

CASE STUDY



HYATT

A world leader in customer service, the Hyatt group knows what it takes to make sure its guests are always staying at a “quality” establishment. When it was time for Hyatt to find a company to provide site selection services, that shares its same attention to detail, it chose the Labor Analytics Group (LAG).

Challenge

Hyatt was growing, but hindered by inefficient back-office operations spread over three locations. Worse, finding a quality labor pool in those markets was arduous and expensive. Hyatt desired one location with sustainable superior labor in a lower-cost market. Doing so would allow Hyatt to allocate resources toward business expansion.

Jim Melvin, Hyatt executive, says his company chose LAG because it is a “one-stop shop.” LAG offers more than real estate brokerage; it provides in-depth labor market intelligence and economic incentive negotiations. With all of these services in house, LAG is a dynamic team that made sure all of Hyatt’s requests and expectations were met.

Solution

LAG undertook a four phase approach to serve Hyatt’s needs. This multi-phase study supplemented quantitative data with qualitative information. LAG’S consultants conducted market research and the real estate team sought “plug and play” facilities so Hyatt could hit the ground running after choosing a location.

Moore, OK, near Oklahoma City, rose to the top as Hyatt’s optimal location. Moore provided a sustainable high quality workforce at a lower cost and had a 42,688 square-foot “plug and play” facility that Hyatt was able to lease right away and begin their back-office reorganization.

Benefit

Hyatt brought 300 jobs to Moore, and has the comfort of knowing it can expand that location as needs dictate. LAG’s incentives division worked closely with both state and city officials. Negotiations resulted in a \$6.2 million incentives package. In addition, the state of Oklahoma awarded a 10-year payroll rebate through the Quality Jobs Program as well as a customized job training grant through the Training for Industry Program.

The people of Moore were excited to attract such a “big name” to the area and worked hard to ensure Hyatt felt welcome in its new home.

QUICK FACTS

- Hyatt sought better efficiency in the wake of inefficient back-office operations
- LAG was chosen for its “one-stop shop” services
- Hyatt chose a 24,688 SF “plug and play” in Moore, OK
- LAG negotiated attractive economic incentives with Oklahoma officials

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