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FOR IMMEDIATE RELEASE

Rochester City Council Approves Revised Targeted Business and Workforce Participation Plan for Destination Medical Center Projects

June 17, 2020 – ROCHESTER, MINN. -- The Rochester City Council approved a revised Targeted Business (TB) and Workforce (WF) Participation Plan for Destination Medical Center (DMC) projects on Monday, June 15, 2020. The DMC Corporation Board of Directors recently supported and advocated for this new plan. In addition, the City Council agreed to evaluate implementing the goals for all City infrastructure projects.

This update comes after successfully meeting and exceeding several of the previous targets from 2017-2019, which were set when the DMC initiative began.

Deputy City Administrator Aaron Parrish states, "The approval of the revised plan is reflective of the ongoing commitment by the City and DMC leadership to support economic opportunities for all. We thank our governing bodies for their support of this vital plan."

The revised Workforce Participation goal for minorities aligns with the Minnesota Department of Human Rights goal for Southeast Minnesota at 15 percent. This will be implemented immediately. The Workforce Participation goal of six percent for women will increase to seven percent in 2021, eight percent in 2022 and nine percent in 2023. This will be in alignment with the Minnesota Department of Human Rights goal for women in Southeast Minnesota.

The revised Targeted Business and Workforce Participation Plan increases the Targeted Business goal from four to seven percent. The relative availability of heavy construction contractors is lower than the specialty trades contractors; therefore, specific project goal of four percent for heavy construction projects will continue.

"Economic opportunities for locally-owned women, minority and veteran owned businesses is critically important. The updated percentages reflect an ongoing commitment to creating and supporting greater access to the transformative work in Rochester," said Lisa Clarke, DMC Economic Development Agency executive director.

City teammates and DMC Economic Development Agency staff are developing a work plan with measurable objectives to manage the program and achieve the revised TB and WF goals. The intent is to increase the number of certified companies locally-owned and operated by women, minorities and veterans and promote diversity among the construction workforce.

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