

Experience Rochester



Period: October 1, 2025 to December 31, 2025

MCC Adjusted Gross Income

\$1,671,928

MCC Operations Net Income

\$350,867

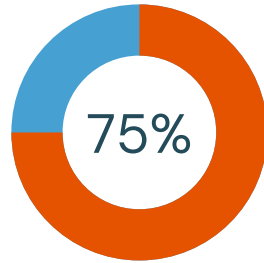
Direct Economic Impact

\$7,423,175

Sales Prospects in Funnel

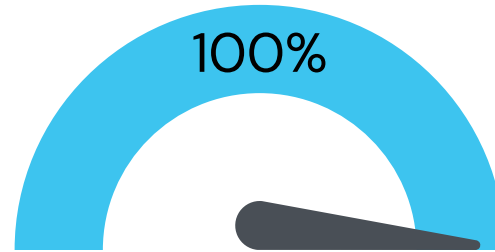
395

High Impact Weeks



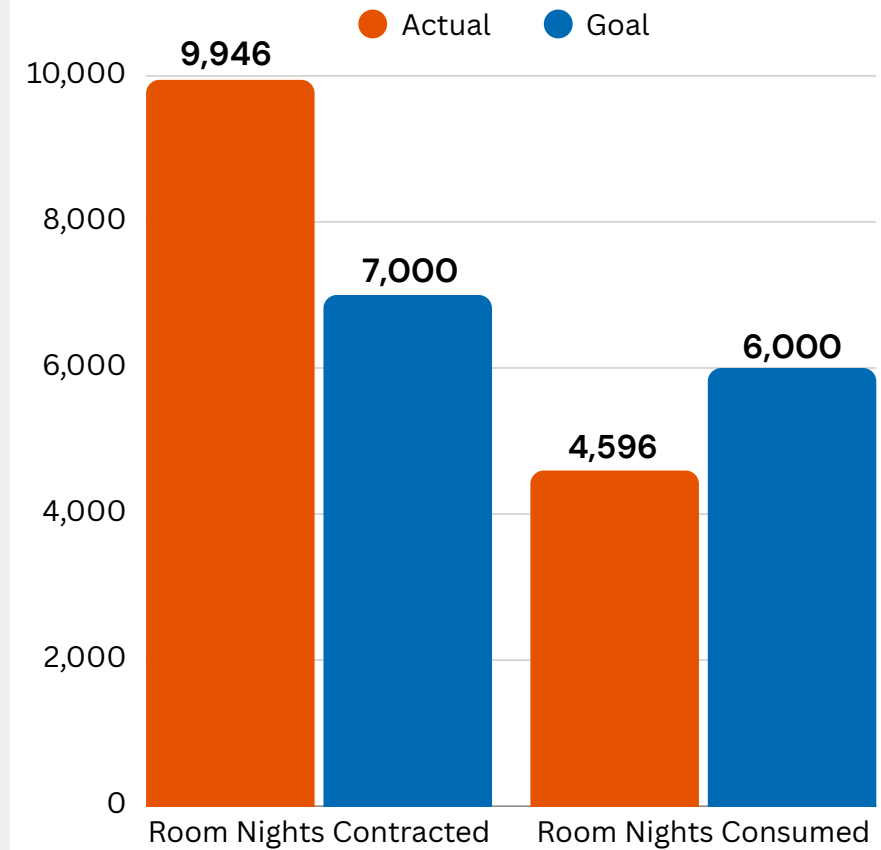
% of Goal Achieved

Customer Overall Experience



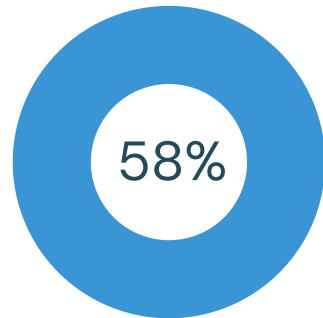
% of Customers whose experience was 'Excellent' or 'Very Good'

Hotel Room Nights Contracted and Consumed



MCC Tentative and Definite Revenue

Definite \$758,888



Tentative \$9,653,399

Definites Confirmed, % of Goal Achieved

Local Civic

65 EVENT DAYS

18,755

CIVIC EVENT ATTENDEES