

Experience Rochester

Period: Jan 1, 2022 to Mar 31, 2022



MCC Net Income % of Goal Achieved
\$831,924 **97%**



MCC Net Earnings
(\$581,215)

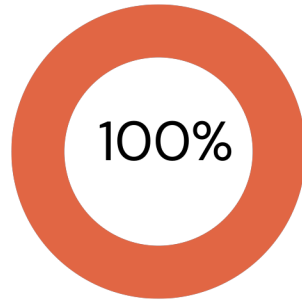


Economic Impact
\$6,425,335

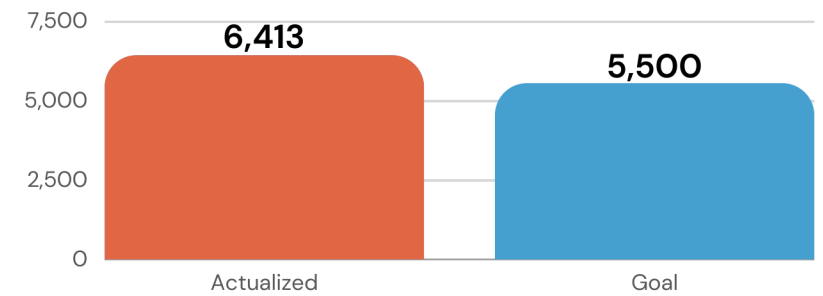


Accounts Added to Sales Funnel
111

High Impact Weeks % of Goal Achieved

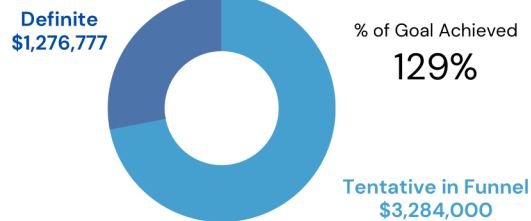


Hotel Room Nights Actualized



Sales Activity

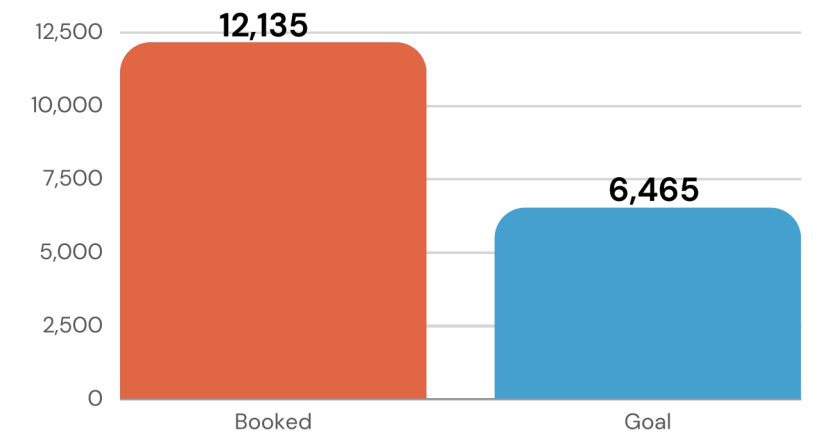
MCC Contracted Convention Revenue



Civic Engagement

56 EVENT DAYS
35,985
CIVIC EVENT ATTENDEES

Estimated Room Nights Booked



Experience Rochester

Period: April 1, 2022 to June 30, 2022



MCC Net Income % of Goal Achieved
\$1,355,727 **122%**



MCC Net Earnings
(\$3,148)

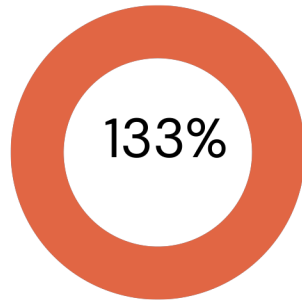


Economic Impact
\$8,553,708

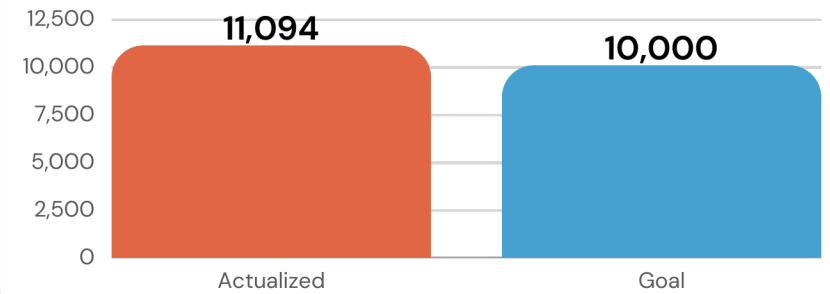


Accounts Added to Sales Funnel
97

High Impact Weeks % of Goal Achieved

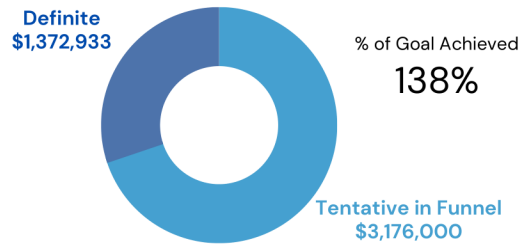


Hotel Room Nights Actualized



Sales Activity

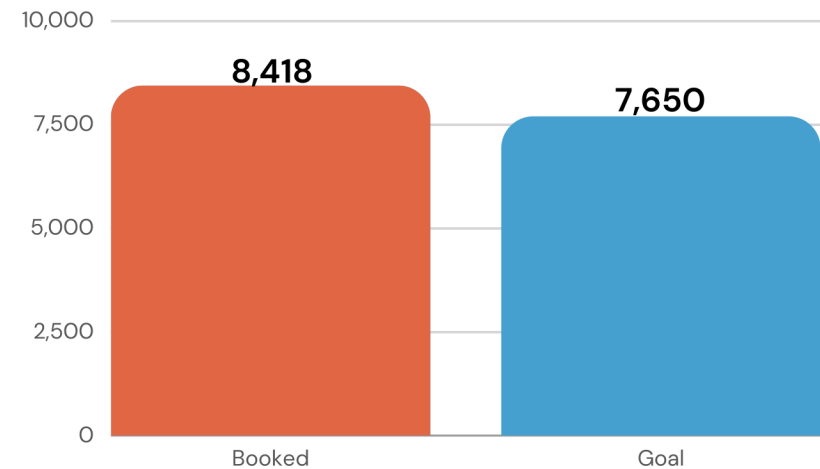
MCC Contracted Convention Revenue



Civic Engagement

17 EVENT DAYS
4,869
CIVIC EVENT ATTENDEES

Estimated Room Nights Booked



Experience Rochester

Period: July 1, 2022 to September 30, 2022



MCC Net Income % of Goal Achieved
\$1,127,655 **144%**



MCC Net Earnings
(\$321,283)

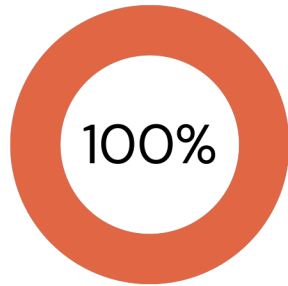


Economic Impact
\$3,348,842

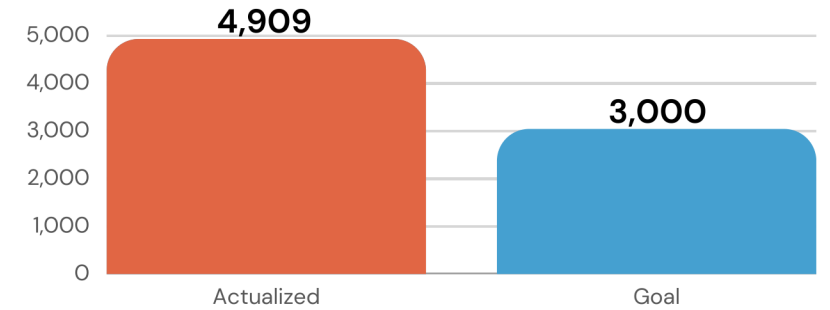


Accounts Added to Sales Funnel
130

High Impact Weeks % of Goal Achieved

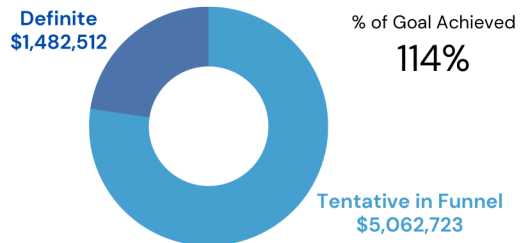


Hotel Room Nights Actualized



Sales Activity

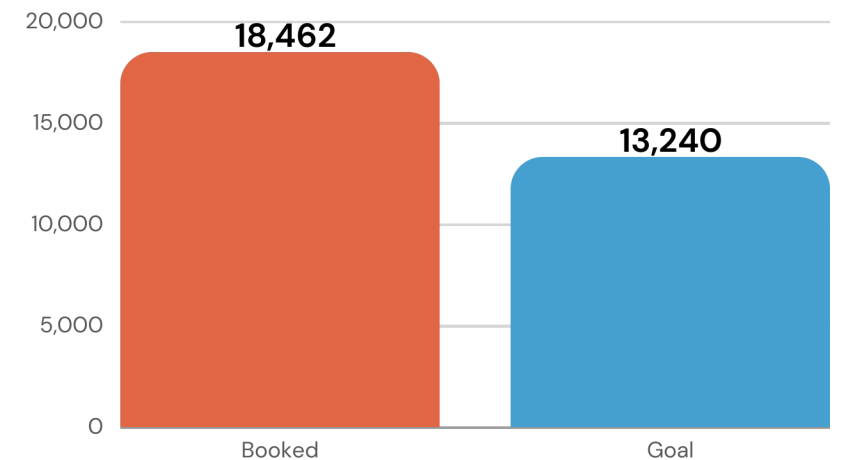
MCC Contracted Convention Revenue



Civic Engagement

29 EVENT DAYS
8,650
CIVIC EVENT ATTENDEES

Estimated Room Nights Booked



Period: October 1, 2022 to December 31, 2022



MCC Net Income % of Goal Achieved
\$1,440,681 152%



MCC Net Earnings
(\$711,509)

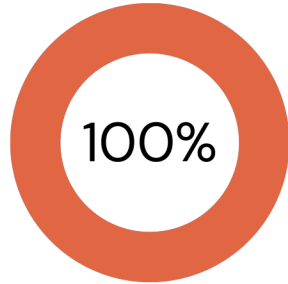


Economic Impact
\$4,094,762



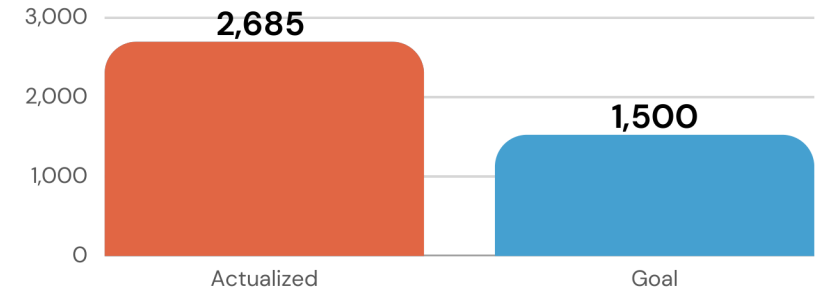
Accounts Added to Sales Funnel
122

High Impact Weeks % of Goal Achieved



EXPERIENCE
MINNESOTA'S
ROCHESTER

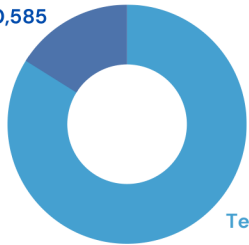
Hotel Room Nights Actualized



Sales Activity

MCC Contracted Convention Revenue

Definite
\$1,230,585



% of Goal Achieved
81%

Tentative in Funnel
\$6,415,032

Civic Engagement

48 EVENT DAYS

29,270

CIVIC EVENT ATTENDEES

Estimated Room Nights Booked

