



## ECONOMIC DEVELOPMENT

HB Solutions consultants work closely with businesses to manage economic development projects from concept through construction, utilizing their vast experience and knowledge to identify financing opportunities and maximize available tax incentives to help organizations meet their growth goals.



## OUR SERVICES INCLUDE:

### Incentive Project Management

HB Solutions consultants have experience both in the private and public sector sides, helping clients through the incentive process, saving them time and money:

- Analyzing potential benefits
- Performing cost-benefit projections
- Spearheading application work
- Advising on transaction structuring
- Handling yearly compliance

## OUR PROCESS INCLUDES:

- Conducting a company assessment to better understand business models, facts, figures and challenges
- Analyzing information to determine company qualifications for available programs
- If needed, introducing clients to key decision makers at financial institutions
- Developing a strategic plan as a basis for discussions with various economic development entities
- Managing the project throughout, including timelines and ongoing strategy to maximize available benefits
- Preparing and filing appropriate applications

## PUBLIC AFFAIRS

HB Solutions consultants help companies grow by increasing publicity, maximizing brand exposure and managing communications platforms to help them achieve their goals. Should a crisis develop, HB Solutions provides rapid response in managing messaging and protecting business assets, whether the issue is internal or external. We can also manage and advise companies on business development needs, increasing sales and market share for their organization. Our years of experience provide a platform to work with various community stakeholders to develop key messaging for projects.



## HB SOLUTIONS IS AVAILABLE AROUND THE CLOCK TO SERVICE CLIENT NEEDS:

- Marketing and brand awareness
- Press strategies
- Public relations plans
- Employee/customer communications
- Crisis management, rapid response
- Collateral and web content development
- Event creation/management
- Editorial board preparation
- Media monitoring
- Public opinion polling
- Developing and managing public outreach plans
- Policy development
- Issue awareness
- Coalition building
- Sales development
- New markets analysis
- Competitive analysis

Our services can be integrated into a customized solution or used individually. We drive value for clients by providing an edge in a highly competitive global marketplace.

*The HB Solutions Economic and Public Affairs team does not conduct any lobbying or procurement services on behalf of clients. If there is a desire to use a lobbying firm, HB Solutions consultants are able to refer a resource based on the client's specific needs.*

**HB SOLUTIONS LLC** is a consulting subsidiary of the law firm of Harris Beach PLLC. It was established to provide non-legal consulting services to organizations and individuals in the private and public sectors across numerous industries. In addition to Economic Development and Public Affairs, its consulting services include:

- Affordable Care Act Compliance
- Collegiate Sports Compliance
- Data Privacy and Cybersecurity
- Educational Institution Assistance
- EMRG® (E-Discovery Management Resources Group)
- Energy
- Health and Human Services
- Human Resources
- Information Technology
- Marketing and Communication Services
- Municipal and Local Agency Assistance