

Experience Rochester

Period: Jan 1, 2021 to Mar 31, 2021



MCC Net Income % of Goal Achieved
\$204,906 **79%**



MCC Net Earnings
(\$616,935)

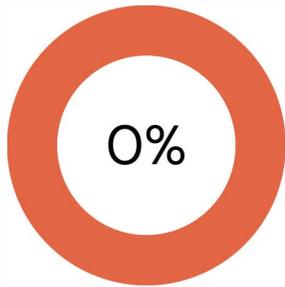


Economic Impact
\$213,367



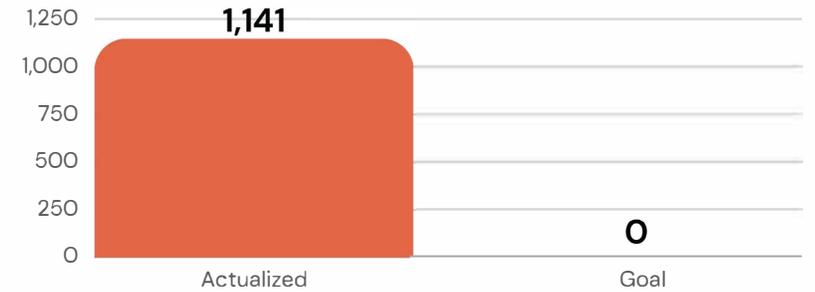
Accounts Added to Sales Funnel
54

Due to Covid-19, zero high impact weeks occurred



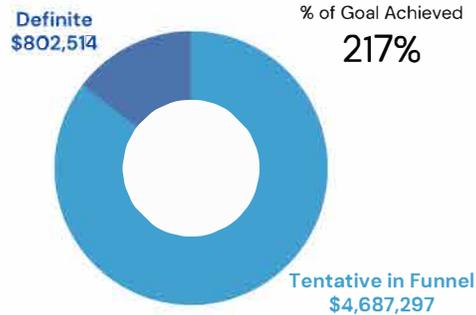
EXPERIENCE MINNESOTA'S ROCHESTER

Hotel Room Nights Actualized



Sales Activity

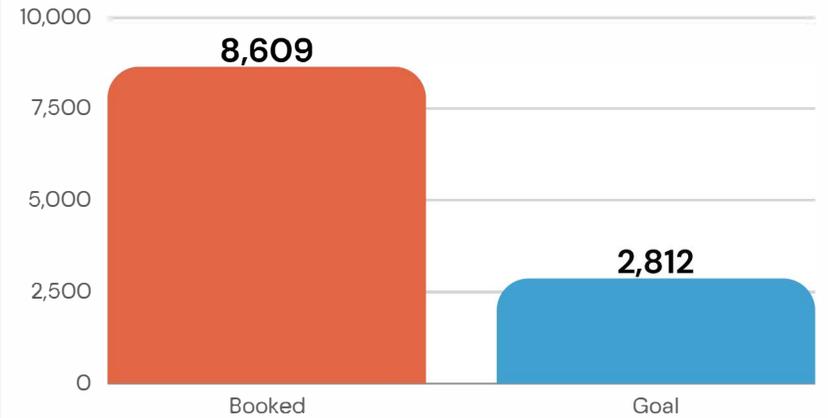
MCC Contracted Convention Revenue



Civic Engagement Highlights (limited due to Covid-19)



Estimated Room Nights Booked



Experience Rochester

Period: April 1, 2021 to June 30, 2021



MCC Net Income % of Goal Achieved
\$423,416 **125%**



MCC Net Earnings
(\$382,616)

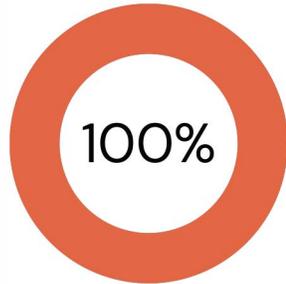


Economic Impact
\$4,452,407



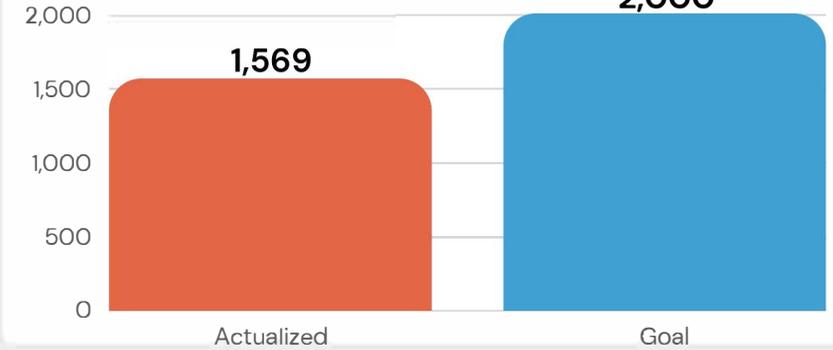
Accounts Added to Sales Funnel
51

High Impact Weeks % of Goal Achieved



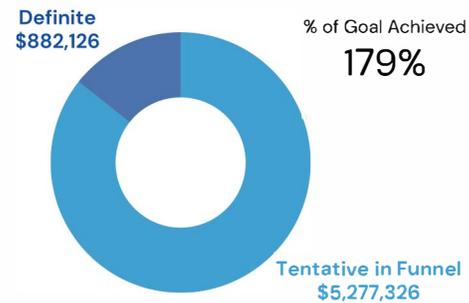
**EXPERIENCE
MINNESOTA'S
ROCHESTER**

Hotel Room Nights Actualized



Sales Activity

MCC Contracted Convention Revenue



Civic Engagement Highlights (limited due to Covid-19)



Estimated Room Nights Booked



Experience Rochester

Period: July 1, 2021 to September 30, 2021



MCC Net Income % of Goal Achieved
\$421,585 **54%**



MCC Net Earnings
(\$581,241)

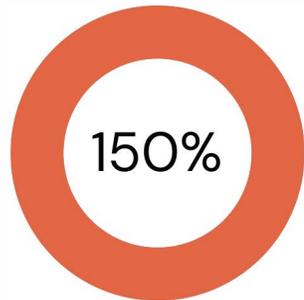


Economic Impact
\$1,974,465



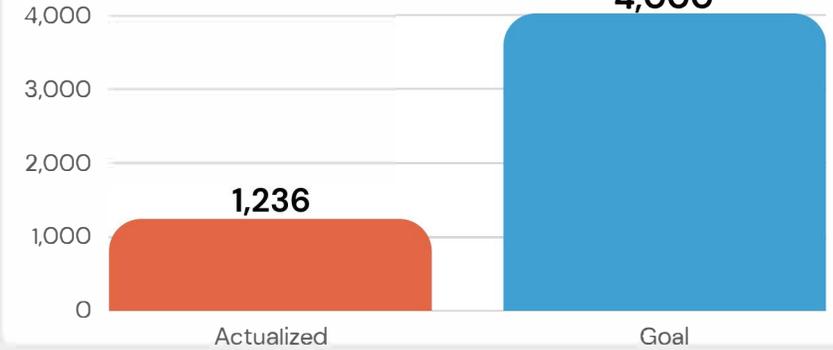
Accounts Added to Sales Funnel
119

High Impact Weeks % of Goal Achieved



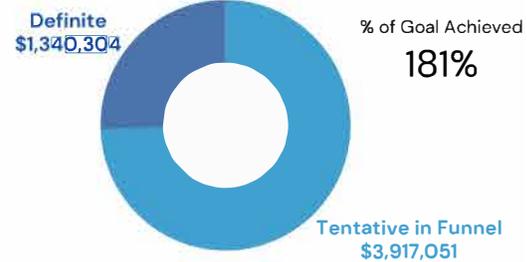
EXPERIENCE
MINNESOTA'S
ROCHESTER

Hotel Room Nights Actualized



Sales Activity

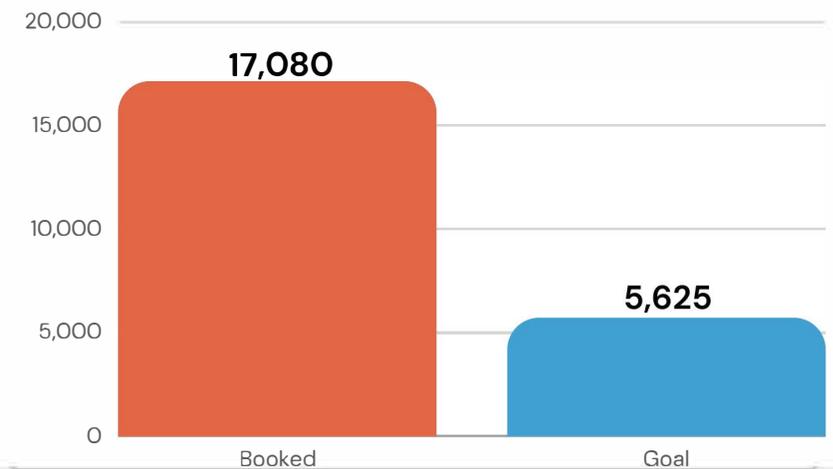
MCC Contracted Convention Revenue



Civic Engagement Highlights (limited due to Covid-19)



Estimated Room Nights Booked



Experience Rochester

Period: October 1, 2021 to December 31, 2021



MCC Net Income % of Goal Achieved
\$628,079 **81%**



MCC Net Earnings
(\$680,040)

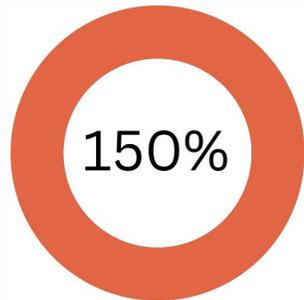


Economic Impact
\$1,814,222



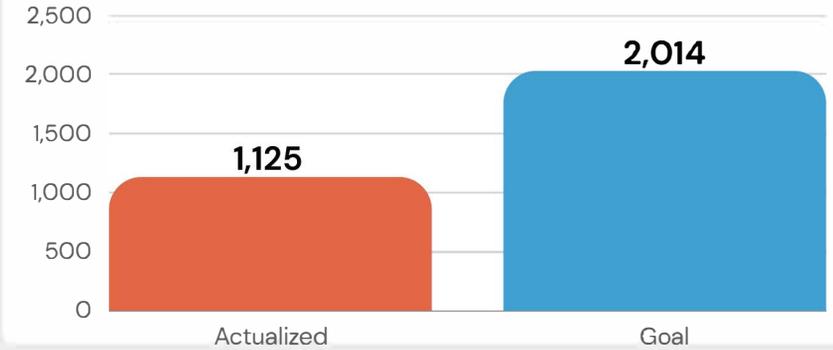
Accounts Added to Sales Funnel
134

High Impact Weeks % of Goal Achieved



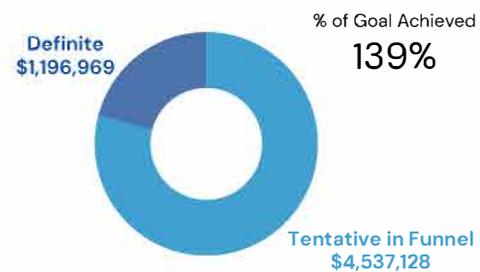
**EXPERIENCE
MINNESOTA'S
ROCHESTER**

Hotel Room Nights Actualized



Sales Activity

MCC Contracted Convention Revenue



Civic Engagement Highlights (limited due to Covid-19)



Estimated Room Nights Booked

