



DMC
Destination
Medical Center
Rochester, MN

2022

IMPACT REPORT

A LETTER FROM DMC LEADERS

DEAR FRIENDS,

AFTER TWO YEARS OF UNCERTAINTY, SIGNS OF RECOVERY IN ROCHESTER ARE... EVERYWHERE.

People are returning to downtown Rochester for work, shopping, eating, entertainment, and events—Thursdays Downtown, activities in Central Park, or to experience the newly remodeled Peace Plaza, watching children splash about the water of Peace Fountain.

Downtowns across the country are struggling to emerge from the setback of the pandemic. But our community has shown its resiliency and tenacity. We have seen many new businesses plant a flag in downtown, and other established businesses expand, relocate, reopen, and reposition.

Mayo Clinic continues to grow. Rising from the ground is the Anna-Maria and Stephen Kellen Building, where scientists will pursue new life saving technologies, and an expanded proton beam therapy center, creating capacity to treat over 900 patients per year. These investments signal the ongoing commitment to Rochester from Minnesota's largest employer.

Even with these advances there is still work to be done; and DMC, with partners from the state, county, and city, and so many others will continue to support renewed prosperity.

One example is the Minnesota Mainstreet Revitalization Program, launched by the state of Minnesota. Nearly \$4 million is available in matching grant support for capital investments to rebuild and reinvest in our downtown and neighborhood main streets.

But the best is yet to come as we continue to move forward with opportunities to advance our local economy while promoting our community's health and wellbeing. Plans to connect residents and visitors to the Zumbro River continue to progress. Recently adopted plans for the downtown and southeast waterfront areas set the stage for transformational changes.

This year we celebrate the completion of Two Discovery Square and look forward to new life science companies establishing a presence in Rochester as we continue to diversify our economy. And Discovery Walk is well underway, enhancing a vital connection between the core of the downtown to the much beloved and soon-to-be refreshed Soldiers Field.

After many years of planning and design, Rochester is on pace to build out the first Bus Rapid Transit system in Greater Minnesota, linking neighborhoods and commuters to jobs, entertainment, services, and education venues.

With all of this, you can see why we are so optimistic about Rochester's future. Thank you for your continued support and partnership as we move forward with this bold and compelling vision for Rochester.

SINCERELY,

DR. CLARK OTLEY

DMC EDA Board President

PATRICK SEEB

DMC EDA Executive Director

PAMELA WHEELOCK

DMC Corporation
Board Chair

HEAR WHAT OUR KEY LEADERS HAVE TO SAY



Our community embraces a bold vision to be the world's premier destination for health care and wellness, and that vision is becoming a reality through multiple investments. At Mayo Clinic, we are expanding proton beam therapy for cancer and building new research space for collaboration, and the community is investing in the Heart of the City, Two Discovery Square, Discovery Walk, and transit and infrastructure to support growth. Our collective commitment to excellence for patients, visitors and the people who live and work in Rochester is what sets this community apart.

GIANRICO FARRUGIA, M.D.

President and CEO, Mayo Clinic



Rochester is known for being a welcoming community – one that exudes vibrancy and innovation. This is especially true of our downtown, where business owners and their teams work hard each and every day to serve our residents and visitors with the utmost compassion and care. We recognize and thank these resilient innovators for making Rochester a great place to live, work and visit. The future of our downtown is bright and I encourage you to join me in continuing to support and celebrate those that are at the heart of our wonderful city.

KIM NORTON

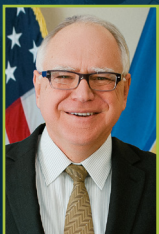
Mayor of Rochester



Having a vibrant and innovative downtown Rochester is crucial to the long-term success of Olmsted County and Southeast Minnesota. The success of Destination Medical Center benefits the whole region as we are all interconnected.

MARK THEIN

Olmsted County Board of Commissioners Chair



Destination Medical Center continues to be a beacon for our region, our nation, and the world. The Minnesota spirit of hard work, collaboration, and innovation embedded in this partnership helps grow our economy and support communities not just in Rochester, but across our state.

TIM WALZ

Governor of Minnesota



WHAT IS DESTINATION MEDICAL CENTER?

DESTINATION MEDICAL CENTER (DMC) IS A UNIQUE, PUBLIC-PRIVATE PARTNERSHIP AND ECONOMIC DEVELOPMENT INITIATIVE THAT BEGAN IN 2013.

The \$5.6 billion plan is the largest in Minnesota's history. The partnership combines Mayo Clinic private development with that of other developers and investors, in addition to public infrastructure investment from the city of Rochester, Olmsted County and the State of Minnesota.

By leveraging these investments, DMC promotes Rochester, and more broadly, the County and State. An emphasis is placed on positioning Rochester as home to a world-renowned medical center that offers a premier health and wellness experience for patients and their caregivers, as well as for Rochester's residents, employees, and visitors.

DMC MISSION

With Mayo Clinic at its heart, the Destination Medical Center (DMC) initiative is the catalyst to position Rochester, Minnesota, as the world’s premier destination for health and wellness: attracting people, investment, and jobs to America’s City for Health and supporting the economic growth of Minnesota, its bioscience sector and beyond.

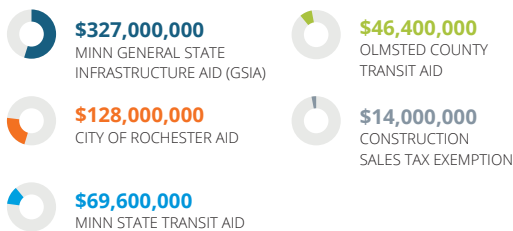
DMC GOALS

Achieving DMC goals will benefit the City of Rochester, Olmsted County, and the State of Minnesota.

DMC GOALS:

- + Create a comprehensive strategic plan
- + Leverage public investments to attract more than \$5 billion in private investments to Rochester
- + Create 30,000+ new jobs
- + Generate up to \$8 billion in new net tax revenue
- + Achieve the highest quality patient, companion, visitor, employee and resident experience

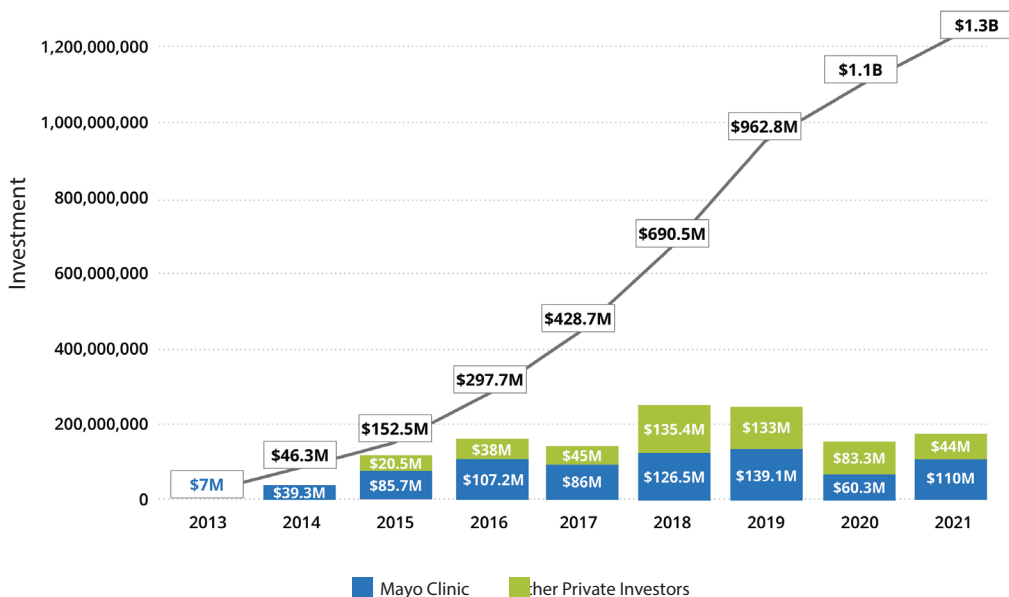
DMC PUBLIC FUNDING



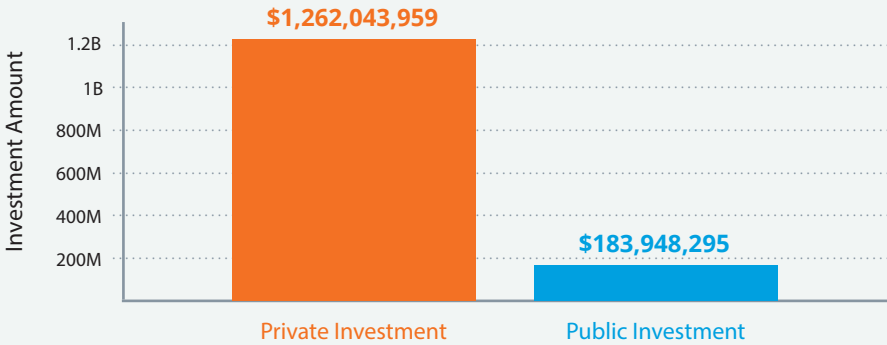


THE DMC MODEL IS WORKING

CUMULATIVE INVESTMENT



CURRENT INVESTMENT



WHAT DOES THIS DATA MEAN?

The “Current Investment” graphic shows private investment is responding to the strategic public investments by DMC and the City of Rochester. Mayo Clinic and other private investors have continued to see Rochester as a viable and important place to invest. Below are several examples of public and private investments made over this past year.

PRIVATE INVESTMENT

- + Anna-Maria and Stephen Kellen Building Construction
- + Proton Beam Therapy Expansion Construction
- + Bryk on Broadway Construction
- + Two Discovery Square Completion
- + Sale of the Berkman
- + UMR Purchase of former Running Room building
- + UMR leasing Doubletree for student housing
- + \$3 million MN DEED Main Street Economic Revitalization Grant Program underway
- + 30+ new Main Street Businesses

PUBLIC INVESTMENT

- + Heart of the City Phase 1 Completion
- + Discovery Walk Construction
- + Riverfront Small Area Plan Adoption
- + Soldiers Field Memorial Park Master Plan Update
- + Downtown Sidewalk Experience Enhancement Construction
- + North Broadway Reconstruction
- + 12th Avenue SW and 13th Avenue SW Sanitary Storm and Sewer Replacement
- + 6th Street Bridge Design
- + Link Bus Rapid Transit
- + Main Street Economic Revitalization Grant



COMMUNITY IMPACT



AFFORDABILITY

Bryk on Broadway Apartments

The Bryk on Broadway is a mixed-income workforce housing initiative. Along with affordable rent and excellent amenities, it is also near Rochester's central business district and multiple forms

of transit. It has been designed with energy conservation in mind, meaning that its occupants will have lower utility costs. The Bryk exemplifies a more holistic approach to affordable living, considering not only the cost of rent or mortgage but also expenses normally associated with transportation and electric bills.

COMMUNITY ENGAGEMENT

Discovery Walk

Discovery Walk is a linear parkway along 2nd Avenue SW that will connect Heart of the City to Soldiers Field Park. Discovery Walk utilized the Community Co-design process; a new and informed design process that collaborates with talented and knowledgeable local stakeholders from diverse backgrounds. They helped develop ideas for inclusive design and programming, ensured that there would be accessible and welcoming spaces that encourage health and cultural belonging. This is one way in which DMC is meaningfully including diverse voices. Community Co-design has also been used for other projects like Link Rapid Transit, the Riverfront Small Area Plan, and the Downtown Waterfront Southeast: 6th Street Bridge Design.





BUSINESS FORWARD

Downtown Sidewalk Experience Enhancement

This project, replacing deteriorated sidewalks, used the innovative Business Forward Strategy. Business Forward principles include access, safety, and smart micro-construction phasing. It is meant to mitigate the impact of construction by prioritizing the needs of the businesses and other stakeholders in the area of construction. Project leaders are in frequent communication with stakeholders to quickly address issues that may arise. Business Forward was also used on the Heart of the City project and is currently in use on Discovery Walk.

EQUITY IN DEVELOPMENT

Women and Minority Business Enterprises and Workforce Participation

Destination Medical Center and the City of Rochester are committed to ensuring all members of our community participate in the prosperity of the DMC initiative. This includes Prevailing Wage, Workforce Participation, and Targeted Business contracting goals to ensure that women and minorities have opportunities to participate on publicly funded projects. Rochester was also a winner in the 2021 Global Mayor's Challenge from Bloomberg Philanthropies for the city's efforts to drive equitable economic recovery by removing barriers that prevent women of color from entering and advancing in well-paying careers in the construction industry.



Photo: Fagan Studios

DMC BOARD MEMBERS AND STAFF

DMC CORPORATION BOARD OF DIRECTORS

- PAMELA WHEELOCK** Board Chair

KIM NORTON Vice Chair, Mayor, City of Rochester

MARK THEIN Treasurer, Chair, Olmsted County Board of Commissioners

PAUL WILLIAMS Secretary, President & CEO, Project for Pride in Living
- DOUG M. BAKER, JR.** Mayo Clinic Trustee and Co-founder E2SG Partners

JAMES CAMPBELL Former CEO of Wells Fargo Minnesota

BROOKE CARLSON President, Rochester City Council

R.T. RYBAK Former Mayor, City of Minneapolis; President & CEO, Minneapolis Foundation

DMC ECONOMIC DEVELOPMENT AGENCY BOARD OF DIRECTORS

- CLARK OTLEY, M.D.** Board President, Chief Medical Officer, Mayo Clinic Platform; Medical Director, Department of Business Development

JERRY BELL Former President, Minnesota Twins

TRACI DOWNS, PH.D. Board Chair, Collider Foundation

TOM FISHER Director, Minnesota Design Center and Dayton-Hudson Chair in Urban Design, University of Minnesota
- HARRY HOFFMAN** Former Treasurer and Co-Chief Investment Officer, Mayo Clinic

JOSELYN RAYMUNDO, PHARM.D. President, Rochester Home Infusion

PATRICK SEEB Executive Director, DMC Economic Development Agency

MARY JO WILLIAMSON Chief Administrative Officer, Mayo Clinic Collaborative Services

DMC ECONOMIC DEVELOPMENT AGENCY STAFF

- PATRICK SEEB** Executive Director

ALLISON BOWMAN Program Manager

KEVIN BRIGHT Director, Housing and Sustainability

Wafa ELKHALIFA Equity & Economic Development Coordinator

MICHAEL FLYNN Senior Director, Economic Development

ANNA HICOK Meeting and Events Coordinator
- CATHERINE MALMBERG** Director, Public Infrastructure & Development Strategy

GENO PALAZZARI Communications Manager

CODY POGALZ Administrative Coordinator

JAMIE ROTHE Director, Community Engagement & Experience

CHRIS SCHAD Director, Business Development

SCARLET TIPPETTS Administrative Assistant



ROCHESTER CONTINUES TO RANK AS **ONE OF THE BEST PLACES TO LIVE IN AMERICA**



ROCHESTER, MN

TOP 3 BEST PLACES TO LIVE

Livability 2022

MINNESOTA'S FIRST LEED GOLD CITY

U.S. Green Building Council

2021 GLOBAL MAYORS CHALLENGE

Bloomberg Philanthropies



MAYO CLINIC IN ROCHESTER

NUMBER 1 HOSPITAL IN THE NATION

U.S. News and World Report's, 2022-23

MAYO CLINIC CHILDREN'S CENTER IN ROCHESTER RANKED NUMBER 1 HOSPITAL IN MINNESOTA AND THE 5-STATE REGION OF IA, MN, ND, SD, WI

U.S. News & World Report 2022-2023 "Best Children's Hospitals"



For more information, contact the
DMC Economic Development Agency at
info@dmc.mn or call **507-216-9720**.

Sign up for the DMC newsletter at **dmc.mn**.

