

Location Strategy
& Incentives
Solutions for
Growing
Companies



Experienced location analysis & incentives procurement enhances your bottom line.

Finding the Right Location and Maximizing Your Incentives

Cassidy Turley is a national team of commercial real estate professionals with a proven track record of delivering superior results for our clients. We consistently provide solutions that are creative, cost-effective and responsive to our client's specific real estate needs, while also supporting overall business performance. We are a trusted partner and advocate, supporting clients' long-term success by leveraging our industry insight, world-class expertise and local market knowledge to provide comprehensive services around the globe.

Our professional consultants previously held executive positions in economic development organizations that offered economic incentives to expanding and relocating private-sector firms. We understand the decision making process used by state and local governments to determine the amount of economic incentives as well as the terms and conditions associated with the grants, credits, abatements and exemptions.

Commitment to Your Long-Term Success

Cassidy Turley services ensure logical, defensible, and financially sound location decisions for corporate offices, manufacturing facilities and distribution centers. Every location advisory and incentives assignment is tailored to fulfill your business needs, including financial and operational objectives. We compare location-sensitive business costs and maximize government and other incentives to create winning facility location strategies. Our work begins with understanding your business challenges and ends with a full implementation of a location and incentives solution.

Knowledge You Gain

Cassidy Turley's location and incentives consultants have experience in many industries and have worked across the entire United States. Our clients include large publicly-traded companies and mid-sized private firms. We've supported business expansions, consolidations, relocation, and corporate acquisitions successfully. We have no bias toward the location you ultimately select. Our goal is to provide the knowledge and advice so you can make the best location, real estate, and incentives decisions for your business.

Integrated Solutions to Achieve Your Objectives

Our strategic thinking and robust research uncovers locations that satisfy key operational needs and minimize business costs. We find locations that increase profit potential by minimizing one-time costs and ongoing operating expenses. Clients receive the maximum in economic incentives, and we work diligently to help sustain these financial benefits over time. Our thorough analysis mitigates risks at your chosen business location. Services can be integrated seamlessly with a full suite of complementary real estate services.

LOCATION ANALYSIS SERVICES

Project Initiation & Strategy

- Needs Analysis
- Location Criteria
- Search Area Defined

Location Screening

- Location Research
- Supply Chain Assessment

Metro & Facility Assessment

- Business Climate Profiling
- Labor Market Research
- "Request-for-Information" (RFI) to State & Local
- Finalists Determination

Site Selection & Implementation

- Local Employer Interviews
- Location and Facility Tours
- Incentives Negotiations
- Real Estate Negotiations
- Financial Models Completed

ECONOMIC INCENTIVES PROCUREMENT SERVICES

Project Assessment

- Analyze Project Scope
- Identify State & Local Incentives
- Estimate Benefits
- Benchmark Incentives Offered Other Companies

Incentives Optimization

- Issue Request For Proposal
- Review & Summarize Offers
- Negotiate Counter Proposals

Incentives Implementation

- Review & Process Agreements
- Report Outlining Benefits

Project Assessment

- Outline Compliance Process
- Establish Internal Tracking
- Annual Paperwork to Harvest Incentives
- Update Requirements of Granting Agencies

Successful Partnership



Furniture Brands International

St. Louis, Missouri

Relocation and expansion of world headquarters as part of the company's growth strategy.

- 52,000 SF global headquarters
- \$16M capital investment
- \$8.9M in economic incentives
- \$44,500 in incentives per new job
- \$171.00 in incentives per square foot



Becton Dickinson and Company

Wilson, North Carolina

Growth in multiple operations around NC and construction of a new manufacturing facility to support the production of medical device and instrument systems

- \$137M capital investment
- \$15.6M in economic incentives
- 274 new jobs, 578 retained jobs
- \$57,185 in incentives per new job



Location Analysis

Transportation and “Center of Gravity” Analysis

Cassidy Turley offers a transportation analysis to determine the most viable regional location for a Client's future business based on access to suppliers and customers. The expected result of this analysis is the elimination of numerous states from further consideration due to their lack of proximity to the “center of gravity”.

Business Climate Profiling

Through our customized Business Climate Profiling method of research, reporting, and ranking, we evaluate and rank the competitiveness of selected states and local markets, paying specific attention to factors such as, operating costs, infrastructure and taxation, to name a few.

Workforce – “Strategic Advantage”

Cassidy Turley uses labor market data that provides a comprehensive understanding of a region's workforce powered by EMSI.

- Basic Industry & Occupational Analysis
- Labor Pool & Human Capital Analysis
- Mapping Data using GIS



Caterpillar Inc.

North Little Rock, Arkansas

Relocation of motor grader production as part of the long-term strategic plan to increase its large mining truck capacity in Decatur, IL.

- 715,000 SF facility on 110 acres
- \$140M capital investment
- 600 new jobs
- \$40M in economic incentives
- \$66,667 in incentives per new job
- \$55.94 in incentives per square foot



Viracon, Inc.

St. George, Utah

New manufacturing operation to support the production of commercial and architectural glass.

- 236,000 SF build-to-suit
- \$25M capital investment
- 250 new jobs
- \$3M in economic incentives
- \$12,000 in incentives per new job
- \$12.71 in incentives per square foot



Humana, Inc.

Phoenix, Arizona

Creation of new office and call center

- 62,946 SF lease
- 330 new jobs
- \$600,000 in economic incentives
- \$1,818 in incentives per new job
- \$9.53 in incentives per square foot



Pharmaceutical Headquarters Relocation

Basking Ridge, New Jersey

Headquarters relocation of pharmaceutical firm from Brisbane, CA to Basking Ridge, NJ

- 20,000 SF existing building lease
- 91 new jobs
- \$4.55M in economic incentives
- \$50,000 in incentives per new job
- \$227.50 in incentives per square foot

Our goal is to provide the knowledge and advice so that Client's make the best location, real estate and incentives decisions. Collectively, our location and incentives consultants have 50+ years of experience and extensive knowledge of state and local incentives programs, thereby enhancing incentives negotiations performance. To learn how we can help you achieve a location and economic incentives solution that supports your Company's goals contact:

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Selected Client List

Amcor Rigid Plastics North America	HomeDirect USA, Inc.
Beckman Coulter, Inc.	NewPage Group
Becton Dickinson and Company	Sanderson Pipe Corporation
Caterpillar Inc.	Sara Lee Corporation
Elkay Manufacturing Co.	SMC Corporation of America
EnerDel, Inc.	The J.M. Smucker Company
Epson America	The Pepsi Bottling Group
Furniture Brands International	Viracon, Inc.
Hachette Book Group	ZAH Group, Inc.
Hamilton Beach	

Core Services

- Capital Markets
 - Debt Placement
 - Investment Sales
 - Note Sales
 - Structured Finance
- Corporate Services
 - Facilities Management
 - Portfolio Administration
 - Project Management
 - Strategic Consulting
 - Transaction Management
- Project Leasing
- Project and Development Services
- Property Management
- Tenant Representation

Practices and Specialties

- Auction Services
- Distressed Assets
- Financial Advisory
- Food and Beverage
- Golf and Resort Properties
- Government Contracting
- Government Services
- Healthcare
- Higher Education
- Hospitality
- Law Firm
- Life Sciences
- Location Advisory & Incentives Services
- Mission Critical
- Net Lease
- Not-for-Profit
- Private Client
- Supply Chain
- Sustainability Services

Real Estate Types

- Industrial
- Land
- Multi-Family
- Office
- Retail

Visit www.cassidyturley.com for more information on the full range of Cassidy Turley commercial real estate services.

Cassidy Turley is a leading commercial real estate services provider with more than 4,000 professionals in more than 60 offices nationwide. With headquarters in Washington, DC, the company represents a wide range of clients—from small businesses to Fortune 500 companies, from local non-profits to major institutions. The firm completed transactions valued at \$25.8 billion in 2013, manages approximately 400 million square feet on behalf of institutional, corporate and private clients and supports more than 24,000 domestic corporate services locations. Cassidy Turley serves owners, investors and tenants with a full spectrum of integrated commercial real estate services—including capital markets, tenant representation, corporate services, project leasing, property management, project and development services, and research and consulting. Cassidy Turley enhances its global service delivery outside North America through a partnership with GVA, giving clients access to commercial real estate professionals in 65 international markets.