

Experience Rochester

Period: Jan 1, 2025 to Mar 31, 2025



MCC Adjusted Gross Income

\$1,028,276

MCC Operations Net Income

(\$520,378)

Direct Economic Impact

\$9,368,104

Sales Prospects in Funnel

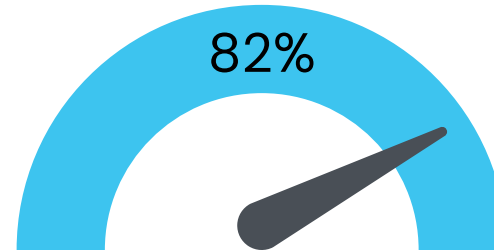
591

High Impact Weeks



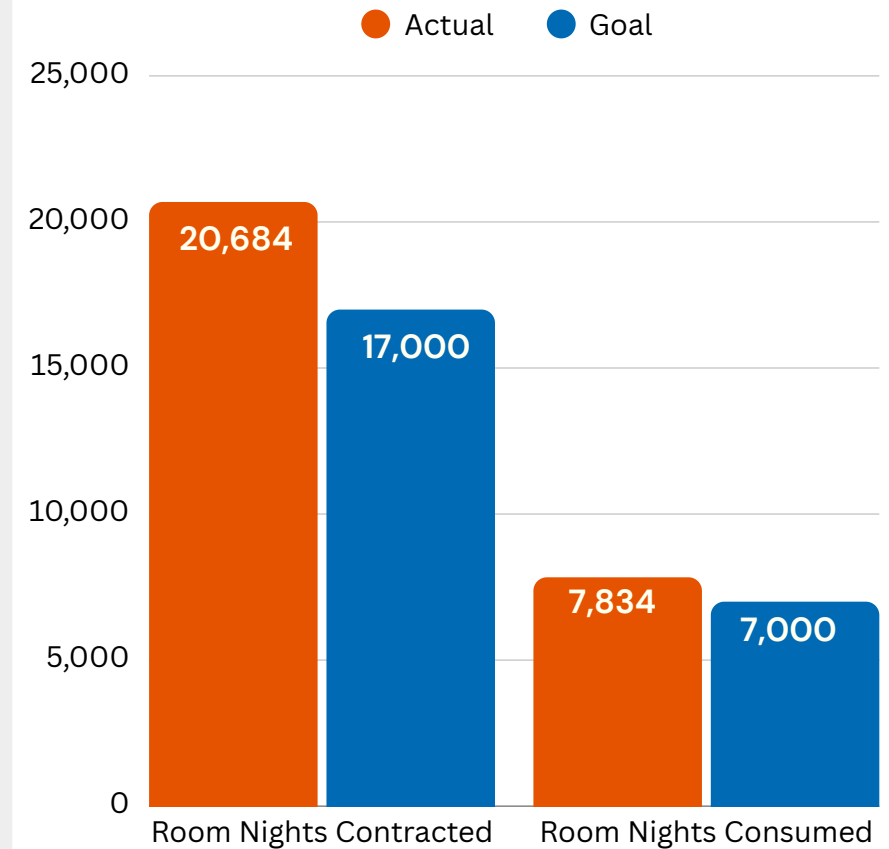
% of Goal Achieved

Customer Overall Experience



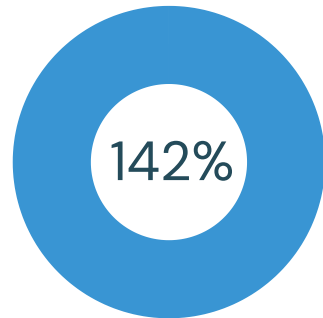
% of Customers whose experience was 'Excellent' or 'Very Good'

Hotel Room Nights Contracted and Consumed



MCC Tentative and Definite Revenue

Definite \$2,270,818



Tentative \$7,163,246

Definites Confirmed, % of Goal Achieved

Local Civic

71 EVENT DAYS

36,115

CIVIC EVENT ATTENDEES