

# Scottsdale Events

## Arizona Sun Country Circuit Quarter Horse Show (January)

### 2010:

- Attendance: 42,000 over 11-day period

### 2009:

- Attendance: 20,000

## Barrett-Jackson Classic Car Auction (January)

### 2010:

- Attendance: 180,000 in 7 days
- Cars: 1,193 auctioned for \$68 million in sales

### 2009:

- Attendance: 200,000 in 8 days
- Cars: 1,106 auctioned for \$63 million in sales

### 2008:

- Attendance: 280,000 in 9 days
- Cars: 1,163 auctioned for \$88 million in sales

### 2007:

- Economic Impact: \$45 to \$64 million estimated for Scottsdale
- Attendance: 250,000 in 9 days
- Cars: 1,271 auctioned for \$111 million in sales

### 2006:

- Economic Impact: (\$45 to 64 million estimated for Scottsdale)
- Direct tax revenue to Scottsdale: \$1.5 million
- Attendance: 225,000 in 9 days
- Cars: 1,084 auctioned for \$100 million in sales

## Gooding & Co (January)

### 2010:

- Cars: 114 auctioned for \$ 33.9 million in sales

### 2009:

- Cars: 99 cars auctioned for \$32.4 million in sales

## Parada del Sol (March)

### 2010:

- Attendance: 94,958 (parade and rodeo)
- Measurable Room Nights: 150

## P.F. Chang's Rock 'n' Roll Arizona Marathon & ½ Marathon (January)

### 2010:

- Economic Impact: \$41 million on the Valley (2007 data)
- Attendance: 36,196 runners (Previous year attendance: 34,855 runners in 2009; 34,000 runners in 2008; 34,229 runners in 2007)

## Russo and Steele Collector Automobile Auction (January)

2010:

- Cars: \$6.88 million in sales in 5 days according to hagerty.com; official sales reports not generated due to storms/damage

2009:

- Cars: \$17.1 million in sales in 5 days

2008:

- Cars: \$19.8 million in sales in 5 days

## **Scottsdale Arabian Horse Show (February)**

2010:

- Economic Impact: estimated \$52-58 million on Scottsdale
- Attendance: 250,000
- Horse Entries: 2,200

2009:

- Economic Impact: \$38.9 million on Scottsdale
- Attendance: 250,000
- Horse Entries: 2,300

## **Scottsdale Culinary Festival (April)**

2010:

- Economic Impact: Approximately \$2.1 million in added revenues to the city of Scottsdale
- Attendance: 38,480 with 7% from out-of-state

## **Spring Training (March)**

2010:

- Attendance: 155,810 for 15 San Francisco Giants home games
  - No. 1 in Cactus League attendance
  - About 50 percent of fans are from out-of-town
- Economic Impact: \$359 million for Arizona; \$25 million for Scottsdale

2009:

- Attendance: 164,811 for 20 San Francisco Giants home games
  - No. 2 in Cactus League attendance
  - About 50 percent of fans are from out-of-town
- Economic Impact: \$300 million for Arizona; \$22 million for Scottsdale

2008:

- Attendance: 148,935 for 15 San Francisco Giants home games
  - No. 2 in Cactus League attendance
  - About 60 percent of fans are from out-of-town
- Economic Impact: \$313 million for Arizona; \$22 million for Scottsdale

2007:

- Attendance: 150,000 for 14 San Francisco Giants home games
  - Record average attendance of 10,642 per game
  - About 50 percent of fans are from out-of-town
- Economic Impact: \$22 million for Scottsdale

2006:

- Attendance: 140,998 for 14 San Francisco Giants home games

- More than 170,000 for the 14 home games, plus three World Baseball Classic games and one exhibition game

### **Tostitos Fiesta Bowl (December/January)**

2009-10: 2 bowl games

- Economic Impact: not calculated for 2009-10
- Attendance: 118,317

2008-09: 2 bowl games

- Economic Impact: \$200 million on the Valley
- Attendance: 121,150

2007-08: 3 bowl games

- Economic Impact: \$401.7 million on the Valley
- Attendance: 140,400

### **Waste Management Phoenix Open (January/February)**

2010:

- Economic Impact: \$180.4 million on the Valley (2007 data)
- Attendance: 425,905 in 2010 (Previous year attendance: 529,210 in 2002, 477,000 in 2003, 503,564 in 2004; 517,847 in 2005; 536,767 in 2006; 507,990 in 2007; 538,356 in 2008; 470,294 in 2009)