



CONVENTION CENTER CAMPUS STUDY

DEKALB COUNTY, GEORGIA

PROJECT HIGHLIGHTS

- Market Analysis
- Competitive Case Studies
- Industry Trends
- Surveys and Interviews
- Hotel Market Study
- Site Analysis
- Financial Projections
- Funding Strategies

DeKalb County, Georgia recently engaged Johnson Consulting to prepare a market analysis and financial feasibility study for a Convention Campus that may include a Convention Center, Conference Center, Performing Arts Center with a potential smaller second theater, and a full-service Hotel.

Determining the feasibility of and developing a financial and operating plan for major civic assets like the proposed Convention Campus demands a highly collaborative process. Our strategic, creative, multi-disciplinary team is working with Discover DeKalb to define a Convention Campus that positions DeKalb County as a destination for meetings, conventions and performing arts in the metro Atlanta area. The study will include market analysis, competitive case studies, industry trends, surveys and interviews, demand strategy and projections, hotel market demand analysis, recommendations, site analysis, operational analysis and financial projections, funding strategies, and economic and fiscal impact analysis.