



## Rochester Convention and Visitors Bureau Corporation

Rochester, MN  
Monthly Financial Package  
For Month Ending

July 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-Jul-25**

<b>MCC Operations</b>	Current Month	Current Budget	Variance	Year to Date	Year To Date Budget	Variance
Adjusted Gross Operating Income	194,136	337,292	-42.44%	2,440,552	3,031,228	-19.49%
Operating Expenses:	481,787	538,565	-10.54%	3,499,757	3,774,160	-7.27%
<b>Net Income (Loss) from Operations</b>	<b>(287,651)</b>	<b>(201,273)</b>	<b>(86,378)</b>	<b>(1,059,205)</b>	<b>(742,932)</b>	<b>(316,273)</b>
<b>Net Income (Loss)</b>	<b>(299,188)</b>	<b>(241,248)</b>	<b>(57,940)</b>	<b>(1,246,994)</b>	<b>(1,022,757)</b>	<b>(224,237)</b>
<b>DMO</b>						
Revenue						
Adjusted Gross Income	395,359	428,536	-7.74%	2,809,677	2,929,258	-4.08%
Monthly Expenditures	248,688	281,333	-11.60%	1,481,185	1,753,201	-15.52%
<b>Net Income (Loss) From DMO</b>	<b>146,672</b>	<b>147,203</b>	<b>(531)</b>	<b>1,328,492</b>	<b>1,176,056</b>	<b>152,435</b>
<b>Corporation Net Income/(Loss)</b>	<b>(152,516)</b>	<b>(94,045)</b>	<b>(58,471)</b>	<b>81,498</b>	<b>153,299</b>	<b>(71,802)</b>

**Key Take Aways On July's Performance:**

**MCC Events:** Final results for the month ending July 31, 2025, produced a net decline compared to budget of \$57,940.

**DMO :** Final results for the month ending July 31, 2025 the DMO came in at budget.

The combined net decline for YTD ending July 31, 2025 is \$71,802 less than budgeted for the year.

**Experience Rochester  
Consolidated Balance Sheet  
As of July 31, 2025**

	<b>Total</b>
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Bank Accounts</b>	
MCC Bank Accounts	1,544,356
DMO Bank Accounts	1,234,768
<b>Total Bank Accounts</b>	<b>2,779,124</b>
<b>Accounts Receivable</b>	
MCC Accounts Receivable	550,829
DMO Accounts Receivable	609,321
<b>Total Accounts Receivable</b>	<b>1,160,150</b>
<b>Other Current Assets</b>	
MCC Other Current Assets	151,462
DMO Other Current Assets	25,624
<b>Total Other Current Assets</b>	<b>177,086</b>
<b>Fixed Assets</b>	
MCC Fixed Assets	70,232
DMO Fixed Assets	96,271
<b>Total Fixed Assets</b>	<b>166,503</b>
<b>TOTAL ASSETS</b>	<b>4,282,864</b>
<b>LIABILITIES AND EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
<b>Accounts Payable</b>	
MCC Accounts Payable	448,445
DMO Accounts Payable	50,822
<b>Total Accounts Payable</b>	<b>499,267</b>
<b>Other Current Liabilities</b>	
MCC Accrued Expenses	352,673
MCC Deferred Income	638,402
DMO Accrued Expenses	264,808
MCC Advance Ticket Sales / Deposits	1,101,523
<b>Total Other Current Liabilities</b>	<b>2,357,406</b>
<b>Long-Term Liabilities</b>	
MCC Promo & R&M Equip Funds - OVG	3,815
DMO Long Term Liabilities	0
<b>Total Long-Term Liabilities</b>	<b>3,815</b>
<b>Total Liabilities</b>	<b>2,860,488</b>
<b>Equity</b>	
Capital Funds - ASM	\$ 11,252,407
Unrestricted	\$ (204,637)
Retained Earnings	\$ (10,233,392)
Operating Reserve	\$ 526,500
Net Income	\$ 81,498
<b>Total Equity</b>	<b>1,422,376</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>4,282,864</b>