

# Journey to » » **GROWTH**

Expand and Diversify  
the Regional Economy

Optimize the  
Regional Talent Base

Become a Cohesive  
Connected Region

## **Expand & Diversify the Regional Economy**

- 1. Tell the Story** *Marketing Journey Committee*
  - a. Create a Regional Brand and Communications Platform
  - b. Formalize and external and hosting schedule
  
- 2. Pursue Targeted Employment Growth** *Economic Journey Committee*
  - a. Create Leadership teams to oversee Rochester Areas Targeted Business Sectors
  - b. Leverage Business Retention and Expansion (BRE) visits to identify and capture insourced spending opportunities
  - c. Expand Local purchasing opportunities from the region's largest employers
  - d. Study the potential to Create a master development plan for Rochester Innovation District
  - e. Pursue new research partnerships between the region's most innovative employers and research institutions.
  - f. Create and sustain a regional Food Hub development program
  - g. Connect Downtown Rochester visitor to regional tourist attractions and amenities.
  
- 3. Develop and Entrepreneurial Ecosystem** *Entrepreneurship Journey Committee*
  - a. Formalize a 'best practice' start up acceleration program at the Mayo Clinic Business Accelerator
  - b. Host an annual National Start Up Conference in the Rochester Area
  - c. Foster entrepreneurial networking and mentorship opportunities
  - d. Identify, enhance, and promote capital-formation resources
  - e. Seed a local entrepreneurial talent pipeline
  
- 4. Improve the Business Climate** *Governing Journey Committee*
  - a. Formalize a high-profile list of annual state and federal legislative priorities for the Rochester Area
  - b. Implement recommendations to improve the City of Rochester permitting system
  - c. Confirm the regional basis for support of statewide effort to reverse recent changes to Minnesota state tax law

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## Optimize the Regional Talent Base

- 5. Coordinate Enhancements of School Readiness & Early Childhood Programming** *Early Childhood Journey Committee*
  - a. Enhance the coordination of partners, programs, and performance metrics to improve early childhood outcomes.
  - b. Support the expansion and development of school readiness and early childhood programs.
  
- 6. Enhance & Align Career Focused Education** *Workforce Journey Committee*
  - a. Conduct a regional workforce gap analysis based on the Rochester Areas target business sectors.
  - b. Continue to expand business-community engagement with the education and training system.
  - c. Provide career and technical education options to all eligible regional students.
  - d. Enhance GRAUC's capacity to inform and promote higher educational program development.
  - e. Effectively integrate adult education, retraining, and up skilling programs into workforce-pipeline discussions and development.
  
- 7. Engage, Retain, & Attract Top Talent** *Talent Journey Committee*
  - a. Develop a comprehensive graduate-retention program
  - b. Form a coalition to formulate a regional talent-attraction campaign
  - c. Re-energize and redesign the Rochester area Young Professionals Group.
  - d. Develop a 'trailing spouse' employment program
  
- 8. Become a More Inclusive Region** *Diversity & Inclusion Journey Committee*
  - a. Increase awareness and utilization of existing diversity resources
  - b. Formularize dialogue and outreach to foster greater community inclusion
  - c. Assess the need to create community centers with on-site services that meet the needs of specific ethnic and cultural constituencies

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## **Become a Cohesive, Connected Region**

- 9. Foster Dialogue to Forge a Shared Regional Identity** *Regional Journey Committee (combine)*
  - a. Host a series of facilitated discussion forums to develop a Regional Compact for Southeastern Minnesota.
  - b. Explore options for increasing the role of Southeastern Minnesota League of Municipalities.
  - c. Program and host an annual Southeastern Minnesota Regional Summit.
  - d. Design a component of external marketing campaign (*Tell the Story 1.a*) to focus on internal regional audience.
  
- 10. Explore Benefits & Alternatives for Comprehensive Regional Planning & Development** *Regional Journey Committee (combine)*
  - a. Leverage the Regional Compact as a starting point for discussions on comprehensive planning and development in Southeastern Minnesota.
  - b. Advance high-value strategies for regional collaboration based on the final report of the Working Group.
  
- 11. Pursue Priority Transportation & Communication Enhancements** *Transportation & Communications Journey Committee*
  - a. Maximize the capacity of Rochester International Airport (RIA/RST) to serve as a gateway to the region.
  - b. Pursue regional transit service for high-volume weekday commuting periods.
  - c. Develop a plan to provide broadband connectivity to all Rochester Area businesses and residents.
  - d. Support the Highway-14 Partnership's efforts to four-lane the highway from Rochester to New Ulm.