



DMC

A Global Destination
for Health & Healing

Heart of the City



Heart of the City Public Design Space

Heart of the City, a place of connected spaces and urban experiences that build off the convenient and walkable attributes of the city, is one of six sub-districts in the Destination Medical Center development plan.



“Enhanced public areas and new development would strengthen Peace Plaza as the symbolic heart of the city with new attractions and features at key places along its length,”

*DMC Development Plan
April 2015*



Heart of the City Advisory Committee Roles and Responsibilities

- Participate in the interview process and make recommendations from the pool of qualified design firms for the RFP.
- Assist in community engagement, including establishing a process to keep the adjacent property-owners updated and advised on the progress.
- Meet with Design Team to provide input and reaction to design concepts.
- Make recommendations to DMCC and City of Rochester at key project milestones.
- Attend five to eight committee meetings during the 2016 - 2017 design process.





Heart of the City

Design Process & Scope

Concept

Pre-design

Schematic

Design Development

Construction

Occupancy & Evaluation

- Programming
- Context Analysis
- Concept Design
- Gross Budget

- Various Alternatives
- Preferred Scheme
- Preferred Scheme Cost Estimate
(Including estimated annual operating and maintenance costs)
- Phasing and Implementation Strategy

- Document
- Action



ORG. CHART

RSP Architects + RSP Dreambox

One of Minnesota's leading and most diverse architecture and design firms, celebrating the 10-year anniversary of RSP Rochester.

Coen+Partners

A regionally, nationally and internationally renowned landscape architecture firm, based in Minneapolis since 1991.

9.SQUARE | Community Design

Perhaps the most creative, thoughtful and inclusive community design practice in Rochester.

HR&A Advisors, Inc.

Strategic advisors for planning/development of parks, plazas, streetscapes, and urban spaces, approaching them as both public amenities and catalysts of economic development.

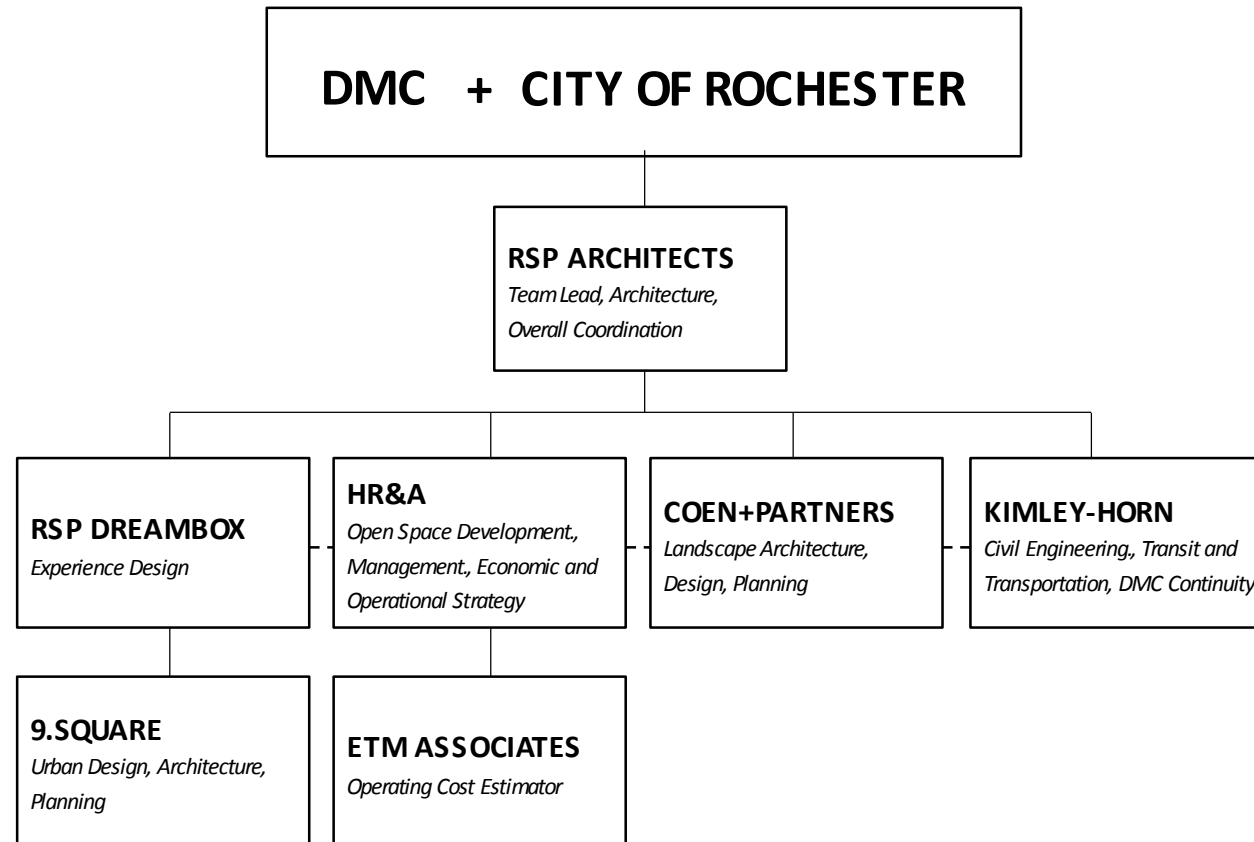
ETM Associates, LLC

Strategic analysis and implementation of O+M costs associated with schematic design.

Kimley-Horn

Focused on providing DMC continuity and depth of insight regarding transportation – a key part of the DMC plan for public space design and place-making.

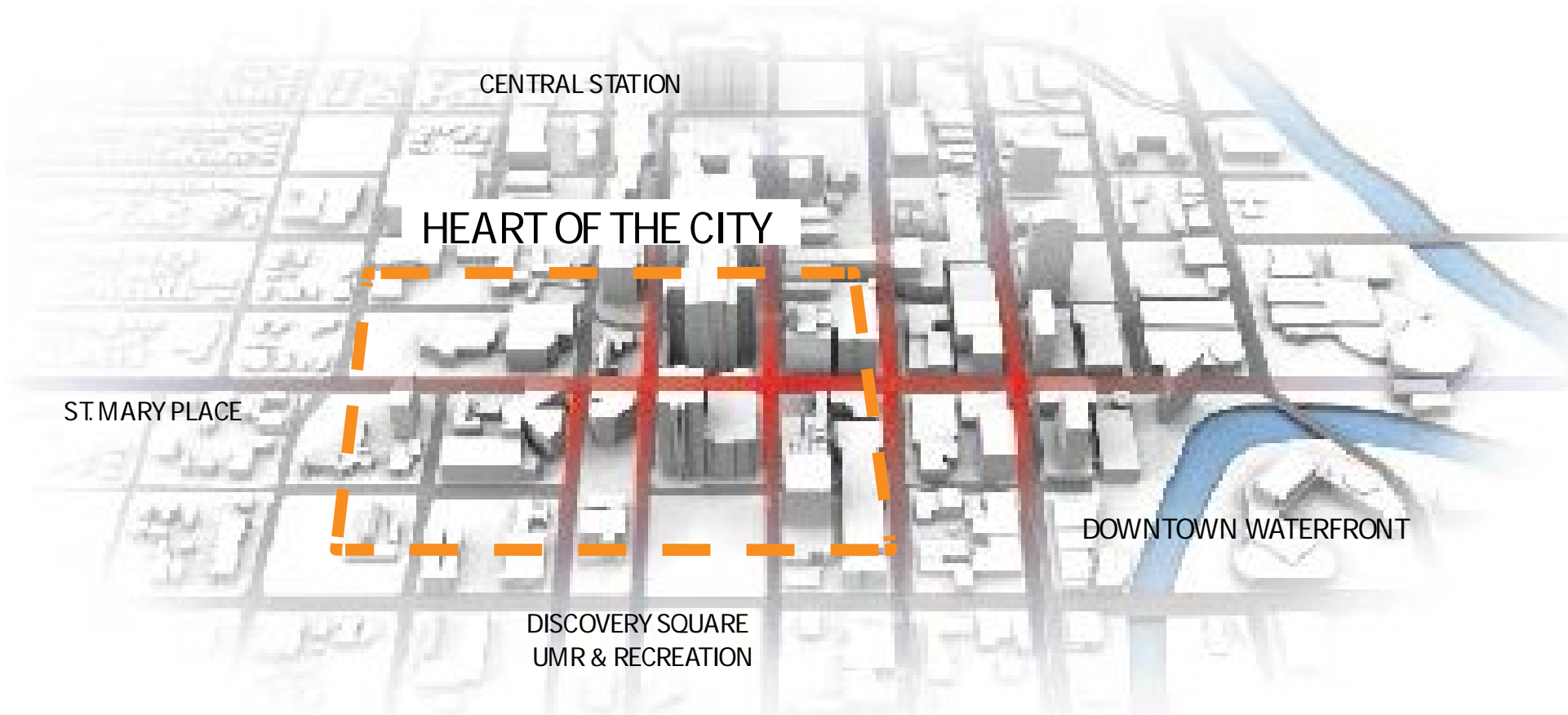
We work smart and fast. This team is ready to be your project partner. Our responsibility to you is to listen, facilitate, challenge and advise, and to know when it is best to do each. We have a team of individuals who have worked together on similar projects, who bring a deep familiarity with projects like this one. Perhaps more importantly, each of them is focused on finding the right solution for Rochester as it's close to home for all of us.



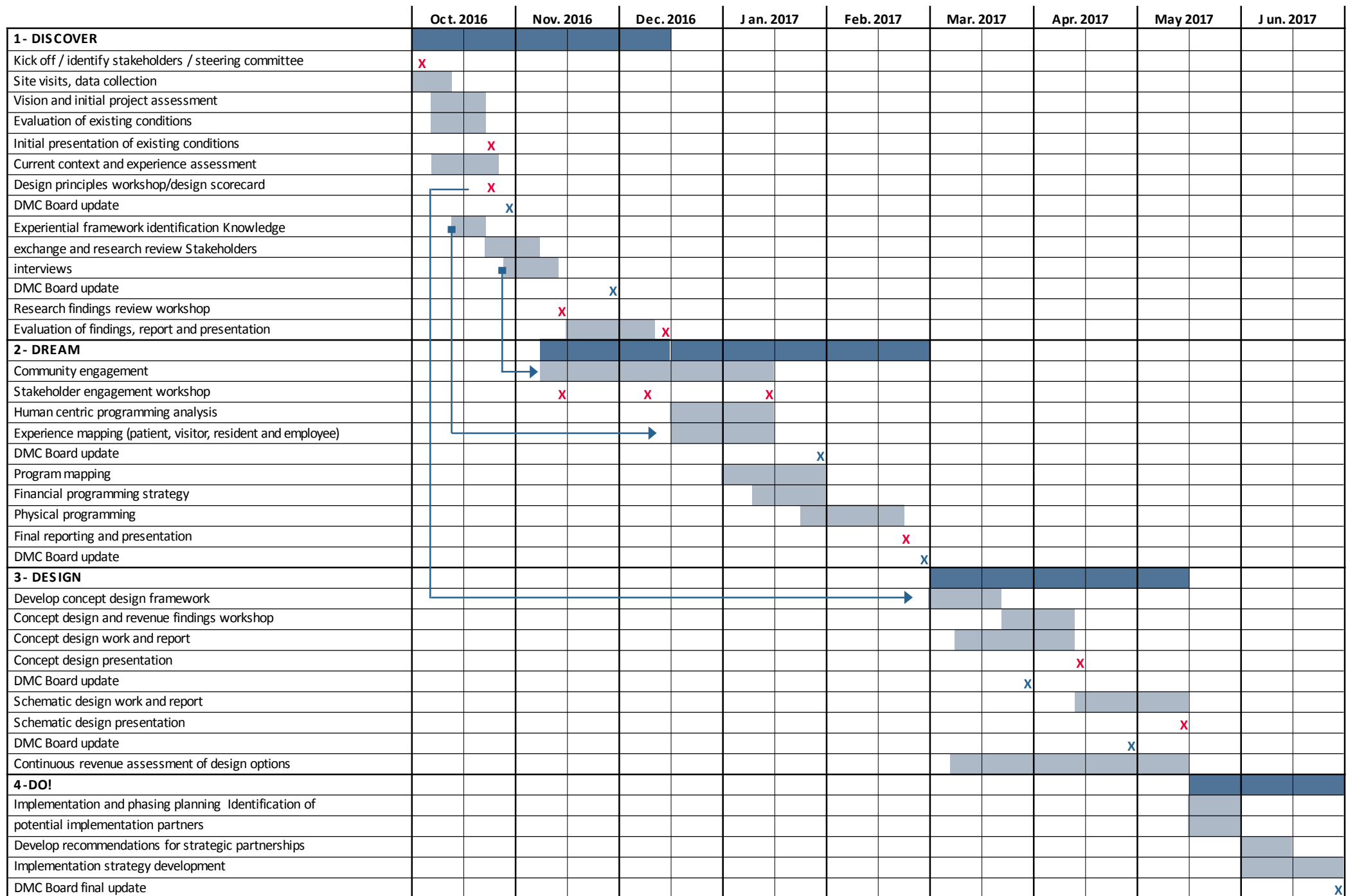
ADDITIONAL INFORMATION **COMMITTED TO GROWTH**

"I BELIEVE THAT THE HEART OF THE CITY WORK IS ESSENTIAL TO EXPANDING CURRENT EFFORTS FOR **A VIBRANT AND ENGAGED ROCHESTER EPICENTER**. AS A DOWNTOWN RESIDENT, I CARE ABOUT HOW THE CITY GROWS AND DEVELOPS. **THIS IS AN EXCITING TIME FOR ROCHESTER.** "

Jeanine Gangeness, Associate Vice President for Academic Affairs at Winona State University



Timeline



Next Steps

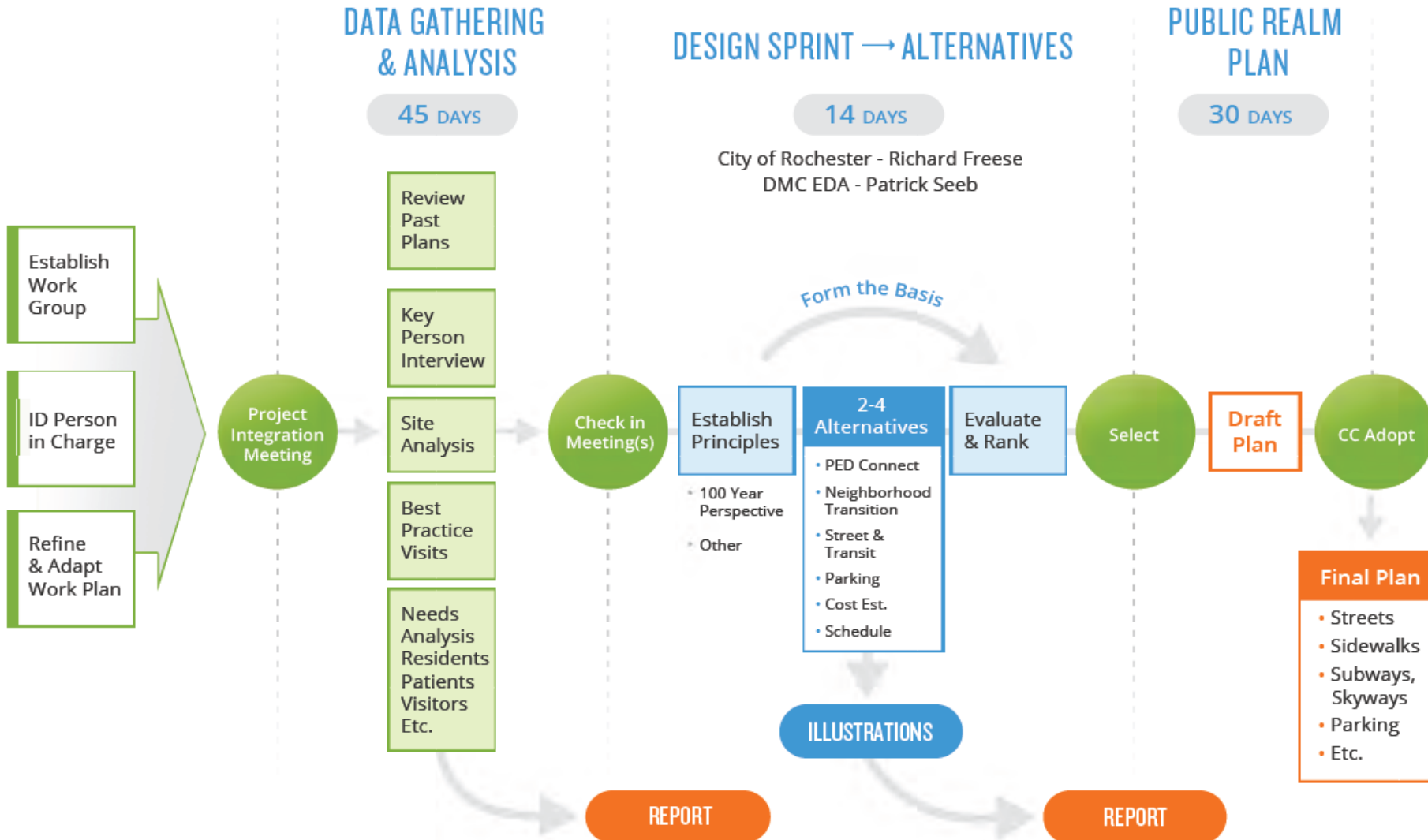
- DMCC Board Approval / August 25, 2016
- Rochester City Council Approval / September 7, 2016
- Contract Agreement with RSP



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Saint Marys Place



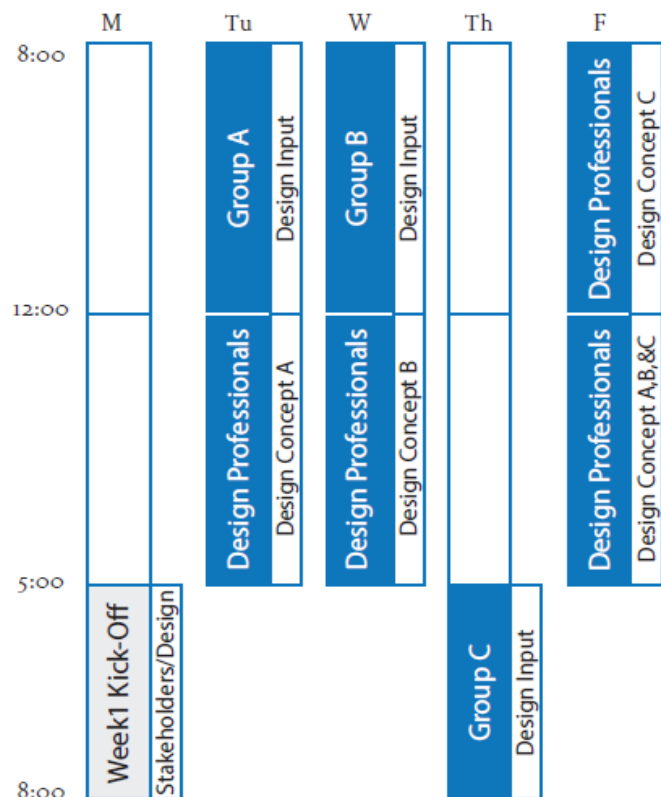


St. Marys Place | 2nd Street

Public Realm Design Process - Design Sprint → Alternatives

August 11, 2016 DRAFT

Week 1: September 26-30

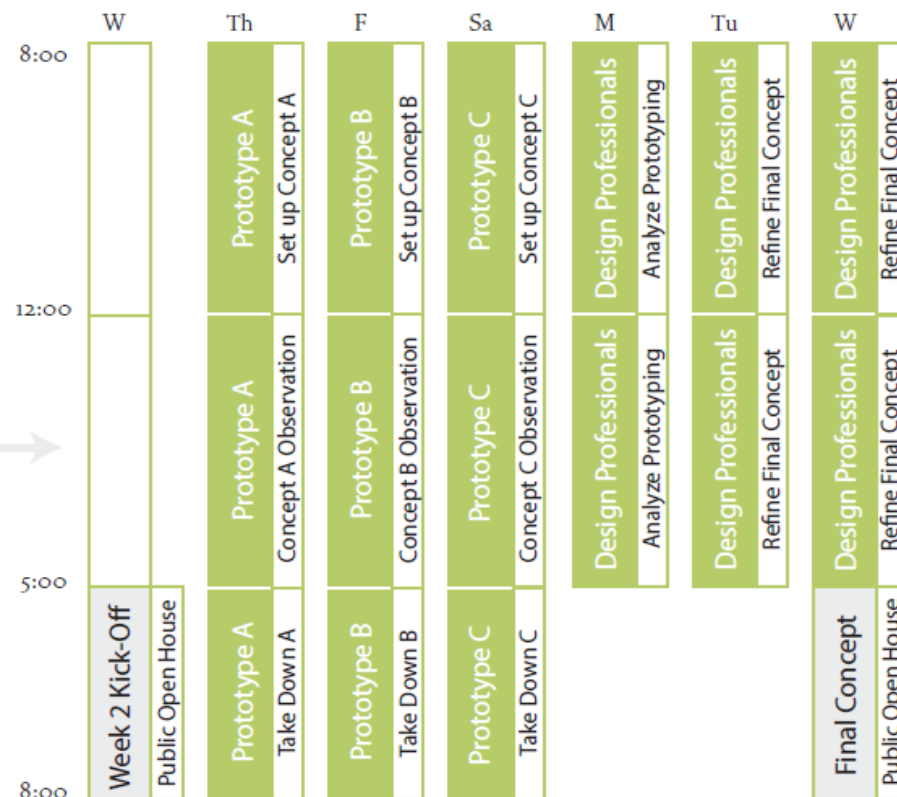


October 3-11

Finalize
3
Concepts

Prepare
For
Prototypes

Week 2: October 12-19



Stakeholder Groups:

Group A: Design for the patient/visitor/employee experience

Mayo (2 People), Neighborhood (2 People), Business (2 People), City (2 People)

Group B: Design for the local business/developers experience

Mayo (2 People), Neighborhood (2 People), Business (2 People), City (2 People)

Group C: Design for the neighborhood/livability experience

Mayo (2 People), Neighborhood (2 People), Business (2 People), City (2 People)

Design Professionals:

Meeting Facilitators

MDC, Saint Paul Riverfront Corp., SEH

Urban Designer/Landscape Architects

MDC, Saint Paul Riverfront Corp., SEH

Graphic Visualization Support

MDC, SEH

Engineers

City, Stantec

September

Su	M	Tu	W	Th	F	Sa
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

October

Su	M	Tu	W	Th	F	Sa
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29



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EDA Update



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Discovery Square





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Marketing Update

Marketing Deliverables

1. **Brand Messaging:** Developing a collective message about the value proposition of Rochester and the economic drivers for DMC
2. **Marketing Plan:** Creating a marketing plan which will help drive results of the DMC priorities, including realizing the economic development potential of DMC, generating market demand, and building local to international support
3. **Media and Creative Plan:** Gaining national attention for DMC with desired audiences; demonstrating progress being made every day in Rochester; driving traffic to dmc.mn; implementing creative assets and toolkit through integrated marketing and communication channels.

Audiences

- Those already invested
- Local, regional and national business partners
- Mayo Clinic Strategic Partners
- Bioscience and other start ups
- Investors and Developers

Next Steps:

Phase II - Execution of the Marketing Plan

Destinational Medical Center

2016 Media Plan



	2016																
	Sept				Oct					Nov				Dec			
	29	5	12	19	26	3	10	17	24	31	7	14	21	28	5	12	19
Events					DiscoveryOn Target		Greenbuild					Healthcare Design & Expo					
							NAIOP Commercial Real Estate Conference										
							World Medical Tourism		ASHG							ASCB	
SOCIAL MEDIA																	
Facebook & Twitter sponsored posts																	
PUBLIC RADIO																	
MRR News & Information (MN only)																	
DIGITAL																	
Google Paid Search																	
E-newsletter/online banners																	
Native advertising (Delta SKY content)																	
Begin building retargeting pool																	
PRINT																	
Delta SKY																	
VIDEO																	
Key Audiences:																	
Investment & Developer																	
Bioscience & Startups																	
All audiences																	
Minnesota Only																	

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**PLACE
MAKERS**
ROCHESTER
PROTOTYPING
FESTIVAL 2016

SEPTEMBER 15 - 17

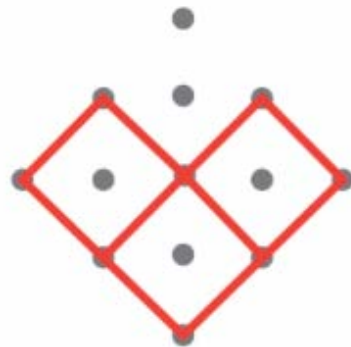
What is Prototyping

Prototyping: (noun) to create, test and try an experimental model of a new idea or object.

Prototyping public space is a way of involving a range of people like creatives, builders and artists to come up with possible solutions to a physical space. Think of a prototyping festival as a "block party for the future of our city."

PlaceMakers in Rochester

2016 THEME



HEALTH &
THE BUILT
ENVIRONMENT

OUR GOALS



TEST IDEAS



ENGAGE
COMMUNITY



DEMONSTRATE
CHANGE



Timeline



Introduction to
Prototyping
January 15

Idea Jam
June 1

Selections
Announced
July 7

PlaceMakers Festival
September 15-17

Community Conversation
about Prototyping
April 26

Community
Evaluation Session
June 28

Pitch Night
July 19

Submittals

Of the 23 proposals submitted –during an open call during May and June, 16 were chosen to participate in this year's prototyping festival.

PlaceMakers received nearly twice the number of applicants originally anticipated.

Social Development & Networking

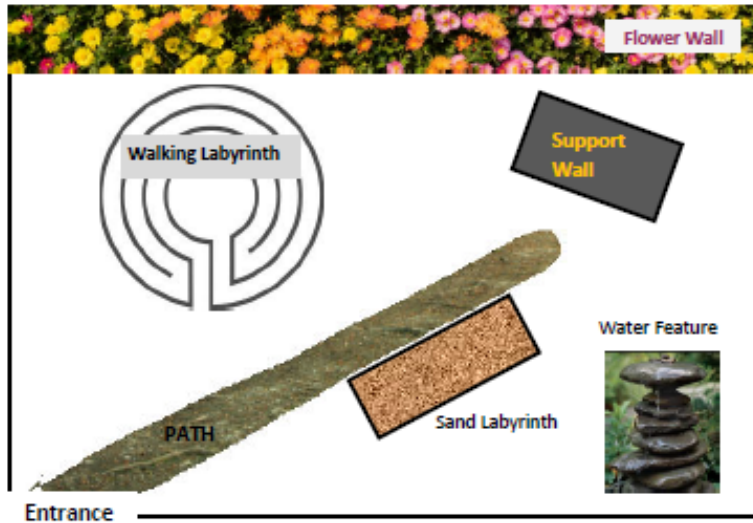
Info Alley



Artery

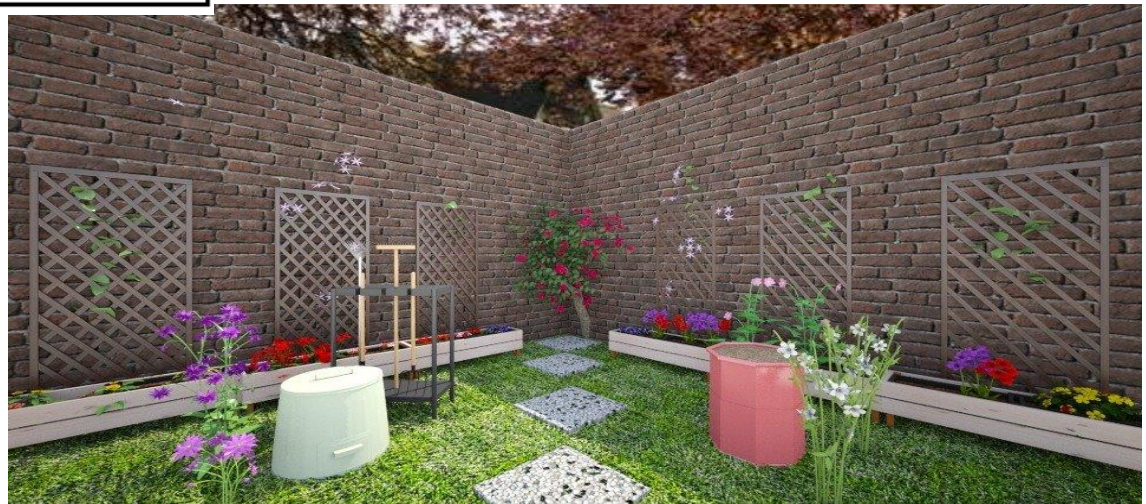
Park Space

Destination
Inner Peace



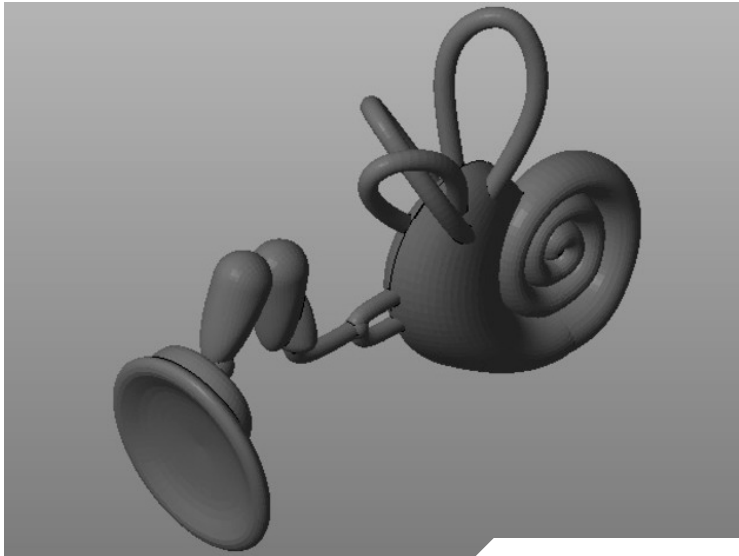
Chime In

Kids on the
Block

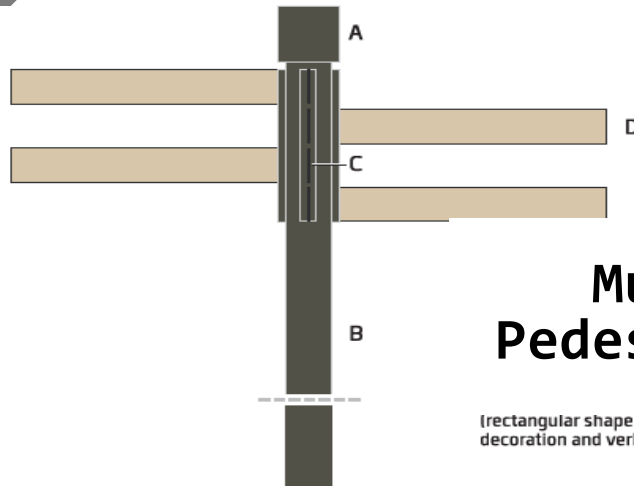


Inclusion & Diversity

Inner Ear ECHO



Town Cube



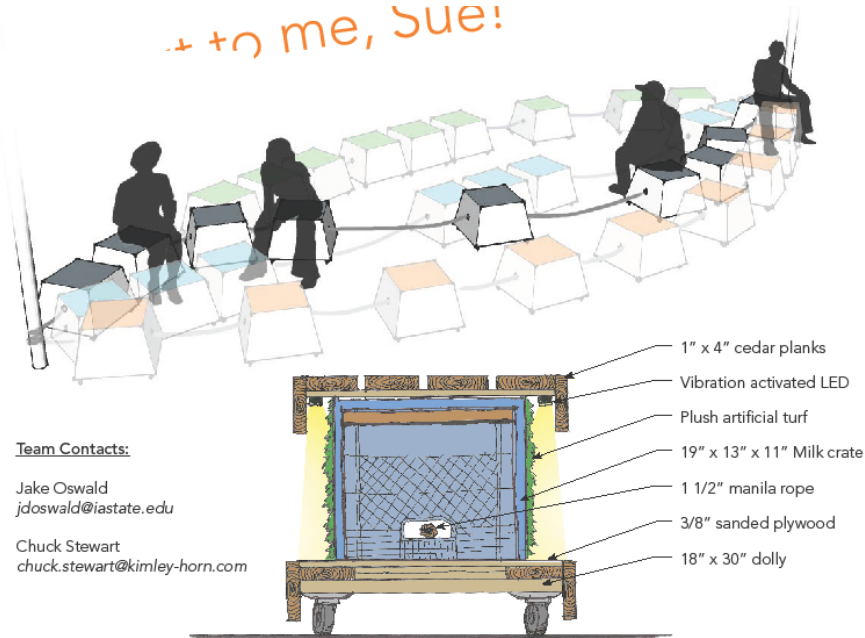
Multilingual
Pedestrian Signage

(rectangular shape is only representational)
decoration and verbiage TBD

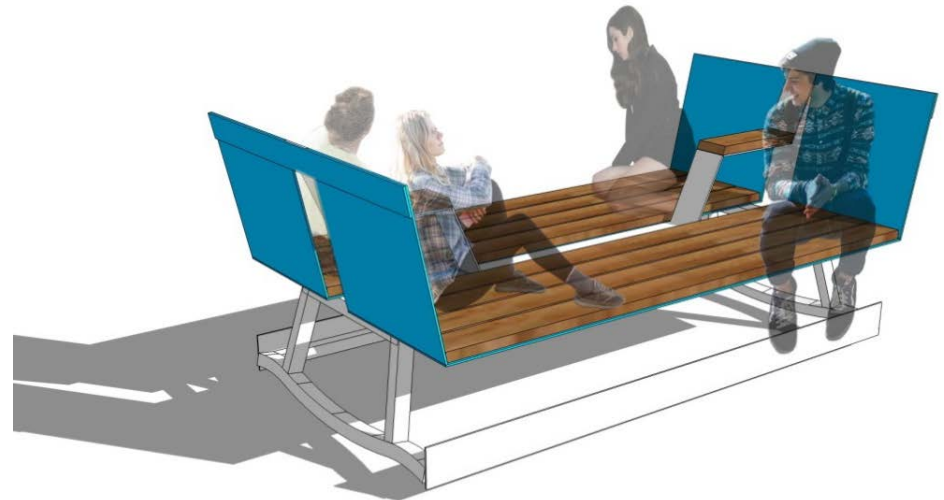
Public Seating

Sit Next to me, Sue!

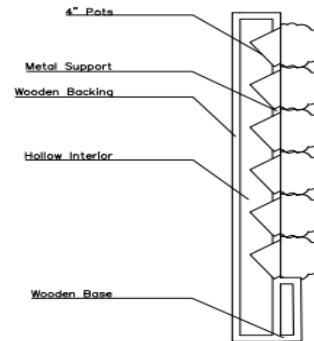
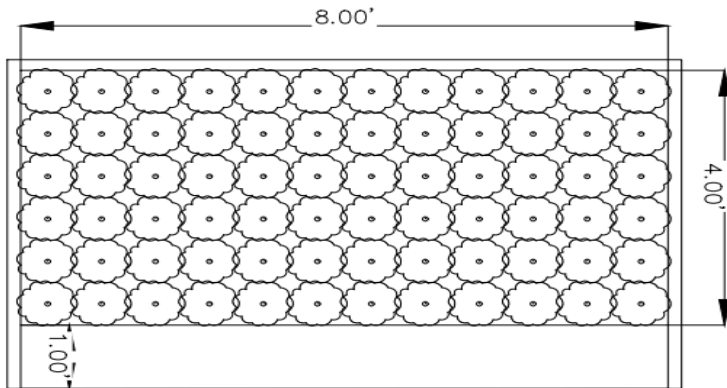
...to me, Sue!



Rocker Talker

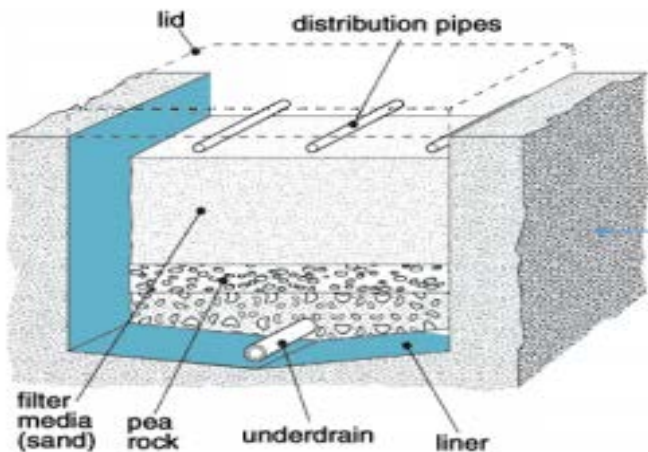


Stormwater



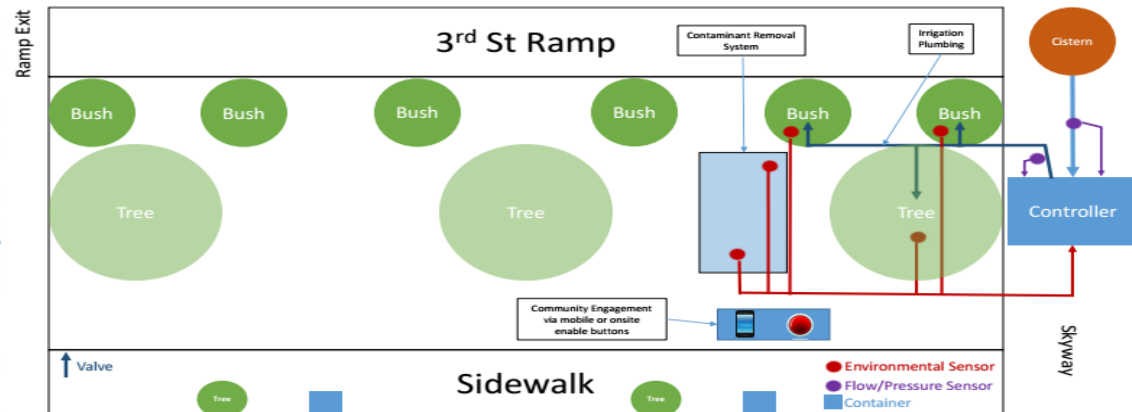
Living Wall

Recharging Stormwater



SWAMP

Phase 2A – Add Contaminant Removal System



Pedestrian & Biking

Artscaping the Bikeway



Bike Corral



Creative Crosswalks

PLACEMAKERS

Rochester Prototyping Festival
September 15-17, 2016

DMC Dashboard: Update



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for Health & Healing

Craig Helmstetter, Senior Research Manager, Wilder Foundation

Patrick Seeb, Economic Development & Placemaking Director, DMC EDA

Lisa Clarke, Executive Director, DMC EDA

Wilder Research

Minnesota Compass
is a community
indicators project, run by
Wilder Research on
behalf of a consortium of
private, community, and
corporate foundations

www.MNCompass.org



Methodology for Dashboard

Goals

- Top level DMC development plan goals combined into four dashboard goals
- *Ex: Leverage the public investment to attract more than \$5B in private investment to Rochester and the region*

Outcomes

- Outcomes give quantifiable results that demonstrate the achievement of the dashboard goals
- *Ex: Public support will be used to leverage more than \$5.0B+ of private investors in DMC over time*

Indicators

- Indicators provide reliable data sources that will illustrate realization of the outcomes
- *Ex: Annual Private Investment in DMC District*

DMC Dashboard's Four Goals

1. Create a comprehensive strategic plan with a compelling vision that harnesses the energy and creativity of the entire community.
2. Leverage the public investment to attract more than \$5 billion in private investment to Rochester and the region.
3. Strengthen the local economy.
4. Achieve the highest quality patient, companion, visitor, employee, and resident experience, now and in the future.

GOAL 1 Comprehensive Strategic Plan

8/24/2016

Create a comprehensive strategic plan with a compelling vision that harnesses the energy and creativity of the entire community

Indicator	Baseline 2012	2014/2015	Geography
Outcome: Rochester-area citizens are informed and engaged in on-going DMC planning			
Public Meetings Convened by DMC 10 Board Meetings, 1 Public Meeting and Public Input (Primarily on the Development Plan)	0	- / 11	City of Rochester
DMC-Hosted Events Trolley Tours, Supplier Diversity, Economic Development Summit, Ribbon Cutting, Gabe Klein, Ambassador Luncheon, Entrepreneur Roundtable, Best Practice Trip (Madison)	0	- / 15	City of Rochester
Presentations by DMC Staff and Ambassadors in Community Meetings 122 Presentations, 4 DMC Gatherings	-	- / 126	City of Rochester
Community Engagement Via Social Media and Web (Facebook & Twitter followers, website visitors) 3,200 Facebook followers, 2,500 twitter followers and 33,500 website visitors	-	- / 39,200	NA
Hosted Community Leader/Stakeholder Meetings 11 Community meetings, 4 Market Rochester, 6 Community Leaders, 1 Community Breakfast	-	- / 12	City of Rochester
Outcome: Government officials are informed and engaged in on-going DMC planning			
Meetings With State Legislators, County Commissioners, and Other Officials	-	TBD	Minnesota Olmsted County City of Rochester

GOAL 2 Attract Private Investment

Leverage the public investment to attract more than \$5 billion in private investment to Rochester and the region

Indicator	Baseline 2012	2014/2015	Geography
Outcome: Public support will be used to leverage more than \$5.0B of Private Investors in DMC over time			
Private Investment (annual amount)	-	- / \$85.7 M	DMC District
Outcome: \$585.0 Million in contributions from the state and local governments over 20 years			
City of Rochester Contribution	-	\$9.85 M / TBD	DMC District
Outcome: Entrepreneurial activity increases			
Number of Business Establishments in Discovery Square	-	-	DMC District
Patent Filings by Mayo	-	- / 111	Olmsted County
Outcome: Impactful Real Estate development will increase in DMC district			
Health & Bio-Tech (square feet) 112K Bio Business + Mayo 9,513,389 (as of 2011 5 year plan)	-	TBD / 9.6 M	DMC District + Mayo
Retail & Office (square feet)	-	TBD / 15.4 M	City of Rochester
Hotel (keys)	5,270	5,419 / 5,706	DMC District
Residential (units)	-	- / 46,231	City of Rochester
Outcome: New businesses are established in each DMC district			
Chamber Business Members Chamber of Commerce (95% of businesses are in Olmsted county)	-	- / 1,495	Greater Rochester Area
New Business Establishments	-	TBD	DMC District

GOAL 3 Create Jobs and Generate Tax Revenue

Create approximately 35,000 new jobs, with workforce development strategies that support that growth.

Indicator	Baseline 2012	2014/2015	Geography
Outcome: Create approximately 35,000 new jobs in the Rochester area over 20 years			
Total Employment	2.6 M 91,020 85,144 36,516	2.7 M / TBD 92,345 / TBD 86,102 / TBD 36,823 / TBD	Minnesota Olmsted County City of Rochester DMC District
Employment in Healthcare and Social Services	435,386 40,325 39,897 29,516	454,509 / TBD 40,266 / TBD 39,829 / TBD 29,837 / TBD	Minnesota Olmsted County City of Rochester DMC District
Employment in Educational Services	216,094 4,680 3,852 250	218,917 / TBD 5,122 / TBD 4,225 / TBD TBD	Minnesota Olmsted County City of Rochester DMC District
Employment in Leisure and Hospitality	261,491 7,983 7,469 1,983	269,420 / TBD 8,309 / TBD 7,799 / TBD 2,138 / TBD	Minnesota Olmsted County City of Rochester DMC District
Employment in Professional, Scientific, and Technical Services	131,386 1,562 1,475 485	141,736 / TBD 1,558 / TBD 1,460 / TBD 469 / TBD	Minnesota Olmsted County City of Rochester DMC District

Goal 3 Continued...

Indicator	Baseline 2012	2014/2015	Geography
Outcome: Create approximately 35,000 new jobs in the Rochester area over 20 years			
Employment in Construction	101,595 2,926 2,070 220	114,261 / TBD 3,359 / TBD 2,299 / TBD 228 / TBD	Minnesota Olmsted County City of Rochester DMC District
Construction MBE Goals	-	TBD	DMC District
Established Business With Satellite Offices	-	TBD	DMC District
Number of Higher Education Students (2 year and 4 year institutions)	10,628	TBD	City of Rochester
Number of Workforce Development Programs Programs: RochesterWorks, Rochester Area Chamber of Commerce, DEED, SMIF, SE MN Together, J2G, CEDA Education	-	7 / TBD	City of Rochester
Outcome: Generate approximately \$7.5 - \$8.0 billion in new net tax revenue over 35 years			
State Tax Revenues Minnesota Department of Revenue	\$14.6 B	TBD	Minnesota
County Tax Revenues Minnesota Department of Revenue	\$579 M	TBD	Olmsted County
City Tax Revenues	-	TBD	City of Rochester
School District Tax Revenues	-	TBD	City of Rochester

GOAL 4 Become the Destination for Health & Wellness

Achieve the highest quality patient, companion, visitor, employee, and resident experience, now and in the future

Indicator	Baseline 2012	2014/2015	Geography
Outcome: More people visit Rochester			
Annual Total of Hotel Stays (rooms booked)	1.1 M	1.2 M / 1.3 M	City of Rochester
Average Hotel Occupancy (percent of available rooms booked)	57.9%	62.1% / 61.9%	City of Rochester
Number of Rooms Available to Rent	5,270	5,419 / 5,706	City of Rochester
Number of Convention Center Events	358	367 / 274	City of Rochester
Number of Convention Center Attendees	316,312	303,087 / 288,603	City of Rochester
Number of "National Patients" (National: Patients from outside of a 120 mile radius)	-	- / 115,748	DMC District

Goal 4 Continued...

Indicator	Baseline 2012	2014/2015	Geography
Outcome: Increase recreational and leisure opportunities			
Arts and Culture Events	663	790 / 893	City of Rochester
Arts and Culture Event Attendees	449,585	358,156 / 494,376	City of Rochester
Sporting Events	69	73 / 80	City of Rochester
Sporting Event Attendees	92,700	118,900 / 114,550	City of Rochester
Outdoor Recreation: Number of Parks	112	TBD	City of Rochester
	5	TBD	DMC District
Outdoor Recreation: Park Acreage	3,661	TBD	City of Rochester
	60.3	TBD	DMC District
Outdoor Cafes in the DMC District	-	TBD	DMC District

Goal 4 Continued...

Indicator	Baseline 2012	2014/2015	Geography
Outcome: Create a healthier environment for residents, patients, and visitors			
Obesity Rate	25.7% –	25.5% / 27.6% – / 28%	Minnesota Olmsted County
Diabetes Rate	7.3% –	7.4% / 8.1% 13% / TBD	Minnesota Olmsted County
Vaccination Rate (Childhood Vaccination Series)	– –	TBD 82% / TBD	Minnesota Olmsted County
Number of Park & Rec Activities (or programs)	–	TBD	City of Rochester
Number Participating in Park and Rec Activities	–	TBD	City of Rochester
Nice Ride Usage (biking)	–	TBD	DMC District
Percentage of Days Air Quality is “Good”	76.6%	85.5% / 89.5%	Olmsted County
Energy from Renewable Hydro Sources (Mega Watt Hours)	13,032	12,749 / 12,835	City of Rochester
Energy from Renewable Photovoltaic Sources: Net Metering Customers	–	33 / 56	City of Rochester
Energy from Renewable Wind Sources: Net Metering Customers	–	0.003 / 0.003	City of Rochester

Goal 4 Continued...

Indicator	Baseline 2012	2014/2015	Geography
Outcome: History is protected			
Number on National Register of Historic Places within Rochester	14	TBD	City of Rochester
Outcome: Improved transportation system			
Proportion of Residents With a Commute Time of Less Than 30 Minutes	70% 88.1% 89.3%	68.4% / TBD 87.4% / TBD 90.6% / TBD	Minnesota Olmsted County City of Rochester
Transit System Ridership	1.74 M	1.67 / 1.8 M	City of Rochester
Number of Transit Stops	590	- / 616	City of Rochester
Transit Weekday Operation Run Time (hours per day)	TBD	- / 12.5	City of Rochester
Proportion of Residents With a Commute Time of Less Than 30 Minutes	70% 88.1% 89.3%	68.4% / TBD 87.4% / TBD 90.6% / TBD	Minnesota Olmsted County City of Rochester
Transit System Ridership	1.74 M	1.67 / 1.8 M	City of Rochester
Number of Transit Stops	590	- / 616	City of Rochester
Transit Weekday Operation Run Time (hours per day)	TBD	- / 12.5	City of Rochester

Contextual Data:

Who lives in Minnesota, Olmsted County, City of Rochester, and DMC district?

Population & Demographics

- Age (Children, Workforce age, Older adults)
- Race & ethnicity
- Income levels (median/quartiles)
- Poverty
- Unemployment
- Education Levels

Next Steps

1. Final data collection
2. Populate dashboard
3. Writing inaugural narrative report to support the dashboard