

ROCHESTER

AMERICA'S CITY FOR HEALTH



BACKED BY A MULTI billion-dollar plan, a slice of southeastern Minnesota is securing its vision to become America's City for Health. Dubbed Destination Medical Center (DMC), the 20-year economic development initiative is transforming the city of Rochester, Minnesota, into the world's leading destination for medical care and innovation. It's ambitious in scale, but the plan's setting makes sense: Resting in a picturesque river valley, Rochester is home to the internationally acclaimed Mayo Clinic, whose medical advancements and multi-disciplinary model of care have revolutionized the field for more than 150 years. With roots firmly planted in both medicine and the Midwest, Rochester is seeing rising trends in regional and health tourism. DMC is a unique economic development initiative led by private investment that will unlock \$585 million in public investment spanning 20 years. A projected \$5.6 billion in public and private investments will help the city to realize its vision through retail, commercial, and residential initiatives. Key projects include Heart of the City and Discovery Square, which will transform the

city's core
into a
dynamic
hub for

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residents, patients, researchers
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