

# ROCHESTER MINNESOTA ARENA

*Transforming Entertainment in Rochester & Southern MN*



# A Historic Vision for the Future

*Destination Medical Center (DMC) is a \$6 billion, 20-year economic development initiative to position Rochester, Minnesota as the world's premier destination for health and wellness.*

*With more than \$5 billion in projected private investments over the next 15 years, DMC represents the largest economic development initiative in Minnesota and one of the largest in the United States.*



## A Great Opportunity for a Great City

*This project will make Rochester a global destination for healing and wellness, drawing new workforce, patients and visitors to Minnesota and stimulating additional growth of the state's biosciences and technology sectors.*

*DMC will grow Rochester as a magnet community, attracting the most sophisticated health care professionals, promising students and thinkers, and researchers from across the globe. DMC promotes Rochester and the State of Minnesota as a desirable location for new employers, keeping them—and the talent and jobs they bring—here.*



# An Inspiring Project

*DMC is centered around six development sub-districts. Together, these sub-districts will activate downtown Rochester as a global destination. Each space is designed for innovation and collaboration.*

*An integral part of the overall plan, the downtown waterfront transforms the perception of Rochester as a medical campus to a vibrant destination city.*

*Entertainment and things for residents and visitors to do have been identified as critical to the future success of Rochester.*



# A World Class Civic Center

*Located in the Waterfront District and with a \$84 million expansion set to open in April of 2017, Mayo Civic Center will offer 200,000+ new square feet of flexible convention, meeting and exhibit space, ideal for many different industries and events, such as medical and technical conferences, large business meetings and healthcare summits.*

*Surrounded by the beautiful, 11-acre Mayo Park, the space is also ideal for outdoor events.*



# A New Vision for the Future

*With the Mayo Civic Center renovation nearly complete, attention now turns to the possibility of a new state-of-the-art Arena being built in downtown Rochester.*

*This new arena will replace the current Taylor Arena and be attached to the newly renovated Mayo Civic Center and is. Projected to have a capacity of 5,500 – 7,000.*

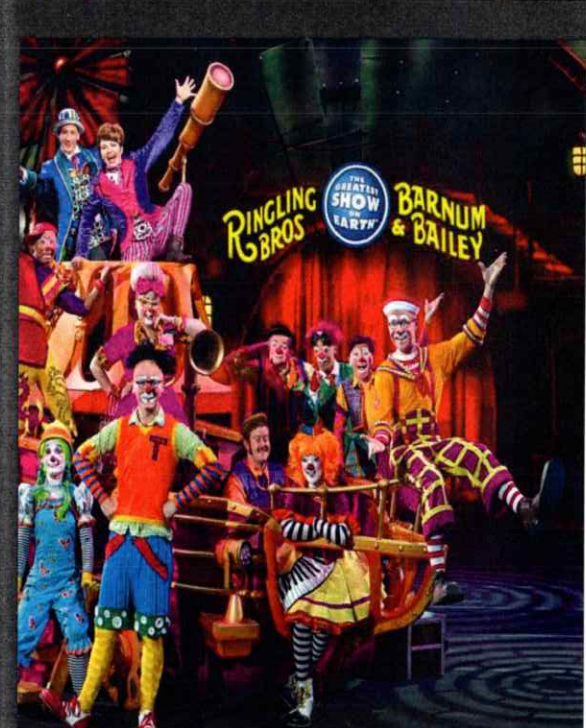
*The arena would include world class amenities including club seating and luxury suites.*



# High Caliber Entertainment

*This new arena will facilitate and expand the offering of entertainment options available throughout the Rochester and the Southern MN region.*

*The arena is expected to attract new and exciting sports teams that Rochester will be proud to cheer for as well as first-class concerts and family friendly events such as the circus and Disney on Ice.*



# Arena Financing

**Total Estimated Arena Costs:  
\$55,000,000**

**Funding Sources Identified:  
\$40,000,000**

- City of Rochester  
\$10,000,000
- Private Investment Group  
\$20,000,000
- Naming Rights / Cornerstone Sponsors  
\$10,000,000
  
- To be determined  
\$15,000,000

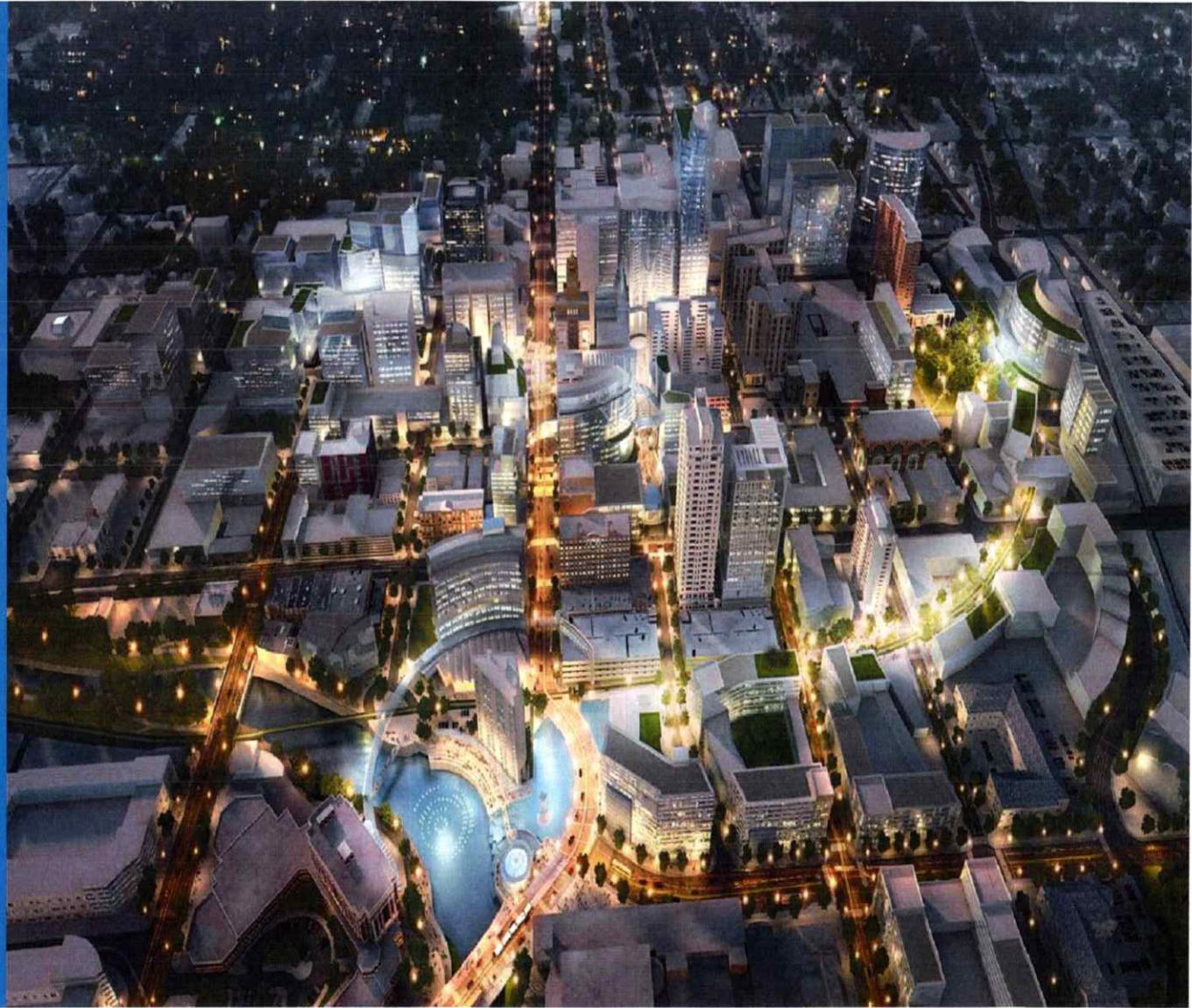




# Arena Partners

*The Rochester Arena Group has been working on the Arena project for 24-months and has retained industry experts to guide us in our planning efforts.*

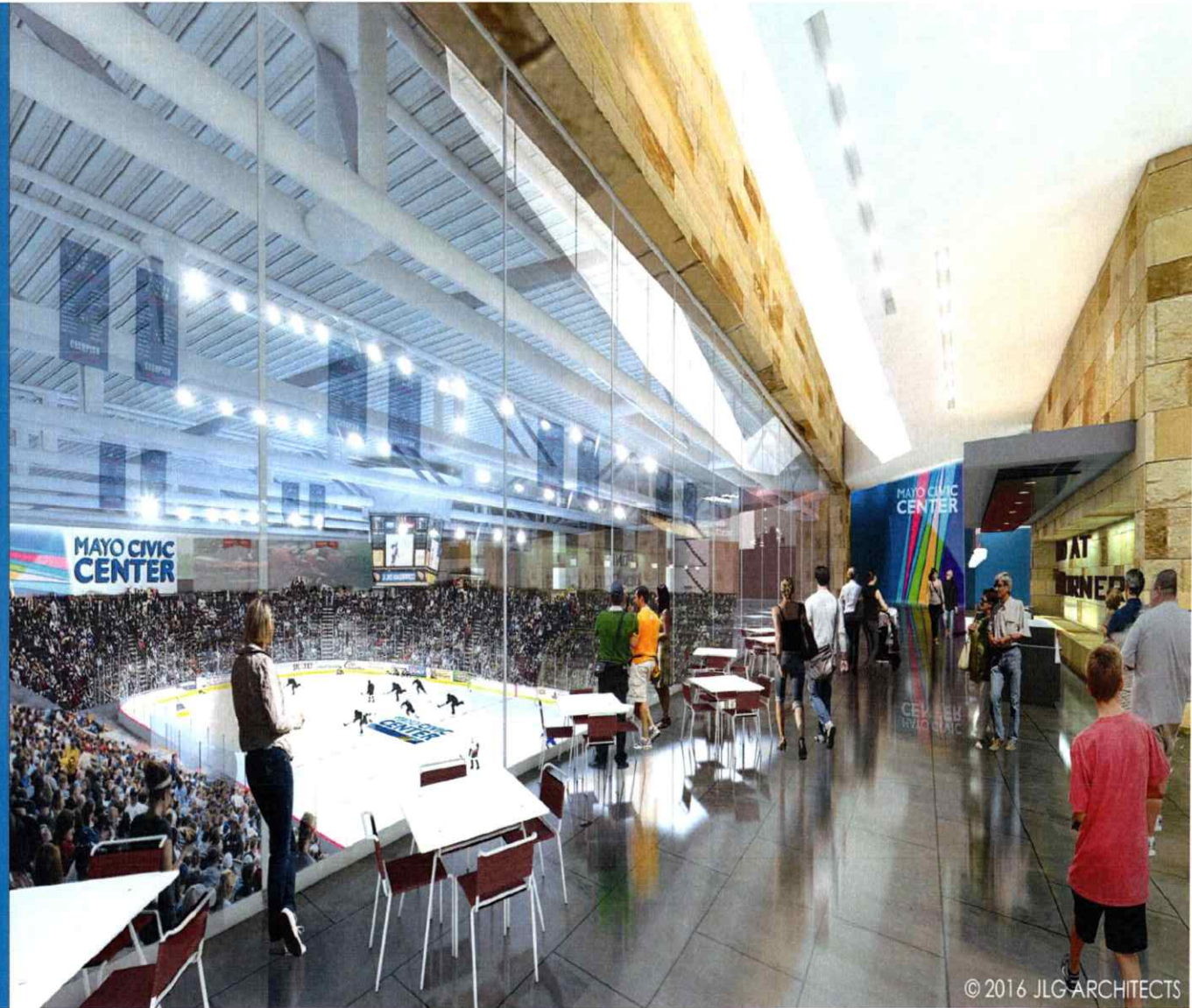
- *PricewaterhouseCoopers providing market analysis, business planning, facility planning, finance and operations modeling*
- *JLG Architecture & Knutson Construction providing facility planning, construction expertise and cost projection*
- *Front Burner Sports & Entertainment providing sponsorship and naming rights development*
- *A group of local business and civic leaders has been compiled to provide local leadership to the project*



# Arena Timeline

## *Tentative Arena Timeline & Planning:*

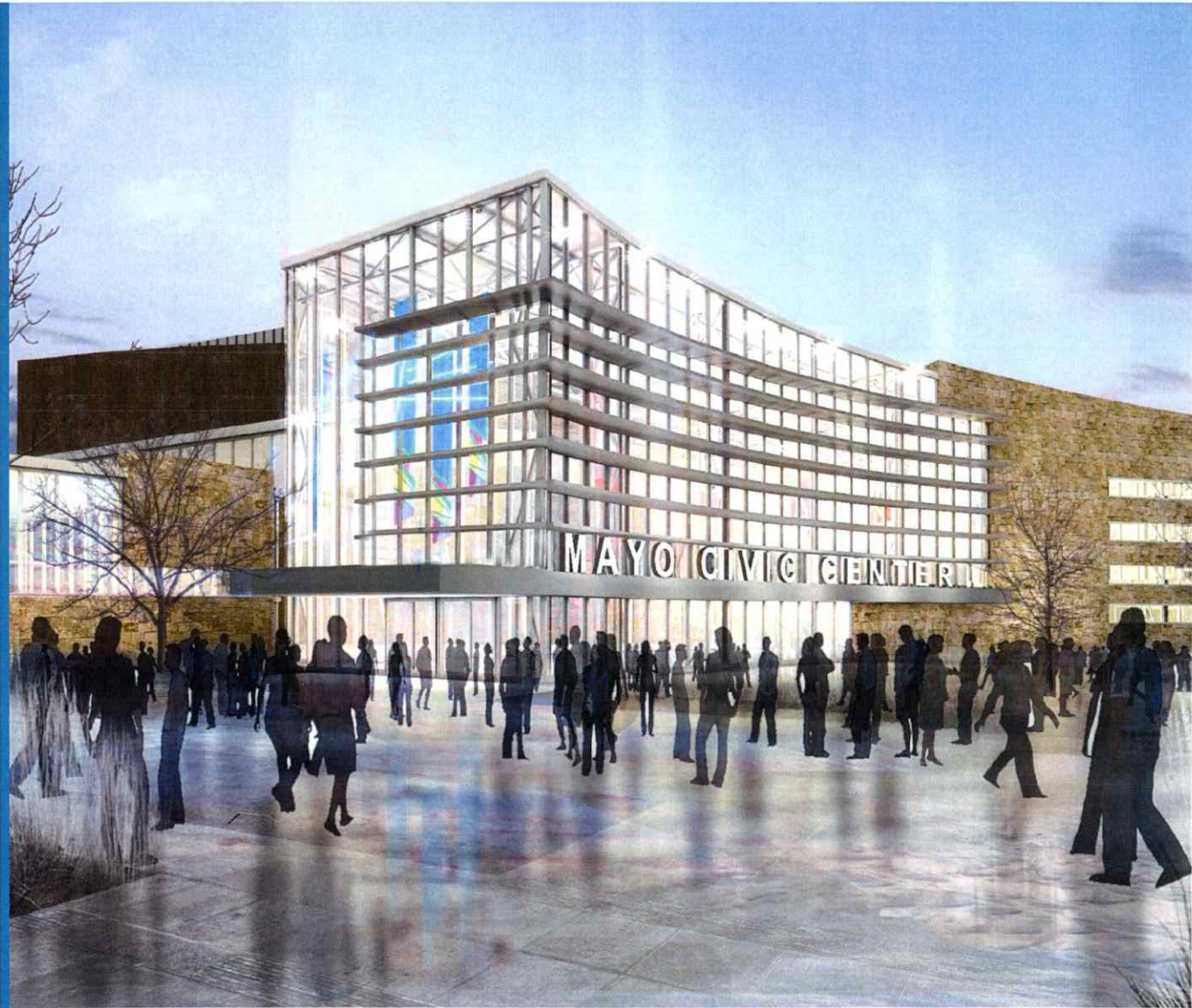
- *April / May 2017 Arena Recommendation & Proposal*
- *June 2017 – September 2017 Financing Finalized*
- *October 2017 Pre-construction work begins*
- *March / April 2018 Construction begins*
- *September 2019 Arena project complete*



# The Right Market Opportunity

*Rochester Minnesota and its surrounding market is a strong and growing opportunity for a higher level of leisure and entertainment*

- *Area population of 225,000*
- *Average Household Income \$86,000 +*
- *28% of Households over \$100k*
- *53% of population attended college or above*
- *Community Active in Sports & Wellness*
- *# 1 Best Place to Live in USA 2016*



# Integration into the City

*This Arena development and partnership will provide entertainment integration into Rochester's existing infrastructure and create additional Downtown connections and vibrancy.*

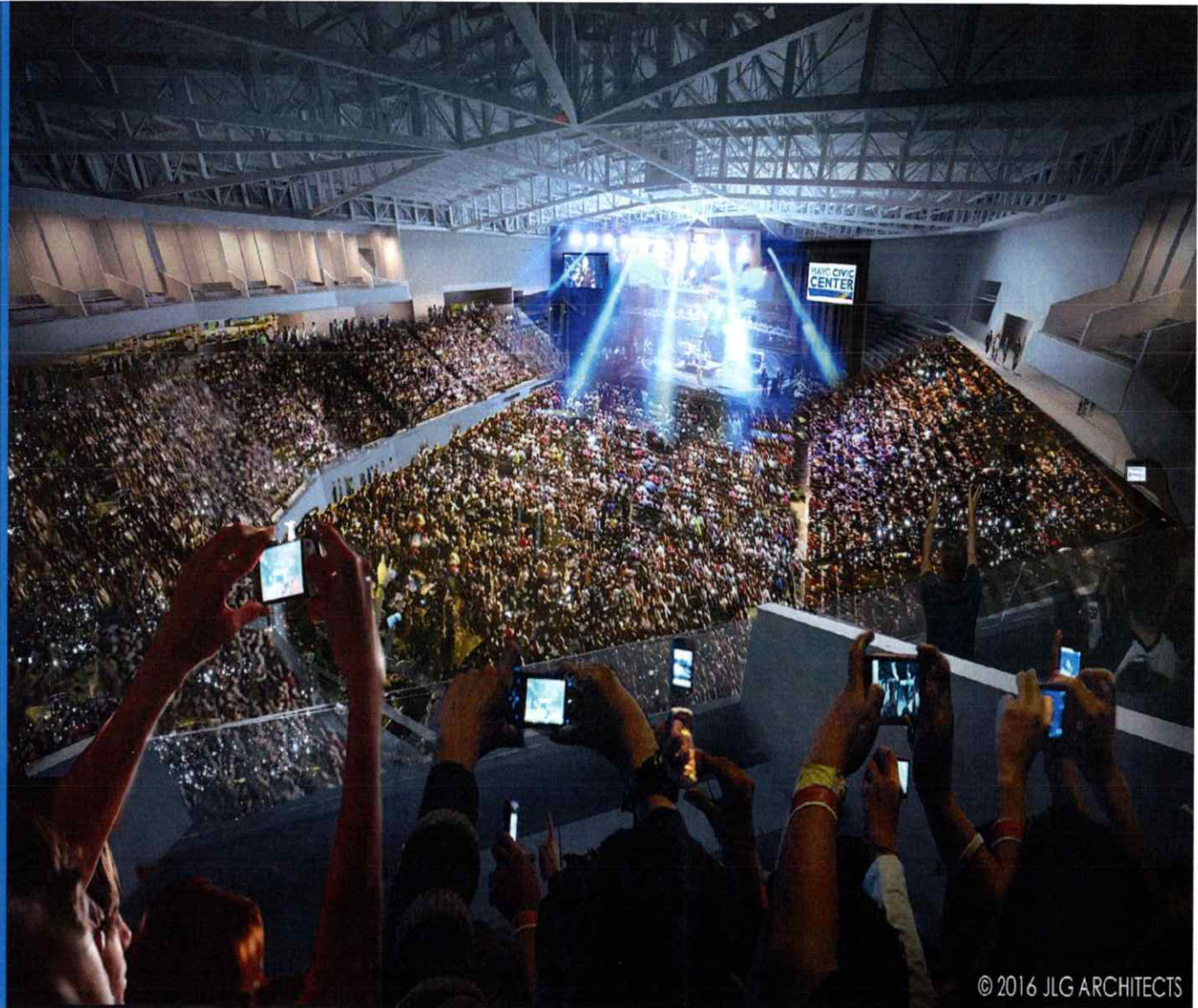
- *3,900 existing parking spaces within 2 blocks*
- *Connected to 2,100 Hotel Rooms*
- *Connected to Over 50 Restaurants*
- *Connected to Mayo Clinic and Mayo Clinic Sports Medicine*
- *Connected to more than 300,000 square feet of event, convention and meeting space.*



# Exposure at Building Events

*The relationship between the facility and the partners will be reinforced at every arena event including but not limited to the following:*

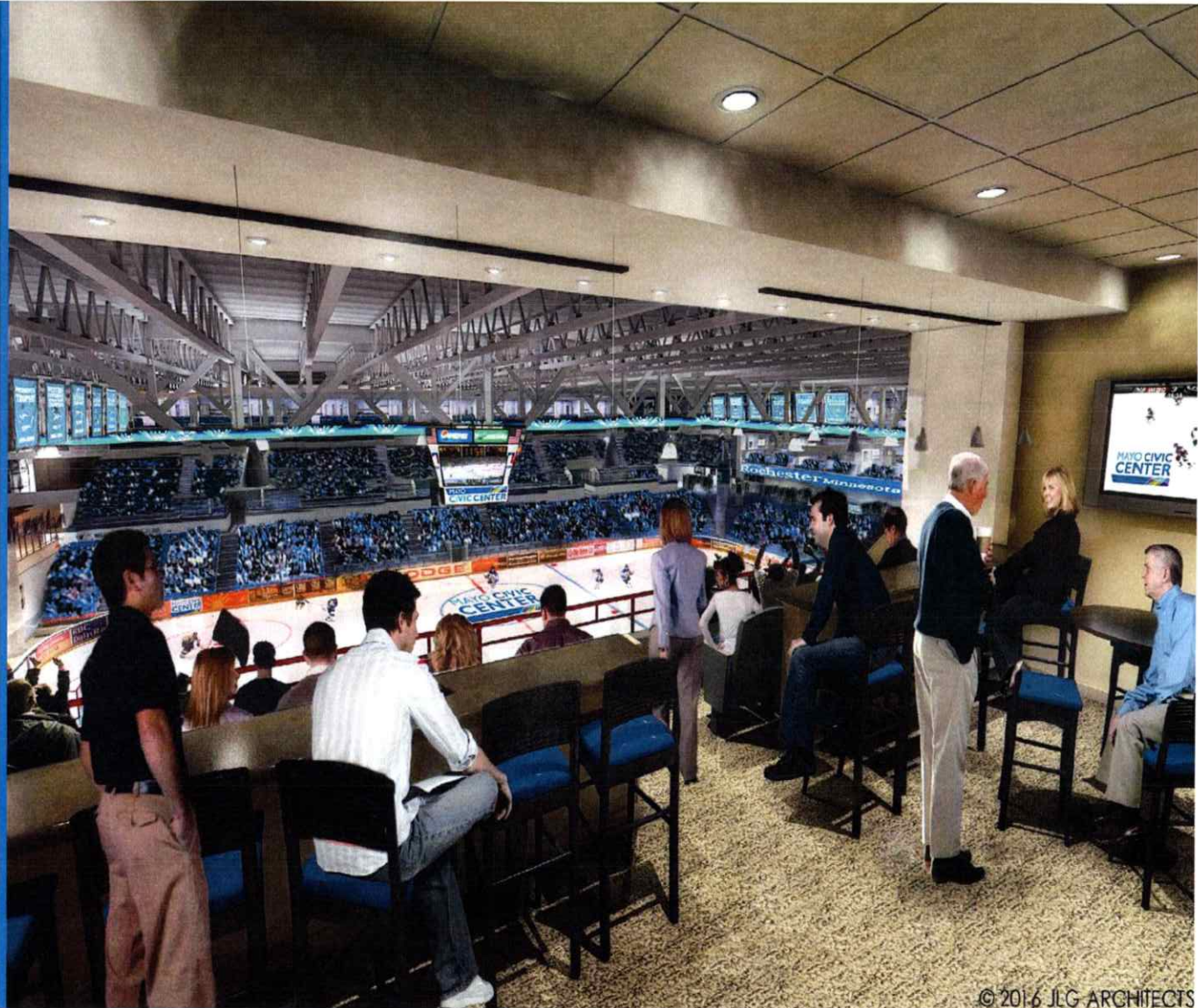
- *Concourse Signage*
- *IPTV Branding*
- *In-Bowl Signage*
- *Scoreboard Exposure*
- *Branding on event tickets, maps, directories and credentials*
- *Logos on all building employee Uniforms*
- *Logos on playing surfaces at all sporting events*



# Unmatched Hospitality

*Partners of the facility will have the opportunity to utilize all building events to entertain clients, impress new prospects and reward valuable employees. Hospitality opportunities will include:*

- *In-Bowl tickets for sporting events, concerts and family shows.*
- *Access to private clubs and lounges.*
- *Premium luxury suites with food and beverage service.*



# Be a Part of the Future

*With planning underway and construction hoping to begin in spring 2018, we are proud to offer an opportunity to be a partner in a facility that will change the face of Rochester and Southern MN.*



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**FOR MORE INFORMATION CONTACT:**

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