

WELCOME

Thank you for your interest in Destination Medical Center (DMC). The Destination Medical Center Economic Development Agency (DMC EDA) is pleased to provide the “Resource Guide: A Guide to Building and Development for Destination Medical Center” in Rochester, Minnesota.

DMC sets in motion a new future for Rochester as one of the most economically vibrant, densely settled cities in the Upper Midwest. With Mayo Clinic at its heart, the Destination Medical Center (DMC) initiative is the catalyst to position Rochester, Minnesota, as the world’s premier destination center for health and wellness. DMC will attract people, investment, and jobs to America’s City for Health and support the economic growth of Minnesota including its biosciences sector.

Rochester is to become the epicenter of this economic boom with a dramatic transformation in cultural and entertainment offerings, recreational and community amenities, hospitality, and transportation infrastructure. We are working in coordination with the City of Rochester, and both the DMC EDA and the City are available to guide you through this process. DMC sets in motion a new future for Rochester as one of the most economically vibrant, densely settled cities in the Upper Midwest.

In this guide, you will find tools and resources to assist you as you consider development in DMC. However, we realize that every development project is different and encourage you to contact the DMC EDA at info@dmc.mn or call (507) 216-9720 for your development-related needs.

Thank you for your interest in DMC. We look forward to working with you.

Sincerely,

Lisa Clarke
Executive Director
Destination Medical Center Economic Development Agency

NOTE: The Resource Guide is divided into sections and provides relevant information on DMC development and a market overview. Please keep in mind that the process described in this guide is intended to gather and evaluate data and help the DMC Corporation and City of Rochester make informed decisions about DMC public funding investments. The DMC EDA staff is charged with facilitating this process and partnering with you and the City of Rochester to make the DMC vision a reality.

DESTINATION MEDICAL CENTER—A UNIQUE OPPORTUNITY

Creating a Global Destination for Health & Wellness

Great cities are great destinations. They are vibrant places where people come together to work, live, and share experiences. They are centers for culture. They are places that are attractive to residents and visitors alike. Finally, they are places that engage individuals in ways that meet and often exceed their expectations. Broad involvement by residents and community groups of Rochester has been and will always be central to the plan's success.

The DMC initiative passed into law in May 2013, providing \$585 million in state and local funding over a 20-year period to support public-infrastructure projects aligned with the DMC vision. DMC, a public-private partnership between the State of Minnesota, the City of Rochester, Olmsted County, and Mayo Clinic, is the largest economic development initiative in Minnesota and one of the largest in the country.

DMC Mission:

With Mayo Clinic at its heart, the DMC initiative will be the catalyst to position Rochester, Minnesota, as the world's premier destination center for health and wellness. DMC will attract people, investment, and jobs to America's City for Health and support the economic growth of Minnesota and its biosciences sector.

DMC Vision:

To provide a high-quality patient, companion, visitor, and community member experience to become the world's premier destination medical community.

DMC Goals:

- **Create a comprehensive strategic plan** with a compelling vision that harnesses the energy and creativity of the entire community.
- **Leverage the public investment** (\$585 million) to attract more than \$5 billion in private investment to Rochester and the region.
- **Create approximately 35,000 – 45,000 new jobs**, with workforce development strategies that support growth.
- **Generate approximately \$7.5 – \$8.0 billion in new net tax revenue** over 35 years.
- **Achieve the highest quality experience** for patients, companions, visitors, employees, and residents, now and in the future.

For more information, contact the DMC EDA at info@dmc.mn or call **(507) 216-9720**.

DMC—A PUBLIC-PRIVATE PARTNERSHIP

The DMC initiative has been structured as a public-private partnership with balanced responsibilities and governance between the primary stakeholders. This outline summarizes the collaboration of these parties throughout the DMC Development Plan.

▶ DMC CORPORATION

GOVERNANCE & FINANCE

- Governed by Board of Directors
- Project Oversight
- Insures Compliance with Statutory Intent
- Approves Annual Operating Budget

IMPLEMENTATION

- Project Oversight
- Review/Approval of Project Applications and Funding Requests
- With City, Reporting to State

▶ CITY OF ROCHESTER

GOVERNANCE & FINANCE

- Governed by City Council
- Funds City Investment (Public Infrastructure Projects)
- Serves as Fiscal Agent for Project
- Approves Projects through Seats on DMC Corporation Board and Separate City Council Approval
- Approves Annual Operating Budget
- Funds Administrative Costs

IMPLEMENTATION

- Proposes City Projects for DMC Funding
- Oversees Construction of City Projects
- Ongoing Operations and Maintenance of City Projects
- With EDA, Facilitates Projects/DMC Funding Requests
- With DMC Corporation, Reporting to State

▶ STATE OF MINNESOTA

GOVERNANCE & FINANCE

- Governed by Governor and Legislature
- Funds State Investment
- Certification of Investments

IMPLEMENTATION

- Oversight through Annual Reporting and Certifications

▶ DMC EDA

GOVERNANCE & FINANCE

- Governed by Board of Directors;
- The DMC Corporation, including Accounting and Reporting Functions
- No Approval Rights

IMPLEMENTATION

- Provides Ongoing Services in Accordance with DMC Act
- Recommends Strategic Priorities and Projects in Each Phase of Development
- Facilitates the Implementation of the Development Plan Strategies, Projects and Investments
- Assists in Project Applications and Funding Requests
- Supports DMC Corporation, including Project Management, Development, Advisory Services, and Marketing
- Coordination with the City, County, Mayo Clinic, and Other Stakeholders
- Ongoing Community Engagement and Project Communications
- Refresh Development plan every 5 years

▶ OLMSTED COUNTY

GOVERNANCE & FINANCE

- Governed by County Board
- Funds County Investment (Transit Infrastructure)
- Approves Projects through Seat on DMC Corporation Board

IMPLEMENTATION

- Proposes County Projects for DMC Funding
- Oversees Construction of County Projects
- Ongoing Operations and Maintenance of County Projects