

Town of Johnson, Oklahoma: Emerging Municipality Growth Strategy

Integrity of the Game vs Economic Impact (Politics); The Oklahoma Business Plan

Deep-Dive Executive Summary

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1. Context & Cross-Reference

The Town of Johnson, OK seeks to evolve from an unincorporated community into a full-service municipality within Pottawatomie County. This study cross-references our “**Pottawatomie County Municipal Growth**” dossier and aligns Johnson alongside nearby case studies—Shawnee, Dale, McLoud, and Tecumseh—all of which host USSSA tournaments documented in our Projects Folder.

2. Financial Overview: Key Metrics

Metric	2012	2013	2014	2015	2021–24*
Total Tax Revenues	\$0	\$0	\$0	\$0	—
Intergov’t Revenues	\$2,123	\$447.38	\$1,580	\$461	Sub-\$25K threshold
Other Operating Revenues	\$0	\$727.57	\$0	\$1,711	—
Total Expenditures	\$200	\$524.70	\$524	\$100	—
End-of-Year Assets	\$36,540	\$25,892.61	\$26,961	\$42,241	—

* 2021–2024 filings certify revenues below the \$25,000 audit threshold.

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3. Deep-Dive Summary by Fiscal Year

- **2012:**
 - Intergov't Revenues: \$2,123 (state gas/vehicle fees)
 - Expenditures: \$200 (salaries & wages)
 - Assets: \$36,540
- **2013:**
 - Intergov't Revenues: \$447.38
 - Other Revenues: \$727.57
 - Expenditures: \$524.70
 - Assets: \$25,892.61
- **2014:**
 - Intergov't Revenues: \$1,580
 - Expenditures: \$524
 - Assets: \$26,961
- **2015:**
 - Intergov't Revenues: \$461
 - Other Revenues: \$1,711
 - Expenditures: \$100
 - Assets: \$42,241
- **2021–2024:**
 - Certified in lieu of audit, confirming sub-threshold finances.

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4. Historical Background

Geography & Physical Dimensions

- Area: 4.48 sq mi (11.59 km²); Land: 4.47 sq mi; Water: 0.01 km²
- Elevation: 1,043 ft | Coordinates: 35.40639° N, -96.84444° W

Early Settlement (1891–1900)

- Opened in the Sac & Fox land run of 1891; early agrarian community.

Community Identity & Incorporation (1960–1982)

- Unincorporated crossroads until incorporation on May 11, 1982, to secure zoning control and resist a proposed landfill.

Demographic Evolution

- 1990: 196 → 2000: 223 (+13.8%) → 2010: 247 (+10.8%) → 2020: 457 (+85%).

5. Analysis & Implications

1. **Revenue Base:** Entirely state-shared; no local taxes.
2. **Fiscal Prudence:** Expenditures have trailed revenues, building reserves.
3. **Incorporation Readiness:** Requires revenue diversification (local taxes, utility fees) and formal budgeting.
4. **Governance Enhancement:** Recommend establishing a planning commission and adopting a strategic growth plan.

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6. Indoor Event Center (“Dome”) Proposal

Cross-Reference: Adapted from our “**Buck Thomas Dome Buildout Plan.**”

Scope & Dimensions

- Footprint: 500 ft × 250 ft × 75 ft → 125,000 sq ft.

Capital Costs

- Dome Structure: \$2.537 M
- Synthetic Turf (@\$10/sq ft): \$1.25 M

Operational Model

- Weekday League Play: Youth/adult leagues (baseball, softball, soccer, flag football).
- Weekend Tournament Play: Regional tournaments driving hospitality spend.

Infrastructure Impacts

- Site Prep: 10–12 weeks (grading, utilities, grade beam).
- Utilities: HVAC sized for 2.5 MMBTU; 480 V/3-phase electrical.
- Lifecycle: Vinyl membrane (R-value ~10), 20+ year lifespan; optional protective coating.

Strategic Benefits

- Revenue Diversification: Reduces reliance on state gas tax.
- Economic Catalyst: Drives lodging, retail, and dining in Johnson and nearby towns.
- Municipal Capacity: Demonstrates infrastructure maturity for incorporation.
- Community Engagement: Year-round programming enhances livability.

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7. Economic Impact Analysis: Hidden Valley Dataset Insights

Regional Tournament Profile:

- Shawnee & Tecumseh: Avg. 25 teams/event; entry fees yield \$55K/event.
- Dale & McLoud: Smaller events (12–15 teams); fees yield \$25K/event.

Spend Multipliers (per event):

- Lodging & Meals: 2× entry fees
- Ancillary (retail, fuel): 0.5× entry fees

First-Year Johnson Projections:

- 5 Major Tournaments: $5 \times \$192.5\text{K} = \962.5K
- 10 Smaller Events: $10 \times \$87.5\text{K} = \875K
- **Annual Impact:** \$1.84 M

Long-Term Potential:

- Expanded rotation (8 major, 15 smaller) → \$3.5–4 M annual impact.

8. County-Level Economic Impact Comparison

County	# Events	Entry Fees	Est. Impact
Pottawatomie	420	\$7.4 M	\$17.8 M
Oklahoma	610	\$11.2 M	\$26.9 M
Cleveland	295	\$5.3 M	\$12.7 M
Lincoln	158	\$3.0 M	\$7.2 M
Tulsa	735	\$13.8 M	\$33.1 M
Seminole	202	\$4.1 M	\$9.9 M

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Key Takeaways:

- Pottawatomie ranks third in volume and generates \$42.4K/event.
 - Capturing 10–15% of regional rotations via Johnson’s dome could add \$1.8–2.7 M in local economic activity annually.
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Conclusion:

Johnson’s solid fiscal foundation, combined with strategic infrastructure—most notably the Indoor Event Center—and validated USSSA demand, provides a clear pathway to full municipal incorporation and sustained economic growth.

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