



## Rochester Market Summary

With Mayo Clinic at its heart, the Destination Medical Center initiative will be a catalyst to position Rochester, Minnesota, as the world's premier “**destination for health and wellness.**”



## ROCHESTER MARKET SUMMARY

**ROCHESTER IS THE #1  
BEST PLACE TO LIVE**  
in the United States 2016

Livability.com

**TOP 10 BEST**  
**Affordable Places to Live**

Livability.com

**One of the 10 Easiest Cities  
to Find a Job**

ZipRecruiter

**#1 Best City for Women in  
the Workforce 2016**

Nerd Wallet

**MINNESOTA IS THE  
#1 STATE for DOING BUSINESS**

CNBC

**TOP 10 BEST STATES  
for Business and Careers**

Forbes



**Mayo Clinic Ranked as  
BEST HOSPITAL**

2016-17 U.S. News & World Report



In the middle of  
**EVERYWHERE**

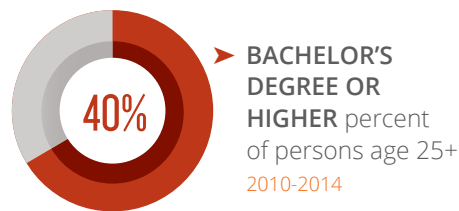
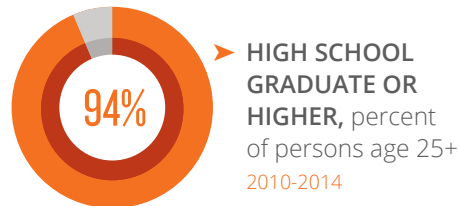
**Destination  
Medical  
Center**

Rochester, Minnesota is its own special place. It spawned the world-renowned Mayo Clinic, home to those leading the way in life science discoveries and health care innovations. It's the place people go to get better. Where developers are building an epicenter fueled by economic boom and dramatic growth. Where entrepreneurs come to find their place and discover the next big thing. The Destination Medical Center (DMC) initiative puts you in the middle of it all. DMC is a unique 20-year economic development initiative. The \$5.6 billion plan is the largest in Minnesota's history. With the expansion of Mayo Clinic and DMC growth, Rochester is a global destination for health and wellness and so much more. DMC sets in motion a new future for Rochester, America's City for Health, as one of the most economically vibrant, energized cities in the Upper Midwest.

## EDUCATION/TRANSPORTATION PROFILE

### WORKFORCE

#### EDUCATIONAL LEVEL



**45** 2 & 4 YEAR INSTITUTIONS OF HIGHER LEARNING

LOCATED WITHIN A 90-MILE RADIUS

#### DISTANCE TO MAJOR CITIES NEARBY

MINNEAPOLIS/ST PAUL, MN:	86 MILES
DES MOINES, IA:	210 MILES
DULUTH, MN:	227 MILES
MADISON, WI:	208 MILES

▶ **28,000** COMMUTE TO WORK AT MAYO CLINIC

**COMMUTE TIME** 15 MINUTES

AVERAGE COMMUTE TO WORK



#### HIGHER EDUCATION

The presence of the **Mayo Clinic College of Medicine and Science** and its five schools is a major asset and offers opportunities to expand research initiatives and attract life science students and programs.

- ▶ **MAYO CLINIC SCHOOL OF MEDICINE**  
One-third of graduates stay to practice in Minnesota
- ▶ **UNIVERSITY OF MINNESOTA – ROCHESTER (UMR)**  
Unique curriculum focused on health and medicine
- ▶ **ROCHESTER COMMUNITY AND TECHNICAL COLLEGE (RCTC)**
- ▶ **MAYO CLINIC SCHOOL OF CONTINUOUS PROFESSIONAL DEVELOPMENT**
- ▶ **MAYO CLINIC GRADUATE SCHOOL OF BIOMEDICAL SCIENCES**  
Ph.D. and Master's programs – 270+ enrollment
- ▶ **MAYO CLINIC GRADUATE SCHOOL OF GRADUATE MEDICAL EDUCATION**
- ▶ **MAYO CLINIC SCHOOL OF HEALTH SCIENCES**  
Mayo Clinic's technical school – 1,600+ enroll annually
- ▶ **WINONA STATE UNIVERSITY**
- ▶ **AUGSBURG COLLEGE**
- ▶ **ST. MARY'S UNIVERSITY OF MINNESOTA**

#### TRANSPORTATION ASSETS

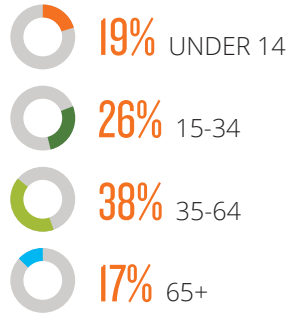
- CONNECTED SKYWAY AND PEDESTRIAN SUBWAY TO DOWNTOWN BUSINESSES AND ATTRACTIONS
- SHUTTLE SERVICES TO ROCHESTER AND MINNEAPOLIS AIRPORT
- CITY BUS LINE
- ROCHESTER INTERNATIONAL AIRPORT



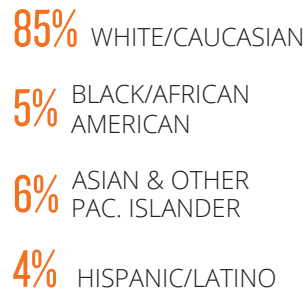
## COMMUNITY PROFILE

### DEMOGRAPHICS

#### AGE



#### RACE/ETHNICITY



Source: U.S. Census Bureau, American Community Survey

**10%** OF POPULATION IS FOREIGN BORN

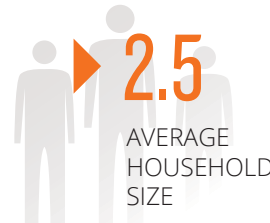
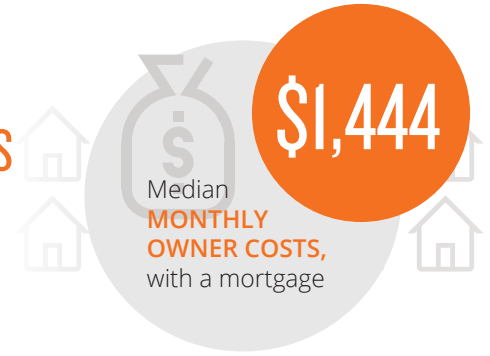
**12%** ENGLISH AS A SECOND LANGUAGE

**80+** LANGUAGES

MORE THAN 80 DIFFERENT LANGUAGES ARE SPOKEN IN ROCHESTER

### NUMBER OF HOUSEHOLDS

**89,480**



**\$67,089**

ROCHESTER MEDIAN HOUSEHOLD INCOME

**\$53,657**

US MEDIAN HOUSEHOLD INCOME (2014 US Census ACS)

**73.9%**  
HOMEOWNERSHIP RATE



**\$171,200**

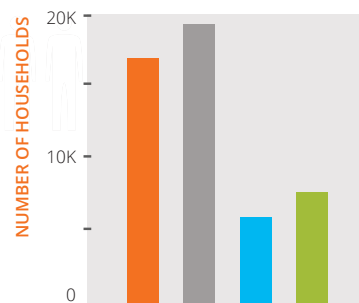
MEDIAN VALUE OF OWNER-OCCUPIED HOUSING UNITS



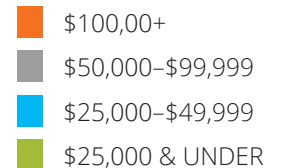
### POPULATION

**112,225** ROCHESTER, MN (2015 US Census)

**216,460** ROCHESTER METRO AREA (2015 US Census)



### HOUSEHOLD INCOME



## ECONOMIC PROFILE

### MAYO CLINIC IMPACT

1.5 MILLION PATIENTS EACH YEAR FROM MORE THAN 140 COUNTRIES



- 67% MAYO CLINIC
- 16% CONVENTION/SPORTS
- 9% BUSINESS & CORPORATE
- 5% LEISURE
- 3% OTHER



**12,346** BUSINESSES

### EMPLOYMENT

ESTIMATED ACCESS TO A LABOR POOL THAT EXCEEDS 150,000

FASTEST GROWING SECTOR:  
**MEDICAL TECHNOLOGY**

**36,000** HEALTH CARE RELATED JOBS

**12,000** TOURISM JOBS\*

### MEDICAL TECHNOLOGY DEVELOPMENT IS A FOCAL POINT FOR DMC

- ▶ THE NUMBER ONE EMPLOYMENT OPPORTUNITY is health care and its related technology.
- ▶ ROCHESTER'S SECOND LARGEST INDUSTRY is travel, hospitality and tourism.
- ▶ OTHER SIGNIFICANT EMPLOYMENT includes agriculture, which is represented by 1,400 working farms in Olmsted County, education, government, retail and more than 150 manufacturing firms.

**2,000–2,700\***  
NEW JOBS IN ROCHESTER FROM CONSTRUCTION ON AVERAGE ANNUALLY

**\$427 MILLION\***  
2014 GROSS TOURISM SALES IN ROCHESTER

\* Rochester Convention and Visitors Bureau



## Major Investments to Fuel the Growth

DMC IS THE LARGEST ECONOMIC DEVELOPMENT INITIATIVE IN THE STATE OF MN.

**\$3.5 BILLION**  
MAYO CLINIC OVER THE NEXT 20 YEARS

**\$2.1 BILLION**  
ADDITIONAL PRIVATE INVESTMENTS

**\$585 MILLION**  
PUBLIC INVESTMENTS