



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.

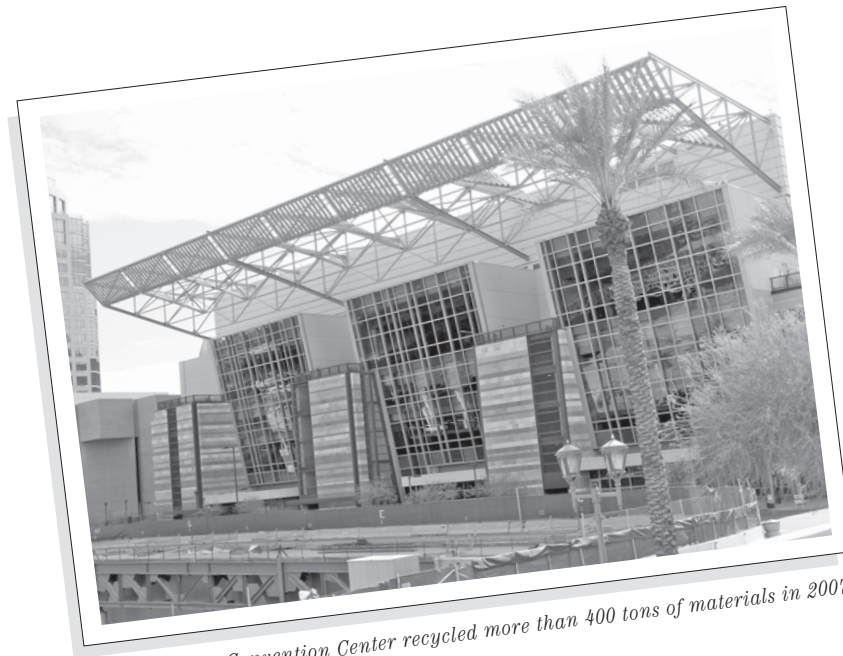
The budget provides for additional staff and other resources to operate the new North building, which triples total rentable space. The General Fund reductions include the elimination of an available parking space counting system for Regency garage and a reduction in fixed-post security for Heritage and Regency garages.

Expenditure and Position Summary

	2006-07	2007-08	2008-09
Operating Expense	\$37,995,000	\$46,125,000	\$63,105,000
Total Positions	213.4	229.9	341.7
Source of Funds:			
Convention Center	\$33,811,000	\$40,483,000	\$60,618,000
General	2,021,000	2,182,000	1,835,000
City Improvement	1,663,000	2,960,000	152,000
Sports Facilities	500,000	500,000	500,000

Budget Allowance Explanation

The Phoenix Convention Center 2008-09 operating budget allowance of \$63,105,000 is \$16,980,000 or 36.8 percent more than 2007-08 estimated expenditures. The increase is primarily the result of new capital facility operating costs and normal inflationary increases. The increase is partially offset by reductions in General Fund expenditures.



The Phoenix Convention Center recycled more than 400 tons of materials in 2007.





Phoenix Convention Center Major Performance Measures and Service Levels

The following significant performance measures and service level trends will be achieved with the 2008-09 budget allowance:

	2006-07	2007-08*	2008-09
Estimated direct spending impact from conventions (millions)**	\$124.1	\$126.9	\$262.1
Number of convention delegates	85,580	87,490	180,700
Number of conventions**	49	52	61
Number of local public shows	34	35	30
Percent square feet occupancy (all events)	34%	43%	51%
Number of theatrical performances	326	322	350
Total theater attendance	335,360	340,000	340,000
Total parking revenue (millions)**	\$7.7	\$7.7	\$8.2
Revenue per parking space	\$1,087	\$1,355	\$1,447
Operating expense per parking space	\$755	\$958	\$1,073

*Based on 10 months actual experience.

**Estimated direct spending impact is reported by the Greater Phoenix Convention and Visitors Bureau. Estimated direct spending impact, the number of convention delegates, and the number of conventions are increasing in 2008-09 due to the opening of the expanded Convention Center (North building) in January 2009. Total parking revenue is projected to slightly increase in 2008-09 due to the increase in convention delegates. The increase in revenue per parking space in 2007-08 is due to fewer parking spaces as a result of the closing of Patriots Square Garage, which is offset by an increase in parking rates.

