



DMC

Destination Medical Center: Update

Mission & Vision

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.

To provide the ideal patient, companion, visitor and community member experience to become the world's premier destination medical community.





**Arts,
Culture &
Entertainment**



**Livable
City**



**Hospitality &
Convention**

8

Areas of Focus



**Research &
Technology**



**Sports,
Recreation &
Nature**



**Learning
Environment**



**Health &
Wellness**



Transportation

DMC District



dmc goals

- Create a **comprehensive strategic plan** with a compelling vision that harnesses the energy and creativity of the entire community
- **Leverage the public investment** to attract more than \$5 billion in private investment to Rochester and the region
- **Create approximately 35,000 – 45,000 new jobs**, with workforce development strategies that support growth
- **Generate approximately \$7.5 - \$8.0 billion** in new net tax revenue over 35 years
- **Achieve the highest quality** patient, companion, visitor, employee, and resident **experience**, now and in the future



key themes from public process

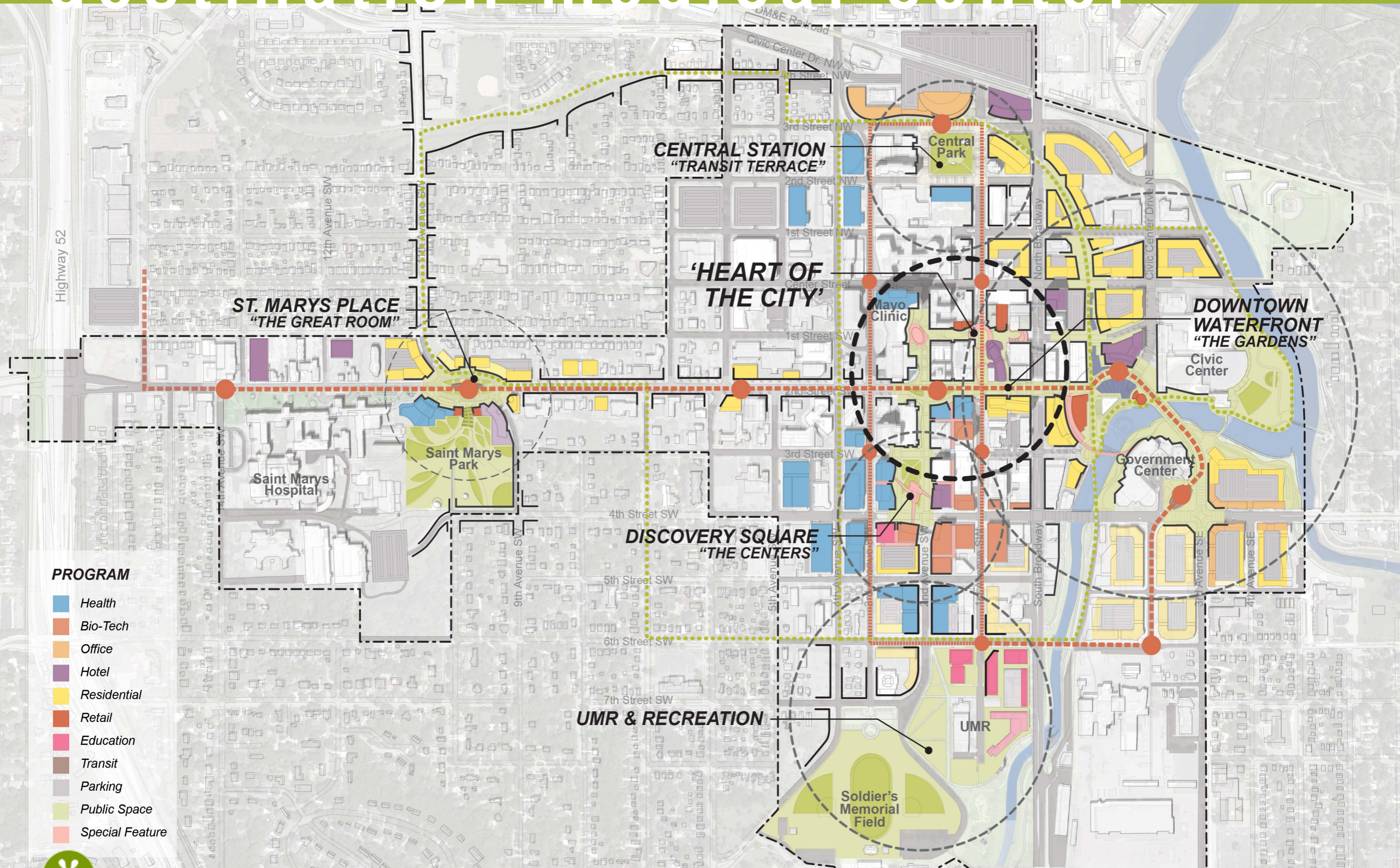
- **Access is important.** There is a strong desire for better public transit
- **Diverse types of housing**
- **Greenspace** downtown and **activation of the river** is important
- **More places, spaces and cultural improvements for all persons to enjoy**
- **Year-round activities**
- **Quality of life** must be planned for and **measured as a component of economic development**
- **Maintain our community's authenticity**



Destination Medical Center
DMC Development Plan

“A Strategic Framework”

destination medical center



strategic priorities

A Capital Investment Plan for Phase 1 (First 5 Years) sets certain strategic priorities:

- ***Priority #1: Create a Catalyst – Heart of the City***
- ***Priority #2: Drive Investment in Bio-Medical-Technology Sector***
- ***Priority #3: Transportation***



EVALUATION CRITERIA

EVALUATION CRITERIA

1. ~~Is the project consistent with the~~ Does the project include a plan for achieving the DMC vision, goals and objectives? Is it critical to driving the strategies included in the Development Plan?

This Development Plan is a strategic framework to guide the DMC Initiative and direct public funds and incent private investments to accomplish certain specific goals and objectives and to realize the DMC vision. The following has been established to assist in the evaluation of projects against these critical elements of the structure:

- a. Is the project consistent with the stated DMC Goals & Objectives and specifically contributing to job creation? ~~(1 point for compliance with each objective, up to 11 points total)~~
 - Does the project meet one or more of the goals and objectives established ~~approved~~ for the Development Plan?
- b. Is the project consistent with the DMC Vision? ~~(up to 5 points for each)~~
 - Is the project part of a bold and aspirational concept for the future?
 - Does the project fit with the principles of the vision?
 - Does the project provide a framework for growth in this sub-district?
 - ~~Does the project build infrastructure to support growth and drive investment? (Up to 5 points for each)~~
 - Would the investment occur without the public infrastructure to be funded? Is the proposed public infrastructure solely for the benefit of the Project or does it also support the broader vision of the DMC District?
 - Will the public funding accelerate private investment in the Development District or applicable sub-district?
 - ~~Does the project provide a catalyst for /or anchor for an approved strategy? (Up to 5 points for each)~~
 - Can the project reasonably be expected to catalyze or anchor development in one of the six sub-districts?
 - Can the project reasonably be expected to catalyze necessary transportation/transit strategies?



EVALUATION CRITERIA

2. ~~Is the project~~ Does the project include a plan for achieving consistency ~~consistent~~ with the Development Plan (and any updates thereto) and other relevant planning documents?

The Development Plan includes a Master Plan (Section 6.0), Transportation Plan (Section 7.0) and Infrastructure Plan (Section 8.0) establishing a planning framework for the project. The Development Plan also includes Finance Plan, Business Development Plan and Implementation Strategies that serve as the business and finance framework of this Development Plan. The Development Plan also conforms to the general plan for the development of the City and conforms to specific City planning documents. The specific questions to be explored include:

- a. Is the project consistent with the DMC Planning Documents? (~~up to 5 points for each~~)
- Is the project consistent with the ~~adopted~~ DMC Master Plan, Transportation Master Plan and/or Infrastructure Master Plan?
 - Is the project consistent and/or supportive of the Finance Plan, Business Development Plan and other Implementation strategies of the DMC?
- b. Is the project consistent with the City/County Planning Documents?
- ~~b.~~ • Is the project consistent with the RDMP Plan or City Comprehensive Plan?
- ~~c.~~ If a Transit/Transportation project, is the project consistent with the ROCOG long-range Transportation Plan?
- ~~c.~~ Does the project support sustainability principles as a core objective in the development and operations of the project? (~~up to 5 points for each~~)
- ~~Is the project consistent with the RDMP Plan or City Comprehensive Plan?~~
 - ~~If a Transit/Transportation project, is the project consistent with the ROCOG long-range Transportation Plan?~~



EVALUATION CRITERIA

3. ~~Is~~ Does the project include a plan that is ~~the project~~ financially viable?

Projects are required to provide a preliminary finance plan with their applications. The information that will be required includes:

- Project Summary (e.g. concepts, detailed program, project team, etc.)
- Total Project Budget
- Sources of funding, demonstrating a verifiable gap that justifies DMC Funding
- Project Operating Pro Forma including an overview of any operations and maintenance funding that may be required
- A Project Plan and/or Market Study supporting the demand/need for the project
- Demonstration of financial capacity to support the project

The project-specific finance plan will be evaluated based upon the following criteria (~~up to 5 points each~~)

- Is the project supported by current market conditions and comprehensive feasibility studies?
- Does the project leverage additional private funds, maximizing the use of DMC Funds?
- Is the preliminary project finance plan comprehensive and viable based upon Project Team and financial capacity?
- Is the project inclusive of an Operation and Maintenance pro forma?
- Is there a verifiable gap for funding based upon a reasonable return on private investment?
- Is the proposed operating structure sustainable?
- Does the Project impose any financial obligations on the DMC or City for ongoing operational or maintenance support?
- Has the project applicant agreed to the DMC Development Agreement?



EVALUATION CRITERIA

4. Is the project consistent with adopted strategies and/or one or more projects for the current implementation phase of the DMC Initiative?

The Development Plan outlines projects and strategies that are recommended as the focus in each phase of the DMC Initiative. These recommendations and the list of anticipated projects shall be reaffirmed and/or updated each year in the DMC-CIP that is incorporated as part of the DMC's annual budget process and as necessitated by private investment in the Development District. Criteria will include:

~~a. —Is the project part of an approved strategy and current focus? 2 (Up to 5 points for each question)~~

- Is the project outlined as an approved strategy for the project within the Development Plan?
- Is the project recommended as a focus for the particular phase of the project in the Development Plan?
- Is the project consistent with the DMC-CIP? ~~(2 points for each)~~
- If public, is the project specifically listed in the DMC-CIP? Or is the project necessary to facilitate a DMC related strategy?

If private, is the project otherwise compatible with the planned public improvements in the DMC-CIP?



EVALUATION CRITERIA

5. Does the project include a ~~A~~ plan for achieving Local Business, S/M/WBE Project Requirements and other projectarty requirements, as applicable?
 - Agreement to execute the DMC Development Agreement, the terms of which shall be provided in form to all applicants
 - Agreements will include requirements of the DMC Act (e.g. American Made Steel, MBE/WBE Construction Targets)



EVALUATION CRITERIA

6. Does the project include a plan to comply with or support the economic-fiscal goals and objectives of the DMC Initiative?

The DMC is established to drive economic and fiscal benefits to State and local jurisdictions and to benefit the community as a whole. Each project will be evaluated for its ability to realize and/or support growth occurring within the DMC District. The information that will be required to make the evaluation will include:

- a. Jobs Projections
 - Construction jobs
 - Permanent operating jobs, if applicable
- b. Tax Base Projections (through 2049), if applicable
- c. Capacity or other support to demand (e.g., public works)

The economic-fiscal analysis will be evaluated based on the following criteria

~~— (up to 5 points each)~~

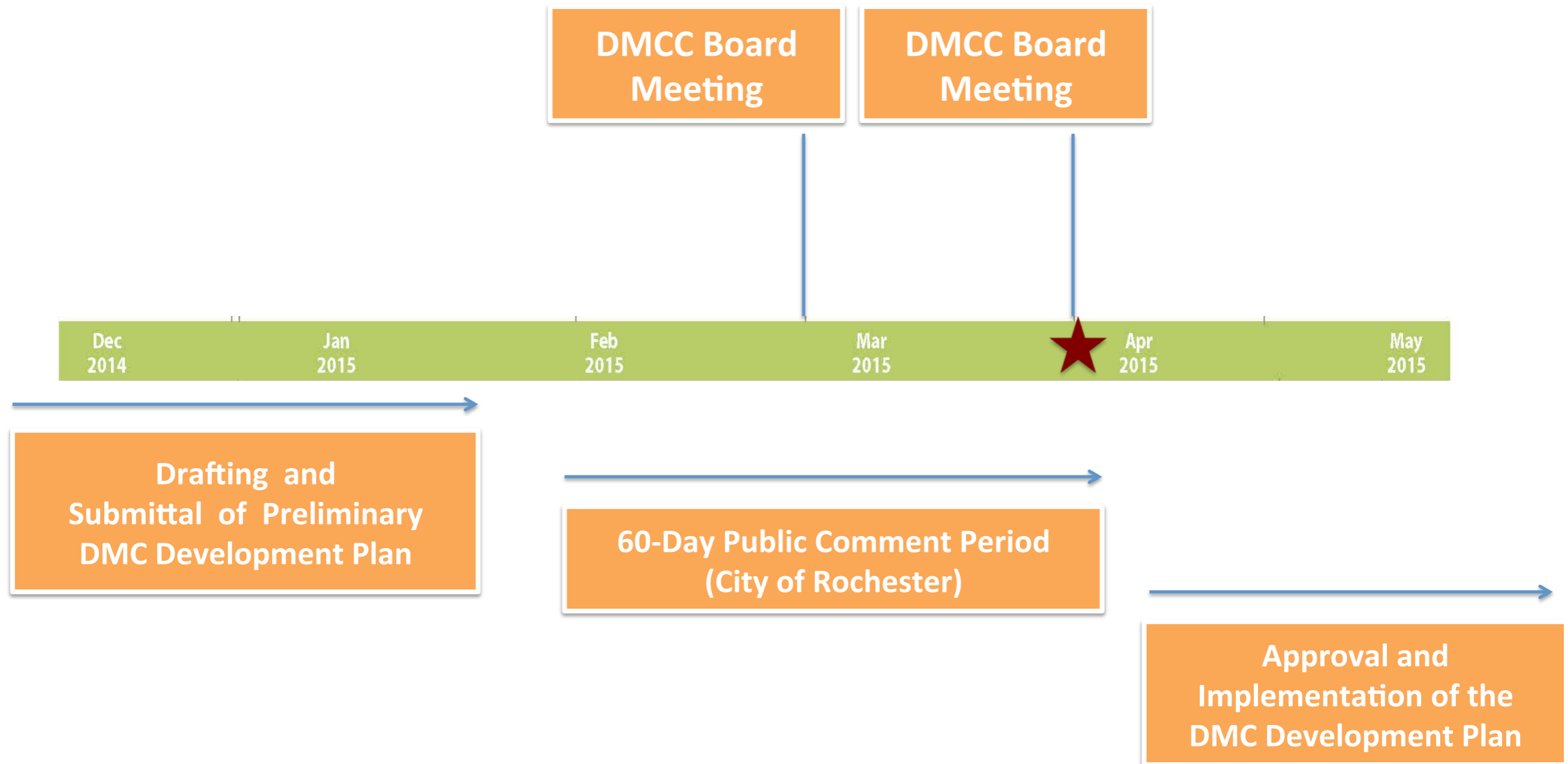
~~Does the project generate substantial economic-fiscal gain based upon job projections?~~

- Does the project generate substantial economic-fiscal gain based upon job projections?
- Does the project generate substantial economic-fiscal gain based upon tax base projections?
- Does the project maximize the opportunity for investment by attracting other private capital?
- Is the project required (e.g. public works) to continue to seed investment in the DMC District?
- Does the project support the economic strategies of the project by providing civic/cultural uses and/or public amenities that support strategic growth in the DMC Development District and/or specific business development and economic development strategies that are adopted as part of the DMC Development Plan?



development plan approval process and timeline

Development Plan Process*



Additional Information

- Visit <http://dmc.mn> – sign up for news and updates
- Follow DMC on Twitter [@dmcmn](https://twitter.com/dmcmn) and Facebook
- Join the conversation on Social Media and DMC blog: <http://dmc.mn/blog>
- Sign up for eNewsletter



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