

Experience Rochester

Period: October 1, 2024 to December 31, 2024



MCC Adjusted Gross Income

\$1,528,165

MCC Operations Net Income

(\$129,422)

Direct Economic Impact

\$7,067,112

Sales Prospects in Funnel

642

High Impact Weeks



% of Goal Achieved

Customer Overall Experience



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

MCC Tentative and Definite Revenue

Definite \$1,495,634



Tentative \$11,937,063

Definites Confirmed, % of Goal Achieved

55 EVENT DAYS

24,547

CIVIC EVENT ATTENDEES

Hotel Room Nights Contracted and Consumed

Actual Goal

10,000

9,300

8,000

6,000

5,013

5,299

Room Nights Contracted

Room Nights Consumed