

PHOENIX CONVENTION CENTER

Program Goal

The Phoenix Convention Center encourages organizations to hold conventions and trade shows in Phoenix, and facilitates activities that expand the leisure time activities for the general public by providing diversified entertainment and cultural programs in downtown Phoenix.

Budget Allowance Explanation

The Phoenix Convention Center operating budget allowance of \$48,209,000 is \$7,723,000 or 19.1 percent more than 2006-07 estimated expenditures. The increase is primarily the result of service enhancements, normal inflationary increases and increased costs for debt service.

The budget provides for staff and contractual services to provide increased levels of customer service by expanding the Guest Experience Program, improving information technology services available to clients, and providing seamless accounts payable services to clients. Also included is staff and other resources to improve management of information technology assets in the newly opened West building, to increase maintenance of the West building, and to expand sales and event planning services to meet demand for expansion of the North building. Finally, staff is added to improve financial management of the Capital Improvement Program budget and maintain turn around times on purchasing requests.

Expenditure and Position Summary

	2005-06	2006-07	2007-08
Operating Expense	\$34,356,000	\$40,486,000	\$48,209,000
Total Positions	209.4	213.4	229.9
Source of Funds:			
Convention Center	\$30,322,000	\$36,285,000	\$41,914,000
General	1,978,000	2,037,000	2,622,000
City Improvement	1,556,000	1,664,000	3,173,000
Sports Facilities	500,000	500,000	500,000



The Phoenix Convention Center's West Building features architectural elements capturing the geography of Arizona, with a dramatic, 140-foot glass and stone atrium as the building's signature design element.



Phoenix Convention Center Major Performance Measures and Service Levels

The following significant performance measures and service trends will be achieved with the 2007-08 budget allowance:

	2005-06	2006-07*	2007-08
Estimated direct spending impact from conventions (millions)**	\$137.5	\$138.4	\$135.3
Number of convention delegates	94,785	90,000	85,200
Number of conventions**	40	51	49
Number of local public shows	49	35	32
Percent square feet occupancy (all events)	58%	52%	48%
Number of theatrical performances	354	360	367
Total theater attendance	339,443	342,500	349,000
Total parking revenue (millions)**	\$6.2	\$6.4	\$6.3
Revenue per parking space	\$830	\$895	\$880
Operating expense per parking space	\$692	\$742	\$780

*Based on 10 months actual experience.

**Estimated direct spending impact is reported by the Greater Phoenix Convention and Visitors Bureau. Estimated direct spending impact and the number of conventions is decreasing in 2007-08 due to the lack of contiguous space. Bookings are expected to continue to decrease until expansion of the North building is complete. Total parking revenue and revenue per parking space is projected to slightly decrease in 2007-08 due to the effect of construction on garage usage.

