

# “The Journey To Growth”

## J2G

A Five Year Plan To Grow And Diversify  
The Rochester Area Economy



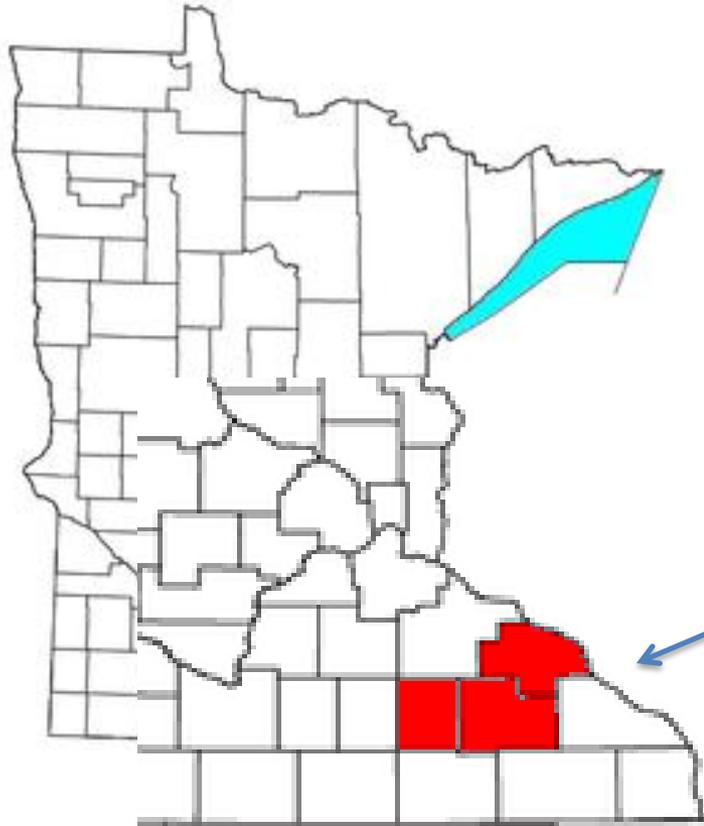
# Why Is Journey To Growth Needed?

# Really? Another Plan?

# Journey To Growth – Scope Of Work



# Community & Programmatic Analysis



## Performance Comparisons as a place for business and investment

- Ann Arbor, Michigan
- Madison, Wisconsin
- Sioux Falls, South Dakota
- State of Minnesota
- United States

## 3 County MSA

- Olmsted
- Dodge
- Wabasha

# Community & Programmatic Analysis

**Data Indicators  
Divided into 3 Categories**

```
graph TD; A["Data Indicators  
Divided into 3 Categories"] --- B["PEOPLE  
Population trends,  
age composition,  
diversity,  
educational  
attainment"]; A --- C["PROSPERITY  
Employment  
trends, economic  
composition,  
business climate"]; A --- D["PLACE  
Infrastructure,  
housing, cost of  
living, amenities"];
```

## **PEOPLE**

Population trends,  
age composition,  
diversity,  
educational  
attainment

## **PROSPERITY**

Employment  
trends, economic  
composition,  
business climate

## **PLACE**

Infrastructure,  
housing, cost of  
living, amenities

# Key Findings

## PEOPLE

**Diversify away from health care**

**Training employee pipeline**

**Preserve the community culture throughout growth**

## PROSPERITY

**Translate world class research into quality local jobs**

**Continue to make Rochester area attractive for talent**

**Prepare students for local jobs and to stay/return**

## PLACE

**Grow the entrepreneurial ecosystem**

**Urban evolution must continue**

**Welcoming growing population diversity**

# Target Sector Analysis – Criteria

**Workforce  
Capacity**

**Future  
development  
opportunities**

**Sector and  
sub-sector  
growth trends**

**Presence  
of top  
employers**

**Average wage  
data and trends**

**Supportive  
resources such as  
research and  
training capacity**

**Diversification  
potential/competitive  
position of suburban/rural  
Rochester Area counties**

# Target Growth Sectors

**Computer  
System Design  
& Production**

**Food  
Manufacturing  
& Processing**

**Transportation  
Equipment**

**Convention  
and  
Tourism**

**Medical  
Technology**

# Foundation: Three Themes

Theme 1

Theme 2

Theme 3

Expand and  
Diversify the  
Regional Economy



Optimize the  
Regional Talent  
Base



Become a  
Cohesive,  
Connected Region



# Theme 1: Expand & Diversify the Regional Economy

**OBJECTIVE 1:**  
Tell The Story

**Marketing  
Journey  
Committee**

**OBJECTIVE 2:**  
Pursue Targeted  
Employment  
Growth

**Economic  
Journey  
Committee**

**OBJECTIVE 3:**  
Develop an  
Entrepreneurial  
Ecosystem

**Entrepreneurship  
Journey  
Committee**

**OBJECTIVE 4:**  
Improve the  
Business  
Climate

**Governing  
Journey  
Committee**

**18 Strategies support the above objectives**

# Theme 2: Optimize the Regional Talent Base



**13 Strategies support the above objectives**

# Theme 3: Become a Cohesive, Connected Region

## **OBJECTIVE 1:**

Foster Dialogue to Forge  
a Shared Regional  
Identity

**Regional  
Journey  
Committee**

## **OBJECTIVE 2:**

Explore Benefits and  
Alternatives for  
Comprehensive Regional  
Planning and Development

**Regional  
Journey  
Committee**

## **OBJECTIVE 3:**

Pursue priority  
transportation &  
communication  
enhancements

**Transportation &  
Communications  
Journey  
Committee**

**10 Strategies support the above objectives in Theme 3**

# J2G Organizational Chart

Committees include Board member, staff and two co-chairs

Marketing Journey Committee

Economic Journey Committee

Entrepreneurship Journey Committee

Governing Journey Committee

Early Childhood Journey Committee

Workforce Journey Committee

Talent Journey Committee

Diversity & Inclusion Journey Committee

Regional Journey Committee

Trans & Comm. Journey Committee

## Themes

Expand & Diversify the Regional Economy

Optimize the Regional Talent Base

Become a cohesive, connected Region

## Coordinating Entities

RAEDI & Rochester Area Chamber

## Top-Level Volunteer Governance

Journey to Growth Partnership Board

# Where Are We Today?

## And...

# What's Next?

# Journey To Growth

- **Entire plan and analysis available:**

[www.raedi.com](http://www.raedi.com)

- **Interested in participating?**

RAEDI office 507-208-0208

Gary Smith [gsmith@raedi.com](mailto:gsmith@raedi.com)

Heather D. Holmes [hholmes@raedi.com](mailto:hholmes@raedi.com)

## J2G Board of Directors

- John Wade (Chair)
- Angie Bowman (Vice-chair)
- Scott Hoss (Sec/treasurer)
- Mary Blair-Hoeft
- Melissa Brinkman
- Mark Hayford
- Scott Heck
- Jenny Hosfeld
- Randy Staver
- Elaine J. Garry
- Sue Reinke Walch