



Workspport: Onshoring Manufacturing in Buffalo Niagara



PROJECT OVERVIEW

Workspport is a Canadian headquartered, publicly traded company that manufactures tonneau covers for trucks. The company was manufacturing their products overseas but was looking for a site in North America to onshore production. Workspport had a list of requirements they were searching for throughout the process including a suitable building preferably near their Canadian headquarters, access to cross border expertise, and government incentives to make the project possible.

PROJECT SOLUTION

With the help of InBN, Canadian company Workspport expanded to Western New York in 2022, establishing their first U.S. location. The company purchased a large facility in West Seneca at that time and pledged 28 jobs. Workspport was awarded tax abatements through the ECIDA, tax credits through ESD, and a hydropower allocation through NYPA for this project.

In 2023, contacts from the company reengaged with InBN to discuss expanding into the available space in their facility, increasing their lines of production, investing in the facility, and hiring additional workers. InBN reintroduced the company to Empire State Development, which awarded the company \$2.8million in refundable tax credits for the 280 new jobs they are projecting in the next 5 years. InBN also introduced the company to possible funding partners, both banking and private equity contacts. InBN coordinated a tour of the Workspport facility for a possible funding partner. InBN provided a variety of workforce assistance including providing InBN's workforce data and expertise and making connections between Workspport's HR team to various technician candidates recently laid off by a local firm. Workspport hired multiple of these candidates. Be in Buffalo also played a role in this project as a attendee at a Be in Buffalo Newcomer Meetup was connected to Workspport and received a job offer. The company intends to invest \$6.5M over the next five years.

COMPANY: Workspport

INDUSTRY: Advanced Manufacturing

JOBS: 308 NEW

INVESTMENT: \$21.5 MILLION

INCENTIVES:

ECIDA: Mortgage Recording and Sales Tax Abatement

ESD: Excelsior Jobs Tax Credit

NYPA: Hydropower Allocation

“Invest Buffalo Niagara was one of the first organizations we connected with after expressing interest in purchasing a production facility. With [their] support and guidance, we managed to secure funding from all three government entities, and we are still in discussions with some of the recommended service providers.”

– Steven Obadiah, Business Development and Investor Relations Consultant at Workspport