



DMC

Destination Medical Center: Update

Mission & Vision

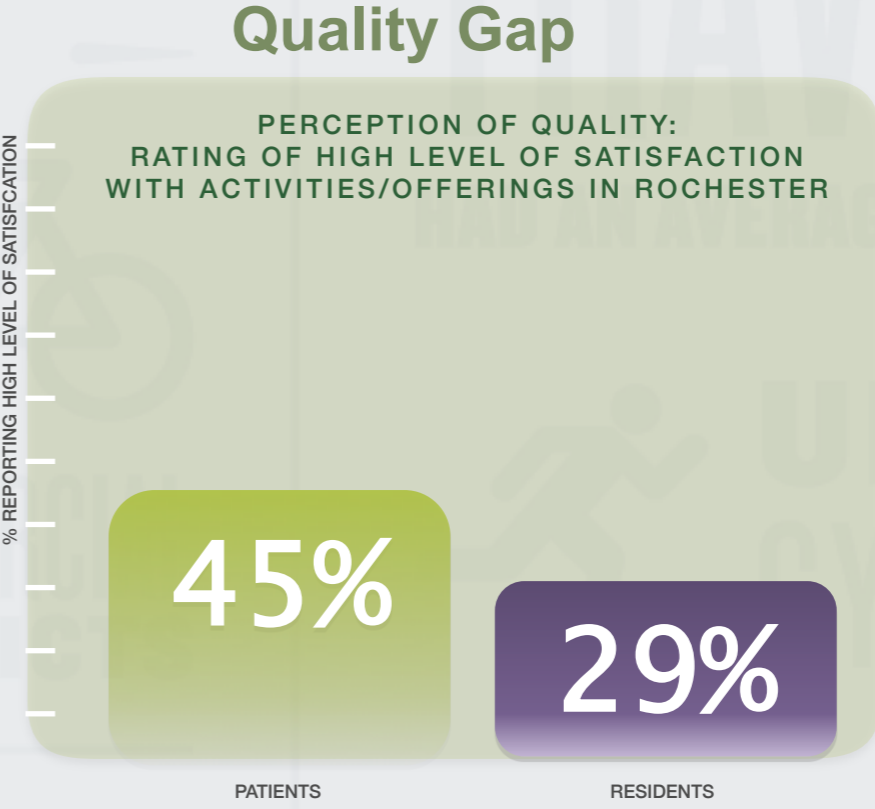
With Mayo Clinic at its heart, the Destination Medical Center (DMC) initiative will be the catalyst to position Rochester, Minnesota as the world's premier destination center for health and wellness; attracting people, investment and jobs to America's City for Health and supporting the economic growth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

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



OUR KEY RESEARCH FINDINGS

Our research identified meaningful gaps in the market that lead to dissatisfaction of patients, visitors and residents.



Opportunity Gap

- \$68,000**
Avg. HH Income (26% Above Natl. Avg.)
- \$5,000**
Per HH In Retail & Dining Spending to Comparable Cities (Indicates Leakage)
- 4-5**
Hours of Visitor Free-Time Per Day When Patients & Companions Could Be Engaged Differently
- 15 M**
People Within 1/2 Day Drive
- 34%**
Of Visitors Would Return for Events/Activities of Interest
- 7 M**
Est. Incremental Visitation Potential (Target)



**Arts,
Culture &
Entertainment**



**Livable
City**



**Hospitality &
Convention**



**Research &
Technology**

8

Areas of Focus



**Sports,
Recreation &
Nature**



**Learning
Environment**



**Health &
Wellness**



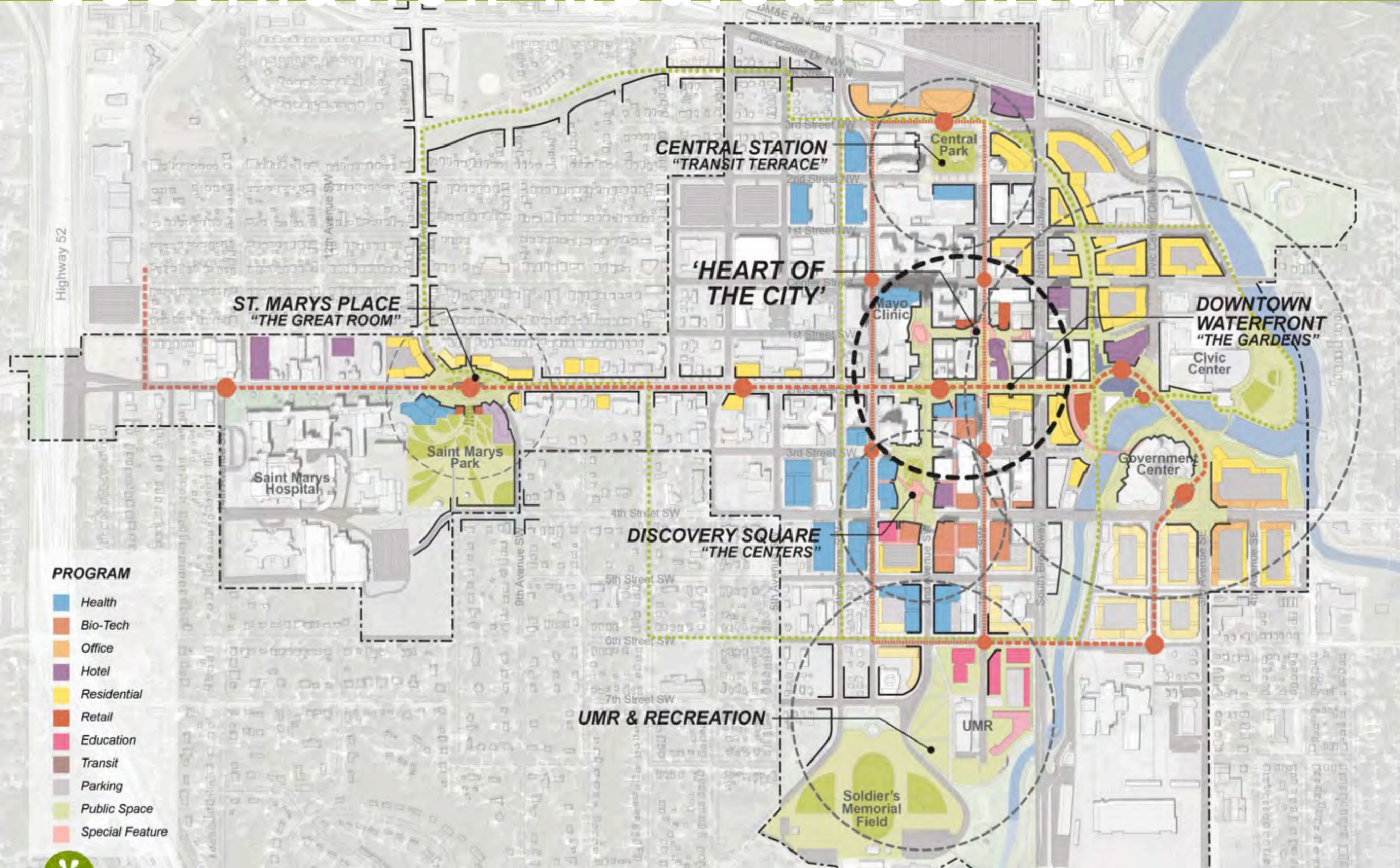
Transportation

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** 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** patient, visitor, community member **experience**, now and in the future



destination medical center



heart of the city

“first & first”

catalyst for the future vision for rochester

ice pavilion





Gonda

Peace Plaza

University Square



discovery square

“the centers”

**science, technology, innovation and education
in the city fostering private development,
partnerships and economic growth**



GUGGENHEIM

HILTON

STABLE

Discovery Hotel

2nd Avenue SW

central station **“transit terrace”**

**a place that is appealing for all,
even those who may not be using transit**



ROCHESTER TRANSIT TERRACE

TERRACE HOTEL

CENTRAL PARK

downtown waterfront “the gardens”

healthy living / nature in the city

natural waterfront





SECOND STREET SW

GOVERNMENT CENTER

waterfront squares

nature and city living



st. marys place

“the great room”

**a welcoming “urban foyer” for the city of
rochester**

first impression

second street





Saint Marys Hospital

SECOND STREET SW

Destination Medical Center
DMC Development Plan

“A Strategic Framework”

A Capital Investment Plan Phase 1 (First 5 Years):

- **Priority #1: Heart of the City**
Create a Catalyst
- **Priority #2: Discovery Square**
*Drive Investment in Bio-Medical
Technology Sector*
- **Priority #3: Transportation**



DMC: Supplier Diversity

- Targeted business and workforce initiatives have been a focus of DMC
- Working closely with the City of Rochester and their interim policy
- Workgroup comprised of the EDA, City, local and regional organizations to advance strategies, identify opportunities, programs, and services for the target groups



Additional Information

- Visit <http://dmc.mn> – sign up for news and updates
- Follow DMC on Twitter [@dmcmn](https://twitter.com/dmcmn) and Facebook
- Join the conversation on Social Media and DMC blog: <http://dmc.mn/blog>
- Sign up for eNewsletter



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