



DMC
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Medical Center

DMCC Board Meeting

February 6, 2020



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Metrics

January – December, 2019

DMC EDA OUTREACH

PAID MEDIA

Over **35.7 million** impressions

120,900 DMC website visits

12,000 + Social media followers

More than **3,300** DMC Newsletter
Subscribers

79 Blogs published

EARNED MEDIA

2,199 DMC related stories in the media

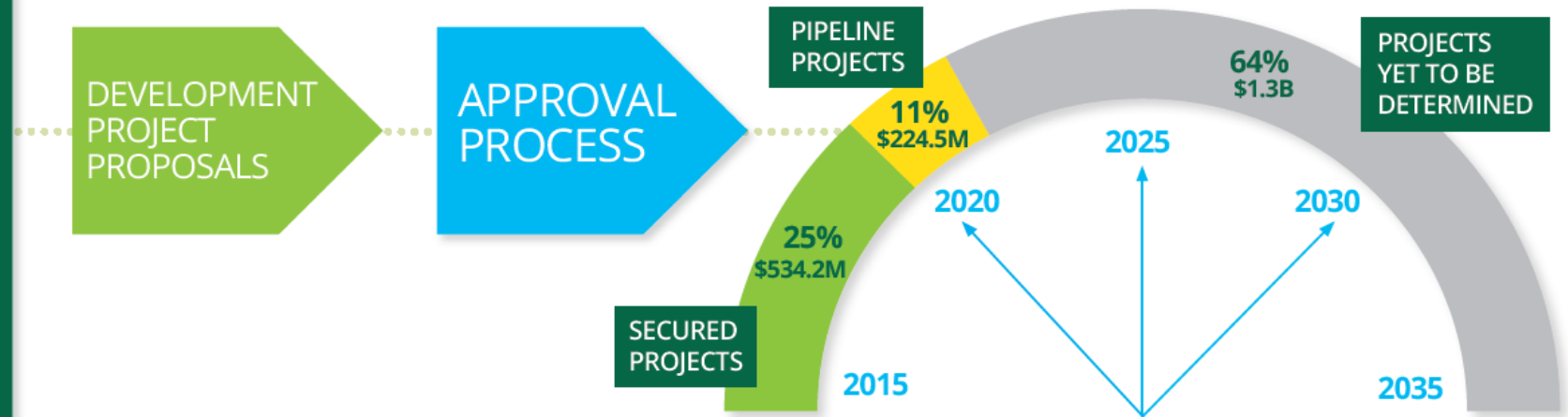
96 Speaking Engagements

60 Investor & Developer Meetings

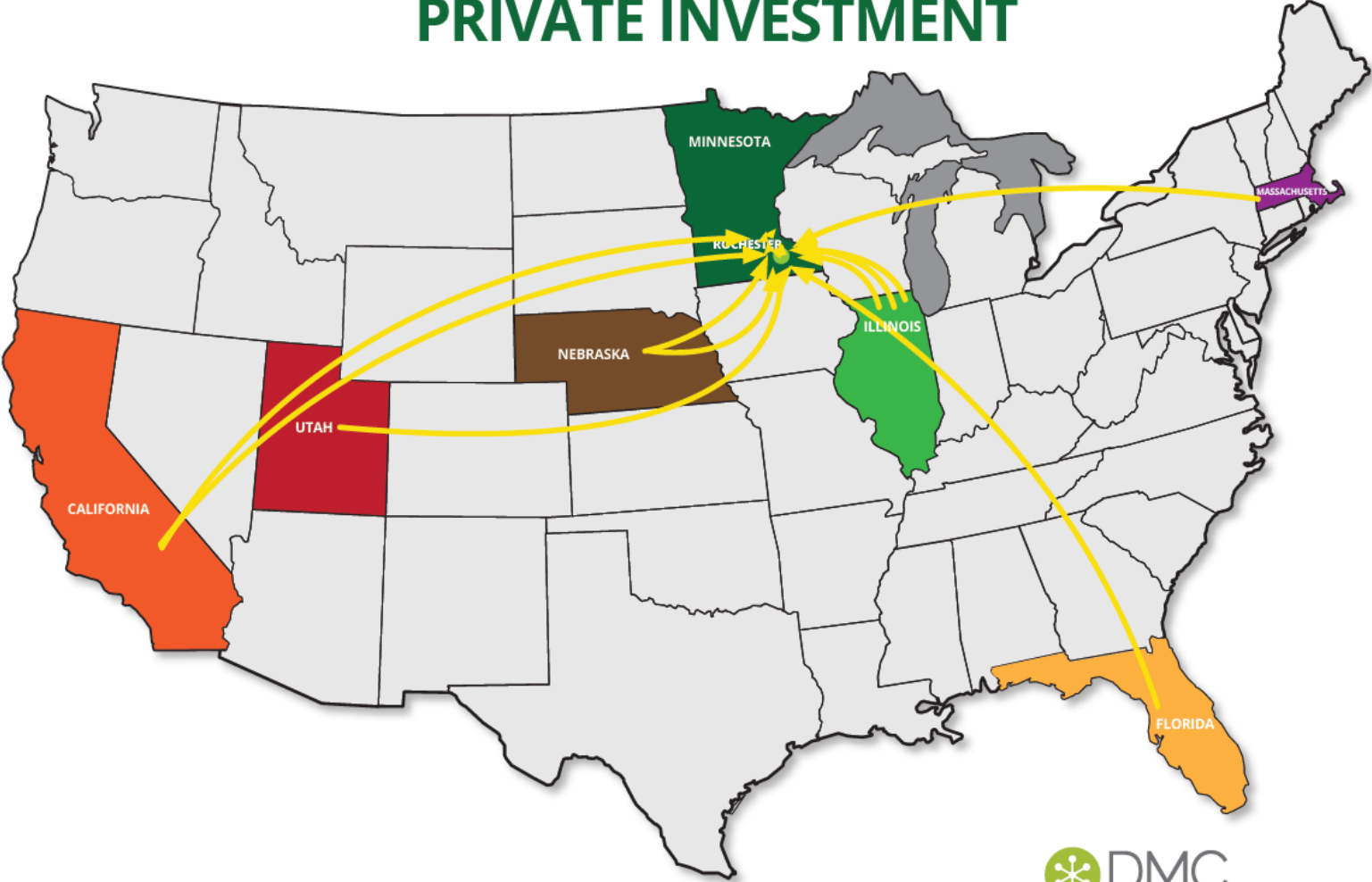
56 Hosted community meetings & events

35 Targeted Meetings with Discovery
Square Subdistrict Tenants

BUSINESS DEVELOPMENT STRATEGY



DMC IS ATTRACTING Out of State



7 DMC Funded Projects



DMC

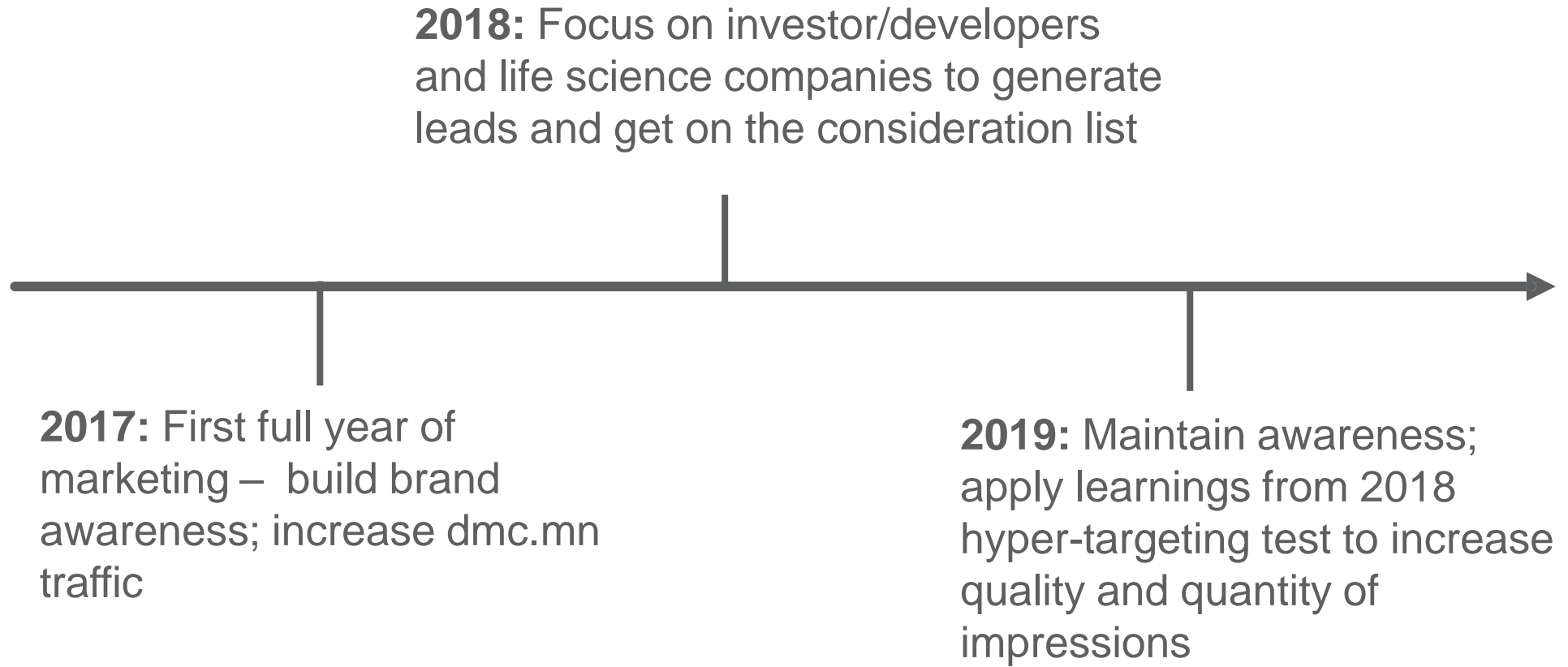
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In the middle of
EVERYWHERE

2019 Marketing and Communications Recap



Marketing timeline





Dynamic Digital Campaign = Hyper Targeting

Investor/developers

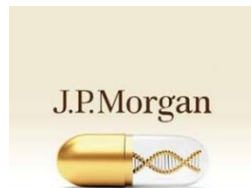


Life sciences





Geofencing





Paid Search

Make it easy when they're looking for you.

Destination Medical Center | The Future of Health Care | Located in Rochester, MN ⓘ

Ad www.dmc.mn/Learn-More/Medical

Creating a Global Destination for Health and Wellness. See Our Plans for Expansion. A 20-year Economic Development Initiative For Medical Tech & Innovation. Learn More!

Discovery Square in Rochester | Leading the Way in Health Care | Learn More Today ⓘ

Ad www.dmc.mn/Learn-More/Invest

Minnesota's Largest Economic Development Initiative. Learn How to Invest! A Unique Entrepreneurial Environment for Businesses of All Sizes. Get More Info!



AmericanInno

Connect with the next-generation business leaders locally, regionally and nationally who are focused on innovation and where it is happening:
investors/developers, life science companies and entrepreneurs in Minneapolis, Wisconsin, Chicago, Colorado and Boston.

AMERICAN **INNO**





Podcasts

Connect with younger
local/regional/national thought
leaders: investors/developers, life
science and entrepreneurs.



Podcasts: *Corner Office, Make Me Smart, Marketplace Tech*



Results



+34% website traffic v. 2018

KPI: 20,000-30,000 web sessions per quarter

2019 performance against KPI: 30,215 average quarterly sessions



Results

Top Webpage Performance by Pageviews

2019 vs 2018

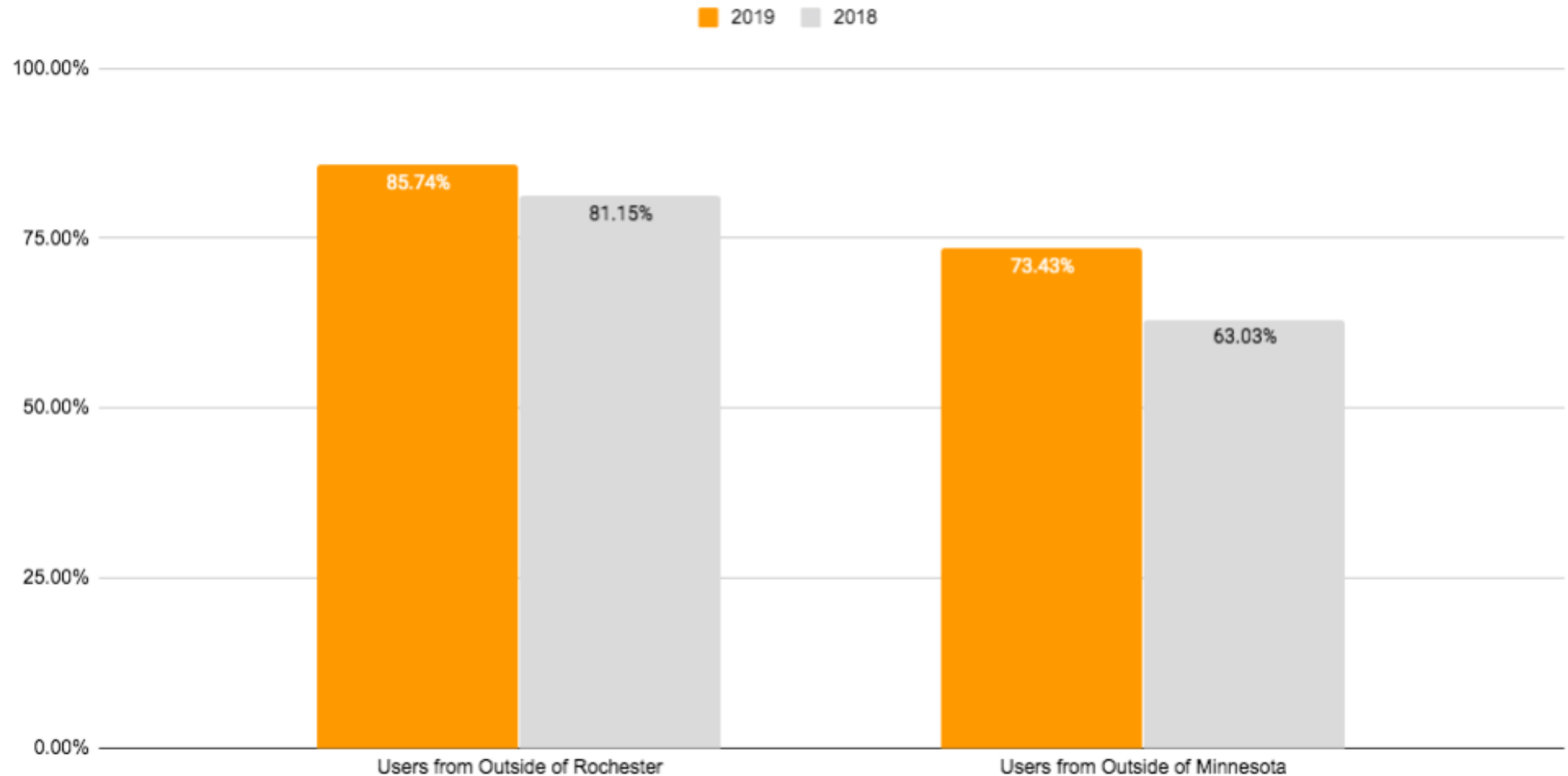
2019 2018





Results

Percentage of Total Users by Geography





Results

Region	Users ▾	% Δ
Minnesota	26,616	7.9% ↑
Virginia	11,494	588.3% ↑
District of Columbia	6,181	861.3% ↑
Illinois	5,991	11.9% ↑
New York	4,228	66.0% ↑
Maryland	3,271	842.7% ↑
California	3,228	35.9% ↑
Texas	2,811	7.6% ↑
Missouri	2,708	265.5% ↑
Florida	1,682	16.6% ↑
Grand total	89,440	47.6% ↑

Website users measured from Jan-Dec 2019; compared to Jan-Dec 2018.

City	Region	Users ▾	% Δ
Rochester	Minnesota	14,657	11.2% ↑
Washington	District of Columbia	6,181	861.3% ↑
Minneapolis	Minnesota	5,979	13.1% ↑
Chicago	Illinois	4,864	51.5% ↑
New York	New York	3,374	64.8% ↑
Richmond	Virginia	3,231	29,272.7% ↑
Reston	Virginia	2,345	2,368.4% ↑
Roanoke	Virginia	2,030	40,500.0% ↑
Arlington	Virginia	1,194	2,961.5% ↑
California	Maryland	1,179	-
Grand total		89,440	47.6% ↑

Website users measured from Jan-Dec 2019; compared to Jan-Dec 2018.



In The News – Regional Coverage

Forbes

9,455 views | Sep 10, 2019, 10:13am

Mayo Clinic, Google Partner On Digital Health Analytics

FINANCE & COMMERCE

One Discovery Square aims to foster innovation

By: William Morris May 29, 2019 4:41 pm

MPRnews

Five years in, Destination Medical Center plan kicks into high gear

Tom Crann, Kyle Shiely and Megan Burks Rochester, Minn. May 31, 2019 7:16 p.m.

★ StarTribune

Minnesota briefs: Destination Medical Center doubled private investment in 2018

MARCH 23, 2019 — 4:42PM

POSTBULLETIN

Minnesota Newspaper Association's 2019 Daily Newspaper of the Year

Rochester biotech firm strikes 'significant' deal with drug maker

Jeff Kiger jkiger@postbulletin.com Nov 6, 2019 Updated Nov 7, 2019



Construction Dive National Trade Publication

CONSTRUCTION DIVE Deep Dive Opinion Data Library Events Topics ▾

Mega billions: a look at some of the biggest US construction projects underway



Credit: [Related Cos.](#)

AUTHOR

[Kim Slowey](#)
[@kimslovey](#)

Many in the construction industry consider a project that costs \$1 billion or more a megaproject. However, there are a number of U.S. developments underway that make \$1 billion seem like small change. And not all of them are massive energy or public works projects. Private money is also driving

CONSTRUCTION DIVE Deep Dive Opinion Data Library Events Topics ▾

Construction Dive's 'mini megacities' to watch: Rochester, Minnesota



Credit: [Perkins Eastman rendering](#)

AUTHOR

[Jenn Goodman](#)

This article is part of a five-part series looking at the most up-and-coming U.S. markets for commercial construction.



Finance & Commerce Innovation Panel



CREATING A CLUSTER OF INNOVATION IN ROCHESTER

*A Finance & Commerce
panel discussion*

Experts Forum: Creating a cluster of innovation in Rochester

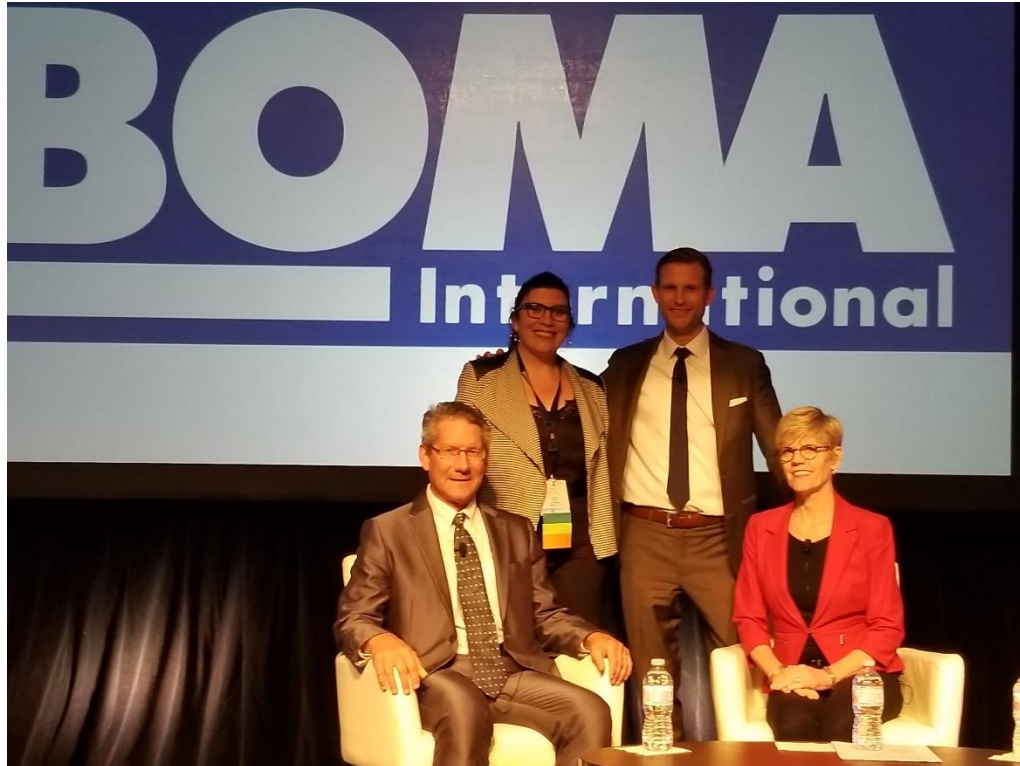
[Email](#) [Print](#) [LinkedIn](#) [Facebook](#) [Twitter](#) [Reddit](#)

Innovation being synonymous with Mayo Clinic is nothing new. But now, thanks to Rochester's massive, multiyear undertaking to present the entire city as a beacon for





National Speakers Platform





Events

DMC Rochester Real Estate and Developer Summit



Investor & Innovator Forum





2020

Awareness. Credibility. Momentum.

Digital Health Market

Investors and Developers

Entrepreneurs

Life Science Companies

**Retail, Dining &
Entertainment**





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Thank You



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WMBE Metrics



Current Targeted Business (WMBE) and Workforce Participation Goals and Results

Targeted Business (WMBE) and Workforce Participation Goals and Results

<u>Targeted Business</u>	Current City of Rochester DMC Goal	Results (2017-November 2019)	MnDOT DBE Goal for SE Minnesota
Construction	4%	7%	12.23 % Federal Highway Administration (FHWA) Goal
			9.12 % Federal Transit Aid (FTA) Goal
Professional Services & Construction Administration	4%	5.15%	N/A

<u>Workforce Participation</u>	Current City of Rochester DMC Goal	Results (2017-November 2019)	MN Dept of Human Rights Workforce Participation Goals for SE Minnesota
Construction Minorities	4%	14.6%	15%
Construction Women	6%	3.7%	9%
Professional Services & Construction Administration Minority	4%	6.4%	15%
Professional Services & Construction Administration Women	6%	32.8%	9%



Current Targeted Business (WMBE) and Workforce Participation Goals and Results

Next Steps:

- Develop Future Goals
- Develop Supporting Workplan



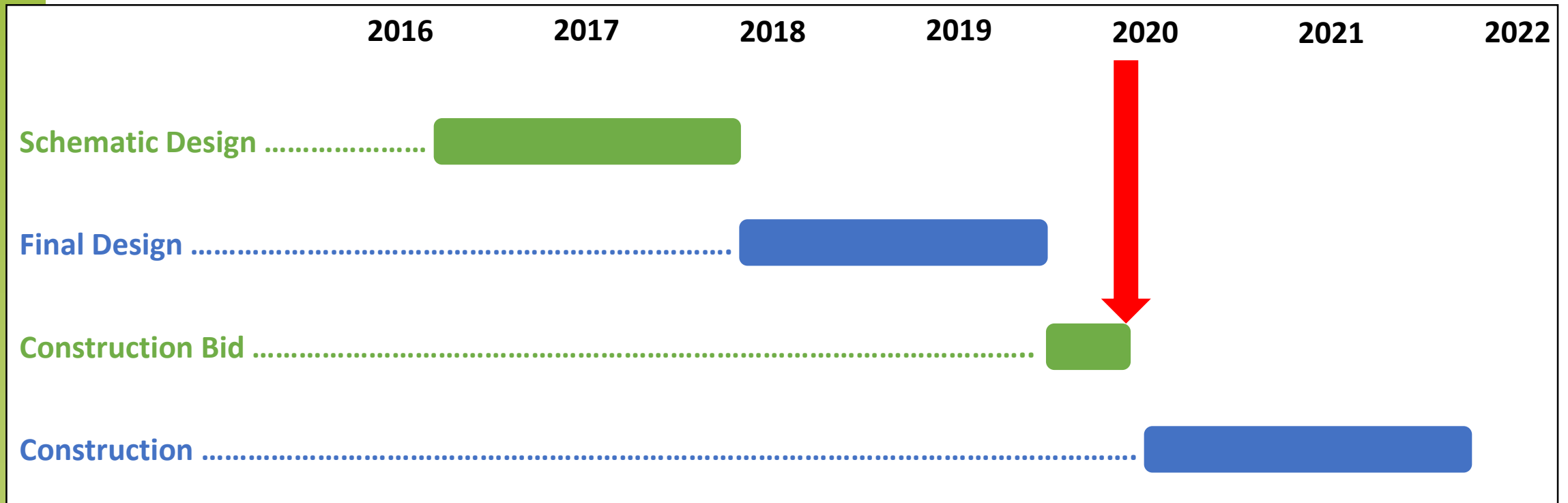
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Heart of the City



Project Timeline

We Are Here





2020 Construction Update

- Project continues to move forward
- Evaluate and modify construction budget
- Business Forward Strategy impact





Business Forward Strategy

- Minimizes construction disruption by focusing on:
- Accessibility & Safety
- Communications
- Activation & Programming







Chateau Theatre Update

- Current Exhibit: The Magical History Tour I
A Beatles Memorabilia Exhibition.
- Anticipated Exhibit: Digital Me
- Economic Impact Analysis: Pending



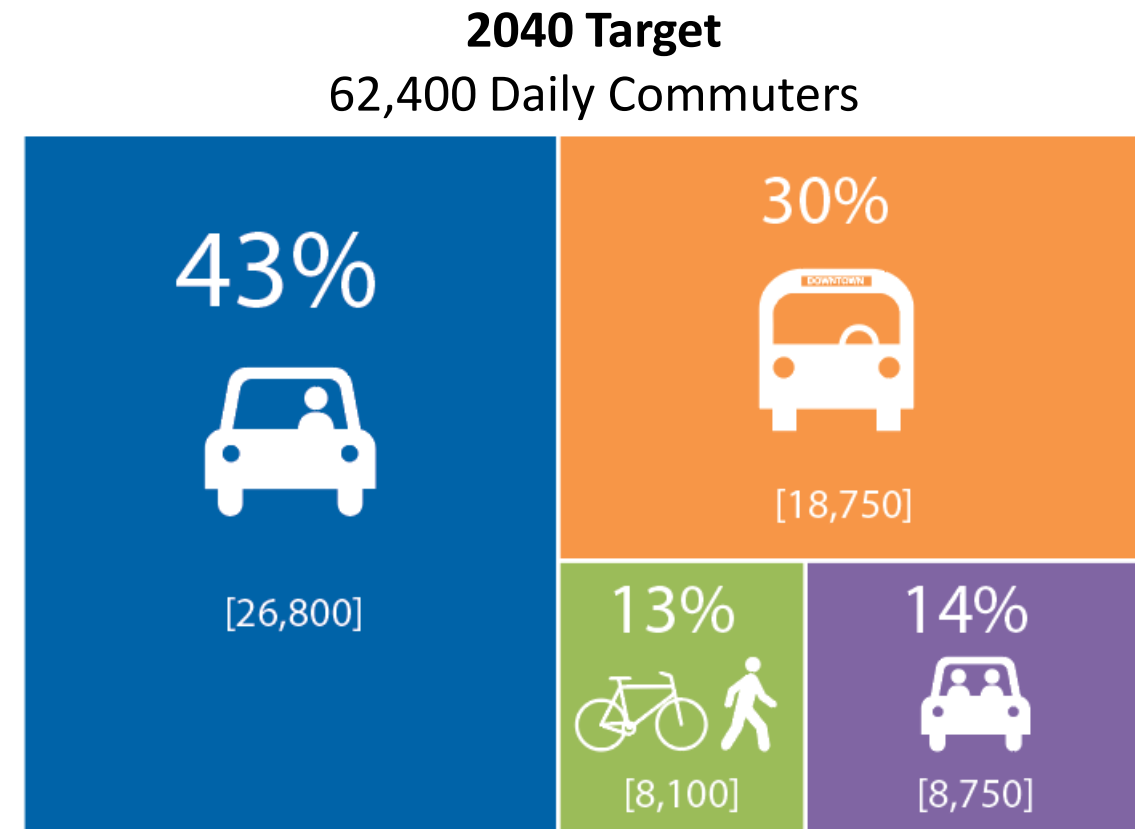
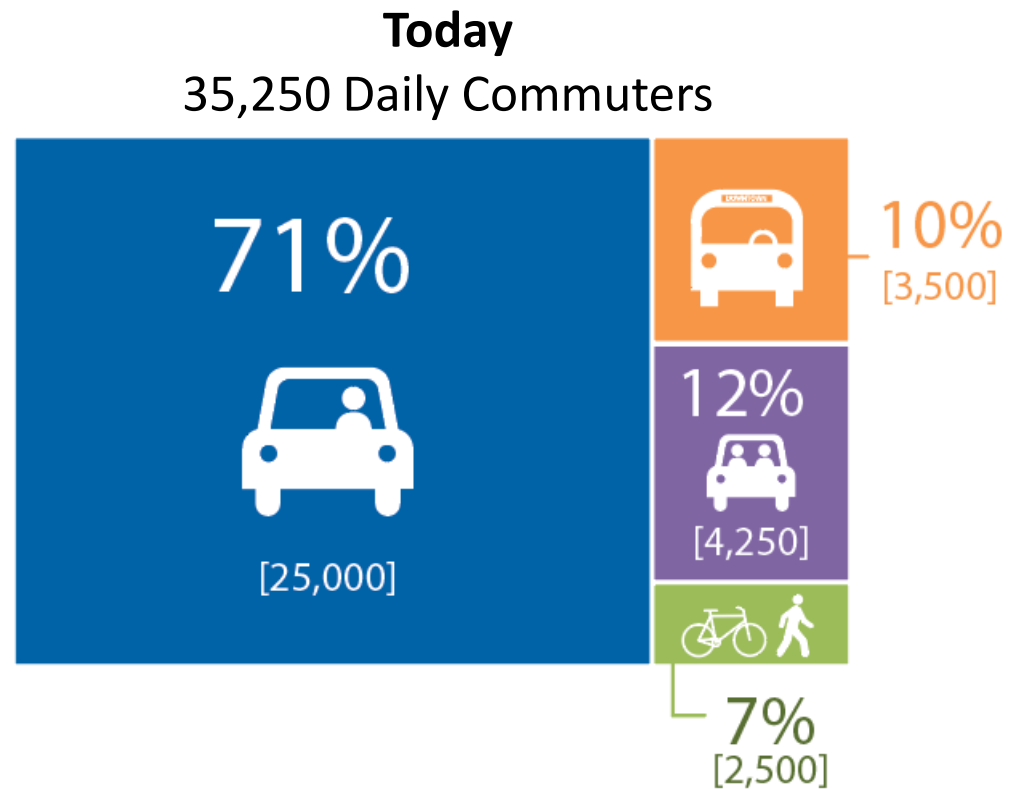


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Transportation



Mode Shift – Reducing Single Occupancy Vehicles



■ Drive Alone ■ Carpool ■ Transit ■ Walk Bike



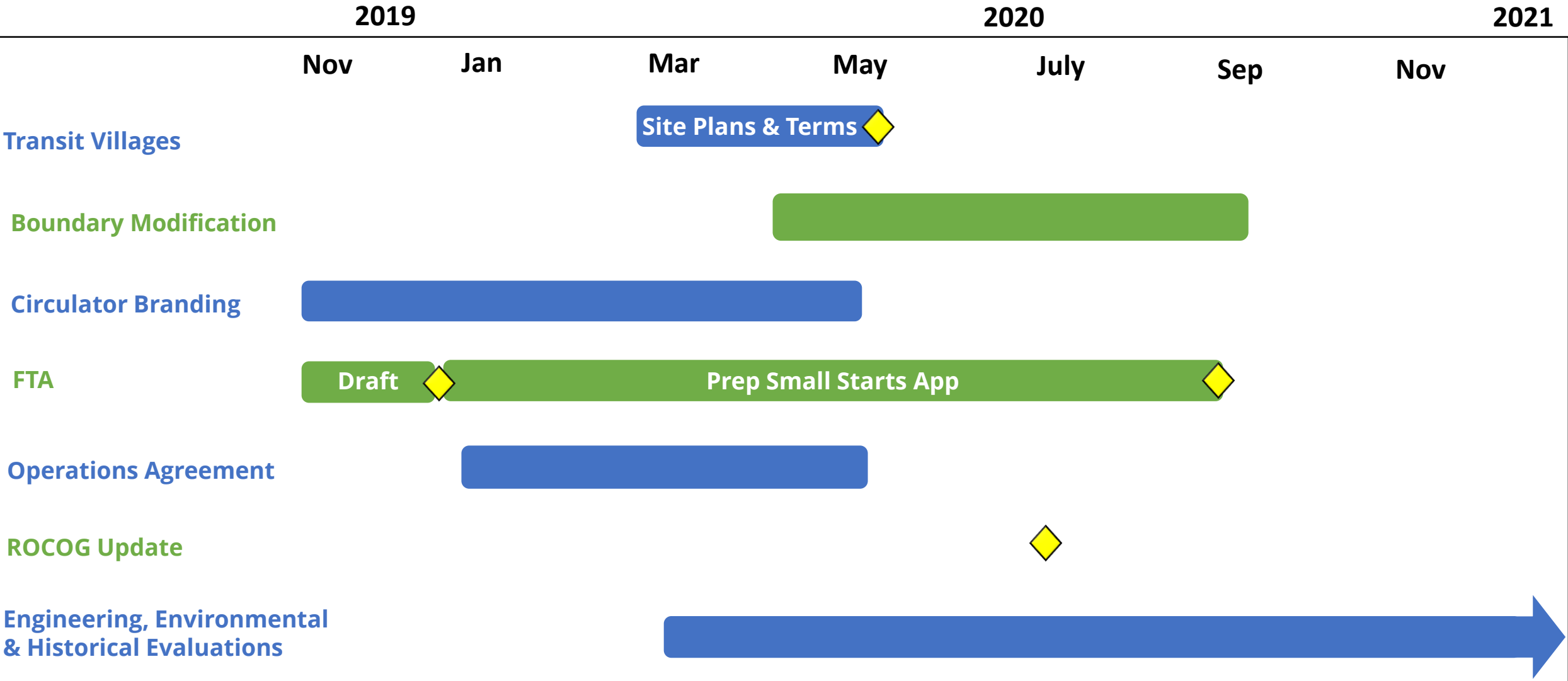
Mobility Update

- Carshare Program – Hourcar
- Bike-Share Program
- Lime Scooter Pilot
- Autonomous Vehicle Pilot
- Transportation Management Association (TMA)
- City Loop
- Street Improvements





2020 Transit Circulator Timeline





TOD Grant Open Houses





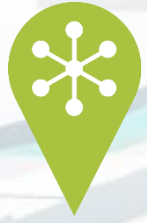
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Discovery Square Two



Action Requested

DMC support for Discovery Square Two in the amount of \$7.3 million, further advancing its priority of the Discovery Square initiative.



Discovery Square Vision

- 16 Blocks
- Live, Work, Play
- High Priority



Progress + Success

Housing

New Businesses

1DS Programming

UMR

Childcare

Retail / Restaurants

Rochester Public Schools



What's Coming

- Discovery Walk
- Kellen Building
- 324 Apartments
- Mayo Clinic Parking Ramp
- Discovery Square Two





What We Heard

	Considerations	Outcomes
Parking	On Site Parking Off Site Parking	Off Site Parking
Finance Options	TIF Pace Financing Equity Position Loan	TIF with look-back provision
Urgency/Priority	Market Studies Momentum Board Priority	Collaborative Solution enabling 2020 commencement



Discovery Square Two Project Details

- Signature addition to Discovery Square
- Continue momentum for future life science / technology economy in Rochester
- Energy and sustainability standards
- Approx. 117,000 rentable square feet
- 5 story Life Science building
- Includes: lab, office, collaborative and public gathering, link to One Discovery Square



Discovery Square Two Project Analysis

- Project investment \$44.8M
- Property tax increase from \$23,758 to \$1M per year
- Approx. 500 permanent jobs created
- Approx. 800 short-term jobs

- Eligible public infrastructure- \$14M
- Eg
 - Environmental Remediation
 - Extraordinary costs to accommodate future lab development
 - Public access and physical transparency
 - Community collaboration and convening space





Evaluation Criteria

- ✓ DMC Vision, Goals and Objectives
- ✓ Development Plan
- ✓ Financial Viability
- ✓ Adopted Strategies, Phasing and Capital Improvement Planning
- ✓ Targeted Business Enterprise Strategies
- ✓ Economic-Fiscal Goals and Objectives
- ✓ Other Project Policy Considerations



Action Requested

- Total Support Requested: \$8.2 - \$11.5 million
- Support Recommended: \$7.3 million (with “look-back” provision)



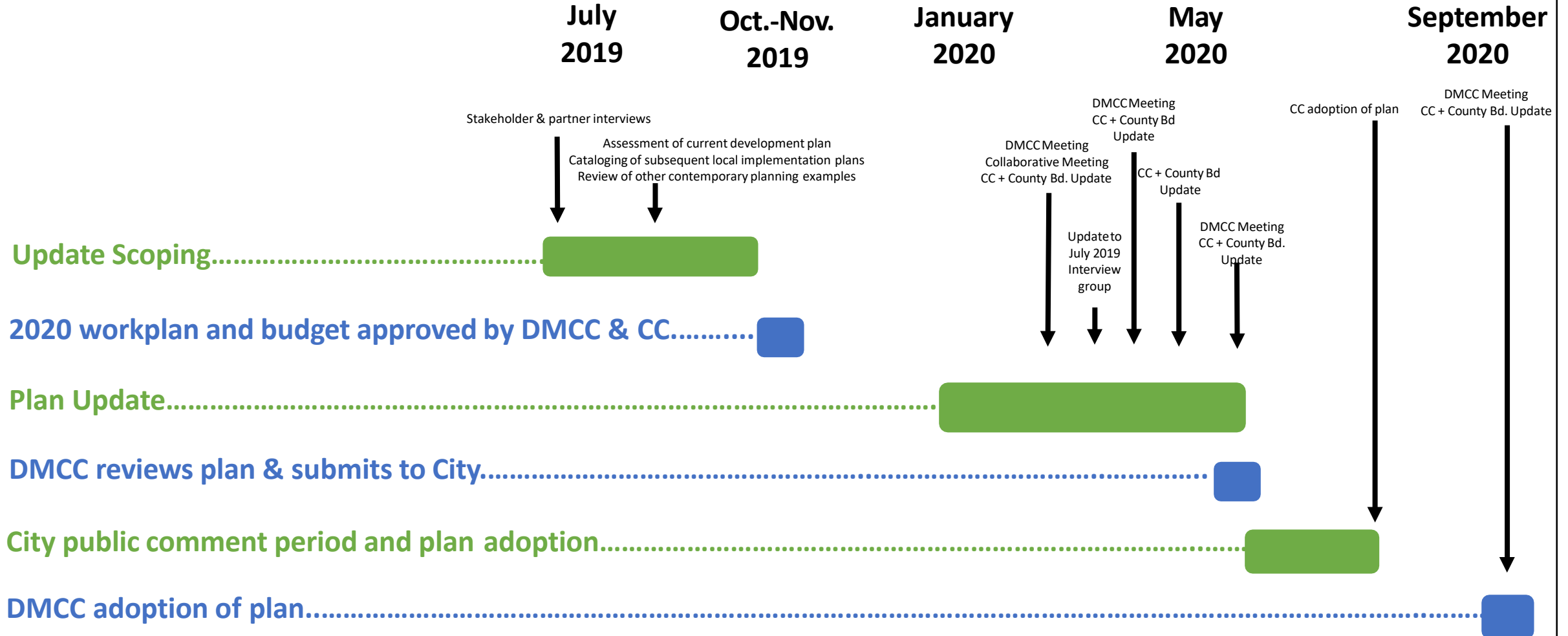
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DMC Development Plan

Five Year Update



Timeline





Work Groups

- Leadership (DMCC Exec Committee):
 - R.T. Rybak, Chair, DMC Corp. board of directors
 - Mayor Kim Norton, Vice Chair, DMC Corp. board of directors
 - Paul Williams, Secretary, DMC Corp. board of directors
 - Commissioner Jim Bier, Treasurer, DMC Corp. board of directors
- Strategic Advisory:
 - DMC: Lisa Clarke
 - City of Rochester: Steve Rymer
 - Olmsted County: Heidi Welsch
 - Mayo Clinic: Jeff Bolton
- Technical (Subject Matter Experts from):
 - DMC
 - City of Rochester
 - Olmsted County
 - Mayo Clinic



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DMC EDA Update



Sustainability Update

- District Energy System Evaluation
 - Discovery Walk
 - Downtown Government Facilities
- Next Steps
 - Update at May DMCC Board Meeting



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