



CITY COUNCIL
AGENDA ITEM STAFF REPORT

MEETING DATE:	APRIL 28, 2026
TITLE:	ORDINANCE TO AUTHORIZING AN AGREEMENT BETWEEN THE CITY OF COLLINSVILLE AND JOHNSON CONSULTING IN RELATION TO THE GATEWAY CONVENTION CENTER
DEPARTMENT:	GATEWAY CONVENTION CENTER
PROJECT MANAGER:	JAMIE LANE, DIRECTOR OF GATEWAY CENTER
REQUESTED ACTION:	APPROVAL
STRATEGIC PLAN GOAL(S):	GOAL #3: ENCOURAGE TOURISM AND ECONOMIC DEVELOPMENT GOAL # 7: SUPPORT EXCELLENT MUNICIPAL SERVICES
ATTACHMENTS:	ORDINANCE, AGREEMENT

SUMMARY RECOMMENDATION

Gateway Convention Center seeks approval to enter into a contract with Johnson Consulting to conduct an Operational Audit and Economic & Fiscal Impact Analysis. This study is intended to build upon prior strategic planning efforts and support the Center's continued improvement. It will assess current performance, benchmark the facility against comparable venues, and identify opportunities to enhance operations and long-term sustainability. The outcome will provide the Center, Mayor, and City Council with a data-driven evaluation and strategic roadmap to guide future decision-making.

EXECUTIVE SUMMARY

City staff have obtained a proposal from Johnson Consulting to complete an Operational Audit and Economic & Fiscal Impact Analysis of the Gateway Convention Center. Johnson Consulting is a nationally recognized firm specializing in convention, hospitality, and event venue consulting, with experience conducting similar studies for communities across the country. The proposed cost for the study is \$70,000, with an estimated completion timeframe of approximately 12 to 14 weeks.

The study will evaluate the Gateway Convention Center's current performance through a comprehensive review of historical operations, market conditions, and peer benchmarking. The benchmarking analysis will include a comparison of similar facilities, highlighting promotional strategies, as well as key metrics related to size, quality, market demand, operational performance, and financial structure.

In addition, the study will assess the Center's current management and operations, including demand generation strategies, financial performance, marketing, pricing, and organizational structure. Johnson Consulting will identify opportunities to strengthen operations and enhance event programming to maximize the facility's impact on the Collinsville community.

Upon completion, Johnson Consulting will provide an implementation plan outlining actionable recommendations aligned with the strategic priorities of both the Gateway Convention Center and the City of Collinsville.

RECOMMENDATION

Staff recommends approval of the Ordinance to Authorizing an Agreement Between the City of Collinsville and Johnson Consulting In relation to the Gateway Convention Center.

FUNDING SOURCE

Hospitality Fund

DEPARTMENTAL REVIEW

Gateway Convention Center, Administration, Finance