b>
<b>Attendance</b>			
2009	62,000	310,000	248,000
2010	46,000	229,000	183,000
2011	42,000	211,000	169,000
2012	33,000	165,000	132,000
2013	24,000	118,000	94,000
2014	24,000	199,000	175,000
2015	24,000	248,000	224,000
2016	24,000	211,000	187,000
2017	24,000	240,000	216,000
2018	24,000	295,000	271,000
2019	24,000	317,000	293,000
<b>Total</b>	<b>351,000</b>	<b>2,543,000</b>	<b>2,192,000</b>
<b>Room Nights</b>			
2009	252,000	826,000	574,000
2010	185,000	643,000	458,000
2011	171,000	601,000	430,000
2012	132,000	523,000	391,000
2013	96,000	368,000	272,000
2014	96,000	604,000	508,000
2015	96,000	694,000	598,000
2016	96,000	647,000	551,000
2017	96,000	674,000	578,000
2018	96,000	785,000	689,000
2019	96,000	746,000	650,000
<b>Total</b>	<b>1,412,000</b>	<b>7,111,000</b>	<b>5,699,000</b>

Source: GPCVB and HVS

The difference between the two scenarios provides the basis for estimating the net increase in spending related to Qualified Events. The PCC experienced low attendance in 2013 but saw an over 60% increase in 2014 and a 25% increase in 2015. Attendance decreased by 15% in 2016 but increased by 14%, 23%, and 7% in 2017, 2018, and 2019, respectively. HVS defines net attendance as the difference in demand between actual PCC attendance and attendance in the non-expansion scenario.

### Spending Impact

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

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

	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Direct	\$245.0	\$188.7	\$181.7	\$160.7	\$117.3	\$217.6	\$277.1	\$251.8	\$235.4	\$308.3	\$300.5
Indirect	74.6	58.6	56.7	49.9	36.1	65.9	82.2	89.7	90.3	117.5	114.6
Induced	96.8	75.5	73.0	63.3	46.1	74.3	121.5	145.9	119.1	144.8	147.7
<b>Total</b>	<b>\$416.4</b>	<b>\$322.8</b>	<b>\$311.4</b>	<b>\$273.9</b>	<b>\$199.5</b>	<b>\$357.8</b>	<b>\$480.8</b>	<b>\$487.4</b>	<b>\$444.8</b>	<b>\$570.6</b>	<b>\$562.8</b>

### Fiscal Impacts

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

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

The following figure summarizes the estimated increase in General Fund revenues from 2009 to 2019 with construction impacts and fund distributions.

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

	Impact
<b>Annual Qualified Revenue</b>	
2009	\$17,347,000
2010	14,681,000
2011	15,422,000
2012	13,620,000
2013	9,120,000
2014	14,996,000
2015	20,489,000
2016	20,647,000
2017	18,985,000
2018	23,543,000
2019	23,620,000
<b>Total Qualified Revenue</b>	<b>\$192,470,000</b>
<b>Construction Impacts</b>	<b>26,445,000</b>
<b>Sub-total</b>	<b>\$218,915,000</b>
<b>Less Fund Distributions 2009-2019</b>	<b>(171,386,200)</b>
<b>Qualified Revenue Less Distributions</b>	<b>\$47,528,800</b>

Sources: AECOM, State of Arizona, and HVS

### Breakeven Analysis

The cumulative difference of construction impacts and Qualified Revenue less fund distributions from 2009 to 2019 is approximately \$47.5 million. However, fund distributions will continue through 2044. HVS estimated the minimum attendance required for total fund distribution to equal Qualified Revenues for future years.

Health experts and epidemiologists are unable to provide a certain timeline for a vaccine or treatment that would improve health outcomes to the extent necessary to hold large events. The timing, length, and manner of restrictions and on large public gatherings imposed by state and local governments is also unknown. HVS assumptions are based on observations of event restriction in other states and on available public information at the time of this writing. Assumptions regarding the impact of the COVID-19 pandemic on the ability of the PCC to host events and on the level attendance at Qualified Events cannot be guaranteed to be accurate.

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

- Calculated Qualified Revenues per Attendee from 2009 through 2019, by dividing Qualified Revenue (Figure 1-4) by Actual Attendance (Figure 1-2).
- Used a ten-year average in 2019 dollars to project Qualified Revenue per Attendee for 2020 and inflated that amount by an inflation rate of 2.5% for future years.
- To forecast attendance in 2020, HVS depended on information from the PCC on actual attendance. Prior to cancellations due to COVID-19 described on Page 1-1, the PCC hosted approximately 134,000 delegates. Remaining booked events account for 22,500 delegates. However, given the rise in COVID-19 cases in Arizona in June and July 2020, and following the trend of other states that have progressed beyond their peak of COVID-19 cases, we assume no further events will be held in 2020.
- To forecast attendance in 2021, HVS relied on data on current event bookings provided by the PCC. We assume that in 2021, events will be held but that ongoing health concerns and a weakened economy will cause attendance levels to decline from current estimates. We assume that the impacts on attendance will be greater in the early months of 2021 and gradually lessen through the end of the year. This context is further complicated by the possibility that some events that were cancelled or postponed in 2020 and early 2021 will return, leading to more robust event bookings once health concerns are manageable. Overall, we forecast that 69.5% of currently booked attendance will materialize.
- To forecast attendance in 2022, 2023, and 2024, HVS assumed a consistent recovery to 240,000 attendees. Beginning with 2025, HVS estimates that the PCC requires an average of 258,464 attendees per year for cumulative Qualified Revenue to equal fund distributions.

See the following figure.

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

Bond Year <sup>1</sup>	Fund Distributions	Estimated Actual Attendance	Qualified Revenue per Attendee <sup>2</sup>	Qualified Revenue	Qualified Revenue minus Fund Distributions	Cumulative Difference <sup>3</sup>
Actual <sup>4</sup>						\$47,528,800
2020	23,997,900	134,300	84.79	11,387,687	(12,610,213)	34,918,587
2021	24,498,450	173,400	86.91	15,070,666	(9,427,784)	25,490,803
2022	24,999,400	200,000	89.09	17,817,109	(7,182,291)	18,308,512
2023	25,498,550	220,000	91.31	20,088,790	(5,409,760)	12,898,751
2024	25,998,700	240,000	93.60	22,462,920	(3,535,780)	9,362,971
2025	26,497,375	258,464	95.94	24,795,817	(1,701,558)	7,661,413
2026	26,997,100	258,464	98.33	25,415,712	(1,581,388)	6,080,025
2027	27,495,125	258,464	100.79	26,051,105	(1,444,020)	4,636,005
2028	27,998,700	258,464	103.31	26,702,383	(1,296,317)	3,339,688
2029	28,499,525	258,464	105.89	27,369,942	(1,129,583)	2,210,105
2030	28,999,575	258,464	108.54	28,054,191	(945,384)	1,264,720
2031	29,495,550	258,464	111.26	28,755,545	(740,005)	524,716
2032	29,999,150	258,464	114.04	29,474,434	(524,716)	0
2033	29,996,250	256,624	116.89	29,996,250	0	0
2034	29,995,775	250,361	119.81	29,995,775	0	0
2035	29,999,975	244,289	122.81	29,999,975	0	0
2036	29,995,825	238,297	125.88	29,995,825	0	0
2037	29,995,850	232,486	129.02	29,995,850	0	0
2038	29,996,750	226,822	132.25	29,996,750	0	0
2039	29,995,225	221,278	135.55	29,995,225	0	0
2040	29,997,975	215,901	138.94	29,997,975	0	0
2041	29,996,150	210,623	142.42	29,996,150	0	0
2042	29,996,175	205,486	145.98	29,996,175	0	0
2043	29,998,925	200,492	149.63	29,998,925	0	0

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

<sup>2</sup>Estimated inflation of 2.5% per year.

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

<sup>4</sup>As of December 31, 2019.

Annual Fund Distribution amounts will increase from \$24.0 million in 2020 to \$30.0 million in 2032 and remain at roughly \$30.0 million until 2043. To generate enough Qualified Revenue to equal the cumulative amounts of Fund Distributions, the PCC will need to generate approximately 258,000 in annual attendance for the years 2025 through 2032.



## Conclusion

HVS estimates that through the year 2020, Qualified Revenues exceed the amounts of fund distributions. While the current COVID-19 pandemic crisis will severely limit the ability of the PCC to generate Qualified Revenue in 2020 and 2021, in the long run return to typical attendance levels will allow the PCC to generate amounts of Qualified Revenues sufficient to cover Fund Distributions.

## 2. Event Demand Analysis

### History of Phoenix Convention Center

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

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

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

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

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

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

Source: Phoenix Convention Center, City of Phoenix, GPCVB

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

### Actual Qualified Events

The Greater Phoenix Convention and Visitors Bureau (“GPCVB”) provided HVS with data on historical Qualified Events for the calendar years 2009 through 2019. 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 eleven years by calendar year and number of attendees.

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

Attendance Range	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
0 to 999	18	12	10	11	10	15	7	12	10	11	9
1000 to 1999	16	17	20	18	10	18	20	19	23	29	22
2000 to 2999	12	14	9	14	9	10	10	14	14	9	13
3000 to 3999	8	4	3	9	6	8	7	5	7	5	6
4000 to 4999	3	7	2	5	3	2	6	4	6	6	7
5000 to 5999	4	1	1	2	1	1	5	2	2	6	0
6000 to 6999	0	2	1	0	1	3	0	6	0	3	1
7000 to 7999	2	0	0	0	0	0	4	1	0	3	0
8000 to 8999	0	1	0	0	0	3	0	1	1	1	3
9000 to 9999	0	0	1	0	0	0	0	0	1	0	3
10000 +	6	4	5	2	2	5	6	3	3	4	4
<b>Total</b>	<b>69</b>	<b>62</b>	<b>52</b>	<b>61</b>	<b>42</b>	<b>65</b>	<b>65</b>	<b>67</b>	<b>67</b>	<b>77</b>	<b>68</b>

Source: GPCVB

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

Attendance Range	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
0 to 999	11,498	8,527	6,879	6,720	6,771	8,770	4,350	8,030	5,541	6,955	6,488
1000 to 1999	23,287	24,581	26,094	27,074	14,155	25,998	28,100	25,793	33,052	41,899	31,616
2000 to 2999	27,485	30,647	22,084	31,468	21,238	22,794	22,800	32,293	32,478	19,710	32,373
3000 to 3999	27,906	13,716	10,162	31,463	20,286	28,239	23,200	19,170	23,918	17,295	21,478
4000 to 4999	13,000	30,491	8,821	22,298	13,628	8,400	26,128	17,210	25,857	25,620	30,451
5000 to 5999	21,384	5,733	5,000	10,400	5,254	5,000	25,700	10,608	11,144	30,756	-
6000 to 6999	-	12,602	6,800	-	6,000	18,827	-	37,000	-	19,585	6,000
7000 to 7999	15,500	-	-	-	-	-	30,000	7,100	-	21,000	-
8000 to 8999	-	8,000	-	-	-	24,250	-	8,752	8,000	8,500	26,095
9000 to 9999	-	-	9,000	-	-	-	-	-	9,318	-	27,500
10000 +	170,414	94,678	116,094	35,250	31,000	56,245	88,000	44,550	90,262	104,153	134,770
<b>Total</b>	<b>310,474</b>	<b>228,975</b>	<b>210,934</b>	<b>164,673</b>	<b>118,332</b>	<b>198,523</b>	<b>248,278</b>	<b>210,506</b>	<b>239,570</b>	<b>295,473</b>	<b>316,771</b>

Source: GPCVB

From 2018 to 2019, the PCC experienced a 7.21% increase in Qualified Events attendance, making it the highest year of attendance since 2009.

HVS estimated room nights for Qualified Events using attendance, event length, and information reported by delegates. The PCC provided HVS with delegate intercept survey data for 24 Qualified Events. The intercept surveys were

conducted from 2008 through 2012. The survey asked the respondents whether they stayed overnight for the event and, if so, how many nights they stayed. On average, approximately 86 percent of attendees stayed overnight for their events.

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

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

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

Source: PCC Intercept Survey and GPCVB

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



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

The figure below shows the room night history at the PCC.

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

Attendance Range	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
0 to 999	39,743	29,474	23,778	23,228	23,404	30,314	15,036	27,756	19,153	26,528	17,094
1000 to 1999	80,492	84,965	90,195	93,582	48,927	89,863	97,129	89,155	114,246	147,425	109,230
2000 to 2999	95,392	103,935	76,334	108,940	73,410	78,788	78,809	111,622	112,262	87,025	131,000
3000 to 3999	98,234	53,088	35,125	108,753	70,119	97,609	80,192	66,262	82,674	60,930	94,315
4000 to 4999	42,110	106,812	30,490	77,074	47,106	29,035	90,313	59,487	89,376	88,683	116,647
5000 to 5999	76,877	19,816	13,750	35,948	18,161	17,283	88,833	36,667	38,520	97,388	0
6000 to 6999	0	39,066	23,504	0	20,739	65,076	0	127,892	0	84,181	20,698
7000 to 7999	61,220	0	0	0	0	0	103,696	24,541	0	72,444	0
8000 to 8999	0	27,652	0	0	0	83,821	0	30,252	27,652	36,653	113,539
9000 to 9999	0	0	31,109	0	0	0	0	0	32,208	0	109,130
10000 +	331,974	178,583	276,721	75,143	66,325	111,884	140,375	73,513	157,959	83,376	34,593
<b>Total</b>	<b>826,043</b>	<b>643,391</b>	<b>601,006</b>	<b>522,668</b>	<b>368,192</b>	<b>603,674</b>	<b>694,382</b>	<b>647,146</b>	<b>674,048</b>	<b>784,634</b>	<b>746,246</b>

Source: GPCVB and HVS

**Qualified Events  
without Expansion**

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

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

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

Source: PCC

To estimate the number of Qualified Events that would have occurred without expansion, HVS assumed that in 2009 the PCC would have achieved the 2003 to 2005 three-year average level of events and attendance. In subsequent years, we applied the actual percent change in Qualified Events for the years 2010 through 2013 to the average levels in 2009. For 2014 through 2019, HVS assumed that without expansion, the PCC would hold the same number of events as the year before. Without expansion and reinvestment, the PCC would have become functionally obsolete and unable to attract new events.

See the figure below for the actual percent change in Qualified Event attendance that occurred from 2009 through 2019, followed by the resulting projections for Qualified Events without an expansion.

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

Year	Total Events	Change from Previous	Total Attendance	Change from Previous
2009	69	-	310,474	-
2010	62	-10.1%	228,975	-26.2%
2011	52	-16.1%	210,934	-7.9%
2012	61	17.3%	164,673	-21.9%
2013	42	-31.1%	118,332	-28.1%
2014	65	54.8%	198,523	67.8%
2015	65	0.0%	248,278	25.1%
2016	67	3.1%	210,506	-15.2%
2017	67	0.0%	239,570	13.8%
2018	77	14.9%	295,473	23.3%
2019	68	-11.7%	316,771	7.2%

Source: GPCVB

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

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

	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
<b>Events</b>											
0 - 999	6	5	5	5	4	4	4	4	4	4	4
1000 - 1999	12	11	9	11	7	7	7	7	7	7	7
2000 - 2999	5	4	4	4	3	3	3	3	3	3	3
3000 - 3999	5	4	4	4	3	3	3	3	3	3	3
4000 - 4999	1	1	1	1	1	1	1	1	1	1	1
5000 - 5999	2	2	2	2	1	1	1	1	1	1	1
<b>Total</b>	<b>31</b>	<b>27</b>	<b>25</b>	<b>27</b>	<b>19</b>						
<b>Average Attendance</b>											
0 - 999	667	600	600	377	548	548	548	548	548	548	548
1000 - 1999	1,417	1,182	1,333	848	821	821	821	821	821	821	821
2000 - 2999	2,200	2,000	1,750	1,357	1,314	1,314	1,314	1,314	1,314	1,314	1,314
3000 - 3999	3,200	3,000	2,750	1,810	1,971	1,971	1,971	1,971	1,971	1,971	1,971
4000 - 4999	4,000	3,000	3,000	2,262	3,286	3,286	3,286	3,286	3,286	3,286	3,286
5000 - 5999	5,000	3,500	3,500	2,828	3,286	3,286	3,286	3,286	3,286	3,286	3,286
<b>Total Attendance (rounded to the nearest 1000)</b>											
0 - 999	4,000	3,000	3,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000
1000 - 1999	17,000	13,000	12,000	9,000	6,000	6,000	6,000	6,000	6,000	6,000	6,000
2000 - 2999	11,000	8,000	7,000	6,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000
3000 - 3999	16,000	12,000	11,000	8,000	6,000	6,000	6,000	6,000	6,000	6,000	6,000
4000 - 4999	4,000	3,000	3,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000
5000 - 5999	10,000	7,000	7,000	5,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000
<b>Total</b>	<b>62,000</b>	<b>46,000</b>	<b>43,000</b>	<b>32,000</b>	<b>24,000</b>						

HVS excluded events from the set of events from 2003 to 2005 that the PCC provided that were not Qualified Events, such as gift shows and outdoor sporting events. Due to the space restrictions of the PCC prior to expansion, HVS assumed that without expansion, the PCC would not hold Qualified Events with more than 6,000 attendees from 2009 to 2019.

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

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



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

Event Size	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
0 - 999	16,000	12,000	11,000	8,000	6,000	6,000	6,000	6,000	6,000	6,000	6,000
1000 - 1999	64,000	47,000	43,000	34,000	24,000	24,000	24,000	24,000	24,000	24,000	24,000
2000 - 2999	42,000	31,000	29,000	22,000	16,000	16,000	16,000	16,000	16,000	16,000	16,000
3000 - 3999	68,000	50,000	46,000	36,000	26,000	26,000	26,000	26,000	26,000	26,000	26,000
4000 - 4999	18,000	13,000	12,000	9,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000
5000 - 5999	44,000	32,000	30,000	23,000	17,000	17,000	17,000	17,000	17,000	17,000	17,000
Total	252,000	185,000	171,000	132,000	96,000	96,000	96,000	96,000	96,000	96,000	96,000

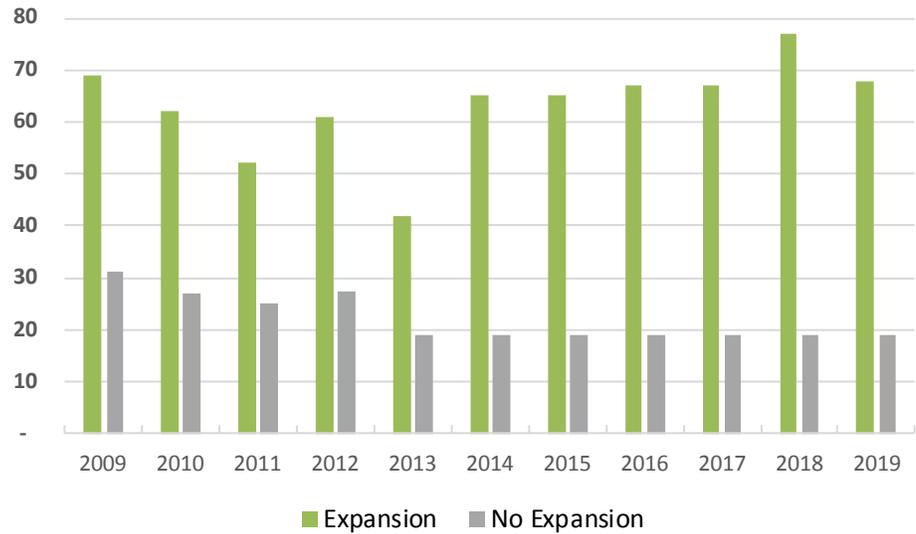
The following figure shows the difference between the number of Qualified Events and their associated attendance and room nights for each year in the non-expansion and expansion scenarios.

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

	No Expansion	Actual	Change
<b>Qualified Events</b>			
2009	31	69	38
2010	27	62	35
2011	25	52	27
2012	27	61	34
2013	19	42	23
2014	19	65	46
2015	19	65	46
2016	19	67	48
2017	19	67	48
2018	19	77	58
2019	19	68	49
<b>Total</b>	<b>224</b>	<b>627</b>	<b>403</b>
<b>Attendance</b>			
2009	62,000	310,000	248,000
2010	46,000	229,000	183,000
2011	42,000	211,000	169,000
2012	33,000	165,000	132,000
2013	24,000	118,000	94,000
2014	24,000	199,000	175,000
2015	24,000	248,000	224,000
2016	24,000	211,000	187,000
2017	24,000	240,000	216,000
2018	24,000	295,000	271,000
2019	24,000	317,000	293,000
<b>Total</b>	<b>351,000</b>	<b>2,543,000</b>	<b>2,192,000</b>
<b>Room Nights</b>			
2009	252,000	826,000	574,000
2010	185,000	643,000	458,000
2011	171,000	601,000	430,000
2012	132,000	523,000	391,000
2013	96,000	368,000	272,000
2014	96,000	604,000	508,000
2015	96,000	694,000	598,000
2016	96,000	647,000	551,000
2017	96,000	674,000	578,000
2018	96,000	785,000	689,000
2019	96,000	746,000	650,000
<b>Total</b>	<b>1,412,000</b>	<b>7,111,000</b>	<b>5,699,000</b>

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

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



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





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

## 3. Spending Estimates

### Direct, Indirect, and Induced Spending

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

Spending falls into three categories:

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

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

### Sources of Direct Spending

HVS identified four sources of new direct spending impact:

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

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

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

### Spending Parameters

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

We relied on Smith Travel Research (“STR”) data to estimate hotel room rates paid by delegates in each year of the forecast. See the following figure for a eleven-year summary of average daily room rates in hotels near the Convention Center in downtown Phoenix.

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

Year	ADR
2009	\$144.89
2010	140.18
2011	140.06
2012	145.42
2013	143.83
2014	146.95
2015	159.71
2016	162.76
2017	161.49
2018	166.38
2019	173.49

Source: STR

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

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

HVS primarily relied on Longwoods International's 2017 Phoenix Visitor Profile Research for overnight and day-trip visitor spending. HVS relied on its own hotel revenue database to determine additional overnight visitor spending that Longwoods International does not include in its travel surveys. For 2018 and 2019 spending, HVS also adjusted overnight visitor spending to include 0.15 Non-Registered Visitors per attendee, as described in Appendix F. For exhibitor and organizer spending, we used a 2004 national survey of convention spending conducted by the Destinations International ("DI").

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

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

The following figures show the adjusted and appropriately inflated daily spending parameters for 2009 through 2019.

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

	2009	2010	2011	2012	2013	2014	2015	2016	2017*	2018	2019
<b>Inflation Index</b>	<b>1.134</b>	<b>1.152</b>	<b>1.189</b>	<b>1.214</b>	<b>1.229</b>	<b>1.253</b>	<b>1.255</b>	<b>1.271</b>	-	<b>1.024</b>	<b>1.043</b>
Hotel Room Rental	\$144.89	\$140.18	\$140.06	\$145.42	\$143.83	\$146.95	\$159.71	\$162.76	\$161.49	\$166.38	\$173.49
Restaurants	59.85	60.81	62.76	64.07	64.84	66.14	66.23	56.88	27.55	32.46	33.05
Other Hotel Spending	39.46	40.09	41.37	42.24	42.75	43.61	43.66	47.64	81.43	83.89	87.48
General Retail	25.32	25.72	26.55	27.11	27.43	27.98	28.02	28.44	15.03	17.70	18.03
Golf, Skiing and Gaming	18.38	18.68	19.27	19.68	19.91	20.31	20.34	20.65	na	na	na
Cultural Recreation	8.73	8.87	9.15	9.34	9.45	9.64	9.66	9.80	na	na	na
Transportation	7.72	7.84	8.09	8.26	8.36	8.53	8.54	8.67	6.51	7.67	7.81
Auto Rental and Leasing	7.71	7.83	8.09	8.25	8.35	8.52	8.53	9.52	6.51	7.67	7.81
Sightseeing	4.09	4.16	4.29	4.38	4.43	4.52	4.53	4.60	na	na	na
Performing Arts Companies	3.44	3.49	3.60	3.68	3.72	3.80	3.80	3.86	na	na	na
Spectator Sports Companies	1.84	1.87	1.93	1.97	2.00	2.04	2.04	2.07	na	na	na
Retail - Gas Stations	1.69	1.72	1.78	1.81	1.83	1.87	1.87	1.90	na	na	na
Public Transit	1.49	1.52	1.57	1.60	1.62	1.65	1.65	1.68	na	na	na
Film Entertainment	1.14	1.16	1.20	1.22	1.24	1.26	1.26	1.28	na	na	na
Telecommunication	na										
Other Amusement & Recreation	na	12.52	14.75	15.02							
<b>Total</b>	<b>\$325.75</b>	<b>\$323.94</b>	<b>\$329.71</b>	<b>\$339.03</b>	<b>\$339.76</b>	<b>\$346.82</b>	<b>\$359.84</b>	<b>\$359.75</b>	<b>\$311.04</b>	<b>\$330.52</b>	<b>\$342.69</b>

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

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

For events with 10,000 or more attendees, HVS used Hotel Room Rental and Other Hotel Spending of \$73.95 and \$37.28, respectively, to account for multiple attendee room occupancy.

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

	2009	2010	2011	2012	2013	2014	2015	2016	2017*	2018	2019
<b>Inflation Index</b>	<b>1.134</b>	<b>1.152</b>	<b>1.189</b>	<b>1.214</b>	<b>1.229</b>	<b>1.253</b>	<b>1.255</b>	<b>1.271</b>	-	<b>1.024</b>	<b>1.043</b>
Restaurants	\$59.85	\$60.81	\$62.76	\$64.07	\$64.84	\$66.14	\$66.23	\$56.88	\$27.55	\$28.23	\$28.74
General Retail	25.32	25.72	26.55	27.11	27.43	27.98	28.02	28.44	15.03	15.40	15.67
Golf, Skiing and Gaming	18.38	18.68	19.27	19.68	19.91	20.31	20.34	20.65	na	na	na
Cultural Recreation	8.73	8.87	9.15	9.34	9.45	9.64	9.66	9.80	na	na	na
Sightseeing	4.09	4.16	4.29	4.38	4.43	4.52	4.53	4.60	na	na	na
Performing Arts Companies	3.44	3.49	3.60	3.68	3.72	3.80	3.80	3.86	na	na	na
Spectator Sports Companies	1.84	1.87	1.93	1.97	2.00	2.04	2.04	2.07	na	na	na
Retail - Gas Stations	1.69	1.72	1.78	1.81	1.83	1.87	1.87	1.90	na	na	na
Public Transit	1.49	1.52	1.57	1.60	1.62	1.65	1.65	1.68	na	na	na
Film Entertainment	1.14	1.16	1.20	1.22	1.24	1.26	1.26	1.28	na	na	na
Transportation	na	6.51	6.67	6.79							
Auto Rental and Leasing	na	6.51	6.67	6.79							
Other Amusement & Recreation	na	12.52	12.83	13.06							
<b>Total</b>	<b>\$125.97</b>	<b>\$128.00</b>	<b>\$132.10</b>	<b>\$134.86</b>	<b>\$136.47</b>	<b>\$139.21</b>	<b>\$139.40</b>	<b>\$131.16</b>	<b>\$68.12</b>	<b>\$69.80</b>	<b>\$71.05</b>

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

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

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

	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
<b>Inflation Index</b>	<b>1.134</b>	<b>1.152</b>	<b>1.189</b>	<b>1.214</b>	<b>1.229</b>	<b>1.253</b>	<b>1.255</b>	<b>1.271</b>	<b>1.298</b>	<b>1.329</b>	<b>1.353</b>
Lodging Costs	\$7.51	\$7.26	\$7.26	\$7.53	\$7.45	\$7.61	\$8.28	\$8.43	\$8.37	\$8.62	\$8.99
Other Hotel Spending	3.64	3.70	3.82	3.90	3.94	4.02	4.03	4.39	4.49	4.36	5.33
Advertising & Related Services	2.92	2.97	3.06	3.13	3.17	3.23	3.23	3.28	3.35	3.43	3.49
Other Amusement & Recreation	2.88	2.92	3.02	3.08	3.12	3.18	3.18	3.23	3.30	3.38	3.44
Auto Rental and Leasing	2.39	2.42	2.50	2.55	2.59	2.64	2.64	2.95	3.01	3.02	2.84
Machinery & Equipment	1.60	1.62	1.68	1.71	1.73	1.77	1.77	1.79	1.83	1.88	1.91
General Retail	1.25	1.27	1.31	1.34	1.35	1.38	1.38	1.40	1.43	1.47	1.49
Transportation	0.93	0.95	0.98	1.00	1.01	1.03	1.03	1.04	1.07	1.09	1.11
Retail - Gas Stations	0.44	0.44	0.46	0.47	0.47	0.48	0.48	0.49	0.50	0.51	0.52
Public Transit	0.14	0.14	0.15	0.15	0.15	0.16	0.16	0.16	0.16	0.17	0.17
<b>Total</b>	<b>\$23.70</b>	<b>\$23.69</b>	<b>\$24.24</b>	<b>\$24.86</b>	<b>\$24.98</b>	<b>\$25.50</b>	<b>\$26.18</b>	<b>\$27.16</b>	<b>\$27.51</b>	<b>\$27.93</b>	<b>\$29.29</b>

Sources: CTI, DI, STR, and HVS

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

	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
<b>Inflation Index</b>	<b>1.134</b>	<b>1.152</b>	<b>1.189</b>	<b>1.214</b>	<b>1.229</b>	<b>1.253</b>	<b>1.255</b>	<b>1.271</b>	<b>1.298</b>	<b>1.329</b>	<b>1.353</b>
Hotel Room Rate	\$1.10	\$1.12	\$1.15	\$1.18	\$1.19	\$1.22	\$1.22	\$1.15	\$1.29	\$1.32	\$1.61
Other Hotel Spending	1.34	1.37	1.41	1.44	1.46	1.49	1.49	1.40	1.66	1.70	1.60
General Retail	1.13	1.15	1.19	1.21	1.23	1.25	1.25	1.27	1.30	1.29	1.32
Advertising & Related Services	0.88	0.89	0.92	0.94	0.95	0.97	0.97	0.99	1.01	1.00	1.02
Transportation	0.17	0.17	0.18	0.18	0.18	0.19	0.19	0.19	0.19	0.19	0.20
Auto Rental and Leasing	0.04	0.04	0.04	0.04	0.05	0.05	0.05	0.05	0.05	0.05	0.05
Public Transit	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04
Restaurants	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03
<b>Total</b>	<b>\$4.73</b>	<b>\$4.81</b>	<b>\$4.96</b>	<b>\$5.06</b>	<b>\$5.13</b>	<b>\$5.24</b>	<b>\$5.24</b>	<b>\$5.12</b>	<b>\$5.57</b>	<b>\$5.62</b>	<b>\$5.87</b>

Sources: CTI, DI, STR, and HVS

**Facility Revenue  
Related to Qualified  
Events**

The spending parameters discussed above exclude spending that occurs within the PCC. Visitors, event organizers, and exhibitors purchase facility rentals and equipment, food and beverage services, and other services at the PCC. HVS used PCC client spending data from 2009 to 2019 to estimate revenue in the following categories.

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

refreshment services. Conventions and tradeshow typically experience the most spending per attendee.

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

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

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

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

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

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

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

The following figure shows spending at the PCC for the years 2009 through 2019.

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

Spending Category	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Food & Beverage	\$12,152	\$8,301	\$8,600	\$9,793	\$8,073	\$16,614	\$19,258	\$23,669	\$16,408	\$18,171	\$21,732
Facility Rental	2,829	2,737	2,547	3,169	2,361	2,580	3,298	2,969	3,249	3,115	3,654
Utilities	3,342	2,436	1,828	2,525	2,151	3,364	4,365	4,712	3,670	4,425	1,944
Audio Visual	1,474	1,485	1,499	1,560	979	2,053	2,259	2,220	1,766	2,404	2,654
Services	422	569	539	643	464	674	1,617	993	1,039	1,069	1,339
Equipment	110	41	53	76	52	51	73	78	82	66	81
Ticket Tax/Fees	87	132	22	26	25	28	20	22	17	73	41
Parking	68	6	125	13	15	43	211	47	44	51	67
<b>Total</b>	<b>\$20,484</b>	<b>\$15,707</b>	<b>\$15,213</b>	<b>\$17,805</b>	<b>\$14,120</b>	<b>\$25,407</b>	<b>\$31,101</b>	<b>\$34,710</b>	<b>\$26,275</b>	<b>\$29,374</b>	<b>\$31,512</b>

Source: PCC

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

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

Spending Category	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Food & Beverage	\$2,441	\$1,668	\$1,728	\$1,967	\$1,622	\$1,990	\$1,844	\$2,673	\$1,628	\$1,462	\$1,631
Facility Rental	568	550	512	637	474	309	316	335	322	251	274
Utilities	671	489	367	507	432	403	418	532	364	356	146
Audio Visual	296	298	301	313	197	246	216	251	175	193	199
Services	85	114	108	129	93	81	155	112	103	86	101
Equipment	22	8	11	15	10	6	7	9	8	5	6
Ticket Tax/Fees	17	26	4	5	5	3	2	2	2	6	3
Parking	14	1	25	3	3	5	20	5	4	4	5
<b>Total</b>	<b>\$4,114</b>	<b>\$3,154</b>	<b>\$3,056</b>	<b>\$3,576</b>	<b>\$2,836</b>	<b>\$3,043</b>	<b>\$2,978</b>	<b>\$3,919</b>	<b>\$2,606</b>	<b>\$2,363</b>	<b>\$2,365</b>

Sources: HVS and PCC

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

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

Spending Category	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Food & Beverage	\$9,711	\$6,633	\$6,873	\$7,825	\$6,451	\$14,624	\$17,414	\$20,996	\$14,780	\$16,709	\$20,101
Facility Rental	2,260	2,187	2,035	2,533	1,886	2,271	2,982	2,634	2,926	2,864	3,380
Utilities	2,671	1,947	1,461	2,017	1,719	2,961	3,947	4,180	3,306	4,069	1,798
Audio Visual	1,177	1,187	1,198	1,247	783	1,807	2,043	1,969	1,591	2,211	2,455
Services	337	455	430	514	371	593	1,462	881	936	983	1,239
Equipment	88	33	42	60	41	45	66	69	73	60	75
Ticket Tax/Fees	69	105	18	21	20	25	18	20	16	67	38
Parking	54	5	100	10	12	38	191	42	39	47	62
<b>Total</b>	<b>\$16,367</b>	<b>\$12,552</b>	<b>\$12,157</b>	<b>\$14,227</b>	<b>\$11,283</b>	<b>\$22,364</b>	<b>\$28,123</b>	<b>\$30,791</b>	<b>\$23,667</b>	<b>\$27,010</b>	<b>\$29,148</b>

Sources: HVS and PCC

Refer to Appendix D for a complete listing of all PCC revenues in 2019.

### Attendance Estimates

HVS applied the sources of spending impacts and spending parameters described in Figures 3-2 through 3-8 to estimate gross direct spending for 2019. For overnight visitors, day-trip visitors, exhibitors, and organizers, HVS multiplied the spending by the number of delegate days.

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

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

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

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

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

Attendance Range	2011	2012	2013	2014	2015	2016	2017	2018	2019
<b>Attendance</b>									
0 - 999	4,000	5,000	5,000	7,000	2,000	6,000	4,000	5,000	6,000
1000 - 1999	13,000	18,000	8,000	20,000	23,000	19,000	26,000	35,000	32,000
2000 - 2999	14,000	26,000	17,000	19,000	19,000	28,000	26,000	16,000	32,000
3000 - 3999	0	23,000	14,000	22,000	17,000	14,000	17,000	11,000	21,000
4000 - 4999	5,000	20,000	12,000	6,000	25,000	15,000	23,000	24,000	30,000
5000 - 5999	0	5,000	1,000	2,000	22,000	7,000	7,000	27,000	0
6000 - 6999	7,000	0	6,000	18,000	0	32,000	0	20,000	6,000
7000 - 7999	0	0	0	0	31,000	10,000	0	21,000	0
8000 - 8999	0	0	0	24,000	0	8,000	8,000	9,000	26,000
9000 - 9999	9,000	0	0	0	0	0	9,000	0	28,000
10000+	116,000	35,000	31,000	56,000	88,000	46,000	89,000	104,000	135,000
<b>Average Event Length</b>									
0 - 999	3.9	3.9	3.9	3.3	5.0	3.9	3.9	4.3	3.0
1000 - 1999	3.7	3.7	3.7	3.8	3.9	3.9	4.0	4.1	4.0
2000 - 2999	3.8	3.8	3.8	4.2	3.9	4.0	4.1	5.1	4.7
3000 - 3999	4.3	4.3	4.3	3.4	4.3	4.2	4.3	4.0	5.0
4000 - 4999	4.1	4.1	4.1	4.0	4.0	4.2	4.2	4.0	4.4
5000 - 5999	4.3	4.3	4.3	10.0	4.6	4.4	4.6	3.7	0.0
6000 - 6999	3.8	3.8	3.8	5.3	4.4	4.4	4.4	5.0	4.0
7000 - 7999	7.0	7.0	7.0	0.0	5.5	5.1	5.1	4.0	0.0
8000 - 8999	3.0	3.0	3.0	3.7	3.5	3.8	3.5	5.0	5.0
9000 - 9999	4.0	4.0	4.0	0.0	4.0	4.0	4.0	0.0	5.3
10000+	4.7	4.7	4.7	4.4	4.5	4.5	4.8	5.8	5.0

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

**FIGURE 3-10  
TOTAL ATTENDEE DAYS**

Attendance Range	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
0 - 999	29,000	22,000	14,000	18,000	20,000	25,000	12,000	21,000	14,000	24,000	20,000
1000 - 1999	24,000	44,000	50,000	68,000	29,000	73,000	91,000	72,000	102,000	143,000	127,000
2000 - 2999	64,000	86,000	55,000	99,000	66,000	71,000	77,000	110,000	107,000	83,000	152,000
3000 - 3999	52,000	7,000	0	98,000	61,000	92,000	75,000	57,000	73,000	41,000	109,000
4000 - 4999	35,000	107,000	21,000	81,000	48,000	22,000	102,000	64,000	96,000	95,000	135,000
5000 - 5999	49,000	0	0	22,000	6,000	7,000	103,000	29,000	32,000	94,000	0
6000 - 6999	0	47,000	26,000	0	23,000	66,000	0	139,000	0	98,000	24,000
7000 - 7999	109,000	0	0	0	0	0	173,000	50,000	0	84,000	0
8000 - 8999	0	24,000	0	0	0	71,000	0	29,000	28,000	43,000	132,000
9000 - 9999	0	0	36,000	0	0	0	0	0	36,000	0	147,000
10000+	798,000	443,000	543,000	165,000	145,000	260,000	395,000	207,000	425,000	375,000	340,000
<b>Total</b>	<b>1,158,000</b>	<b>780,000</b>	<b>745,000</b>	<b>551,000</b>	<b>398,000</b>	<b>687,000</b>	<b>1,028,000</b>	<b>778,000</b>	<b>913,000</b>	<b>1,080,000</b>	<b>1,186,000</b>

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

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

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

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

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

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

See the following figure for estimated Gross Direct Spending from 2015 to 2019.

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

Year	Spending Parameter	x # Attendee Days =	Total Spending
<b>Overnight Visitor Spending*</b>			
2015	\$359.84	599,000	215,544,000
2016	\$359.75	551,000	198,222,000
2017	\$313.24	578,000	181,053,000
2018	\$330.52	793,000	236,119,000
2019	\$342.69	685,000	224,769,000
<b>Day-trip Visitor Spending</b>			
2015	\$139.40	215,000	29,971,000
2016	\$131.16	152,000	19,936,000
2017	\$70.32	227,000	15,963,000
2018	\$69.80	286,000	19,963,000
2019	\$71.05	391,000	27,781,000
<b>Exhibitor Spending</b>			
2015	\$26.18	1,053,000	27,568,000
2016	\$27.16	778,000	21,130,000
2017	\$26.90	914,000	24,587,000
2018	\$27.93	1,080,000	30,164,000
2019	\$29.29	1,076,000	31,516,000
<b>Organizer Spending</b>			
2015	\$5.24	1,053,000	5,518,000
2016	\$5.12	778,000	3,983,000
2017	\$5.41	914,000	4,945,000
2018	\$5.62	1,080,000	6,070,000
2019	\$5.87	1,076,000	6,316,000
<b>Annual Venue Spending at Qualified Events</b>			
	2015	28,123,000	
	2016	30,791,000	
	2017	23,667,000	
	2018	27,010,000	
	2019	29,146,000	

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

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

### Indirect and Induced Spending

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

**IMPLAN Impact  
Modeling**

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

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

**FIGURE 3-12  
GROSS DIRECT SPENDING BY IMPLAN SECTOR (2019)\***

Sector	Spending (\$ Thousands)
Hotels and motels, including casino hotels	127,291
Food services and drinking places	77,107
Retail Stores - General Merchandise	28,788
Amusement parks, arcades, and gambling industries	16,938
Automotive Equipment Rental and leasing	11,492
Advertising and Related Services	9,147
Transit and ground passenger transportation	8,092
Museums, Historical Sites, Zoos, and Parks	8,041
Other amusement and recreation industries	7,239
Real estate establishments	5,910
Commercial/industrial machinery and equipment rental	4,019
Scenic and sightseeing transportation	3,770
Performing Arts Companies	3,167
Retail Stores - Gasoline Stations	2,671
State and local government passenger transit	1,807
Spectator Sports Companies	1,699
Other support services	1,239
Motion picture and video industries	1,051
Other personal services	62
Promoters of performing arts	38
<b>Total</b>	<b>\$319,565</b>

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

**Annual Net Direct Spending**

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

**Retail Margins**

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

**Local Purchase Percentage**

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

**Annual Net Spending Impacts**

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

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

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

Total spending decreased by 1.4% from 2018 to 2019. For detailed output broken down by year and IMPLAN industry sector, please refer to Appendix E. This decrease occurred due to decreased attendance for Qualified Events with fewer than 10,000 attendees.

## Other Considerations

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

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

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

## 4. Fiscal Impact Estimates

### Fiscal Impacts

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

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

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

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

Source: State of Arizona Office of the Auditor General

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

In this study, we estimated only the portion of taxes that would flow to the General Fund. We use nominal rates and the portion allocated to the General Fund to estimate Qualified Revenues for each year. For each tax, HVS found data on General Fund revenue for 2009 through 2019. The following describes the calculations for the effective rate for each source of Qualified Revenue.

### Sales Tax and Use Tax

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

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

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

### Personal Income Tax

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

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

Year	General Fund Income Tax Revenue	Individual Income Tax Revenue*	Total Income	Effective Individual Income Tax Rate
2009	\$2.43	\$2.08	\$216.0	0.96%
2010	\$2.20	\$1.88	\$220.9	0.85%
2011	\$2.95	\$2.52	\$231.0	1.09%
2012	\$3.31	\$2.82	\$243.6	1.16%
2013	\$3.55	\$3.03	\$247.0	1.23%
2014	\$3.48	\$2.97	\$259.0	1.15%
2015	\$3.81	\$3.26	\$270.7	1.20%
2016	\$3.93	\$3.36	\$284.3	1.18%
2017	\$3.84	\$3.33	\$298.0	1.12%
2018	\$4.24	\$3.75	\$313.0	1.20%
2019	\$4.85	\$4.34	\$336.5	1.29%

\*2019 Individual Income Tax is approximately 89.5% of all Income Taxes, which includes Individual Income Tax and Corporate Income Tax.

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

### Corporate Income Tax

The Arizona Department of Revenue Fiscal Year 2019 Annual Report stated that in 2019, Corporate Income Tax averaged approximately 10.5% of Total Income Taxes per year. HVS calculated 2019 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 2019 Annual Report stated that from FY 2015 through FY 2019, taxes on alcohol, tobacco, and cigarette sales averaged approximately 1.26% of all Sales Tax and Use Tax per year. HVS calculated Qualified Revenue for Luxury Tax by multiplying each year's Qualified Revenue from Sales Tax and Use Tax by the corresponding percentage.

### IMPLAN Categories

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

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

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

The figure below shows Qualified Revenue for the State of Arizona from 2009 to 2019.

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

Year	Sales & Use	Personal Income	Corporate Income	Luxury	Total
2009	\$15,465,000	\$1,404,000	\$240,000	\$238,000	\$17,347,000
2010	\$13,346,000	\$964,000	\$165,000	\$206,000	\$14,681,000
2011	\$13,813,000	\$1,192,000	\$204,000	\$213,000	\$15,422,000
2012	\$12,152,000	\$1,094,000	\$187,000	\$187,000	\$13,620,000
2013	\$8,012,000	\$841,000	\$144,000	\$123,000	\$9,120,000
2014	\$13,276,000	\$1,311,000	\$206,000	\$203,000	\$14,996,000
2015	\$17,841,000	\$2,060,000	\$326,000	\$262,000	\$20,489,000
2016	\$18,090,000	\$1,997,000	\$301,000	\$259,000	\$20,647,000
2017	\$16,511,000	\$1,639,000	\$217,000	\$228,000	\$18,595,000
2018	\$21,120,000	\$1,921,000	\$221,000	\$281,000	\$23,543,000
2019	\$20,857,000	\$2,262,000	\$238,000	\$263,000	\$23,620,000

Four tax sources generated 23.6 million in 2019.

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

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

**FIGURE 4-4**  
**CONVENTION CENTER DEVELOPMENT FUND DISTRIBUTIONS (2009 TO 2019)**

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
<b>Total</b>	<b>\$171,386,200</b>

\*Beginning July 1

Source: Arizona Revised Statute 9-602 (D)

For each year, HVS took the difference between Qualified Revenue and amount distributed. The net impact from 2009 to 2019 equals the total difference between Qualified Revenue and distributions. A.R.S. §9-626 (B) states that net impact estimates must include General Fund revenues derived from construction activity. In 2010, the Office of the Auditor General contracted AECOM to estimate impacts from construction of the PCC expansion. HVS used estimates from AECOM's *Economic and Fiscal Impact Study—Construction of the Phoenix Convention Center* and added them to Qualified Revenue to obtain a total value of General Fund impact. See the figure below.

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

	Impact
<b>Annual Qualified Revenue</b>	
2009	\$17,347,000
2010	14,681,000
2011	15,422,000
2012	13,620,000
2013	9,120,000
2014	14,996,000
2015	20,489,000
2016	20,647,000
2017	18,985,000
2018	23,543,000
2019	23,620,000
<b>Total Qualified Revenue</b>	<b>\$192,470,000</b>
<b>Construction Impacts</b>	<b>26,445,000</b>
<b>Sub-total</b>	<b>\$218,915,000</b>
<b>Less Fund Distributions 2009-2019</b>	<b>(171,386,200)</b>
<b>Qualified Revenue Less Distributions</b>	<b>\$47,528,800</b>

Sources: AECOM, State of Arizona, and HVS

In Fiscal Year 2019, Qualified Revenue exceeded Fund Distributions. HVS estimates that the State of Arizona General Fund has a net positive impact of approximately \$47.5 million from the PCC expansion. This total is made of Qualified Revenue less convention center development fund distributions from 2009 to 2019 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 Associate

## A. Appendix - Qualified Events 2009 - 2019

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

Event Name	Start Date	End Date	Attendance	Room Nights
Annual Convention & Exhibition	11/14/2009	11/17/2009	700	1,005
School Equipment Show	11/18/2009	11/20/2009	2,500	2,542
Area Conference	12/3/2009	12/5/2009	1,700	2,003
Quarterly College Event	12/14/2009	12/19/2009	2,400	987
Confidential	-	-	-	-
Leadership	1/7/2010	1/8/2010	984	1,602
P. F. Chang's Rock "N" Roll Marathon & 1/2 Marathon	1/15/2010	1/16/2010	18,690	17,260
Pre POA	1/16/2010	1/22/2010	550	2,017
International Meeting on Simulation in Healthcare	1/23/2010	1/27/2010	2,207	3,795
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
DoDHS 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

Event Name	Start Date	End Date	Attendance	Room Nights
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

Event Name	Start Date	End Date	Attendance	Room Nights
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

Event Name	Start Date	End Date	Attendance	Room Nights
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
National Sales Conference	1/27/2014	2/1/2014	2,100	4,142
Cattle Industry Annual Convention & Trade Show	1/29/2014	2/1/2014	6,000	8,675
Electric Utilities Environmental Conference	2/3/2014	2/5/2014	1,630	1,615
Flex Conference	2/4/2014	2/6/2014	618	669
AQS Quilt Show & Contest	2/5/2014	2/8/2014	12,245	924
NDNQi Annual Conference	2/5/2014	2/7/2014	1,100	1,624
Sales Meeting	2/6/2014	2/8/2014	194	205
Sporting Goods Show	2/6/2014	2/8/2014	1,667	2,334
National Convention	2/15/2014	2/19/2014	8,000	13,473
PLC Summit	2/25/2014	2/28/2014	1,700	1,750
Waste Management Symposium	3/3/2014	3/6/2014	3,500	3,753
AAPM Annual Conference	3/6/2014	3/9/2014	1,325	1,498
ENA Leadership Conference	3/7/2014	3/9/2014	2,000	2,743
Annual Cancer Symposium	3/10/2014	3/15/2014	1,700	2,300
International Leadership Retreat	3/10/2014	3/14/2014	2,500	591
The Travel Goods Show	3/11/2014	3/13/2014	3,500	2,624
CGA Excavation Safety Conference & Expo	3/11/2014	3/13/2014	1,100	1,904
Annual Meeting	3/23/2014	3/27/2014	6,527	14,403
Annual Conference	4/1/2014	4/6/2014	1,800	1,910
HMORN Conference	4/1/2014	4/2/2014	500	1,017
Western Regional Dental Convention	4/3/2014	4/5/2014	3,209	808
MRO Americas	4/5/2014	4/11/2014	10,000	9,666
Juice Plus+® Leadership Conference	4/10/2014	4/12/2014	4,300	2,939
InfusionCon	4/23/2014	4/26/2014	2,751	2,548
Annual Franchise Conference	4/28/2014	5/1/2014	2,016	3,248
Annual Convention & Industrial Exhibition	5/5/2014	5/7/2014	900	2,709
Annual Conference	5/6/2014	5/9/2014	1,330	2,050
Joint Armaments Conference, Exhibition & Firing Demonstration	5/13/2014	5/15/2014	390	471
TechComm Summit	5/14/2014	5/16/2014	616	1,789
Annual Meeting	5/20/2014	5/22/2014	2,285	3,553

Event Name	Start Date	End Date	Attendance	Room Nights
Annual Meeting and USA Open Volleyball Championship Event (Adult)	5/23/2014	5/28/2014	6,300	7,324
Phoenix Comicon	6/5/2014	6/8/2014	3,800	4,459
Annual Convention & Expo	6/8/2014	6/12/2014	1,969	2,662
Pre POA	6/10/2014	6/11/2014	916	2,321
Annual National Convention & Symposium	6/13/2014	6/15/2014	1,500	1,686
Resolved	6/20/2014	6/23/2014	2,000	431
Volleyball Festival	6/26/2014	7/2/2014	10,500	8,928
Cheer Camp Southwest	7/9/2014	7/14/2014	350	459
Annual Conference and Exposition	7/16/2014	7/18/2014	1,574	2,398
Gold Canyon Convention	8/7/2014	8/9/2014	2,000	878
Annual National Convention	8/10/2014	8/13/2014	1,200	2,916
Annual Conference	9/10/2014	9/12/2014	1,250	1,806
Education Summit	9/17/2014	9/20/2014	1,500	3,213
HP Leadership Summit	9/29/2014	10/3/2014	2,500	6,450
Grace Hopper Celebration	10/8/2014	10/10/2014	8,150	13,041
North America Sales & Service National Meeting	10/12/2014	10/16/2014	700	2,267
NAHC Annual Meeting and Exposition	10/19/2014	10/22/2014	2,542	4,117
Global Congress - North America	10/26/2014	10/30/2014	3,986	5,898
Annual Convention	11/7/2014	11/9/2014	3,444	1,474
National Specialty Sales Meeting	11/11/2014	11/13/2014	1,053	1,813
Annual Convention & Exhibition	11/15/2014	11/17/2014	813	1,154
Irrigation Show	11/17/2014	11/21/2014	4,100	4,154
International Training Event	12/4/2014	12/5/2014	14,000	4,645
Aftermarket Expo	12/7/2014	12/16/2014	5,000	10,269
Annual Convention	12/31/2014	1/4/2015	6,000	4,035
Comic Con	1/24/2014	1/26/2014	3,800	
Expo - 2014	3/18/2014	3/19/2014	890	
TechFest	5/12/2014	5/13/2014	200	
Conference	5/14/2014	5/16/2014	775	
Annual Meeting	7/25/2014	7/26/2014	3,000	
Summit	8/17/2014	8/19/2014	1,600	
Product Week	9/9/2014	9/11/2014	608	
Training	10/31/2014	11/6/2014	300	
Annual Meeting	1/4/2015	1/8/2015	2,500	7,595
2015 The National NeedleArts Tradeshow	1/10/2015	1/13/2015	2,000	2,068
P. F. Chang's Rock "N" Roll Marathon & 1/2 Marathon	1/16/2015	1/17/2015	19,500	6,120
2015 SCCM Congress	1/18/2015	1/20/2015	7,500	9,711
Super Bowl - 2015 - HQ/Media/Staff	1/30/2015	2/1/2015	20,000	22,993
SolidWorks World 2015	2/7/2015	2/13/2015	5,200	7,663
2015 Classic Rock Invitational	2/12/2015	2/15/2015	4,000	513
CCG National Sales Meeting	2/15/2015	2/18/2015	2,600	5,792
2015 Annual Meeting & Exhibition	2/19/2015	2/22/2015	2,200	3,208
2015 Sporting Goods Show	2/19/2015	2/21/2015	1,600	2,186
The Commodity Classic 2015	2/26/2015	3/1/2015	7,500	14,160
BAI Payments Connect 2015	3/1/2015	3/4/2015	1,200	1,204
2015 PLC Summit	3/3/2015	3/6/2015	1,700	1,735
2015 NTCA's Rural Telecom Industry Meeting & EXPO	3/8/2015	3/12/2015	3,000	6,198
2015 WM Symposium	3/16/2015	3/19/2015	3,500	3,639
2015 Western Regional Dental Convention	3/17/2015	3/21/2015	4,328	770
2015 Annual Conference & Exposition	3/23/2015	3/26/2015	1,400	2,599
2015 UniPro Purchasing Conference	3/23/2015	3/28/2015	1,800	3,276
2015 Career Conference	3/26/2015	3/29/2015	2,000	121
Spring National Meeting	3/28/2015	3/31/2015	1,700	3,950
2015 ACSM Health & Fitness Summit & Exposition	3/30/2015	4/3/2015	1,200	1,542
InfusionCon 2015	3/31/2015	4/3/2015	5,500	2,533
Annual Convention	4/6/2015	4/11/2015	3,000	3,997
2015 Common Core Standards and Assessment Institute	4/13/2015	4/15/2015	400	696
AONE Annual Meeting	4/16/2015	4/19/2015	2,500	5,156
2015 Region 1 Gymnastics Meet	4/16/2015	4/19/2015	1,500	308
2015 Golden West Region 21	4/16/2015	4/18/2015	1,200	617
Eagle Eye Expo	4/19/2015	4/24/2015	450	230
2015 Blue National Summit	4/21/2015	4/24/2015	4,500	6,150
2015 National Conference	4/26/2015	4/29/2015	1,400	3,027
2015 Vision Source North America Meeting	4/30/2015	5/2/2015	4,500	5,681

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

Event Name	Start Date	End Date	Attendance	Room Nights
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
Association of School Business Officials International Annual Meeting and Exhibits	9/23/2016	9/26/2016	1,405	2,932
IEEE International Conference on Image Processing	9/25/2016	9/28/2016	1,315	1,447
2016 Mahindra North America National Dealer Meeting	10/5/2016	10/8/2016	1,300	2,277
NCAI Annual Convention and Marketplace	10/9/2016	10/14/2016	1,500	2,093
World Millwork Alliance (WMA) 52nd Annual Convention & Tradeshow	10/10/2016	10/12/2016	900	1,627
Best Western International Inc. 2016 Annual North American Convention	10/16/2016	10/19/2016	3,895	5,296
National Council of Teachers of Mathematics (NCTM) 2016 Western Regional Conference	10/25/2016	10/28/2016	1,000	1,620
2016 ASPE Convention and Exposition	10/28/2016	11/2/2016	4,016	3,671
Taxicab, Limousine and Paratransit Association 2016 Annual Convention & Trade Show	10/29/2016	11/3/2016	900	1,350
2016 ASA, SSSA, CSSA International Annual Meeting	11/7/2016	11/9/2016	3,986	6,759
ASME 2016 International Mechanical Engineering Congress and Exposition (IMECE2016)	11/13/2016	11/17/2016	2,909	2,864
ACN International Training 2016-DO NOT POST THIS EVENT ANYWHERE-CONFIDENTIAL	12/1/2016	12/2/2016	1,500	5,210
2017 Annual Convention and Traffic Exposition	2/12/2017	2/14/2017	2,700	4,168
TecHome Builder Summit	12/4/2017	12/6/2017	500	774
2017 Product Launch	11/4/2017	11/11/2017	250	0
13th Annual Mobile Health Clinics Forum	9/16/2017	9/19/2017	293	713
2017 The Annual Conference on Assessment and Grading	10/15/2017	10/18/2017	473	619
2017 Dance Group AZ	11/10/2017	11/11/2017	480	124
2017 Golden West Region 21	4/19/2017	4/23/2017	600	665
2017 Imperious Cannabis Business Expo AZ Convention	4/12/2017	4/13/2017	600	88
2017 Annual Meeting	4/22/2017	4/26/2017	770	1,191
2017 Annual Conference	9/21/2017	9/23/2017	775	208
2017 Spring National Key Accounts Workshop	4/9/2017	4/13/2017	800	1,903
2017 VIS Conference	10/1/2017	10/6/2017	1,002	1,800
2017 Educators Rising National Conference	6/23/2017	6/26/2017	1,018	1,867
2017 Annual Convention	1/11/2017	1/14/2017	1,029	2,111
2017 Career Conference	4/7/2017	4/8/2017	1,049	156
2017 Annual Convention	11/14/2017	11/18/2017	1,100	1,124
2017 Annual Conference	6/3/2017	6/7/2017	1,247	3,001
RailsConf 2017	4/25/2017	4/27/2017	1,250	1,410
2017 Annual Convention	10/24/2017	10/28/2017	1,300	1,470
2017 National Sales Meeting	2/13/2017	2/17/2017	1,312	1,510
CoNEXTions 2017 Annual Convention	5/10/2017	5/12/2017	1,350	1,959
2017 Tactical Conference & Trade Show	9/24/2017	9/29/2017	1,400	3,051
2017 AMDA Long Term Care Medicine	3/16/2017	3/19/2017	1,450	3,742
2017 Staff and Faculty Training	7/12/2017	7/21/2017	1,450	2,451
2017 Conventions & Seminar	9/12/2017	9/15/2017	1,470	2,873
2017 Annual Scientific Meeting	9/16/2017	9/20/2017	1,500	3,110
2017 Annual Meeting	6/17/2017	6/20/2017	1,511	3,021
2017 FFTA Forum and INFO FLEX	4/28/2017	5/3/2017	1,700	2,491

Event Name	Start Date	End Date	Attendance	Room Nights
2017 Sporting Goods Show	2/14/2017	2/18/2017	1,725	2,102
2017 RSD National Sales Meeting	1/29/2017	2/1/2017	1,739	4,162
2017 Annual Conference	10/18/2017	10/21/2017	1,747	3,161
2017 National Parts & Service Managers and Shop Foreman Meetings	2/5/2017	2/7/2017	1,810	4,378
2017 ACCP Annual Meeting	10/6/2017	10/10/2017	1,900	2,279
2017 National Festival	5/2/2017	5/6/2017	1,993	3,520
InfusionCon 2017	4/24/2017	4/28/2017	2,000	2,129
Magic Grand Prix Phoenix 2017	10/27/2017	10/29/2017	2,000	140
2017 Annual Conference & Exhibition	5/2/2017	5/5/2017	2,021	449
2017 Western Regional Dental Convention	4/6/2017	4/9/2017	2,032	667
WM Symposia 2017	3/5/2017	3/8/2017	2,137	3,653
2017 GSA SmartPay Training Forum	7/31/2017	8/3/2017	2,266	5,104
2017 PLC Summit	2/21/2017	2/24/2017	2,315	1,831
Dscoop 2017 Dscoop12	2/28/2017	3/4/2017	2,346	5,150
2017 NWFA Wood Flooring Expo	4/11/2017	4/15/2017	2,405	2,355
2017 Winter Convention	1/21/2017	1/27/2017	2,500	6,661
2017 Biennial National Conference	11/6/2017	11/12/2017	2,500	2,379
RFID Journal LIVE! 2017	5/9/2017	5/13/2017	2,550	2,699
2017 Annual Meeting	7/12/2017	7/16/2017	2,706	3,173
48th National Athletic Directors Conference	12/7/2017	12/12/2017	3,000	3,087
2017 National Dealer Meeting	10/20/2017	10/25/2017	3,028	6,597
2017 Annual Clinical Genetics Meeting	3/22/2017	3/25/2017	3,268	5,744
2017 Classic Rock Invitational	2/2/2017	2/5/2017	3,375	498
2017 AAHPM Annual Conference	2/20/2017	2/25/2017	3,658	5,205
2017 Annual Convention	12/29/2017	1/2/2018	3,789	4,813
2017 Phoenix Comicon	5/25/2017	5/28/2017	3,800	5,760
2017 NABC Convention (with the NCAA Men's Final Four)	3/31/2017	4/2/2017	4,000	6,253
2017 Sales Convention	3/13/2017	3/16/2017	4,000	5,187
2017 BMES Annual Meeting	10/11/2017	10/14/2017	4,257	3,836
Annual Biomedical Research Conference for Minority Students 2017	11/1/2017	11/5/2017	4,400	8,249
2017 Annual Conference	7/7/2017	7/10/2017	4,500	3,489
2017 Spring Meeting & Exhibit	4/18/2017	4/21/2017	4,700	7,352
98th AFBF Annual Meeting (2017)	1/8/2017	1/11/2017	5,500	9,411
2017 Creativation	1/19/2017	1/27/2017	5,644	5,766
2017 ACN International Training	11/30/2017	12/1/2017	8,000	946
2017 Annual Meeting	6/11/2017	6/14/2017	9,318	8,902
2017 Volleyball Festival	6/28/2017	7/2/2017	10,500	11,132
Rock "N" Roll Marathon & 1/2 Marathon	1/11/2017	1/17/2017	17,800	3
2017 NCAA Men's Final Four	3/23/2017	4/4/2017	61,962	26,865
2018 New Year Kick Off	1/10/2018	1/14/2018	8,500	5,454
Rock "N" Roll Marathon & 1/2 Marathon	1/12/2018	1/14/2018	17,800	6,120
2018 CREATIVATION	1/18/2018	1/22/2018	7,000	8,959
2018 Kick-Off	1/19/2018	1/21/2018	5,000	1,175
2018 Winter Semi Annual Meeting	1/25/2018	1/28/2018	1,500	3,083
2018 Cattle Industry Annual Convention & Trade Show	1/31/2018	2/3/2018	6,500	14,412
FENCETECH 2018	2/6/2018	2/9/2018	4,112	4,510
2018 Classic Rock Invitational	2/8/2018	2/11/2018	4,200	674
2018 Annual Convention	2/11/2018	2/13/2018	3,000	7,276
2015 Sporting Goods Show	2/13/2018	2/17/2018	1,700	2,670
2018 Development and Leadership Conference	2/18/2018	2/20/2018	460	840
PLC Summit 2018	2/18/2018	2/23/2018	2,361	1,900
2018 Supply Chain	2/25/2018	2/28/2018	1,840	5,198
2018 LENNOX LIVE - WEST REGION	3/1/2018	3/3/2018	900	1,526
2018 Annual Conference	3/4/2018	3/7/2018	1,604	5,095
2018 CGA 811 Excavation Safety Conference & Expo	3/5/2018	3/8/2018	1,626	3,518
2018 Annual Meeting	3/7/2018	3/10/2018	2,100	6,091
2018 TMS Annual Meeting & Exhibition	3/12/2018	3/15/2018	4,300	11,220
Magic Grand Prix Phoenix 2018	3/16/2018	3/18/2018	5,000	135
WM Symposia 2018	3/18/2018	3/23/2018	2,328	4,220
2018 Career Conference	3/23/2018	3/24/2018	1,001	215
Commission on Adult Basic Education (COABE) 2018	3/26/2018	3/28/2018	1,500	0
2018 Spring Meeting & Exhibit	4/2/2018	4/6/2018	4,579	9,605
Skills USA Arizona Championship	4/2/2018	4/5/2018	1,600	0
CONNECTIONS 2018	4/8/2018	4/11/2018	1,414	4,195

Event Name	Start Date	End Date	Attendance	Room Nights
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 TechHome Builder Summit	12/5/2018	12/7/2018	600	1,014
2019 Annual Meeting	1/3/2019	1/11/2019	3,800	6,118
2019 Global Leadership Conference	1/4/2019	1/6/2019	1,500	1,712
2019 New Year Kick Off	1/10/2019	1/12/2019	4,500	3,603
Rock "N" Roll Marathon & 1/2 Marathon	1/16/2019	1/22/2019	16,037	6,120
2019 Retail Readiness Event	1/16/2019	1/17/2019	1,179	1,849
2019 CREATIVATION	1/17/2019	1/21/2019	4,200	3,277
2019 Conference and Trade Show	1/22/2019	1/28/2019	2,400	2,038
2019 WWE Royal Rumble	1/25/2019	1/29/2019	8,540	2,090
2019 Winter Trade Shows	1/31/2019	2/3/2019	2,800	3,193
2019 - The NBM Show	1/31/2019	2/2/2019	2,697	176
MicroStrategy World 2019	2/3/2019	2/7/2019	2,900	4,599
2019 Classic Rock Invitational	2/6/2019	2/10/2019	4,200	424

Event Name	Start Date	End Date	Attendance	Room Nights
2019 Winter Semi Annual Meeting	2/6/2019	2/10/2019	1,601	2,556
2019 Sporting Goods Show	2/13/2019	2/16/2019	1,800	2,298
2019 WordCamp Phoenix	2/15/2019	2/16/2019	600	57
2019 Development and Leadership Conference	2/17/2019	2/19/2019	700	742
PLC Summit 2019	2/19/2019	2/21/2019	2,341	2,607
2019 Semi-Annual Buying Show	2/23/2019	2/26/2019	2,500	3,197
Carpet & Floor 2019	2/23/2019	2/28/2019	1,046	2,328
WM Symposia 2019	3/3/2019	3/9/2019	2,352	3,288
2019 Industrial Refrigeration Conference and Exhibition	3/3/2019	3/6/2019	1,600	2,670
2019 Aloha Spirit Championships - Phoenix	3/7/2019	3/10/2019	9,000	547
2019 Winter Meeting	3/9/2019	3/15/2019	1,400	2,498
2019 Sales Meeting and Pro Expo	3/11/2019	3/13/2019	1,000	2,445
2019 PDC Meeting	3/15/2019	3/20/2019	3,724	3,551
Data Center World 2019	3/17/2019	3/22/2019	1,559	1,132
2019 ASPEN Nutrition Science & Practice Conference	3/23/2019	3/26/2019	2,216	4,376
2019 Leadership Summit	3/28/2019	3/30/2019	1,600	2,022
RFID Journal LIVE! 2019	4/2/2019	4/4/2019	3,000	2,134
2019 Annual Meeting	4/8/2019	4/12/2019	2,350	3,879
SkillsUSA 2019 State Championships	4/10/2019	4/13/2019	3,285	710
2019 Annual Conference & Exhibition	4/16/2019	4/18/2019	2,325	411
2019 Annual Meeting	4/16/2019	4/18/2019	1,750	1,363
2019 Spring Meeting & Exhibit	4/22/2019	4/26/2019	4,000	5,656
2019 Convention and Industry Expo	4/30/2019	5/3/2019	675	692
2019 Team Summit	5/6/2019	5/10/2019	2,322	3,222
2019 Intel Int'l.I Science and Engineering Fair (ISEF)	5/11/2019	5/17/2019	9,000	12,517
2019 Phoenix Fan Fusion	5/23/2019	5/26/2019	61,233	2,981
IASA 2019 Annual Conference & Business Show	6/2/2019	6/5/2019	1,900	4,043
2019 ACVIM Forum	6/5/2019	6/8/2019	3,969	6,062
INSITE 2019	6/12/2019	6/16/2019	1,080	3,136
2019 Turbo Expo	6/17/2019	6/21/2019	2,400	3,305
2019 National Homeland Security Conference	6/17/2019	6/20/2019	1,600	1,883
Federated Computing Research Conference (FCRC)	6/23/2019	6/28/2019	2,770	3,323
2019 Volleyball Festival	6/26/2019	7/1/2019	17,500	7,503
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

## B. Appendix - Qualified Events 2003 - 2005

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

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

## C. Appendix - ExPact/Longwoods Report Calculations

### Longwoods International Visitor Profile

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

For the 2019 update report, HVS applied Longwoods International’s Phoenix 2017 Visitor Research Profile to estimate Qualified Spending of overnight visitors and day-trip visitors. The following figure shows the average per person expenditures on 2017 domestic overnight trips by spending sector.

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

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

\*STR data, in 2018 dollars

Source: Longwoods International and STR

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

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

- HVS inflated the figures from the 2017 study into 2019 dollars to reflect the actual year of spending.
- HVS researched the ratio to sales of other hotel spending to hotel room spending. Local hotels and comparable properties show that approximately one-third of hotel revenues come from sources other than the ADR.

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

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

Spending Category	Categories Used in HVS Report	Overnight Visitor Spending per Day (\$ 2019)	Day-trip Visitor Spending per Day (\$ 2019)
Lodging	Hotel Room Rental	\$173.49	\$0.00
Other Hotel Spending	Other Hotel Spending	87.48	0.00
F&B	Restaurants	28.74	28.74
Retail	General Retail	15.67	15.67
Transportation at Destination	Transportation	6.79	6.79
Transportation at Destination (rent)	Auto Rental and Leasing	6.79	6.79
Recreation & Entertainment	Other Amusement & Recreation	13.06	13.06
	<b>Total</b>	<b>\$332.02</b>	<b>\$71.06</b>

Sources: BLS, HVS, Longwoods International, and STR

### DI ExPact Report

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

To avoid double counting of venue related expenditures, we excluded certain categories of expenditures reported in the ExPact 2004 report. Instead we used actual venue related spending data from 2009 to 2019 as provided by the PCC. The following categories of ExPact 2004 data have been excluded from our spending parameters.

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

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

\*Day-trip visitors only

HVS took spending data from the ExPact report and recalculated them on a per delegate day basis. HVS adjusted the daily spending parameters data with the Corporate Travel Index (“CTI”), a report from Business Travel News that compares travel costs across the 100 largest U.S. cities. The CTI released for a given year shows data collected during the prior year. Using the CTI data, HVS created an index, where the national average equals 100. For the years 2009 through 2015, HVS used the 2013 CTI. For Qualified Events in 2018, HVS used the 2018 CTI. See the figure below for the CTI multipliers.

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

Category	2013 Index	2019 Index
Hotel	0.8803	1.0818
Car	1.0213	1.0196
Food & Beverage	1.0907	0.9257
Other Categories	0.9649	1.0257

Source: CTI

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

**FIGURE C-5  
INFLATION ADJUSTMENT**

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

Source: Bureau of Labor Statistics

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



EXHIBITING COMPANY SPENDING PARAMETERS

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

\*Excludes meal expenditures in other categories.

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

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



**EVENT ORGANIZER SPENDING PARAMETERS**

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

\*Excludes meal expenditures in other categories.

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

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

## D. Appendix - Venue Spending Data

Event Name	Event ID	Item Description	Event Start Date	Event End Date	Client Spend
<b>99th AMS Annual Meeting</b>					
	2506	Audio Visual Totals	1/3/2019	1/11/2019	6,870.00
	2506	F&B Totals	1/3/2019	1/11/2019	416,339.01
	2506	Electrical Totals	1/3/2019	1/11/2019	8,031.04
	2506	Event Security Totals	1/3/2019	1/11/2019	31,627.29
	2506	Labor	1/3/2019	1/11/2019	1,050.00
	2506	Life Safety Review	1/3/2019	1/11/2019	450.00
	2506	Room Rental	1/3/2019	1/11/2019	175,000.00
	2506	Telecommunication Totals	1/3/2019	1/11/2019	140,533.00
<b>IFMA's World Workplace 2019 The Facility Conference &amp; Expo</b>					
	10730	Audio Visual Totals	10/16/2019	10/18/2019	14,185.00
	10730	F&B Totals	10/16/2019	10/18/2019	213,162.67
	10730	Electrical Totals	10/16/2019	10/18/2019	70,299.84
	10730	Equipment	10/16/2019	10/18/2019	320.00
	10730	Event Security Totals	10/16/2019	10/18/2019	12,104.44
	10730	Labor	10/16/2019	10/18/2019	945.00
	10730	Life Safety Review	10/16/2019	10/18/2019	450.00
	10730	Room Rental	10/16/2019	10/18/2019	66,753.00
<b>Phoenix Fan Fusion 2019</b>					
	12460	Audio Visual Totals	5/20/2019	5/27/2019	480.00
	12460	F&B Totals	5/20/2019	5/27/2019	623,082.52
	12460	Electrical Totals	5/20/2019	5/27/2019	42,724.15
	12460	Event Security Totals	5/20/2019	5/27/2019	132,206.75
	12460	Life Safety Review	5/20/2019	5/27/2019	450.00
	12460	Other - Misc Charges	5/20/2019	5/27/2019	1,290.00
	12460	Room Rental	5/20/2019	5/27/2019	210,783.00
	12460	Telecommunication Totals	5/20/2019	5/27/2019	42,350.45
<b>American College of Veterinary Internal Medicine 2019 ACVIM Forum</b>					
	12593	Audio Visual Totals	6/5/2019	6/8/2019	37,636.00
	12593	F&B Totals	6/5/2019	6/8/2019	539,099.83
	12593	Electrical Totals	6/5/2019	6/8/2019	48,643.02
	12593	Equipment	6/5/2019	6/8/2019	1,124.00
	12593	Event Security Totals	6/5/2019	6/8/2019	17,769.13
	12593	Labor	6/5/2019	6/8/2019	3,045.00
	12593	Life Safety Review	6/5/2019	6/8/2019	450.00
	12593	Room Rental	6/5/2019	6/8/2019	71,149.50
	12593	Telecommunication Totals	6/5/2019	6/8/2019	119,513.88
<b>INSITE 2019</b>					
	12956	Audio Visual Totals	6/11/2019	6/14/2019	36,147.87
	12956	F&B Totals	6/11/2019	6/14/2019	568,466.05
	12956	Electrical Totals	6/11/2019	6/14/2019	25,331.11
	12956	Equipment	6/11/2019	6/14/2019	445.00
	12956	Event Security Totals	6/11/2019	6/14/2019	10,340.14
	12956	Life Safety Review	6/11/2019	6/14/2019	450.00
	12956	Room Rental	6/11/2019	6/14/2019	-
	12956	Telecommunication Totals	6/11/2019	6/14/2019	88,778.50
<b>Solution Tree 2019 PLC Summit</b>					
	13158	F&B Totals	2/19/2019	2/22/2019	191,080.01
	13158	Electrical Totals	2/19/2019	2/22/2019	2,030.33
	13158	Event Security Totals	2/19/2019	2/22/2019	4,846.94
	13158	Labor	2/19/2019	2/22/2019	350.00
	13158	Life Safety Review	2/19/2019	2/22/2019	450.00
	13158	Room Rental	2/19/2019	2/22/2019	41,108.00
	13158	Telecommunication Totals	2/19/2019	2/22/2019	26,950.00
<b>WM Symposia 2019</b>					
	13180	Audio Visual Totals	3/4/2019	3/7/2019	7,567.00

Event Name	Event ID	Item Description	Event Start Date	Event End Date	Client Spend
	13180	F&B Totals	3/4/2019	3/7/2019	574,310.28
	13180	Electrical Totals	3/4/2019	3/7/2019	47,311.62
	13180	Equipment	3/4/2019	3/7/2019	710.00
	13180	Event Security Totals	3/4/2019	3/7/2019	20,095.75
	13180	Labor	3/4/2019	3/7/2019	1,400.00
	13180	Life Safety Review	3/4/2019	3/7/2019	450.00
	13180	Room Rental	3/4/2019	3/7/2019	51,800.00
	13180	Telecommunication Totals	3/4/2019	3/7/2019	27,145.00
<b>2019 Materials Research Society Spring Meeting &amp; Exhibit</b>					
	13639	Audio Visual Totals	4/21/2019	4/26/2019	8,107.91
	13639	F&B Totals	4/21/2019	4/26/2019	265,526.86
	13639	Electrical Totals	4/21/2019	4/26/2019	17,012.50
	13639	Equipment	4/21/2019	4/26/2019	733.00
	13639	Event Security Totals	4/21/2019	4/26/2019	14,025.60
	13639	Labor	4/21/2019	4/26/2019	840.00
	13639	Life Safety Review	4/21/2019	4/26/2019	450.00
	13639	Room Rental	4/21/2019	4/26/2019	11,531.50
	13639	Telecommunication Totals	4/21/2019	4/26/2019	61,451.74
<b>RFID Journal Live! 2019</b>					
	14427	Audio Visual Totals	4/2/2019	4/4/2019	20,720.00
	14427	F&B Totals	4/2/2019	4/4/2019	132,918.58
	14427	Electrical Totals	4/2/2019	4/4/2019	50,261.93
	14427	Equipment	4/2/2019	4/4/2019	90.00
	14427	Event Security Totals	4/2/2019	4/4/2019	13,178.25
	14427	Labor	4/2/2019	4/4/2019	1,260.00
	14427	Life Safety Review	4/2/2019	4/4/2019	450.00
	14427	Room Rental	4/2/2019	4/4/2019	57,175.00
	14427	Telecommunication Totals	4/2/2019	4/4/2019	46,963.25
<b>Insurance Accounting &amp; Systems Association (IASA) 2019 Annual Conference &amp; Business Show</b>					
	14584	Audio Visual Totals	5/30/2019	6/5/2019	15,550.00
	14584	F&B Totals	5/30/2019	6/5/2019	399,152.54
	14584	Electrical Totals	5/30/2019	6/5/2019	44,521.35
	14584	Equipment	5/30/2019	6/5/2019	500.00
	14584	Event Security Totals	5/30/2019	6/5/2019	16,593.93
	14584	Life Safety Review	5/30/2019	6/5/2019	450.00
	14584	Room Rental	5/30/2019	6/5/2019	55,424.00
	14584	Telecommunication Totals	5/30/2019	6/5/2019	70,782.00
<b>Creativation 2019</b>					
	15354	Audio Visual Totals	1/19/2019	1/21/2019	26,007.75
	15354	F&B Totals	1/19/2019	1/21/2019	90,209.19
	15354	Electrical Totals	1/19/2019	1/21/2019	91,769.14
	15354	Equipment	1/19/2019	1/21/2019	484.00
	15354	Event Security Totals	1/19/2019	1/21/2019	26,948.34
	15354	Labor	1/19/2019	1/21/2019	315.00
	15354	Life Safety Review	1/19/2019	1/21/2019	450.00
	15354	Room Rental	1/19/2019	1/21/2019	83,233.00
	15354	Telecommunication Totals	1/19/2019	1/21/2019	36,794.00
<b>IIAR 2019 Industrial Refrigeration Conference &amp; Exhibition</b>					
	15672	F&B Totals	3/3/2019	3/6/2019	105,067.74
	15672	Electrical Totals	3/3/2019	3/6/2019	24,963.91
	15672	Equipment	3/3/2019	3/6/2019	762.00
	15672	Event Security Totals	3/3/2019	3/6/2019	8,407.34
	15672	Labor	3/3/2019	3/6/2019	140.00
	15672	Life Safety Review	3/3/2019	3/6/2019	450.00
	15672	Room Rental	3/3/2019	3/6/2019	49,181.00
	15672	Telecommunication Totals	3/3/2019	3/6/2019	23,815.50

Event Name	Event ID	Item Description	Event Start Date	Event End Date	Client Spend
<b>30th Annual STMA 2019 Conference and Trade Show</b>					
	15981	Audio Visual Totals	1/23/2019	1/25/2019	3,808.00
	15981	F&B Totals	1/23/2019	1/25/2019	129,809.32
	15981	Electrical Totals	1/23/2019	1/25/2019	25,773.52
	15981	Equipment	1/23/2019	1/25/2019	356.00
	15981	Event Security Totals	1/23/2019	1/25/2019	7,121.39
	15981	Labor	1/23/2019	1/25/2019	140.00
	15981	Life Safety Review	1/23/2019	1/25/2019	450.00
	15981	Room Rental	1/23/2019	1/25/2019	23,315.00
	15981	Telecommunication Totals	1/23/2019	1/25/2019	5,639.00
<b>2019 Nazarene Youth Conference</b>					
	16374	Audio Visual Totals	7/10/2019	7/14/2019	6,737.50
	16374	F&B Totals	7/10/2019	7/14/2019	587,680.21
	16374	Electrical Totals	7/10/2019	7/14/2019	21,170.57
	16374	Event Security Totals	7/10/2019	7/14/2019	37,820.67
	16374	Life Safety Review	7/10/2019	7/14/2019	450.00
	16374	Room Rental	7/10/2019	7/14/2019	98,729.00
	16374	Telecommunication Totals	7/10/2019	7/14/2019	22,037.00
<b>American Society for Healthcare Engineering (ASHE) 2019 PDC Meeting</b>					
	16651	Audio Visual Totals	3/14/2019	3/20/2019	14,265.00
	16651	F&B Totals	3/14/2019	3/20/2019	276,364.41
	16651	Electrical Totals	3/14/2019	3/20/2019	52,995.85
	16651	Equipment	3/14/2019	3/20/2019	1,700.00
	16651	Event Security Totals	3/14/2019	3/20/2019	14,497.63
	16651	Labor	3/14/2019	3/20/2019	385.00
	16651	Life Safety Review	3/14/2019	3/20/2019	450.00
	16651	Room Rental	3/14/2019	3/20/2019	76,245.84
	16651	Telecommunication Totals	3/14/2019	3/20/2019	54,499.00
<b>C3X 2019 ANNUAL CONFERENCE &amp; EXPO</b>					
	17162	Audio Visual Totals	11/3/2019	11/5/2019	11,945.00
	17162	F&B Totals	11/3/2019	11/5/2019	127,250.06
	17162	Electrical Totals	11/3/2019	11/5/2019	38,926.44
	17162	Equipment	11/3/2019	11/5/2019	730.00
	17162	Event Security Totals	11/3/2019	11/5/2019	9,526.22
	17162	Life Safety Review	11/3/2019	11/5/2019	450.00
	17162	Room Rental	11/3/2019	11/5/2019	22,500.00
	17162	Telecommunication Totals	11/3/2019	11/5/2019	33,964.25
<b>2019 Rock N Roll Marathon AZ Health &amp; Fitness Expo</b>					
	17165	Audio Visual Totals	1/18/2019	1/19/2019	200.00
	17165	F&B Totals	1/18/2019	1/19/2019	1,792.80
	17165	Electrical Totals	1/18/2019	1/19/2019	10,218.43
	17165	Event Security Totals	1/18/2019	1/19/2019	8,041.50
	17165	Life Safety Review	1/18/2019	1/19/2019	450.00
	17165	Room Rental	1/18/2019	1/19/2019	25,000.00
	17165	Telecommunication Totals	1/18/2019	1/19/2019	21,600.00
<b>Volleyball Festival 2019</b>					
	17188	Audio Visual Totals	6/27/2019	6/30/2019	2,716.50
	17188	F&B Totals	6/27/2019	6/30/2019	239,462.17
	17188	Electrical Totals	6/27/2019	6/30/2019	8,932.56
	17188	Equipment	6/27/2019	6/30/2019	9,352.00
	17188	Event Security Totals	6/27/2019	6/30/2019	37,611.47
	17188	Life Safety Review	6/27/2019	6/30/2019	450.00
	17188	Room Rental	6/27/2019	6/30/2019	70,000.00
	17188	Telecommunication Totals	6/27/2019	6/30/2019	18,265.00
	17188	Ticket Office Service Fee	6/27/2019	6/30/2019	16,595.49
<b>Mid-States Distributing Company, Toy Extravaganza and Winter Rendezvous</b>					

Event Name	Event ID	Item Description	Event Start Date	Event End Date	Client Spend
	17680	Audio Visual Totals	2/1/2019	2/4/2019	17,262.64
	17680	F&B Totals	2/1/2019	2/4/2019	279,790.49
	17680	Electrical Totals	2/1/2019	2/4/2019	58,145.95
	17680	Equipment	2/1/2019	2/4/2019	4,360.00
	17680	Event Security Totals	2/1/2019	2/4/2019	22,891.80
	17680	Labor	2/1/2019	2/4/2019	490.00
	17680	Life Safety Review	2/1/2019	2/4/2019	450.00
	17680	Room Rental	2/1/2019	2/4/2019	117,303.00
	17680	Telecommunication Totals	2/1/2019	2/4/2019	17,349.00
<b>Sweet Adelines International Golden West Region 21 Convention</b>					
	17881	F&B Totals	4/5/2019	4/6/2019	5,088.84
	17881	Event Security Totals	4/5/2019	4/6/2019	698.47
	17881	Theater Charges	4/5/2019	4/6/2019	7,487.85
	17881	Room Rental	4/5/2019	4/6/2019	5,375.00
<b>IJO</b>					
	17959	Audio Visual Totals	2/14/2019	2/16/2019	450.00
	17959	F&B Totals	2/14/2019	2/16/2019	104,063.18
	17959	Electrical Totals	2/14/2019	2/16/2019	19,753.90
	17959	Equipment	2/14/2019	2/16/2019	100.00
	17959	Event Security Totals	2/14/2019	2/16/2019	6,306.80
	17959	Life Safety Review	2/14/2019	2/16/2019	450.00
	17959	Room Rental	2/14/2019	2/16/2019	30,816.00
	17959	Telecommunication Totals	2/14/2019	2/16/2019	7,500.00
<b>Learn Serve Lead: The AAMC Annual Meeting</b>					
	18575	Audio Visual Totals	11/6/2019	11/12/2019	78,449.00
	18575	F&B Totals	11/6/2019	11/12/2019	1,291,890.23
	18575	Event Security Totals	11/6/2019	11/12/2019	27,053.35
	18575	Life Safety Review	11/6/2019	11/12/2019	450.00
	18575	Room Rental	11/6/2019	11/12/2019	124,742.00
	18575	Telecommunication Totals	11/6/2019	11/12/2019	119,873.12
<b>Sports, Inc. Annual Meeting and Trade Show 2019</b>					
	18825	Audio Visual Totals	2/14/2019	2/16/2019	6,544.00
	18825	F&B Totals	2/14/2019	2/16/2019	172,136.80
	18825	Electrical Totals	2/14/2019	2/16/2019	31,183.41
	18825	Equipment	2/14/2019	2/16/2019	895.00
	18825	Event Security Totals	2/14/2019	2/16/2019	10,256.70
	18825	Life Safety Review	2/14/2019	2/16/2019	450.00
	18825	Room Rental	2/14/2019	2/16/2019	55,295.00
	18825	Telecommunication Totals	2/14/2019	2/16/2019	22,196.00
<b>Association of Corporate Counsel 2019 Annual Meeting</b>					
	18945	Audio Visual Totals	10/28/2019	10/30/2019	11,507.00
	18945	F&B Totals	10/28/2019	10/30/2019	922,506.81
	18945	Electrical Totals	10/28/2019	10/30/2019	40,121.91
	18945	Event Security Totals	10/28/2019	10/30/2019	15,392.04
	18945	Life Safety Review	10/28/2019	10/30/2019	450.00
	18945	Room Rental	10/28/2019	10/30/2019	-
	18945	Telecommunication Totals	10/28/2019	10/30/2019	120,689.25
<b>ESA's Annual Energy Storage Annual Conference &amp; Expo</b>					
	19027	Audio Visual Totals	4/16/2019	4/18/2019	174,546.73
	19027	F&B Totals	4/16/2019	4/18/2019	283,923.44
	19027	Electrical Totals	4/16/2019	4/18/2019	17,039.02
	19027	Equipment	4/16/2019	4/18/2019	96.00
	19027	Event Security Totals	4/16/2019	4/18/2019	7,971.37
	19027	Labor	4/16/2019	4/18/2019	980.00
	19027	Life Safety Review	4/16/2019	4/18/2019	450.00
	19027	Room Rental	4/16/2019	4/18/2019	36,295.00

Event Name	Event ID	Item Description	Event Start Date	Event End Date	Client Spend
	19027	Telecommunication Totals	4/16/2019	4/18/2019	26,081.50
<b>NRG Oncology 2019 Winter Semi Annual Meeting</b>					
	19094	Audio Visual Totals	2/6/2019	2/10/2019	260.00
	19094	F&B Totals	2/6/2019	2/10/2019	260,016.06
	19094	Electrical Totals	2/6/2019	2/10/2019	5,451.71
	19094	Event Security Totals	2/6/2019	2/10/2019	5,029.03
	19094	Labor	2/6/2019	2/10/2019	910.00
	19094	Life Safety Review	2/6/2019	2/10/2019	450.00
	19094	Room Rental	2/6/2019	2/10/2019	17,000.00
	19094	Telecommunication Totals	2/6/2019	2/10/2019	54,805.00
<b>ASCP 2019 Annual Meeting</b>					
	19354	Audio Visual Totals	9/9/2019	9/14/2019	298,738.01
	19354	F&B Totals	9/9/2019	9/14/2019	307,167.27
	19354	Electrical Totals	9/9/2019	9/14/2019	7,569.72
	19354	Equipment	9/9/2019	9/14/2019	1,209.00
	19354	Event Security Totals	9/9/2019	9/14/2019	10,241.44
	19354	Life Safety Review	9/9/2019	9/14/2019	450.00
	19354	Room Rental	9/9/2019	9/14/2019	61,294.00
	19354	Telecommunication Totals	9/9/2019	9/14/2019	49,636.50
<b>Partners in Excellence</b>					
	19468	Audio Visual Totals	2/23/2019	2/28/2019	1,428.00
	19468	F&B Totals	2/23/2019	2/28/2019	225,174.15
	19468	Electrical Totals	2/23/2019	2/28/2019	7,420.76
	19468	Equipment	2/23/2019	2/28/2019	500.00
	19468	Event Security Totals	2/23/2019	2/28/2019	8,155.07
	19468	Life Safety Review	2/23/2019	2/28/2019	450.00
	19468	Room Rental	2/23/2019	2/28/2019	38,785.00
	19468	Telecommunication Totals	2/23/2019	2/28/2019	10,763.35
<b>2019 National Homeland Security Association Conference</b>					
	19714	Audio Visual Totals	6/17/2019	6/20/2019	108,033.93
	19714	F&B Totals	6/17/2019	6/20/2019	306,040.47
	19714	Electrical Totals	6/17/2019	6/20/2019	12,431.02
	19714	Event Security Totals	6/17/2019	6/20/2019	1,293.04
	19714	Life Safety Review	6/17/2019	6/20/2019	450.00
	19714	Room Rental	6/17/2019	6/20/2019	15,000.00
<b>ACM Federated Computing Research Conference 2019</b>					
	19777	Audio Visual Totals	6/22/2019	6/28/2019	164,139.02
	19777	F&B Totals	6/22/2019	6/28/2019	836,601.04
	19777	Electrical Totals	6/22/2019	6/28/2019	10,681.56
	19777	Event Security Totals	6/22/2019	6/28/2019	11,863.48
	19777	Labor	6/22/2019	6/28/2019	1,960.00
	19777	Theater Charges	6/22/2019	6/28/2019	4,960.06
	19777	Life Safety Review	6/22/2019	6/28/2019	450.00
	19777	Other - Misc Charges	6/22/2019	6/28/2019	1,000.00
	19777	Room Rental	6/22/2019	6/28/2019	51,521.75
	19777	Telecommunication Totals	6/22/2019	6/28/2019	36,888.00
<b>Harley-Davidson Motor Company, Inc. General Merchandise Rally</b>					
	19873	Audio Visual Totals	1/13/2019	1/17/2019	35,191.25
	19873	F&B Totals	1/13/2019	1/17/2019	154,945.37
	19873	Electrical Totals	1/13/2019	1/17/2019	26,828.18
	19873	Event Security Totals	1/13/2019	1/17/2019	12,656.50
	19873	Life Safety Review	1/13/2019	1/17/2019	450.00
	19873	Room Rental	1/13/2019	1/17/2019	101,742.00
	19873	Telecommunication Totals	1/13/2019	1/17/2019	64,369.00
<b>2019 CS Week Conference</b>					
	19898	Audio Visual Totals	4/8/2019	4/12/2019	14,525.00

Event Name	Event ID	Item Description	Event Start Date	Event End Date	Client Spend
	19898	F&B Totals	4/8/2019	4/12/2019	849,557.09
	19898	Electrical Totals	4/8/2019	4/12/2019	50,599.45
	19898	Equipment	4/8/2019	4/12/2019	3,321.00
	19898	Event Security Totals	4/8/2019	4/12/2019	23,422.23
	19898	Labor	4/8/2019	4/12/2019	3,340.00
	19898	Life Safety Review	4/8/2019	4/12/2019	450.00
	19898	Room Rental	4/8/2019	4/12/2019	57,977.00
	19898	Telecommunication Totals	4/8/2019	4/12/2019	143,521.80
<b>WASTECON 2019</b>					
	19904	Audio Visual Totals	10/20/2019	10/24/2019	3,474.13
	19904	F&B Totals	10/20/2019	10/24/2019	204,460.21
	19904	Electrical Totals	10/20/2019	10/24/2019	27,747.59
	19904	Event Security Totals	10/20/2019	10/24/2019	11,307.19
	19904	Room Rental	10/20/2019	10/24/2019	70,387.00
	19904	Telecommunication Totals	10/20/2019	10/24/2019	29,121.50
<b>2019 Isagenix NYKO</b>					
	20242	Audio Visual Totals	1/10/2019	1/12/2019	56,061.25
	20242	F&B Totals	1/10/2019	1/12/2019	182,559.42
	20242	Electrical Totals	1/10/2019	1/12/2019	39,151.95
	20242	Equipment	1/10/2019	1/12/2019	2,094.00
	20242	Event Security Totals	1/10/2019	1/12/2019	51,586.15
	20242	Labor	1/10/2019	1/12/2019	300.00
	20242	Life Safety Review	1/10/2019	1/12/2019	450.00
	20242	Parking	1/10/2019	1/12/2019	900.00
	20242	Room Rental	1/10/2019	1/12/2019	77,500.00
	20242	Telecommunication Totals	1/10/2019	1/12/2019	68,919.50
<b>DISH Network Team Summit</b>					
	20258	Audio Visual Totals	5/6/2019	5/9/2019	41,901.00
	20258	F&B Totals	5/6/2019	5/9/2019	655,374.62
	20258	Electrical Totals	5/6/2019	5/9/2019	69,417.94
	20258	Equipment	5/6/2019	5/9/2019	2,176.00
	20258	Event Security Totals	5/6/2019	5/9/2019	42,608.32
	20258	Labor	5/6/2019	5/9/2019	2,625.00
	20258	Life Safety Review	5/6/2019	5/9/2019	450.00
	20258	Parking	5/6/2019	5/9/2019	360.00
	20258	Room Rental	5/6/2019	5/9/2019	-
	20258	Telecommunication Totals	5/6/2019	5/9/2019	115,260.00
<b>2019 SNAAZ Annual Conference</b>					
	20276	Audio Visual Totals	9/19/2019	9/21/2019	8,669.13
	20276	F&B Totals	9/19/2019	9/21/2019	19,637.26
	20276	Electrical Totals	9/19/2019	9/21/2019	12,866.70
	20276	Event Security Totals	9/19/2019	9/21/2019	1,839.79
	20276	Life Safety Review	9/19/2019	9/21/2019	450.00
	20276	Room Rental	9/19/2019	9/21/2019	10,400.00
<b>ASPEN 2019 Nutrition Science &amp; Practice Conference</b>					
	20282	Audio Visual Totals	3/24/2019	3/27/2019	11,447.75
	20282	F&B Totals	3/24/2019	3/27/2019	156,759.43
	20282	Electrical Totals	3/24/2019	3/27/2019	27,410.10
	20282	Event Security Totals	3/24/2019	3/27/2019	11,553.33
	20282	Labor	3/24/2019	3/27/2019	938.00
	20282	Life Safety Review	3/24/2019	3/27/2019	450.00
	20282	Room Rental	3/24/2019	3/27/2019	48,969.50
	20282	Telecommunication Totals	3/24/2019	3/27/2019	54,500.00
<b>ASME 2019 Turbo Expo</b>					
	20504	Audio Visual Totals	6/17/2019	6/21/2019	6,445.00
	20504	F&B Totals	6/17/2019	6/21/2019	612,087.78

Event Name	Event ID	Item Description	Event Start Date	Event End Date	Client Spend
	20504	Electrical Totals	6/17/2019	6/21/2019	25,331.11
	20504	Equipment	6/17/2019	6/21/2019	518.00
	20504	Event Security Totals	6/17/2019	6/21/2019	15,582.41
	20504	Labor	6/17/2019	6/21/2019	560.00
	20504	Life Safety Review	6/17/2019	6/21/2019	450.00
	20504	Room Rental	6/17/2019	6/21/2019	38,074.00
	20504	Telecommunication Totals	6/17/2019	6/21/2019	7,541.50
<b>SLS20 presented by FOCUS</b>					
	20705	Audio Visual Totals	12/30/2019	1/3/2020	182,364.13
	20705	F&B Totals	12/30/2019	1/3/2020	628,823.08
	20705	Electrical Totals	12/30/2019	1/3/2020	38,861.94
	20705	Equipment	12/30/2019	1/3/2020	7,148.28
	20705	Event Security Totals	12/30/2019	1/3/2020	76,342.12
	20705	Labor	12/30/2019	1/3/2020	927.50
	20705	Life Safety Review	12/30/2019	1/3/2020	450.00
	20705	Other - Misc Charges	12/30/2019	1/3/2020	1,061.72
	20705	Room Rental	12/30/2019	1/3/2020	46,240.50
	20705	Telecommunication Totals	12/30/2019	1/3/2020	49,600.25
<b>Ewing Partnership Summit</b>					
	20812	F&B Totals	2/17/2019	2/18/2019	53,920.37
	20812	Electrical Totals	2/17/2019	2/18/2019	9,245.28
	20812	Event Security Totals	2/17/2019	2/18/2019	1,757.92
	20812	Life Safety Review	2/17/2019	2/18/2019	450.00
	20812	Other - Misc Charges	2/17/2019	2/18/2019	450.30
	20812	Parking	2/17/2019	2/18/2019	350.00
	20812	Room Rental	2/17/2019	2/18/2019	12,204.00
<b>Skills USA Arizona Championships</b>					
	20865	Audio Visual Totals	4/12/2019	4/13/2019	27,949.53
	20865	F&B Totals	4/12/2019	4/13/2019	26,927.56
	20865	Electrical Totals	4/12/2019	4/13/2019	40,947.01
	20865	Event Security Totals	4/12/2019	4/13/2019	7,108.41
	20865	Labor	4/12/2019	4/13/2019	200.00
	20865	Life Safety Review	4/12/2019	4/13/2019	450.00
	20865	Parking	4/12/2019	4/13/2019	144.00
	20865	Room Rental	4/12/2019	4/13/2019	77,633.00
	20865	Telecommunication Totals	4/12/2019	4/13/2019	895.00
<b>National Association for Healthcare Quality (NAHQ)</b>					
	20994	Audio Visual Totals	9/14/2019	9/18/2019	931.25
	20994	F&B Totals	9/14/2019	9/18/2019	178,954.74
	20994	Electrical Totals	9/14/2019	9/18/2019	20,428.40
	20994	Equipment	9/14/2019	9/18/2019	180.00
	20994	Event Security Totals	9/14/2019	9/18/2019	8,896.80
	20994	Labor	9/14/2019	9/18/2019	700.00
	20994	Life Safety Review	9/14/2019	9/18/2019	450.00
	20994	Room Rental	9/14/2019	9/18/2019	55,351.00
	20994	Telecommunication Totals	9/14/2019	9/18/2019	44,575.00
<b>SHARE Winter Meeting</b>					
	21170	Audio Visual Totals	3/8/2019	3/15/2019	10,307.50
	21170	F&B Totals	3/8/2019	3/15/2019	186,029.03
	21170	Electrical Totals	3/8/2019	3/15/2019	21,646.41
	21170	Equipment	3/8/2019	3/15/2019	1,335.00
	21170	Event Security Totals	3/8/2019	3/15/2019	9,513.60
	21170	Labor	3/8/2019	3/15/2019	420.00
	21170	Life Safety Review	3/8/2019	3/15/2019	450.00
	21170	Room Rental	3/8/2019	3/15/2019	56,395.00
	21170	Telecommunication Totals	3/8/2019	3/15/2019	49,223.50

Event Name	Event ID	Item Description	Event Start Date	Event End Date	Client Spend
<b>MicroStrategy World 2019</b>					
	21218	Audio Visual Totals	2/4/2019	2/7/2019	37,274.00
	21218	F&B Totals	2/4/2019	2/7/2019	824,372.49
	21218	Electrical Totals	2/4/2019	2/7/2019	48,144.46
	21218	Equipment	2/4/2019	2/7/2019	2,175.00
	21218	Event Security Totals	2/4/2019	2/7/2019	13,358.08
	21218	Labor	2/4/2019	2/7/2019	3,843.00
	21218	Life Safety Review	2/4/2019	2/7/2019	450.00
	21218	Room Rental	2/4/2019	2/7/2019	3,349.00
	21218	Telecommunication Totals	2/4/2019	2/7/2019	136,984.50
<b>MacDon Industries Ltd 70th Anniversary &amp; Dealer Event</b>					
	21222	F&B Totals	11/19/2019	11/20/2019	248,556.68
	21222	Electrical Totals	11/19/2019	11/20/2019	8,999.57
	21222	Equipment	11/19/2019	11/20/2019	250.00
	21222	Event Security Totals	11/19/2019	11/20/2019	10,431.83
	21222	Life Safety Review	11/19/2019	11/20/2019	450.00
	21222	Room Rental	11/19/2019	11/20/2019	-
<b>BSN SPORTS, LLC 2019 National Sales Meeting</b>					
	21231	Audio Visual Totals	11/13/2019	11/18/2019	32,726.25
	21231	F&B Totals	11/13/2019	11/18/2019	442,953.56
	21231	Electrical Totals	11/13/2019	11/18/2019	19,132.27
	21231	Event Security Totals	11/13/2019	11/18/2019	5,942.27
	21231	Labor	11/13/2019	11/18/2019	300.00
	21231	Life Safety Review	11/13/2019	11/18/2019	450.00
	21231	Other - Misc Charges	11/13/2019	11/18/2019	1,684.08
	21231	Parking	11/13/2019	11/18/2019	42.00
	21231	Room Rental	11/13/2019	11/18/2019	39,181.50
	21231	Telecommunication Totals	11/13/2019	11/18/2019	10,520.00
<b>Arizona Home Education Convention</b>					
	21394	Audio Visual Totals	7/18/2019	7/20/2019	450.00
	21394	F&B Totals	7/18/2019	7/20/2019	8,210.59
	21394	Electrical Totals	7/18/2019	7/20/2019	6,803.59
	21394	Event Security Totals	7/18/2019	7/20/2019	4,508.32
	21394	Labor	7/18/2019	7/20/2019	520.00
	21394	Life Safety Review	7/18/2019	7/20/2019	450.00
	21394	Room Rental	7/18/2019	7/20/2019	42,080.00
<b>Geological Society of America (GSA)</b>					
	21420	F&B Totals	9/22/2019	9/25/2019	286,206.12
	21420	Electrical Totals	9/22/2019	9/25/2019	21,786.93
	21420	Equipment	9/22/2019	9/25/2019	376.00
	21420	Event Security Totals	9/22/2019	9/25/2019	24,516.48
	21420	Labor	9/22/2019	9/25/2019	280.00
	21420	Life Safety Review	9/22/2019	9/25/2019	450.00
	21420	Room Rental	9/22/2019	9/25/2019	68,120.00
	21420	Telecommunication Totals	9/22/2019	9/25/2019	52,337.25
<b>Beautycounter 2019 L.E.A.D.</b>					
	21423	Audio Visual Totals	3/28/2019	3/30/2019	1,300.00
	21423	F&B Totals	3/28/2019	3/30/2019	454,783.77
	21423	Electrical Totals	3/28/2019	3/30/2019	17,562.42
	21423	Equipment	3/28/2019	3/30/2019	2,467.00
	21423	Event Security Totals	3/28/2019	3/30/2019	13,022.71
	21423	Labor	3/28/2019	3/30/2019	805.00
	21423	Life Safety Review	3/28/2019	3/30/2019	450.00
	21423	Room Rental	3/28/2019	3/30/2019	104,083.00
	21423	Telecommunication Totals	3/28/2019	3/30/2019	9,490.50
<b>2019 Toyota Canada National Dealer Meeting</b>					

Event Name	Event ID	Item Description	Event Start Date	Event End Date	Client Spend
	21465	Audio Visual Totals	9/25/2019	9/26/2019	83,633.75
	21465	F&B Totals	9/25/2019	9/26/2019	188,573.16
	21465	Electrical Totals	9/25/2019	9/26/2019	17,475.78
	21465	Equipment	9/25/2019	9/26/2019	2,600.00
	21465	Event Security Totals	9/25/2019	9/26/2019	25,742.16
	21465	Labor	9/25/2019	9/26/2019	510.00
	21465	Life Safety Review	9/25/2019	9/26/2019	450.00
	21465	Room Rental	9/25/2019	9/26/2019	38,040.00
	21465	Telecommunication Totals	9/25/2019	9/26/2019	4,133.00
<b>Groundbreak 2019</b>					
	21532	Audio Visual Totals	10/7/2019	10/10/2019	231,843.66
	21532	F&B Totals	10/7/2019	10/10/2019	616,402.27
	21532	Electrical Totals	10/7/2019	10/10/2019	44,974.09
	21532	Equipment	10/7/2019	10/10/2019	480.00
	21532	Event Security Totals	10/7/2019	10/10/2019	14,655.56
	21532	Life Safety Review	10/7/2019	10/10/2019	450.00
	21532	Room Rental	10/7/2019	10/10/2019	165,790.00
	21532	Telecommunication Totals	10/7/2019	10/10/2019	84,731.60
<b>AZ Water 92nd Annual Conference &amp; Exhibition</b>					
	21555	Audio Visual Totals	4/16/2019	4/18/2019	45,616.10
	21555	F&B Totals	4/16/2019	4/18/2019	186,383.95
	21555	Electrical Totals	4/16/2019	4/18/2019	13,199.71
	21555	Event Security Totals	4/16/2019	4/18/2019	7,383.87
	21555	Life Safety Review	4/16/2019	4/18/2019	450.00
	21555	Parking	4/16/2019	4/18/2019	22,086.00
	21555	Room Rental	4/16/2019	4/18/2019	39,109.00
	21555	Telecommunication Totals	4/16/2019	4/18/2019	12,560.00
<b>Intel International Science and Engineering Fair 2019</b>					
	21753	Audio Visual Totals	5/12/2019	5/17/2019	170,375.75
	21753	F&B Totals	5/12/2019	5/17/2019	646,127.92
	21753	Electrical Totals	5/12/2019	5/17/2019	83,274.90
	21753	Equipment	5/12/2019	5/17/2019	14,330.00
	21753	Event Security Totals	5/12/2019	5/17/2019	53,076.07
	21753	Labor	5/12/2019	5/17/2019	1,520.00
	21753	Life Safety Review	5/12/2019	5/17/2019	450.00
	21753	Parking	5/12/2019	5/17/2019	5,295.00
	21753	Room Rental	5/12/2019	5/17/2019	163,192.00
	21753	Telecommunication Totals	5/12/2019	5/17/2019	42,568.75
<b>Arizona's Ultimate Women's Expo</b>					
	21865	F&B Totals	4/25/2019	4/28/2019	10,977.32
	21865	Electrical Totals	4/25/2019	4/28/2019	13,858.94
	21865	Equipment	4/25/2019	4/28/2019	1,024.00
	21865	Event Security Totals	4/25/2019	4/28/2019	7,321.68
	21865	Labor	4/25/2019	4/28/2019	200.00
	21865	Life Safety Review	4/25/2019	4/28/2019	450.00
	21865	Room Rental	4/25/2019	4/28/2019	32,104.00
	21865	Telecommunication Totals	4/25/2019	4/28/2019	159.98
<b>Data Center World 2019</b>					
	21980	Audio Visual Totals	3/19/2019	3/22/2019	370.00
	21980	F&B Totals	3/19/2019	3/22/2019	245,932.75
	21980	Electrical Totals	3/19/2019	3/22/2019	33,906.16
	21980	Equipment	3/19/2019	3/22/2019	564.00
	21980	Event Security Totals	3/19/2019	3/22/2019	10,099.97
	21980	Labor	3/19/2019	3/22/2019	1,120.00
	21980	Life Safety Review	3/19/2019	3/22/2019	450.00
	21980	Room Rental	3/19/2019	3/22/2019	72,938.00

Event Name	Event ID	Item Description	Event Start Date	Event End Date	Client Spend
	21980	Telecommunication Totals	3/19/2019	3/22/2019	34,225.00
<b>Varsity Brands Holding Co.Aloha Spirit Productions</b>					
	22060	Audio Visual Totals	3/7/2019	3/10/2019	17,875.00
	22060	F&B Totals	3/7/2019	3/10/2019	30,803.29
	22060	Electrical Totals	3/7/2019	3/10/2019	3,422.89
	22060	Equipment	3/7/2019	3/10/2019	4,864.00
	22060	Event Security Totals	3/7/2019	3/10/2019	11,576.10
	22060	Labor	3/7/2019	3/10/2019	4,369.89
	22060	Life Safety Review	3/7/2019	3/10/2019	450.00
	22060	Room Rental	3/7/2019	3/10/2019	41,790.00
	22060	Ticket Office Service Fee	3/7/2019	3/10/2019	7,657.50
<b>First Things First Early Childhood Summit</b>					
	22069	Audio Visual Totals	8/26/2019	8/27/2019	53,693.80
	22069	F&B Totals	8/26/2019	8/27/2019	115,795.93
	22069	Electrical Totals	8/26/2019	8/27/2019	2,736.71
	22069	Event Security Totals	8/26/2019	8/27/2019	2,470.63
	22069	Labor	8/26/2019	8/27/2019	140.00
	22069	Life Safety Review	8/26/2019	8/27/2019	450.00
	22069	Parking	8/26/2019	8/27/2019	13,790.00
	22069	Room Rental	8/26/2019	8/27/2019	18,290.00
	22069	Telecommunication Totals	8/26/2019	8/27/2019	4,275.00
<b>AZ Sunrays 2019 Classic Rock Gymnastics Invitational</b>					
	22130	F&B Totals	2/8/2019	2/10/2019	39,841.50
	22130	Electrical Totals	2/8/2019	2/10/2019	2,399.90
	22130	Equipment	2/8/2019	2/10/2019	846.00
	22130	Event Security Totals	2/8/2019	2/10/2019	5,870.64
	22130	Labor	2/8/2019	2/10/2019	70.00
	22130	Life Safety Review	2/8/2019	2/10/2019	450.00
	22130	Other - Misc Charges	2/8/2019	2/10/2019	500.00
	22130	Room Rental	2/8/2019	2/10/2019	27,886.00
	22130	Telecommunication Totals	2/8/2019	2/10/2019	1,595.79
	22130	Ticket Office Service Fee	2/8/2019	2/10/2019	6,132.96
<b>THE NBM SHOW</b>					
	22172	Audio Visual Totals	1/31/2019	2/2/2019	352.50
	22172	F&B Totals	1/31/2019	2/2/2019	10,624.03
	22172	Electrical Totals	1/31/2019	2/2/2019	37,406.92
	22172	Equipment	1/31/2019	2/2/2019	50.00
	22172	Event Security Totals	1/31/2019	2/2/2019	7,136.40
	22172	Life Safety Review	1/31/2019	2/2/2019	450.00
	22172	Room Rental	1/31/2019	2/2/2019	31,614.00
	22172	Telecommunication Totals	1/31/2019	2/2/2019	8,092.00
<b>Society of Hispanic Professional Engineers Inc</b>					
	22181	Audio Visual Totals	10/28/2019	11/3/2019	126,685.50
	22181	F&B Totals	10/28/2019	11/3/2019	510,840.47
	22181	Electrical Totals	10/28/2019	11/3/2019	106,113.92
	22181	Equipment	10/28/2019	11/3/2019	845.00
	22181	Event Security Totals	10/28/2019	11/3/2019	33,439.92
	22181	Labor	10/28/2019	11/3/2019	3,780.00
	22181	Life Safety Review	10/28/2019	11/3/2019	450.00
	22181	Parking	10/28/2019	11/3/2019	320.00
	22181	Room Rental	10/28/2019	11/3/2019	45,000.00
	22181	Telecommunication Totals	10/28/2019	11/3/2019	205,693.25
<b>2019 International Restoration Convention and Industry Expo</b>					
	22201	Audio Visual Totals	4/29/2019	5/4/2019	420.00
	22201	F&B Totals	4/29/2019	5/4/2019	138,731.33
	22201	Electrical Totals	4/29/2019	5/4/2019	11,156.92

Event Name	Event ID	Item Description	Event Start Date	Event End Date	Client Spend
	22201	Equipment	4/29/2019	5/4/2019	996.00
	22201	Event Security Totals	4/29/2019	5/4/2019	3,896.41
	22201	Labor	4/29/2019	5/4/2019	630.00
	22201	Life Safety Review	4/29/2019	5/4/2019	450.00
	22201	Room Rental	4/29/2019	5/4/2019	13,740.00
	22201	Telecommunication Totals	4/29/2019	5/4/2019	7,640.95
<b>DMC/DMSMS 2019</b>					
	22535	Audio Visual Totals	11/30/2019	12/5/2019	44,390.00
	22535	F&B Totals	11/30/2019	12/5/2019	408,280.83
	22535	Electrical Totals	11/30/2019	12/5/2019	43,309.84
	22535	Equipment	11/30/2019	12/5/2019	50.00
	22535	Event Security Totals	11/30/2019	12/5/2019	11,830.13
	22535	Labor	11/30/2019	12/5/2019	280.00
	22535	Life Safety Review	11/30/2019	12/5/2019	450.00
	22535	Room Rental	11/30/2019	12/5/2019	2,550.00
	22535	Telecommunication Totals	11/30/2019	12/5/2019	20,890.50
<b>2019 Annual Conference</b>					
	22641	F&B Totals	2/12/2019	2/13/2019	75,444.39
	22641	Electrical Totals	2/12/2019	2/13/2019	1,631.22
	22641	Event Security Totals	2/12/2019	2/13/2019	1,887.61
	22641	Labor	2/12/2019	2/13/2019	140.00
	22641	Life Safety Review	2/12/2019	2/13/2019	450.00
	22641	Parking	2/12/2019	2/13/2019	3,630.00
	22641	Room Rental	2/12/2019	2/13/2019	480.00
<b>Walden University MS-CES/MSW-BSW Meeting</b>					
	22927	F&B Totals	9/14/2019	9/18/2019	153,067.26
	22927	Electrical Totals	9/14/2019	9/18/2019	1,602.89
	22927	Equipment	9/14/2019	9/18/2019	150.00
	22927	Event Security Totals	9/14/2019	9/18/2019	2,505.27
	22927	Life Safety Review	9/14/2019	9/18/2019	450.00
	22927	Room Rental	9/14/2019	9/18/2019	36,152.00
	22927	Telecommunication Totals	9/14/2019	9/18/2019	30,000.00
<b>Norwex Leadership Conference 2019</b>					
	22949	Audio Visual Totals	1/3/2019	1/6/2019	25,942.50
	22949	F&B Totals	1/3/2019	1/6/2019	233,781.43
	22949	Electrical Totals	1/3/2019	1/6/2019	14,383.31
	22949	Equipment	1/3/2019	1/6/2019	2,181.00
	22949	Event Security Totals	1/3/2019	1/6/2019	9,950.34
	22949	Labor	1/3/2019	1/6/2019	490.00
	22949	Life Safety Review	1/3/2019	1/6/2019	450.00
	22949	Room Rental	1/3/2019	1/6/2019	18,235.00
	22949	Telecommunication Totals	1/3/2019	1/6/2019	6,795.00
<b>RADIX Dance Convention</b>					
	22970	Audio Visual Totals	1/10/2019	1/13/2019	845.00
	22970	F&B Totals	1/10/2019	1/13/2019	11,009.62
	22970	Electrical Totals	1/10/2019	1/13/2019	2,930.14
	22970	Equipment	1/10/2019	1/13/2019	885.00
	22970	Event Security Totals	1/10/2019	1/13/2019	5,085.98
	22970	Labor	1/10/2019	1/13/2019	980.00
	22970	Life Safety Review	1/10/2019	1/13/2019	450.00
	22970	Other - Misc Charges	1/10/2019	1/13/2019	2,036.10
	22970	Room Rental	1/10/2019	1/13/2019	27,956.00
	22970	Telecommunication Totals	1/10/2019	1/13/2019	5,130.00
<b>2019 Royal Rumble Fan Axxess</b>					
	23086	Audio Visual Totals	1/25/2019	1/27/2019	26,050.00
	23086	F&B Totals	1/25/2019	1/27/2019	62,703.89

Event Name	Event ID	Item Description	Event Start Date	Event End Date	Client Spend
	23086	Electrical Totals	1/25/2019	1/27/2019	2,461.49
	23086	Event Security Totals	1/25/2019	1/27/2019	86,743.74
	23086	Theater Charges	1/25/2019	1/27/2019	122,443.56
	23086	Other - Misc Charges	1/25/2019	1/27/2019	75,000.00
	23086	Room Rental	1/25/2019	1/27/2019	8,100.00
	23086	Telecommunication Totals	1/25/2019	1/27/2019	55,311.65
<b>CSTA 2019 Annual Conference</b>					
	23119	Audio Visual Totals	7/8/2019	7/10/2019	60,355.75
	23119	F&B Totals	7/8/2019	7/10/2019	224,406.02
	23119	Electrical Totals	7/8/2019	7/10/2019	19,219.61
	23119	Equipment	7/8/2019	7/10/2019	600.00
	23119	Event Security Totals	7/8/2019	7/10/2019	3,891.50
	23119	Labor	7/8/2019	7/10/2019	1,390.00
	23119	Life Safety Review	7/8/2019	7/10/2019	450.00
	23119	Room Rental	7/8/2019	7/10/2019	3,500.00
	23119	Telecommunication Totals	7/8/2019	7/10/2019	36,574.00
<b>Herc Rentals 2019 Sales Meeting and Pro Expo</b>					
	23186	Audio Visual Totals	3/11/2019	3/13/2019	159,504.24
	23186	F&B Totals	3/11/2019	3/13/2019	442,482.07
	23186	Electrical Totals	3/11/2019	3/13/2019	20,484.74
	23186	Event Security Totals	3/11/2019	3/13/2019	8,899.09
	23186	Life Safety Review	3/11/2019	3/13/2019	450.00
	23186	Room Rental	3/11/2019	3/13/2019	23,125.00
	23186	Telecommunication Totals	3/11/2019	3/13/2019	14,619.00
<b>Game On Expo 2019</b>					
	23316	F&B Totals	8/9/2019	8/11/2019	14,331.28
	23316	Electrical Totals	8/9/2019	8/11/2019	12,244.23
	23316	Event Security Totals	8/9/2019	8/11/2019	6,955.84
	23316	Life Safety Review	8/9/2019	8/11/2019	450.00
	23316	Parking	8/9/2019	8/11/2019	9,198.00
	23316	Room Rental	8/9/2019	8/11/2019	22,400.00
	23316	Telecommunication Totals	8/9/2019	8/11/2019	12,955.50
<b>Shamrock Foods Expo19</b>					
	23512	F&B Totals	9/10/2019	9/10/2019	8,881.33
	23512	Electrical Totals	9/10/2019	9/10/2019	54,676.24
	23512	Event Security Totals	9/10/2019	9/10/2019	6,955.84
	23512	Life Safety Review	9/10/2019	9/10/2019	450.00
	23512	Parking	9/10/2019	9/10/2019	9,198.00
	23512	Room Rental	9/10/2019	9/10/2019	22,400.00
	23512	Telecommunication Totals	9/10/2019	9/10/2019	12,955.50
<b>2019 WordCamp Phoenix</b>					
	23690	F&B Totals	2/14/2019	2/16/2019	8,041.20
	23690	Electrical Totals	2/14/2019	2/16/2019	424.36
	23690	Event Security Totals	2/14/2019	2/16/2019	715.79
	23690	Room Rental	2/14/2019	2/16/2019	14,256.00
	23690	Telecommunication Totals	2/14/2019	2/16/2019	2,000.00
<b>2019 Europa Games   Supplement, Nutrition &amp; Apparel Expo</b>					
	23937	F&B Totals	8/10/2019	8/11/2019	15,824.32
	23937	Electrical Totals	8/10/2019	8/11/2019	12,505.34
	23937	Equipment	8/10/2019	8/11/2019	250.00
	23937	Event Security Totals	8/10/2019	8/11/2019	9,203.47
	23937	Life Safety Review	8/10/2019	8/11/2019	450.00
	23937	Room Rental	8/10/2019	8/11/2019	43,463.00
	23937	Ticket Office Service Fee	8/10/2019	8/11/2019	4,211.40
<b>Arizona's Ultimate Women's Expo</b>					
	23985	Audio Visual Totals	10/12/2019	10/13/2019	165.00
	23985	F&B Totals	10/12/2019	10/13/2019	7,079.70
	23985	Electrical Totals	10/12/2019	10/13/2019	10,787.05
	23985	Equipment	10/12/2019	10/13/2019	1,120.00
	23985	Event Security Totals	10/12/2019	10/13/2019	7,342.81
	23985	Labor	10/12/2019	10/13/2019	200.00
	23985	Life Safety Review	10/12/2019	10/13/2019	450.00

Event Name	Event ID	Item Description	Event Start Date	Event End Date	Client Spend
<b>2019 Convention of the Jehovah's Witnesses</b>	23985	Room Rental	10/12/2019	10/13/2019	32,104.00
	23990	F&B Totals	8/5/2019	8/12/2019	360,386.40
	23990	Electrical Totals	8/5/2019	8/12/2019	725.12
	23990	Equipment	8/5/2019	8/12/2019	1,125.00
	23990	Event Security Totals	8/5/2019	8/12/2019	2,990.16
	23990	Theater Charges	8/5/2019	8/12/2019	29,184.79
	23990	Life Safety Review	8/5/2019	8/12/2019	450.00
	23990	Parking	8/5/2019	8/12/2019	250.00
	23990	Room Rental	8/5/2019	8/12/2019	1,480.00
<b>Arizona Elite Girls Basketball Spring Classic</b>	24016	Electrical Totals	5/15/2019	5/19/2019	318.27
	24016	Equipment	5/15/2019	5/19/2019	345.00
	24016	Event Security Totals	5/15/2019	5/19/2019	6,183.08
	24016	Life Safety Review	5/15/2019	5/19/2019	450.00
	24016	Parking	5/15/2019	5/19/2019	1,000.00
	24016	Room Rental	5/15/2019	5/19/2019	26,240.00
	24016	Ticket Office Service Fee	5/15/2019	5/19/2019	4,500.00
<b>Solution Tree RTI at Work Institute 2019</b>	24413	F&B Totals	11/3/2019	11/6/2019	55,733.35
	24413	Electrical Totals	11/3/2019	11/6/2019	1,202.88
	24413	Event Security Totals	11/3/2019	11/6/2019	2,609.17
	24413	Life Safety Review	11/3/2019	11/6/2019	450.00
	24413	Room Rental	11/3/2019	11/6/2019	21,867.90
	24413	Telecommunication Totals	11/3/2019	11/6/2019	7,421.87
<b>Festival Fiesta Classic</b>	24787	F&B Totals	2/16/2019	2/18/2019	14,683.45
	24787	Electrical Totals	2/16/2019	2/18/2019	611.82
	24787	Equipment	2/16/2019	2/18/2019	590.00
	24787	Event Security Totals	2/16/2019	2/18/2019	3,644.31
	24787	Life Safety Review	2/16/2019	2/18/2019	450.00
	24787	Room Rental	2/16/2019	2/18/2019	8,600.00
	24787	Ticket Office Service Fee	2/16/2019	2/18/2019	1,500.00
<b>POSHFEST 2019!</b>	24844	Audio Visual Totals	10/4/2019	10/5/2019	60,339.38
	24844	F&B Totals	10/4/2019	10/5/2019	244,244.00
	24844	Electrical Totals	10/4/2019	10/5/2019	822.97
	24844	Equipment	10/4/2019	10/5/2019	400.00
	24844	Event Security Totals	10/4/2019	10/5/2019	3,296.07
	24844	Labor	10/4/2019	10/5/2019	600.00
	24844	Life Safety Review	10/4/2019	10/5/2019	450.00
	24844	Parking	10/4/2019	10/5/2019	250.00
	24844	Room Rental	10/4/2019	10/5/2019	-
	24844	Telecommunication Totals	10/4/2019	10/5/2019	20,200.00

## E. IMPLAN Output and Qualified Revenue Calculation

Sector	Taxable Sales			times		Equals Qualified Revenue		
	2017	2018	2019	Tax Rate	General Fund Share	2017	2018	2019
<b>Total</b>	<b>\$444,777,392</b>	<b>\$570,628,968</b>	<b>\$562,799,245</b>			<b>\$16,511,274</b>	<b>\$21,119,894</b>	<b>\$20,856,969</b>
Hotels and motels, including casino hotels	154,807,466	181,805	129,066,508	5.5%	67.245%	5,725,515	6,724	4,773,493
Food services and drinking places	49,751,432	9,736,925	93,688,826	5.0%	73.796%	1,835,728	359,273	3,456,930
Real estate establishments	24,455,639	17,221,664	30,891,026	5.0%	73.796%	902,364	635,445	1,139,817
Imputed rental activity for owner-occupied dwellings	13,690,015	17,706,882	17,352,154	5.0%	73.796%	505,134	653,349	640,260
Amusement parks, arcades, and gambling industries	13,798,887	722,954	17,736,373	5.0%	73.796%	509,151	26,676	654,437
Retail Stores - General merchandise	6,304,946	2,595,288	11,378,484	5.0%	73.796%	232,640	95,761	419,843
Wholesale trade businesses	9,605,699	19,295,953	12,607,037	5.0%	73.796%	354,431	711,982	465,174
Automotive equipment rental and leasing	7,615,102	1,519,990	12,597,635	5.0%	73.796%	280,982	56,085	464,828
Fitness and recreational sports centers	76,054	48,007	372,839	5.0%	73.796%	2,806	1,771	13,757
Electric power generation, transmission, and distribution	7,947,373	3,935,450	7,711,800	5.0%	86.898%	345,305	170,991	335,070
Offices of physicians, dentists, and other health practitioners	5,801,587	6,603,756	7,381,554	5.0%	73.796%	214,067	243,665	272,365
Private hospitals	5,905,791	7,869,766	9,039,226	5.0%	73.796%	217,912	290,379	333,529
Advertising and related services	6,033,749	1,730,766	11,724,191	5.0%	73.796%	222,633	63,862	432,599
Management of companies and enterprises	7,019,251	6,143,553	8,597,400	5.0%	73.796%	258,996	226,685	317,227
Museums, historical sites, zoos, and parks	87,616	97,497	8,235,526	5.0%	73.796%	3,233	3,597	303,874
Insurance carriers	6,235,221	8,929,690	7,132,899	5.0%	73.796%	230,067	329,488	263,190
Transit and ground passenger transportation	5,979,050	655,348	9,008,536	5.0%	73.796%	220,615	24,181	332,397
Maintenance and repair construction of nonresidential structures	4,227,848	5,337,345	2,652,120	5.0%	86.898%	183,696	231,902	115,232
Monetary authorities and depository credit intermediation activities	4,983,292	7,886,932	7,819,016	5.0%	73.796%	183,874	291,012	288,506
Telecommunications	5,745,433	7,825,602	5,459,124	5.0%	73.796%	211,995	288,749	201,431
Securities, commodity contracts, investments, and related activities	4,455,230	6,934,532	7,020,839	5.0%	73.796%	164,389	255,870	259,055
Other state and local government enterprises	6,097,738	5,664,965	4,044,029	5.0%	73.796%	224,994	209,026	149,217
Scenic and sightseeing transportation and support activities for transportation	974,653	8,420,081	5,742,585	5.0%	73.796%	35,963	310,684	211,890
Performing arts companies	331,272	288,728	3,542,767	5.0%	73.796%	12,223	10,653	130,721
Services to buildings and dwellings	3,374,954	2,450,171	4,137,514	5.0%	73.796%	124,529	90,406	152,666
Accounting, tax preparation, bookkeeping, and payroll services	1,961,839	1,930,465	3,629,930	5.0%	73.796%	72,388	71,230	133,937
Management, scientific, and technical consulting services	2,843,443	2,205,571	2,517,358	5.0%	73.796%	104,917	81,381	92,885
Legal services	1,876,145	1,976,611	2,860,545	5.0%	73.796%	69,226	72,933	105,548
Spectator sports companies	407,631	351,562	2,585,264	5.0%	73.796%	15,041	12,972	95,391
Nondepository credit intermediation and related activities	3,984,008	3,961,216	4,211,457	5.0%	73.796%	147,002	146,161	155,394
Commercial and industrial machinery and equipment rental and leasing	3,985,721	2,250,385	5,438,117	5.0%	73.796%	147,065	83,035	200,656
Transport by truck	1,977,138	138,216,722	2,314,541	5.0%	73.796%	72,952	5,099,921	85,402
Office administrative services	4,543,880	5,424,395	783,876	5.0%	73.796%	167,660	200,149	28,923
Retail Stores - Food and beverage	1,753,603	2,229,379	2,093,184	5.0%	73.796%	64,704	82,260	77,234

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

Sector	Taxable Sales			times		Equals Qualified Revenue		
	2017	2018	2019	Tax Rate	General Fund Share	2017	2018	2019
Other amusement and recreation industries	38,736	39,704	7,780,059	5.0%	73.796%	1,429	1,465	287,069
Retail Nonstores - Direct and electronic sales	2,324,731	2,774,038	3,172,148	5.0%	73.796%	85,778	102,356	117,046
Retail Stores - Motor vehicle and parts	1,486,089	3,054,648	1,274,861	5.0%	73.796%	54,834	112,710	47,040
Medical and diagnostic labs and outpatient and other ambulatory care services	1,255,583	1,563,041	2,226,634	5.0%	73.796%	46,329	57,673	82,158
Insurance agencies, brokerages, and related activities	4,055,978	5,602,545	5,602,811	5.0%	73.796%	149,657	206,723	206,733
Radio and television broadcasting	1,321,230	701,538	2,701,553	5.0%	73.796%	48,751	25,885	99,682
Automotive repair and maintenance, except car washes	1,867,642	2,220,446	2,489,443	5.0%	73.796%	68,912	81,930	91,855
US Postal Service	1,526,703	4,160,073	1,281,844	5.0%	73.796%	56,332	153,498	47,297
Nursing and residential care facilities	1,038,031	1,286,737	1,723,045	5.0%	73.796%	38,301	47,478	63,577
Employment services	940,404	1,006,229	7,174,825	5.0%	73.796%	34,699	37,128	264,737
Waste management and remediation services	1,633,502	1,474,980	1,359,428	5.0%	73.796%	60,273	54,424	50,160
Motion picture and video industries	319,798	231,361	1,969,631	5.0%	73.796%	11,800	8,537	72,675
State and local government electric utilities	4,243	3,005	1,983,957	5.0%	73.796%	157	111	73,204
Funds, trusts, and other financial vehicles	1,361,323	1,975,195	1,424,001	5.0%	73.796%	50,230	72,881	52,543
Lessors of nonfinancial intangible assets	1,827,860	2,023,789	934,560	5.0%	73.796%	67,444	74,674	34,483
Internet publishing and broadcasting	2,472,141	2,545,169	2,269,659	5.0%	73.796%	91,217	93,912	83,746
Architectural, engineering, and related services	1,529,158	2,632,463	1,319,810	5.0%	73.796%	56,423	97,133	48,698
Retail Stores - Clothing and clothing accessories	1,164,893	1,916,004	1,088,120	5.0%	73.796%	42,982	70,697	40,149
Other support services	1,271,588	427,227	473,436	5.0%	73.796%	46,919	15,764	17,469
Private junior colleges, colleges, universities, and professional schools	721,522	867,913	671,696	5.0%	73.796%	26,623	32,024	24,784
Home health care services	1,467,162	1,377,152	816,473	5.0%	73.796%	54,135	50,814	30,126
Religious organizations	370,710	338,864	1,033,728	5.0%	73.796%	13,678	12,503	38,142
Transport by air	1,624,159	2,275,333	1,836,711	5.0%	73.796%	59,928	83,955	67,771
Retail Stores - Building material and garden supply	1,310,803	1,371,136	997,200	5.0%	73.796%	48,366	50,592	36,795
Retail Stores - Gasoline stations	676,844	1,274,149	1,529,301	5.0%	73.796%	24,974	47,014	56,428
Retail Stores - Health and personal care	1,125,429	1,110,161	1,116,258	5.0%	73.796%	41,526	40,963	41,188
Couriers and messengers	771,921	8,912,249	988,559	5.0%	73.796%	28,482	328,844	36,476
Warehousing and storage	848,528	2,622,765	2,670,892	5.0%	73.796%	31,309	96,775	98,551
Commercial and industrial machinery and equipment repair and maintenance	1,020,895	581,022	1,156,807	5.0%	73.796%	37,669	21,439	42,684
Natural gas distribution	441,354	414,910	457,856	5.0%	86.898%	19,176	18,027	19,893
Newspaper publishers	505,068	217,862	253,163	5.0%	73.796%	18,636	8,039	9,341
Business support services	939,980	833,554	1,022,834	5.0%	73.796%	34,683	30,756	37,741
Civic, social, professional, and similar organizations	616,517	912,744	941,633	5.0%	73.796%	22,748	33,678	34,744
All other miscellaneous professional, scientific, and technical services	712,681	1,495,123	1,039,762	5.0%	73.796%	26,296	55,167	38,365
Dry-cleaning and laundry services	522,318	244,372	369,293	5.0%	73.796%	19,272	9,017	13,626

Sector	Taxable Sales			times		Equals Qualified Revenue		
	2017	2018	2019	Tax Rate	General Fund Share	2017	2018	2019
Retail Stores - Miscellaneous	710,946	4,636,238	981,110	5.0%	73.796%	26,232	171,068	36,201
Personal care services	579,144	675,679	475,242	5.0%	73.796%	21,369	24,931	17,535
Pharmaceutical preparation manufacturing	5,276	10,704	28,795	5.0%	73.796%	195	395	1,062
Independent artists, writers, and performers	382,569	322,173	1,088,019	5.0%	73.796%	14,116	11,888	40,146
Fluid milk and butter manufacturing	361,067	246,233	389,690	5.0%	73.796%	13,323	9,085	14,379
Other personal services	557,390	535,135	569,242	5.0%	73.796%	20,567	19,745	21,004
Extraction of oil and natural gas	366,313	1,136,242	205,718	5.0%	73.796%	13,516	41,925	7,591
Bread and bakery product manufacturing	260,729	146,873	328,256	5.0%	73.796%	9,620	5,419	12,112
Animal (except poultry) slaughtering, rendering, and processing	289,908	135,179	291,138	5.0%	73.796%	10,697	4,988	10,742
Other private educational services	554,222	534,956	761,533	5.0%	73.796%	20,450	19,739	28,099
Promoters of performing arts and sports and agents for public figures	406,305	359,557	981,579	5.0%	73.796%	14,992	13,267	36,218
Individual and family services	386,607	330,860	763,218	5.0%	73.796%	14,265	12,208	28,161
Printing	1,551	1,704	711,653	5.0%	86.898%	67	74	30,921
Private elementary and secondary schools	529,457	547,023	453,351	5.0%	73.796%	19,536	20,184	16,728
Other computer related services, including facilities management	670,126	768,868	775,879	5.0%	73.796%	24,726	28,370	28,628
Data processing, hosting, ISP, web search portals and related services	243,257	182,053	2,264,577	5.0%	73.796%	8,976	6,717	83,558
Grantmaking, giving, and social advocacy organizations	521,033	450,258	662,979	5.0%	73.796%	19,225	16,614	24,463
Other information services	1,109,702	596,396	47,933	5.0%	73.796%	40,946	22,006	1,769
Personal and household goods repair and maintenance	676,193	691,889	534,104	5.0%	73.796%	24,950	25,529	19,707
Retail Stores - Sporting goods, hobby, book and music	380,076	352,160	544,981	5.0%	73.796%	14,024	12,994	20,109
Computer systems design services	540,092	647,751	737,826	5.0%	73.796%	19,928	23,901	27,224
Child day care services	573,736	663,917	520,362	5.0%	73.796%	21,170	24,497	19,200
Periodical publishers	379,226	229,460	163,814	5.0%	73.796%	13,993	8,467	6,044
Retail Stores - Furniture and home furnishings	602,206	596,787	731,503	5.0%	73.796%	22,220	22,020	26,991
Soft drink and ice manufacturing	1,010,625	570,204	1,169,490	5.0%	73.796%	37,290	21,039	43,152
Retail Stores - Electronics and appliances	349,064	338,047	665,392	5.0%	73.796%	12,880	12,473	24,552
Investigation and security services	590,580	688,803	731,180	5.0%	73.796%	21,791	25,415	26,979
Travel arrangement and reservation services	228,175	388,274	827,899	5.0%	73.796%	8,419	14,327	30,548
Semiconductor and related device manufacturing	275,798	698,982	42,727	5.0%	73.796%	10,176	25,791	1,577
Facilities support services	832,282	992,722	1,569,681	5.0%	73.796%	30,710	36,629	57,918
Cheese manufacturing	8,867	2,595	4,707	5.0%	73.796%	327	96	174
Transport by rail	348,302	17,920,258	355,458	5.0%	73.796%	12,852	661,222	13,116
Dairy cattle and milk production	132,471	104,844	153,236	5.0%	73.796%	4,888	3,869	5,654
Electronic and precision equipment repair and maintenance	407,599	356,442	761,544	5.0%	73.796%	15,040	13,152	28,099
Support activities for printing	742,379	346,552	31,385	5.0%	86.898%	32,256	15,057	1,364

Sector	Taxable Sales			times		Equals Qualified Revenue		
	2017	2018	2019	Tax Rate	General Fund Share	2017	2018	2019
Cable and other subscription programming	969,747	418,582	3,501,767	5.0%	73.796%	35,782	15,445	129,208
Environmental and other technical consulting services	386,039	973,217	381,260	5.0%	73.796%	14,244	35,910	14,068
Cattle ranching and farming	128,231	65,330	136,242	5.0%	73.796%	4,731	2,411	5,027
Community food, housing, and other relief services, including rehabilitation services	370,634	525,734	354,110	5.0%	73.796%	13,676	19,399	13,066
All other food manufacturing	41,036	47,749	95,824	5.0%	73.796%	1,514	1,762	3,536
Dry, condensed, and evaporated dairy product manufacturing	104,785	70,276	104,896	5.0%	73.796%	3,866	2,593	3,870
In-vitro diagnostic substance manufacturing	279,672	379,159	1,420	5.0%	73.796%	10,319	13,990	52
Water, sewage and other treatment and delivery systems	201,278	165,957	200,290	5.0%	86.898%	8,745	7,211	8,702
Veterinary services	337,173	385,157	284,613	5.0%	73.796%	12,441	14,212	10,502
Soap and cleaning compound manufacturing	69,439	51,394	65,194	5.0%	73.796%	2,562	1,896	2,406
Surgical appliance and supplies manufacturing	20,305	21,977	12,767	5.0%	73.796%	749	811	471
Bowling centers	496,189	534,099	50,562	5.0%	73.796%	18,308	19,707	1,866
Maintenance and repair construction of residential structures	0	0	917,384	5.0%	86.898%	0	0	39,859
General and consumer goods rental except video tapes and discs	278,397	669,014	500,516	5.0%	73.796%	10,272	24,685	18,468
Scientific research and development services	68,010	54,262	601,207	5.0%	73.796%	2,509	2,002	22,183
Software publishers	326,059	406,307	855,198	5.0%	73.796%	12,031	14,992	31,555
Snack food manufacturing	199,296	171,554	160,344	5.0%	73.796%	7,354	6,330	5,916
Sound recording industries	131,300	14,502	256,565	5.0%	73.796%	4,845	535	9,467
Other Federal Government enterprises	189,047	207,073	178,997	5.0%	73.796%	6,975	7,641	6,605
Toilet preparation manufacturing	1,431	849	28,443	5.0%	73.796%	53	31	1,049
Private household operations	145,172	174,281	159,756	5.0%	73.796%	5,357	6,431	5,895
Magnetic and optical recording media manufacturing	7,561	0	5,788	5.0%	73.796%	279	0	214
Car washes	174,559	192,243	1,506,701	5.0%	73.796%	6,441	7,093	55,594
Polystyrene foam product manufacturing	779	15,511	22,344	5.0%	73.796%	29	572	824
Other plastics product manufacturing	15,959	10,952	70,525	5.0%	73.796%	589	404	2,602
Vegetable and melon farming	101,831	113,735	137,216	5.0%	73.796%	3,757	4,197	5,063
Directory, mailing list, and other publishers	101,263	51,526	38,914	5.0%	73.796%	3,736	1,901	1,436
Specialized design services	215,782	273,119	225,120	5.0%	73.796%	7,962	10,078	8,306
Sign manufacturing	86,809	47,706	64,872	5.0%	73.796%	3,203	1,760	2,394
Other accommodations	1,618	1,573	11,203	5.5%	73.796%	66	64	455
Cookie, cracker, and pasta manufacturing	25,333	24,273	33,146	5.0%	73.796%	935	896	1,223
Urethane and other foam product (except polystyrene) manufacturing	35,703	27,253	11,284	5.0%	73.796%	1,317	1,006	416
Photographic services	143,096	115,944	201,402	5.0%	73.796%	5,280	4,278	7,431
Death care services	53,469	69,220	56,832	5.0%	73.796%	1,973	2,554	2,097
Wood windows and doors and millwork manufacturing	93,708	75,595	85,970	5.0%	73.796%	3,458	2,789	3,172

Sector	Taxable Sales			times		Equals Qualified Revenue		
	2017	2018	2019	Tax Rate	General Fund Share	2017	2018	2019
Electronic computer manufacturing	164	480	239	5.0%	73.796%	6	18	9
All other miscellaneous wood product manufacturing	118,890	19,556	71,084	5.0%	73.796%	4,387	722	2,623
Motor vehicle parts manufacturing	24,233	147,289	111,348	5.0%	73.796%	894	5,435	4,109
Animal production, except cattle and poultry and eggs	38,660	28,309	39,097	5.0%	73.796%	1,426	1,045	1,443
All other chemical product and preparation manufacturing	16,593	16,443	32,434	5.0%	73.796%	612	607	1,197
All other crop farming	38,809	36,210	43,680	5.0%	73.796%	1,432	1,336	1,612
Other animal food manufacturing	270,312	40,536	138,402	5.0%	73.796%	9,974	1,496	5,107
Custom computer programming services	28,250	28,114	367,812	5.0%	73.796%	1,042	1,037	13,572
Asphalt paving mixture and block manufacturing	49,693	324,007	17,833	5.0%	73.796%	1,834	11,955	658
Transport by pipeline	65,883	74,586,226	69,948	5.0%	73.796%	2,431	2,752,083	2,581
Tire manufacturing	38,976	135,297	3,217	5.0%	73.796%	1,438	4,992	119
Printing ink manufacturing	26,669	29,531	907	5.0%	73.796%	984	1,090	33
Wood kitchen cabinet and countertop manufacturing	2,111	1,585	20,068	5.0%	73.796%	78	58	740
Mattress manufacturing	15,787	8,850,984	13,798	5.0%	73.796%	583	326,584	509
Surgical and medical instrument, laboratory and medical instrument manufacturing	7,610	10,360	17,559	5.0%	73.796%	281	382	648
Breweries	105,554	76,529	138,287	5.0%	73.796%	3,895	2,824	5,103
Greenhouse, nursery, and floriculture production	47,640	46,287	48,489	5.0%	73.796%	1,758	1,708	1,789
Book publishers	77,195	68,533	85,182	5.0%	73.796%	2,848	2,529	3,143
Coffee and tea manufacturing	10,914	3,787	10,428	5.0%	73.796%	403	140	385
Plastics pipe and pipe fitting manufacturing	2,655	26,061	9,804	5.0%	73.796%	98	962	362
Nonupholstered wood household furniture manufacturing	1,914	2,132	11,729	5.0%	73.796%	71	79	433
Fruit and vegetable canning, pickling, and drying	34,839	22,724	38,412	5.0%	73.796%	1,285	838	1,417
Ice cream and frozen dessert manufacturing	14,441	7,807	14,154	5.0%	73.796%	533	288	522
Upholstered household furniture manufacturing	16,146	19,299	1,908	5.0%	73.796%	596	712	70
Seasoning and dressing manufacturing	3,693	796	1,814	5.0%	73.796%	136	29	67
Plastics bottle manufacturing	7,433	83,854	15,187	5.0%	73.796%	274	3,094	560
Support activities for agriculture and forestry	58,959	40,115	39,530	5.0%	73.796%	2,175	1,480	1,459
Asphalt shingle and coating materials manufacturing	19,511	17,294	12,774	5.0%	73.796%	720	638	471
Wineries	5,991	2,505	4,326	5.0%	73.796%	221	92	160
Soybean and other oilseed processing	0	0	39,626	5.0%	73.796%	0	0	1,462
Tortilla manufacturing	34,207	36,449	38,334	5.0%	73.796%	1,262	1,345	1,414
Engineered wood member and truss manufacturing	19,686	18,468	12,933	5.0%	73.796%	726	681	477
Industrial gas manufacturing	454	5,150	35,603	5.0%	73.796%	17	190	1,314
Dental laboratories manufacturing	2,743	2,925	2,444	5.0%	73.796%	101	108	90
Computer terminals and other computer peripheral equipment manufacturing	173	152	455	5.0%	73.796%	6	6	17

Sector	Taxable Sales			times		Equals Qualified Revenue		
	2017	2018	2019	Tax Rate	General Fund Share	2017	2018	2019
Electromedical and electrotherapeutic apparatus manufacturing	427	2,522	267	5.0%	73.796%	16	93	10
Laminated plastics plate, sheet (except packaging), and shape manufacturing	9,805	9,729	3,028	5.0%	73.796%	362	359	112
Concrete pipe, brick, and block manufacturing	173,947	179,789	36,887	5.0%	73.796%	6,418	6,634	1,361
Computer storage device manufacturing	26,251	19,259	95	5.0%	73.796%	969	711	4
Mining copper, nickel, lead, and zinc	1,180	1,836	231,771	3.125%	79.037%	29	45	5,725
Mining gold, silver, and other metal ore	72,897	49,993	2,388	3.125%	79.037%	1,800	1,235	59
Fats and oils refining and blending	39,883	8,313	8,027	5.0%	73.796%	1,472	307	296
Other communications equipment manufacturing	644	2,809	1,165	5.0%	73.796%	24	104	43
Mining coal	12,858	4,030	6,277	3.1%	79.037%	318	100	155
All other paper bag and coated and treated paper manufacturing	88,621	24,881	13,703	5.0%	73.796%	3,270	918	506
Aircraft manufacturing	34,467	226,488	1,953	5.0%	73.796%	1,272	8,357	72
Ornamental and architectural metal products manufacturing	64,443	202,166	83,677	5.0%	73.796%	2,378	7,460	3,088
Commercial hunting and trapping	9,723	10,971	12,920	5.0%	73.796%	359	405	477
Wood container and pallet manufacturing	20,235	51,718	31,479	5.0%	73.796%	747	1,908	1,162
Glass product manufacturing made of purchased glass	0	665	17,638	5.0%	73.796%	0	25	651
Video tape and disc rental	18,359	31,486	115,943	5.0%	73.796%	677	1,162	4,278
Plastics packaging materials and unlaminated film and sheet manufacturing	9,230	16,966	5,738	5.0%	73.796%	341	626	212
Aircraft engine and engine parts manufacturing	3,581	10,932	754	5.0%	73.796%	132	403	28
Audio and video equipment manufacturing	2,422	2,759	766	5.0%	73.796%	89	102	28
Sporting and athletic goods manufacturing	17,526	16,327	16,376	5.0%	73.796%	647	602	604
Fertilizer manufacturing	17,533	10,482	13,533	5.0%	73.796%	647	387	499
Machine shops	3,482	17,701	37,891	5.0%	73.796%	128	653	1,398
Dog and cat food manufacturing	17,319	16,878	14,976	5.0%	73.796%	639	623	553
Metal and other household furniture manufacturing	10,156	11,065	7,490	5.0%	73.796%	375	408	276
Sanitary paper product manufacturing	91,400	5,252	41,828	5.0%	73.796%	3,372	194	1,543
Petroleum refineries	21,445	13,320	107,985	5.0%	73.796%	791	491	3,984
Other commercial and service industry machinery manufacturing	3,918	10,298	3,015	5.0%	73.796%	145	380	111
Plastics material and resin manufacturing	1,262	3,332	981	5.0%	73.796%	47	123	36
Printed circuit assembly (electronic assembly) manufacturing	1,514	7,438	638	5.0%	73.796%	56	274	24
Glass container manufacturing	11,847	6,790	1,383	5.0%	73.796%	437	251	51
Coating, engraving, heat treating and allied activities	23,082	108,118	21,794	5.0%	73.796%	852	3,989	804
Software, audio, and video media for reproduction	154	956	264	5.0%	73.796%	6	35	10
Pesticide and other agricultural chemical manufacturing	7,121	6,478	26,574	5.0%	73.796%	263	239	981
Other aircraft parts and auxiliary equipment manufacturing	905	3,321	4,959	5.0%	73.796%	33	123	183
Blind and shade manufacturing	5,492	5,623	3,494	5.0%	73.796%	203	207	129

Sector	Taxable Sales			times		Equals Qualified Revenue		
	2017	2018	2019	Tax Rate	General Fund Share	2017	2018	2019
Flour milling and malt manufacturing	14,310	10,647	14,879	5.0%	73.796%	528	393	549
Other industrial machinery manufacturing	142	84	170	5.0%	73.796%	5	3	6
Communication and energy wire and cable manufacturing	0	0	691	5.0%	73.796%	0	0	25
Other pressed and blown glass and glassware manufacturing	1,122	303	12,799	5.0%	73.796%	41	11	472
Sawmills and wood preservation	11,563	22,250	9,445	5.0%	73.796%	427	821	349
Hardware manufacturing	28,424	181,187	605	5.0%	73.796%	1,049	6,685	22
Medicinal and botanical manufacturing	5,437	14,645	883	5.0%	73.796%	201	540	33
Broom, brush, and mop manufacturing	34,646	30,113	0	5.0%	73.796%	1,278	1,111	0
Fruit farming	19,883	31,785	21,740	5.0%	73.796%	734	1,173	802
Biological product (except diagnostic) manufacturing	715	1,008	8	5.0%	73.796%	26	37	0
Mining and quarrying stone	62,156	71,181	26,922	3.125%	79.037%	1,535	1,758	665
Farm machinery and equipment manufacturing	63,061	35,909	176	5.0%	73.796%	2,327	1,325	6
Lawn and garden equipment manufacturing	2,203	266	2,803	5.0%	73.796%	81	10	103
Petroleum lubricating oil and grease manufacturing	24,077	14,253	5,323	5.0%	73.796%	888	526	196
Support activities for oil and gas operations	10,984	117,900	220	5.0%	73.796%	405	4,350	8
Cement manufacturing	14,597	11,590	30,749	5.0%	73.796%	539	428	1,135
Showcase, partition, shelving, and locker manufacturing	2,552	1,313	940	5.0%	73.796%	94	48	35
Other basic organic chemical manufacturing	2,291	8,138	24,339	5.0%	73.796%	85	300	898
Petrochemical manufacturing	0	0	389	5.0%	73.796%	0	0	14
All other converted paper product manufacturing	70,423	28,061	14,791	5.0%	73.796%	2,598	1,035	546
Unlaminated plastics profile shape manufacturing	4,469	41,888	7,377	5.0%	73.796%	165	1,546	272
Paint and coating manufacturing	2,478	4,530	11,923	5.0%	73.796%	91	167	440
Search, detection, and navigation instruments manufacturing	212	181	399	5.0%	73.796%	8	7	15
Synthetic dye and pigment manufacturing	21,899	74,401	835	5.0%	73.796%	808	2,745	31
Automatic environmental control manufacturing	315	9,274	822	5.0%	73.796%	12	342	30
Coated and laminated paper, packaging paper and plastics film manufacturing	59,018	350,224	37,062	5.0%	73.796%	2,178	12,923	1,367
Other electronic component manufacturing	152	897	267	5.0%	73.796%	6	33	10
Other leather and allied product manufacturing	227	215	159	5.0%	73.796%	8	8	6
Plate work and fabricated structural product manufacturing	34,796	313,741	42,893	5.0%	73.796%	1,284	11,576	1,583
Valve and fittings other than plumbing manufacturing	0	0	29,733	5.0%	73.796%	0	0	1,097
Telephone apparatus manufacturing	1,872	1,791	63	5.0%	73.796%	69	66	2
Automobile manufacturing	615	9,836	12,395	5.0%	73.796%	23	363	457
Tobacco product manufacturing	39,237	5,938	46,645	5.0%	73.796%	1,448	219	1,721
Grain farming	28,556	7,583	13,104	5.0%	73.796%	1,054	280	484
Cut and sew apparel contractors	857	667	1,338	5.0%	73.796%	32	25	49

Sector	Taxable Sales			times		Equals Qualified Revenue		
	2017	2018	2019	Tax Rate	General Fund Share	2017	2018	2019
Metal can, box, and other metal container (light gauge) manufacturing	13,806	24,837	18,271	5.0%	73.796%	509	916	674
Household laundry equipment manufacturing	48,349	27,909,453	1,328	5.0%	73.796%	1,784	1,029,803	49
Bare printed circuit board manufacturing	554	3,489	389	5.0%	73.796%	20	129	14
Poultry and egg production	5,171	5,565	10,116	5.0%	73.796%	191	205	373
Adhesive manufacturing	11,451	76,077	3,184	5.0%	73.796%	423	2,807	117
Construction machinery manufacturing	3,935	2,745	246	5.0%	73.796%	145	101	9
Womens and girls cut and sew apparel manufacturing	680	599	860	5.0%	73.796%	25	22	32
Storage battery manufacturing	435	8,302	3,542	5.0%	73.796%	16	306	131
Confectionery manufacturing from purchased chocolate	0	749	1,941	5.0%	73.796%	0	28	72
All other miscellaneous manufacturing	3,965	5,687	72,643	5.0%	73.796%	146	210	2,680
Broadcast and wireless communications equipment manufacturing	855	357	142	5.0%	73.796%	32	13	5
Industrial process variable instruments manufacturing	1,370	14,631	194	5.0%	73.796%	51	540	7
Propulsion units and parts for space vehicles and guided missiles manufacturing	14,336	5,742,206	26	5.0%	73.796%	529	211,876	1
Electron tube manufacturing	1,966	3,527	35	5.0%	73.796%	73	130	1
Turned product and screw, nut, and bolt manufacturing	13,588	91,662	4,527	5.0%	73.796%	501	3,382	167
Watch, clock, and other measuring and controlling device manufacturing	23	104	75	5.0%	73.796%	1	4	3
Light truck and utility vehicle manufacturing	1,974	2,605	0	5.0%	73.796%	73	96	0
Mining and quarrying sand, gravel, clay, and ceramic and refractory minerals	41,115	31,910	18,155	3.125%	79.037%	1,015	788	448
Totalizing fluid meters and counting devices manufacturing	306	1,039	332	5.0%	73.796%	11	38	12
Reconstituted wood product manufacturing	3,431	3,929	2,097	5.0%	73.796%	127	145	77
Textile and fabric finishing mills	1,443	547	220	5.0%	73.796%	53	20	8
Frozen food manufacturing	9,293	5,648	3,087	5.0%	73.796%	343	208	114
Nonchocolate confectionery manufacturing	1,980	1,458	2,207	5.0%	73.796%	73	54	81
Ground or treated mineral and earth manufacturing	33,476	18,928	8,989	5.0%	73.796%	1,235	698	332
Ready-mix concrete manufacturing	37,527	37,383	147,734	5.0%	73.796%	1,385	1,379	5,451
Travel trailer and camper manufacturing	0	0	12,418	5.0%	73.796%	0	0	458
Synthetic rubber manufacturing	717	7,664	276	5.0%	73.796%	26	283	10
Semiconductor machinery manufacturing	54	226	763	5.0%	73.796%	2	8	28
Office Furniture	29	27	660	5.0%	73.796%	1	1	24
Abrasive product manufacturing	36,222	22,572	6,742	5.0%	73.796%	1,337	833	249
Electronic connector manufacturing	1,934	5,591	1,011	5.0%	73.796%	71	206	37
Institutional furniture manufacturing	2,700	3,095	92	5.0%	73.796%	100	114	3
Lime and gypsum product manufacturing	29,654	23,887	47,671	5.0%	73.796%	1,094	881	1,759
Wiring device manufacturing	4,155	5,387	1,199	5.0%	73.796%	153	199	44
Flavoring syrup and concentrate manufacturing	6,885	2,382	8,047	5.0%	73.796%	254	88	297

Sector	Taxable Sales			times		Equals Qualified Revenue		
	2017	2018	2019	Tax Rate	General Fund Share	2017	2018	2019
Mining and quarrying other nonmetallic minerals	6,590	7,312	2,934	3.125%	79.037%	163	181	72
Cotton farming	3,773	4,136	3,634	5.0%	73.796%	139	153	134
Guided missile and space vehicle manufacturing	2,481	9,448	391	5.0%	73.796%	92	349	14
Switchgear and switchboard apparatus manufacturing	1,760	56,700	496	5.0%	73.796%	65	2,092	18
Steel product manufacturing from purchased steel	7,768	188,548	4,212	5.0%	73.796%	287	6,957	155
Commercial Fishing	3,909	2,075	12,794	5.0%	73.796%	144	77	472
Handtool manufacturing	2,181	1,842	290	5.0%	73.796%	80	68	11
Tree nut farming	9,701	7,838	18,809	5.0%	73.796%	358	289	694
Commercial logging	5,110	3,723	4,040	5.0%	73.796%	189	137	149
Electricity and signal testing instruments manufacturing	493	705	13	5.0%	73.796%	18	26	0
Primary battery manufacturing	10,292	8,263,772	0	5.0%	73.796%	380	304,917	0
Transport by water	15,466	6,927,655	463	5.0%	73.796%	571	255,617	17
All other miscellaneous electrical equipment and component manufacturing	1,174	2,074	789	5.0%	73.796%	43	77	29
Relay and industrial control manufacturing	2,224	5,707	140	5.0%	73.796%	82	211	5
Spring and wire product manufacturing	2,652	72,874	4,892	5.0%	73.796%	98	2,689	180
Power boiler and heat exchanger manufacturing	18,955	25,795	0	5.0%	73.796%	699	952	0
Mens and boys cut and sew apparel manufacturing	375	373	765	5.0%	73.796%	14	14	28
Cutlery, utensil, pot, and pan manufacturing	5,888	361,908	564	5.0%	73.796%	217	13,354	21
State and local government passenger transit	0	0	4,130	5.0%	73.796%	0	0	152
Distilleries	1,258	311	1,029	5.0%	73.796%	46	11	38
All other petroleum and coal products manufacturing	3,803	19,502	0	5.0%	73.796%	140	720	0
Motor and generator manufacturing	354	4,749	174	5.0%	73.796%	13	175	6
Heavy duty truck manufacturing	254	453	129	5.0%	73.796%	9	17	5
Ophthalmic goods manufacturing	327	1,386	1,259	5.0%	73.796%	12	51	46
Artificial and synthetic fibers and filaments manufacturing	721	5,355	188	5.0%	73.796%	27	198	7
Carbon and graphite product manufacturing	4,744	45,026	1,607	5.0%	73.796%	175	1,661	59
Turbine and turbine generator set units manufacturing	18	316	13	5.0%	73.796%	1	12	0
Other fabricated metal manufacturing	1,324	895	49,282	5.0%	73.796%	49	33	1,818
Household refrigerator and home freezer manufacturing	1,930	7,238	704	5.0%	73.796%	71	267	26
Paperboard Mills	9,433	7,882	865	5.0%	73.796%	348	291	32
Office supplies (except paper) manufacturing	2,263	398	2,259	5.0%	73.796%	84	15	83
Vending, commercial, industrial, and office machinery manufacturing	27	114	753	5.0%	73.796%	1	4	28
Flat glass manufacturing	10,231	7,544	240	5.0%	73.796%	377	278	9
All other basic inorganic chemical manufacturing	483	1,715	2,941	5.0%	73.796%	18	63	109
Industrial mold manufacturing	10,874	137,505	250	5.0%	73.796%	401	5,074	9

Sector	Taxable Sales			times		Equals Qualified Revenue		
	2017	2018	2019	Tax Rate	General Fund Share	2017	2018	2019
Primary smelting and refining of nonferrous metal (except copper and aluminum)	445	10,035	500	5.0%	73.796%	16	370	18
Analytical laboratory instrument manufacturing	17	94	37	5.0%	73.796%	1	3	1
Other cut and sew apparel manufacturing	214	303	688	5.0%	73.796%	8	11	25
Doll, toy, and game manufacturing	3,235	3,204	6,560	5.0%	73.796%	119	118	242
Footwear manufacturing	143	118	227	5.0%	73.796%	5	4	8
Curtain and linen mills	9,419	2,132	10,361	5.0%	73.796%	348	79	382
Pottery, ceramics, and plumbing fixture manufacturing	8,107	76,348	1,288	5.0%	73.796%	299	2,817	48
Broadwoven fabric mills	554	2,026	59	5.0%	73.796%	20	75	2
Arms, ordnance, and accessories manufacturing	3,519	177,185	15,014	5.0%	73.796%	130	6,538	554
Veneer and plywood manufacturing	1,422	221	180	5.0%	73.796%	52	8	7
Cutting tool and machine tool accessory manufacturing	106	617	22	5.0%	73.796%	4	23	1
Cut stone and stone product manufacturing	954	14,042	23,901	5.0%	73.796%	35	518	882
Iron and steel mills and ferroalloy manufacturing	2,326	6,633	5,017	5.0%	73.796%	86	245	185
Motorcycle, bicycle, and parts manufacturing	4,132	5,428	2,181	5.0%	73.796%	152	200	80
Electronic capacitor, resistor, coil, transformer, and other inductor manufacturing	492	1,922	162	5.0%	73.796%	18	71	6
Other concrete product manufacturing	5,501	3,707	28,968	5.0%	73.796%	203	137	1,069
Nonferrous metal (except copper and aluminum) rolling, drawing, extruding and alloying	153	3,624	218	5.0%	73.796%	6	134	8
Plumbing fixture fitting and trim manufacturing	2,433	3,005	4,118	5.0%	73.796%	90	111	152
Alkalies and chlorine manufacturing	1,368	12,183	1,141	5.0%	73.796%	50	450	42
Power, distribution, and specialty transformer manufacturing	453	3,571	35	5.0%	73.796%	17	132	1
Miscellaneous nonmetallic mineral product manufacturing	8,130	35,451	2,546	5.0%	73.796%	300	1,308	94
Material handling equipment manufacturing	67	299	71	5.0%	73.796%	2	11	3
Plastics and rubber industry machinery manufacturing	93	96	16	5.0%	73.796%	3	4	1
All other forging, stamping, and sintering	1,378	29,349	945	5.0%	73.796%	51	1,083	35
Nonwoven fabric mills	186	973	476	5.0%	73.796%	7	36	18
Apparel accessories and other apparel manufacturing	162	191	337	5.0%	73.796%	6	7	12
Fabricated pipe and pipe fitting manufacturing	6,342	15,373	981	5.0%	73.796%	234	567	36
Dental equipment and supplies manufacturing	56	123	66	5.0%	73.796%	2	5	2
Mineral wool manufacturing	9,529	23,124	2,846	5.0%	73.796%	352	853	105
All other textile product mills	2,831	7,531	3,971	5.0%	73.796%	104	278	147
Primary smelting and refining of copper	5,009	41,980	151	5.0%	73.796%	185	1,549	6
Prefabricated wood building manufacturing	4,643	4,426	7,209	5.0%	73.796%	171	163	266
Jewelry and silverware manufacturing	1,841	803	9,053	5.0%	73.796%	68	30	334
Electric lamp bulb and part manufacturing	299	486	147	5.0%	73.796%	11	18	5
Chocolate and confectionery manufacturing from cacao beans	2,486	668	846	5.0%	73.796%	92	25	31

Sector	Taxable Sales			times		Equals Qualified Revenue		
	2017	2018	2019	Tax Rate	General Fund Share	2017	2018	2019
Ammunition manufacturing	484	2,282	3,652	5.0%	73.796%	18	84	135
Mining and oil and gas field machinery manufacturing	1,221	1,491	89	5.0%	73.796%	45	55	3
Other engine equipment manufacturing	0	0	31	5.0%	73.796%	0	0	1
Gasket, packing, and sealing device manufacturing	3,096	990,522	4,064	5.0%	73.796%	114	36,548	150
Stationery product manufacturing	4,383	1,231	42,361	5.0%	73.796%	162	45	1,563
Pump and pumping equipment manufacturing	774	516	98	5.0%	73.796%	29	19	4
Rubber and plastics hoses and belting manufacturing	2,208	10,682	846	5.0%	73.796%	81	394	31
Motor vehicle body manufacturing	165	9,190	552	5.0%	73.796%	6	339	20
Custom architectural woodwork and millwork manufacturing	418	322	795	5.0%	73.796%	15	12	29
Optical instrument and lens manufacturing	18	38	28	5.0%	73.796%	1	1	1
Speed changer, industrial high-speed drive, and gear manufacturing	64	31	31	5.0%	73.796%	2	1	1
Metal cutting and forming machine tool manufacturing	132	443	321	5.0%	73.796%	5	16	12
Aluminum product manufacturing from purchased aluminum	1,830	26,517	5,760	5.0%	73.796%	68	978	213
Support activities for other mining	2,288	5,911	5,793	5.0%	73.796%	84	218	214
Photographic and photocopying equipment manufacturing	343	380	98	5.0%	73.796%	13	14	4
Other rubber product manufacturing	2,828	35,455	7,034	5.0%	73.796%	104	1,308	260
Rolling mill and other metalworking machinery manufacturing	530	1,807	108	5.0%	73.796%	20	67	4
Carpet and rug mills	2,330	2,924	2,997	5.0%	73.796%	86	108	111
Textile bag and canvas mills	1,694	1,635	2,675	5.0%	73.796%	63	60	99
Fabric coating mills	87	1,806	157	5.0%	73.796%	3	67	6
Leather and hide tanning and finishing	8	0	0	5.0%	73.796%	0	0	0
Beet sugar manufacturing	352	364	0	5.0%	73.796%	13	13	0
Irradiation apparatus manufacturing	193	212	38	5.0%	73.796%	7	8	1
Fiber, yarn, and thread mills	186	4,726	178	5.0%	73.796%	7	174	7
Crown and closure manufacturing and metal stamping	0	0	6,960	5.0%	73.796%	0	0	257
Nonferrous metal foundries	1,801	75,810	776	5.0%	73.796%	66	2,797	29
Paperboard container manufacturing	2,519	3,255	83,553	5.0%	73.796%	93	120	3,083
Special tool, die, jig, and fixture manufacturing	55	1,290	125	5.0%	73.796%	2	48	5
Small electrical appliance manufacturing	2,964	2,585,708	42	5.0%	73.796%	109	95,407	2
Railroad rolling stock manufacturing	1,531	5,772	12	5.0%	73.796%	57	213	0
Alumina refining and primary aluminum production	1,011	8,857	833	5.0%	73.796%	37	327	31
Mechanical power transmission equipment manufacturing	10	83	0	5.0%	73.796%	0	3	0
All other transportation equipment manufacturing	115	298	3,299	5.0%	73.796%	4	11	122
Power-driven handtool manufacturing	87	131	9	5.0%	73.796%	3	5	0
Secondary smelting and alloying of aluminum	1,999	18,724	0	5.0%	73.796%	74	691	0

Sector	Taxable Sales			times		Equals Qualified Revenue		
	2017	2018	2019	Tax Rate	General Fund Share	2017	2018	2019
Packaging machinery manufacturing	2	36	22	5.0%	73.796%	0	1	1
Lighting fixture manufacturing	598	701	6,964	5.0%	73.796%	22	26	257
Copper rolling, drawing, extruding and alloying	75	1,683	356	5.0%	73.796%	3	62	13
Musical instrument manufacturing	1,221	1,333	899	5.0%	73.796%	45	49	33
Military armored vehicle, tank, and tank component manufacturing	1,444	3,855,012	169	5.0%	73.796%	53	142,242	6
Brick, tile, and other structural clay product manufacturing	958	876	5,987	5.0%	73.796%	35	32	221
Truck trailer manufacturing	359	1,023,607	76	5.0%	73.796%	13	37,769	3
Other general purpose machinery manufacturing	53	209	334	5.0%	73.796%	2	8	12
Knit fabric mills	17	99	20	5.0%	73.796%	1	4	1
Heating equipment (except warm air furnaces) manufacturing	970	2,369	546	5.0%	73.796%	36	87	20
Household cooking appliance manufacturing	270	48	851	5.0%	73.796%	10	2	31
Ship building and repairing	297	11,535,628	116	5.0%	73.796%	11	425,642	4
Air purification and ventilation equipment manufacturing	45	120	591	5.0%	73.796%	2	4	22
Boat building	0	0	11,968	5.0%	73.796%	0	0	442
Ferrous metal foundries	547	20,371	1,615	5.0%	73.796%	20	752	60
Seafood product preparation and packaging	0	0	0	5.0%	73.796%	0	0	0
Paper mills	0	0	18,731	5.0%	73.796%	0	0	691
Narrow fabric mills and schiffli machine embroidery	84	72	6	5.0%	73.796%	3	3	0
Drilling oil and gas wells	176	656	20	5.0%	73.796%	6	24	1
Motor home manufacturing	46	74	0	5.0%	73.796%	2	3	0
Air conditioning, refrigeration, and warm air heating equipment manufacturing	267	610	10,014	5.0%	73.796%	10	23	369
Metal tank (heavy gauge) manufacturing	0	0	196	5.0%	73.796%	0	0	7
Forestry, forest products, and timber tract production	228	3,092	725	5.0%	73.796%	8	114	27
Fluid power process machinery manufacturing	79	1,414	115	5.0%	73.796%	3	52	4
Manufactured home (mobile home) manufacturing	189	198	408	5.0%	73.796%	7	7	15
Ball and roller bearing manufacturing	38	46	0	5.0%	73.796%	1	2	0
Clay and nonclay refractory manufacturing	0	0	3,428	5.0%	73.796%	0	0	126
Pulp mills	0	0	0	5.0%	73.796%	0	0	0
Federal electric utilities	0	0	0	5.0%	73.796%	0	0	0
Other major household appliance manufacturing	0	11,143	332	5.0%	73.796%	0	411	12
Industrial process furnace and oven manufacturing	0	0	0	5.0%	73.796%	0	0	0
Air and gas compressor manufacturing	27	60	19	5.0%	73.796%	1	2	1
Custom roll forming	0	0	0	5.0%	73.796%	0	0	0
Carbon black manufacturing	0	0	249	5.0%	73.796%	0	0	9
Apparel knitting mills	0	0	333	5.0%	73.796%	0	0	12

Sector	Taxable Sales			times		Equals Qualified Revenue		
	2017	2018	2019	Tax Rate	General Fund Share	2017	2018	2019
Poultry processing	0	0	0	5.0%	73.796%	0	0	0
Sugar cane mills and refining	0	0	702	5.0%	73.796%	0	0	26
Breakfast cereal manufacturing	0	0	0	5.0%	73.796%	0	0	0
Wet corn milling	0	0	0	5.0%	73.796%	0	0	0
Construction of other new residential structures	0	0	0	5.0%	73.796%	0	0	0
Construction of new residential permanent site single- and multi-family structures	0	0	0	5.0%	73.796%	0	0	0
Construction of other new nonresidential structures	0	0	0	5.0%	73.796%	0	0	0
Construction of new nonresidential manufacturing structures	0	0	0	5.0%	73.796%	0	0	0
Construction of new nonresidential commercial and health care structures	0	0	0	5.0%	73.796%	0	0	0
Mining iron ore	0	0	0	3.1%	79.037%	0	0	0
Sugarcane and sugar beet farming	0	0	0	5.0%	73.796%	0	0	0
Tobacco farming	0	0	0	5.0%	73.796%	0	0	0
Oilseed farming	0	0	0	5.0%	73.796%	0	0	0

## F. Appendix - Non-Registered Visitor Spending

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

### Definition of Non-Registered Visitors

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

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

### Summary of Literature

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

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

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

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

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

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

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

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

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

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

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

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

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

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

### Non-Registered Visitors Estimate

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

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

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

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

Sources: BLS, HVS, Longwoods International, and STR

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



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

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