



## Padilla Speer Beardsley

*corporate communications agency*

Padilla Speer Beardsley had housed its offices in two mansions near downtown Minneapolis for 30 years. To better serve its clients and to reinforce the company's new corporate identity, Padilla asked Keewaydin to locate a new home for the firm, one with a unique feel.

Keewaydin identified a new project on the banks of the Mississippi River in downtown Minneapolis as a potential site for Padilla's headquarters. When the initial developer of the site was not able to obtain financing to proceed with the project, Keewaydin approached the Minneapolis Community Development Agency to suggest that a new developer, Ryan Companies, continue the project. Keewaydin and Ryan negotiated with the MCDA for an extension of the development agreement, which permitted Ryan to move forward with the development of the site. Ryan was eager to enter into an agreement with Padilla Speer Beardsley as the lead tenant, based on their strengths and reputation as a leading communications firm, in addition to their enthusiasm about relocating to the riverfront.



Padilla Speer Beardsley signed a 15-year lease for the top 2 floors (37,419 square feet) of River Parkway Place, on the banks of the Mississippi River. The lease rate and expansion options are favorable for Padilla, and will allow them flexibility for future growth.

After the lease was signed, Keewaydin was immediately enrolled as Padilla's owner's representative for the design and construction of the tenant improvements. As the owner's representative, our major responsibilities were to help select quality vendors and to manage the schedule and budget. After pre-qualifying and interviewing architects, we helped Padilla make a final architect selection.

During the design phase, Keewaydin was involved in weekly design meetings to make sure that the final design fit the desires of the client, but also to assure the design fit within the budget. Through the construction process we managed the overall project budget, which included not only the actual construction, but technology, furniture, equipment and the physical relocation. Keewaydin also managed all work to a schedule that allowed Padilla Speer Beardsley to move in at a time that was least disruptive to their business. Due to Keewaydin's hands-on approach, Padilla was able to move into their new home on time and under budget.

## Keewaydin Services

- Site Selection
- Real Estate Negotiation
- Project Management
- Relocation Coordination