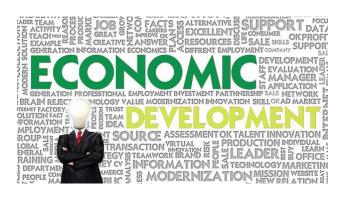


The Voice of Economic Development WEDA Newsletter – January 2019

Working Together for Jobs & Economic Prosperity Across Washington State

Turn Divestment into New Investment and Success Redevelopment of Manufacturing Sites



PM&P has worked on redevelopment projects involving manufacturing sites vacated by John Deere, Terex, Alstom, Total, Panasonic and Michelin. It has been our experience that many companies evaluate the economic viability of their operations every 3-5 years. It is incumbent upon the local economic development authority to take the lead in finding a solution. An effort should be made to obtain financial assistance from the departing company to help with the redevelopment effort.

Redevelopment projects attract significant attention from various interest groups, the media and the public. Prior to formulating a redevelopment program, the economic development authority should obtain the input of all the relevant players including the departing company, elected officials, public interest groups, local chambers of commerce and the workforce affected by the company departure. The economic development authority should conduct a systematic search for new investors both in the U.S. and abroad. The focus should be on which types of companies could best occupy the site.

Key factors for a successful redevelopment program include:

- A redevelopment program that starts as soon as possible even prior to the departure of the company that is operating at the site
- A careful and frank assessment of the location, its competitive position and investment potential
- An evaluation of the site to determine if there are innovative investment opportunities and creative uses for the existing facilities
- An understanding that companies are not looking for locations they are looking for business opportunities
- An attractive offer to potential investors that may include a search for companies that can service and supply a large new investor

- An understanding that the positive impact of a redevelopment effort is higher if the emphasis
 is not focused on the location itself, but also on the overall economic environment surrounding
 the location
- Preparation of a compelling business case highlighting the competitive advantages of the vacant site when compared with other locations that investment prospects are considering
- Continual communication and outreach to the public and stakeholders of the activities conducted and results of the redevelopment efforts

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Article courtesy of Michael Hass, CEO of PM&P, who will be a featured speaker at the WEDA Winter Conference, March 5-6, 2019. Michael and his team will be in town the week of the conference and available to meet with interested WEDA members. Please reach out to Fred Glickman at fred.glickman@pmp-us.com if you would like to schedule a 1:1 meeting.