



EDINA MEDICAL/WELLNESS DESTINATION



EXPLORE
edina

Edina
CHAMBER OF COMMERCE

Edina Medical/Wellness Destination

- ▣ Presented by
 - Lori Syverson- President, Edina Chamber of Commerce & Explore Edina
 - Robb Gruman- Explore Edina Board Member and Past Edina Chamber Board Chair
- ▣ Background
- ▣ Opportunity for Edina
- ▣ Recommendations
- ▣ Request

Recommendations

- ▣ Form a medical/wellness work group
- ▣ Develop strategic plan
- ▣ Pursue seed funding with the City of Edina
- ▣ Develop plan to attract medical and bioscience to target corridor
- ▣ Build outreach to retain business that will form the district
- ▣ Develop “fast track” approval system
- ▣ Build a workforce development educational component
- ▣ Develop centers of excellence
- ▣ Create medical incubator

Request to City Council

- ▣ Agree to assign a representative of the city to the work group
- ▣ Support and authorize seed funding