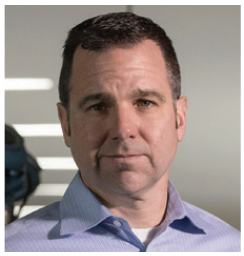
NAM INCENTIVES LOCATOR

powered by ATLAS Insight


Valued. Trusted. Connected.

Working to help improve manufacturers' bottom line

Manufacturing Incentives Case Study

Manufacturers often face complex investment decisions shaped by labor costs, expansion timelines, modernization goals and evolving incentive opportunities. NAM Incentives Locator, powered by Atlas Insight, helps companies identify opportunities, strengthen project economics and navigate complex incentive situations with greater confidence. The following case studies highlight how the NAM Incentives Locator and Atlas Insight supported manufacturers across site selection, expansion and modernization projects.

Multinational Manufacturer—Site Selection | South Central

Problem

A multinational manufacturer needed to quickly identify a viable U.S. site while offsetting a 30% increase in labor costs and securing upfront incentives to support an $85 million, 400-job investment.

Solution

Powered by the NAM Incentives Locator, Atlas Insight combined site selection expertise, incentive strategy and compliance insight to help the client identify the right location, secure $8 million in incentives and protect both current and previously awarded value.

Context

A multinational component manufacturer was expanding its U.S. footprint in the South Central region to take advantage of federal incentives tied to domestic production. The project required a 600,000-square-foot facility on 50 acres and involved 400 new jobs and an $85 million capital investment. With 126 potential sites under consideration, the company used the NAM Incentives Locator and Atlas Insight to lead the selection process and secure incentives to offset higher operating costs.

Drawing on its experience supporting complex manufacturing investments, and using the NAM's tool, Atlas Insight guided the evaluation of potential locations based on workforce, speed to market and financial viability. The team also assessed where incentive opportunities could most effectively support the project's economics and help offset higher operating costs.

As Atlas Insight advanced the site selection and incentive strategy, the work uncovered broader compliance issues tied to previously awarded incentives. The team identified and corrected eight years of errors from a prior provider, avoiding a $1.5 million clawback and preserving eligibility for new incentives. By helping the client secure $8 million in incentives for the new project, with approximately half delivered as upfront cash, while also protecting prior value, the NAM Incentives Locator and Atlas Insight demonstrated the ongoing role expert support can play across both new investment decisions and long-term compliance.

EXPLORE HOW

NAM Incentives Locator can help manufacturers identify opportunities, improve project economics and navigate complex incentive decisions.

Ready to talk about your project? Connect with an incentives expert.