

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

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: \$230 Million

YTD (in millions): \$153.2

Goal:

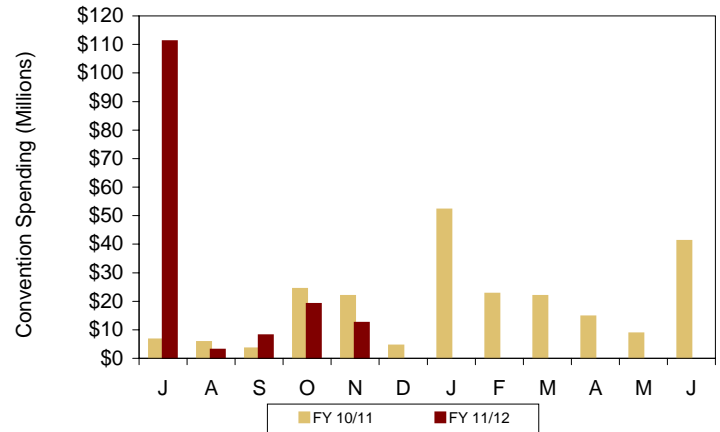
To drive economic activity in Phoenix and Arizona

Target:

\$230 Million

Significance:

It measures the economic impact of Phoenix Convention Center activity.



Convention Center Utilization

Target: 50%

YTD Average: 25%

Goal:

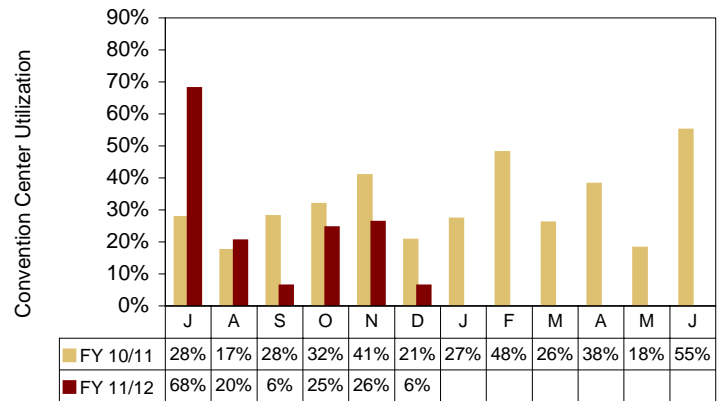
To drive economic activity in Phoenix and Arizona

Target:

50% of square foot utilization

Significance:

This rating measures space utilization at the Phoenix Convention Center.



Visit us on the web at phoenix.gov

Total Convention Delegates

Target: 160,000

YTD Attendees: 105,900

Goal:

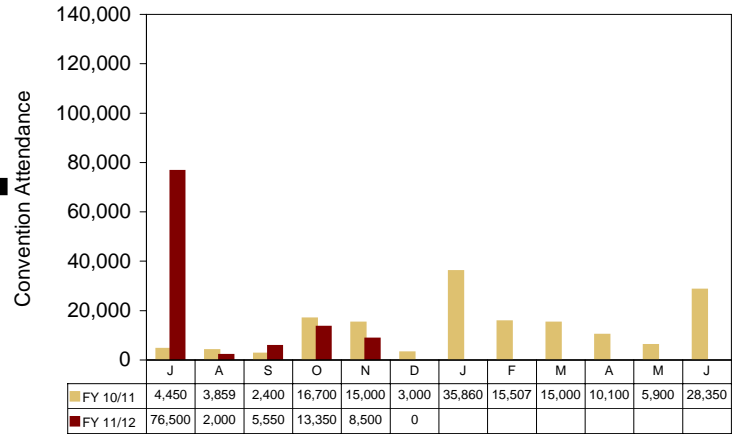
To drive economic activity in Phoenix and Arizona

Target:

160,000 delegates

Significance:

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



Total Non-Convention Attendance

Target: 435,000

YTD Attendees: 159,595

Goal:

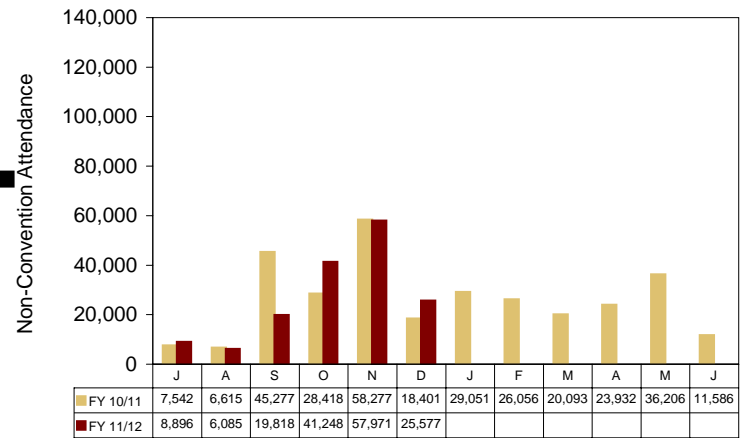
To drive economic activity in Phoenix and Arizona

Target:

435,000 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: 135

YTD Actual: 37

Goal:

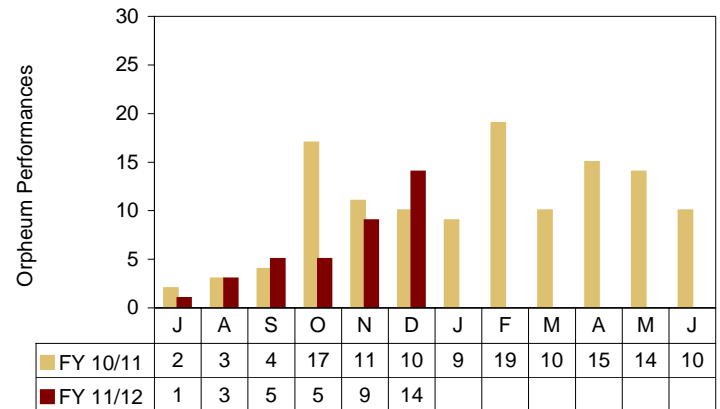
To be a strong supporter of the arts and culture in Phoenix

Target:

135 performances

Significance:

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



Orpheum Theatre Attendance

Target: 90,000

YTD Attendees: 25,163

Goal:

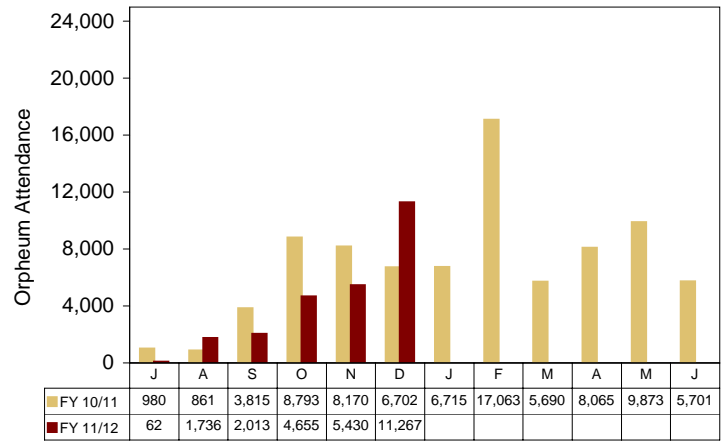
To be a strong supporter of the arts and culture in Phoenix

Target:

90,000 attendees

Significance:

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



Symphony Hall Performances

Target: 165

YTD Actual: 63

Goal:

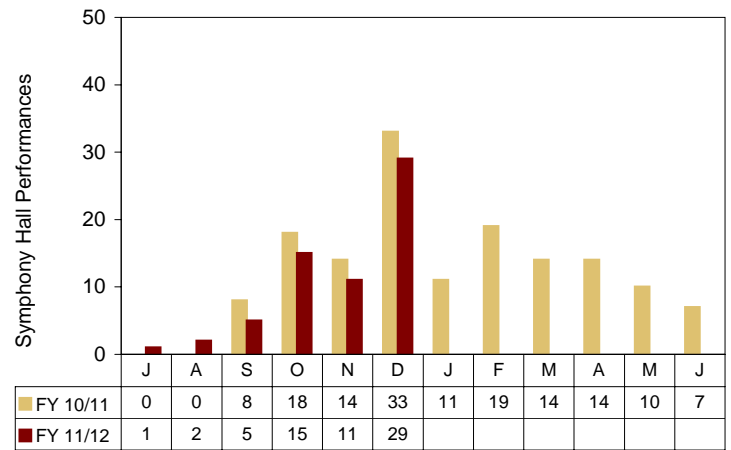
To be a strong supporter of the arts and culture in Phoenix

Target:

165 performances

Significance:

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



Symphony Hall Attendance

Target: 230,000

YTD Attendees: 89,988

Goal:

Symphony Hall Attendance

Target:

230,000 attendees

Significance:

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

