



# LOUISIANA WINS BUSINESS INCENTIVE GUIDE

JULY 25



**LOUISIANA**  
ECONOMIC DEVELOPMENT



The Bayou State is staging a revival that could see it emerge as the more dynamic and influential Gulf Coast hub over the coming decades, thanks to a development blueprint that could be described as being all things to all people.

—Reuters, April 2025



Whether you're expanding, relocating, or starting up, Louisiana will position your business to win.

Welcome to the **Louisiana Wins Business Incentive Guide**, an overview of the incentive programs Louisiana Economic Development (LED) offers that will give your company a competitive edge. In addition to the programs included, companies may also be eligible for performance-based grants that are awarded based on job creation, investment, and/or expansion goals.

Louisiana is also taking site readiness to the next level. In June 2025, the Governor and the state Legislature established the **Site Investment and Infrastructure Improvement Initiative**, anchored by a \$150 million appropriation.

This influx of new investment in Louisiana's site readiness provides a game-changing tool to remove some of the risks and costs associated with site development, enhancing the speed to market.

# Louisiana Economic Development INCENTIVE PROGRAMS

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## DIGITAL INTERACTIVE MEDIA AND SOFTWARE PROGRAM

Provides a 25% tax credit for Louisiana resident W2 labor expenditures and an 18% tax credit on qualified production expenditures for companies producing digital interactive media products or platforms in Louisiana.

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## HIGH IMPACT JOBS PROGRAM

Provides reimbursable grants of up to 22% on wages for newly-created jobs that pay a certain percentage above the parish (county) average wage, for up to five years.

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## INDUSTRIAL TAX EXEMPTION PROGRAM

Provides an 80% property tax abatement on a manufacturer's qualifying capital investments for up to 10 years.

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Award-winning state workforce development program, LED FastStart creates customized employee recruiting, screening, and training solutions at no cost to eligible companies.

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Provides an up to 30% tax credit on qualified research expenditures incurred in Louisiana with no minimum spending requirement.

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Provides up to a 10-year property tax abatement for the rehabilitation of existing commercial structures and owner-occupied residences located within economic development districts, downtown development districts, historic districts, and Opportunity Zones.

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## TAX COMPETITIVENESS

Complementing a powerhouse suite of incentives, Louisiana recently transformed its tax code into the most competitive tax environment for business in the state's history.



# DIGITAL INTERACTIVE MEDIA AND SOFTWARE PROGRAM

**Louisiana's Digital Interactive Media and Software Program (DM)**—one of the strongest of its kind in the nation—helps innovative digital media and software development companies of all sizes gain a competitive edge. DM provides a 25% tax credit on qualified payroll for resident labor and 18% for qualified production expenditures. If the amount of tax credits exceeds the business' state income tax liabilities, the business receives the balance as a refund or applicants can opt for 85% of the value earned as a rebate any time during the year.

## ELIGIBILITY

Open to all companies producing digital interactive media products or platforms in Louisiana. Certain exclusions apply, such as static internet websites or software primarily designed for internal use. Only work physically performed in Louisiana and direct development equipment purchased through Louisiana businesses qualifies for the incentive.

## QUALIFYING DEVELOPMENT PRODUCTS

Digital media and games

Web-based and mobile applications

Consumer software

Entertainment software

Business and enterprise software

Interactive devices and consoles

Embedded systems



Louisiana's Digital Media & Software Development program has dramatically lowered the cost of building software for our company. That kind of leverage is rare—and powerful. By offsetting key development expenses, we've been able to bring more developers onto our Louisiana team, build products faster, and get them to market at a lower cost. It's not just a tax credit—it's a multiplier. Add to that the speed and professionalism of the LED team, and you've got a government partnership that genuinely drives innovation.



—Susco, June 2025

## ELIGIBLE LABOR EXPENSES

- ▶ Project managers
- ▶ Quality assurance
- ▶ Engineers
- ▶ Programmers
- ▶ Game designers
- ▶ Industrial designers
- ▶ Composers
- ▶ Artists

## ELIGIBLE PRODUCTION EXPENSES

- ▶ Production equipment directly related to development (hardware/software)
- ▶ Allocated rent for where direct development occurs
- ▶ Office supplies (related to development)
- ▶ Licenses/permits for development

## MORE INFORMATION/TO APPLY

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*Digital Interactive Media and Software Tax Credit Program, R.S. 47:6022*

# HIGH IMPACT JOBS PROGRAM

**Louisiana's High Impact Jobs Program (HIP)** offers qualifying companies up to five years of reimbursable grants for the creation of new jobs that pay above the parish (county) average wage, based on the parish where the project is located. Companies can benefit from grants administered directly from Louisiana Economic Development, with higher wages yielding higher grants. HIP is designed to benefit businesses of all sizes—qualifying companies creating at least one new job can apply. Sole proprietorships are ineligible.

## BENEFIT TIERS

Grants are awarded as a percentage of wages paid, with an initial contract term of three years and the option to renew for an additional two years:

**18% grant**  
for new jobs paying at least  
**125%**  
of the parish average wage

**22% grant**  
for new jobs paying at least  
**150%**  
of the parish average wage

Jobs created in **distressed areas** are eligible at a lower wage threshold:

**8% grant**  
for new jobs paying at least  
**110%**  
of the parish average wage or the  
regional average wage, whichever is lower

**Distressed areas** are defined as:

- ▶ 25% of parishes with lowest average annual wage (per Bureau of Labor Statistics)
- OR
- ▶ Areas identified as “deeply distressed” by the federal New Markets Tax Credit Program

## ELIGIBILITY

Eligibility is largely defined by wages paid above the parish average, except in industries that are ineligible.

## INELIGIBILITY

Companies primarily engaged in the following sectors are statutorily ineligible:

Gaming

Retail sales

Professional sports teams

State/political subdivision enterprises

Automotive rental and leasing

Local solid waste disposal

Local sewage systems

Local water systems

## JOB REQUIREMENTS

Qualifying jobs must not have existed in the state for an employer prior to the effective date of the contract. Jobs must also meet the following requirements:

- ▶ Full-time, at-will employees (does not include seasonal or temporary positions)
- ▶ Employed by the company or a named subsidiary
- ▶ Filled onsite or remotely by Louisiana residents
- ▶ Include a basic health benefits plan

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# INDUSTRIAL TAX EXEMPTION PROGRAM

**The Louisiana Industrial Ad Valorem Tax Exemption Program (ITEP)** offers an 80% property tax abatement for up to 10 years on a manufacturer's new investment. The program is open to manufacturers new to Louisiana and to existing manufacturers in Louisiana making new investments to existing facilities.

## BENEFIT STRUCTURE

An 80% ad valorem tax exemption is the base rate under an initial contract term of five years, with the option to renew for an additional five year renewal term. Expansion or additions at a manufacturing establishment with a minimum of \$500 million in capital expenditures may be considered a "mega-project," and may be eligible for an increased exemption rate of 93-100%.

## ELIGIBILITY

Businesses must be a manufacturer or be related to the manufacturing at the project site in order to receive ITEP benefits. Manufacturers must have a North American Industry Classification System (NAICS) code that begins with 31, 32 or 33. The NAICS code is used as a preliminary qualification criterion. A detailed, planned project description of manufacturing activities must be provided by the company.

Only assets directly related to the manufacturing process at the site are eligible. Land is not eligible.





An executive order streamlined ITEX by eliminating job requirements and simplifying local approval procedures. ... These modifications reflect the state's efforts to make ITEX more accessible and efficient for manufacturers investing in Louisiana and more closely align the application rules for prospective ITEX projects.



—*Deloitte Tax Alert, May 2025*

## 2025 PROGRAM UPDATES

In 2025, LED issued new rules that streamline the ITEX Project Application Process. Project Applications are first reviewed by LED, then by the Local ITEX Committee, the Louisiana Department of Revenue (LDR), and the Louisiana Workforce Commission (LWC) simultaneously. Project Applications are then presented to the Louisiana Board of Commerce and Industry (BC&I) for consideration followed by ITEX contract submission to the Governor for approval. Additionally, there are no longer job creation nor payroll requirements to receive ITEX benefits.

## WHAT IS THE LOCAL ITEX COMMITTEE?

Parishes may choose to establish a Local ITEX Committee—composed of one voting member representative from each of the following local governmental entities: the parish council or police jury, as applicable; the school board; the sheriff; and the mayor, if applicable—for the purpose of providing recommendations on ITEX Project Applications. Local ITEX Committee recommendations are non-binding. Ultimately, the Board of Commerce and Industry, with the approval of the Governor may enter into ITEX contracts.

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# LED FASTSTART

**LED FastStart** raises the bar on workforce development. Based on a company's immediate and long-term workforce needs, the FastStart team crafts unique programs that ensure high-quality, flexible workers are prepared on day one and beyond. FastStart provides customized talent attraction and employer brand building, training development and delivery, and long-term workforce sustainability solutions for eligible new or expanding companies—all at no cost.

## ELIGIBILITY

LED FastStart's innovative, customized programs are available to companies that meet eligibility requirements and are aligned with Louisiana's economic development targets, consistent with LED's 2025 Comprehensive Statewide Strategic Plan, [Positioning Louisiana to Win 2025](#).

### 15 new, permanent jobs

for manufacturing or distribution centers

### 50 new, permanent jobs

for digital media, headquarters, R&D,  
or inbound call center operations

Each request is evaluated to ensure eligibility requirements are met prior to project commencement.

# THE LED FASTSTART APPROACH

## TALENT ATTRACTION & RECRUITMENT

Custom recruitment plan to drive awareness, engagement, and applications based on employer's needs, goals, culture, and workforce availability.

Overarching talent attraction and retention strategy focused on LA expats and in-state talent.

## TRAINING & DEVELOPMENT

Custom-tailored to specific company requirements.

Developed and delivered by industry experts via instructor-led, virtual, computer-based training, on-the-job, and others.

## WORKFORCE SOLUTIONS & PARTNERSHIPS

Forging connections with colleges and universities, K-12 schools, workforce boards, economic developers, nonprofits to enhance the workforce pipeline and build lasting community partnerships.

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# RESEARCH AND DEVELOPMENT TAX CREDIT

**Louisiana's Research and Development (R&D) Tax Credit** encourages existing businesses with operating facilities in Louisiana to establish or continue research and development activities within the state by providing up to a 30% tax credit on qualified research expenditures incurred in Louisiana, with no minimum spending requirement.

## ELIGIBILITY

The R&D Tax Credit is open to companies who have incurred research and development expenditures in Louisiana and who meet certain requirements. Only research and development conducted in Louisiana qualifies.

# QUALIFICATIONS

Research activity qualifies if it meets all of the following requirements:

- ▶ Qualifies as a business deduction under Internal Revenue Code §174
- ▶ Be undertaken to discover information that is technological in nature
- ▶ Be undertaken to discover information intended to be useful to develop a new or improved business component of the taxpayer
- ▶ Substantially all activities involve a process of experimentation—"substantially all" means 80% or more of research activities involve a process of experimentation

## QUALIFIED RESEARCH EXPENSES

**Qualified research expenses (QRE)** includes wages, supplies and contract research costs:

- ▶ **Wages:** For qualified services that directly relate to the research activities and are paid or incurred by the taxpayer.
- ▶ **Supplies:** Tangible property consumed directly by the research activity or utilized in the development of a prototype—must be used in the conduct of qualified research.
- ▶ **Contract research:** Amounts paid to outside consultants to perform qualified research. For research conducted within and outside of Louisiana, only Louisiana expenditures qualify. Only 65% of the Louisiana expense qualifies for the credit.

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# RESTORATION TAX ABATEMENT

**Louisiana's Restoration Tax Abatement (RTA)** program revitalizes communities by providing an up to 10-year property tax abatement on renovations and improvements of existing commercial structures and owner-occupied residences located within economic development districts, downtown development districts, historic districts and Opportunity Zones.

## BENEFIT STRUCTURE

Offers an initial five-year abatement term, with the option to renew for five years with approval from the local governing authority, the Louisiana Board of Commerce and Industry (BC&I), and the Governor.



# ELIGIBILITY

RTA is available to all Louisiana businesses and homeowners with existing structures to be expanded, restored, improved, or developed in qualifying locations, and as approved by the local governing authority. However, if property taxes have been paid on improvements, a business or homeowner is not eligible to apply for the exemption.

## QUALIFYING LOCATIONS

- ▶ Downtown development districts
- ▶ Economic development districts (different from Economic Development Zones)
- ▶ Historic districts (including properties listed on the National Register of Historic Places)
- ▶ Opportunity Zones

## ELIGIBLE EXPENSES

- ▶ Building and materials
- ▶ Machinery and equipment (only that which becomes an integral part of the structure)
- ▶ Labor and engineering

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# TAX COMPETITIVENESS



Louisiana did something difficult this year, defying the expectations of many: through the work of Gov. Jeff Landry (R) and legislative leaders, it adopted a significant pro-growth tax reform package.



—Tax Foundation, December 2024

Businesses operating in Louisiana benefit from the most competitive tax code in the state's history. As of January 2025, Louisiana's personal and corporate income tax are among the lowest in the country.

Louisiana now offers a single-rate income tax structure, reducing administrative and compliance costs and encouraging expansion and investment:

### **Flat personal income tax rate of 3%,**

with a standard deduction of \$12,500  
for single filers and \$25,000 for taxpayers  
who are married filing jointly

### **Flat corporate income tax rate of 5.5%,**

with a standard deduction of \$20,000

Louisiana also **eliminated the corporation franchise tax**, effective January 1, 2026.

## **PERMANENT FULL EXPENSING**

Louisiana is now one of three states where businesses can benefit from permanent full expensing, a policy that allows deduction of the entire cost of certain capital investments in the year they are placed in service. Full expensing reduces up-front costs of new investment, helps businesses avoid complicated depreciation schedules and frees up capital to reinvest in the workforce and/or scaling and modernization efforts, proving especially beneficial in years of expansion or relocation.

## **WHAT QUALIFIES FOR FULL EXPENSING?**

- ▶ **Qualified Property:** Most business equipment and machinery (e.g., manufacturing machinery, computers, vehicles, and office furniture)
- ▶ **Qualified Improvement Property:** Most upgrades to the inside of commercial buildings (e.g., new HVAC systems, electrical work, plumbing, or interior renovations)
- ▶ **Research and Experimental Expenditures:** Money spent developing new products, technology, or software

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