

**JOHNSON
CONSULTING**

EMPOWERING THE MOST INFORMED DECISION-MAKING

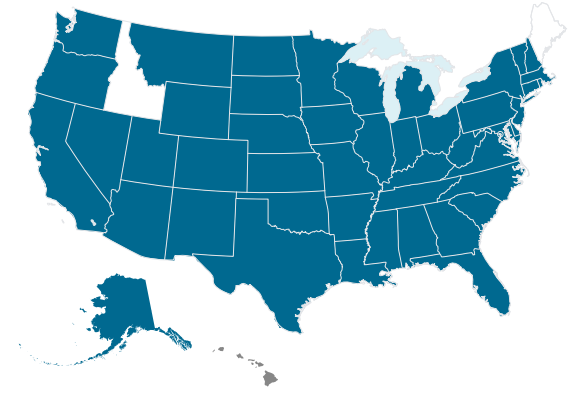
REAL ESTATE AND HOSPITALITY
STRATEGIC PLANNING. DEVELOPMENT SERVICES. ADVISORY SERVICES.

Real Estate & Hospitality Consultants

who empower the most informed decision-making


Strategic Planning. Development Services. Advisory Services.

Johnson Consulting was founded in 1996 to provide strategic planning and development advisory services for the Convention, Hospitality, Sports, and Real Estate industries. With over 100 years of combined experience, our tenured team of thought leaders brings a wealth of expertise during all phases of the development cycle. Our time-tested processes utilize market data and precise analytics to provide innovative and visionary recommendations and meaningful solutions to complex problems. We regularly work on behalf of governments/ quasi government agencies, higher education institutions, private sector developers, professional sports owners/leagues and not-for-profits organizations to define and refine financially sustainable outcomes. We empower our clients to weigh the risks and rewards of their projects and make the most informed decisions to further their economic development and community goals.





Founded in 1996, Johnson Consulting has completed over 1,000 projects/ assignments in 48 states in the US.

Our services

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MARKET & DEMAND ANALYSIS
- 


STRATEGIC MASTER PLANNING
- 

FEASIBILITY STUDIES
- 

OWNER'S REPRESENTATIONS
- 

SITE ANALYSIS
- 


PUBLIC/PRIVATE PARTNERSHIP ADVISORY
- 

ECONOMIC AND FISCAL IMPACT STUDIES
- 

RFQ/P SOLICITATIONS MANAGEMENT
- 

PROFORMA/FINANCIAL ANALYSIS
- 

OPERATIONAL AUDITS & EXECUTIVE SEARCH
- 

FUNDING STRATEGIES
- 

TIF ANALYSIS

In Numbers

25+ YEARS

In the industry

\$100B

In projects built

100+ YEARS

Combined experience of senior leadership

250+

Speaking engagements/ publications participated

1,000+

Completed projects/ assignments

50+

RFQ/P solicitations managed

11

Dedicated professionals

400+

Municipalities served

Convention Centers



Connecticut Convention Center
Hartford, CT



Moscone Center
San Francisco, CA

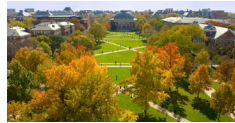


Music City Center
Nashville, TN



Civic Center
Erie, PA

Higher Education



University of Illinois at Urbana-Champaign



University of Cincinnati



University of Nebraska - Omaha Baxter Arena



University of Central Florida

Sports Tourism/Youth Sports



Kingsbridge Armory
The Bronx, NY



Legacy Sports Park
Mesa, AZ



Cedar Point Sports Center
Sandusky, OH



Hammond Sportsplex
Hammond, IN

Entertainment/ Mixed-Use Real Estate Districts



One Central Station
Chicago, IL



4th Street Live!
Louisville, KY



Navy Hill Development
Richmond, VA



DC United Soccer Stadium and Supporting Entertainment District
Poplar Point, Washington DC

Destination/Tourism



Strategic Tourism Study
Baltimore County, MD



Tourist Based Economic Development Study
Irving, TX



Cultural Tourism Master Planning Services
Quad Cities



Regional Facility and Tourism Analysis; SWOT Analysis
Detroit, MI

Performing Arts



Proposed Performing Arts Center and Conference Center
Longmont, CO



Performing Arts Center
Sandy Springs, GA



Music City
Frisco, TX



Proposed Performing Arts Center
Kenosha, WI

Hospitality



Music City Center Headquarters Hotel
Nashville, TN



Hilton Des Moines Downtown
Des Moines, IA



Proposed Hotel
St. Cloud, FL

Fairgrounds



Sonoma County Fair & Event Center
Sonoma County, CA



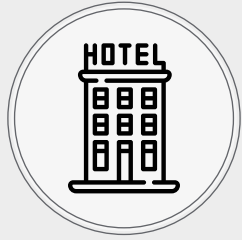
Dallas Fair Park
Dallas, TX



Regional Event Center and Agriculture Stewardship Center
Sioux Center, IA



National Western Complex
Denver, CO



Hospitality

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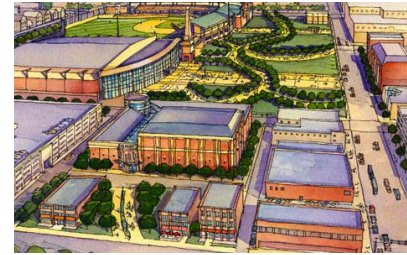
We have had nothing but positive experiences with the firm and we offer the highest recommendation of them, based on the comprehensive nature of the work, understanding event management and operations and creativity.

”

Michael O'Callaghan
Executive VP and COO
Visit Detroit



Hilton Des Moines Downtown
Des Moines, IA



**Civic Center Masterplan &
Convention Hotel**
Erie, PA



**Convention Center &
Headquarters Hotel**
Nashville, TN



Phoenix Grand Hotel
Salem, OR



Harrah's Resort Conference Center
Atlantic City, NJ



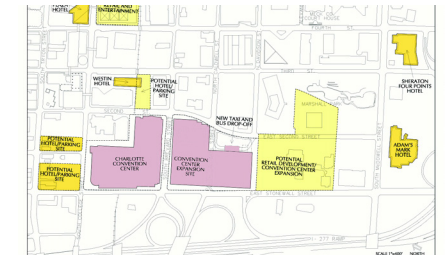
The Plaza Hotel In Downtown El Paso
El Paso, TX



**Russellville Hotel
& Convention Center**
Russellville, AK



Marriott St. Louis Grand Hotel
St. Louis, MO



**Charlotte Convention Center
& Hotel**
Charlotte, NC



**The Hotel Roanoke &
Conference Center**
Roanoke, VA



**Headquarters Hotel
for Cobo Convention Center**
Detroit, MI



**Developer Recruitment Services For Hotel/
Conference Center**
Castle Rock, CO

Let's Connect!



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