



STOP LEAVING MONEY ON THE TABLE

Expert-Guided Funding for Manufacturers



INTRODUCTION:

Billions in Manufacturing Incentives Sit Unused Every Year

You plan new lines, hire people and buy equipment. Yet the funding that could offset those costs often slips by. Most teams do not have the hours—or the know-how—to chase every credit, grant or abatement.

Each year, more than \$80 billion in federal, state and local incentives is available to manufacturers in the U.S.—but much of it goes unclaimed. Let the NAM Incentives Locator help you capture your share.

The **NAM Incentives Locator** connects you with an incentives specialist who does the searching, negotiating and compliance work for you. No self-serve portals. No guesswork.

What the Guide Covers:

- Why incentive dollars get missed
- What the Incentives Locator service really is—and what it is not
- Common projects it can fund
- The step-by-step process you can expect
- Real savings other manufacturers have seen

Read on, then book a quick call with an incentives expert.

NAM INCENTIVES LOCATOR 

powered by Atlas Insight







Chapter 1

➤ The Money Most Firms Miss

HIDDEN FUNDS, HIDDEN HEADACHES

Key Points:

- Incentive rules change weekly.
- No one inside the plant “owns” the process.
- Compliance complexity discourages teams from applying.

Barriers:

- Limited staff time
- Complex rules across more than 5,000 programs
- Risk of clawbacks if filings are missed

“Imagine This” Scenario:

Your plant spends \$4 million on automation. A year later, you learn that a state credit worth 10% of the investment—and a grant of \$3,000 per employee trained on the new equipment—would have been available to support the investment if your team had submitted an application.





Chapter 2

➤ What the Locator Actually Is

A PARTNER, NOT A GENERIC PORTAL

Key Features/How It Works:

- 30-minute custom consultation with an incentives expert
- Custom analysis of federal, state, county and utility programs
- Negotiation and application support
- Ongoing compliance tracking through Atlas View portal

What You Don't Need to Do:

- Build an internal incentives team
- Sort through thousands of pages of statutes
- Worry about what you missed

**Hands-on experts manage the process;
you supply basic project data.**





Chapter 3

➤ What the Service Funds

FIVE COMMON WINS FOR MANUFACTURERS

Example Categories:

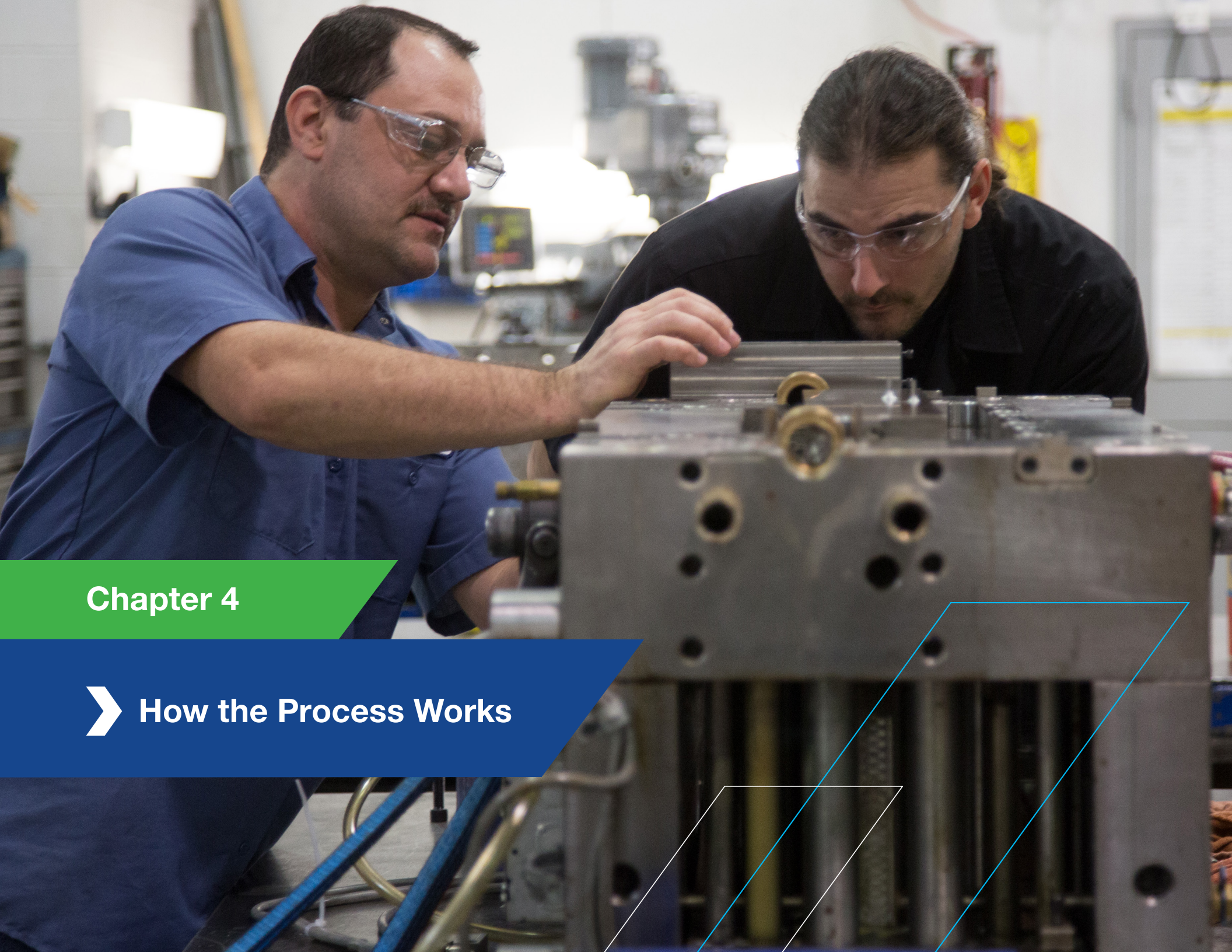
- Facility expansion or relocation
- Workforce hiring and training
- Equipment and automation upgrades
- R&D and Industry 4.0 projects
- Energy efficiency and renewable power

Mini Case Studies:

- **Blue Buffalo:** \$40.5 million across two plants
- **Fortune 500 redeployment:** \$1.68 million to shift assets

If you build, hire or buy, the Locator can likely fund part of it.





Chapter 4

➤ How the Process Works

FAST, CONFIDENTIAL, ZERO-RISK

Step-by-Step:

1. **Intro Call:** Connect with an incentives expert to evaluate incentive opportunities.
2. **Engage:** Engage with the Incentives Locator team to identify incentives that fit your project metrics.
3. **Strategy and Negotiation:** Incentives Locator team secures offers and locks down the incentive package.
4. **Compliance:** Atlas View tracks jobs, spending and reports—you reap the benefits.

Clarifier:

You pay a success-based fee only after value is secured.





Chapter 5

➤ Results and Proof

WHAT MEMBERS ARE SEEING

Examples:

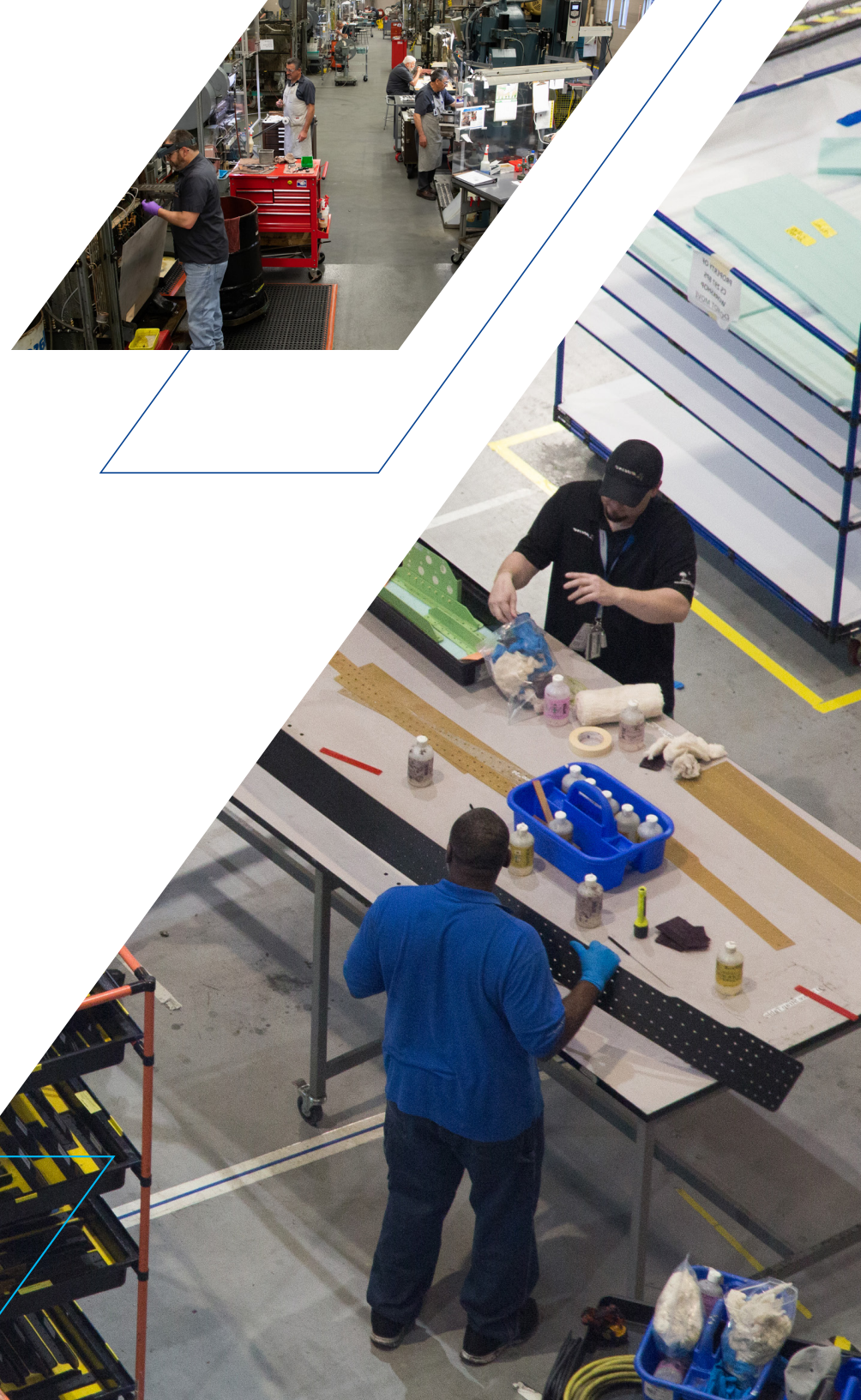
- \$40.5 million package rapidly sped up the timeline for Blue Buffalo to recoup its investment
- \$1.68 million let a Fortune 500 firm retain jobs after a plant closure.
- A Michigan metal shop received six-figure training grants.

“We asked for nontraditional factors like community impact. The team delivered.”

– LEGO Group, regarding the company’s \$1 billion investment into its first U.S. manufacturing facility

One win can fund your next project.

Start today.





Chapter 6

➤ Why This Is Time-Sensitive

PROGRAMS LAUNCH AND SUNSET EVERY STATE LEGISLATIVE SESSION

Key Points:

- New credits such as Arkansas MAT, New York's RACE and Mass Leads went live in 2025 with set caps.
- Many applications are first-come, first-served and highly competitive.
- Incentive compliance becomes more complex every year; forgoing an incentive compliance strategy increases the risk of clawbacks.

Closer:

Every quarter you wait means money left on the table.





CONCLUSION:
**Turn Projected Spend
into Found Money**

Summary Points:

- **What this is:** Expert help from the first call to last compliance filing
- **What this isn't:** A self-serve database
- **Why now:** Funds are allocated; deadlines approach

**Schedule your incentive
consult at mbsincentives.nam.org.**







Programs That Support Your Growth

1. NAM Incentives Locator: Expert-guided funding search

[EXPLORE >](#)

2. NAM Energy: Rate negotiation and efficiency upgrades

[EXPLORE >](#)

3. Manufacturers Retirement & Savings Plan: Turn-key 401(k)

[EXPLORE >](#)

4. NAM Cyber Cover: Insurance built for operational technology risks

[EXPLORE >](#)

5. CONNEX Marketplace: U.S. supplier discovery platform

[EXPLORE >](#)

6. Operational Insights: Bi-weekly ops newsletter

[EXPLORE >](#)

7. Incentives Insider: Quarterly program updates

[EXPLORE >](#)

8. Power of Small: Network for small and medium-sized firms

[EXPLORE >](#)

9. Manufacturing Leadership Council: Peer digital strategy forum

[EXPLORE >](#)

10. Legal Referral Service: On-call counsel for manufacturers

[EXPLORE >](#)

11. Executive Edge: Executive roundtables with policymakers

[EXPLORE >](#)

All statistics and examples are drawn from NAM Operational Solutions case studies and program briefs cited above.

NEW NYC MANUFACTURING RELOCATION INCENTIVE: RACE PILOT PROGRAM

New York City's new RACE Pilot Program offers a **refundable tax credit of \$5,000 per employee** for manufacturers and other businesses relocating jobs into the city. Companies can claim the credit over 10 years for up to 500 employees, helping offset lease costs by as much as \$20 per square foot.

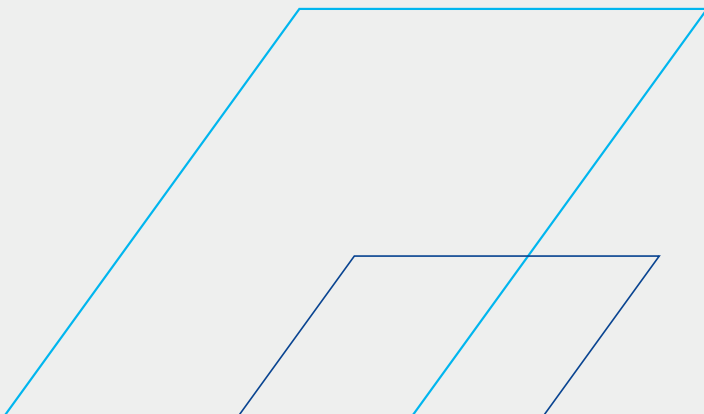
To qualify, you must move at least 10,000 square feet of office or industrial space and relocate jobs from outside New York state. The building must be in Manhattan and built before 2000. Eligible jobs must be created within three years of relocation.

Why It Matters for Manufacturers:

If you're planning to move operations or staff into New York City—especially Midtown or Lower Manhattan—this program can cut long-term costs significantly. It's limited, competitive and time-sensitive.

Need Help Applying?

The NAM Incentives Locator team can guide you through it—fast, confidential and backed by experts. Start today.





OPERATIONAL SOLUTIONS

Valued. Trusted. Connected.

Working to help improve manufacturers' bottom line

EXPLORE MEMBERSHIP

NAM CYBER COVER 

Cyber Insurance and Risk Mitigation for Manufacturers

NAM INCENTIVES LOCATOR 

powered by Atlas Insight

NAM MANUFACTURERS RETIREMENT 

401(k) & Savings Plan

NAM SHIPPING & LOGISTICS 

Small Parcel and Supply Chain Solutions

NAM ENERGY 

powered by Environ

NAM SmartBrief

 Member Association of
Manufacturers

CONNEX
marketplace
Connecting the Manufacturing Supply Chain

Operational Insights

This biweekly newsletter from the NAM focuses specifically on overall operations, ranging from environmental, health and safety regulations to energy efficiency, from benefits for workforce to cybersecurity tactics. Each issue contains articles, downloadable assets and links to additional information, such as webinars and podcasts. Geared toward small and medium-sized companies, any manufacturing leader in operations will find value.

Input

The NAM's morning newsletter delivers exclusive insights while keeping manufacturers informed on policy and business developments as well as the NAM's activities.

Power of Small

The NAM's exclusive resource network for small and medium-sized manufacturers provides access to trusted advisers and delivers intel and analysis on advocacy, workforce development, legal action, operational excellence and news focused on supporting manufacturers' long-term success.

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