



ROOTED IN THE FUTURE

THE SPIRIT OF INNOVATION LIVES ON IN AMERICA'S HEARTLAND.

FOR MORE THAN A CENTURY, the city of Rochester, Minnesota, has been home to the internationally acclaimed Mayo Clinic—whose integrated model of care spurs health care innovations and life-science discoveries. Now the city is harnessing its innovation heritage to nurture new generations of discovery.



Through its ambitious public-private economic development partnership, Destination Medical Center, the city aims to become the premier destination for health and wellness. Development takes shape this fall as construction of the first building in Discovery Square—a collaborative live-work space and life-science campus—begins. Rochester's innovative spirit is nurtured regularly through events such as TEDxZumbroRiver, Start-Up Weekend, Transform (hosted by Mayo Clinic Center for Innovation) and Global Entrepreneurship Week. Further fostering collective discovery and progress are co-working spaces such as Mayo Clinic Business Accelerator, where new businesses, venture capital firms and entrepreneurs can share ideas, resources and expertise, and Collider, a new hub in a historic downtown space that offers a base for entrepreneurs to work, connect and ideate. These collaborative events and workspaces not only

bring new jobs and investment to the city, but new ideas and opportunities for generations ahead. ■

Learn more about how Destination Medical Center is fostering innovation and discovery: dmc.mn.

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