

EMPOWERING THE MOST INFORMED DECISION-MAKING

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







Real Estate & Hospitality Consultants

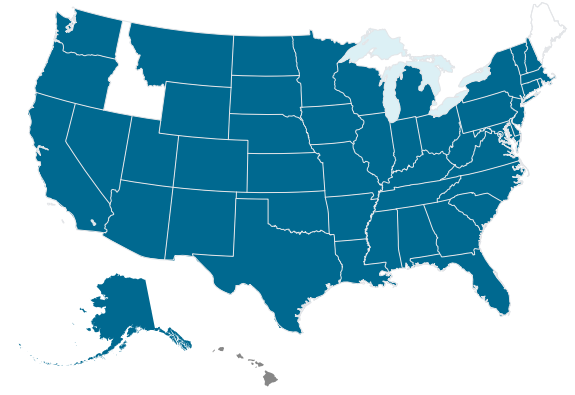
who empower the most informed decision-making

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+

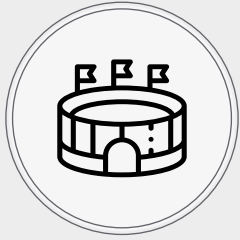
RFQ/P solicitations managed

11

Dedicated professionals

400+

Municipalities served



Professional Stadiums

“

Ratcliffe 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 (Xstream 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



Fenway Park
Boston, MA



Lambeau Field
Green Bay, WI



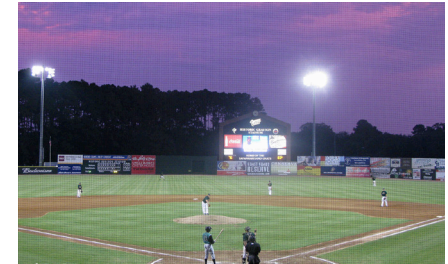
FedEx Field
Prince George's County, MD



Enterprise Center
St. Louis, MO



Cleburne Multipurpose Stadium
Cleburne, TX



Savannah Baseball Stadium
Savannah, GA



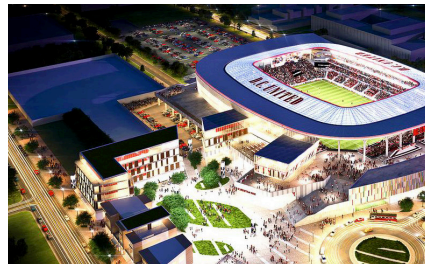
American Airlines Center
Dallas, TX



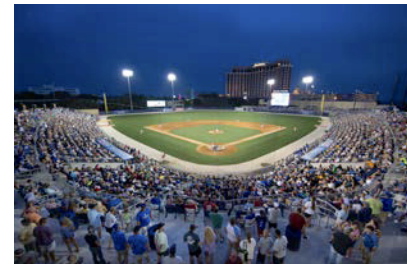
Lexington Downtown Ballpark
Lexington, KY



Tampa Sports Authority
Tampa, FL



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



**Downtown Minor League
Baseball Stadium**
Biloxi, MS



Minor League Baseball Stadium
Ocala, FL

Let's Connect!



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