

# EMPOWERING THE MOST INFORMED DECISION-MAKING

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







## Real Estate & Hospitality Consultants

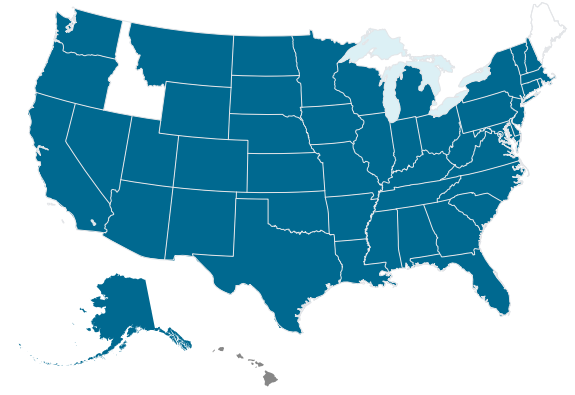
who empower the most informed decision-making

**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.

### Our services

	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



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

### 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

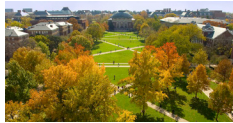


**Music City Center**  
Nashville, TN



**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



**Harrah's Resort Conference Center**  
Atlantic City, NJ



**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





## Destination/Tourism

“

(After Johnson Consulting's presentation on study findings)

I think it was a thoughtful set of  
recommendations.

”

Lee Nettles  
Outer Banks Visitors Bureau Executive Director

“

The administration nodded to a 2019 study  
conducted by Johnson Consulting for the  
Baltimore County Department of Economic  
and Workforce Development.

”

Baltimore Business Journal  
March 2020



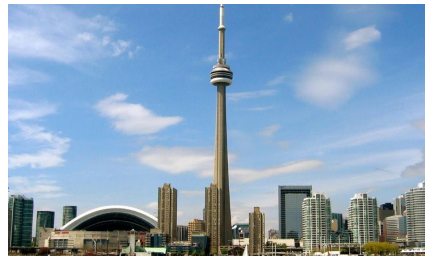
**Strategic Tourism Study**  
Baltimore County, MD



**Regional Facility and Tourism Analysis;  
SWOT Analysis**  
Detroit, MI



**The Soundside Site Market Feasibility &  
Economic Impact Study**  
Dare County, NC



**Canadian National Exhibition /  
Tourism Toronto**  
Toronto, ON



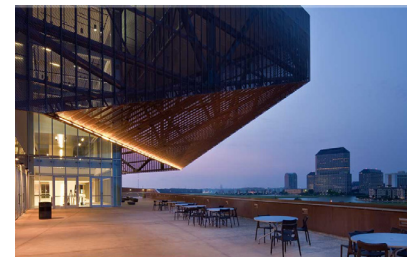
**Statewide Tourism Development**  
State of West Virginia



**Cultural Tourism Master  
Planning Services**  
Quad Cities



**Ft. Lauderdale/Broward County  
Strategy Development**  
Broward County, FL



**Tourist Based Economic  
Development Study**  
Irving, TX



**Destination Market Study**  
Harford County, MD



**Strategic Tourism Study**  
Southlake, TX



**Effectiveness of  
2001 9/11 Tourism Campaign**  
New York, NY



**Statewide Tourism Development**  
Commonwealth of Kentucky



## Let's Connect!



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