



Experience Rochester Board Meeting

July 22, 2025



An aerial photograph of a city skyline at dusk or dawn. The foreground features a calm river reflecting the sky and the surrounding greenery. A dense line of trees separates the river from the city. In the background, various urban buildings are visible, including a prominent tall, thin industrial smokestack on the left and several modern high-rise apartment or office buildings. The sky is filled with soft, dark clouds, and the overall lighting is dim, creating a serene and atmospheric scene.

Corporation Financial Report

Rochester Convention and Visitors Bureau Corporation
Financial Summary
30-Jun-25

	Current Month	Current Budget	Variance	Year to Date	Year To Date Budget	Variance
MCC Operations						
Adjusted Gross Operating Income	99,618	259,277	-61.58%	2,246,424	2,693,936	-16.61%
Operating Expenses:	490,053	538,565	-9.01%	3,017,975	3,235,595	-6.73%
Net Income (Loss) from Operations	(390,435)	(279,288)	(111,147)	(771,551)	(541,659)	(229,892)
Net Income (Loss)	(393,799)	(319,263)	(74,536)	(947,804)	(781,509)	(166,295)
DMO						
Revenue						
Adjusted Gross Income	417,865	409,447	2.06%	2,414,318	2,500,722	-3.46%
Monthly Expenditures	190,239	271,618	-29.96%	1,232,494	1,471,870	-16.26%
Net Income (Loss) From DMO	227,626	137,829	89,797	1,181,824	1,028,853	152,971
Corporation Net Income/(Loss)	(166,173)	(181,434)	15,261	234,020	247,344	(13,324)

Key Take Aways On June's Performance:

MCC Events: Final results for the month ending June 30, 2025, produced a net decline of \$74,536.

DMO : Final results for the month ending June 30, 2025, produced net income of \$89,797.

The combined net decline for YTD ending June 30, 2025 is \$13,324 less than budgeted for the year.



Marketing and Communications Update

EXPERIENCE ROCHESTER MINNESOTA

THIS IS ROCHESTER.
REALLY.

Mid-Campaign Performance Update

Campaign Overview

Performance Summary: June 1 – July 18

Top Markets by Engagement:

- Northern Iowa
- La Crosse / Western WI
- Minnesota

Top SEM Keywords Driving Performance:

- “Things to do in Rochester MN”
- “Attractions in Rochester MN”
- “Family activities in Rochester MN”
- “Rochester MN tourism”

SEM Quick Stats:

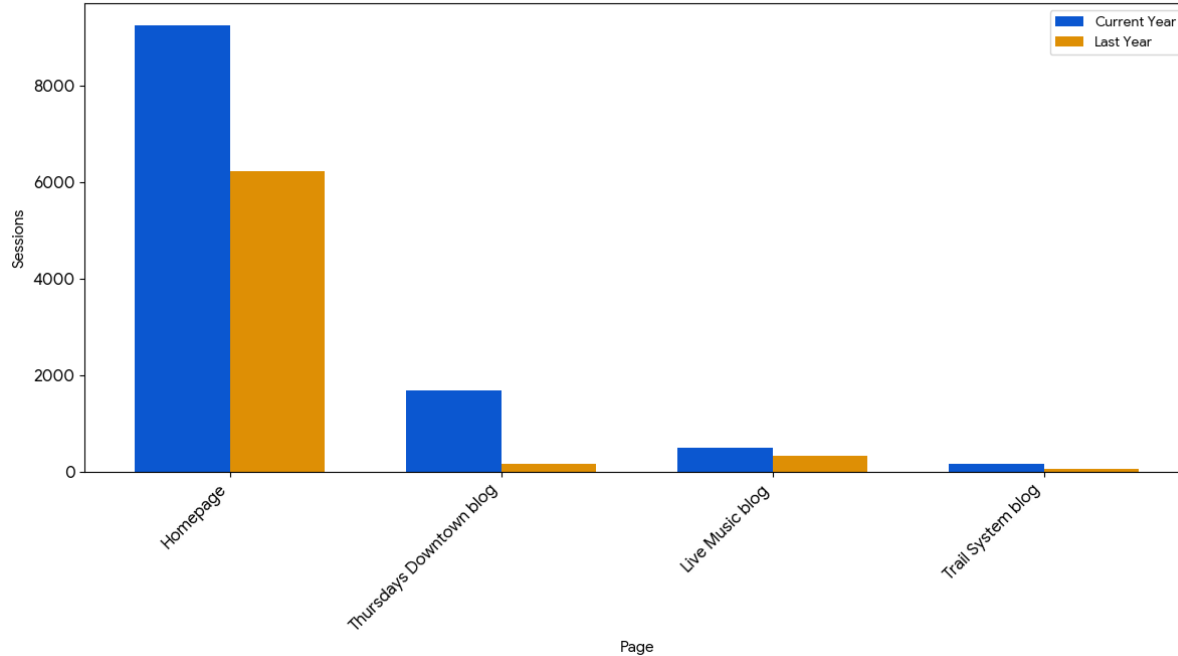
- 2,128 Clicks
- 1,125 Key-Event Actions
- High-intent traffic with excellent on-site behavior



Channel	Impressions	Clicks	CTR	Benchmarks
Display	456,418	584	0.13%	0.06% CTR (↑2x)
SEM	17,486	2,128	12.42%	1,125 Key Conversions
Social	356,867	5,215	1.46%	0.70–0.90% CTR (↑2x)
Email	168,704	3,733	2.21%	15% OR / 2.00% CTR Benchmark
Video	140,351	41	0.03%	95% VCR Benchmark currently at 94.69% for date range
Total	1,139,826	11,701	3.25% Avg.	All above benchmarks

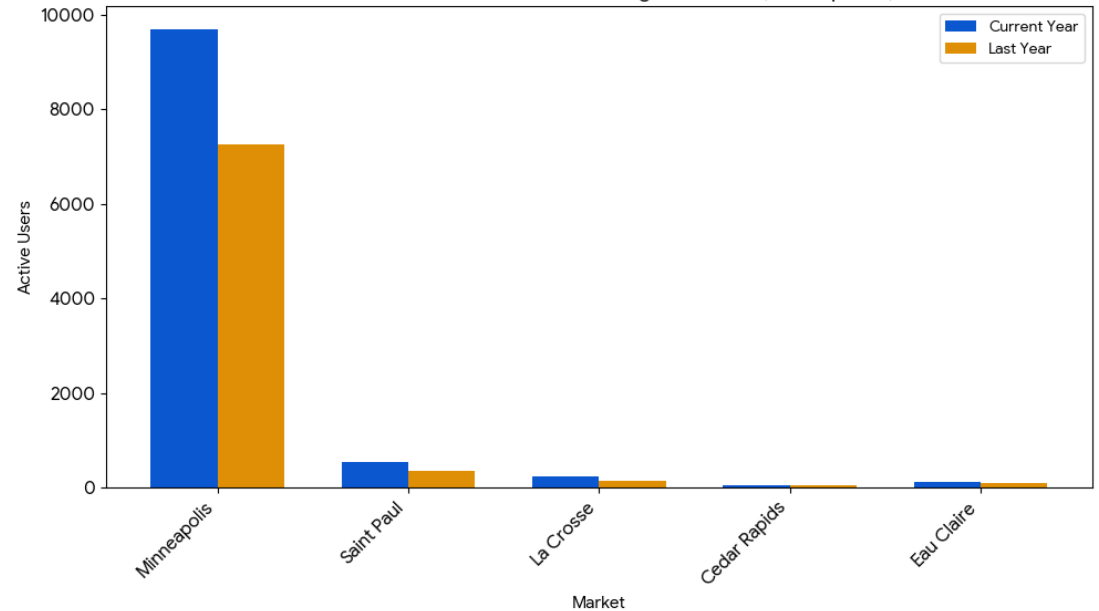
Website Engagement & Audience Growth

Sessions Year-over-Year for Campaign-Related Pages



Sessions Year-over-Year for Campaign-Related Pages: This chart shows the comparison of sessions between the current year and last year for the Homepage, Thursdays Downtown blog, Live Music blog, and Trail System blog. These are pages linked to digital ads

Active Users Year-over-Year in Target Markets (Final Update)



Active Users Year-over-Year in Target Markets: This chart illustrates the change in active users from last year to the current year for Minneapolis, Saint Paul, La Crosse, Eau Claire and Cedar Rapids.

[illegible][illegible]

Rochester might have
Minnesota's weirdest
and most fun city
concert series in 2025

- The Minnesota Star Tribune

**THIS IS
ROCHESTER.
REALLY.**



Plan your visit
experiencerochestermn.com

2025 RIVERSIDE MUSIC SERIES
AT MATO PARK

JUL 13
ALT ROCK

BLIND MELON
AMATEUR

JUL 20
COUNTRY

CAYLEE HAMMACK
GENE VIEVE
KEYWARD

JUL 27
FOLK/ROOTS

THE WAILIN' JENNS
MOLL MAHER &
HER DISBELIEVERS

AUG 3
HIP-HOP

TONE LÖC
DESDAMONA & THE
ORANGE GHOSTS

AUG 10
ALT ROCK

HOOBASTANK
JOHN FORREST &
THE MODEL CITIZENS

FREE MUSIC
STARTS AT 7PM

**EXPERIENCE
ROCHESTER
MINNESOTA**

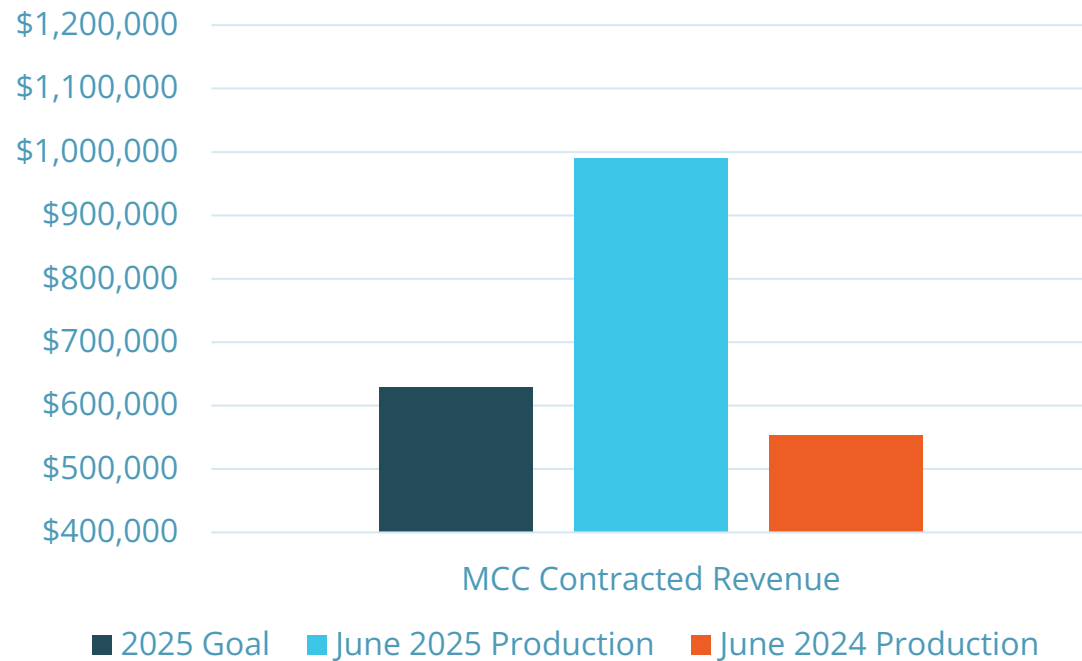
An aerial photograph of a city skyline at dusk or dawn. The foreground is dominated by a calm river reflecting the sky and the surrounding greenery. A dense line of trees separates the river from the city. In the background, a variety of buildings are visible, including several tall skyscrapers and a prominent industrial smokestack on the left. The sky is filled with soft, wispy clouds, and the overall lighting is dim, creating a serene and atmospheric scene.

Sales and Administrative Update

Mayo Civic Center Revenue

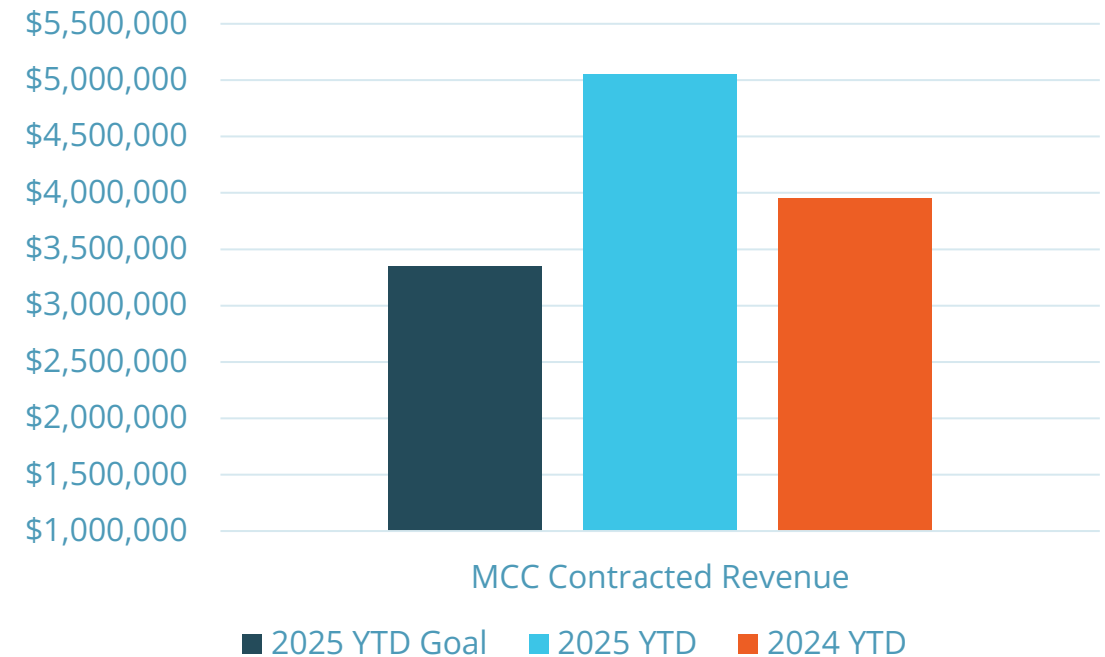
June Production

MCC Contracted Revenue



Year to Date

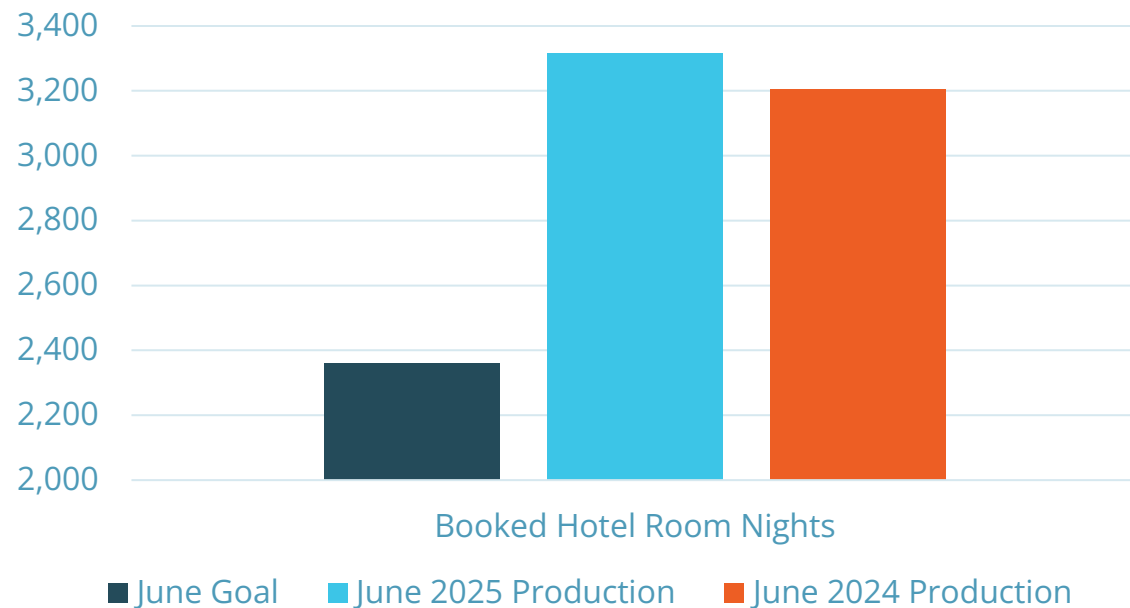
MCC Contracted Revenue



Experience Rochester Booked Hotel Room Nights

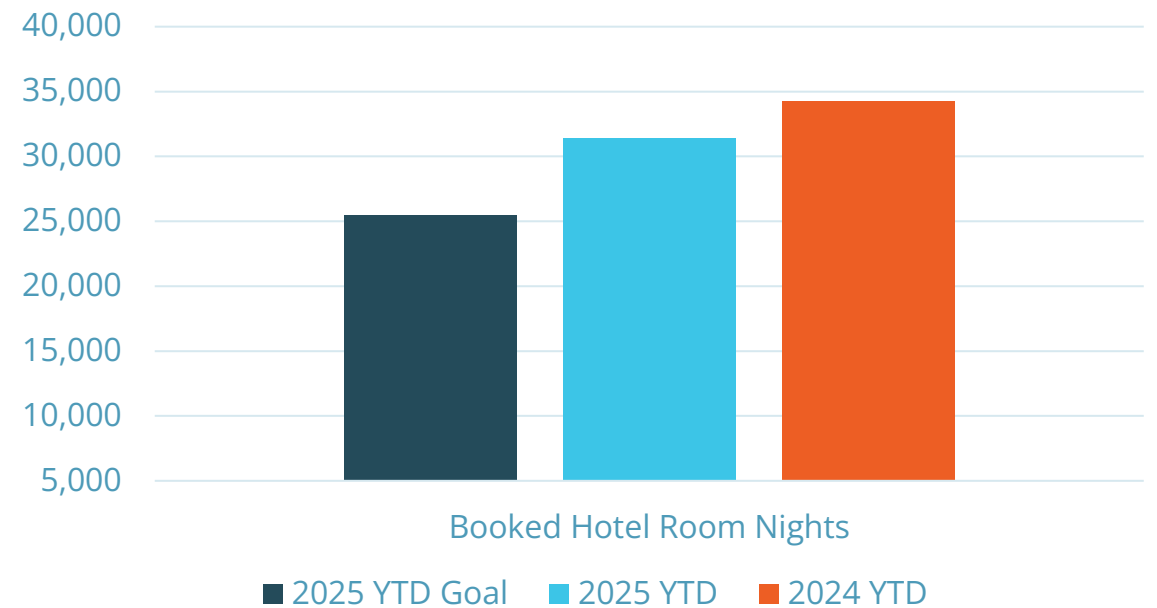
June Production

Hotel Room Nights



Year to Date

Hotel Room Nights



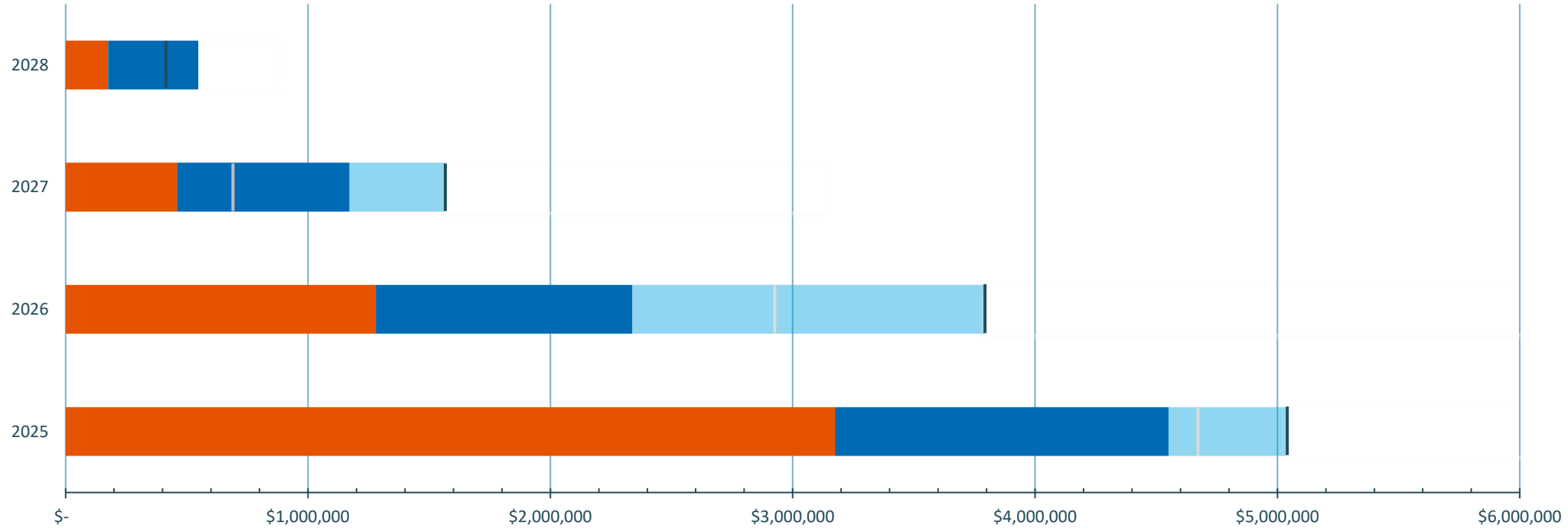


2025 MCC Net Income Sales Revenue Pace

AXIS TITLE

Mid Year
Goals

Year End
Goals



	2025	2026	2027	2028
Contracted Events Prior to 2025	\$3,174,463	\$1,280,007	\$459,196	\$175,717
Contracted in 2025	\$1,376,442	\$1,057,615	\$711,976	\$371,834
Projected Sales for 2025	\$488,094	\$1,451,206	\$397,143	\$-
MCC Convention Revenue By Year End	\$5,038,999	\$3,788,828	\$1,568,315	\$328,211

Highlights

June Bookings

- American Society of Hospital Executives
 - 2026, 2027, 2028
- Midwest Cheer and Dance
 - 580 room nights in November 2025
- Dairy Management Inc.
 - 600 room nights in September 2026
- Lotus Health
 - Community Wellness Symposium
- Compeer Financial
 - \$91,000 MCC revenue February 2027





OPERATION UPDATES

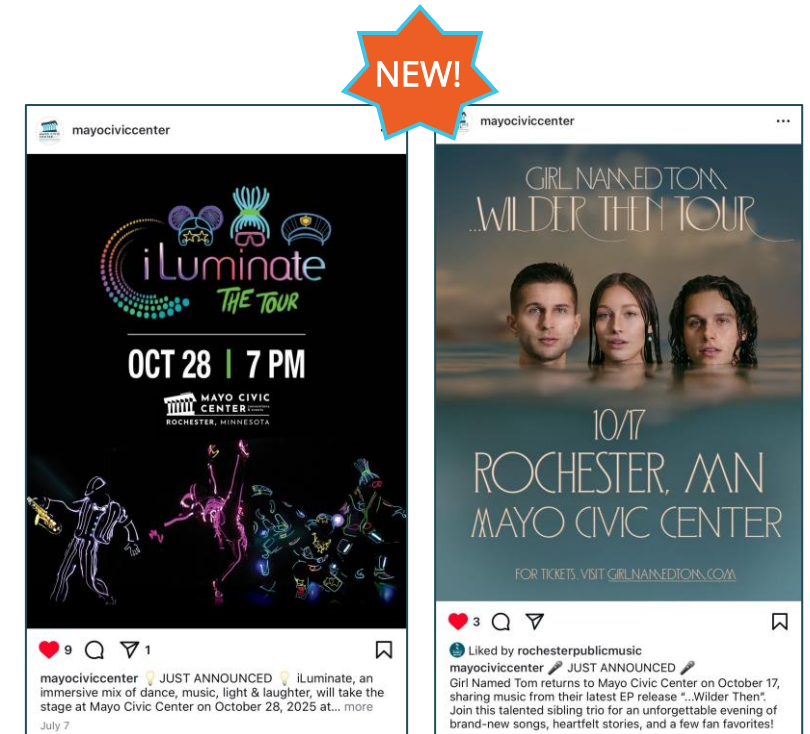
 **EXPERIENCE**
ROCHESTER, MINNESOTA

 **MAYO CIVIC
CENTER** conventions
& events
ROCHESTER, MINNESOTA

Live Entertainment

Confirmed Shows

- (19) Shows Presently On-Sale; (2) Announcing Soon
- (29) Total 2025 Shows: (8) Past, (21) Upcoming, Not Including:
 - Rochester Symphony Orchestra: (3) Past & (3) Upcoming
 - Rochester Dance Co: (4) Upcoming
 - Riverside Music Series: (2) Past & (3) Upcoming
- (7) Acts, (8) Shows Confirmed in 2026 – ALL IN Q1 / Q2!
 - (4) Arena
 - (1) Auditorium
 - (3) Presentation Hall



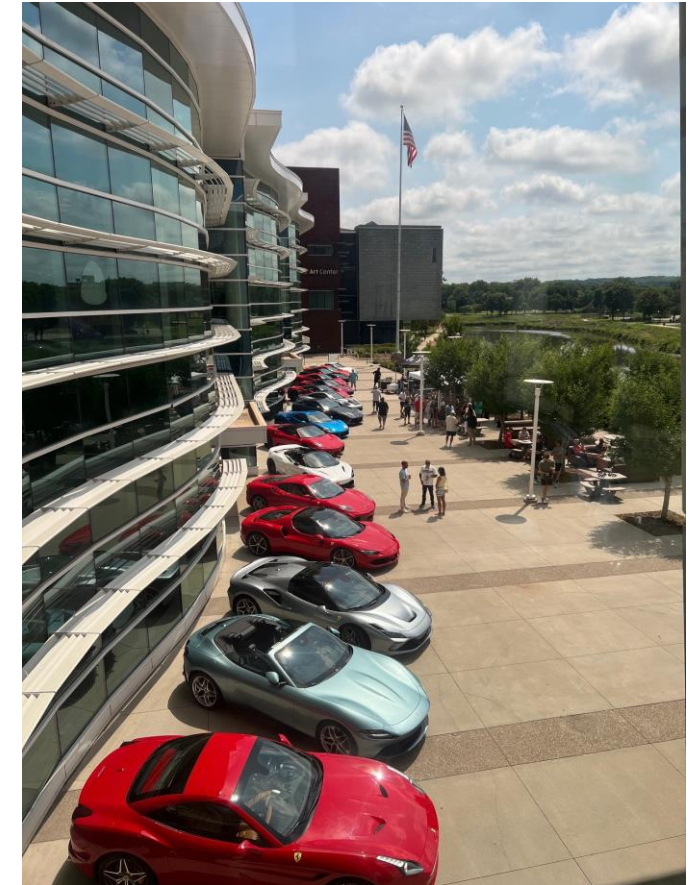
Highlight of Events

A Selection of Past & Upcoming

06/27 – 06/29/25	Christian Congregation of Jehovah's Witnesses (CCJW) Regional Convention
06/24 – 06/25/25	Association of Residential Resources in Minnesota (ARRM) Annual Conference
07/04 – 07/06/25	Christian Congregation of Jehovah's Witnesses (CCJW) Regional Convention
07/11 – 07/13/25	Steubenville Rochester 2025 (Partnership for Youth)
07/17 – 07/20/25	2025 VNEA Junior National Pool Tournament
07/18 – 07/20/25	Christian Congregation of Jehovah's Witnesses (CCJW) Regional Convention
07/19 – 07/20/25	2025 Rochester Chess Festival
07/20/25	2025 Twin Cities Performance Road Rally

UPCOMING:

07/25 – 07/27/25	Christian Congregation of Jehovah's Witnesses (CCJW) Regional Convention
07/26/25	Mayo Family Connections 2025 Brunch
08/01/25	Rochester Police Benevolent Association Benefit Concert Featuring Myron Elkins
08/01/25	Mayo Clinic Critical Care Reception
08/01 – 08/03/25	Christian Congregation of Jehovah's Witnesses (CCJW) Regional Convention
08/03 – 08/06/25	Minnesota School Nutrition Association Annual Conference
08/08 – 08/09/25	Private Rehearsal Dinner and Wedding
08/11 – 08/12/25	Rochester Area Chamber of Commerce 2025 Eggs & Issues
08/16 – 08/21/25	Mayo Clinic Cardiovascular Board Reviews
08/19/25	Kenny Wayne Sheperd
08/21/25	2025 Pro Farmer Crop Tour



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Food Services & Hospitality



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