DMC
A Global Destination for Health & Healing

METRICS
Dashboard
2015

Destination Medical Center

Destination Medical Center (DMC) is a one-of-a-kind, $5.6 billion economic development initiative in Rochester, Minnesota. It is the largest public-private partnership in state history, designed to position Minnesota as a global center for the highest quality medical care and to generate high-value jobs, new tax revenue, and businesses.

The DMC Development plan was adopted in April 2015 and the Destination Medical Center Economic Development Agency (DMC EDA) was formed to provide the staffing and services to support the Destination Medical Center Corporation and to implement the DMC Development plan, working with the City of Rochester.

DMC Mission

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 for health and wellness; attracting people, investment opportunities, and jobs to America's City for Health and supporting the economic growth of Minnesota, its bioscience sector, and beyond.

DMC Metrics Dashboard: Year I

The DMC EDA has created the DMC Metrics Dashboard to follow a set of indicators that will demonstrate the success of the mission and vision of the DMC initiative. The 2015 DMC Metrics Dashboard provides baseline data from which to measure annual indicator changes. DMC EDA retained Wilder Research on the creation and data population of the DMC Metrics Dashboard.

About the Dashboard

The DMC Metrics Dashboard uses a set of goals, outcomes, and indicators to showcase the impact that the DMC initiative has on the DMC District, the City of Rochester, and the State of Minnesota over time.

Goals: Five goals of the DMC Development Plan, which have been consolidated into four dashboard goals for ease of data collection and reporting, are the foundation of the DMC Metrics Dashboard.

Outcomes: Quantifiable results that will demonstrate the achievement of the DMC goals.

Indicators: Reliable data sources that will illustrate realization of the outcomes.

DMC Metrics Dashboard Goals

1 **Comprehensive Strategic Plan**

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

2 **Attract Private Investment**

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

3 **Create Jobs & Generate Tax Revenue**

Strengthen the local economy.

4 **Become the Destination for Health & Wellness**

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

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GOAL ❶ Comprehensive Strategic Plan

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 ❷ 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**

Indicator	Baseline 2012	2014/2015	Geography
Outcome: Impactful Real Estate development will increase in DMC district			
Health & Bio-Tech (quare 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 ❸ 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	2.7 M / TBD	Minnesota
	91,020	92,345 / TBD	Olmsted County
	85,144	86,102 / TBD	City of Rochester
	36,516	36,823 / TBD	DMC District
Employment in Healthcare and Social Services	435,386	454,509 / TBD	Minnesota
	40,325	40,266 / TBD	Olmsted County
	39,897	39,829 / TBD	City of Rochester
	29,516	29,837 / TBD	DMC District
Employment in Educational Services	216,094	218,917 / TBD	Minnesota
	4,680	5,122 / TBD	Olmsted County
	3,852	4,225 / TBD	City of Rochester
	250	TBD	DMC District
Employment in Leisure and Hospitality	261,491	269,420 / TBD	Minnesota
	7,983	8,309 / TBD	Olmsted County
	7,469	7,799 / TBD	City of Rochester
	1,983	2,138 / TBD	DMC District
Employment in Professional, Scientific, and Technical Services	131,386	141,736 / TBD	Minnesota
	1,562	1,558 / TBD	Olmsted County
	1,475	1,460 / TBD	City of Rochester
	485	469 / TBD	DMC District

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	114,261 / TBD	**Minnesota**
	2,926	3,359 / TBD	**Olmsted County**
	2,070	2,299 / TBD	**City of Rochester**
	220	228 / TBD	**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 ❹ 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**

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 5	TBD TBD	City of Rochester DMC District
Outdoor Recreation: Park Acreage	3,661 60.3	TBD TBD	City of Rochester DMC District
Outdoor Cafes in the DMC District	–	TBD	DMC District
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
Outcome: History is protected			
Number on National Register of Historic Places within Rochester	14	TBD	City of Rochester

Indicator	Baseline 2012	2014/2015	Geography
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**
Outcome: Housing options are affordable for all ranges of incomes			
Share of Households Paying Less Than 30% of Their Income for Housing	69.9% 74.2% 73.7%	71.7% / TBD 76.5% / TBD 74.7% / TBD	**Minnesota** **Olmsted County** **City of Rochester**
Share of Homeowners Paying Less Than 30% of Their Income for Housing	76.7% 82.5% 83.9%	79.2% / TBD 84.6% / TBD 84.5% / TBD	**Minnesota** **Olmsted County** **City of Rochester**
Share of Renters Paying Less Than 30% of Their Income for Housing	51.8% 50.6% 49.0%	51.7% / TBD 53.7% / TBD 52.3% / TBD	**Minnesota** **Olmsted County** **City of Rochester**

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Sources:

Key:

–   **Data was not found**

TBD   **To Be Determined**

Context Data

Population & Demographics- by race/ethnicity

	2012		2014	
Minnesota				
Race & ethnicity	#	%	#	%
Total Population	5,380,443	100%	5,457,125	100%
White (non-hispanic)	4,424,944	82.2	4,437,012	81.3
American Indian	56,230	1	56,934	1
Asian	226,902	4.2	250,352	4.6
Black	287,165	5.3	312,432	5.7
Some Other Race	73,363	1.4	85,069	1.6
Two or More Races	136,449	2.5	143,035	2.6
Hispanic (of any race)*	264,025	4.9	276,440	5.1
Olmsted				
Race & ethnicity				
Total Population			147,431	100.0%
White (non-hispanic)			121,524	82.4%
American Indian			192	0.1%
Asian			8,271	5.6%
Black			7,494	5.1%
Some Other Race			1,087	0.7%
Two or More Races			3,681	2.5%
Hispanic (of any race)*			6,501	4.4%
Rochester				
Race & ethnicity				
Total Population			109,252	100.0%
White (non-hispanic)			85,287	78.1%
American Indian			180	0.2%
Asian			7,765	7.1%
Black			7,237	6.6%
Some Other Race			938	0.9%
Two or More Races			3,180	2.9%
Hispanic (of any race)*			5,871	5.4%
DMC				
Race & ethnicity				
Total Population	-	-	3,255	100%
White (non-hispanic)	-	-	2,382	73.2
American Indian	-	-	16	0.5
Asian	-	-	262	8
Black	-	-	385	11.8
Some Other Race	-	-	15	0.5
Two or More Races	-	-	100	3.1
Hispanic (of any race)*	-	-	131	4

Population & Demographics- Educational Attainment

	2012		2014	
Minnesota	#	%	#	%
Total Population 25+	3,600,744	100%	3,672,583	100%
Less than high school graduate	270,170	7.5%	272,508	7.4%
High school graduate (includes equivalency)	952,141	26.4%	943,377	25.7%
Some college or associate's degree	1,183,093	32.9%	1,198,164	32.6%
Bachelor's degree	807,626	22.4%	834,094	22.7%
Graduate or professional degree	387,714	10.8%	424,440	11.6%
Olmsted County				
Total Population 25+	98,846	100%	102,187	100%
Less than high school graduate	5,998	6.1%	6,220	6.1%
High school graduate (includes equivalency)	20,925	21.2%	20,377	19.9%
Some college or associate's degree	32,675	33.1%	32,169	31.5%
Bachelor's degree	24,558	24.8%	23,501	23.0%
Graduate or professional degree	14,690	14.9%	19,920	19.5%
City of Rochester				
Total Population 25+	73,541	100%	76,697	100%
Less than high school graduate	4,642	6.3%	5,315	6.9%
High school graduate (includes equivalency)	14,557	19.8%	14,842	19.4%
Some college or associate's degree	23,798	32.4%	22,599	29.5%
Bachelor's degree	18,684	25.4%	17,782	23.2%
Graduate or professional degree	11,860	16.1%	16,159	21.1%
DMC				
Total Population 25+	-	-	2,651	100%
Less than high school graduate	-	-	289	10.9%
High school graduate (includes equivalency)	-	-	620	23.4%
Some college or associate's degree	-	-	607	22.9%
Bachelor's degree	-	-	455	17.2%
Graduate or professional degree	-	-	680	25.7%

Population & Demographics- Unemployment Rate

	2012			2015		
	Civilian labor Force 16+	Unemployed	Unemployment Rate (%)	Civilian labor Force 16+	Unemployed	Unemployment Rate (%)
Minnesota	2,958,272	165,129	5.6	3,010,366	111,502	3.7
Olmsted	82,879	3,646	4.4	83,552	2,479	3
Rochester	60,846	2,664	4.4	61,366	1,846	3
DMC						

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Population & Demographics- total population, and by age

	2012	2014
Minnesota		
Total population	5,380,443	5,457,125
Number of households	2,111,943	2,129,195
Number of households (Margin of Error)	*+/-6,274*	*+/-6,975*
Age (Children, Workforce age, Older adults)		
0-17	1,277,800	1,283,108
18-64	3,371,429	3,396,232
65+	729,910	777,833
Olmsted		
Total population	147,048	150,199
Number of households	57,099	58,607
Number of households (Margin of Error)	*+/-1,268*	*+/-997*
Age (Children, Workforce age, Older adults)		
0-17	36,681	36,965
18-64	90,914	92,567
65+	19,471	20,755
Rochester		
Total population	108,814	111,007
Number of households	43,101	44,661
Number of households (Margin of Error)	*+/-1,150*	*+/-1,030*
Age (Children, Workforce age, Older adults)		
0-17	26,018	25,991
18-64	68,492	69,297
65+	14,484	16,110
DMC District (all)		
Total population	-	3,255
Number of households	-	1,942
Number of households (Margin of Error)		*71*
Age (Children, Workforce age, Older adults)		
0-17	-	314
18-64	-	1,860
65+	-	1,081

Population & Demographics- Household Income levels

	2012		2014	
Minnesota	#	%	#	%
Total Households	2,111,943	100.0%	2,129,195	100.0%
Less than $24,999	414,907	19.6%	394,539	18.5%
$25,000 to $49,999	485,589	23.0%	463,417	21.8%
$50,000 to $99,999	702,081	33.2%	698,652	32.8%
$100,000 or more	509,366	24.1%	572,587	26.9%
Median Income (nominal dollars)	$ 58,906	-	$ 61,481	-
Median Income (2014 dollars)	$ 60,728	-	$ 61,481	-
Olmsted				
Total Households	57,099	100.0%	58,607	100.0%
Less than $24,999	9,458	16.6%	8,295	14.2%
$25,000 to $49,999	12,508	21.9%	11,486	19.6%
$50,000 to $99,999	19,900	34.9%	19,452	33.2%
$100,000 or more	15,233	26.7%	19,374	33.1%
Median Income (nominal dollars)	$ 63,803	-	$ 69,731	-
Median Income (2014 dollars)	$ 65,776	-	$ 69,731	-
Rochester				
Total Households	43,101	100.0%	44,661	100.0%
Less than $24,999	7,843	18.2%	6,466	14.5%
$25,000 to $49,999	9,286	21.5%	9,758	21.8%
$50,000 to $99,999	15,157	35.2%	14,759	33.0%
$100,000 or more	10,815	25.1%	13,678	30.6%
Median Income (nominal dollars)	$ 61,741	-	$ 64,726	-
Median Income (2014 dollars)	$ 63,650	-	$ 64,726	-
DMC				
Total Households	-	-	1,942	100.0%
Less than $24,999	-	-	853	43.9%
$25,000 to $49,999	-	-	461	23.7%
$50,000 to $99,999	-	-	409	21.0%
$100,000 or more	-	-	221	11.4%
Median Income (nominal dollars)	-	-	$ 33,340	-
Median Income (2014 dollars)	-	-	$ 33,340	-

Population & Demographics- Population in Poverty

	2012			2014		
	Population for whom poverty status is determined	below poverty	% below poverty	Population for whom poverty status is determined	below poverty	% below poverty
Minnesota	5,257,443	598,371	11.4%	5,332,552	611,354	11.5%
Olmsted	144,303	15,138	10.5%	148,036	15,223	10.3%
Rochester	106,462	13,397	12.6%	109,328	11,686	10.7%
DMC				2,909	697	24.0%