



Edina Medical/Wellness Destination

Presented by:



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Introduction

The City of Edina is in a unique position to create an exciting new node called a Medical/Wellness Destination. The opportunity builds on a strong existing infrastructure of medical and wellness related assets and organizations that call Edina home. This is our opportunity to bring greater visibility to Edina as a regional medical/wellness destination.

Background

- With the creation of Explore Edina three years ago, our first area of focus was to attract visitors to our thriving retail and hotel environment. We saw a changing retail landscape, and felt the necessity to highlight other community assets that would attract visitors. Our existing strength in the medical arena suggested we should begin work to bring visibility to that sector.
- As part of the Chamber's strategic planning, we conducted in-person interviews with Chamber members, business owners and community members. We sent online surveys to non-Chamber member business owners. We received feedback from 296 individuals. In regard to economic development, 73% of these respondents ranked medical as a primary sector for expansion in Edina by a significant margin.
- The medical/wellness destination concept fits perfectly with the Southdale Work Group recommendations, Vision Edina, the Chamber's strategic plan and the work being done to update Edina's Comprehensive Plan.
- We already have nationally recognized assets and team that continue to provide outstanding opportunities for patients and clients. Further development of the medical/wellness sector meets several strategic actions identified in Vision Edina.
 - As part of the nodes and modes approach- identify key nodes of high potential
 - Focus on regional leadership
 - Education- Expand partnerships to expand employment. Example: The creation of a Health Care Career Institute as part of the destination project
 - Live Work- Create an incubator hub for start-ups
 - Commercial Development- Develop strategies targeting the professional services cluster

Why include wellness in the destination concept?

- A couple visiting Edina from Rochester commented, "Only sick people come to Rochester." The term "medical" denotes sickness and episodic, one-time events. We don't want Edina to be known as a place to go when you're sick. Edina is a place to be well and enhance our health.
- "Wellness" concentration also fits with the long time philosophy of Edina that supports wellness initiatives such as walkability, tobacco sales and sustainability efforts.
- The healthcare industry is moving away from a medical and treatment focus toward wellness and preventative care. Attention to wellness not only provides a healthy and happy lifestyle but it saves in medical costs.

Assessment of Opportunity

The Chamber and Explore Edina gathered a committee of medical and wellness experts to access the support of this concept in Edina. The founding advisory committee members included C-suite representatives from Fairview Southdale Hospital, Blue Cross Blue Shield Minnesota, Twin Cities Orthopedic, Excelsior Properties, Frauenshuh Developers and Ryan Companies.

- The advisory committee unanimously agreed that creation of a medical/wellness destination in Edina would not only strengthen existing medical and wellness assets but would attract other prominent healthcare players to the community while also benefiting our lodging and hospitality assets.
- During our initial discussions with the founding advisory committee, all members agreed that medical/wellness destination initiative should not focus on driving revenue to medical providers. Six of the eight individuals are Edina residents and they are adamant that by being strategic in creating this concept, we will not only expand the first rate medical services already being offered in the community but will complement the existing strong community infrastructure. Example: New employees at the TCO 7700 France complex can live in France Avenue apartments, buy a home here, have their children attend EPS, shop at Southdale and eat in our wonderful restaurants. This Initiative will fuel the entire community.
- Current revenue in all hospital and ambulatory care services in Edina exceeds \$748 million dollars annually. The creation of the medical/wellness destination has the potential of conservatively doubling revenue, with a realistic expectation of tripling revenue in five years.
- Increase in Edina job growth
- Increase in Edina lodging stays. While our area of geographic reach has not been formalized, our early conservative projections indicate this project could add more than \$39,000 annually in revenue to our long-term stay properties after year three.

Future iQ Recommendations

We enlisted the services of Future iQ and David Burele to ferret out what the medical/wellness destination concept would look like and the steps needed to bring the vision to reality. David moderated a focus group discussion with members of the founding advisory committee. Based on the input from the medical, education, development and real estate experts that attended, Future iQ, The Edina Chamber of Commerce and Explore Edina board of directors make the following recommendations to the Edina City Council.

The Edina Chamber of Commerce/Explore Edina collaboration will immediately begin the following:

- Form a Medical/Wellness Working Group and approach the City of Edina for funding to pursue the further development of a medical cluster in Edina.
- Develop a comprehensive strategic plan to expand the medical cluster/wellness ecosystem within Edina.
- Work with the City, developers and business leaders to develop a plan to attract medical/bioscience business to the target corridor.
- Work with the City to develop a 'fast track' approval system for medical/wellness businesses to establish themselves in Edina.
- Build an outreach and marketing strategy to attract and retain businesses that will form the medical/wellness district. This should include events that will bring attention to Edina as a medical/wellness destination.
- Build an educational component that integrates workforce development into the medical/wellness development strategy. Work with Edina Public Schools and other educational institutions (Mankato State @ Edina and U of M) to provide continuity and opportunities from local education providers to careers and workforce development in medical/wellness fields. We've had preliminary conversations with MNSU and members of the medical business community regarding the creation of a healthcare career institute located at Mankato State @ Edina. The Institute would not only introduce healthcare careers to high school students but would provide work experience opportunities **in Edina** to MNSU Mankato @Edina students. Our

conversations are still in the preliminary stages but discussions with the leadership of MNSU in Mankato and Edina has been extraordinarily positive and supportive.

- In support of the community's stated desire (Vision Edina) to be a community of excellence, the Chamber should seek to include the development of centers of excellence in specialty care.
- Creation of a medical incubator to pursue innovation and entrepreneurship in medical products and wellness development should also be a priority.

A key recommendation by Future iQ is that this initiative be led by the Edina Chamber of Commerce.

Request to Edina City Council

We respectfully request support of the creation of the Edina Medical/Wellness Destination concept and the seed funding to begin the project.

- Agree to assign a representative of the city to the work group to help direct discussion around the destination concept.
- Support and authorize seed funding to help assure success of the program. We estimate \$205,000 over thirty months (July 2017-December 2019) to build the program. Revenue stream and expenses projections below.

Medical/Wellness Destination Proforma					
	2017	2018	2019	2020	2021
Revenue					
Revenue target	\$80,000	\$80,000	\$80,000		
Explore Edina	\$30,000	\$45,000	\$60,000	\$100,000	\$100,000
City of Edina		\$35,000	\$20,000		
Grants/Medical Community	\$15,000				
TOTAL REVENUE	\$45,000	\$80,000	\$80,000	\$100,000	\$100,000
Expenses					
Strategic Plan	\$22,500	\$25,000			
Chamber Fees to administer program	\$22,500	\$30,000	\$30,000	\$30,000	\$30,000
Create Branding		\$25,000	\$10,000		
Marketing			\$40,000	\$50,000	\$50,000
Events				\$20,000	\$20,000
TOTAL EXPENSES	\$45,000	\$80,000	\$80,000	\$100,000	\$100,000