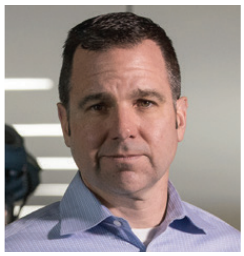
NAM INCENTIVES LOCATOR

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.

Manufacturing Modernization | South Central

Problem

A manufacturer needed to secure incentives for a $135 million modernization project without expanding their team size, limiting eligibility under traditional programs.

Solution

Through NAM Incentives Locator, Atlas Insight identified a new path to incentives by recognizing a strong program fit, strategically positioning the investment and guiding the client through a complex approval process that resulted in a $15 million award.

Context

An existing manufacturing facility in the South Central region was investing $135 million to modernize operations through automation and efficiency improvements, with no commitment to create new jobs. Traditionally, incentive programs have prioritized job creation, making it difficult for projects like this to qualify for meaningful support. At the same time, workforce constraints and the need for increased efficiency were driving significant capital investment in modernization across the industry.

Atlas Insight positioned the project around long-term operational viability and workforce retention, aligning it with emerging regional priorities. During the process, the team identified a newly developed incentive program designed to support modernization and automation investments. As the first project to go through the program, Atlas Insight helped the client navigate a new opportunity and supported the process through approval. The project ultimately secured approximately $15 million in incentives, structured for realization in the early years of operation, demonstrating the NAM Incentives Locator's ability to uncover and deliver value on projects that fall outside traditional incentive models.

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.