

Tech campus decision: winners and losers

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Winners:

CORNELL UNIVERSITY:

President David Skorton wanted the tech campus more and was willing to pay practically any price. The school used its advantage as a local institution to rally alumni, secure financial commitments and navigate the city's politics. Technion-Israel Institute of Technology bolstered Big Red's startup credentials.

BERLINROSEN AND KASIRER CONSULTING:

Cornell's PR and lobbying team positioned the university as the hometown choice and pulled out all the stops to help it overcome its underdog status.

QUEENS CHAMBER OF COMMERCE:

The prospect of tech startups in western Queens will give the borough's image an Ivy League, high-tech lift.

THE ECONOMIC DEVELOPMENT CORP.:

The EDC may not have signed the mayor's first choice—Stanford—but it closed a complex deal that will get started quickly and with little resistance, unlike other administration mega-projects.

ROOSEVELT ISLAND:

The city-owned, state-leased former prison island and cultural backwater could be transformed into a destination.

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