



DMC  
Destination Medical Center

In the middle of  
**EVERYWHERE**

# Destination Medical Center

# Our Mission

A Global Destination for Health & Healing

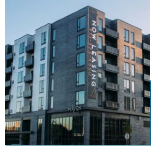
With **Mayo Clinic** at its heart, the Destination Medical Center (DMC) initiative will be the **catalyst** to position Rochester, Minnesota as the world's **premier** destination center for health and Wellness; attracting people, investment and jobs to **America's City for Health** and supporting the economic growth of Minnesota and its biosciences sector.



# DMC GOALS



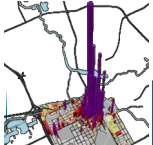
**Create a comprehensive strategic plan**



**Generate \$5.6 billion of private investment**



**30,000 new jobs**



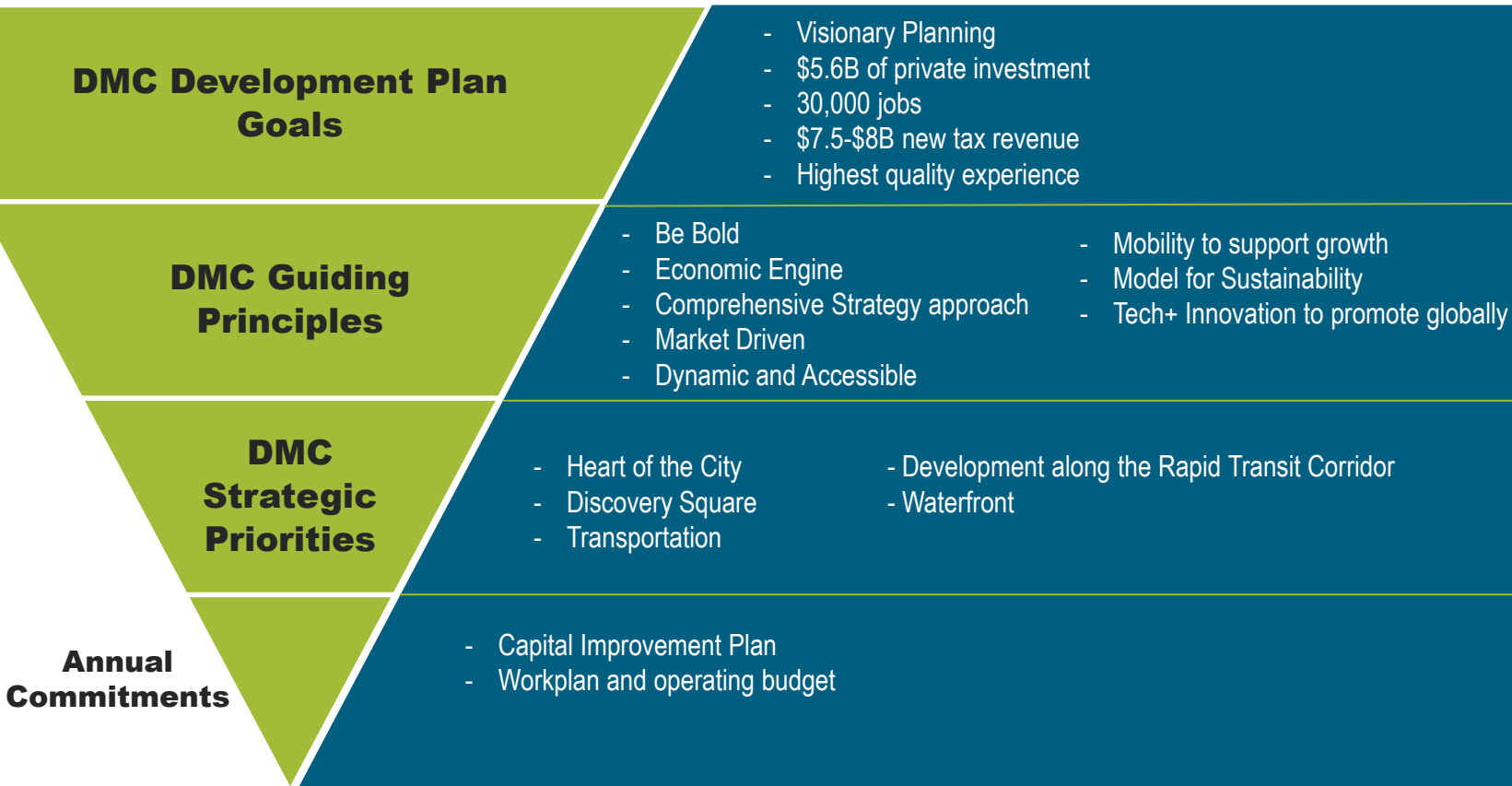
**\$7.5 - \$8.0 billion in new net tax revenue**



**Achieve the highest quality experience**

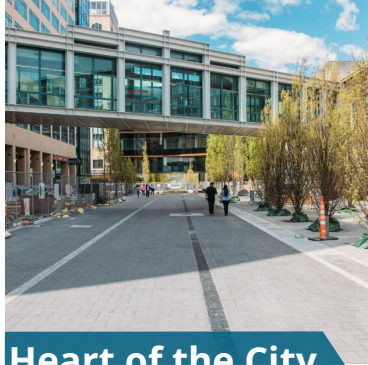


# ALLOCATING DMC RESOURCES

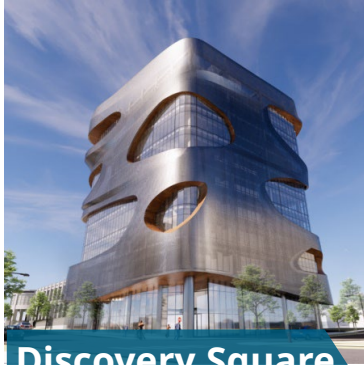




# NEAR-TERM PRIORITIES



Heart of the City



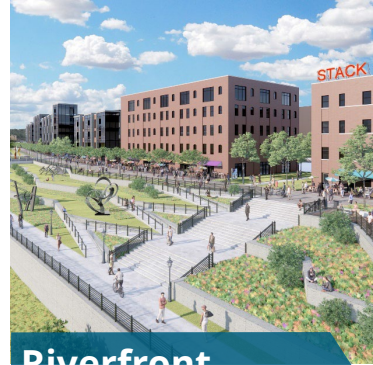
Discovery Square



Mobility



TOD



Riverfront



# DMC WORK PLAN: AREAS OF FOCUS

- **America's City for Health**
- **Sustainability**
- **Equity in Economic Development**
- **Business Development**
- **Community Engagement**
- **Business Forward**



Destination Medical Center Economic Development Agency  
&  
City of Rochester DMC Project Management Team

## 2022 Workplan



# PROJECTED DMC FUNDING DISTRIBUTION 2020-2024

	Phase 2 (2020-2024) Target Ranges Adopted in 2020 DMC Plan Update	Phase 2 (2020-2024) Proposed
Public Realm	\$35-\$50M	\$51.3M
Mobility	\$60-\$75M	\$65.8M
Strategic Redevelopment	\$20-\$45M	\$23.3M
Streets and Sewers	\$35-50M	\$22.3M
Operations	\$15-\$20M	\$18M
<u><b>TOTAL</b></u>	\$200M +/-	\$180.7M



# PUBLIC REALM



- Public space as catalyst for economic development
- Connection to neighborhoods
- Innovative public space activation



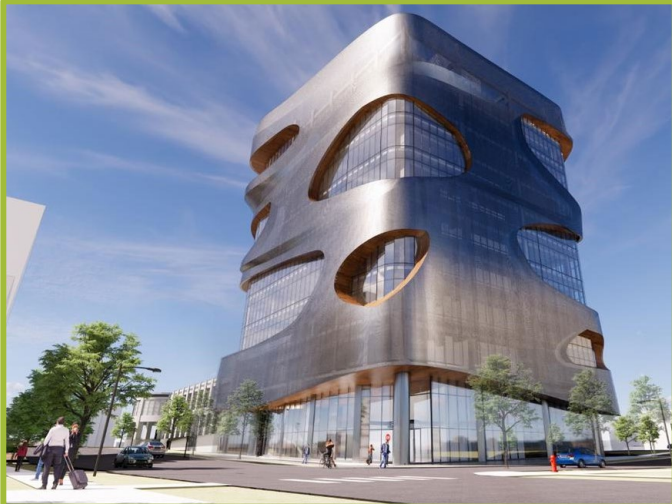


-

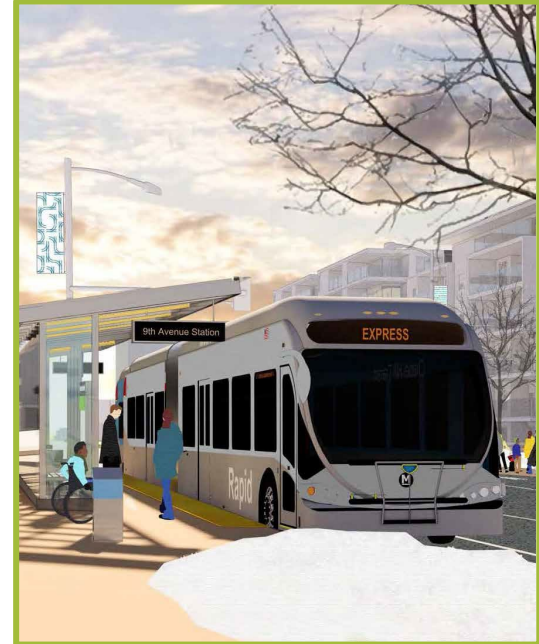
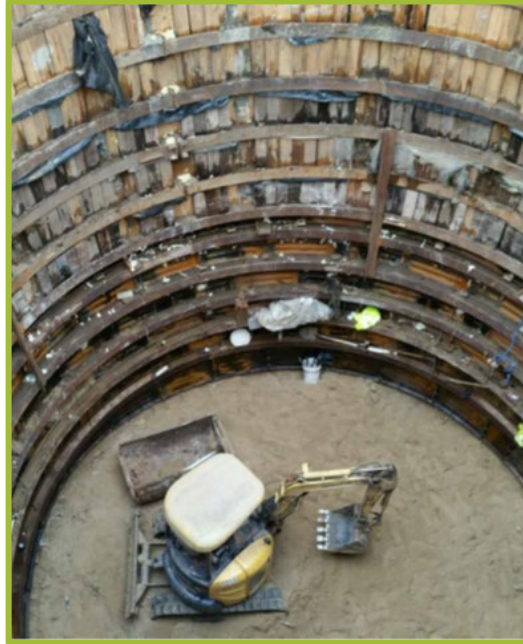
# STRATEGIC REDEVELOPMENT



- Economic diversification and recovery
- Housing affordability
- Main Street innovation
- Local entrepreneurship
- Local minority and women-owned business capacity
- Lead generation and business recruitment



# STREETS & SEWERS



- Generational investments
- Complete Streets approach





# Organizational Priorities

---

February 2022





# Strategic Priorities

**Strategic Priority:**  
Affordable Living

**Strategic Priority:**  
Economic Vibrancy and  
Growth Management

**Strategic Priority:**  
Quality Services for  
Quality Living





# Strategic Priority: Affordable Living

## Areas of Focus

- Housing variety and affordability
- Transportation options and access
- Equitable regulatory landscape and creative incentives
- Access to opportunities and amenities

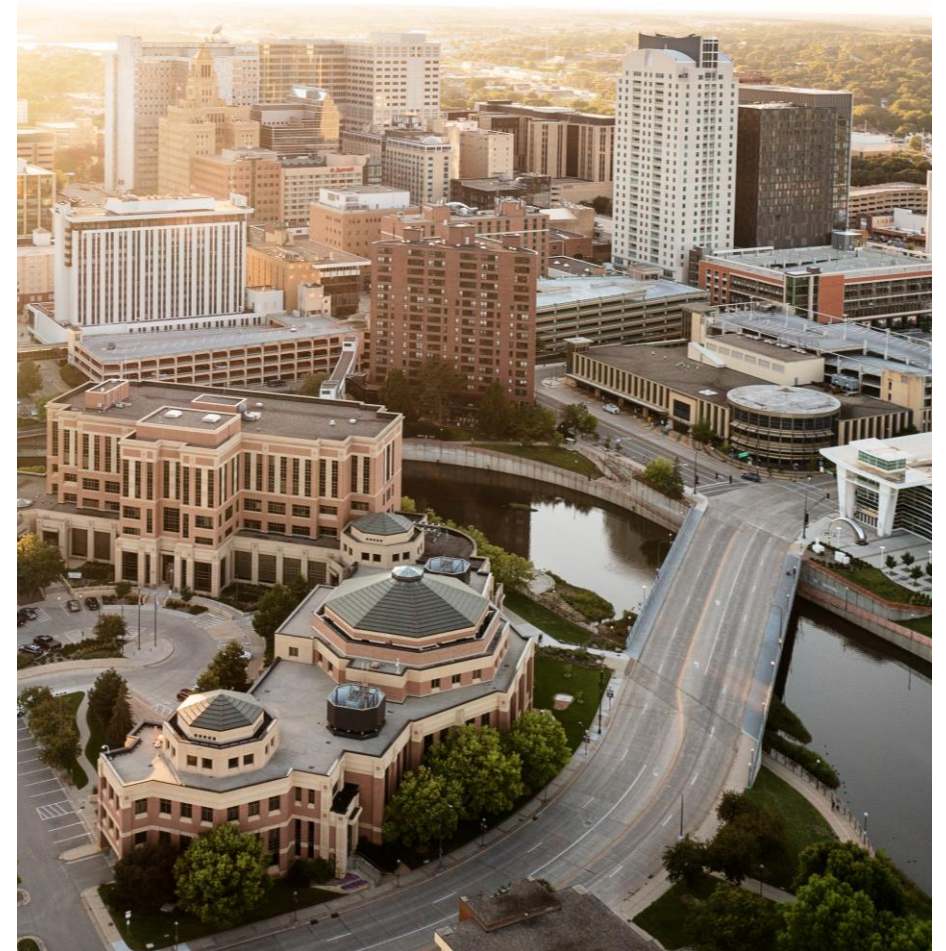




# Strategic Priority: Economic Vibrancy and Growth Management

## Areas of Focus

- Create clarity, alignment and unity with economic development partners in defining city leadership and community values
- Establish competitive and sustainable approach to effectively allocate DMC resources, Legislative allocations, and city revenue
- Develop implementation tools and strategies for Comprehensive Plan to ensure current decisions reflect future projections
- Adopt design guidelines that better reflect Council and community values



## Strategic Priority: Quality Services for Quality Living

### Areas of Focus

- Cultural and Recreational opportunities that provide access and equity
- The organization and Services reflect changing demographics and needs identified by community
- Operations are sustainable, integrated, and easy to navigate
- Service delivery is optimized, cost effective, and reflect our Foundational Principles





# Action Plan

Includes:

- City Vision, Principles, & Priorities
- Strategic Priorities & Action Plan Background
- Strategic Priorities:
  - Goals
  - Tactics
  - Key Performance Indicators (KPIs)



# 2-Year Budget Process



Strategic Planning Session



Identify Strategic Priorities



City Administrator works with City teammates to develop action plan



City Council approves action plan



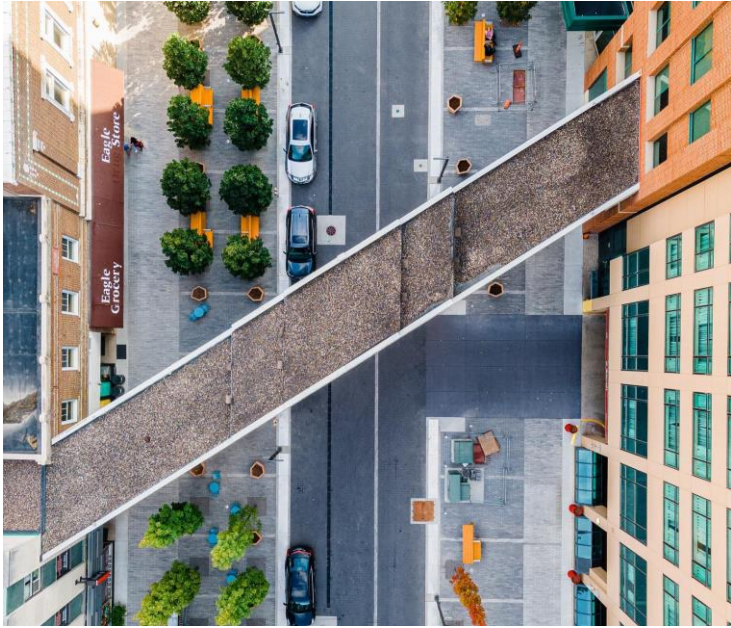
Action plan becomes working document City teammates use to build budget



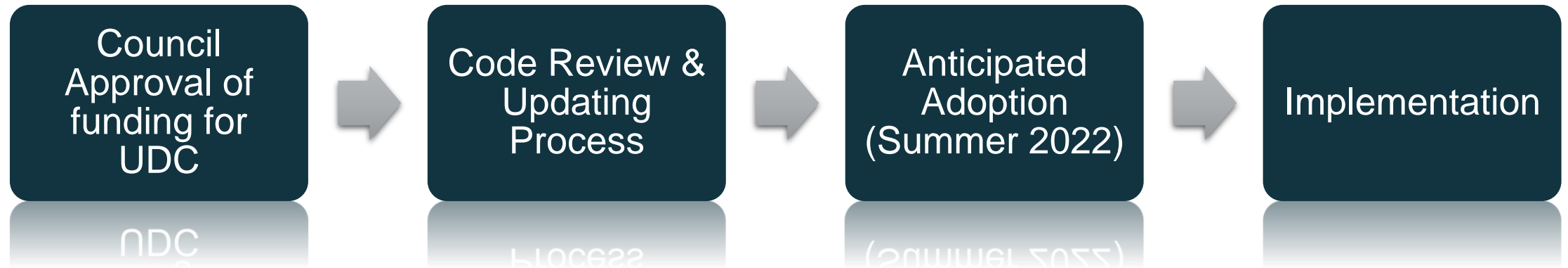


# **Special Projects & Strategic Initiatives**

# Council Policy for Future Development



The Unified Development Code (UDC) is a policy tool to guide development. It is a companion tool to the comprehensive plan. The UDC will be the primary tool used to regulate land development in Rochester.





# American Rescue Plan Act (ARPA) Focused Funding Model

## Foundational Principles

- Facility Investment for Fiscal Sustainability
- Revenue Impact Mitigation

## Strategic Priority: Affordable Living

- Support for People

## Strategic Priority: Economic Vibrancy & Growth Management

- Reopening and Resiliency

## Strategic Priority: Quality Services for Quality Living

- Supporting Innovation



# ARPA Highlighted Funding Strategies

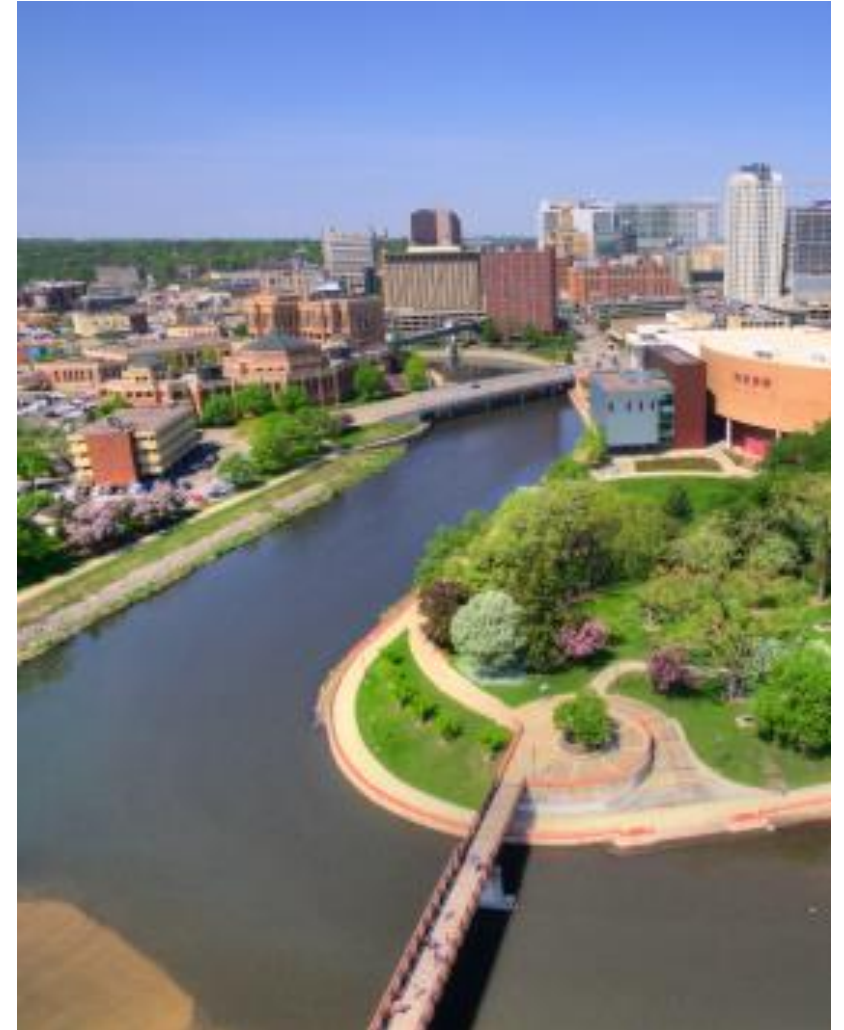


- 311 Customer Service
- Downtown Activation & Placemaking
- Community Engagement Response Team (CERT)
- Budget Stability – Recovering from 0% Tax Levy without shock to tax payers
- Affordable Housing Investment – Joint Coalition Work



# A Look Forward into 2022 p.1

- Strategic Plan and Action Plan
  - Continued Focus on Alignment of Strategies and Tactics
  - Foundation for building and managing bi-annual budget
- Bloomberg Award Implementation
  - Intersection of workforce and equity
  - Collective Impact Model led by partners
- Tri-Government
  - Create alignment of Community Priorities
  - Provides opportunity for enhanced partnership and communication





# A Look Forward into 2022 p.2

- State Bonding Requests
  - Downtown Heating and Cooling (District Energy) - \$28M
  - Willow Creek Trail - \$3.5M
  - Silver Lake Dam Modifications and Park Improvements - \$24.34M
- Federal Grant/Congressional Funding
  - Soldier's Field Park Improvements (NPS)
  - Chateau Theater & MCC Improvements (EDA)
  - 6th Street Bridge (RAISE)
  - Water Reclamation Plant - \$935,000
  - Workforce Development BIPOC Women - \$750,000
  - Records Management System - \$500,000
- Sales Tax Continuation Strategy - \$205M over 16.4 Years
  - Housing Vitality Fund - \$50M
  - Street Reconstruction - \$50M
  - Flood Control and Water Quality - \$40M
  - Regional Community and Recreation Complex - \$65M





# Tying it All Together





**THANK YOU**

# OLMSTED COUNTY 2022 BOARD PRIORITIES

Heidi Welsch, Olmsted County Administrator



## BOARD PRIORITIES ALIGN WITH LONG-TERM COUNTY GOALS

### **Assure safe and healthy communities**

- We keep the community safe and provide pathways to health, housing, and well-being.

### **Be good stewards of our built and natural environments**

- We provide excellent transportation, land use, and recreation; protect air, water, and soil quality; and manage waste effectively.

### **Maintain foundations of democracy**

- We provide fair property valuation and administer fair elections; provide access to documents of record; and provide access to remedy through the justice system.

### **Provide operational excellence**

- We develop our employees; use public resources wisely; and plan, adapt, and respond effectively.





# **Assure safe and healthy communities**



# AMERICAN RESCUE PLAN ACT FUNDS



# COVID-19 RESPONSE

**Protect public health by minimizing infections and limiting severe and fatal outcomes due to COVID-19.**



# AFFORDABLE HOUSING

**Create more affordable and supportive housing in Olmsted County through new and enhanced housing development tools.**





# REINVEST IN JUSTICE SYSTEM

**Reinvest in the justice system to be fiscally and socially impactful and address inequities and racial disparities.**



# RACE AND RACISM AS A PUBLIC HEALTH ISSUE

**Address racism as a public health issue and elimination of inequities in our community by implementing results of the Race and Racism as a Public Health Issue study.**

Housing

Substance Use

Mental Health

Financial Stress

Data

Customer Service

Advisory Boards

Criminal Justice

Diversity, Equity, Inclusion

Accountability

10 Focus Areas



**Be good stewards of  
our built and natural  
environments**





# ASH UTILIZATION PROJECT

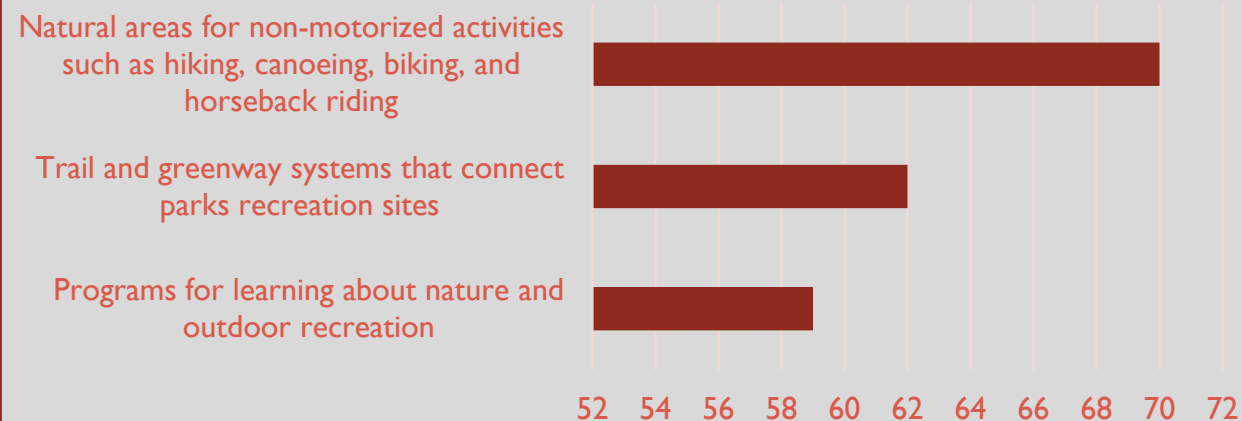
**Construct a pilot roadway section at the Kalmar Landfill using bottom ash from the Olmsted Waste-to-Energy Facility as the aggregate base of the roadway.**



# OPEN SPACE PLAN

**Complete an open space plan to address the common connectivity, recreation, and environmental needs of the county.**

## Residents top three rankings for activities provided in Olmsted County



Results from 2019  
Olmsted County  
resident survey



# NEW OXBOW PARK NATURE CENTER

**Complete and open the new Oxbow Park nature center in the fall of 2022.**



Rendering by Hoisington Koegler Group Inc.





# Maintain foundations of democracy



# REDISTRICTING

**Complete county redistricting of commissioner districts to reflect 2020 Census data.**



**March 30–April 26, 2022**

County draws county commissioner district maps.

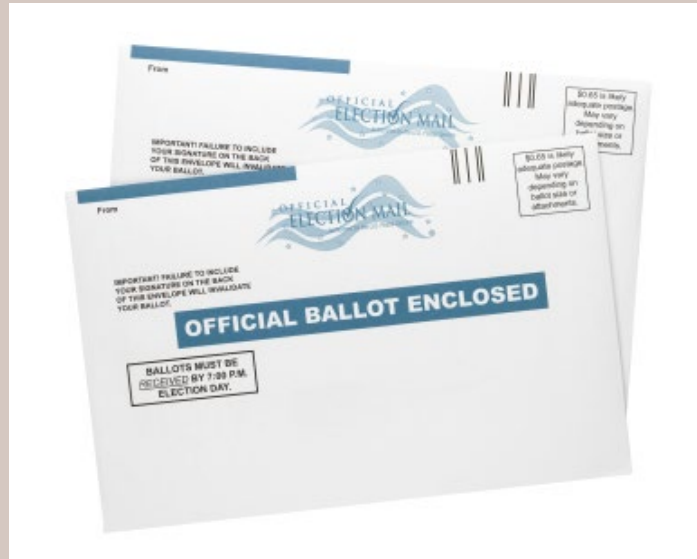
**April 26, 2022**

County finalizes county commissioner district maps.



# ELECTIONS

**Successfully administer the 2022 mid-term elections as measured by canvass results and the post-election review.**





# Olmsted County bonding priorities



## CSAH 44/TH 14 INTERCHANGE

**Complete environmental documentation, design, and right of way acquisition at the CSAH 44 (formerly CR 104)/TH 14 interchange.**

**Secure funding for construction of the proposed interchange and associated fly-over at 7<sup>th</sup> St. NW.**



**<https://www.olmstedcounty.gov/post/csa-44-formerly-cr-104-and-th-14-intersection>**



# MATERIALS RECOVERY FACILITY

**Plan for a Materials Recovery Facility (MRF) in Olmsted County including legislative advocacy for state bonding support.**

**<https://www.olmstedcounty.gov/residents/garbage-recycling/proposed-materials-recovery-facility-mrf>**



# PLANS FOR GRAHAM PARK AND FORMER SENECA PROPERTY

**Advance the master plan for Graham Park and continue evaluating adjacent “Seneca” property.**

**<https://www.olmstedcounty.gov/post/graham-exhibition-center>**





## STAY CONNECTED!

- Visit [www.olmstedcounty.gov](http://www.olmstedcounty.gov) and subscribe to receive county news updates delivered right to your email box!

Subscribe



- Follow Olmsted County on social media ... We even have TikTok too!

