

- Client:** The EFACEC Group
- Project:** Site selection, real estate and incentives negotiation for a power transformer manufacturing plant
- Location:** Rincon, GA
- Objective:** Identify the optimal location for a 470,000 sq. ft., \$170 million production facility to manufacture core-type and shell-type power transformers. Site selection objectives included:
- Locate on a rail line to avoid highway weight and dimensional restrictions on shipments of finished goods weighing up to 650,000 pounds
  - Low land costs
  - Minimal weather and seismic risk
  - Avoidance of labor unions
  - Excellent availability of highly skilled labor

**Challenges:** EFACEC supplies power transformers to electric utilities for use in large substations, and many of the company's models are oversized and overweight. In addition, selected raw materials are sourced overseas and some finished goods are exported. The selected site for the new manufacturing operation had to be close to a major seaport and located on a rail line. In addition, large power transformers are virtually hand-built to customer specifications, which mandated the need for 700 highly skilled workers drawn from a large, high-quality labor pool.

**Solution:** EFACEC's complex site selection requirements were easily modeled in WISER<sup>sm</sup>, Walker's site selection optimization model. WISER<sup>sm</sup> identified 35 rail-served locations near major ports. We further stratified the options to identify those with the best union environment, the largest pool of well-educated workers, and lowest risk of hurricanes and seismic events.

**Value Added:** Walker completed the WISER<sup>sm</sup> analysis to identify the best options, and performed in-depth, on-site investigations and pro forma cost projections in four excellent finalists, all in a matter of weeks. Our support on incentive negotiations resulted in significant property and income tax abatements, permitting fee waivers, major infrastructure improvements including construction of a rail siding, an excellent training program for new hires, and a 50-acre site at no cost to EFACEC. The total value of captured incentives was in excess of \$11 million.



**The Walker Way works best**