

Experience Rochester



Period: April 1, 2025 to June 30, 2025

MCC Adjusted Gross Income

\$1,218,148

MCC Operations Net Income

(\$251,173)

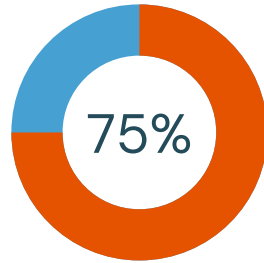
Direct Economic Impact

\$10,453,505

Sales Prospects in Funnel

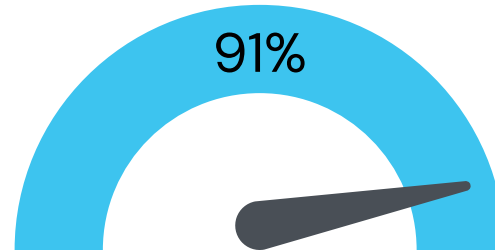
676

High Impact Weeks



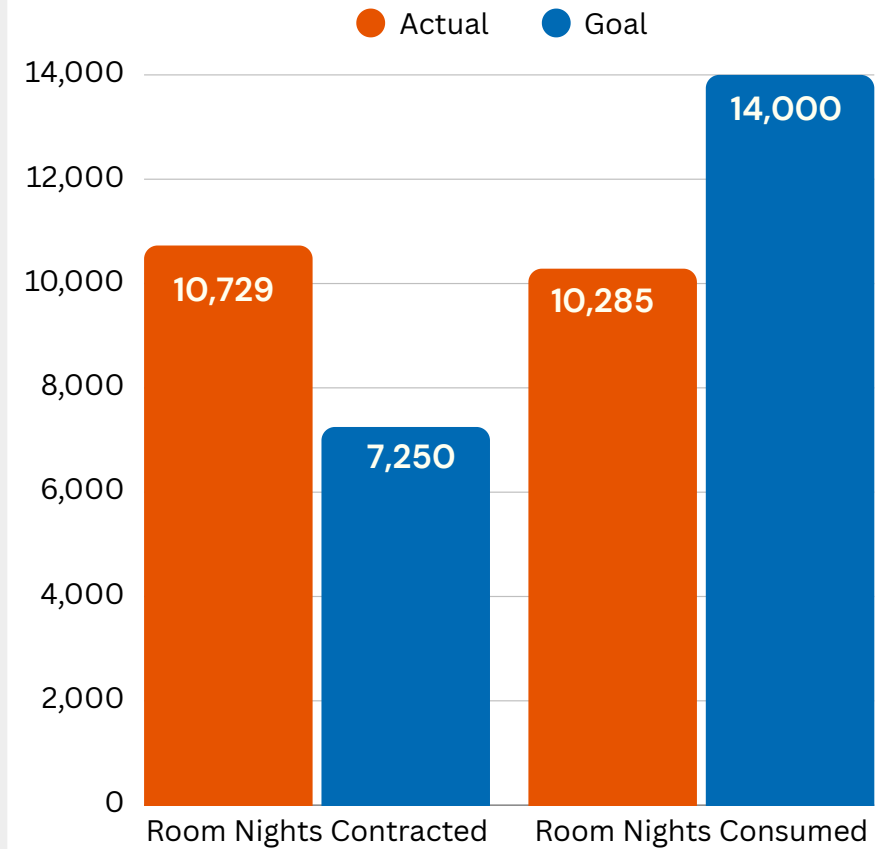
% of Goal Achieved

Customer Overall Experience



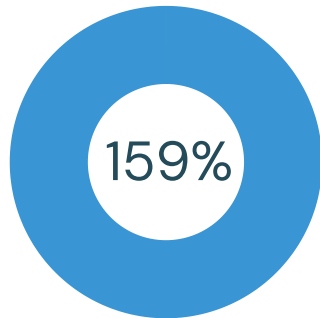
% of Customers whose experience was 'Excellent' or 'Very Good'

Hotel Room Nights Contracted and Consumed



MCC Tentative and Definite Revenue

Definite \$2,777,995



Tentative \$7,088,940

Definites Confirmed, % of Goal Achieved

Local Civic

25 EVENT DAYS

15,094

CIVIC EVENT ATTENDEES