Every deal is different. And so is GREATER MSP’s role. It is by assessing each client’s situation and helping to structure the project, coordinating efforts of multiple partners, and bringing needed resources that we ensure the client gets what it needs so that its business can prosper.

Olympus was looking to expand and consolidate operations in one center for doctors to conduct R&D and training. Olympus was located in an office park that was split into multiple sections and wanted to build an office where all employees could be together. GREATER MSP learned of the planned expansion through a relationship it has with commercial real estate firm Jones Lang Lasalle (JLL). When GREATER MSP learned that Olympus was looking to expand, they sprang into action and created a plan supporting a new office development where Olympus could stay within the Greater MSP region.

GREATER MSP convened a range of partners who had resources to bring to the deal:

- Worked with the city to negotiate incentives.
- Coordinated applications with DEED for infrastructure improvements, the Minnesota Investment Fund and Tax Increment Financing.
- Created a cost comparison between multiple outside sites competing for the expansion.
- Supported Ryan Companies US, Inc. with research and analysis.
- Conducted a labor force analysis to assure Olympus that adequate workers would be available.
- Created an economic impact analysis for the site.
- Worked with utilities to structure favorable rates.
- Hosted the CEO of Olympus at the U.S. Ambassador’s residence in Tokyo to thank him for expanding in the region.
Olympus elected to expand its operation in Brooklyn Park. 268 jobs were retained and 100 new jobs were added. This project will result in an estimated $30 million in capital investment. Olympus's new office building, totaling 180,000 square feet, hosted their grand opening on April 27, 2015. Ryan Companies US, Inc. worked through the winter in order to get the building constructed on such a tight deadline.

GREATER MSP is proud to have worked with and coordinated so many partners to achieve a positive outcome for the company, the city and county, and the region. By bringing all players together in one room in open and communicative ways, GREATER MSP helped Olympus make an informed decision and also allowed key players within the region to present their information.

“Greater MSP partnered with us throughout our surgical innovation center project, from early meetings when we were still evaluating our strategic options, to later when they helped us navigate the requirements and discussions around state and local incentives,” says Michael Sullivan, Executive Director, Uro/Gyn Business Center, Olympus Surgical Technologies America. “They played an essential role in effectively connecting our objectives and efforts with the interests of the local community and region.”

Michael Sullivan, Executive Director, Uro/Gyn Business Center
Olympus Surgical Technologies America
Thank you

The insights and contributions of these partners ensured success in this project. Their insights and expertise were invaluable:

City of Brooklyn Park

JLL

LifeScience Alley

Minnesota Department of Employment and Economic Development

Ryan Companies US, Inc.

Special thanks to the Investors of GREATER MSP

“Brooklyn Park is an innovative community which knows advances in technology reach every sector of our economy. To make this deal a reality, we quickly worked with Olympus to focus our processes across departments. We know jumping on great opportunities will feed our future job and economic growth.”

Jeffrey Lunde, Mayor of Brooklyn Park

“At the onset of our plans to establish a new surgical innovation center in the Twin Cities, our partnership with the Greater MSP enabled us to understand and connect with all key parties and participants relevant to our expansion project. Their extensive knowledge of real estate, development and related service providers was integral in helping us to select a community in which to build and valued business partners.”

Georg Schloer, President, Olympus Surgical Technologies America