

Experience Rochester

Period: Jan 1, 2023 to Mar 31, 2023



MCC Adjusted Gross Income Variance
\$589,211 -10%

MCC Operations Net Income Variance
(\$942,022) (\$91,903)

Direct Economic Impact
\$10,211,596

Sales Prospects in Funnel
533

High Impact Weeks



100%

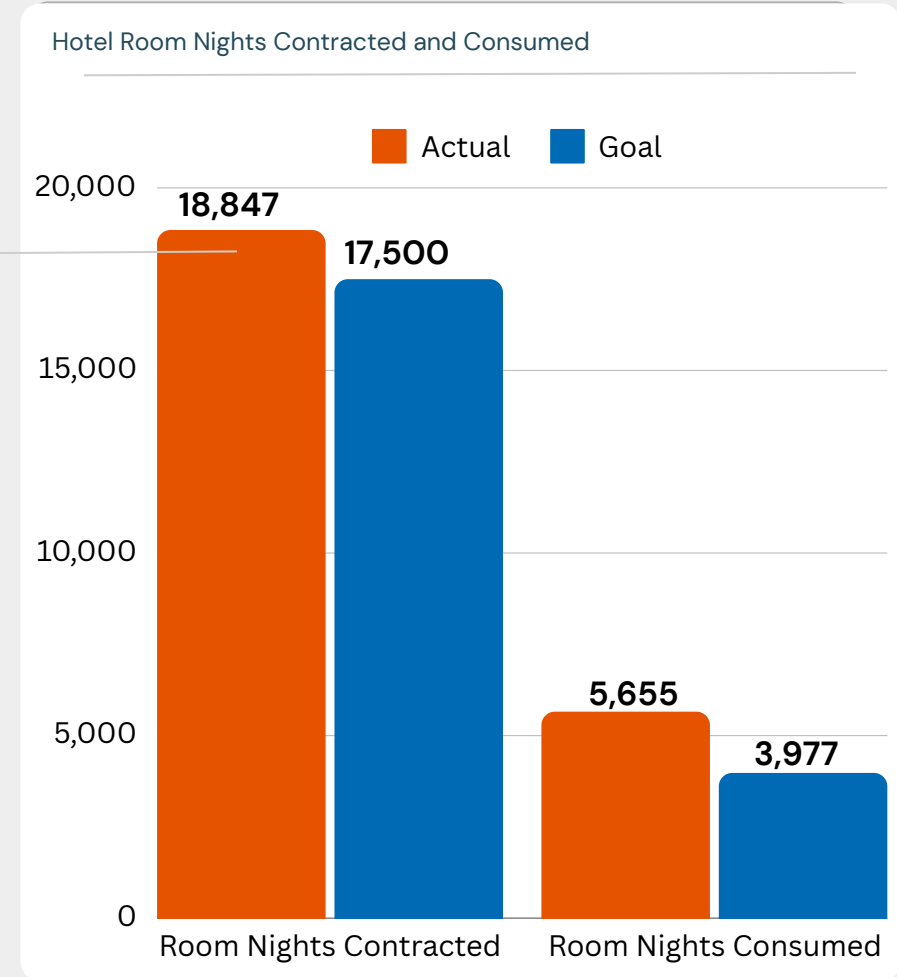
% of Goal Achieved

Customer Overall Experience

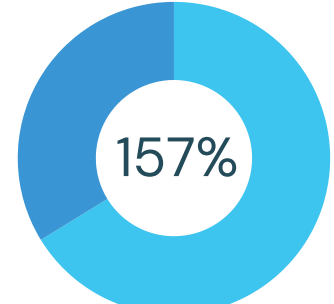


71%

% of Customers whose experience was 'Excellent' or 'Very Good'



MCC Tentative and Definite Revenue



157%

Definite \$1,865,707

Tentative \$3,272,269

Definites Confirmed, % of Goal Achieved

Local Civic

56 EVENT DAYS

38,588

CIVIC EVENT ATTENDEES



Experience Rochester

Period: April 1, 2023 to June 30, 2023



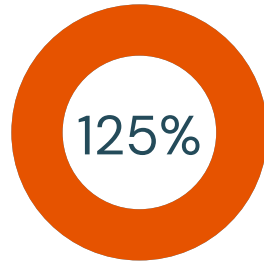
MCC Adjusted Gross Income
\$976,298

MCC Operations Net Income
(\$656,607)

Direct Economic Impact
\$10,374,920

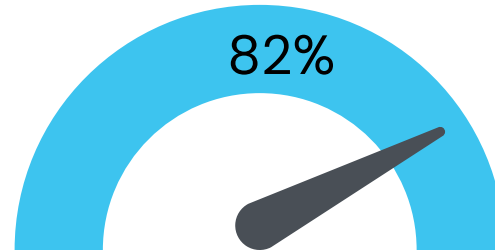
Sales Prospects in Funnel
655

High Impact Weeks



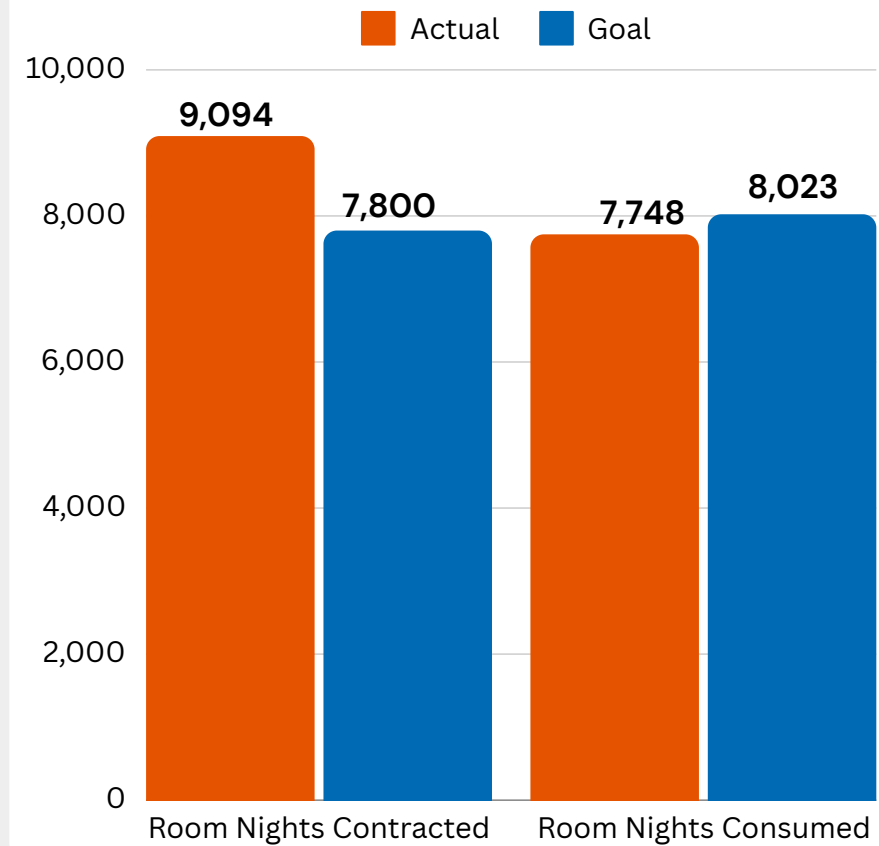
% of Goal Achieved

Customer Overall Experience



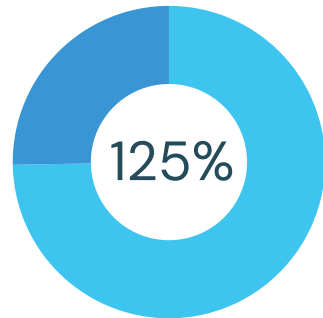
% of Customers whose experience was 'Excellent' or 'Very Good'

Hotel Room Nights Contracted and Consumed



MCC Tentative and Definite Revenue

Definite \$1,605,895



Tentative \$4,747,778

Definites Confirmed, % of Goal Achieved

Local Civic

28 EVENT DAYS

3,835

CIVIC EVENT ATTENDEES

Experience Rochester

Period: July 1, 2023 to September 30, 2023



MCC Adjusted Gross Income

\$960,922

MCC Operations Net Income

(\$79,182)

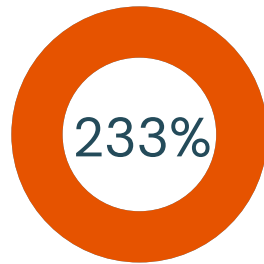
Direct Economic Impact

\$9,411,250

Sales Prospects in Funnel

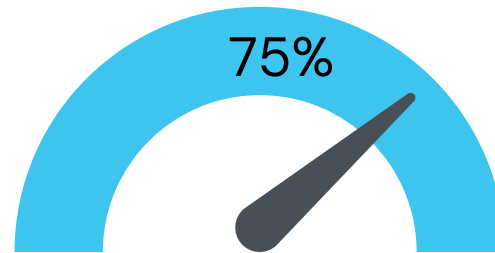
511

High Impact Weeks



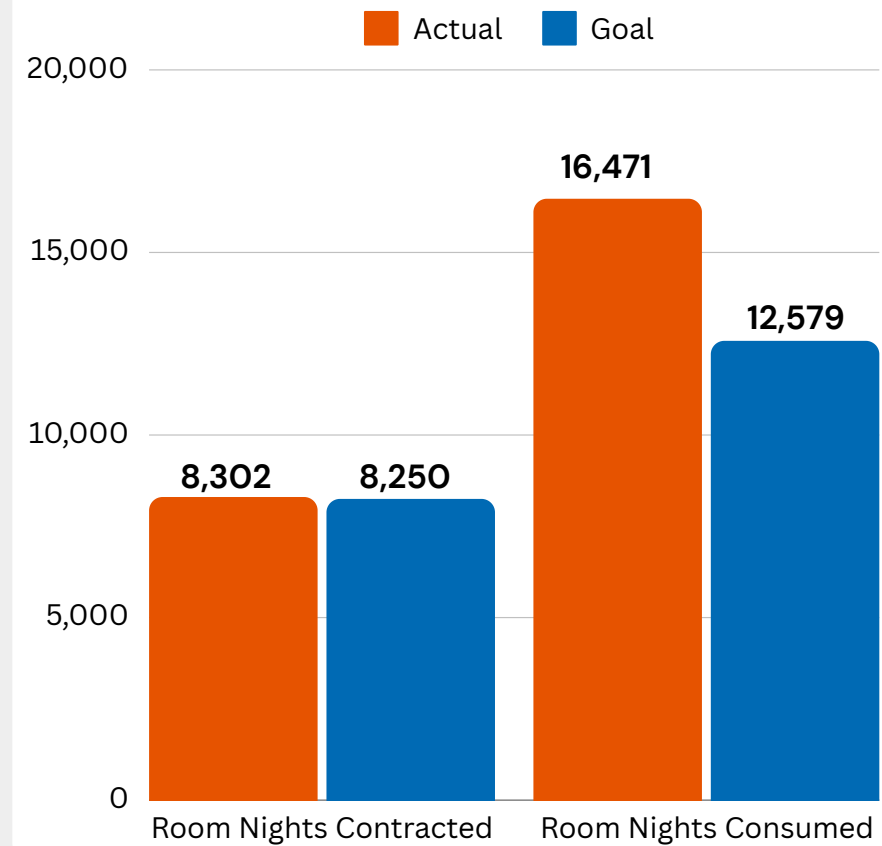
% of Goal Achieved

Customer Overall Experience



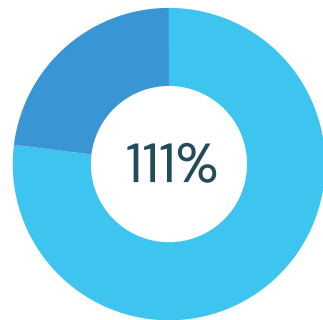
% of Customers whose experience was 'Excellent' or 'Very Good'

Hotel Room Nights Contracted and Consumed



MCC Tentative and Definite Revenue

Definite \$1,568,042



Tentative \$5,238,600

Definites Confirmed, % of Goal Achieved

Local Civic

21 EVENT DAYS

20,252

CIVIC EVENT ATTENDEES



Experience Rochester

Period: October 1, 2023 to December 31, 2023



MCC Adjusted Gross Income

\$1,759,187

MCC Operations Net Income

(\$9,427)

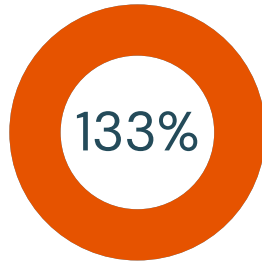
Direct Economic Impact

\$7,695,143

Sales Prospects in Funnel

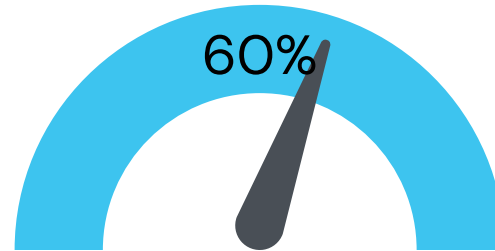
795

High Impact Weeks



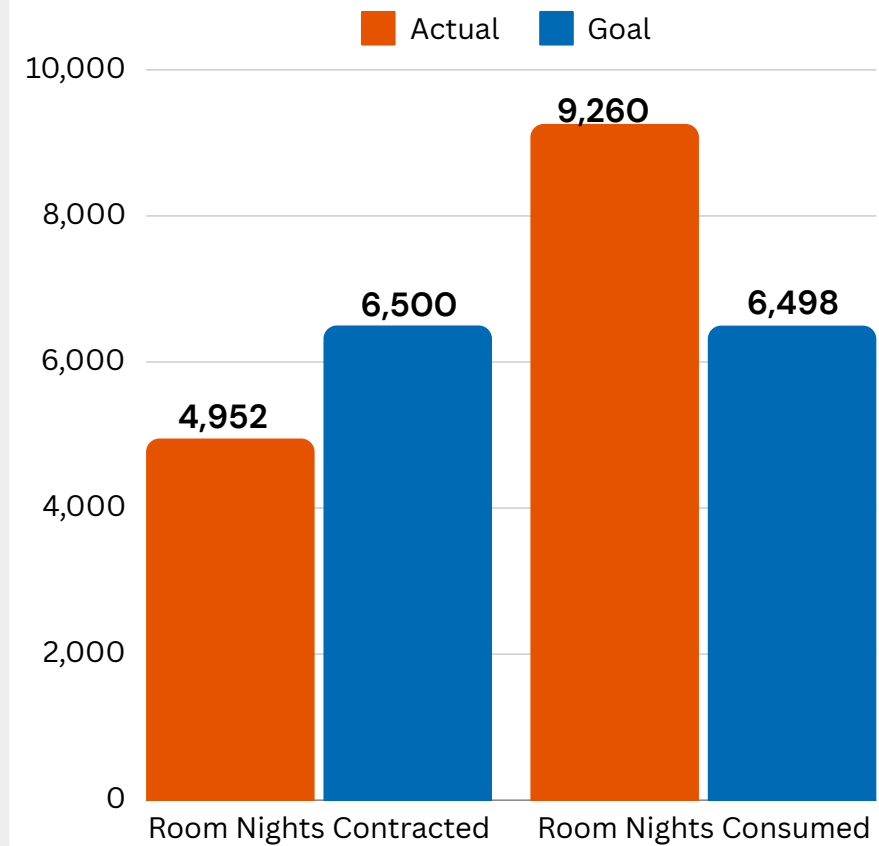
% of Goal Achieved

Customer Overall Experience



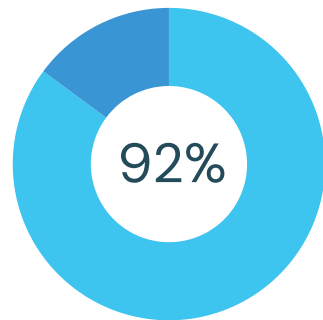
% of Customers whose experience was 'Excellent' or 'Very Good'

Hotel Room Nights Contracted and Consumed



MCC Tentative and Definite Revenue

Definite \$1,075,146



Tentative \$6,154,210

Definites Confirmed, % of Goal Achieved

Local Civic

52 EVENT DAYS

27,802

CIVIC EVENT ATTENDEES