



# High Country Conference Center Update

City Council Presentation

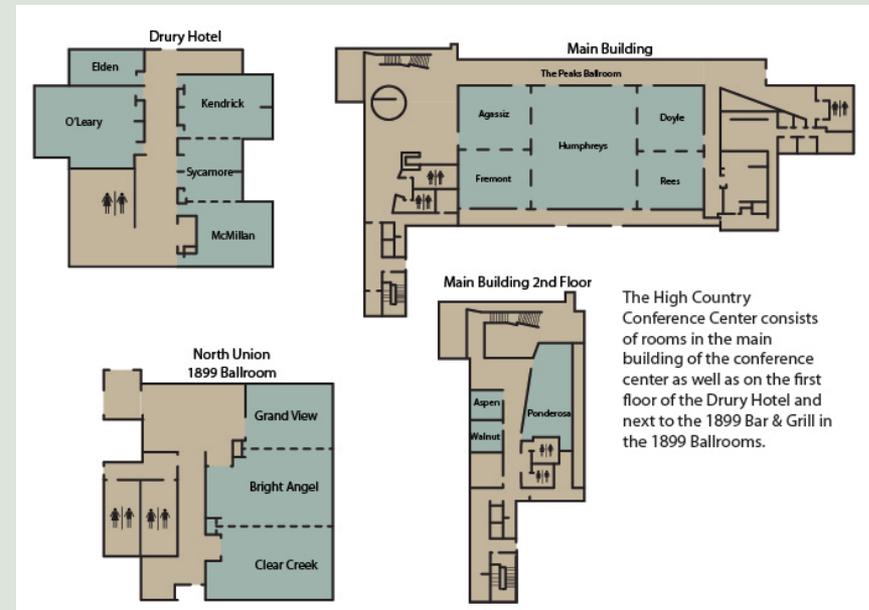
January 27, 2015





# Overview of the Conference Center

- Overview of Space
- Partnerships
- Sustainability
- Community Impact



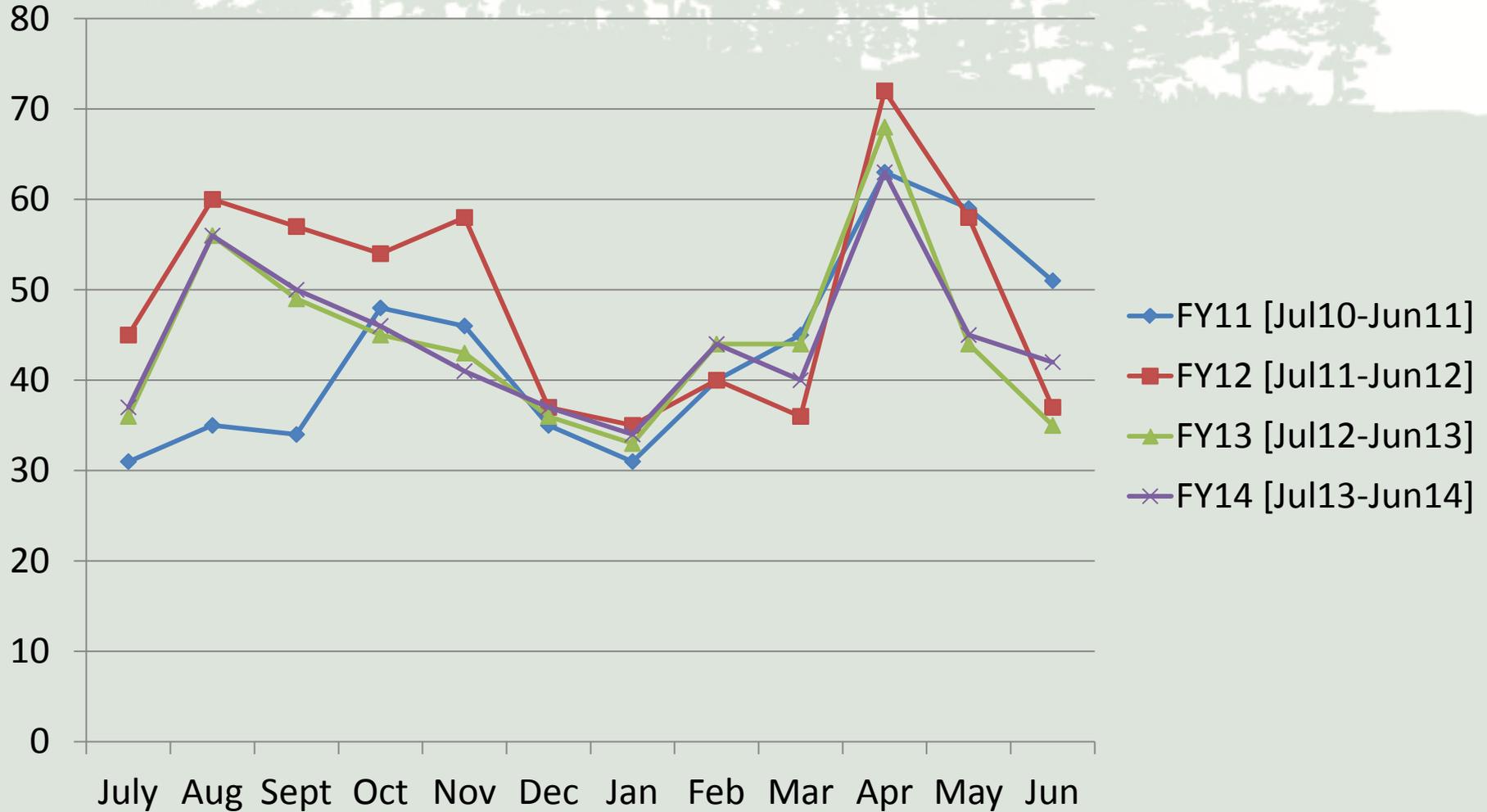


# Meeting & Event Activity

Time Period	# of Meetings/Events	Total Attendance	Avg. Size Event
FY 2012	589	51435	87
FY 2013	535	49223	92
FY 2014	592	50766	86



# Monthly Flow of Activity





# Current Mix of Business

Market Segment	%of Total
Corporate	23%
NAU	22.7%
Association	12%
Non-Profit	16.3%
Education	4.7%
Native American	5.1%
Government	2.2%
Social	5.8%
Health Care	6.9%
Other	1.3%
	100%



# Where's the business coming from?

Location Originated	%of Total
Northern Arizona (North of Prescott)	75.5%
Other Arizona (South of Prescott)	17.3%
Regional (CA, UT, NM, CO)	2.2%
Other Locations	5.0%
	100%



# Business Trends

Time Period	Avg Spend / Event	Avg Spend / Attendee	Avg Size Event	% Events Booked < 30 days
FY 2012	\$3,836	\$43.93	87	52.8%
FY 2013	\$5,087	\$55.29	92	45.3%
FY 2014	\$4,380	\$51.08	86	52.8%



# Top Line Growth

## Revenue Detail

<b>NAU Fiscal Years</b>	<b>Q1 (Jul-Sep)</b>	<b>Q2 (Oct-Dec)</b>	<b>Q3 (Jan-Mar)</b>	<b>Q4 (Apr-Jun)</b>	<b>Year End</b>
<b>FY11 [Jul 10 - Jun 11]</b>	<b>\$422,337</b>	<b>\$534,227</b>	<b>\$290,243</b>	<b>\$733,012</b>	<b>\$1,979,819</b>
<b>FY12 [Jul 11 - Jun 12]</b>	<b>\$708,592</b>	<b>\$656,730</b>	<b>\$289,605</b>	<b>\$604,503</b>	<b>\$2,259,430</b>
<b>FY13 [Jul 12 - Jun 13]</b>	<b>\$895,983</b>	<b>\$512,395</b>	<b>\$457,763</b>	<b>\$855,311</b>	<b>\$2,721,452</b>
<b>FY14 [Jul 13 - Jun 14]</b>	<b>\$773,448</b>	<b>\$600,202</b>	<b>\$394,916</b>	<b>\$827,937</b>	<b>\$2,596,503</b>
<b>FY15 [Jul 14 – Dec 14]</b>	<b>\$1,125,228</b>	<b>\$629,945</b>			<b>\$1,755,172</b>



# Recognition to Our Community

- IACC Certification
- Industry Awards
  - Gold Key Award by *Meetings & Conventions Magazine* (2011,2012, 2013, 2014)
  - Pinnacle Award by *Successful Meetings Magazine* (2011,2012, 2013, 2014)
  - Best of the West Award by *Meetings Focus* (2013)
- Nationwide & International Exposure

# THANK YOU!

## Questions?

Jane Kuhn:

*Vice President for Enrollment Management  
and Student Affairs, NAU*

Rudy Gutierrez:

*General ,Manager High Country Conference Center*

Heidi Hansen:

*Director ,Flagstaff Convention and Visitors Bureau*

Richard Bowen:

*President/CEO ,ECoNA*

