



# DMC

A Global Destination  
for Health & Healing

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# Situation Analysis

Current **Medical Environment** + Re-urbanization **Trend**

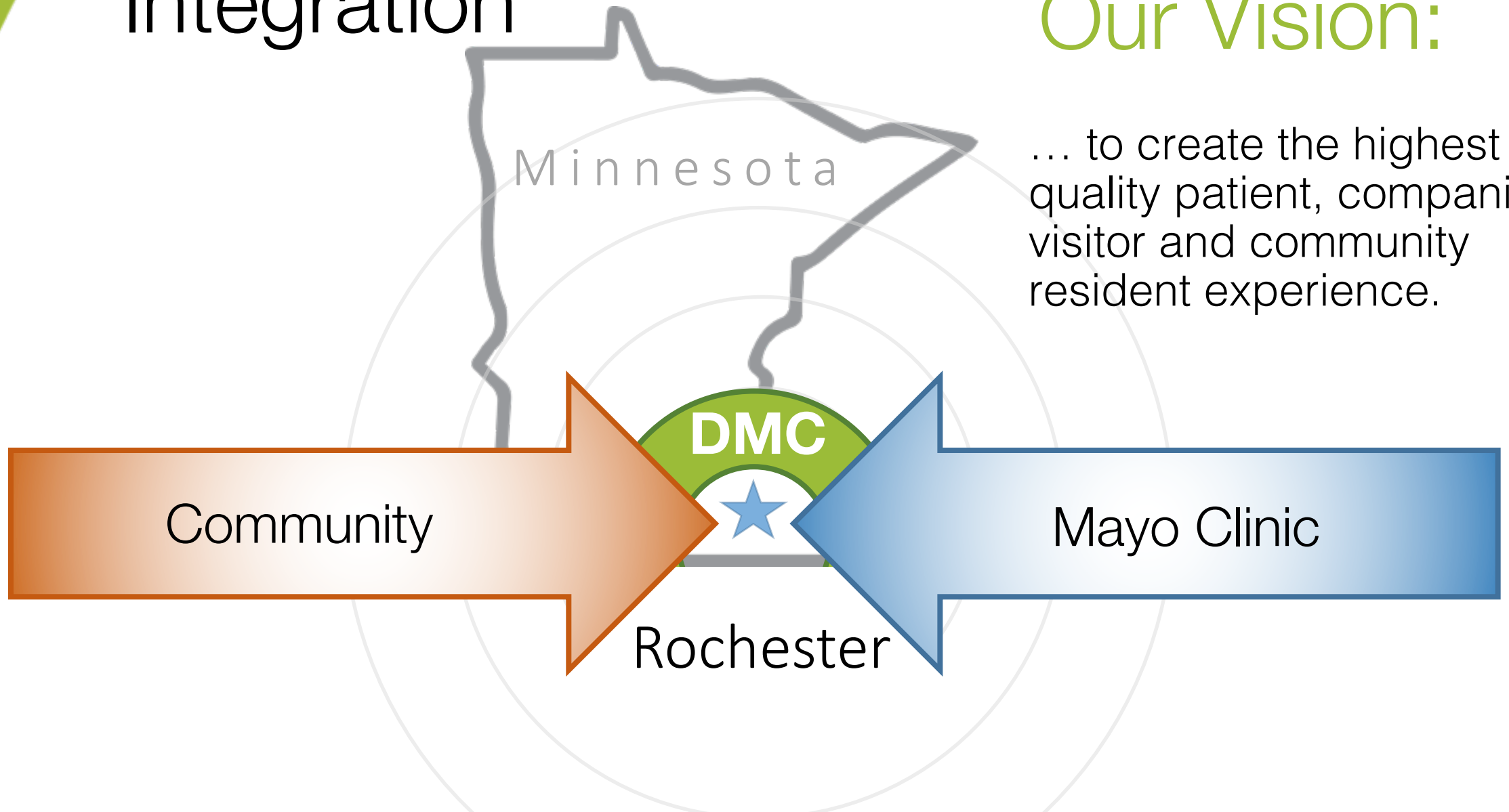




# Integration

## Our Vision:

... to create the highest quality patient, companion, visitor and community resident experience.



# Destination Medical Center

## Building a Strong Foundation

2010 - 2012

2013

2014

2015

2016 - 2017



Research

Legislative  
Phase

Creating the  
DMC Development  
Plan

Implementation





# Visitors to Rochester

## 3 Million



5% Leisure

9% Business

19% Conventions & Sports

→ 20% Health Care  
Related

67% Mayo Clinic

Approximately

**3,000**  
Patients &  
Companions  
on any given day

Daily Commuters

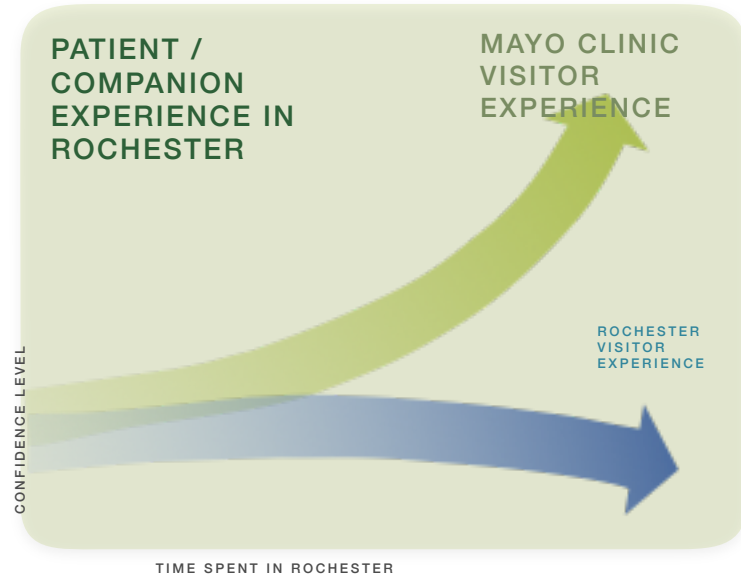
**28,360**



# Rochester's Experience Gaps

## Patient & Community Member

### Experience Gap



### 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  
½ Day Drive

**34%**

Of Visitors  
Would Return for  
Events/Activities  
of Interest

**7 M**

Est. Incremental  
Visitation  
Potential  
(Target)

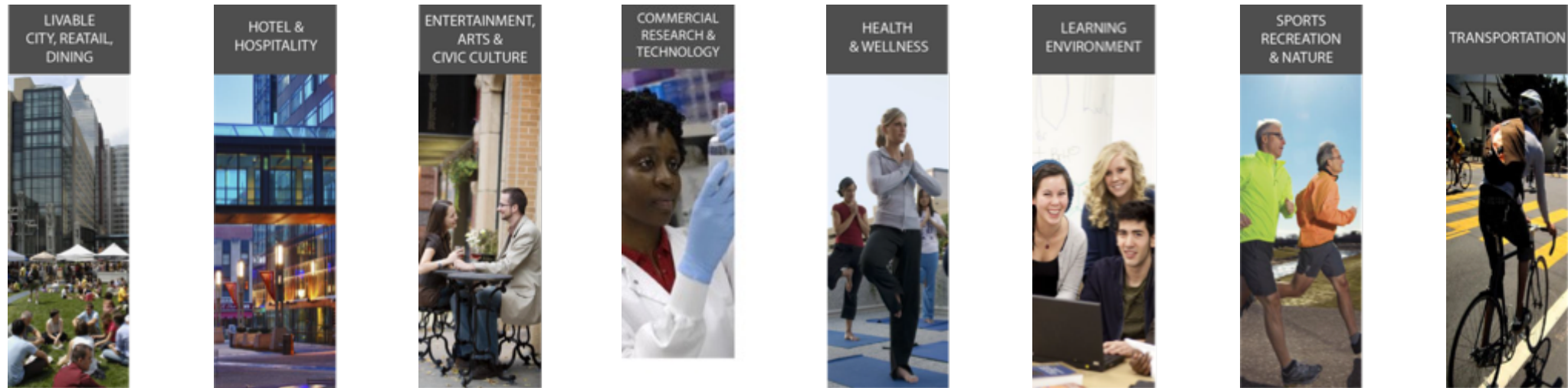
### Quality Gap





# Eight Areas of Focus

Core experiences that address demands which will contribute to Rochester becoming the **“America’s City for Health.”**





# 20 Year Absorption Estimates

- **Health**

- 6.8 million sq ft

- **Bio-Med-Tech**

- 800,000 to 1 million sq ft

- **General Office**

- 225,000 to 600,000 sq ft

- **Hotel**

- 7 hotels with approximately 1,300 to 1,400 rooms

- **Residential**

- 2,200 to 3,100 units

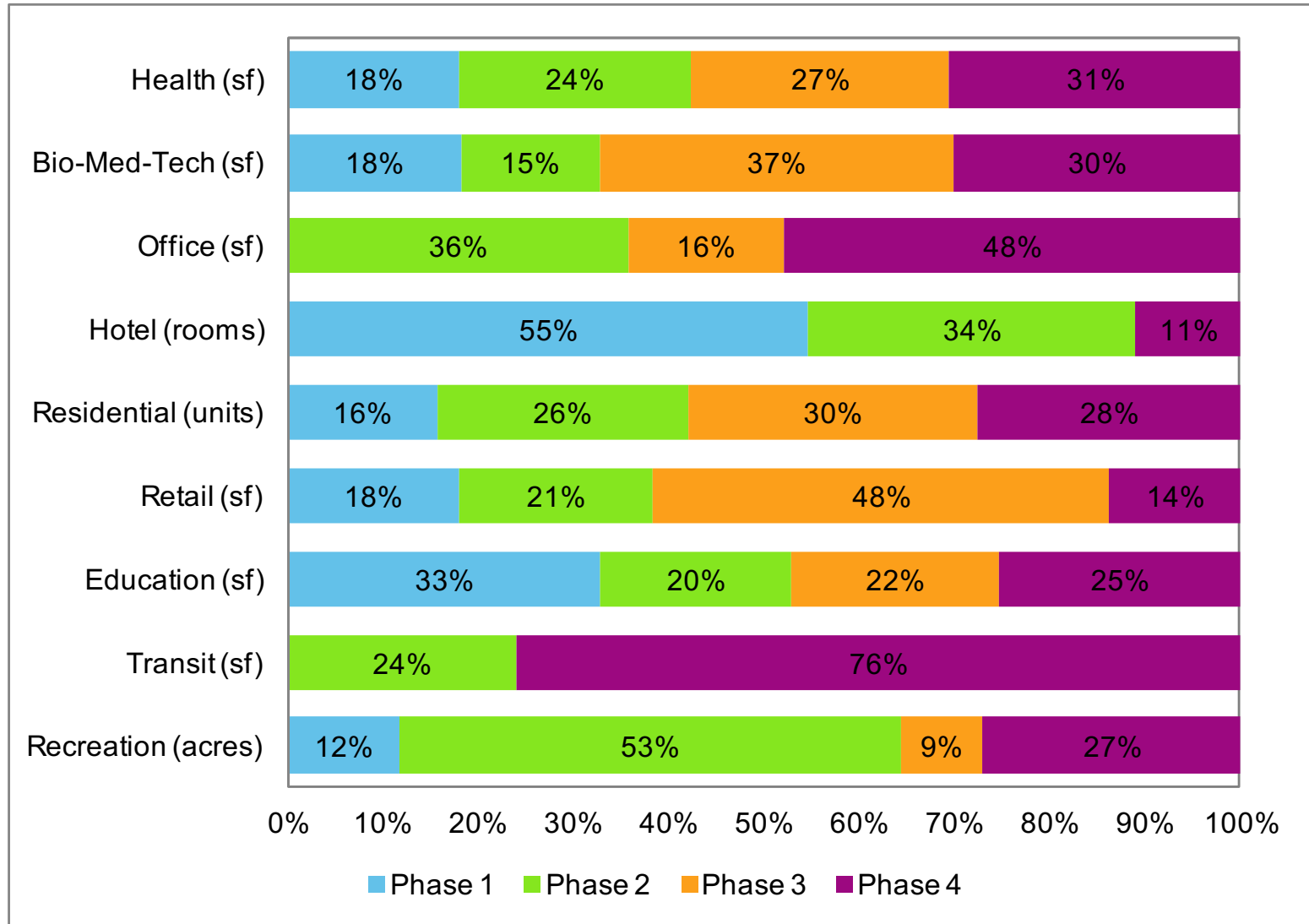
- **Retail/F&B/Entertainment**

- 160,000 sf to 280,000 sq ft

*Note that the Master Plan can accommodate additional development capacity should market conditions over the 20 years exceed the absorption estimates*



# DMC Growth by Use Over 20 Years







# DMC Growth by Use 2015-2020

## Phase 1



- Health 1.25M sq ft
- Bio-Med-Tech 180,000 sq ft
- Hotel 950 hotel rooms
- Residential 550 units
- Retail 50,000 sq ft

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# DMC Development Plan

## Goals

- Create a comprehensive strategic plan
- Leverage the public investment of \$585 million
- Create approximately 30,000 new jobs
- Generate approximately \$7.5 - \$8.0 billion in new net tax revenue
- Achieve the highest quality patient, companion, visitor, employee, and resident experience





# Mixed Use City



- Compact
- Vertical
- Integrated
- Mixed





# Largest Economic Development in Minnesota History

**Mayo Clinic**

\$3.5 Billion

**Other Private Investment**

\$2.1 Billion

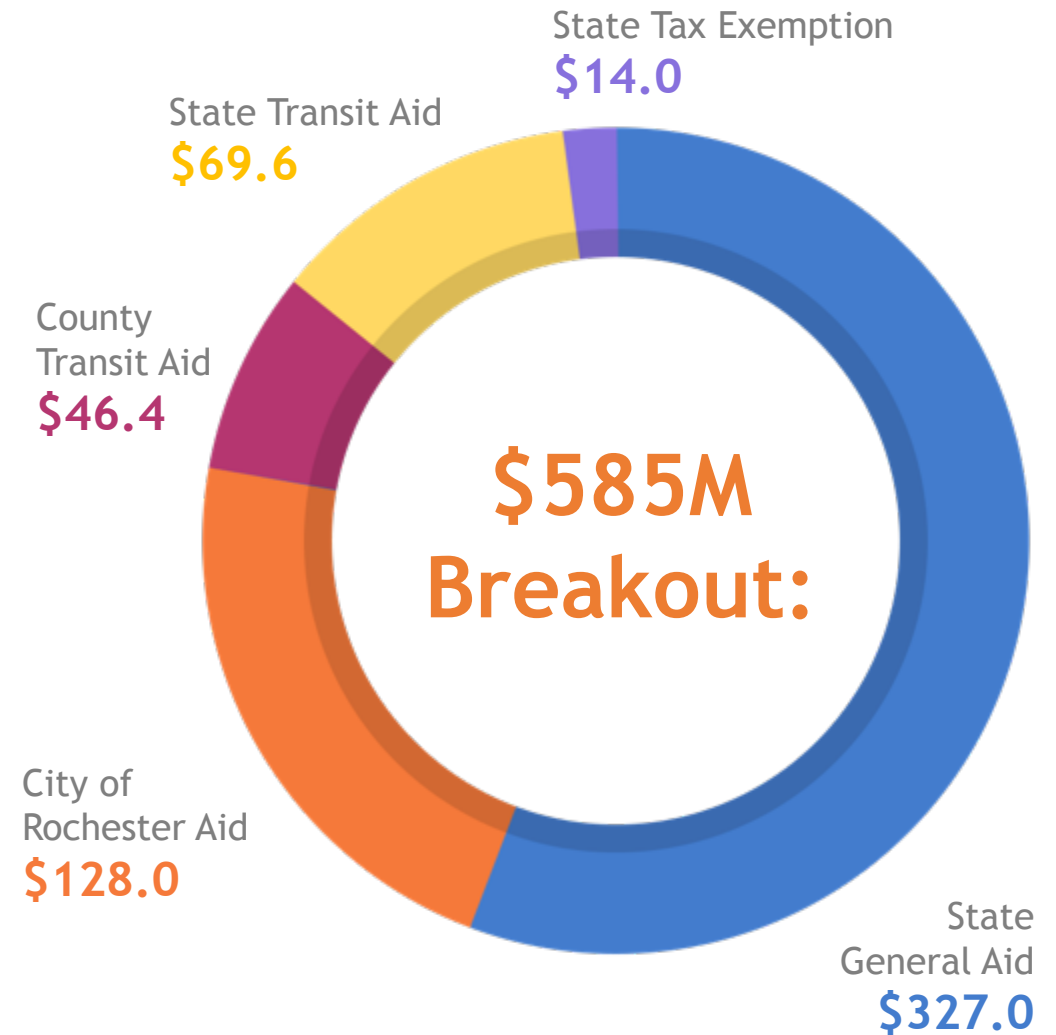
**Public Investment**

\$585 Million

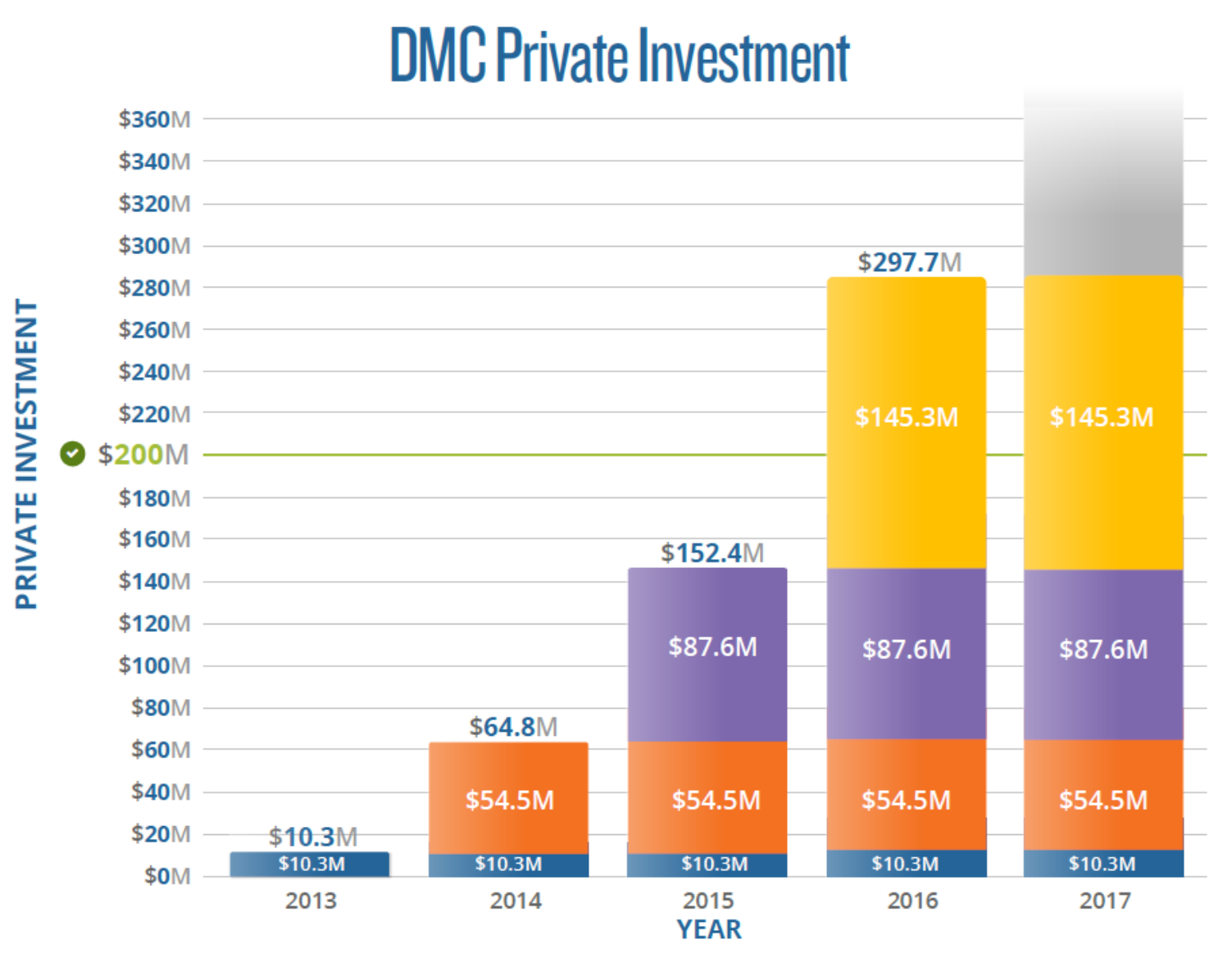
# DMC Financing

**Total public sources:  
\$585M**

1. City of Rochester Aid: \$128M
2. State General Aid \$327M
3. County Transit Aid \$46.4M
4. State Transit Aid: \$69.6M
5. Sales Tax Exemption: \$14M



# Private Investment Leads Public Investment



# DMC Marketing Plan Objectives

- Build awareness and gain national attention for DMC with desired audiences
- Demonstrate continued momentum in Rochester
- Drive traffic to [dmc.mn](http://dmc.mn)
- Build interest within the life science, healthcare, real estate developer/investor audiences



# DMC Marketing Campaign

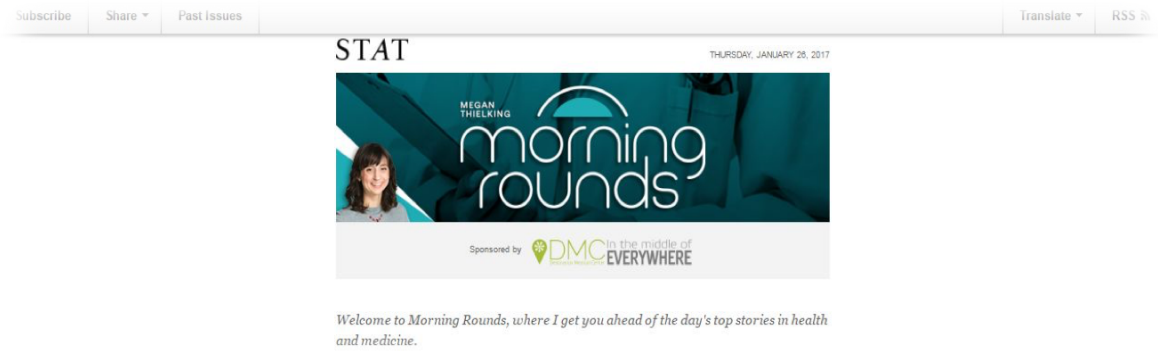




# Marketing Tactics



On-line banner ads



Targeted e-newsletters

PLACES TO  
*watch*

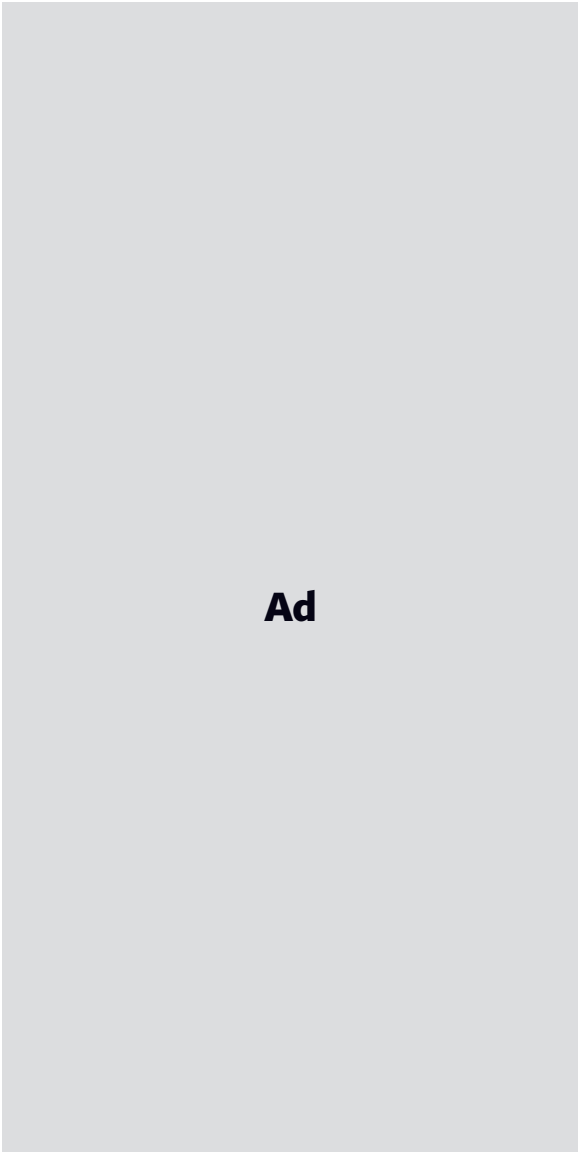
PRESENTED BY DMC

DISCOVERY  
SQUARE

A HEALTH-INNOVATION HUB IN  
AMERICA'S HEARTLAND

**HOME TO THE** world-renowned Mayo Clinic, the city of Rochester, Minnesota, is setting its sights on becoming America's City for Health. At the heart of the city's 20-year, multi-billion dollar economic development initiative—dubbed Destination Medical Center—is Discovery Square, an urban research campus and collaborative live-work space for physicians, researchers and businesses. Spanning a 16-block area in the downtown district, Discovery Square will drive job growth, act as an incubator for life-science research and education and accelerate innovation through its highly collaborative environment. Collaboration is already woven into the fabric of the city and Mayo Clinic, whose integrated model of care has been transforming medicine for more than 150 years. Supported by a unique private-public funding model, Discovery Square will enable practitioners and educators to live and work alongside researchers and entrepreneurs to expedite the path from patent to practice, ultimately delivering solutions to patients sooner. Construction begins this year on the first phase of the project, a new address for the future of life science, research, education and tech, with more retail, residential and commercial spaces. ■

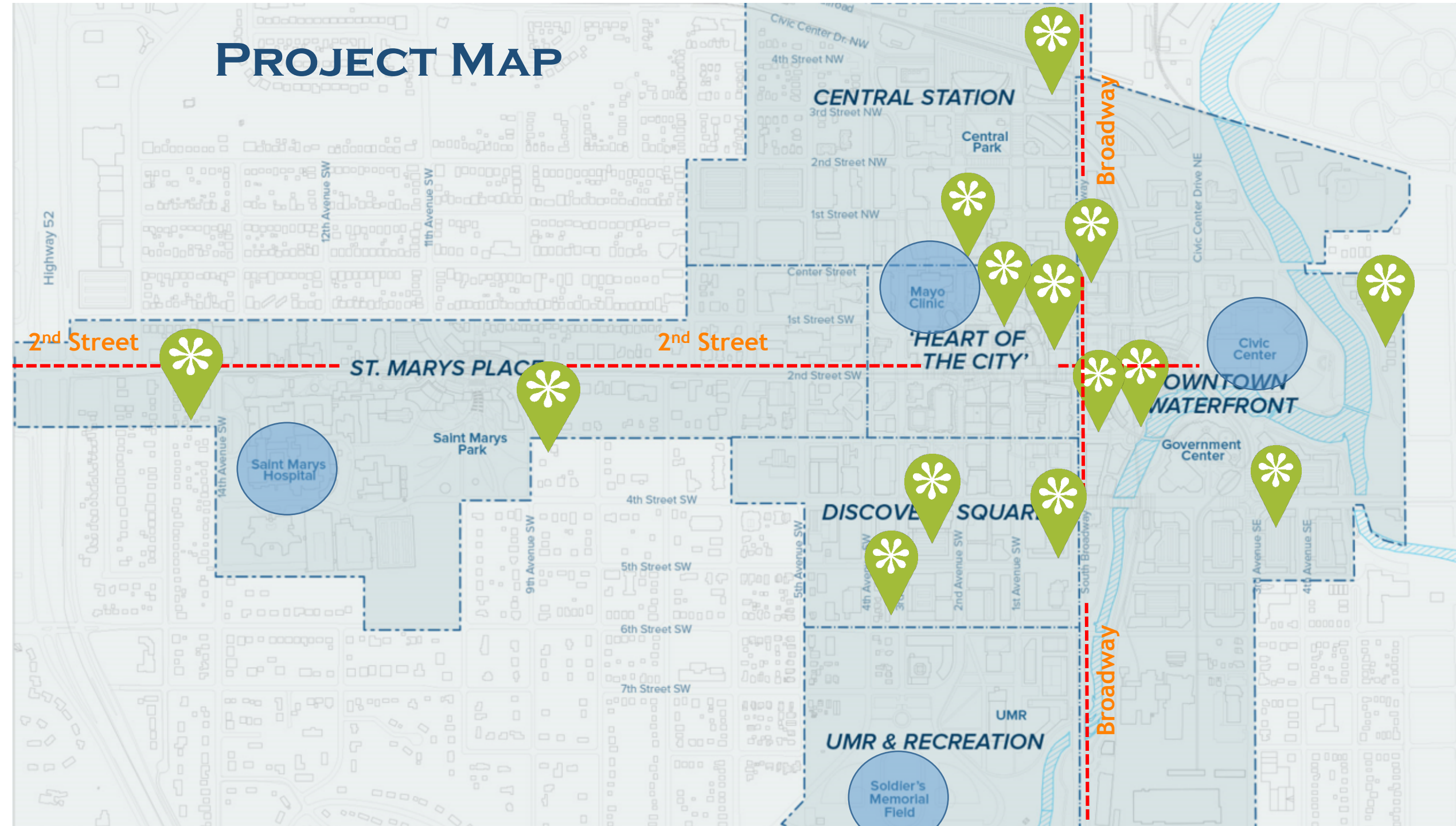
Learn more about Discovery Square and Destination Medical Center: [dmc.mn](http://dmc.mn)



Ad

Delta Sky Native  
Sponsorship

# PROJECT MAP





# Heart of the City





Titan Hilton Hotel



Chateau Theatre



Heart of the City Public Realm



# Downtown Waterfront







The Bloom Project



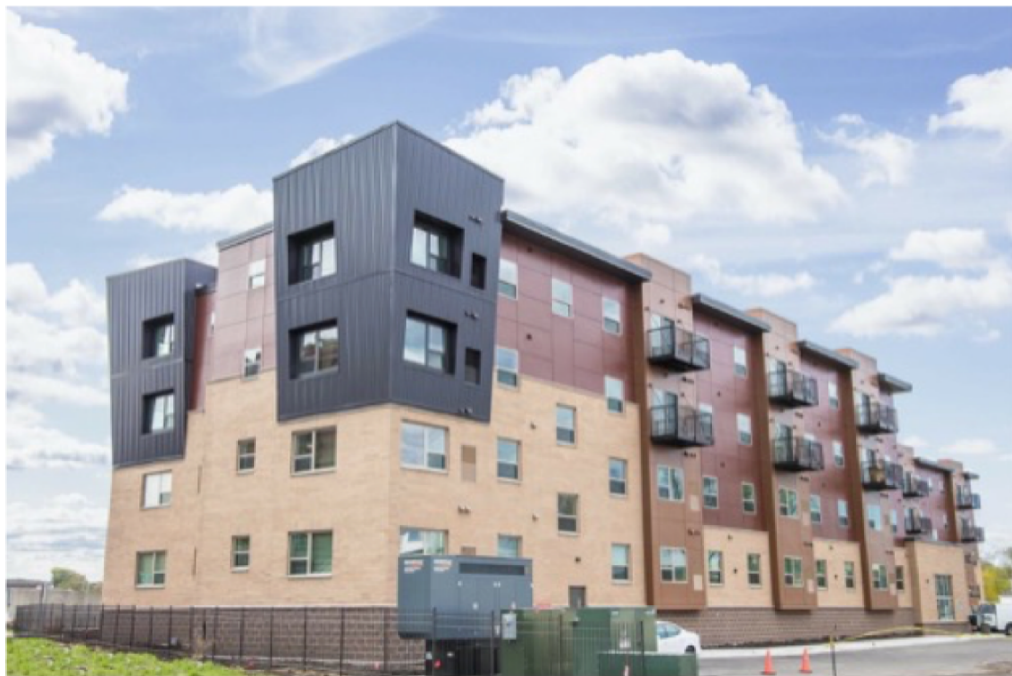
Lofts at Mayo Park



Flats at 4<sup>th</sup>

# Central Station





First Avenue Flats



# St. Marys Place





Alatus



Saint Marys Place Public Realm



# UMR & Recreation





# Discovery Square





Conley Maass



Titan  
Opus



Mortenson





# Transportation

**The four key study areas include:**

- *Street Use*
- *Transit Management Authority/Parking*
- *Downtown Transit Circulator*
- *City Loop/ Bicycle and Pedestrian*





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