



Rochester Convention and Visitors Bureau Corporation

Rochester, MN
Monthly Financial Package
For Month Ending

August 31, 2025



Distribution:

Experience Rochester:

Joe Ward - President
Deanna Meyer - Chief of Staff
Nick Landry - Vice President of Administration

ASM Global:

Craig Barkdull - General Manager
Paula Lynch - Director of Finance
John Page - Regional General Manager
Joseph Scheper - Corporate Director Finance & Business Support

Rochester Convention and Visitors Bureau Corporation
Financial Summary
31-Aug-25

MCC Operations	Current Month	Current Budget	Variance	Year to Date	Year To Date Budget	Variance
Adjusted Gross Operating Income	408,477	663,608	-38.45%	2,849,030	3,694,835	-22.89%
Operating Expenses:	565,102	538,565	4.93%	4,064,861	4,312,725	-5.75%
Net Income (Loss) from Operations	(156,625)	125,043	(281,668)	(1,215,831)	(617,890)	(597,941)
Net Income (Loss)	(169,937)	85,068	(255,005)	(1,416,933)	(937,690)	(479,243)
DMO						
Revenue						
Adjusted Gross Income	405,818	429,452	-5.50%	3,215,495	3,358,709	-4.26%
Monthly Expenditures	221,774	273,944	-19.04%	1,702,959	2,027,144	-15.99%
Net Income (Loss) From DMO	184,044	155,508	28,536	1,512,536	1,331,565	180,970
Corporation Net Income/(Loss)	14,107	240,576	(226,469)	95,603	393,875	(298,272)

Key Take Aways On August's Performance:

MCC Events: Final results for the month ending August 31, 2025, produced a net decline compared to budget of \$255,005.

DMO : Final results for the month ending August 31, 2025 the DMO produced a net income of \$28,536.

The Corporation's net income for the month of August is \$226,469 less than budgeted for the year.

Experience Rochester
Consolidated Balance Sheet
As of August 31, 2025

	Total
ASSETS	
Current Assets	
Bank Accounts	
MCC Bank Accounts	1,988,556
DMO Bank Accounts	1,672,792
Total Bank Accounts	3,661,348
Accounts Receivable	
MCC Accounts Receivable	709,446
DMO Accounts Receivable	224,130
Total Accounts Receivable	933,576
Other Current Assets	
MCC Other Current Assets	153,755
DMO Other Current Assets	19,432
Total Other Current Assets	173,187
MCC F&B Inventory	67,939
Total Inventory	67,939
Total Current Assets	4,836,049
Fixed Assets	
MCC Fixed Assets	70,232
DMO Fixed Assets	94,317
Total Fixed Assets	164,549
TOTAL ASSETS	5,000,598
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
MCC Accounts Payable	567,139
DMO Accounts Payable	37,509
Total Accounts Payable	604,648
Other Current Liabilities	
MCC Accrued Expenses	430,959
MCC Deferred Income	693,915
DMO Accrued Expenses	640,999
MCC Advance Ticket Sales / Deposits	1,192,018
Total Other Current Liabilities	2,957,891
Long-Term Liabilities	
MCC Promo & R&M Equip Funds - OVG	3,815
DMO Long Term Liabilities	0
Total Long-Term Liabilities	3,815
Total Liabilities	3,566,354
Equity	
Capital Funds - ASM	\$ 11,752,407
Unrestricted	\$ (706,873)
Retained Earnings	\$ (10,233,392)
Operating Reserve	\$ 526,500
Net Income	\$ 95,603
Total Equity	1,434,244
TOTAL LIABILITIES AND EQUITY	5,000,598