

# Rochester Minnesota Market Summary



## #1 BEST PLACE TO LIVE in the United States 2016

Livability.com

## #1 STATE for DOING BUSINESS



## Destination Medical Center

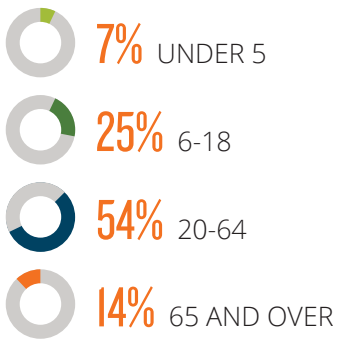
Rochester is its own special place. It spawned the world-renowned Mayo Clinic, home to those leading the way in health and wellness. It's the place people go to get better. Where developers come to take advantage of dramatic growth. Where entrepreneurs come to find their place and discover the next big thing. And Destination Medical Center puts you in the middle of it all. Discovery Square, Heart of the City, bike trails, parks, restaurants. It's all here and only getting better. Here, you aren't stuck in the hustle and bustle of Boston. You aren't trapped on the freeways of L.A. You're in the middle of everywhere and part of something big.



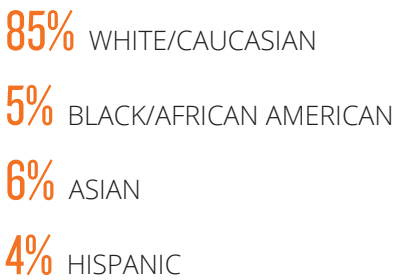
# Community Profile

## DEMOGRAPHICS

### AGE



### RACE/ETHNICITY



10% OF POPULATION IS FOREIGN BORN

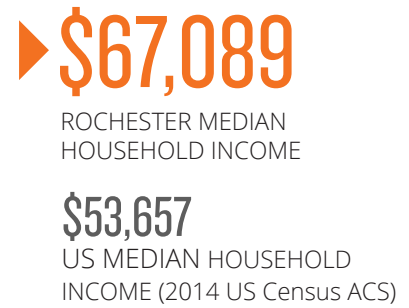
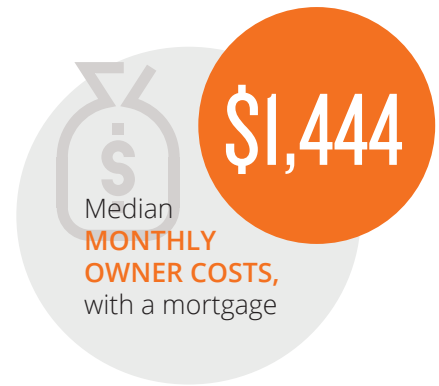
12% ENGLISH AS A SECOND LANGUAGE

### 80+ LANGUAGES

MORE THAN 80 DIFFERENT LANGUAGES ARE SPOKEN IN ROCHESTER

## NUMBER OF HOUSING UNITS

61,766



73.9%  
HOMEOWNERSHIP RATE



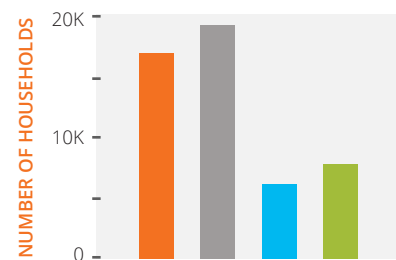
▶ **\$171,200**  
MEDIAN VALUE OF OWNER-OCCUPIED HOUSING UNITS



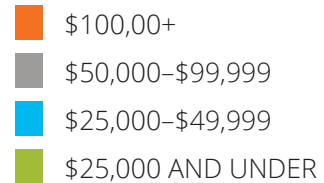
## POPULATION

112,225 ROCHESTER, MN (2015 US Census)

213,873 ROCHESTER METRO AREA (2014 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

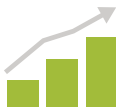
9% BUSINESS & CORPORATE

5% LEISURE

3% OTHER

2,000–2,700

NEW JOBS IN ROCHESTER FROM CONSTRUCTION ON AVERAGE ANNUALLY



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.

2.76 MILLION ANNUAL VISITORS



\$427 MILLION

2014 GROSS TOURISM SALES IN ROCHESTER



## Major Investments to Fuel the Growth

\$3.5 BILLION

MAYO CLINIC OVER THE NEXT 20 YEARS

\$2.1 BILLION

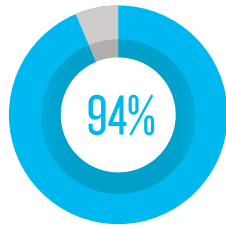
ADDITIONAL PRIVATE INVESTMENTS

\$585 MILLION

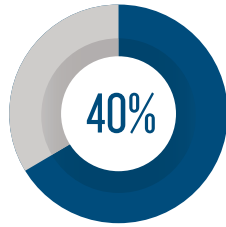
STATE OF MINNESOTA

# Education/Transportation Profile

## WORKFORCE EDUCATIONAL LEVEL



▶ **HIGH SCHOOL GRADUATE OR HIGHER**, percent of persons age 25+ 2010-2014



▶ **BACHELOR'S DEGREE OR HIGHER** percent of persons age 25+ 2010-2014



## HIGHER EDUCATION

The presence of a **medical school associated with Mayo Clinic** and the **Mayo Institutes** is a major asset and offers an opportunity to expand programs to attract life sciences students and programs.

- ▶ **MAYO MEDICAL SCHOOL**  
34% of graduates practice medicine in Minnesota
- ▶ **UNIVERSITY OF MINNESOTA-ROCHESTER (UMR)**
- ▶ **ROCHESTER COMMUNITY AND TECHNICAL COLLEGE**
- ▶ **WINONA STATE UNIVERSITY**
- ▶ **AUGSBURG COLLEGE**
- ▶ **ST. MARYS UNIVERSITY**

## 45 2 & 4 YEAR INSTITUTIONS OF HIGHER LEARNING

LOCATED WITHIN A 90-MILE RADIUS

86%

OF POPULATION OVER 25 HAS HIGH SCHOOL DIPLOMA

29%

HOLD A BACHELORS DEGREE OR HIGHER

## DISTANCE TO MAJOR CITIES NEARBY

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

## COMMUTE TIME 15 MINUTES

AVERAGE COMMUTE  
TO WORK

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

## TRANSPORTATION ASSETS



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