

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



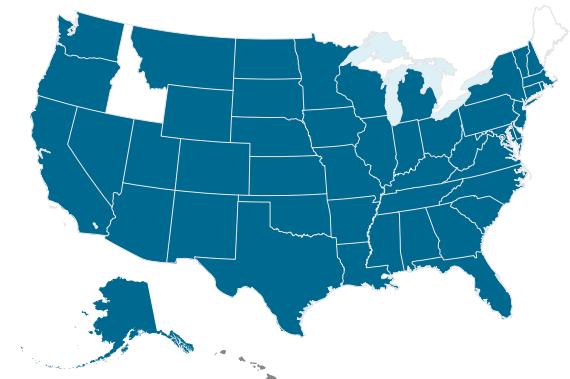
OPERATIONAL AUDITS &
EXECUTIVE SEARCH



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

Fairgrounds



Sonoma County Fair & Event Center
Sonoma County, CA



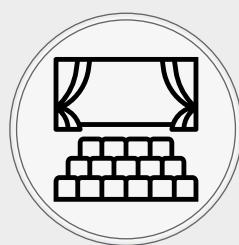
Dallas Fair Park
Dallas, TX



Regional Event Center and Agriculture Stewardship Center
Sioux Center, IA



National Western Complex
Denver, CO



Performing Arts

“

Nancy Rezak, executive director of Visit Longmont, said Friday that the consultants ‘were really thorough’ in speaking with different parties in the community during the first phase of the study and ‘very methodical in their approach’ to determine the market and demand for such a facility.

”

Longmont Times-Call
February 2020



Arts & Cultural Center
St. Johns County, FL



**Capital One Conference Center/
Performing Arts Center**
Tysons, VA



Proposed Arts Center
Kenosha, WI



**Centene Corporation
Performing Arts Center**
Clayton, MO



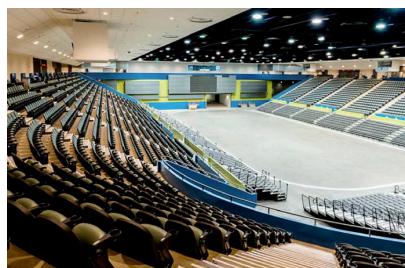
**Concert Hall &
Long Performing Arts Center**
Austin, TX



Arie Crown Theater
Chicago, IL



**Stifel Theatre
(Formerly Peabody Opera House)**
St. Louis, MO



**Tucson Arena, Convention Center, &
Performing Arts Complex**
Tucson, AZ



Ruth Eckerd Hall
Clearwater, FL



Frisco Music City
Frisco, TX



**Performing Arts Center &
Conference Facility**
Longmont, CO



**Brentwood Amphitheater
& Community Theater**
Brentwood, CA

Let's Connect!



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