



ECONOMIC DEVELOPMENT





ROGERS *Minnesota*

Connect. Explore. Thrive.

The City of Rogers is a lively and rapidly developing suburban community located west of Minneapolis. Still, with a current population of approximately 14,000, the city has maintained its small town feel. With its unique location at the intersection of two regional roadway systems – Interstate 94 (I-94) and Trunk Highway 101 (TH 101) – Rogers has become a major distribution center and a popular destination for businesses. Rogers also has a thriving employment base with over 11,000 jobs in a growing market. In our highly regarded community, businesses have opportunities to build strong connections, recruit skilled workers, and make this town home.



VISION

Rogers is a community of choice within the Twin Cities metro offering vibrant neighborhoods, a strong commercial base, a creative and diverse workforce, and quality environmental spaces all which make Rogers a premier destination to live, work, and play.

25
MILES TO DT.
MINNEAPOLIS

48
MINUTES TO
INT. AIRPORT

4
NUMBER OF
HOTELS



DEMOGRAPHICS

Rogers is a premier destination with a perfect blend of urban and rural character. With a rapidly growing population base, opportunities are endless to connect locally for workforce needs. The city is currently home to over 11,400 jobs and draws in workers from many surrounding communities.



GROWING POPULATION

14,430
POPULATION

Source: Met Council Annual Estimates

40.7%
POPULATION
IN PRIME WORKING
AGE OF 25-54



AVERAGE HOUSEHOLD INCOME
\$137,000
(2017-2021)

POPULATION WITH A **BACHELORS 50%**
DEGREE OR HIGHER

36.8
[MEDIAN AGE]

OVER 1,700
NEW HOUSING
UNITS ADDED
since 2018



PARKS

Within a total of 2,579 Acres (2020), the City of Rogers consists of plenty of wide-open spaces. Specifically, 452 acres of park land, 14 playgrounds, the Senior Center, the Community Room, the Activity Center, over 20 multipurpose play fields, 17 baseball/softball fields, and 35.9 miles of trails, paths, and sidewalks.




2,579
ACRES OF
PRESERVES
& PARKS
(2020)



14  
PLAYGROUNDS



20 MULTI-
PURPOSE
   FIELDS



17 BASEBALL
/SOFTBALL
  FIELDS



 
35.9
MILES OF
TRAILS, PATHS
& SIDEWALKS



SENIOR CENTER

the City of Rogers offers robust recreational programming including a senior center which features dining, classes, and everyday activities.



COMMUNITY ROOM

The City of Rogers Community Room (North Room) serves as an excellent option for business meetings, scout groups, bridal showers, or baby showers. It offers a capacity of 100 people theater-style, or 50-75 banquet.



EVENT CENTER

The 21st Century Bank Event Center is located in Lions Central Park on Main Street, just south of Downtown Rogers. Provides a perfect venue for weddings and/or business events.

SCHOOLS

The City of Rogers is also home to the outstanding Rogers High School and the many acclaimed Rogers Royals sports and activity programs. With Rogers Middle School and two elementary schools rounding out a strong K-12 system, families with school-age children can be confident that a first-class education is available right here in the Rogers community.



TOP 10%
OF MINNESOTA
PUBLIC SCHOOLS
AVG. RANKING OF 10/10

Rogers Senior High School: 9/10
Rogers Elementary School Rank: 10/10
Hassan Elementary School: 9/10



DISTANCE (IN MILES) TO HIGHER EDUCATION

- 10** Hennepin Technical College
hennepintech.edu
- 10** Anoka Technical College
anokatech.edu
- 26** University of Minnesota – Twin Cities
twin-cities.umn.edu



SHOPPING & DINING

The City of Rogers has a number of exceptional dining options including Maynards restaurant, Short or Tall, and newly established R Social. Additionally, the well-know Bass Pro Shops - formally Cabela's - retail shop located here remains the largest outdoor/sporting goods store in the state.

LARGEST OUTDOOR/
SPORTING GOOD STORE
IN THE STATE



20+

NUMBER OF DINING OPTIONS IN ROGERS





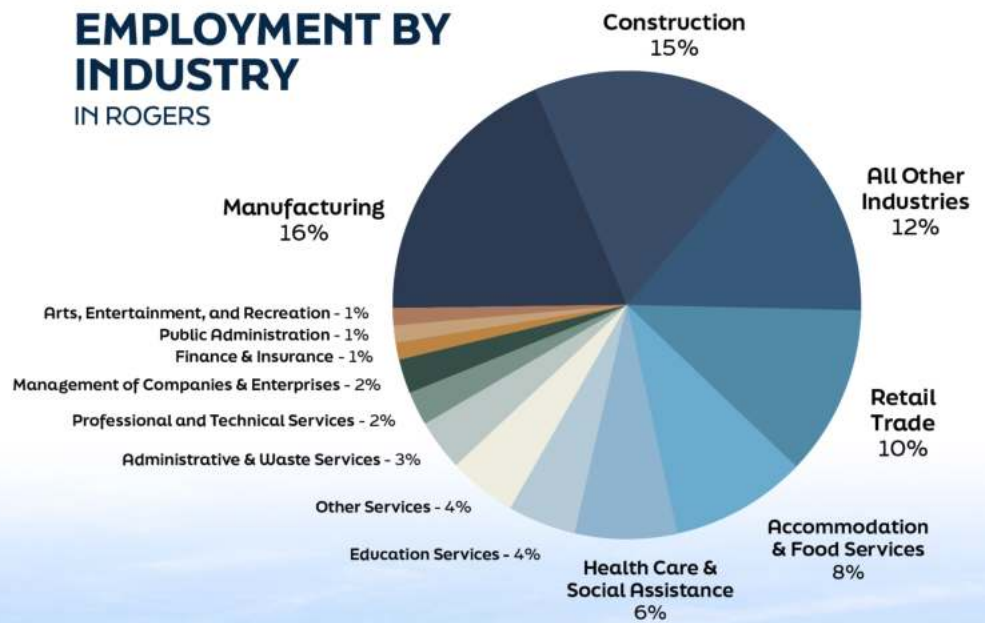
BUSINESS DEVELOPMENT

The City of Rogers boasts a business-friendly environment with a dedicated staff to ensure your business is on track to grow. Whether a business is in the start-up stages or a well-established large employer, Rogers has opportunities for businesses in any stage.



EMPLOYMENT RATE IN ROGERS
75.7%
 Higher than Minnesota's employment rate of 65%

EMPLOYMENT BY INDUSTRY IN ROGERS



TOTAL EMPLOYMENT/JOB
 IN ROGERS - FORECASTED FOR 2040

11,445 (2022) **↑** **14,800** (2040)

\$61,096
 AVG. SALARY (2022)



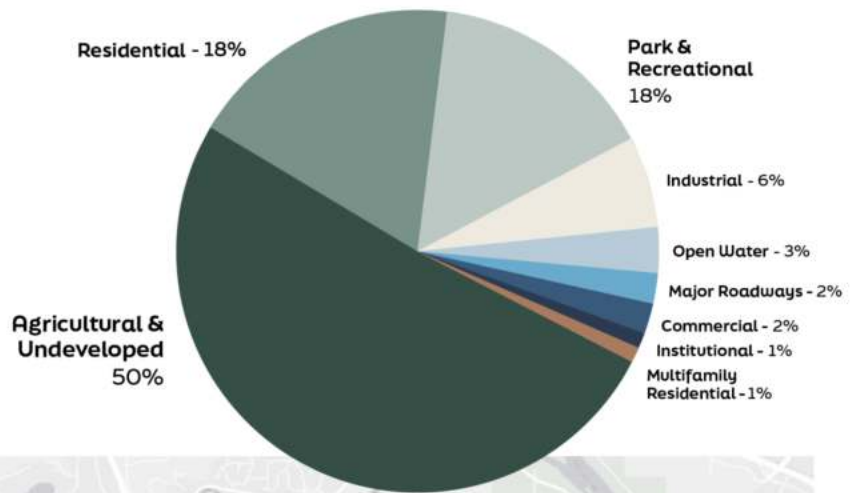
FREEWAY ACCESS TO MAJOR HIGHWAYS
 Interstate 94 (I-94) and Trunk Highway (TH 101)

DEVELOPMENT OPPORTUNITIES

From existing buildings, to redevelopment, to greenfield opportunities, the City of Rogers offers all types of development opportunities. These opportunities include larger parcels that offer great visibility and access from nearby freeways. The City offers an efficient approval process to ensure quick delivery on developments.

*Source: Metropolitan Council Generalized Land Use Historical Data Set

GENERALIZED LAND USE IN ROGERS (2020)*



ROGERS *Minnesota*

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