



# AIRPORT BUSINESS PLANNING AND MANAGEMENT

Hanson is your partner for business planning and day-to-day airport management. We understand how airports are run and can work with you to develop a business plan including elements such as stakeholder outreach and facility assessments; identification of strategic initiatives and alternatives to meet the initiatives; development of a framework for a rebranding and marketing plan; and an operational and financial assessment including profit and loss projections.

## CLEARING THE WAY TO SMOOTH HORIZONS

*Hanson's staff is highly experienced in airport management and operations. We can help you meet your needs now and in the future.*



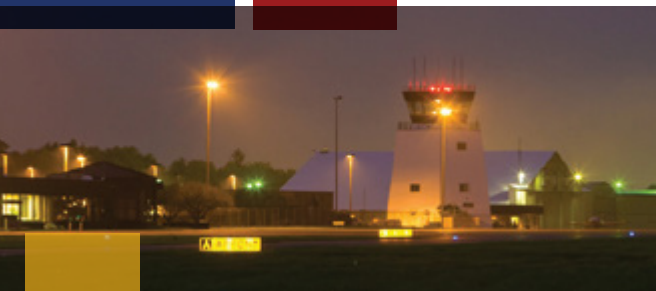
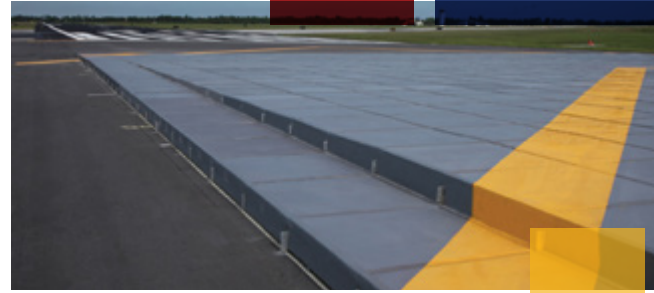
We also specialize in developing lease negotiation strategies; mission and vision statements; strategic goals; best practice recommendations for management, administration, property development, operations and safety/security; rates and charges policy development strategies; and key performance indicators dashboards to help drive solid business decisions.

Our experience includes advising clients on public-private partnerships, using benefit-cost analysis, funding feasibility, stakeholder data and other factors to help prioritize project needs and make the most of these partnerships for our clients.

Furthermore, we bring an enhanced understanding of small airports in particular through our work updating, editing and reformatting the ACRP's Report 16: Guidebook for Managing Small Airports, which has given us the opportunity to reach out to the small-airport community nationwide and identify key issues that need addressed or expanded upon in the guidebook.

We can also assist you with your aviation land use needs, hangar rentals, lease negotiation strategy rates and asset management plans, as well as improving efficiency, increasing revenue and decreasing costs.

Let Hanson be your source for your planning and management needs.



## YOUR NEEDS ARE OUR PRIORITIES

Running an airport's day-to-day operations involves many moving parts, and Hanson has the experience to help you navigate the business side of the aviation industry. We have worked with general aviation and corporate aviation airports on services ranging from setting lease negotiation strategy rates to land-use development and regulation, and we have a strong background with many other aspects of aviation business plans.

We're here to help you keep your business thriving.

[www.hanson-inc.com](http://www.hanson-inc.com)

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