

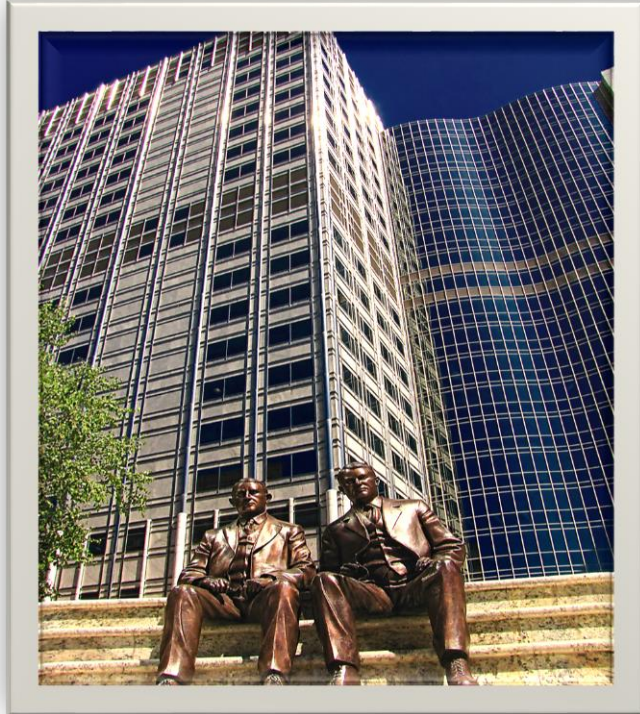


Journey to »
» **GROWTH**

What is



Why We Need Journey To Growth



J2G complements DMC

- Changing economics of healthcare
- Focus resources on growing other sectors of our economy

This number could rise without intended economic diversification

40%

Dependent on one industry

A plan for the region

- Not focused on downtown Rochester
- Does not duplicate DMC or other plans

“It’s about recognizing the assets of our region and doing what we can in a coordinated, region-wide, systematic way to maximize those assets.”

-Rolf Thompson
Executive Director
National Eagle Center



- Community & Programmatic Analysis
- Target Sector Analysis
- The J2G Plan
- Implementation

Madison, WI
Austin, TX
Kansas City, MO
Des Moines, IA



Community & Programmatic Analysis



- Continue to grow Entrepreneurial Ecosystem
- Preserve Community Culture
- Diversify away from healthcare
- Prepare students for local jobs
- Make the region “stickier” for talent



Target Sector Analysis



- Workforce Capacity
- Presence of Top Employers
- Future Development Opportunities
- Average wage data & trends
- Competitive position of suburban/rural Rochester area counties



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5 Target Sectors



Computer System
Design & Production



Food Processing



Manufacturing

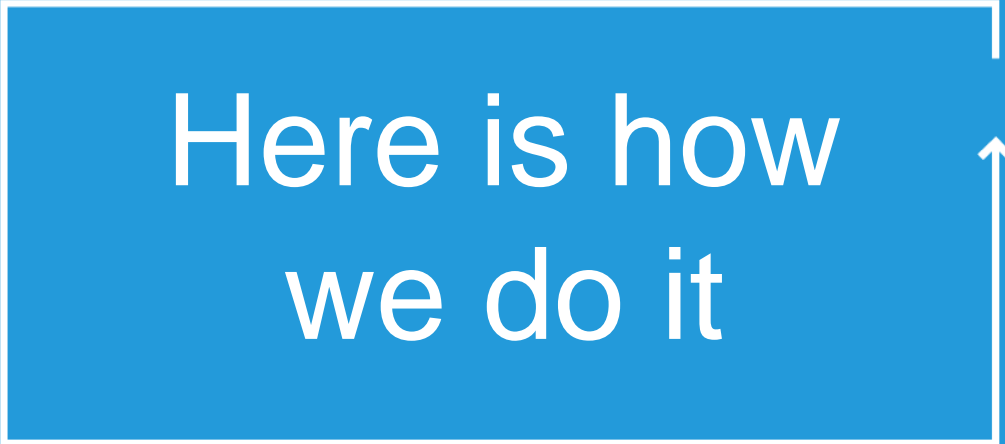


Convention & Tourism



Medical Technology





Here is how
we do it

The J2G Foundation

Each theme includes corresponding OBJECTIVES and supportive STRATEGIES that are divided up within structured Journey Committees.

①

②

③

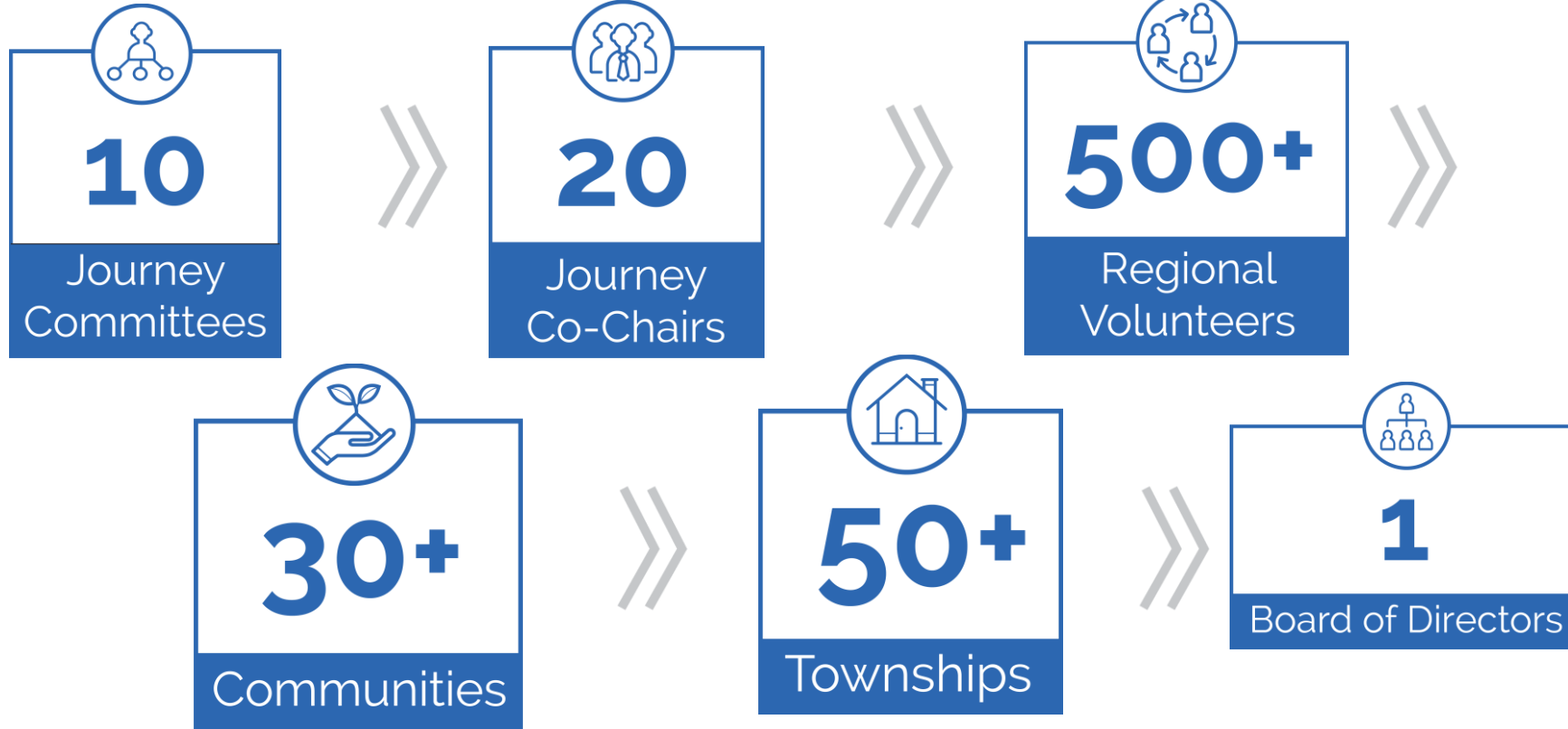
Expand and Diversify
the Regional Economy

Optimize the
Regional Talent Base

Become a Cohesive
Connected Region



Organizational Chart



Expand and Diversify
the Regional Economy

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Marketing

Al Mannino
Shannon Knoepke

Economic

Elaine J. Garry
Walt Ling

Entrepre-
neurship

Al Berning
Jim Rogers

Governing

Leigh Johnson
Randy Demmer

Early
Childhood

Jerome Ferson
Mark Matuska

Workforce

Aaron Benike
Jessica Ihrke

Talent

Norm Doty
Tessa Leung

Diversity
&Inclusion

Barbara Jordan
Duane Sauke

Regional

Dan Christianson
Ed McBride

Transportation
&
Communication

Doug Eaton
John Reed

J2G Journey Committees & Co-Chairs

The J2G Board of Directors



- John Wade: Chair
- Angie Bowman: Vice Chair
- Scott Hoss:
Secretary/Treasurer
- Randy Staver
- Jodi Millerbernd
- Melissa Brinkman
- Sue Reinke-Walch
- Scott Heck
- Mary Blair-Hoeft
- Mark Hayford

Want to learn more about J2G?



Entire plan and analysis:

www.raedi.com

Or call:

RAEDI office
507.288.0208



Thank You