Phoenix Convention Center

Mission Statement

The mission of the Phoenix Convention Center & Venues is to be the core of the vitality, culture and positive economic activity in downtown Phoenix by hosting an optimum mix of conventions, trade shows, meetings and performing arts events with exceptional and memorable guest experiences.

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

Note: Data may be revised based on calculations provided by the Phoenix Convention & Visitors Bureau and will be adjusted as applicable.

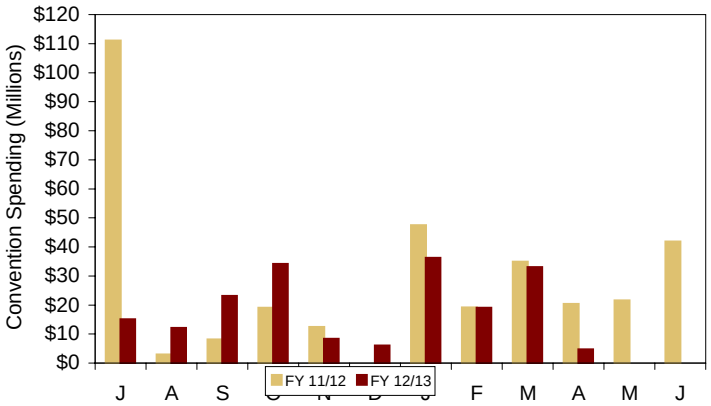
Direct Spending of Conventions

Target: $277.8 Million | **YTD (in millions): $191.0**

Goal:
To drive economic activity in Phoenix and Arizona

Target:
$277.8 Million

Significance:
It measures the economic impact of Phoenix Convention Center activity.



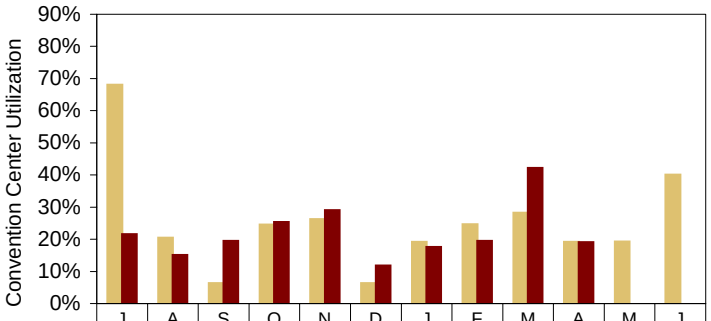
Convention Center Utilization

Target: 42% | **YTD Average: 22%**

Goal:
To drive economic activity in Phoenix and Arizona

Target:
42% of square foot utilization

Significance:
This rating measures space utilization at the Phoenix Convention Center.



	J	A	S	O	N	D	J	F	M	A	M	J
FY 11/12	68%	20%	6%	25%	26%	6%	19%	25%	28%	19%	19%	40%
FY 12/13	22%	15%	19%	25%	29%	12%	17%	19%	42%	19%		

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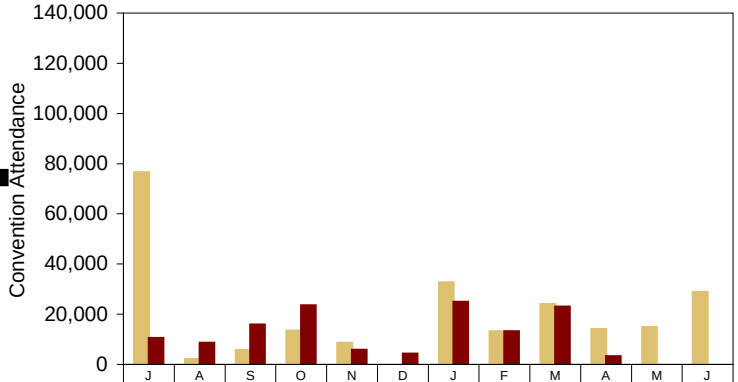
Total Convention Delegates

Target: 191,500 | **YTD Attendees: 132,120**

Goal:
To drive economic activity in Phoenix and Arizona

Target:
191,500 delegates

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



	J	A	S	O	N	D	J	F	M	A	M	J
FY 11/12	76,500	2,000	5,550	13,350	8,500	0	32,700	13,150	23,950	14,000	14,800	28,800
FY 12/13	10,400	8,500	15,785	23,400	5,740	4,200	24,900	13,100	22,945	3,150		

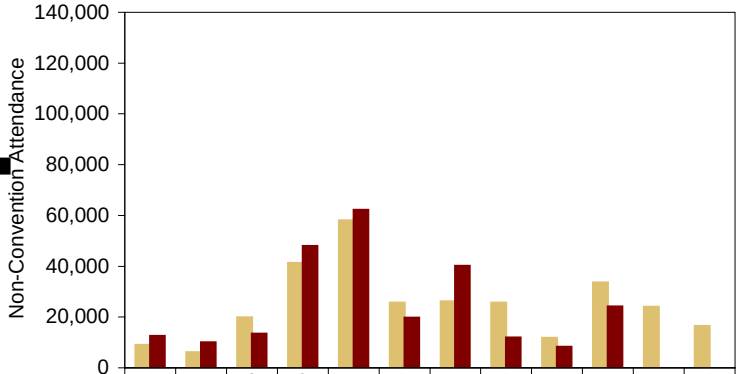
Total Non-Convention Attendance

Target: 365,049 | **YTD Attendees: 249,696**

Goal:
To drive economic activity in Phoenix and Arizona

Target:
365,049 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.



	J	A	S	O	N	D	J	F	M	A	M	J
FY 11/12	8,896	6,085	19,818	41,248	57,971	25,577	26,066	25,562	11,681	33,579	24,000	16,434
FY 12/13	12,443	9,929	13,341	47,932	62,164	19,671	40,091	11,818	8,195	24,112		

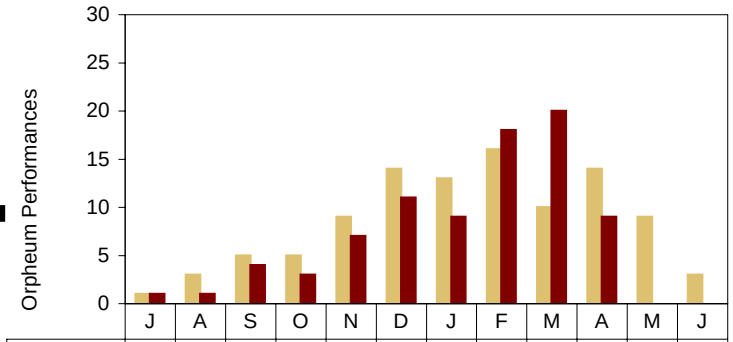
Orpheum Theatre Performances

Target: 122 | **YTD Actual: 83**

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

Target:
122 performances

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



	J	A	S	O	N	D	J	F	M	A	M	J
FY 11/12	1	3	5	5	9	14	13	16	10	14	9	3
FY 12/13	1	1	4	3	7	11	9	18	20	9		

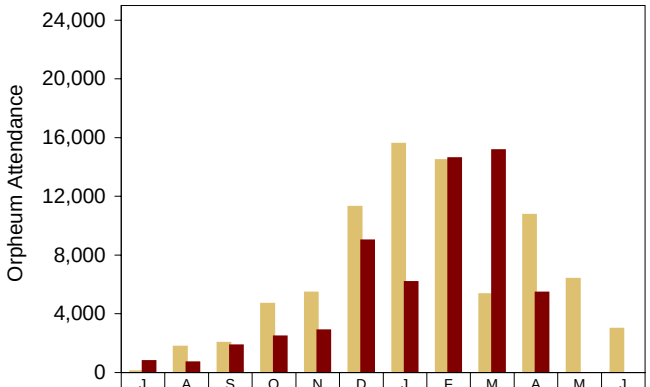
Orpheum Theatre Attendance

Target: 129,250 | **YTD Attendees: 58,846**

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

Target:
129,250 attendees

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



	J	A	S	O	N	D	J	F	M	A	M	J
FY 11/12	62	1,736	2,013	4,655	5,430	11,26	15,55	14,44	5,326	10,72	6,373	2,960
FY 12/13	768	683	1,821	2,452	2,864	8,990	6,154	14,57	15,12	5,417		

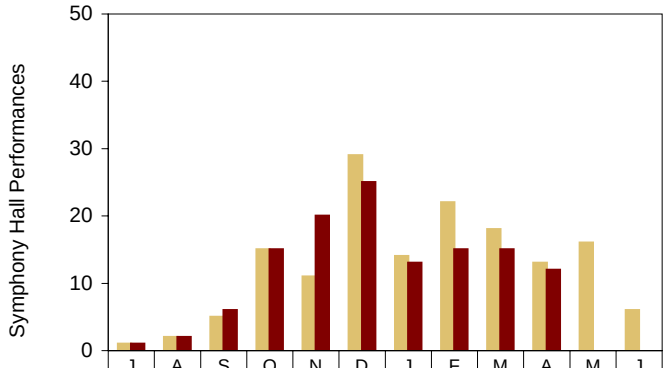
Symphony Hall Performances

Target: 138 | **YTD Actual: 124**

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

Target:
138 performances

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



	J	A	S	O	N	D	J	F	M	A	M	J
FY 11/12	1	2	5	15	11	29	14	22	18	13	16	6
FY 12/13	1	2	6	15	20	25	13	15	15	12		

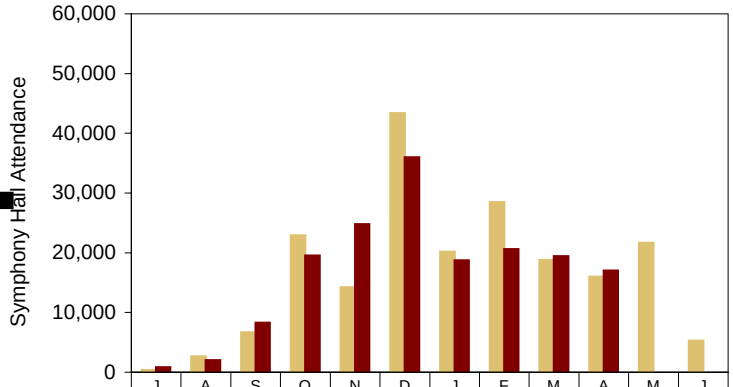
Symphony Hall Attendance

Target: 145,750 | **YTD Attendees: 166,808**

Goal:
Symphony Hall Attendance

Target:
145,750 attendees

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



	J	A	S	O	N	D	J	F	M	A	M	J
FY 11/12	333	2,615	6,644	22,856	14,181	43,359	20,131	28,467	18,771	15,945	21,633	5,266
FY 12/13	800	2,007	8,229	19,488	24,726	35,945	18,671	20,550	19,399	16,993		