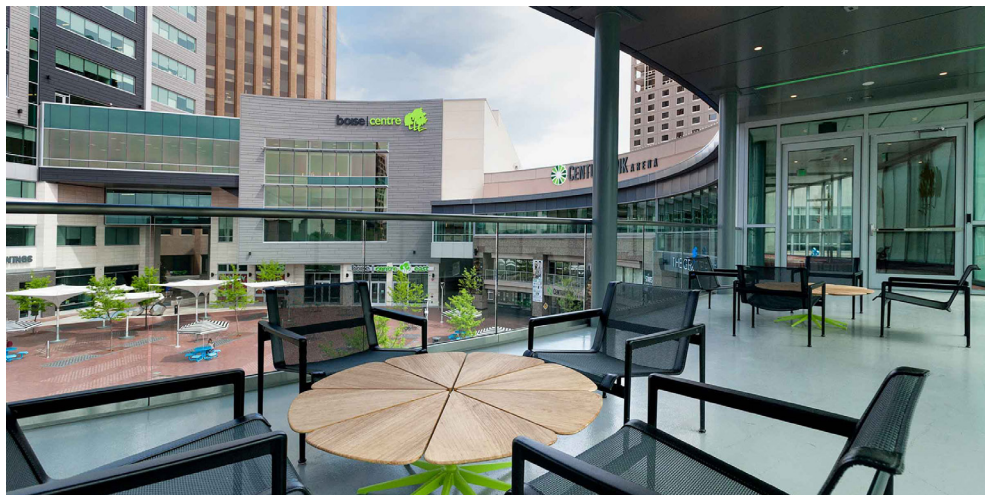


THE GREATER BOISE AUDITORIUM DISTRICT SCENARIO ANALYSIS FOR THREE POTENTIAL DEVELOPMENT PATHS



SUBMITTED TO

The Greater Boise Auditorium District

SUBMITTED BY

Johnson Consulting

DATE

January 20, 2026



**JOHNSON
CONSULTING**

January 20, 2026

Mr. Cody Lund

Greater Boise Auditorium District

Re: Scenario Analysis for Three Potential Development Paths

Dear Mr. Lund:

On behalf of Johnson Consulting, I am pleased to present this proposal to the Greater Boise Auditorium District (“GBAD”) to provide a scenario analysis for three potential development paths to an expanded Boise Centre footprint or new facility location. Johnson Consulting will conduct a scenario analysis for three potential development paths as follows:

1. Expanding Boise Centre to add a multi-story (stacked) exhibit hall which would achieve the 100,000 square feet of additional exhibit space recommended by Johnson Consulting’s 2025 Market & Feasibility Study for the GBAD.
2. Expanding Boise Centre to add a single-story exhibit hall of 50,000 square feet.
3. Constructing a new event facility slightly outside of but still adjacent to the existing downtown core that achieves the recommended program elements.

For each of these scenarios, we will work to answer the following questions:

- In scenarios 1 and 2, what are the thresholds of contiguous space where demand becomes severely impacted? This investigation will guide the space programs analyzed for these two scenarios. For scenario 3, how does relocation of the venue to a nearby location impact demand and how is the existing Boise Centre repurposed.
- What are the projected impacts on Boise Centre’s current demand, financial performance, and economic & fiscal impact?
- What are the short and long-term strategic implications of pursuing each scenario?

We will deliver the results of our scenario analysis packaged in a report document. Further, we will be available for check-in calls with the client throughout the duration of the study process, as well as for one final PowerPoint presentation.

It would be our pleasure to continue assisting GBAD in its effort to bring an optimal product to the Boise market. We can complete the analysis for the three scenarios above for \$10,000 per development path, for a total of \$30,000, plus out of pocket expenses, billed at cost for any travel or data purchase. We can commit to the delivery of a draft memo report on or before March 6, 2026.



Experts in Convention, Hospitality,
Sports and Real Estate Consulting.

We are available to begin work immediately and commit to delivering the highest quality product within a timeframe that meets your needs. If this proposal meets your needs, we request a \$10,000 retainer and a signed copy of the attached contractual conditions to execute the contract. Should you have any questions, please feel free to contact me at 847-331-3111 or rjohnson@chjc.com. We truly look forward to the opportunity to continue serving you.

Sincerely,

C.H. Johnson Consulting, Inc.

Ryan Johnson, Principal

CONTRACTUAL CONDITIONS

Subject to the actual terms and conditions of any subsequent agreement with you, the following conditions are standard policy for Johnson Consulting and are customary for engagements of this type. Should you have any questions concerning any of these conditions, please feel free to contact us.

The findings and recommendations of our research will reflect analyses of primary and secondary sources of information. Estimates and analyses presented in our report will be based on economic trends, market assumptions, and financial data that are subject to variation. Johnson Consulting will use sources that it deems reliable, but will not guarantee their accuracy. Recommendations will be made from information provided by the analyses, internal databases, and from information provided by management.

It is understood in accepting this proposal that neither fees nor payment thereof is contingent upon the findings of the study. Upon receipt of invoices, payment is to be made within 45 days of receipt unless prior arrangements have been made with management. Additionally, all outstanding invoices must be current prior to the release of any draft and final reports.

Johnson Consulting will have no responsibility to update its report for events and circumstances occurring after the date of its report. If you decide not to proceed with the project, or if it appears that the study will result in a finding that the project cannot achieve its required results, Johnson Consulting would, at your request, terminate its work and would only bill you for fees and expenses incurred to that point in time.

If you require us to attend meetings and make presentations beyond the scope of services, Johnson Consulting will charge separately for its actual hours of professional time incurred in preparing for and attending the meetings. Professional time will be billed at Johnson Consulting's standard hourly rates plus travel and incidental expenses. Billing rates are subject to a minimum five percent increase as of January 1, 2027.

Invoices outstanding after 45 days of receipt shall accrue at the interest rate of one percent per month until paid. If we need to bring action to enforce the terms contained in this letter, you will be responsible to pay our reasonable attorney's fees, costs and expenses.

We commit to delivering the highest quality product within the timeframe we have proposed. If you have any questions, please feel free to call me at 312-447-2001.

Thank you for your interest in our firm. We look forward to the opportunity to serve you.

AUTHORIZATION TO PROCEED

Signature: 

Name: Cody Lund

Title: Executive Director

Date: 1/21/26

JOHNSON CONSULTING MISSION STATEMENT

Johnson Consulting is committed to providing governments, developers, and not-for-profits with real estate market and financial analysis and project implementation support for urban and destination-oriented projects.

We guide our clients through organizational advancement by way of best-practice advisory services.

We promote the following values through our work: objectivity, independence, economic pragmatism, and social responsibility.



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