

**JOHNSON  
CONSULTING**

# EMPOWERING THE MOST INFORMED DECISION-MAKING

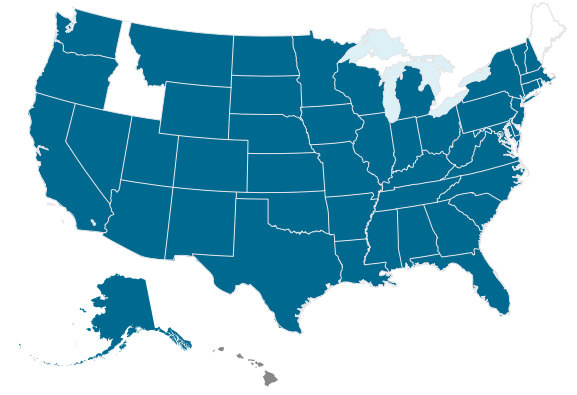
REAL ESTATE AND HOSPITALITY  
STRATEGIC PLANNING. DEVELOPMENT SERVICES. ADVISORY SERVICES.

# 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**
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**STRATEGIC MASTER PLANNING**
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**FEASIBILITY STUDIES**
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
**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

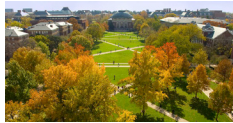


**Music City Center**  
Nashville, TN



**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



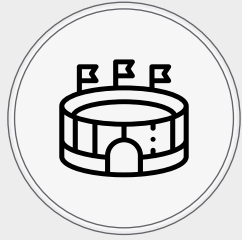
**Dallas Fair Park**  
Dallas, TX



**Regional Event Center and Agriculture Stewardship Center**  
Sioux Center, IA



**National Western Complex**  
Denver, CO



**Sports & Entertainment/  
Mixed-Use Districts**

“

Ratliffe cited a 2016 study, done by Chicago-based Johnson Consulting and paid for by Explore St. Louis, that said failing to upgrade America's Center would lead to a decrease in hotel room nights booked, but that making the investment would increase business from then-current levels.

”

St. Louis Business Journal  
October 2018

“

The new arena (Xtream Arena) and athlete training center are anchors designed to complete the transformation...An analysis by Johnson Consulting in February 2016 estimated the total economic impact of the district will be in excess of \$1.4 billion over a 20-year period, according to city documents.

”

The Bond Buyer  
January 2019



**American Airlines Center**  
Dallas, TX



**Glendale Arena**  
Glendale, AZ



**Blue Cross Arena at the War Memorial**  
Rochester, NY



**One Central Station**  
Chicago, IL



**Virginia Beach Arena**  
Virginia Beach, VA



**Las Vegas Arena**  
Las Vegas, NV



**H-E-B Center**  
Cedar Park, TX



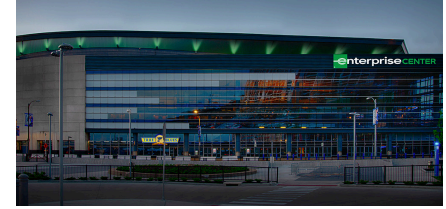
**Rochester Arena**  
Rochester, MN



**4th Street Live!**  
Louisville, KY



**DC United Soccer Stadium & Supporting Entertainment District**  
Poplar Point, Washington DC



**Enterprise Center**  
St. Louis, MO



**Champaign Arena**  
Champaign, IL



**Xtream Arena**  
Coralville, IA



**Navy Hill Development**  
Richmond, VA



**One Big Sky District**  
Billings, MT

## Let's Connect!



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