Incentives That Work
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LEGISLATIVE LEADERS’ SYMPOSIUM
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Why do we use incentives?

To achieve our community’s economic development goals

- Jobs
- Worker training
- Business development
- Investment
- Downtown revitalization
- Brownfield redevelopment
- Quality of life and quality of place
- Strengthen tax base

Incentives are not just about winning a deal. Smart incentive use is always connected to a larger economic development strategy.
Incentive use is a process, not a transaction.
Companies are seeking well-designed incentive programs that work for both the business and the community to drive long-term, mutually beneficial economic development projects.
Crafting incentive packages

Bring together the right set of state and local incentives for the project

Invest in yourself, not just the company
- Business incentives alone do not carry the day
- Workforce, site, and infrastructure investments are critical elements of successful incentive packages

Engaged and united partners at the state and local levels

Investment partnership mindset
Clear and measurable goals
Pay for performance
Caps on outlays
Active management
Build in reporting mechanisms
About us

Smart Incentives helps communities make sound decisions throughout the incentives process

- Analyze incentive offerings and program design
- Apply the Smart Incentives 4x4 framework for program management
- Strengthen project compliance procedures
- Evaluate and report on program results
Contact

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