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## **Scheer Partners hired by URI to conduct feasibility study for research park**

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Scheer Partners, a provider of fully integrated commercial real estate services for the health science industry, has been hired by the University of Rhode Island (URI) to provide consulting services to establish and confirm the viability of developing a research and technology park on the University's north campus that would house science, engineering and technology firms.

Several years ago, URI officials discussed the idea of this research and technology park, but postponed a final decision in light of the economic downturn. Now, the University is revisiting the concept. Founder and president Robert Scheer is leading the team that will spearhead this consulting project.

Currently, Scheer Partners is conducting a financial analysis and market research, and compiling a list of companies to target for tenancy in the park. It is also working with economic development officials to secure funding at the state and local levels.

As part of its assignment, Scheer Partners has engaged Gaudreau & Associates, Inc. to develop plans for a University of Rhode Island park, which would initially include a 50,000 s/f building and in total encompass between 200,000 and 300,000 s/f of space on the north part of the URI campus.

Scheer Partners is also tasked with performing an overview of competitive facilities in the area and, when appropriate, will recommend the preliminary selection of engineers, contractors and other vendors that would provide services if the research park is developed.

Another critical task is creating a comprehensive and consistent marketing message that aligns with the university's goals and future plans for this project, while making it clear to prospective tenants that the research and technology park is an attractive home for local science, engineering and technology companies, along with businesses based in other northeast states, such as Connecticut, Massachusetts and New Hampshire.

To that end, Scheer Partners will lead the marketing push, develop collateral materials that illustrate the initial building's specs and overall design of the research park, and then send these materials to prospective tenants. The Rockville-based company will provide to URI a monthly leasing report, produce a bi-monthly e-mail campaign as well as a direct mail campaign, and maintain and update listings on all available commercial real estate Web sites.

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