





MassEcon.com

# Site selection

THE RELATIONSHIP

January, 2015 WDG

**Consulting New Jersey** 

MassEcon to prospect

North America

Headquarters

taps its relationship with

researching locations for a

**TEAM MASSACHUSETTS** 

Coldwell Banker

**Newmark Grubb** 

**City of Cambridge** 

**Knight Frank** 

**City of Boston** 

MassEcon **MOBD** 

How we helped LEGO Education locate its North America *Headquarters* 

# **MASSECON WORKS WITH WDG Consulting**

LEGO Education is a subset of the LEGO group that specializes in creating learning solutions for preschools and classrooms by incorporating an understanding of science, technology, engineering, and math concepts through practical demonstration.

# MASSECON MEMBERS PROVIDE SERVICES AND COORDINATE TOUR:

- Windshield tour of real estate with Newmark Grubb Knight Frank and residential overview with Coldwell Banker
- Interviews with Primary Source, Communispace, and WinterWyman
- Meetings with MIT and School of Education at Boston University
- In addition to Boston, LEGO Education also considered Kansas City and Hartford for its division headquarter relocation.

### THINGS HEAT UP!

- CEO of LEGO Education visits MA with consultant undercover using the alias "Tom"
- MassEcon provides windshield tour of locations for EF Education, Person Education, Back Bay and Seaport District
- MassEcon hosts a lunch with CEO, consultant, MOBD, and local economic development officials

## **TEAM MASSACHUSETTS**

- **Boston University**
- MIT Media Lab
- **Primary Source**
- Communispace
- WinterWyman

### THE RESULT

June, 2015 LEGO Education announces its plan to locate a 30,000 SF North America headquarters with an additional 75 employees at Boylston Street in Boston.