

# Carolinas Business and Economic Incentives

JLL's Carolinas Business and Economic Incentives team has maximized and secured millions of dollars in statutory and discretionary incentives for both publicly traded and privately held companies across the United States.

You have one chance to package and present your project to maximize your results.

Most companies through their own admission, do not evaluate every angle or maximize every opportunity during the decision to grow their existing location, consolidate multiple locations or in a relocation decision. Negotiating incentives is a strategic way to offset cost upfront and over time with EBIDTA enhancing dollars.

These incentives are both statutory and discretionary and often take a very strategic approach to secure and maximize. Identifying targeted issues onsite and offsite while leveraging your projects timeline, potential jobs and expected investment are key in not leaving valuable dollars on the table.

JLL brings a non-adversarial approach to incentives negotiation by leveraging long standing relationships with our community partners in economic development. The JLL Carolinas Negotiated Incentives team, based out of Charlotte, has deep relationships across VA, NC, SC, GA & TN. We have a passion for helping clients make the best location decision for their new or ongoing operations.

## AREAS OF NEGOTIATION

- **Cash Grants**
- **Property Tax Abatement/Grants**
- **Free or Reduced Land**
- **Payroll Tax Reimbursement Grant**
- **Infrastructure Upgrades**
- **Fee Waivers**
- **Utility Rate Reductions & Upgrades**
- **Rail Extensions & Port Related Incentives**
- **Site Preparation Grants**

## REGIONAL ECONOMIC DEVELOPMENT RELATIONSHIPS



# Process

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## Phase 1 – Comprehensive Kickoff

Our team needs to know your team and communication is imperative. After your team has updated our request for information form, a kickoff call is scheduled to ensure a clear understanding of the project. This is a major key to success, especially in making sure brokerage efforts do not out-pace the incentive approvals. Outpacing approvals can jeopardize any incentives that may be awarded to the company, so communication is key. This is where the inception of the package and presentation of the project is born.



## Phase 2 – Evaluations and Negotiations

As your brokerage team is evaluating pricing, upfit cost, and other project criteria; the BEI team is leveraging your competitive scenario to negotiate the highest first ask possible in the negotiation process at both the local and state level.



## Phase 3 – Enhancement of Incentives

The project is now taking shape and the project cost are known, incentives can be applied, and your team can drive us to a final ask. Our team will make a final ask to win the deal and secure the incentives in your desired location. In this final process it is imperative that incentives are maximized, particularly tangible incentives that either reduce the capital cost of a project on the front end (cash grants or cost offsets) or reduce certain operating cost going forward (utility rate, tax reductions, etc.) which will have a direct impact on the project IRR.



## Phase 4 – Project Announcement & Securing of Incentives

JLL's Carolinas Business and Economic Incentives team will coordinate the critical timing of communicating the release of the announcement location to ensure all incentives are secured and not put in jeopardy. We will assist in the application of any incentives and timing of state and local approval meetings. Our team will also assist in any public meetings requiring final incentive approvals, as well as any government entity in the drafting and review of all press release and announcement materials.



Dianne Jones serves as a Managing Director under the Business Location and Economic Incentives practice in the Carolinas. Based in Charlotte, North Carolina, she specializes in assisting clients with full-service site selection and incentives negotiations across the Southeast.

Dianne is responsible for the oversight of site selection and incentives negotiations services to both privately held and publicly traded companies. Her expertise in the site selection industry over the last 10 years has allowed her to assist in several industrial expansions, national site selection projects and corporate relocation projects ranging in size from \$3 million to over \$1 billion in multiple states. These projects resulted in the securing of hundreds of millions of dollars of incentives for her clients. In addition to the negotiations of incentives, she has a heavy focus on operational analysis and labor analytics in the location decision making process. Her continued focus on site selection and incentives negotiations allows her to maintain valuable relationships across the economic development landscape which translate to better outcomes for her clients.