

METRICS: EXPERIENCE



DMC Metrics

DMC Development Plan Goals



Create a comprehensive strategic plan



Leverage the public investment of \$585 million to attract \$5B



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

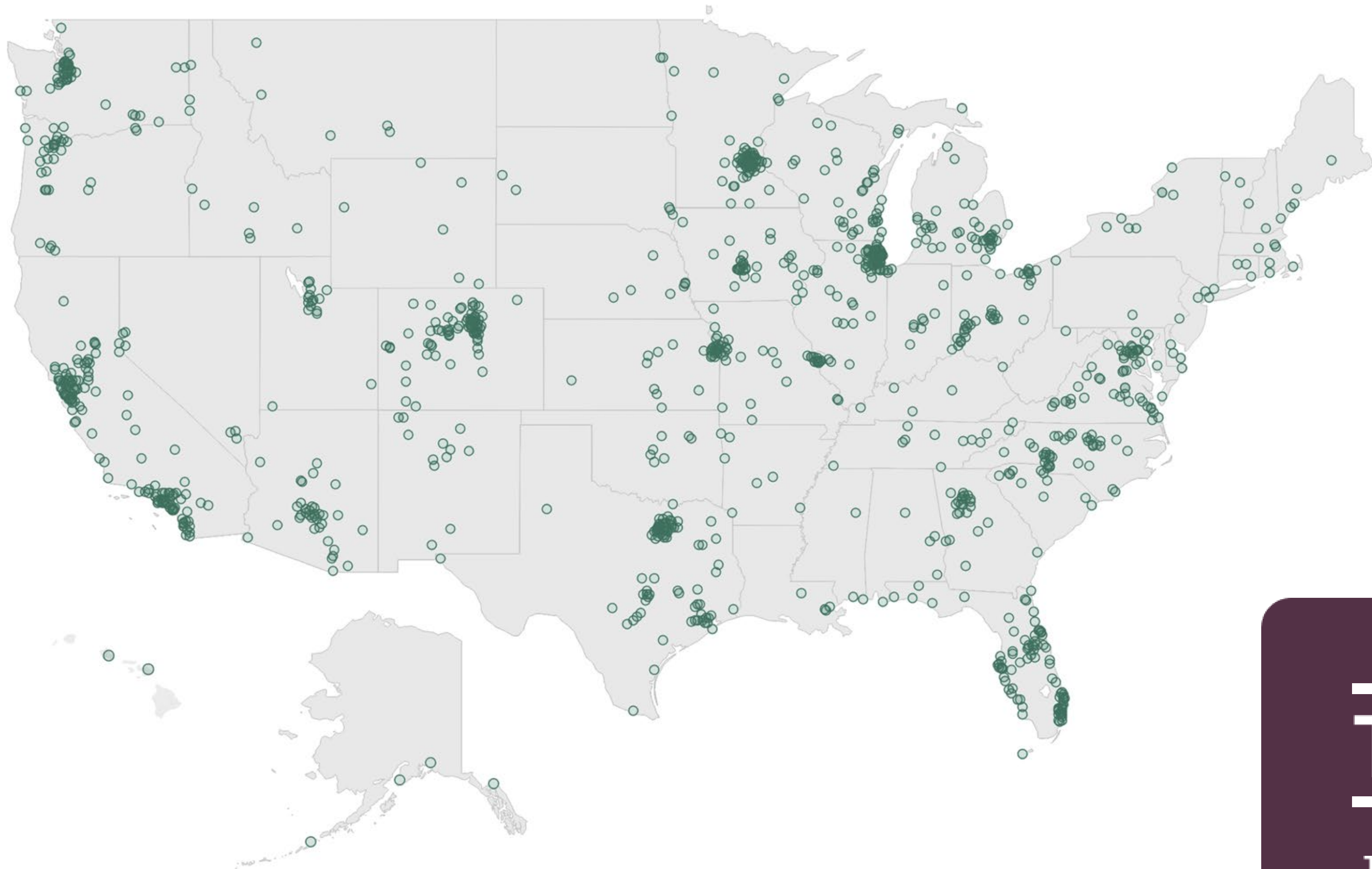


The National Community Survey™ in Rochester

The NCS™ for Rochester, MN

- First time conducting The NCS
- Survey conducted from March 9, 2022 to April 27, 2022
- “Hybrid” mailing approach employed:
 - Probability-based sample of 5,500 households (3,000 Group A, 2,500 Group B)
 - 828 total responses received
 - 16% overall response rate
 - Non-probability, open-participation sample: 221 responses
- Results statistically weighted to reflect Rochester overall
- 95% confidence interval with a +/- 3% margin of error

National Benchmark Comparison Database



More than **500** comparison communities across the nation.

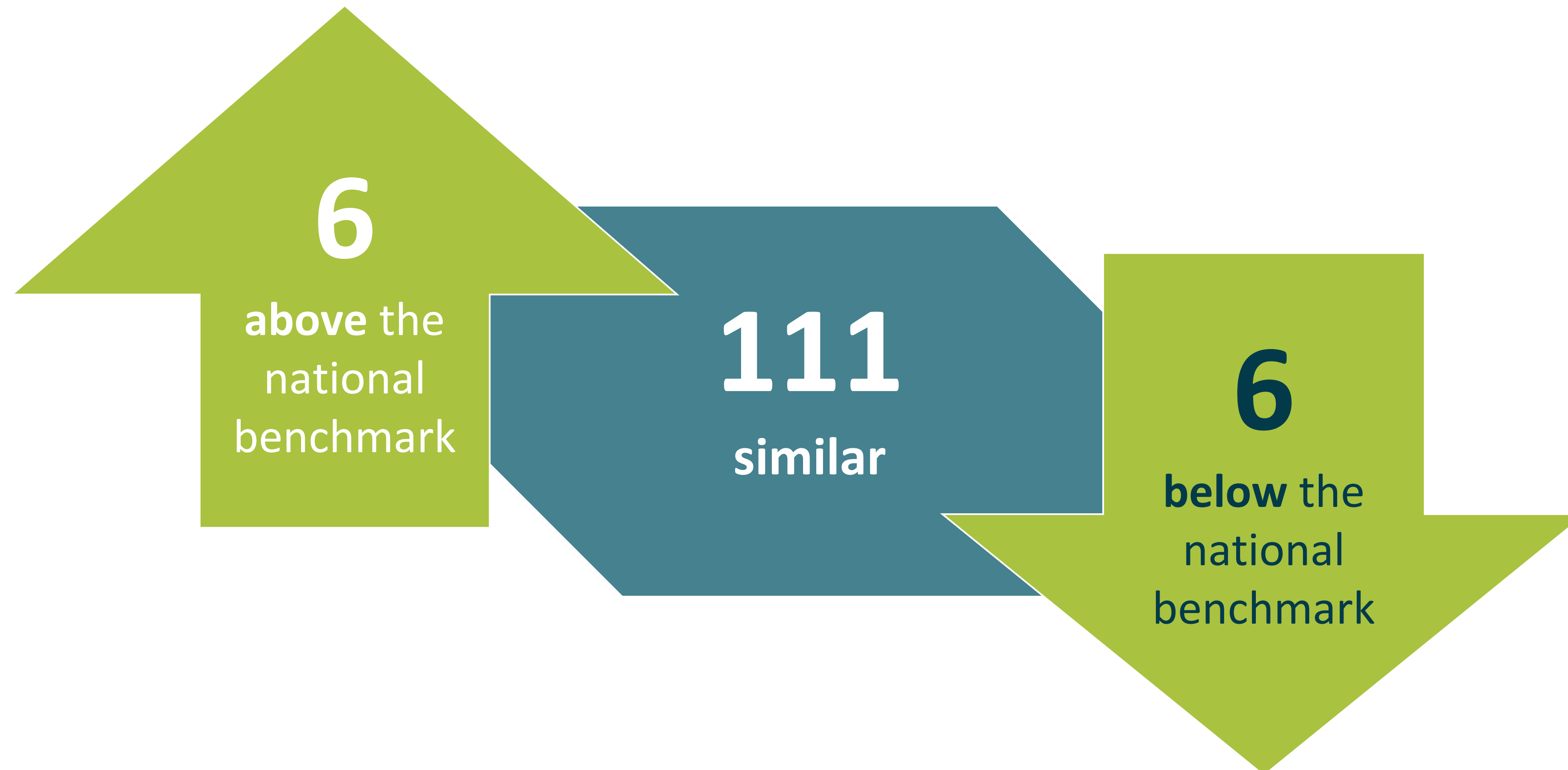
Representing the opinions of more than **50 million** residents.

THE NCS™

THE NATIONAL COMMUNITY SURVEY™



Rochester Comparisons to National Benchmarks



Selected Comparison Data Points



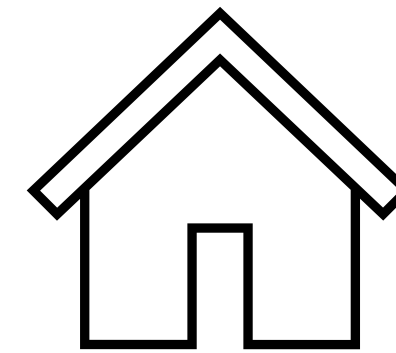
Jobs



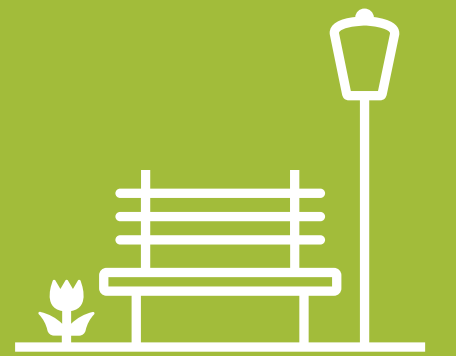
Destination



Transportation



Housing



Public Space



Employment Opportunities

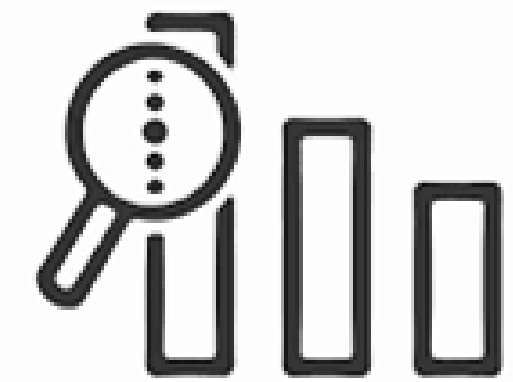
When asked to rate
Rochester's **employment
opportunities**

68%

Rated it as excellent
or good.



Above the
national benchmark.



RACIAL DISPARITY:
WHITE (73%)
BIPOC (48%)

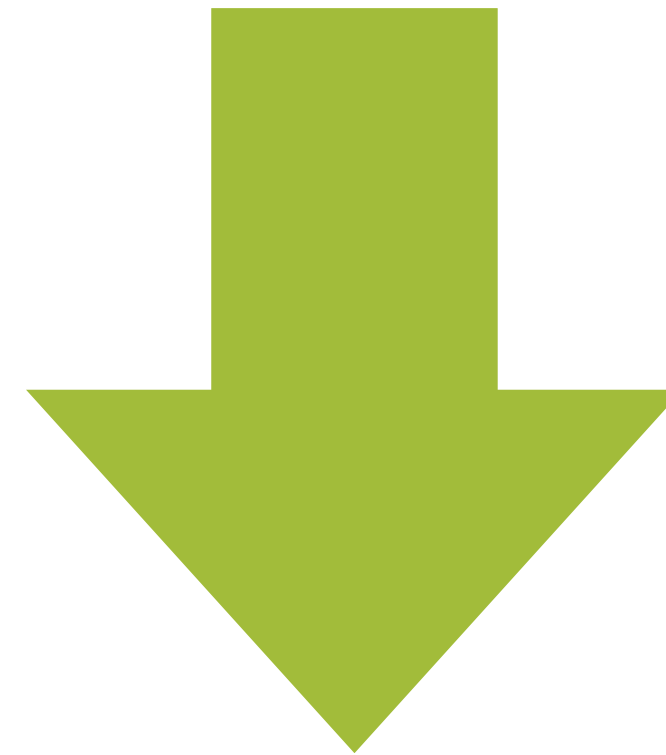


A Place to Visit

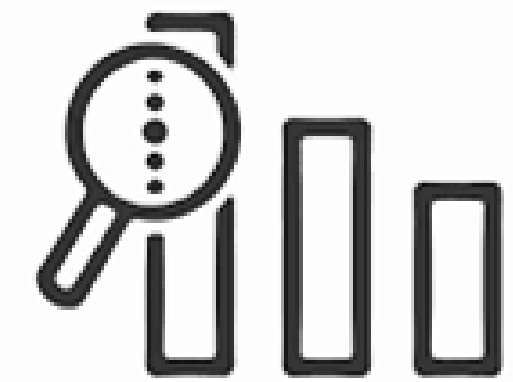
When asked to rate
Rochester as a
place to visit

43%

Rated it as excellent
or good.



Below the
national benchmark.



AGE DISPARITY:

18-34 (31%)

55+ (60%)

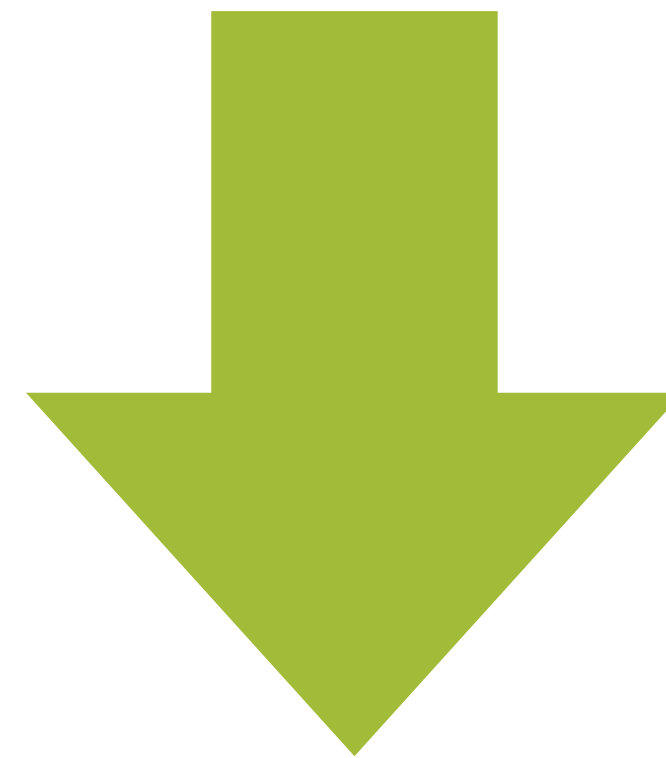


Availability of Affordable Housing

When asked to rate
Rochester's **availability of
affordable house**

16%

Rated it as excellent
or good.



Below the
national benchmark.



NO DISPARITY



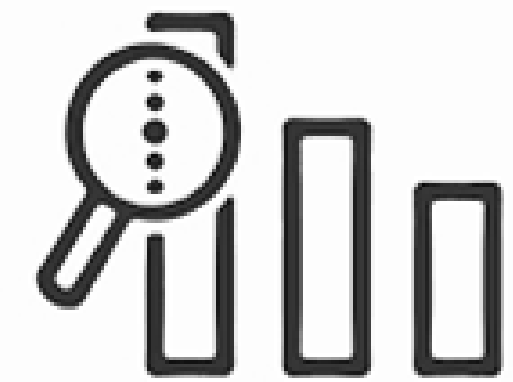
Transportation System

When asked to rate
Rochester's **overall
transportation system**

63%

Rated it as excellent
or good.

Similar to the
national benchmark.



AGE DISPARITY:

35-54 (57%)

55+ (71%)



Public Spaces Where People Want to Spend Time

When asked to rate Rochester's public spaces where people want to spend time

49%

Rated it as excellent or good.

Similar to the national benchmark.



AGE DISPARITY:

35-54 (43%)

55+ (52%)



METRICS: KEY TAKEAWAYS + CONCLUSION



Update: Soldiers Field



Topics Included

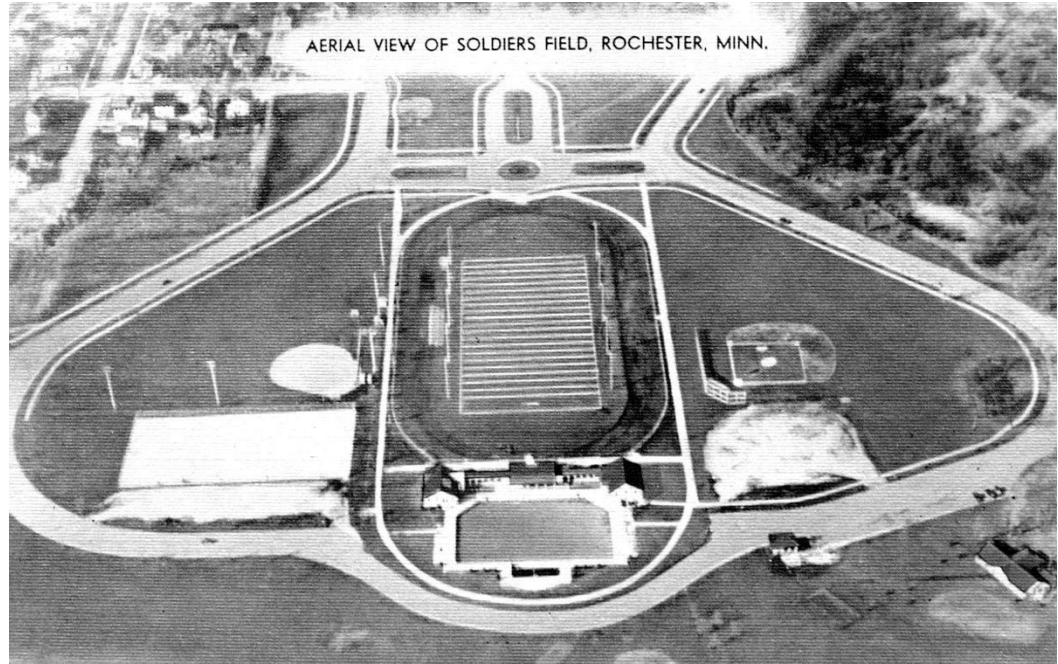
- Soldiers Field Memorial Park Background
- Short-term Masterplan
- DMC Alignment
- Timeline + Next Steps





Historic Context

- Originally developed in partnership with the American Legion
- Golf course (6 holes) first part developed
- Zumbro River diverted to present location in 1933
- The drives and pool were constructed in 1936
- Legion Memorial installed in 1951





2014 Master Plan Highlights

- Retention of memorials
- Enhancing aquatics
- Improvement to running track, including winter skating rink
- New trails
- Modify courts/fields
- Flexible open space
- Proposed reduction to 9-hole golf course with recommendation to revisit proposed change in 2025





2022 Master Plan Community Engagement

Phase One:

- Engagement included
 - Stakeholder Meetings – 12 meetings with 35+ community groups invited to participate
 - Community Online Survey via Polco – 1,500+ responses
 - Online Interactive Map via Social Pinpoint – 800+ visitors and 160 comments

Phase Two:

- Engagement included
 - Community Online Survey via Polco – 1,300+ responses
 - Pop-up events – Rochesterfest, Safe City Nights, and Thursdays Downtown





Master Plan – Short-term (Next 3 Years)

- Retain 18-hole golf course with the potential for some modifications
- Expand trail network

Short-term Preferred Plan





Master Plan – Short-term (Next 3 Years)

- Expanded Aquatics
 - Facility to be doubled in size
 - Bathhouse renovated
 - Facilities include new lap pool, splash pad, shallow play pool, deepwater play pool, and lazy river
 - Amenities include new lounges, shaded seating, and landscaping



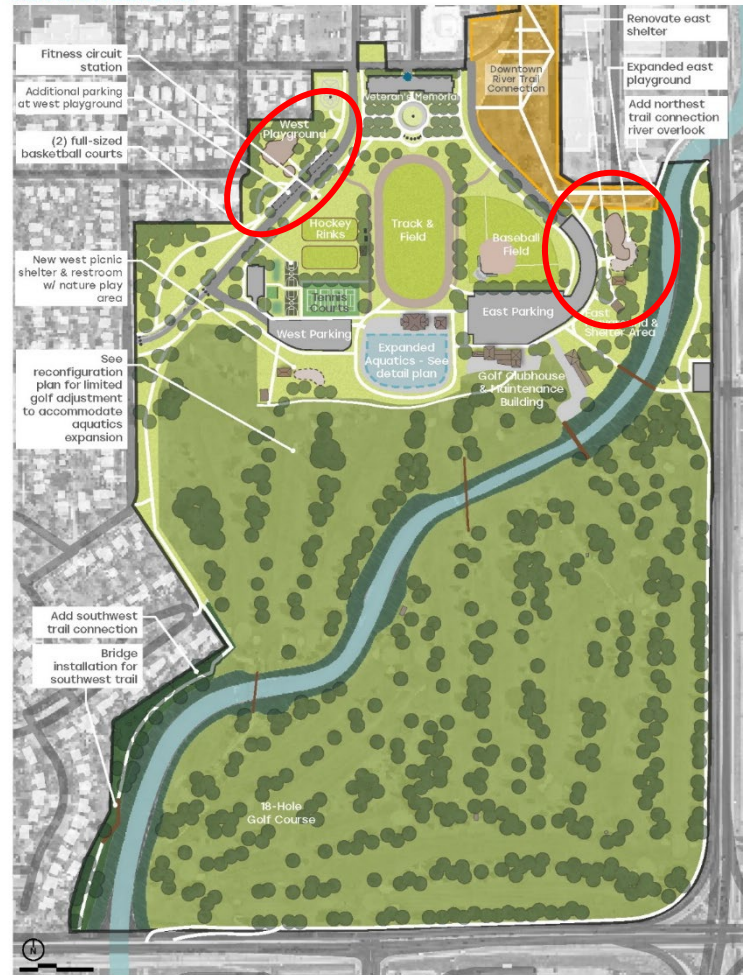


Master Plan – Short-term (Next 3 Years)

- East Playground
 - 4,500 sf inclusive play expansion
 - Renovate east picnic building
- West Playground
 - Add parking area



Short-term Preferred Plan



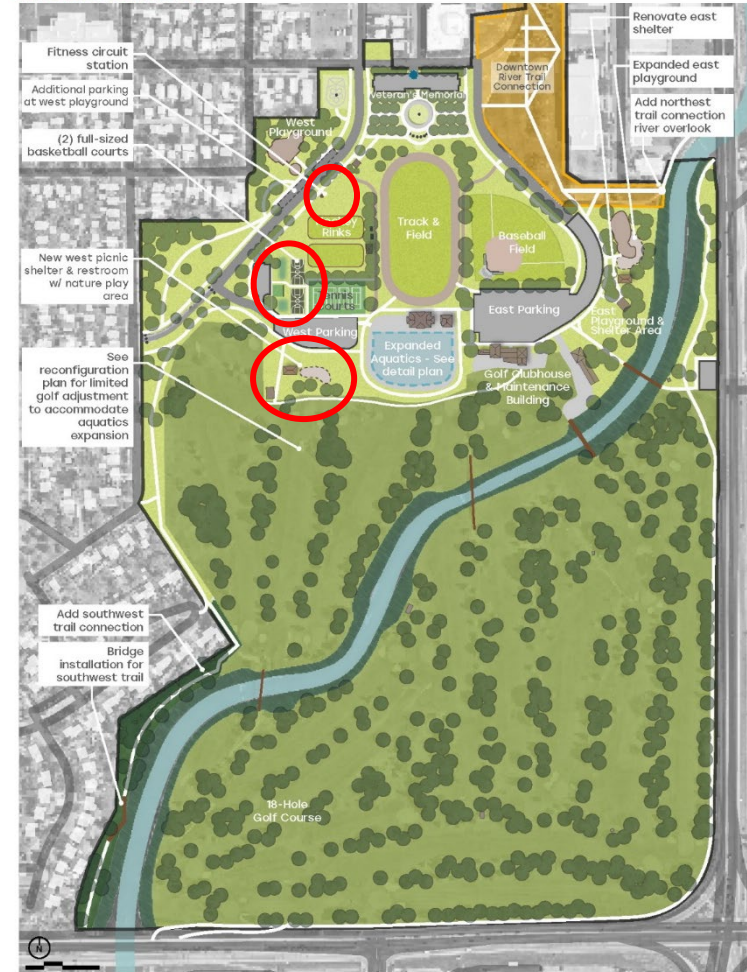


Master Plan – Short-term (Next 3 Years)

- West Picnic Area
 - New picnic shelter with restrooms
 - Add nature play area
- Courts and Fields
 - Add 2 basketball courts
 - Add 1 fitness circuit station



Short-term Preferred Plan

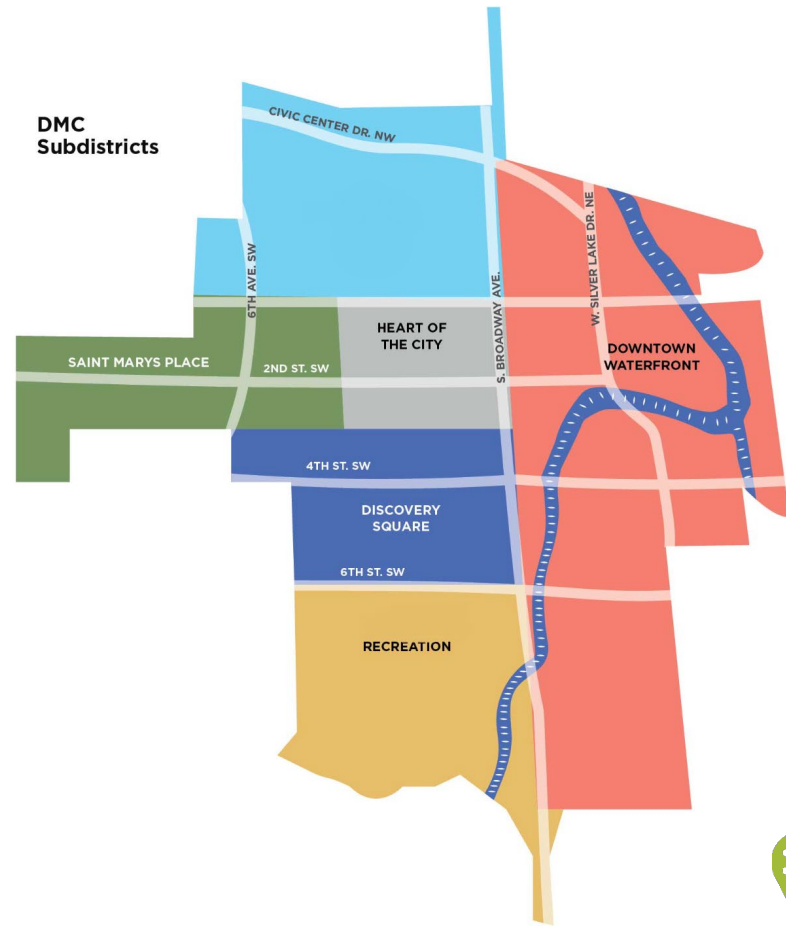


Alignment

Key Elements

DMC Development Plan:

“...extraordinary public spaces
within each district...”



Alignment

Key Elements

- **Equitably** designed spaces that are created with specific needs of users
- Provides a welcoming and **inclusive** park for a growing and diverse community
- Incorporating **sustainable** design practices
- **Connectivity** to other public spaces
- Continues to aligns with DMC vision as America's City of **Health**

Soldier's Field Memorial Park

2022 Master Plan Update

Guiding Principles

A set of guidelines were developed to help shape the discussion and design ideas proposed for Soldier's Field. These guiding principles were initially developed during the 2014 Master Planning process and were evaluated and updated according to stakeholders and community input for this Master Plan Update.

1. Preserve the park and the park boundary from future encroachment
2. Provide a welcoming and inclusive park for a growing and diverse community
3. Provide a variety of outdoor park spaces and programs, including opportunities for non-programmed recreation
4. Preserve the intent of the memorial areas
5. Address community needs for park evolution while incorporating historic design elements
6. Strengthen park access and connections to downtown and other surrounding neighborhoods
7. Provide trails and gathering spaces that engage park users with the river
8. Enhance the signage and way-finding system to orient and direct park users
9. Provide opportunities for winter use
10. Incorporate sustainable design practices
11. Consider life-cycle costs as well as capital costs for park improvements



Alignment

In Action

Equity

Enhanced aquatics strategy focused on accessible design, bathhouse and restrooms, inclusive play designs elements

Access, limited barrier to entry

Basketball, trails, exercise circuit, play areas

Sustainability

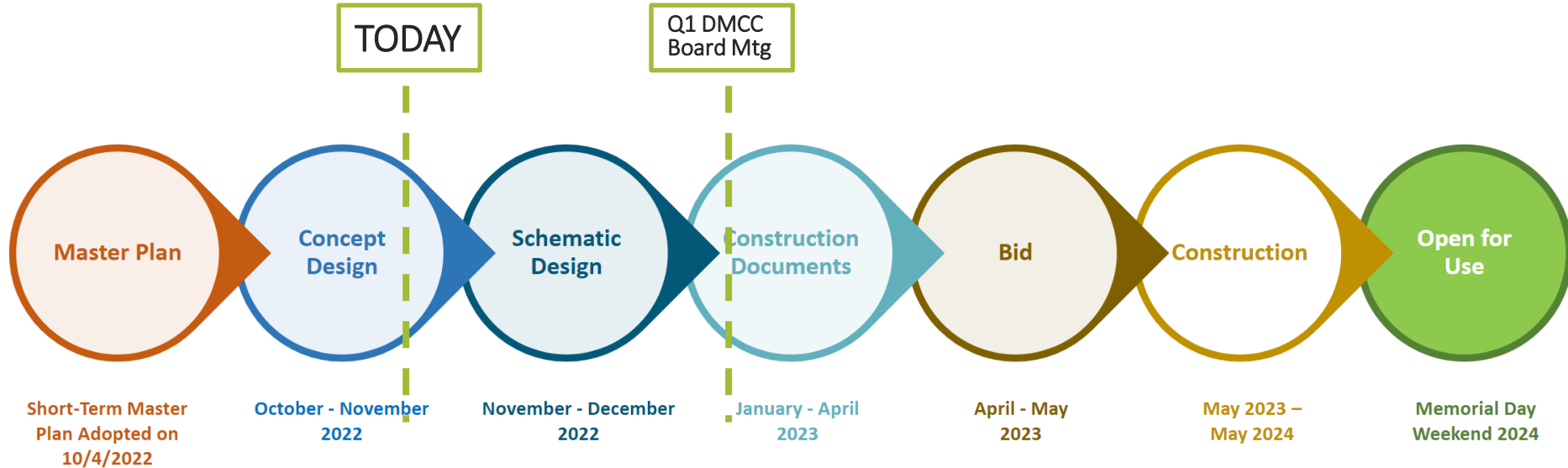
Connectivity to river, vegetation selection, natural play areas, pool improvements

Connectivity

Discovery Walk, River, 6th Street Bridge



Timeline + Next Steps



Thank you



Discovery Square Innovation District



DMC

Destination Medical Center
Rochester, MN

Six Elements for Success at Discovery Square

(From the 2018 Strategic Plan)

1. A variety of office and laboratory space.
2. Large and small businesses across diverse sectors.
3. Access to Mayo Clinic resources and expertise.
4. A vibrant entrepreneurial ecosystem.
5. A variety of capital, grants, loans and incentives.
6. A diverse and educated workforce.



Six Elements for Success at Discovery Square

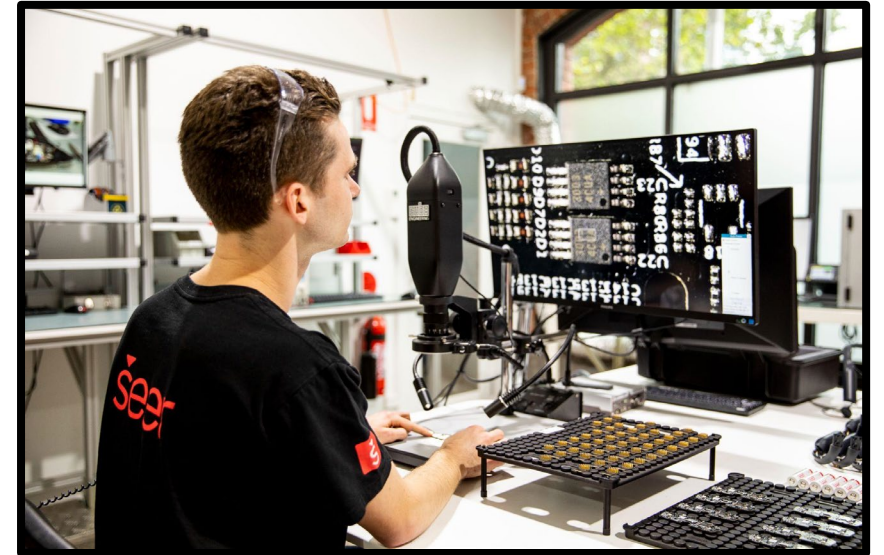
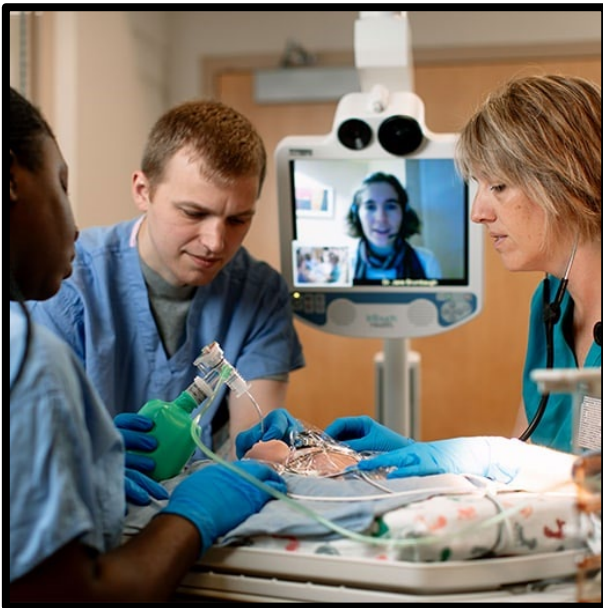
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Element 1: Office and Lab Space

- Traditional office space
- Life science labs, including Good Manufacturing Practice infrastructure
- Computation infrastructure for data-intensive operations.
- Complement existing space (BioBusiness, Conley Maass Downs)



One Discovery Square

- 89,000 square feet, 4 story Life Science building
- Includes: lab, office, collaborative, public gathering and retail spaces
- Project investment \$35M
- Property tax increase from \$64,554 (2018) to \$700,312 (2022) per year
- Tenants include: **Café Steam, Epic, UMR, ThermoFisher, Boston Scientific, Mayo Clinic, Phillips, Castle Creek Biosciences, Exact Science, and RION**



Two Discovery Square

- Approx. 125,000sf, 5 story Life Science building
- Includes: lab, office, collaborative and public gathering, link to One Discovery Square
- Project investment \$44.8M
- Property tax increase projected from \$23,758 to \$1M per year
- Discussions under way re collaborative biological manufacturing operation between **Mayo Clinic's Center for Regenerative Medicine** and **National Resilience Inc.**



Discovery Walk

Why it Matters

- Signature public space in the sub-district
- Important to patient, visitor, employee experience
- Connects core downtown to Soldiers Field and adjacent neighborhoods

Status

- Phase 1 Street and sidewalks opening.
Landscaping done
- Phase 2 construction begins Spring 2023
- Community Shelters bid approval pending City Council action



Office and Lab Space - What's Next

- Discovery Labs concept development
- Three Discovery Square
- Kellen Research Building
- Completion of Discovery Walk



Six Elements for Success at Discovery Square

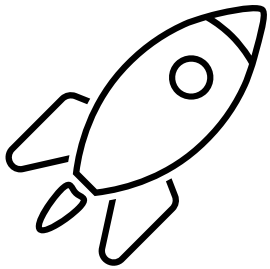
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Element 2: Additional Businesses

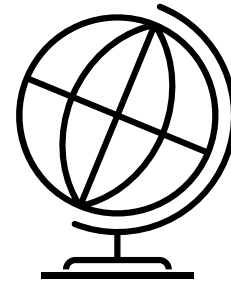
The addition of large and small businesses across diverse sectors broadens the local economy, creates new job opportunities, and grows the local and state tax base.



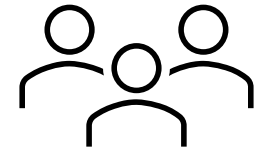
Startups



**Large
Healthtech
Companies**



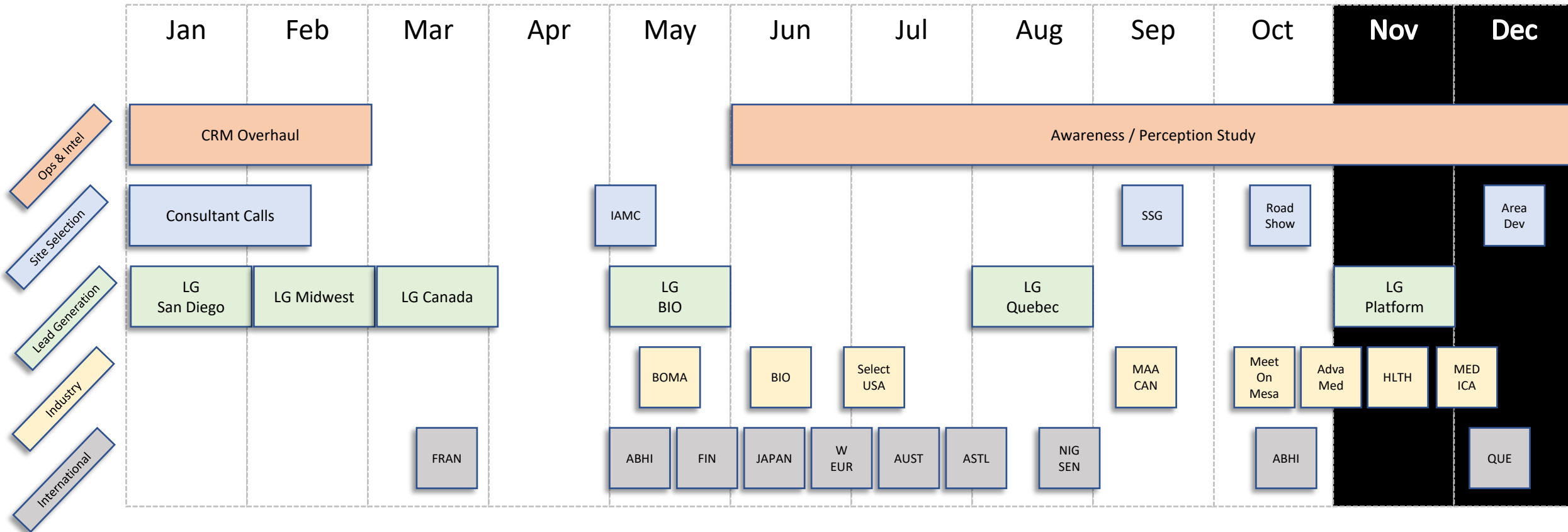
**International
Businesses**



**International
Cluster
Organizations**



2022 Work Plan

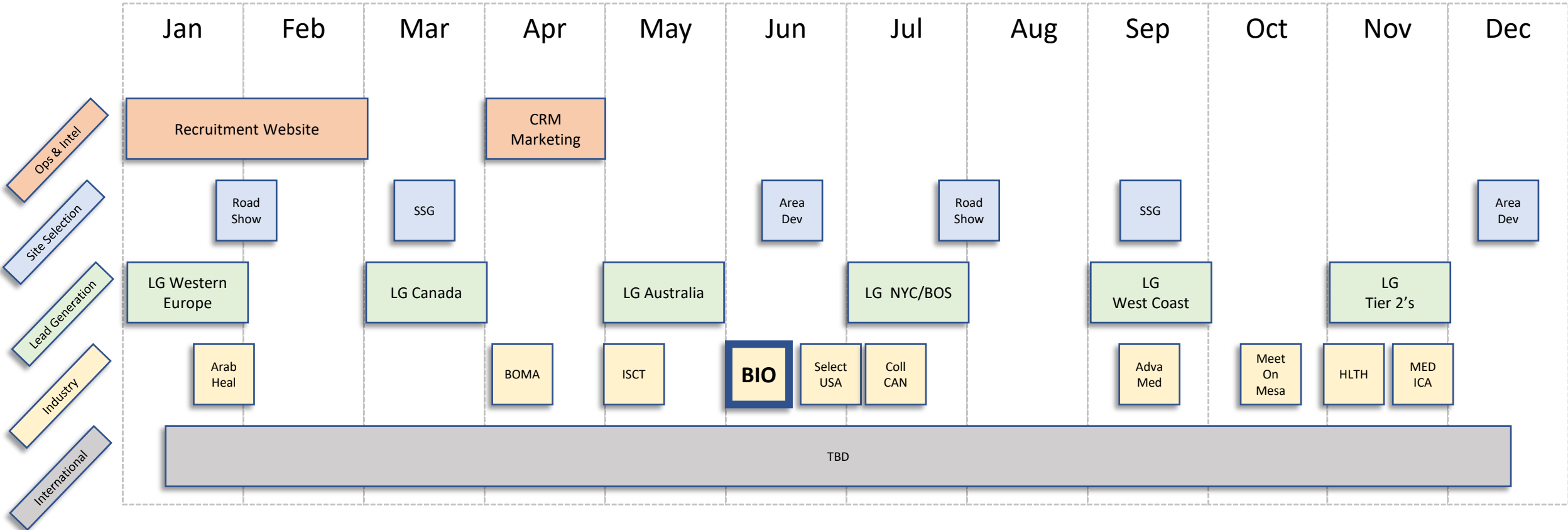


Key Updates

- Mayo Clinic's *Investment in Healing* Conference (10/19)
 - Exposure to top biotech-focused VC's from around the country
- Association of British Healthcare (ABHI) visit to Rochester (10/21)
 - Hosted several companies at Two Discovery Square
- Montreal, Meeting on the Mesa, AdvaMed, HLTH, MEDICA, Area Development
- Mayo Clinic Platform-focused lead generation campaign
- Awareness & Perception study currently underway, to be completed by Dec 31



2023 Work Plan



Metrics for Business Attraction

- Outreach Events/Branding Opportunities
 - Company Direct, Site Consultant
- Site Visits to Rochester
- Lead Generation Campaigns/Events
 - Target = Company we contact
 - Lead = Company interested in learning more
 - Project = Company with defined project parameters
- Total Leads identified and tracked
- Referrals to/from Mayo Clinic, Medical Alley, DEED



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Heart of the City



Heart of the City Phase 1 Update

- Installation of catenary light system



Heart of the City

Activation

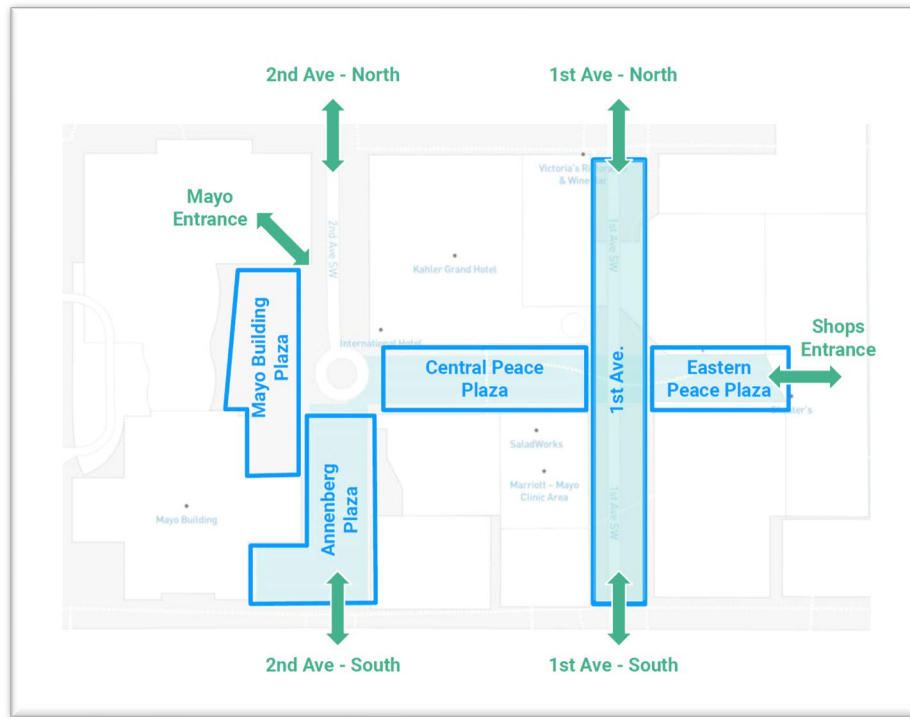
- Active Chateau Theatre
- Many community events
- Up next...public viewing of World Cup and holiday programming



Post Occupancy Analysis

Update:

- Data gathering and analysis now complete by Gehl
- City + DMC team discussions
- Final report Q1 2023 to DMCC board



Mobility



DMC

Destination Medical Center
Rochester, MN

Mobility Updates



Recent LINK BRT Milestones:

- Artist Community Engagement (October + November 2022)

Upcoming BRT Milestones:

- Complete key state and Federal environmental reviews and risk assessments (mid-2023)
- Bid process commences (4Q 2023)
- Finalize vehicle design and place order (4Q 2023)

West Transit Village:

- RFQ responses received by Mayo and narrowed down the respondents to a short list to proceed to the next step.

Other Mobility Updates:

- Active Transportation Coordinator hired – starts end of November 2022



Equitable Development Update



**Why are
we here
today?**

Progress update to DMCC
Board on its stated priority
of equitable development

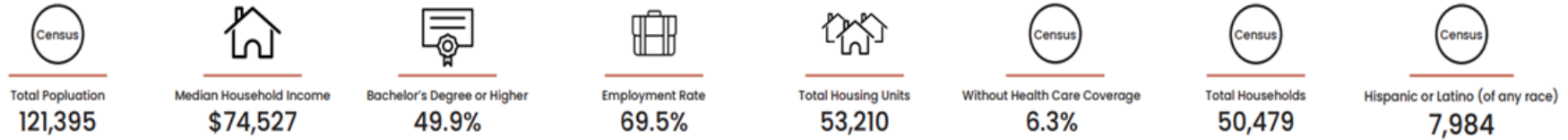


AGENDA

What are we going to cover?

- Economic Justice
- Equitable Housing
- Equitable Transit
- Equity Alliance
- Equitable Engagement
- Relationship-building
- What's next?





Data collected by the United States Census Bureau indicates that Rochester has **121,395** residents.

73.2% of residents are white and **26.8%** are BIPOC residents

14.1% of residents are foreign born

82% of residents speak English only, and **18.7%** speak a language other than English

16% of residents are age 65 and older

12.4% of residents have a disability

6% of residents are veterans

7.4% of residents below poverty level by income



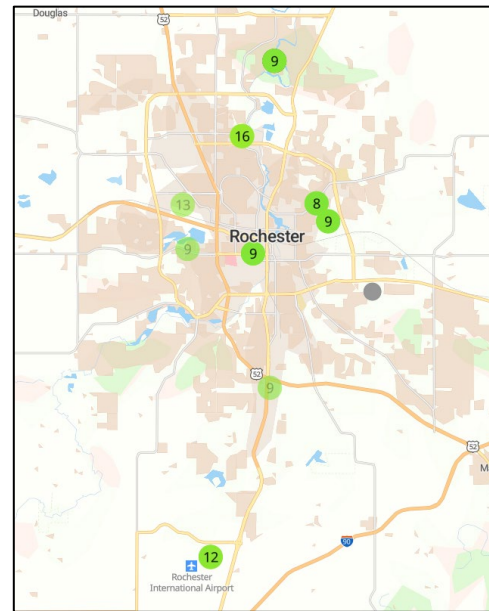
Advancing Economic Justice



Equitable Housing



Equitable Transit



Performance
Measurement and
Collaboration

Equity-based Mobility

Bus Rapid Transit and Electrification



Equity Alliance



DiversityCouncil



Equitable Engagement



Discovery Walk



Bloomberg Philanthropies
Mayor's Challenge



BIPOC Home Ownership



Relationship-Building



Muslim Coalition



Rochester Area
Foundation



Minnesota



DEPARTMENT OF
TRANSPORTATION

DiversityCouncil

imaa



ICAM



Delalight
Consulting LLC

Rochester
Public Schools



United Way
of Olmsted County



Where are we headed?

- Further economic justice for emerging & BIPOC developers
- Identify and implement best practices for housing
- Promote local minority business ecosystem
- Build local community co-design capacity



Questions? Thank you!



Main Street Grant Program



DMC

Destination Medical Center
Rochester, MN

Main Street Grant - Program to Date

- 36 Total awards = \$2.01M
- 14 awardees BIPOC, woman-led and/or veteran led businesses (42%)

