

# JOHNSON CONSULTING

EXPERTS IN REAL ESTATE CONSULTING

UPDATE

*A Periodic Newsletter about Our Projects and Our People*

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## What We Do

**Johnson Consulting** is a real estate and hospitality consulting firm that performs strategic planning and market and financial feasibility studies. We devise project development and finance plans for authorities, municipalities, and universities. Johnson Consulting works on downtown masterplans and complex real estate projects that include convention centers, theaters, hotels, sports facilities, and traditional real estate. We specialize in Public/Private Partnerships and developer solicitation and negotiation services for cities.

## Highlighted Projects

**Roosevelt Roads** - Johnson Consulting has been engaged by the Government of Puerto Rico to analyze the highest and best use for the redevelopment of the former Roosevelt Roads Naval Station, the closure of which has resulted in thousands of lost jobs. Preliminary results have suggested that a large casino & hotel development, with associated retail, commercial, and entertainment offerings, would contribute most significantly to the local and national economy of Puerto Rico. Johnson Consulting is working with the Governor and the legislature to pass new enabling legislation that would help in the solicitation of an internationally prominent developer for the project.

**Rockford, IL** - Johnson Consulting is working with the City of Rockford, the Rockford Park District and the Rockford Area Convention & Visitors Bureau on numerous projects analyzing the market potential and feasibility of a youth oriented sports village in Rockford, a new convention center, and a Headquarters hotel. The City is ideally located within a two-hour drive of approximately 13 million people in cities such as Chicago, Milwaukee, and Madison. Johnson Consulting is continuing to work with all parties to develop and operate the multiple venues.

## Highlighted Projects

**McCormick Place** - C.H. Johnson Consulting has recently worked with The Metropolitan Pier and Exposition Authority (MPEA) to review key operational issues at McCormick Place to support the Illinois legislature in its endeavor to enable McCormick Place to remain/become the most attractive and efficient facility. This effort is not only important for the end-user, but is vital to ensuring that the significant economic impacts caused by McCormick Place continue to occur in Illinois. This analysis reviewed labor practices at McCormick Place and compared them to competitor venues to target the operational challenges of McCormick Place and how to remedy them in order to keep and attract shows.

## Focus –Collegiate Sports

Johnson Consulting is among the top sports and real estate consulting firms serving the collegiate market. Recent or current clients include the University of Nebraska, Omaha and its new ice facility; University of Kentucky and its new sports venues; Assessment of re-implementing the football program at Georgia State in Atlanta; and hotel and conference centers in numerous college campuses.

Our work has been very creative, from a funding standpoint, analyzing both project and adjacent real estate districts as funding tools.

## Contact Us

**Charlie Johnson, President**

Phone: (312) 447-2001

Email: [cjohnson@chjc.com](mailto:cjohnson@chjc.com)

**Ryan Johnson, Consultant**

Phone: (312) 447-2006

Email: [rjohnson@chjc.com](mailto:rjohnson@chjc.com)

## Highlighted Projects Cont...

**Memphis Mid-South Fairgrounds** - Johnson Consulting was retained by O.T. Marshall Architects and the City of Memphis to evaluate the feasibility of developing a sports-related, mixed-use development at the existing 170-acre Mid-South Fairgrounds in Memphis, Tennessee. It was proposed that 65 acres be dedicated to sports-related venues and attractions and approximately 400,000 square feet will be developed as themed retail space. Johnson Consulting is conducting a market study, an economic and fiscal impact analysis, as well as a strategic plan for the redeveloped site.

**Daytona Beach, FL** - The City of Daytona Beach is conducting a masterplan for the area surrounding the Ocean Center Convention Center. AECOM & C.H. Johnson Consulting, have been tasked to assess the potential for a headquarters hotel near the Ocean Center. The purpose of this report is to analyze the current hotel market in Daytona Beach and to evaluate the financial conditions associated with bringing a major hotel development into the market under three development scenarios.

**Vietnam World Trade Center** - Johnson Consulting is part of the development team for the planned Vietnam World Trade Center development which could include a world class LEED quality WTC building with an associated 5-star hotel, merchandise mart, and residential and commercial development. Johnson Consulting is providing overall project management assistance and is creating a detailed business plan for each land use which will be used to solicit investment in the project. We are also working on developing an incentive relationship with the local and federal governments.

## New Asia Pacific Office

Johnson Consulting has a new office in Indonesia. Ayu Listiowati will be leading this new location. Ayu holds a Masters Degree in Real Estate from Cornell University. Her graduate work focused on real estate development and market and financial analysis. She also has a Professional Degree in Architecture from the University of Indonesia. Ayu specializes in market and financial analysis, TIF tax analysis, and economic and fiscal impact analysis.

Phone: +(312) 488-1032 / +62-813-8677-8428  
Email: [alistiowati@chjc.com](mailto:alistiowati@chjc.com)

## Highlighted Projects Cont...

**DeSoto, Texas Multi-Purpose Feasibility Study** - C. H. Johnson Consulting, in association with The Projects Group, has been selected to provide a detailed feasibility study addressing the demand and economic projections for a multi-purpose venue in the City of DeSoto, Texas, a growing community located 45 minutes from Dallas/Ft. Worth. The study includes a market analysis, comparable facility analysis, demand and operating projections, and a proposed site recommendation.

**University of Nebraska Omaha** - Johnson Consulting completed a market and financial analysis for a new Sports Complex for the University. The new facility will be the new home for University of Nebraska-Omaha hockey and basketball teams. The development will feature a 7,000-seat arena, basketball pavilion and multi-sport complex with curling lanes. Johnson Consulting provided a market analysis and operating projections and is advising on economic impacts and potential financing strategies.

## Employee Profile

**Sarah Emmerton:** Johnson Consulting, Inc. is pleased to announce that Sarah Emmerton has joined the firm. Ms. Emmerton has recently moved to Chicago and joined Johnson Consulting after having worked in London as a regeneration analyst with a Local Authority. Prior to that, Sarah worked as a real estate analyst and consultant in Melbourne, Australia. Sarah has experience working across a range of different property markets, on a variety of projects completed on behalf of both public and private sector clients, with extensive experience in the use of GIS as an analytical tool. Sarah is currently working on a major redevelopment project at the former Roosevelt Roads Naval Air Station in Puerto Rico and a masterplan analysis for the Ocean Center in Daytona Beach, Florida. Sarah has a Bachelors Degree in Urban Planning and Development (with honors) from the University of Melbourne.

Phone: (312) 447-2002  
Email: [semmerton@chjc.com](mailto:semmerton@chjc.com)