

# CASE STUDY



## DIRECTV

### DirectV Opened New Call Center in Missoula, Montana



#### INCENTIVES AND REAL ESTATE

- Low interest construction loan from the Montana Board of Investments (MBOI) to build facility;
- Cash grant for infrastructure improvements from the U.S. Economic Development Agency (U.S. EDA);
- Cash from the Montana CDBG Program to purchase the facility from DTV upon completion;
- Cash from the Big Sky Economic Development Trust to purchase the facility from DTV upon completion;
- Cash from the Montana Job Training Grant Program to reimburse DTV for training expenses;
- Tax credits can be earned over 10 years to help pay down the MBOI Loan.

DirectV, the leading broadcast satellite provider in the United States, has brought high definition and the NFL Sunday Ticket services to more than 15.5 million customers in the U.S. and over 1.5 million customers in Latin America.

In 2004 and 2005, DirectV sold all other operations and holdings in an effort to concentrate on their satellite business alone. They teamed up with Verizon and Intel to bring their services to voice and internet communications as well as a working component with Intel's technology for PCs, laptops and other electronic devices.

#### Challenge

With a service that brings 15.5 million customers 130 basic entertainment channels, 31 premium movie channels, over 33 regional and specialty sports networks, an aggregate of over 1,100 local channels, DirectV needed to open an in-house Customer Care Center to support growing subscription base for satellite services and to keep up with their high call volume. The challenge was to find a location that would accommodate their requirements of finding a well educated workforce and have a customer care center up and running in 9 months.

#### Solution

The Labor Analytics Group (LAG) provided site selection consulting, incentives services and real estate expertise to assist DirectV in selecting a location that would enable it to satisfy labor force and education level requirements. DirectV chose the area around the college town of Missoula, MT to help achieve its goal of finding an educated workforce. The customer call center representatives provide technical help for new DIRECTV products and advanced television services, such as standard-definition and HD digital video recorders and interactive services.

#### Benefit

DirectV choice of Missoula created nearly 1,000 new jobs in the community. DIRECTV became one of the largest employers in the state.

Missoula, with cooperation from state, county and city, was able to offer an incentive program that included low interest financing to build a best-in-class 78,000 square foot facility, donation of 12 acres of land and creation of a Tax Increment District to provide for site infrastructure (roads, fiber, utilities, power, etc). The benefit to DirectV was millions of dollars in operating cash savings over a 10 year lease term.

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