

# Phoenix Convention Center

## Mission Statement

The mission of the Phoenix Convention Center Department is to help make downtown Phoenix a premier destination through our presence and activities and to serve as a catalyst for ongoing downtown revitalization.

## Key Services

Attracting, planning, and staging an optimum mix of show activity to generate positive economic development, support community efforts, provide cultural enrichment and to maximize activity in the downtown area

## Direct Spending of Conventions

**Target: \$329.5 Million**

**YTD (in millions): \$201.1**

### Goal:

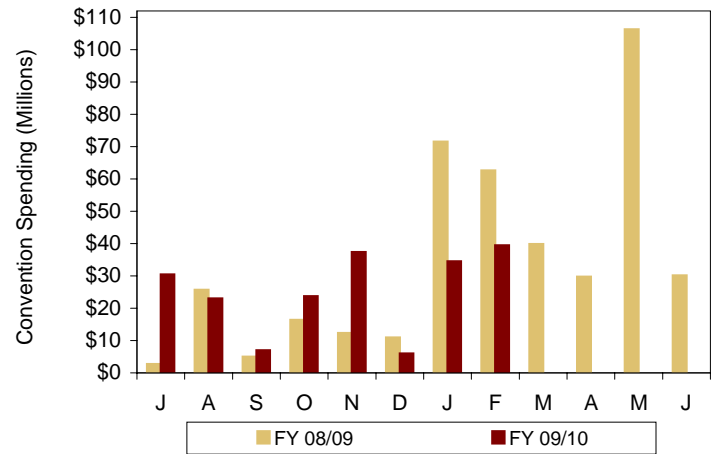
To drive economic activity in Phoenix and Arizona

### Target:

\$329.5 Million

### Significance:

It measures the economic impact of Phoenix Convention Center activity.



## Convention Center Utilization

**Target: 55%**

**YTD Average: 47%**

### Goal:

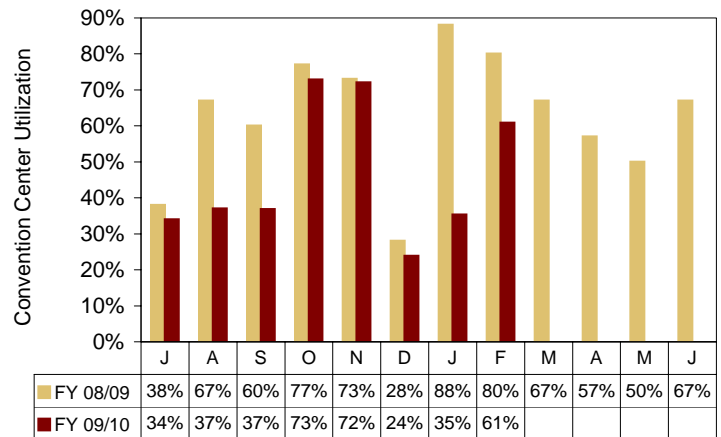
To drive economic activity in Phoenix and Arizona

### Target:

55% of square foot utilization

### Significance:

This rating measures space utilization at the Phoenix Convention Center as it relates to the industry maximum facility utilization standard of 70%.



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## Total Convention Delegates

**Target: 227,100**

**YTD Attendees: 138,610**

**Goal:**

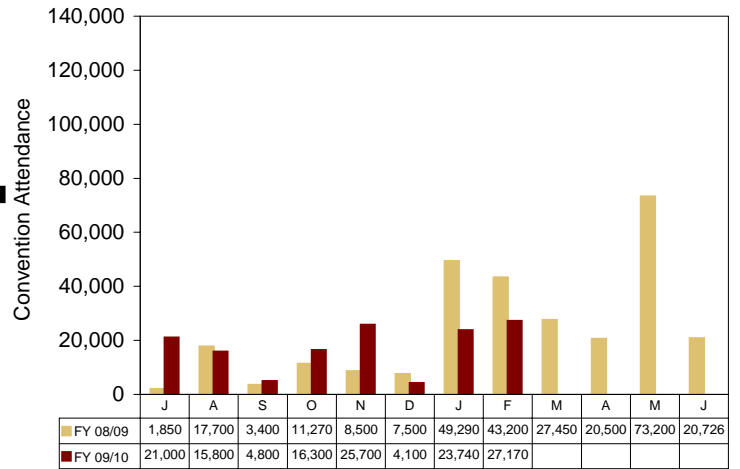
To drive economic activity in Phoenix and Arizona

**Target:**

227,100 delegates

**Significance:**

It measures the economic impact of Phoenix Convention Center activity in relation to conventions.



## Total Non-Convention Attendance

**Target: 530,000**

**YTD Attendees: 248,487**

**Goal:**

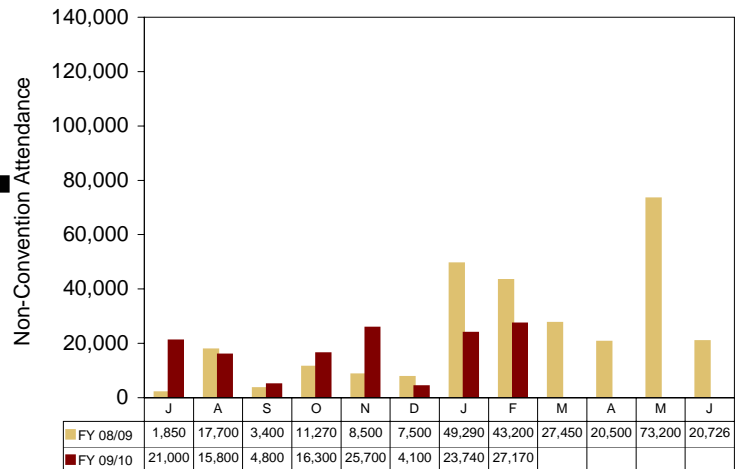
To drive economic activity in Phoenix and Arizona

**Target:**

530,000 non-convention attendees

**Significance:**

It measures the economic impact of Phoenix Convention Center activity in relation to non-convention business such as banquets, consumer shows and other local events.



## Orpheum Theatre Performances

**Target: 155**

**YTD Actual: 87**

**Goal:**

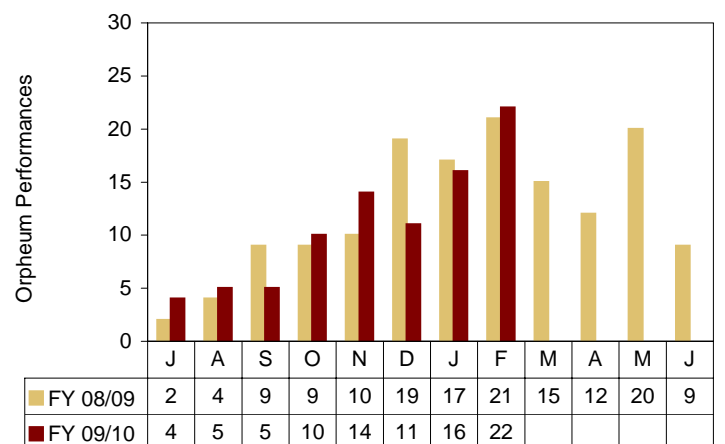
To be a strong supporter of the arts and culture in Phoenix

**Target:**

155 performances

**Significance:**

This measurement tells us how much the venue is being utilized.



## Orpheum Theatre Attendance

**Target: 100,000**

**YTD Attendees: 57,535**

**Goal:**

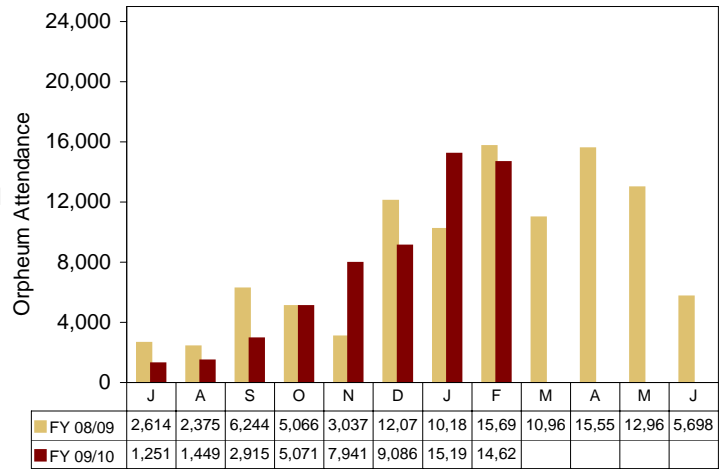
To be a strong supporter of the arts and culture in Phoenix

**Target:**

100,000 attendees

**Significance:**

This measurement tells us how much the venue is being utilized.



## Symphony Hall Performances

**Target: 170**

**YTD Actual: 113**

**Goal:**

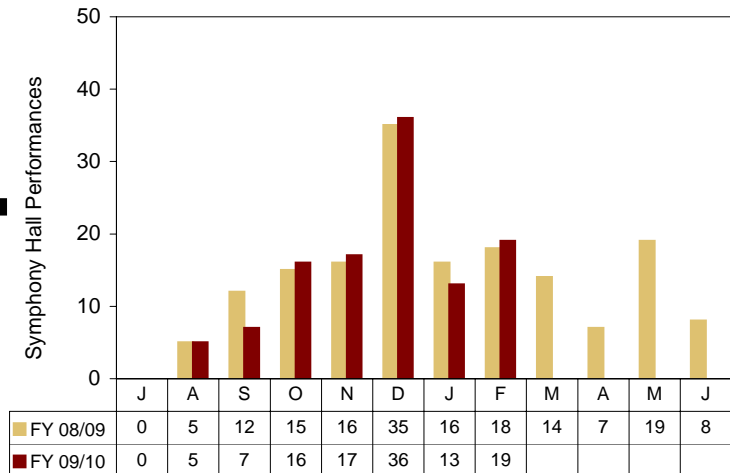
To be a strong supporter of the arts and culture in Phoenix

**Target:**

170 performances

**Significance:**

This measurement tells us how much the venue is being utilized.



## Symphony Hall Attendance

**Target: 220,000**

**YTD Attendees: 159,417**

**Goal:**

Symphony Hall Attendance

**Target:**

220,000 attendees

**Significance:**

This measurement tells us how much the venue is being utilized.

