

SHOPS

University Square

CHESTER'S
kitchen & bar

Fine European
Chocolates
Italian Gelato
Amsterdam
Pastries
Desserts



DMC
Destination
Medical Center

2023

IMPACT REPORT



WHAT IS DESTINATION MEDICAL CENTER?

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

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 STATEMENT

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.

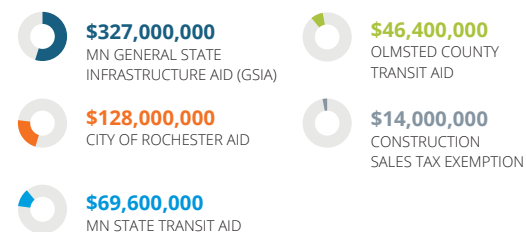
DMC GOALS

Achieving DMC goals will benefit Rochester, Olmsted County, and 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



CONNECTIVITY:

THE THREADS THAT WEAVE OUR COMMUNITY TOGETHER.

Destination Medical Center (DMC) has made significant strides in its mission to position Rochester as America's City for Health. DMC's success is grounded in three key aspects: physical, intellectual, and social connectivity. These elements contribute to the vitality of our city, economic growth, and community well-being.

Our efforts to improve physical connectivity are reshaping our neighborhoods, creating pedestrian-friendly pathways from the Heart of the City to Discovery Walk and Soldiers Field Memorial Park. The upcoming 6th Street Bridge project will further connect downtown with Slattery Park and the former AMPI site, primed for redevelopment. The Riverfront Small Area Plan envisions revitalizing underused waterfront spaces into a lively mixed-use neighborhood, enhancing connections to downtown and the Arts & Culture District. Additionally, the introduction of LINK Bus Rapid Transit will enhance accessibility for residents and visitors.

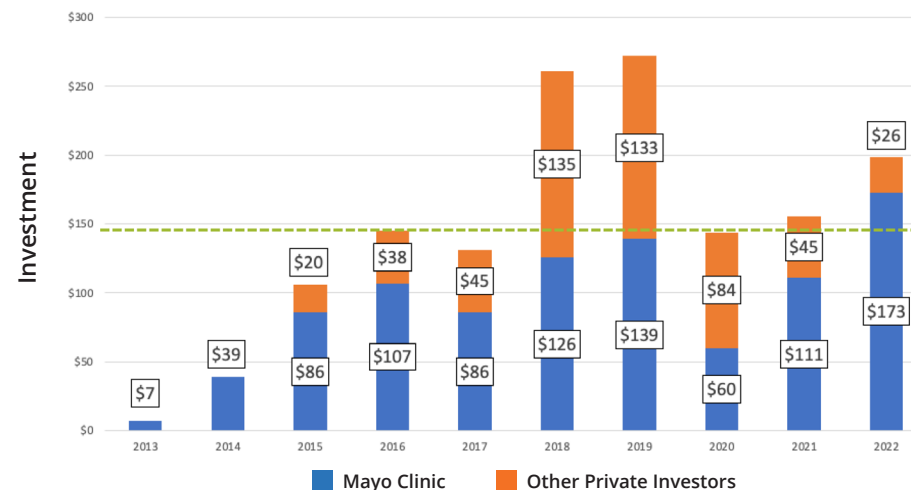
Intellectual connectivity thrives at Discovery Square, fostering an environment for groundbreaking research and innovation. Mayo Clinic's Center for Regenerative Biotherapeutics pioneers treatments for chronic diseases and age-related conditions. Discovery Square tenants like Nucleus RadioPharma and Seer Medical bring innovation to radiopharmaceuticals and patient monitoring.

Social connectivity is paramount. DMC engages residents in shaping our city through community co-design, revitalizing our city center via the Downtown Rochester Task Force, supporting local businesses with the Mainstreet Grant Program, and providing affordable housing with the Bryk on Broadway. Our Equitable Economic Development initiatives work to ensure that everyone benefits from our progress.

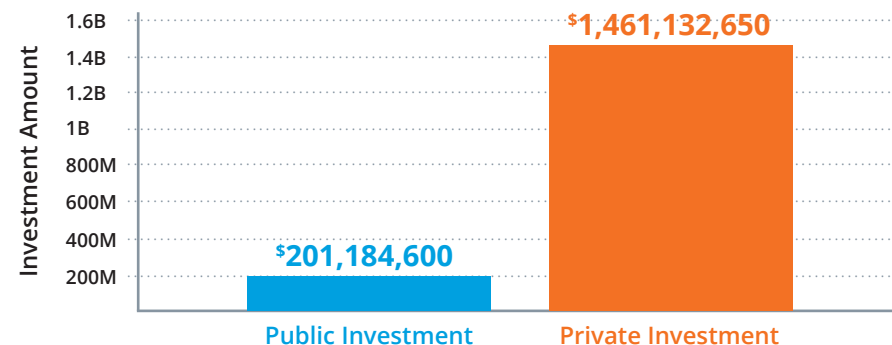
These accomplishments are a testament to collaboration and a shared vision. They are not endpoints but stepping stones to a brighter future. DMC is about more than transforming the physical landscape; it's about creating a connected, innovative, and equitable community. We are confident that the future holds even greater promise, and we are grateful for the community's support in realizing our shared vision for Rochester.

THE DMC MODEL IS WORKING

ANNUAL INVESTMENT



DMC INVESTMENT



WHAT DOES THIS DATA MEAN?

The above graphics show that 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 place to invest.



SUSTAINABILITY

Geothermal Wells at City Hall

The City of Rochester recently completed drilling two geothermal wells adjacent to City Hall, marking a significant milestone in the Downtown Building Energy Transition Project. With the successful installation of these geothermal wells, the heating and cooling systems of City Hall can now operate entirely without reliance on fossil fuels, a sustainable practice known as 'building electrification.'

This pioneering project also lays the foundation for scalability and integration into a broader District Energy System. The system will link City facilities throughout the downtown corridor, extending its reach to potential private developments like the former Post Bulletin site, the north Civic Center lot, and the post office building. This strategic expansion will effectively reduce the dependency on natural gas and other fossil fuel-based solutions for heating and cooling across these sites.

HOUSING

Bryk on Broadway Apartments

The Bryk on Broadway Apartments is a mixed-income workforce housing initiative. Along with affordable rent and first-class amenities, it is also near Rochester's central business district and multiple forms of transit. It was designed with energy conservation in mind, resulting in lower utility costs for residents. Since the opening in 2023, the Bryk has exemplified 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.



EQUITY

Equitable Economic Development

Destination Medical Center, City of Rochester, and the Coalition for Rochester Area Housing are committed to ensuring all members of our community participate in the prosperity of the DMC initiative. This includes providing information and resources to emerging and BIPOC developers. We are also partnering with the Greater Minnesota Housing Fund to connect emerging developers to the real estate and housing resources we currently have in our community.

DOWNTOWN GROWTH

Main Street Revitalization Grant Program

The Main Street Revitalization Grant Program, administered by DMC EDA in partnership with the Minnesota Department of Employment and Economic Development, aimed to support the growth of businesses and enhance the vibrant downtown core of Rochester. In Phase 1 of the program, \$3 million has been awarded to 54 projects. Of the 54 projects that were awarded funds, 24% went to Black, Indigenous, or People of Color-owned businesses and 30% was awarded to women-led enterprises. Twenty-two of the projects occupied unused properties and over 270 permanent jobs were created. Phase 2 of the program recently wrapped up with another \$900,000+ awarded to businesses outside the DMC district.





BUSINESS DEVELOPMENT

DMC AROUND THE WORLD

EFFORTS TO BUILD AWARENESS AND GENERATE LEAD ACTIVITIES

2023 COUNTRIES HOSTED IN ROCHESTER

- › France
- › Australia
- › Belgium
- › Canada
- › Colombia
- › Czech Republic
- › France
- › Greece
- › Finland
- › Hungary
- › South Korea
- › Lithuania
- › Netherlands
- › Belgium
- › Norway
- › Sweden
- › Japan

2023 DOMESTIC MARKETS VISITED

- › Miami
- › Chicago
- › Anaheim
- › Las Vegas
- › Fort Lauderdale
- › San Francisco
- › Washington DC
- › Las Vegas
- › New Orleans
- › New York City
- › San Antonio
- › Boston
- › San Diego
- › Dallas

2023 COUNTRIES VISITED

- › United Arab Emirates
- › France
- › Canada
- › Japan
- › South Korea
- › Germany
- › Netherlands

COMPANIES MOVING INTO DISCOVERY SQUARE

- + Mayo Clinic Center for Regenerative Biotherapeutics
- + Aiforia
- + Nucleus RadioPharma
- + Seer Medical

DMC'S THREE PILLARS OF ECONOMIC DEVELOPMENT

BUILD AWARENESS

The first step is to build awareness of Rochester as a business destination, DMC as a catalyst for investment, and the value proposition of the close connection to Mayo Clinic.

BUILD INFRASTRUCTURE

As infrastructure continues to be built out in the Discovery Square sub-district, it will reduce the risk for companies to expand to the Rochester market, increase a company's speed-to-market, and to allow Rochester to compete with larger markets.

BUILD ECOSYSTEM

Building the ecosystem of Discovery Square will be important to improve the product we market to the world.

ROCHESTER HOPES TO GROW AND DIVERSIFY ITS ECONOMY, THEREBY ENSURING A MORE SUSTAINABLE ECONOMIC FUTURE.

This will create new career options, stronger tax base, and more local investment. DMC supports this goal through its proactive business development strategy which includes telling the Rochester story national and globally, developing best-in-class physical infrastructure, and a cultivating a thriving life science ecosystem. Together, these efforts will ensure that Rochester remains an investment destination well into the future.



2023 PROJECTS



DISCOVERY WALK

A multipurpose, public space

Discovery Walk is a linear parkway along 2nd Avenue SW in downtown Rochester.

Discovery Walk will connect Heart of the City to Soldiers Field Memorial Park and establish a connection to downtown from the Historic Southwest neighborhood. It will create a high-amenity pedestrian experience while also maintaining flexibility for bike and vehicular access, civic events, and future development.

This project will:

- › Feel like a park
- › Be flexible for access & events
- › Promote health, wellness, and innovation
- › Provide a unique program and experience
- › Be accessible and inclusive
- › Support future development



SOLDIERS FIELD

Soldiers Field Memorial Park plays a critical role within downtown Rochester and the larger community. The park serves many stakeholders including the downtown, greater-Rochester community, and visitors. It is not only a destination, but it also serves as a connection to other critical areas of the downtown and nearby neighborhoods.

There are several key features within the 2022 Soldiers Field Master Plan that align with the DMC Development Plan:

- › Continues to define Soldiers Field Memorial Park as an anchor and signature public space of the Education and Recreation DMC Sub-district.
- › Improves equitably designed spaces that are created with specific needs of users.
- › Provides a welcoming and inclusive park for a growing and diverse community.
- › Incorporates sustainable design practices.



LINK BUS RAPID TRANSIT

An experience as good as or better than driving

LINK Bus Rapid Transit is a new, frequent bus service that will cover a 2.6-mile route along 2nd Street SW. It will connect key areas like downtown Rochester, Mayo Clinic campuses, the Mayo Civic Center, Rochester Public Library, and the Rochester-Olmsted Government Center. This new fare-free transit system is set to start operating in 2026.

The corridor where this transit system operates is designed for Transit-Oriented Development. The ultimate objective of Transit-Oriented Development is to create vibrant, livable, and sustainable communities where people can enjoy a high quality of life with convenient access to transportation options and amenities.



WEST TRANSIT VILLAGE

Transit-Oriented Development

The future site of the West Transit Village, located along 2nd Street SW with a view of Cascade Lake, is currently a parking lot owned by Mayo Clinic. It will become the western end of the LINK Bus Rapid Transit (BRT) route once transit infrastructure is in place. In collaboration with the City of Rochester and Mayo Clinic, Destination Medical Center envisions the West Transit Village as a place where people can live, shop, and enjoy recreational activities while using LINK BRT. The goal is to provide a superior commuting experience compared to driving alone in a car. The West Transit Village is a crucial part of downtown Rochester's mobility strategy and aligns with DMC's vision of being a world-class destination.



RIVERFRONT SMALL AREA PLAN

The Riverfront Small Area Plan encompasses two City-owned sites. The objective is to improve the downtown experience for residents, visitors, and businesses by creating an appealing, dynamic, and easily accessible riverfront area.

Currently, the area is primarily used for public parking, including surface lots and a four-story parking garage. To proactively guide transformation, an inclusive process involving property owners, residents, and other stakeholders helped shape the concept plan. This plan aims to transition the area from its current state into a mixed-use neighborhood with its unique character while maintaining connections to the surrounding neighborhoods.

6TH STREET BRIDGE

Adding Connections

In 2021, the Downtown Waterfront S.E. (DWSE) Small Area Plan was approved, guided by community engagement and visioning. This plan outlines the transformation of a 60+ acre area southeast of the downtown core. The goal is to create a mixed-use neighborhood with its own character while enhancing connections to neighboring areas.

As part of the DWSE Plan, a series of public realm improvement projects were identified to create a connected redevelopment district. A new bridge crossing at 6th Street was recognized as a critical first step to kickstart this transformation. In 2022, the Federal government granted \$19.9 million to the City of Rochester to build this connection, and the bridge's design is now in progress.

These public realm improvement projects enhance the overall experience, restore natural systems on the site, and demonstrate the commitment of DMC and the City of Rochester to redevelopment and neighborhood improvement.



DMC BOARD MEMBERS AND STAFF

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MARK THEIN Board Treasurer, Olmsted County Board of Commissioners

PAUL WILLIAMS Board Secretary, President & CEO, Project for Pride in Living

DOUG M. BAKER, JR. Mayo Clinic Trustee and Co-founder E2SG Partners

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MARY JO WILLIAMSON Chief Administrative Officer, Mayo Clinic Collaborative Services

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GENO PALAZZARI Communications Manager

CODY POGALZ Administrative Coordinator

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CHRIS SCHAD Director, Business Development

SCARLET TIPPETTS Administrative Assistant



ROCHESTER, MN

**TOP 3
BEST PLACES
TO LIVE**

Livability 2022

**2021
GLOBAL
MAYORS
CHALLENGE**

Bloomberg Philanthropies

**MINNESOTA'S FIRST
LEED GOLD CITY**

U.S. Green Building Council



MAYO CLINIC IN ROCHESTER

**NUMBER 1 HOSPITAL
IN THE NATION**

U.S. News and World Reports, 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"

HEAR WHAT OUR KEY LEADERS HAVE TO SAY

DMC's success is vital to the growth of Minnesota's economy. This one-of-a-kind partnership is a model for the state and the nation on how public/private partnerships can advance equitable economic development on a wide scale.

TIM WALZ

Governor of Minnesota

Mayo Clinic is continuing to push the boundaries of innovation to Cure, Connect and Transform healthcare for patients in Minnesota and around the world. Through Bold. Forward. Unbound. in Rochester, we are seamlessly integrating digital technologies into our new physical structures to support the evolving needs of our patients and staff. This investment will help solidify the visionary commitment that Mayo Clinic, the State of Minnesota, Rochester and Olmsted County made to the Destination Medical Center initiative a decade ago, securing Rochester as a global destination for hope and healing now and into the future.

GIANRICO FARRUGIA, M.D.

President and CEO, Mayo Clinic

The City of Rochester's partnership with the DMC initiative has provided us the opportunity to prioritize equitable investment that helps build connections across the city. The collaboration includes a commitment to creating a place where all community members see a future where they can thrive and that our city is a place for everyone.

KIM NORTON

Mayor of Rochester

Olmsted County is excited to partner with Destination Medical Center to help lead the way with transformative work in Rochester. Our enduring support of DMC is adding to the vitality of Rochester, Olmsted County, and Southeastern Minnesota.

MARK THEIN

Commissioner, Olmsted County Board of Commissioners



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

