




**Gresham Smith**

**Genuine Ingenuity**  
2021 Firm Profile



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***Genuine Ingenuity is both our brand promise and our tagline. Our clients, employees, partners and community organizations can expect to collaborate with authentic, personable people who produce highly functional and highly creative solutions.***

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# From Our CEO

2020 and 2021 have been transformative years. They have redefined how, and where, we work; how we remain connected with each other; and how we support our clients as they seek new ways to serve their customers. Perhaps most importantly, the events of 2020 and 2021 have emphasized the responsibility that each of us has in confronting the issues of social inequality and racial injustice.

We are building on our key initiatives and successes. We are expanding our Diversity, Equity & Inclusion program and providing new opportunities for the personal development and professional growth of our nearly 1,000 employees. We have remained laser-focused on the success of our clients and, as a result, have been awarded significant project assignments, leading to revenue growth and strengthening our pipeline of future work.

As a firm, our strategy is built on the intertwined perspectives of People & Culture, Practice, Clients and Business outcomes. We believe, first and foremost, that investing in our people, along with cultivating a sense of belonging, collaboration and teamwork, is critical to our success. We are committed to delivering exceptional quality to our clients and providing innovative, dynamic solutions that add value. And, we believe that smart, sustainable growth without taking on debt positions us for long-term financial health and enables us to strategically reinvest in our people and our practice.

As we look toward the future, we will stay true to our vision of building value with our clients, our people and the world. We will continue to use our Genuine Ingenuity to respond to challenges and explore new opportunities. We will use innovation and technology to arrive at solutions that address our clients' present and future needs, and we will live out our core values of commitment, integrity, respect and teamwork every day.



Al Pramuk,  
Chairman & CEO



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# About Gresham Smith

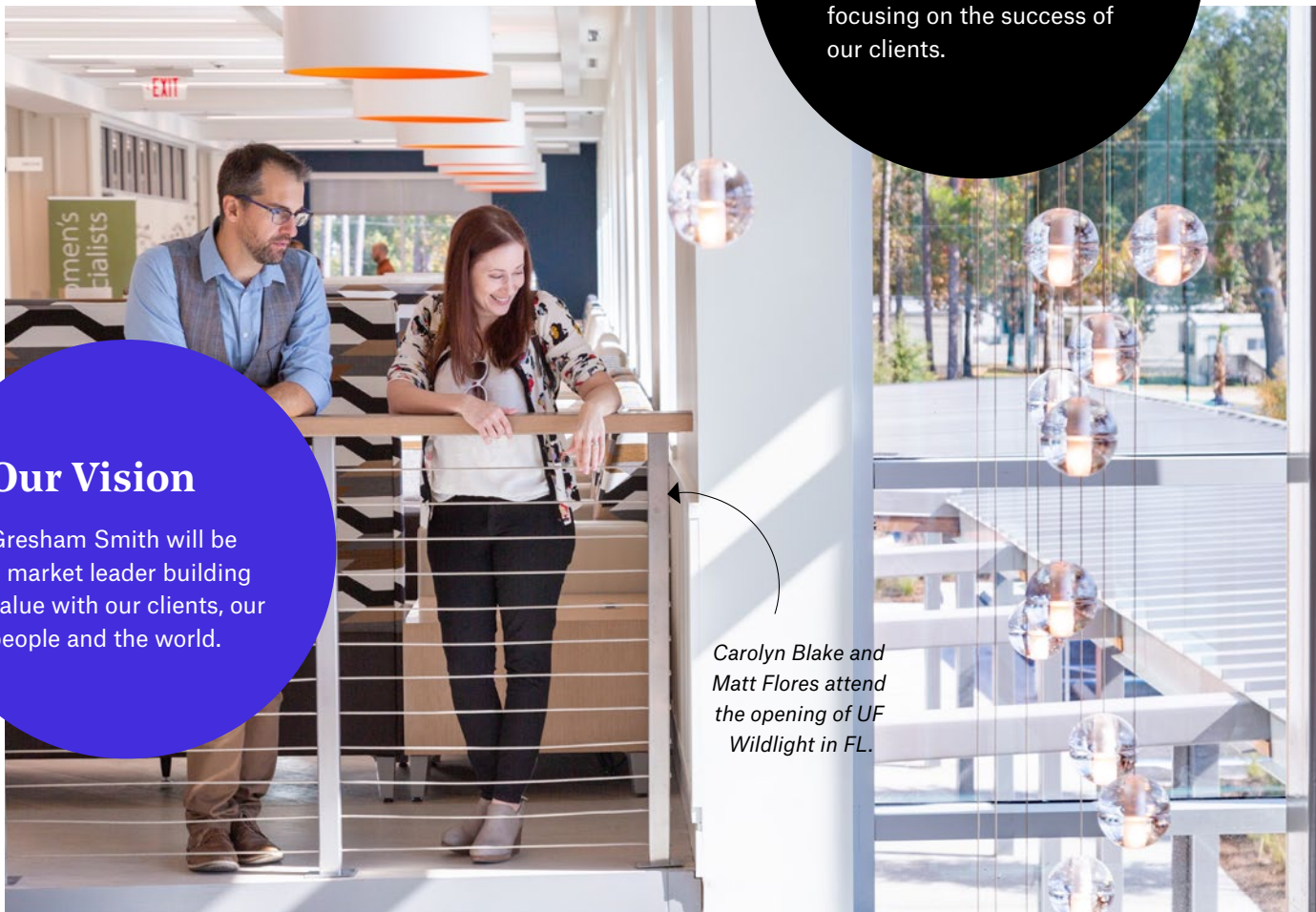
We are a team of diligent designers, creative problem-solvers, insightful planners and seasoned collaborators who work closely with our clients to solve the challenges of today while anticipating the needs of tomorrow. Throughout all of our work, we are committed to living out our tagline of Genuine Ingenuity to develop innovative solutions for life's most essential infrastructure and institutions. As a firm, we are driven by our purpose to design and plan for community vitality and to create spaces that contribute to healthy and thriving communities—now and into the future.

## Our Mission

Gresham Smith will be the best consultant serving the built environment by focusing on the success of our clients.

## Our Vision

Gresham Smith will be a market leader building value with our clients, our people and the world.



*Carolyn Blake and Matt Flores attend the opening of UF Wildlight in FL.*

## Our Core Values

### Commitment

We are passionate about what we do, and we continuously seek to be the best and deliver our best to our clients, our communities and our employees. Commitment also defines how we arrive at solutions—through perseverance, a service-minded, consultative approach, and a quest for knowledge that fosters creativity and innovation.

### Integrity

We hold ourselves to high ethical standards—not simply because it's good business, but because it's the right thing to do. Integrity defines how we treat our employees: with fairness and respect; how we deal with our clients: with honesty and transparency; and how we interact with our communities: by seeking through our collective work and actions to improve the cities and towns we call home.

### Respect

At the heart of our interaction with others is the principle that each person and each community has intrinsic value. This guides how we treat one another and how we work with those around us. Respect is also reflected in our approach to diversity, equity and inclusion—creating an internal culture that fosters a sense of belonging and designing spaces that are welcoming to all.

### Teamwork

We foster a spirit of collaboration across our firm—sharing knowledge and best practices; offering support and empowering growth; cultivating an environment that encourages diversity of thought, experience and background; and leading by example. Our team-centered approach extends to how we interact with our clients—by seeking to understand their unique needs and perspectives to arrive at effective solutions. We also develop teaming relationships—both internally and externally—to support causes that contribute to community vitality.





# Our People & Culture

Behind each drawing, innovative solution and client success story are our people, and building a strong, collaborative culture has been a foundational strategic priority for our firm. In fact, People & Culture is the first pillar upon which our other pillars of Practice, Clients and Business are built. For more than five decades, we have worked to foster a culture that values personal growth and professional development while creating an environment where our employees feel valued, engaged and able to thrive in their careers.

## Employee Survey Results

# 91%

*of staff feel "highly engaged"*

# 96%

*believe that firm cares about its employees*

# 95%

*intend to stay at Gresham Smith*

## Most Admired CEO

# 2 yrs.

*in a row, Al Pramuk named a "Most Admired CEO" by the Nashville Business Journal*

*Our Charlotte office celebrates being named a Best Place to Work.*



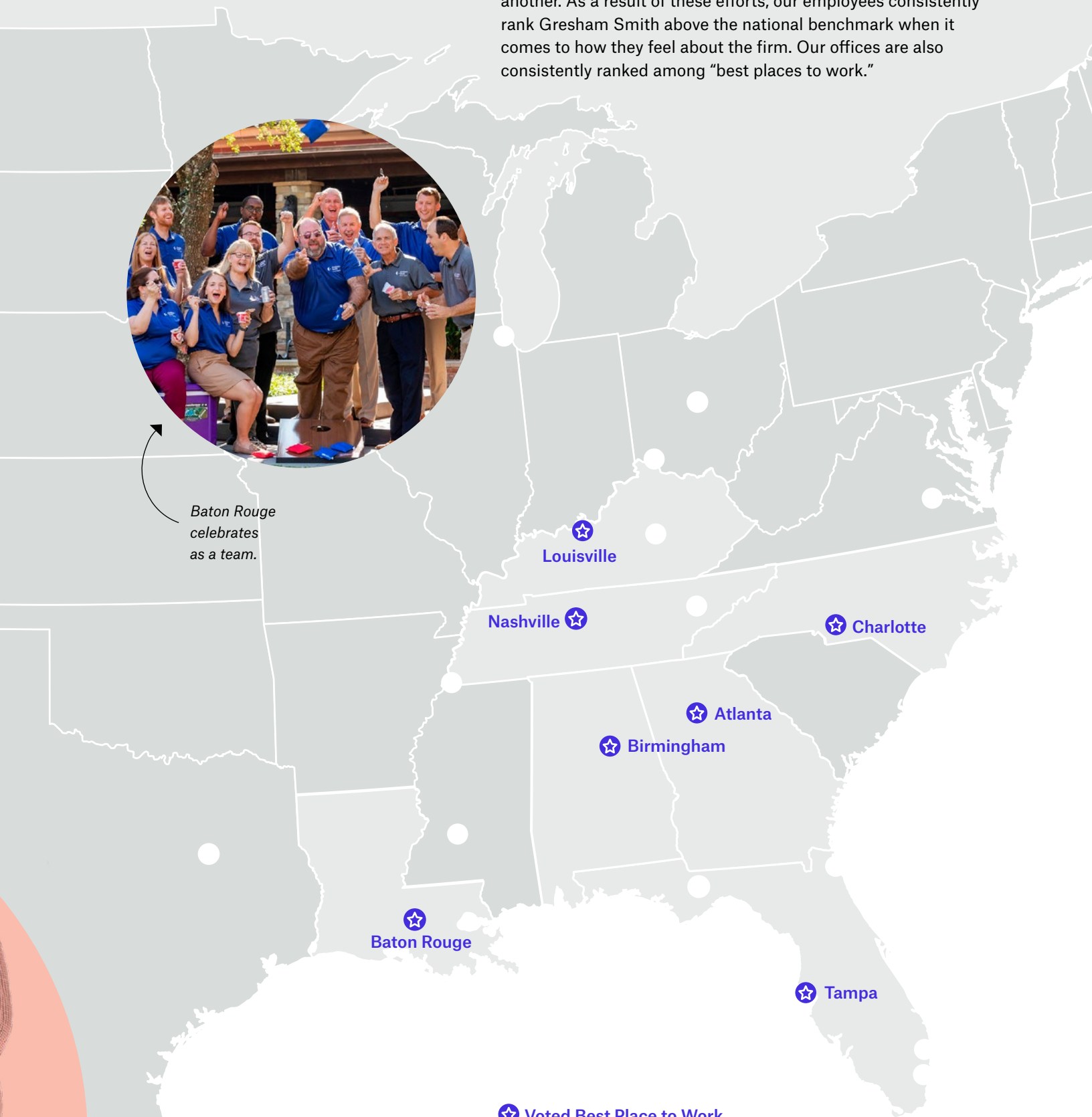


## Best Places to Work

Our brand promise of Genuine Ingenuity, along with our core values of commitment, integrity, respect and teamwork, embodies not only how we work, but how we interact with one another. As a result of these efforts, our employees consistently rank Gresham Smith above the national benchmark when it comes to how they feel about the firm. Our offices are also consistently ranked among "best places to work."



*Baton Rouge celebrates as a team.*



★ Voted Best Place to Work

## Our Response to the Pandemic

In March of 2020, our work and personal lives changed dramatically when we made the decision to transition to remote work in response to the COVID-19 pandemic. As a result of our “Move toward Mobility” initiative, which had been launched by our Information Technology group a few years ago, our firm already had a robust technology infrastructure that allowed our staff to seamlessly transition to remote work while continuing to provide uninterrupted, high-quality services to our clients. Behind the scenes, our corporate services teams developed innovative processes to maintain smooth business operations.

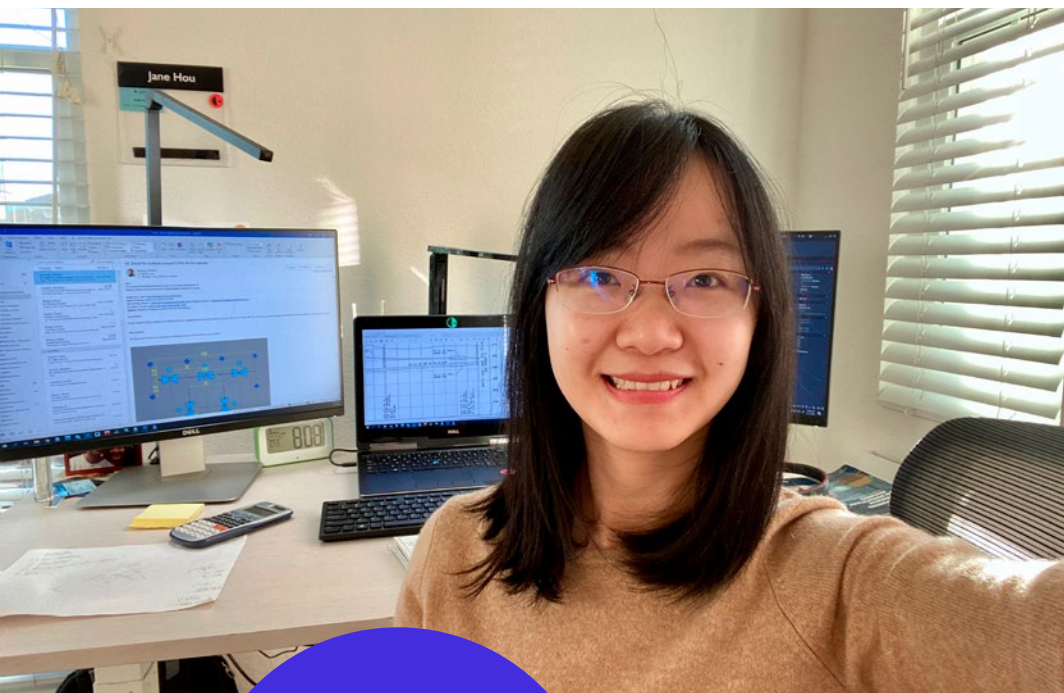
Early on, we established a coronavirus committee comprised of operations, safety, Human Resources, Information Technology and Communications directors. The committee continues to meet regularly to ensure that we maintain an appropriate level of response, and our Management Team actively

monitors the latest information and guidelines established by the World Health Organization (WHO), the Centers for Disease Control and Prevention (CDC), government health agencies, and industry peer organizations in order to assess and prevent the potential for transmission as a result of our activities.

Throughout the course of the pandemic, we have recognized the importance of empowering our employees to make decisions about their work schedules that align with their personal circumstances, health concerns and childcare/eldercare responsibilities. When we partially reopened our offices in the fall of 2020, we continued to provide all employees with the option to work remotely.

*Sivilay Xayasaene (Charlotte) sews masks with her mother.*





# 96%

*of staff say they have the equipment & technology they need to work from home*

# 96%

*of staff are confident in our response to the COVID-19 pandemic*

The health and well-being of our employees has always been a top priority, and our Human Resources Employee Advocates, along with regular surveys, have been instrumental in helping to identify areas where our employees have needed support. In the fall, we launched a mental health and emotional wellness campaign geared toward providing tools and resources to combat depression, isolation and loneliness brought on by the pandemic and other challenging events of 2020. And, to further help employees take a holistic approach to their well-being, we have provided free memberships to employees and four "guests" to an online platform offering courses encompassing physical, nutritional, financial and emotional/mental health, which are the focus areas of our Wellness Program.



Our focus has not only been internal. In addition to enacting policies to help protect the health of our clients and business partners, we have been actively supporting community needs. For example, before masks became widely available, Gresham Smith employees took to their sewing machines to make masks for co-workers and members of the community. In Tennessee and Florida, members of our project teams used 3D printing technology to produce face shields and retention straps for local healthcare workers. Throughout these uncertain times, we have remained committed to engaging with our local communities and finding innovative ways to serve our clients and stay connected.

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## Diversity, Equity & Inclusion

We are committed to providing a workplace that supports an inclusive culture where all our employees know that they belong, are valued, and have the opportunity to thrive—both personally and professionally.

Our four Employee Resource Networks (ERNs)—LGBTQ+ Alliance; IMAGE (Inclusive Multiculturalism for Advancement, Growth and Equity); Women's; and Parent/Caregiver—were established following an extensive listening tour by our CEO as well as separate meetings with employees. These ERNs report to our DE&I Advisory Committee, which serves as a champion for our overall Diversity, Equity & Inclusion (DE&I) program and has direct access to our CEO. We are expanding our DE&I training programs across the firm, and as part of our hiring process, we are increasing our outreach to Historically Black Colleges and Universities (HBCUs). Our partnership and sponsorship of diverse community organizations such as NOMA, along with our sharing of best practices with industry organizations, including AIA and ACEC, exemplifies our commitment to the continuous improvement of our DE&I efforts. And, we will continue to seek ways to be better and to do better.

We also recognize the impact of our work on the communities we serve and our responsibility to incorporate equity in design into the spaces and places we create. We are focused on selecting business partners and consultants that reflect the diversity of our clients and communities, and we are taking a diligent approach to proactively partner with firms that are certified as minority-, disadvantaged-, women- and veteran-owned businesses.





**DE&I Advisory  
Committee**



Lionel Butler,  
Advisory Chair



Carolyn Kitts,  
HR Standing Member



Brandon Salas,  
LGBTQ+ Alliance Chair



NaKeeta Batson,  
IMAGE Chair



Jessica Smith,  
Women's Chair



Matt Freudenthal,  
Parents/Caregiver Chair



Carla Holmes,  
At Large Member



Mohammed Abu-Tayeh,  
At Large Member

We recognize the critical importance of diversity among the leadership and ownership of our firm. Our Board of Directors has experienced the value of diversity in thought and perspective from three directors who are women and one director who is Hispanic-American. We also have increased the diversity of our leadership team. Three of our seven Market Vice Presidents, who lead the delivery of our professional services to our clients, are women. As a privately-owned firm, our female and minority ownership composition stands at 26%, and nearly 35% of Senior Associates—who make up the candidate list of our future owners—identify as women or minorities.

We believe these metrics represent progress in our ability to recruit and develop qualified, diverse individuals who reflect our equitable and inclusive culture. We are energized by our progress, yet we know that we must be diligent in continuing to live our brand promise of genuinely caring about all our people, our clients and the communities in which we live and work.

*“At Gresham Smith, we are committed to living our core values of commitment, integrity, respect and teamwork by honoring each voice and perspective and by embracing the intrinsic value of all people.”*

*Al Pramuk, Chairman and CEO*

## Personal Development & Professional Growth

# 82

*new courses created*

# 3k+

*online courses completed*

Gresham Smith is dedicated to personal development and professional growth for all of our employees. One of the key ways we deliver on our commitment is through Build U—a holistic framework that facilitates learning, training and other activities designed to build skills, knowledge and experience.

As a “one-stop-shop” for learning at Gresham Smith, Build U supports our staff with the right resources and best-in-class employee growth and development. The impetus for establishing Build U was simple.

Namely, it stemmed from our desire to create an atmosphere that fosters a culture of continuous growth and transforms employees’ mindsets from “advancement equals growth” to “growth prepares for advancement.” Build U is about smart growth—it’s about broadening our knowledge, experience and expertise, and expanding our strengths and skills instead of

merely focusing on vertical, “up-the-ladder” promotions. Our approach to growth leads to greater opportunities and results in a “win-win” for both our employees and the firm.

We also believe in the importance of making a financial investment in our employees. This investment in our people enables us to recruit and retain some of the “best and brightest minds in the business,” which enhances our ability to deliver an increasingly broad range of services to our clients and positions us to effectively respond to changes across our industry. It also demonstrates to our employees that we believe in them, that we value what they bring, and that their individual growth is a top priority. It is an investment that is both lasting and beneficial—preparing each one of our employees to be ready when opportunity knocks.



*Training & Development  
Manager Sara Rayman  
leads a 7 Habits workshop.*



*Eric Bearden (Nashville)  
mentors staff on a  
tour of a job site.*



## Community Engagement

At Gresham Smith, we have a longstanding passion and commitment to give back to the communities we call home. In addition to firmwide initiatives, our multitiered program includes efforts by individual employees as well as the activities at office, business and department levels in order to foster a culture of giving across our organization. Across our company, we engage with more than 100 charitable and civic organizations.

# 100+

*organizations supported*

# \$250k

*raised for United Way*

Despite the challenges of the pandemic, our employees have continued to support our communities—gathering in small groups to collect donations for local charitable organizations, taking part in virtual fundraising and mentorship events, and participating in cleanups and community walks while following social distancing guidelines. In 2020, we raised nearly \$250,000 to benefit United Way—our primary firmwide philanthropic focus. In addition to annual giving—where employee donations to United Way are matched by Gresham Smith—our employees participate in United Way leadership groups and volunteer activities throughout the year, developing valuable leadership skills while helping those in need.

Since every community has unique priorities and needs, we have a designated community engagement leader in each of our offices to oversee and guide philanthropic efforts at the local level focused on well-being, personal health and wellness, STEM (science, technology, engineering and math) education at the K-12 grade-levels, and high school ACE Mentorships. Many of

our firm's leadership and employees volunteer their time by sitting on boards and supporting organizations including local chambers, Engineers without Borders, the American Heart Association, Boys & Girls Club, Habitat for Humanity and March of Dimes, among dozens of others.

We are also committed to supporting our employees in their personal efforts to make an impact on the organizations and causes that mean the most to them. Our Gresham Smith Individual Volunteer Empowerment (GIVE) program provides an opportunity for employees to submit requests for charitable contributions and sponsorships, in-kind services or volunteer support for 501(c)(3) charities with which they have become involved. And, our company provides a volunteer-hours matching program, which pays employees for their volunteer efforts by matching paid hours with volunteer hours spent supporting nonprofit organizations during the workweek.

We believe that each one of us has the opportunity—and responsibility—to make a positive difference.



*Chris Gary (Louisville) installs signs in support of COVID prevention.*



*Charlotte staff help organize food donations for Loaves and Fishes.*



*Kristen Beecken (Tampa) sketches plans for Selah Place, a pro bono project to help victims of sex trafficking.*



*Jackson staff and other volunteers prepare STEM kits for the local elementary school.*



## Charitable & Civic Organizations We Support

AdventHealth Foundation Central Florida	GraceWorks Ministries	Sarasota Memorial Healthcare Foundation Inc.
AdventHealth Gordon Foundation	Greenville Humane Society	Sarasota National Cemetery
AdventHealth Waterman Foundation, Inc.	Habitat for Humanity of Greater Nashville	Second Harvest Food Bank of Greater New Orleans U Acadiana
Alive Hospice, Inc.	Isaiah 117 House	Shepherd's Cove Hospice
ALS Association Tennessee Chapter	Jackson Health Foundation	Shriners Hospitals for Children
American Diabetes Association	Juvenile Diabetes Research Foundation (Central Ohio)	SON Ministries Ohio
American Heart Association	La Porte Hospital Company LLC	St. Anthony's Health Care Foundation, Inc.
American Liver Foundation	Leukemia & Lymphoma Society (Washington DC)	St. Joseph's Hospital of Tampa Foundation, Inc.
American National Red Cross	Loaves & Fishes, Inc.	St. Jude's Children's Research Hospital
Archbold Foundation, Inc.	Love Helps, Inc.	St. Vincent's Healthcare Foundation
Assistance League of Nashville	Make a Wish of Middle Tennessee	Tampa Bay Performing Arts Center Foundation, Inc.
Atlanta Children's Shelter	March Of Dimes, Inc	Tampa General Hospital Foundation
Baptist Health Care Foundation	Maryville City Schools Foundation, Inc.	The Nashville Food Project, Inc.
Baptist Health Foundation	McLaren Greater Lansing Foundation	The Nemours Foundation
Baptist Health South Florida Foundation	Methodist Healthcare Foundation	The Red Barn Foundation
Big Brothers Big Sisters of Middle Tennessee	Missions Fund of Faith Evangelical Free Church	The Salvation Army
Birmingham Zoo, Inc.	Monroe Carell Jr. Children's Hospital	The Trust for Public Land
Broke Spoke Lexington Community Bike Shop	Monroe Harding, Inc.	TY2 Foundation
Brooke Sampson Memorial Fund	Nashville Public Education Foundation	UF Health Jacksonville
Brooks Health Foundation	National Alliance on Mental Illness	Union Theological Seminary - The Poor People's Campaign
Catholic Charities of Tennessee, Inc.	National Arbor Day Foundation	United Cerebral Palsy
Catholic Family Services	Novant Health Foundation (Presbyterian Hospital Foundation)	United Hospital Center
Communities in Schools of Chesterfield	Patient Assistance Foundation of Cancer Specialists of North FL	United Way
Community Hospice & Palliative Care	Rebuilding Together Nashville	University of Alabama at Birmingham - UAB Comprehensive Cancer Center
Cookeville Regional Medical Center	Renewal House Inc.	Vanderbilt University Medical Center - Monroe Carrell Jr. Children's Hospital
Cystic Fibrosis Foundation	REV Birmingham, Inc.	Walk Bike Nashville
Family Promise of Birmingham	Rocketown of Middle Tennessee	Winter Haven Hospital Foundation
Feeding Kentucky	Rocky Mountain Children's Health Foundation	
First Community Church	Room in the Inn	
Fisher House Foundation, Inc.	Saint Thomas Health Foundation	
Good Samaritan Hospice, Inc.		
Goodwill Industries of the Southern Piedmont		



# Our Practice

At the heart of our practice is our commitment to Genuine Ingenuity and technical excellence. They provide the foundation for how we execute our projects and how we build value with our clients, our people and the world. Our focus is both external and internal—arriving at dynamic, innovative and transformative solutions for our clients; providing exceptional and consistent quality on our projects; fostering collaboration and innovation among our teams; continuously expanding the horizons of our design mindset; and living up to our core values of commitment, integrity, respect and teamwork.

We see the result of our commitment in the recognition we receive from our industry peers but, more importantly, in the fact that more than 84% of our net revenue comes from work performed for repeat clients—a testament to the trust they place in us to consistently deliver above and beyond their expectations.

84%

of our net revenue comes  
from repeat clients

*Staff discuss on-call services  
with the client in the membrane  
filtering building at F. Wayne  
Hill Water Resources Center.*





## Recent Awards

### Chattahoochee RiverLands

*Outstanding Planning Document, Georgia Planning Association; 2020 Clean13 Award, Georgia Water Coalition*

### CLT Terminal Lobby Expansion

*Design Award, AIA Tampa Bay; Design Award, AIA Richmond*

### Clark's Landing Master Plan

*Merit Award, American Society of Landscape Architects, Indiana Chapter; Merit Award, American Society of Landscape Architects, Kentucky Chapter*

### Connecting Beargrass Creek

*Merit Award, American Society of Landscape Architects, Kentucky Chapter*

### Kentucky 9

*2021 Grand Conceptor Award—Engineering Excellence Awards, ACEC Kentucky*

### Raytheon North Airport Expansion

*2020 Best Projects Award of Merit, ENR Southwest*

### SR 10/US 78 at SR 124 Displaced Left Turn

*Merit Award—Engineering Excellence Awards, ACEC Georgia*

### Tallahassee Memorial Hospital M.T. Mustian Center

*Award of Excellence, AIA Jacksonville*

### The Nashville Food Project

*Honor Citation Award, AIA Gulf States*

### Universal Music Group Nashville

*2020 Merit Award—Design Awards Program, AIA Middle Tennessee*

### UP Health System—Marquette

*Award of Merit, AIA Tennessee*

### Urban Redevelopment Stormwater Retrofit Manual

*Merit Award, American Society of Landscape Architects, Kentucky Chapter*

*The award-winning Nashville Food Project headquarters advances their goals of cultivating community and alleviating hunger in the city.*



## Innovation Pillar

As a firm, we are committed to fostering a culture of innovation that allows our staff to rethink the tools, processes, services and business models that exist today and usher in a new era of adding value to our clients through our architecture, engineering and design services. The disruptions of 2020 have served to confirm the importance of our investment in innovation.

### Studio-X

To respond to a changing world, we have created our “Studio-X” innovation incubator. Studio-X provides employees at all levels with financial support and mentoring expertise to develop ideas that change the way we work in each of our markets and disciplines. At the core of Studio-X is our belief that our investment will allow us to

provide added value to our clients, and in less than a year, we are already seeing the positive results of our efforts through the development of new tools and solutions.

Active Transportation Service Line Leader Mike Sewell was named a winner in *ARCHITECT* magazine’s annual R&D awards for his new patent-pending empathic data analytics platform, which uses biometric markers to pinpoint where people exhibit stress in the built environment. His tool, which allows us to better understand the human experience in the context of “place and space” is showing potential across a variety of industry applications. Separately, our Studio-X initiative is leading to the development of tools geared toward improving the efficiency of the building massing process while increasing collaborative capabilities. And, we’re creating our own digital twin as well as a video analytics tool powered by artificial intelligence.

*Mike Sewell (Louisville) leads a tour to gather information for his patent-pending empathic data analytics tool.*





*“We are building a startup culture of innovation at Gresham Smith, and our investment in Studio-X and Futures Lab are examples of our commitment to developing ideas that can change the way we serve and add value to our clients.”*

*Keith Besserud, Director of Innovation*

### **Futures Lab**

We have also established focus teams to examine our opportunities in a number of key emerging areas such as advanced fabrication, artificial and data intelligence, virtual reality and sustainability. The purpose of our Futures Lab initiative is to create a firmwide resource that provides insights into these areas, with a focus on driving disruption and innovation. The knowledge we gain will allow us to be at the forefront of industry and technology-driven trends and shape strategic thinking about the future of our practice.

### **Partnership with UNC-Charlotte**

Our focus on innovation has led to a collaboration with the University of North Carolina at Charlotte College of Arts + Architecture’s design computation program to create a sponsored studio course. In our initial round, we engaged five master’s degree students who built prototypes, began testing their ideas and made a final presentation at our offices. Our overarching goal is to connect with the local academic community to help us understand the best approach to developing tools and processes that increase our ability to obtain, analyze and use data within our design practice. We’re also leveraging this new relationship for recruiting talent with unique and valuable digital skills.

### **Partnership with CONCERT**

We are actively seeking partnership opportunities with startups that are disrupting the larger architecture, engineering and construction (AEC) industry. We are partnering with CONCERT, a Minneapolis-based company that is developing a product built on blockchain technology to professionally sign, stamp and provide intellectual property protections to digital design files used in construction and fabrication.



## Architectural Design Pillar

*“Beyond aesthetics, our expertise, approach to service, and the resonance of our point of view as designers are what draw clients to us. Our insight and creativity is what sets us apart.”*

Jeff Kuhnhenh,  
Director of Architectural Design

Our design solutions are our central value proposition to our clients as well as our most powerful means of advancing progressive change in the world around us. Good design not only delivers on expectations, but also unlocks value for our clients that they may not have known they could acquire.

Our Studio Design Leaders (SDLs) champion design excellence and the incorporation of thought leadership into practice as well as bringing design perspective to project processes, studio strategy and the development of our talent. They are not only engaged in impacting the design quality of their own projects, but all projects in their respective offices and markets.

Our Genuine Ingenuity approach and our core purpose to design and plan for community vitality define our position as designers in the marketplace. These key drivers guide our explorations with clients—from intense visioning processes that help us understand their needs, concerns and issues before the design begins, to the incorporation of new and original research, as well as the integration of sustainability

and resiliency strategies. Perhaps most importantly, they inform our creative sensitivity to the human experience and community benefit as expressed in our designs.

Our Architectural Design Excellence Pillar places an emphasis on improving the client experience. Our Nashville Studio’s Model Shop facilitates collaboration with our clients, allowing them to be fully engaged in the design process through the latest 3D modeling technology. This unique, tactile experience provides our clients with the hands-on ability to virtually explore design concepts that might otherwise be difficult to visualize.

Through our Design Quality Process, our design teams benefit from the expertise of Design Leaders from across the firm. This cross-pollination of ideas not only ensures that our design goals are advancing across a broad front, but also facilitates a diversity of thought that can be transferred across markets, fostering new and innovative design solutions. Our focus on design has received recognition from our peers. We have received regional and national awards from associations such as the American Institute of Architects and the International Interior Design Association, which serves as validation to the impact we’re having on our industry as a whole.



*3D modeling provides a tactile experience that might otherwise be difficult to visualize.*

## Project Delivery Excellence Pillar

At Gresham Smith, successfully delivering for our clients is key to our success. Our Project Delivery Excellence Pillar focuses on two primary areas: Quality and Project Management.

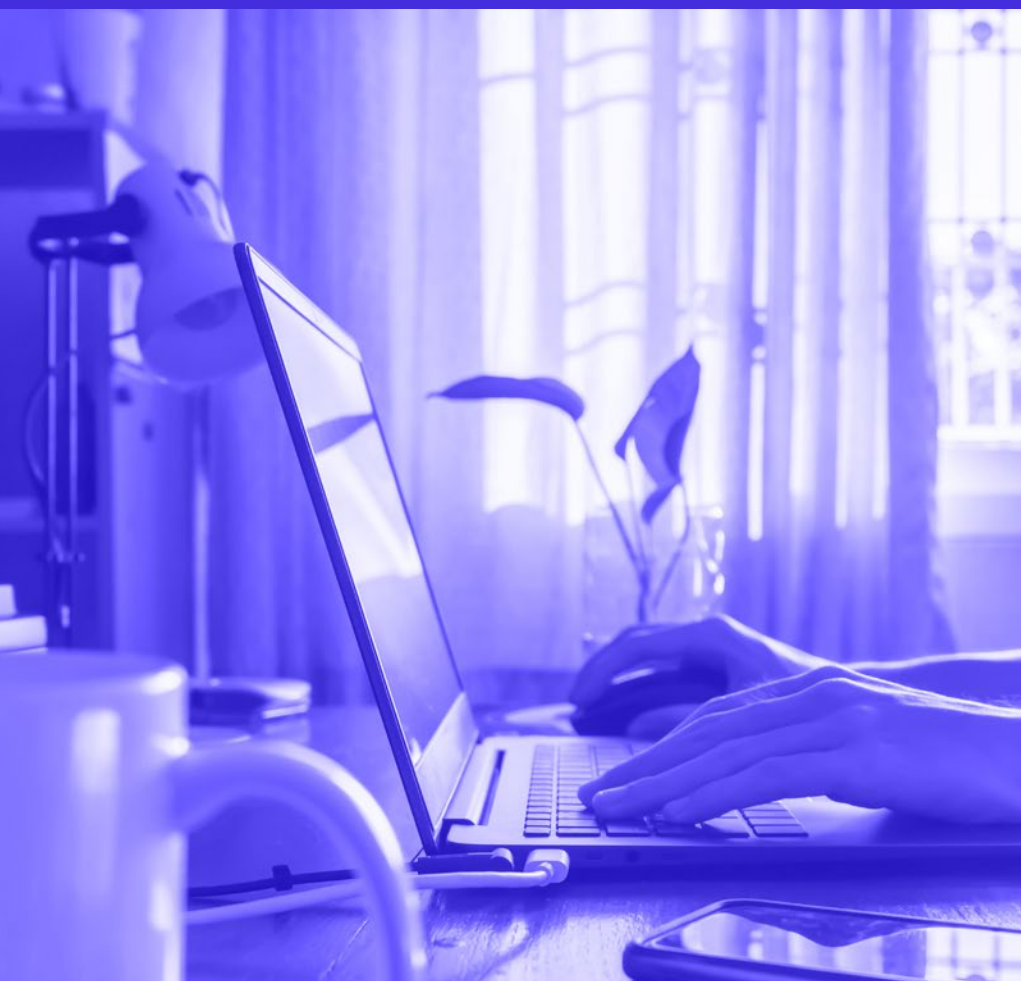
Quality is imperative, and we are committed to delivering results to our clients that lead to trust and long-term relationships. In order to deliver the quality that our clients expect, we develop and implement project plans that are built on a proven method of project delivery, clearly defined roles and responsibilities, frequent and effective communications, and continuous monitoring and control. Our Quality Management System follows five steps in order to drive quality throughout the project life-cycle: Plan, Perform, Verify, Discover and Improve.

Our Quality program includes the development of policies, procedures and work instructions for our practice as well as design tools, standard details and standard notes to streamline drawing development. In addition, our Quality group maintains a role throughout the project delivery process providing quality control services, monitoring compliance and collecting feedback to continuously improve our firm's work.

Similarly, our Project Management group develops policies, procedures and work instructions for managing projects, and also provides guidance and mentorship to project managers while evaluating skills and identifying areas of growth, conducting periodic project reviews and continuously collecting feedback to make improvements.

*“Our commitment to quality is rooted in our desire to meet our clients’ needs and expectations for technical quality, service excellence and consistent performance.”*

*John Wharton,  
Director of Project Delivery Excellence*



# Our Clients

Our client base spans eight market sectors and includes state and local government agencies as well as publicly traded corporations and privately held organizations. This diversity of clients, the breadth of services we provide, and our solid base of work assignments that frequently span multiple years are key contributors to the long-term health and stability of our firm.

We have developed strong relationships with our clients over the years, which continue to grow as we build our reputation as trusted partners in the delivery of professional services for the built environment. We provide solutions that address current needs and safeguard against future challenges. Today, more than ever, our strategy is to be laser-focused on being nimble in order to respond to the new reality of how our clients may be serving their customers differently in a post-pandemic world. Our ability to listen to their challenges and create innovative, dynamic and workable solutions has been key to our success over the years, and will be even more critical as we move forward.

We are also helping our clients envision the future—developing new perspectives on workplace design, implementing systems and materials in healthcare facilities that minimize the transmission of infection, using

innovative technologies to create safer and more user-friendly transportation systems, delivering clean water solutions to cities facing explosive population growth, providing new and viable approaches to adaptive reuse, and breaking down barriers to foster equity in communities. Throughout all of our work, we are guided by our mission to be the best consultant serving the built environment by focusing on the success of our clients.

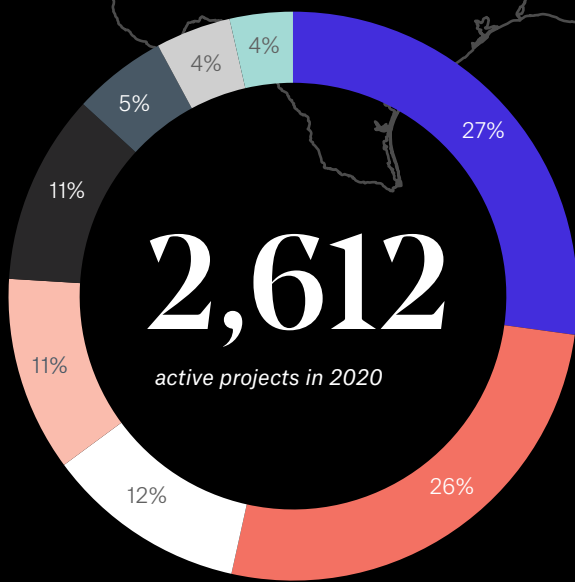
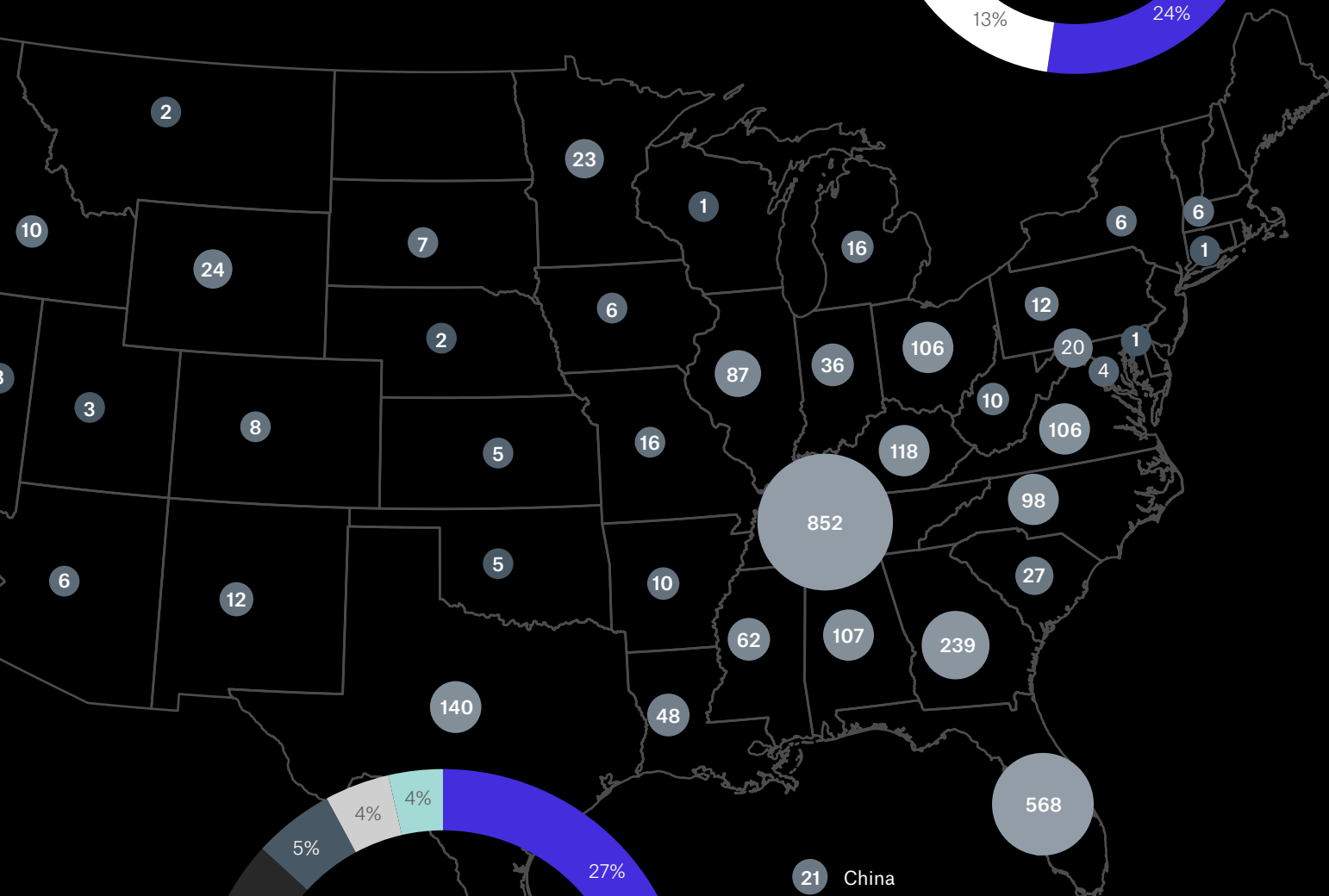
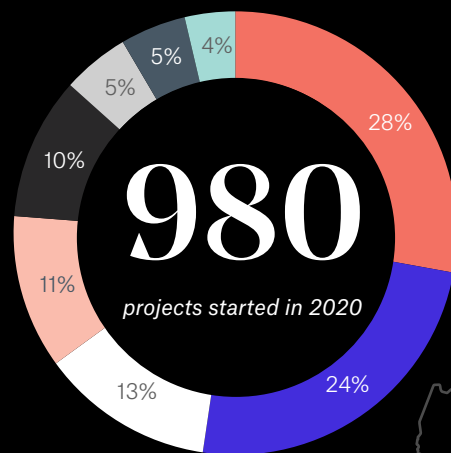
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## Our Markets

- ▲ Aviation
- ▲ Building Engineering
- ▲ Corporate + Urban Design
- ▲ Healthcare
- ▲ Industrial
- ▲ Land Planning
- ▲ Transportation
- ▲ Water + Environment







- 21 China
- 5 Other International

Active projects in 2020 by location



## Baptist Health Care Brent Lane Hospital and Medical Office Building

Baptist Health Care of Northwest Florida

Pensacola, FL

Our team of more than 100 professionals across eight offices is providing architecture; MEP, structural and civil engineering; interior design; experiential design and wayfinding; and master planning, as well as climate change and adaptation planning services, for a new 590,000-square-foot, 264-bed replacement hospital and medical office building. When complete, the facilities will provide greater convenience, efficiency and the latest healthcare technology to serve the Pensacola community.









# Bingham Park Master Plan

Louisville Metro / Olmsted  
Parks Conservancy

Louisville, KY



We provided landscape architecture and planning services to develop a master plan for Louisville's four-acre Bingham Park. Taking advantage of the site's bowl-shaped topography, the vision integrates dramatic views and landscapes. The plan calls for adding a community amphitheater and accessible playground as well as updates to the picnic shelter, basketball court, outdoor exercise area and restrooms. The master plan will be used to inform an implementation plan and support fundraising efforts.

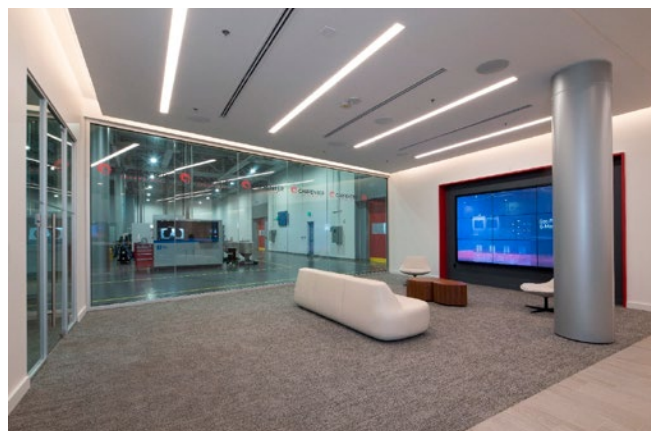




## Carpenter Emerging Technology Center and Additive Manufacturing Facility

Carpenter Technology

Athens, AL



We provided architectural design, engineering, construction administration and field construction coordination support services for the renovation of an existing manufacturing facility for Carpenter Technology. The manufacturing plant area was completely cleared of existing piping and utility systems, and new facility utility systems were installed. The facility also includes a new customer experience center.





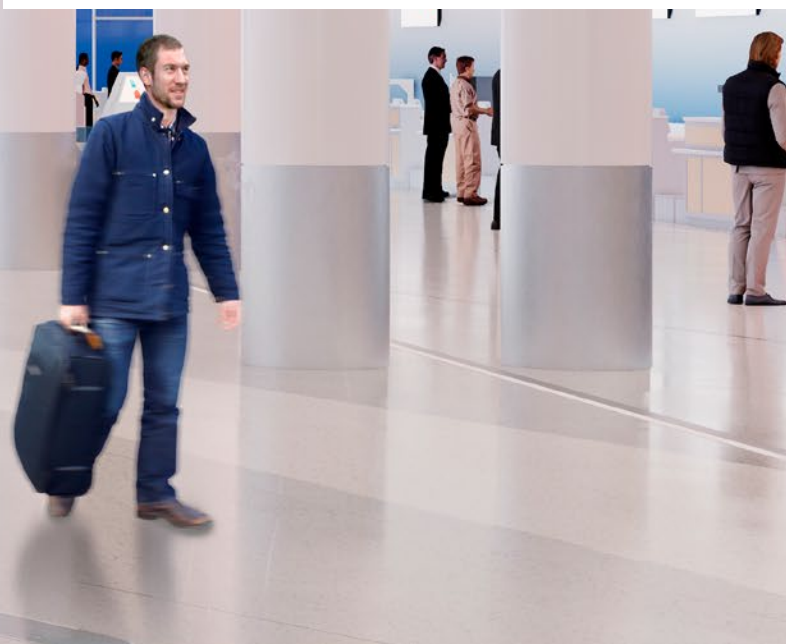




## Charlotte Douglas International Airport - Terminal Lobby Expansion

Charlotte Douglas International Airport  
Charlotte, NC

We are providing architecture, interior design, commissioning and experiential design and wayfinding services for a 370,000-square-foot expansion and renovation of the main terminal lobby to support the airport's growth while elevating the passenger experience. A statue of Queen Charlotte provided inspiration for the design and will serve as an interior focal point, paying homage to the city's rich history and southern hospitality.



## Circle South

Lincoln Property Company

Nashville, TN



We are designing Circle South—a 535,000-square-foot office tower that will be a landmark addition to the Nashville skyline. The form and openness of the lobby and retail spaces, designed with clear glass to provide a high degree of ground-level transparency, is part of the unique architecture which, combined with the site's prominence, will draw and encourage pedestrian activity.

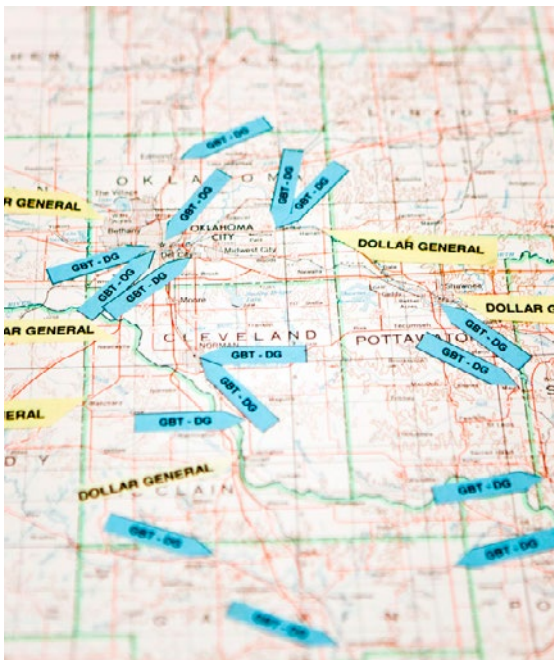




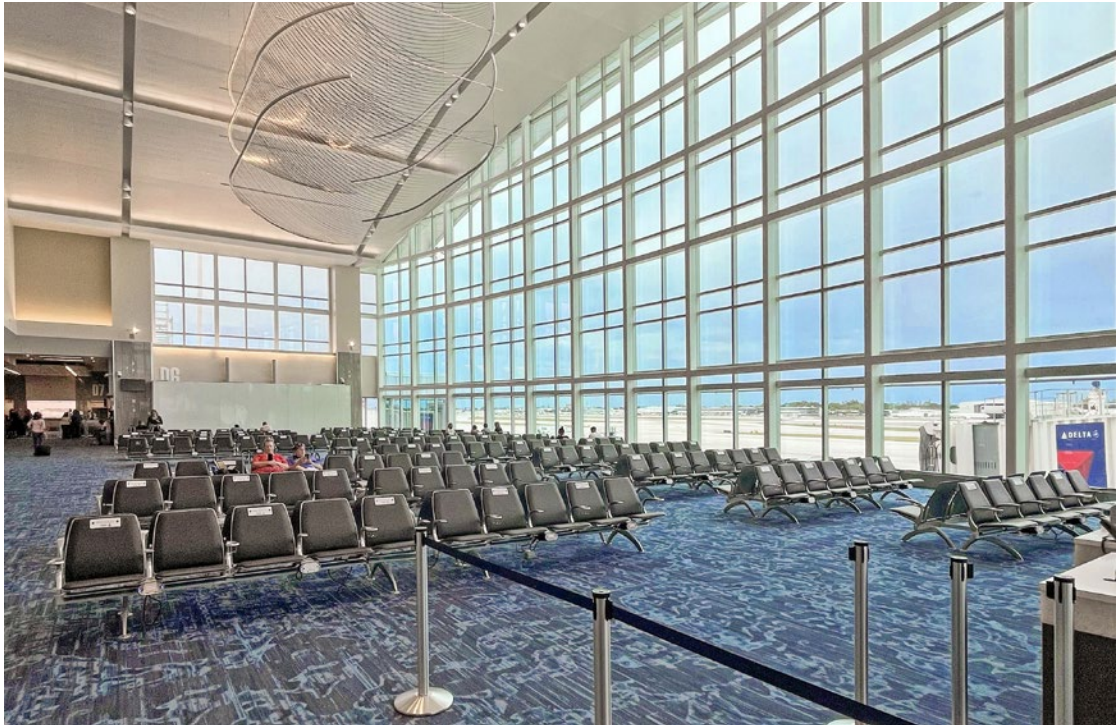
## Dollar General Retail Stores

GBT Realty Corporation

Various Locations



We are providing civil engineering, planning and site development services for multiple 9,000-square-foot, stand-alone Dollar General stores on 1-acre lots across the country. Our highly detailed yet flexible site design process is helping fast-track design and construction to minimize time-to-market and meet customer demand.



## Fort Lauderdale-Hollywood International Airport - Terminal Modernization and Redevelopment Program

Broward County Aviation Department  
Fort Lauderdale, FL



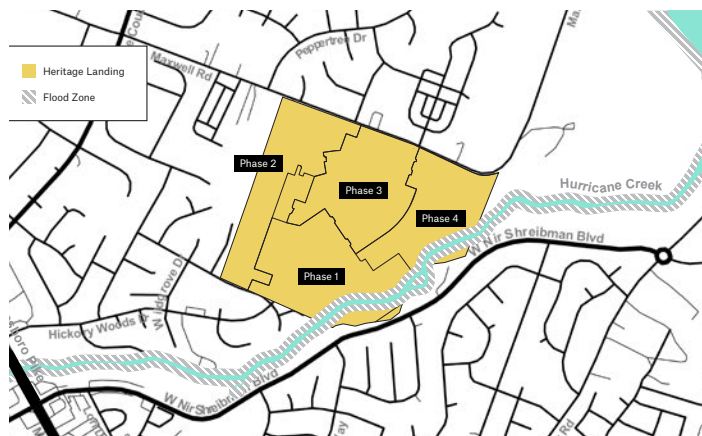
We are providing architecture, structural engineering, interior design, experiential design and wayfinding, program management and planning services for the airport's Terminal Modernization Program, which encompasses facilitywide, multiphased airside, landside and curbside renovations. The program includes a facilitywide signage and wayfinding program, a concessions master plan, and 20+ projects across terminals 1, 2 and 3, comprising upgrades to all public area interior finishes, restrooms, hold rooms, security checkpoints and airside connectors.



## Heritage Landing

D.R. Horton

Nashville, TN



We are transforming former farmland into a single-family, walkable subdivision that speaks to the character of the surrounding neighborhood. Our team is providing civil engineering, surveying, landscape architecture and planning services for the 117-acre site that will allow an additional 400+ individuals and families to call Middle Tennessee home.



## Horn USA North American Headquarters and Manufacturing Facility

Horn USA

Franklin, TN



To better serve the company's manufacturing needs, Horn USA called on us to design a new 112,000-square-foot manufacturing plant and headquarters for its North American operation. Boasting a contemporary aesthetic accented by clean lines reflecting the German manufacturer's brand, the new facility effectively houses the firm's administrative staff while supporting production, storage and shipping requirements.





## Route 3 Interceptor Sewer Rehabilitation

Guam Waterworks Authority /  
Duenas, Camacho & Associates, Inc.

Dededo, Guam



As part of the Guam Waterworks Authority Refurbishment project in the Northern District, we provided engineering services for trenchless improvements to more than 8 miles of large-diameter, gravity-interceptor sewer line in order to restore integrity and add sewer capacity to meet the area's growing population, which includes 5,000 deployed U.S. Marines.



## Kentucky Route 9

Kentucky Transportation Cabinet District 6

Newport, KY

Located at the confluence of the Ohio and Licking rivers, the city of Newport, Kentucky, attracts nearly 10,000 vehicles a day. In order to provide visitors and residents with an easier way to visit the city's well-known attractions, such as the Newport Aquarium and Newport on the Levee, the Kentucky Transportation Cabinet called on us to enhance connectivity between I-275 and Newport. The subsequent reconstruction of Kentucky Route 9 has improved safety and connectivity while providing a significant boost to local economic development.











## **Northwest Health – La Porte**

Community Health Systems, Inc.

La Porte, IN

We provided architecture, structural engineering and interior design services for a new 200,000-square-foot, 84-bed acute care replacement hospital. Located in the heart of downtown La Porte, the new full-service hospital prioritizes the patient experience, staff satisfaction and the overall delivery of care in a convenient setting.



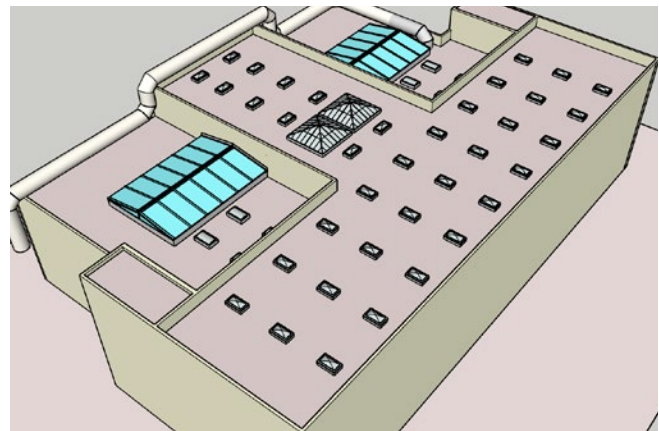




## Southside Wastewater Treatment Plant Major Maintenance Improvements

City of Dallas

Dallas, TX



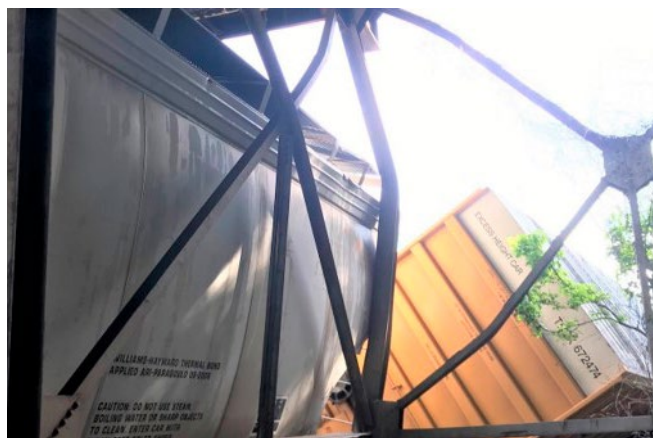
We provided engineering services for major maintenance and rehabilitation improvements to critical infrastructure inside Dallas' Southside Wastewater Treatment Plant. The improvements promote operational efficiencies and add flexibility while increasing reliability and redundancy to support the city's continued growth.



## Spring Street Bridge Emergency Inspection

Louisiana Department of  
Transportation and Development

Caddo Parish, LA



We provided emergency inspection and design services for the repair of the Spring Street Bridge in Caddo Parish, Louisiana, after it was severely damaged by a derailed train. The historic bridge, which connects I-20 to downtown Shreveport, will feature new bridge columns as well as a new crash wall to help protect against damage during future train derailments.



## Tampa International Airport - SkyCenter Atrium Building and Pedestrian Bridge

Hillsborough County Aviation Authority

Tampa, FL



We provided architecture, interior design, structural engineering, and experiential design and wayfinding services for a 50,000-square-foot atrium and 6,000-square-foot pedestrian bridge, which serve as the centerpiece of the airport's SkyCenter commercial development. The mixed-use project connects the Hillsborough County Aviation Authority office building, remote commercial curbside, a future hotel and retail space while providing connectivity to the main terminal.

## **The Place at Fifth + Broadway**

Brookfield Properties

Nashville, TN



Changing the way Nashville lives, works and plays, The Place is a 34-story, 380-unit residential tower perched above the Fifth + Broadway mixed-use development in the heart of downtown Nashville. Brookfield Properties called on us to provide architecture, engineering and planning services, and serve as the architect of record for the residential tower and the entire development, which covers more than 2.2 million square feet and brings a new level of sophisticated urban living to the city.









## **Ultium Cells (General Motors and LG Energy Solution Joint Venture)**

Ultium Cells

Lordstown, OH

When General Motors and LG Chem teamed up to create what will become the largest battery plant of its kind in North America, they called on us to bring their vision to life. Through their Ultium Cells joint venture, GM and LG Chem plan to invest up to \$2.3 billion to build a new lithium-ion electric battery cell manufacturing plant. We are delivering full design services as well as engineering and commissioning via the integrated project delivery model for the project, which is expected to create more than 1,100 jobs when it opens in 2022.





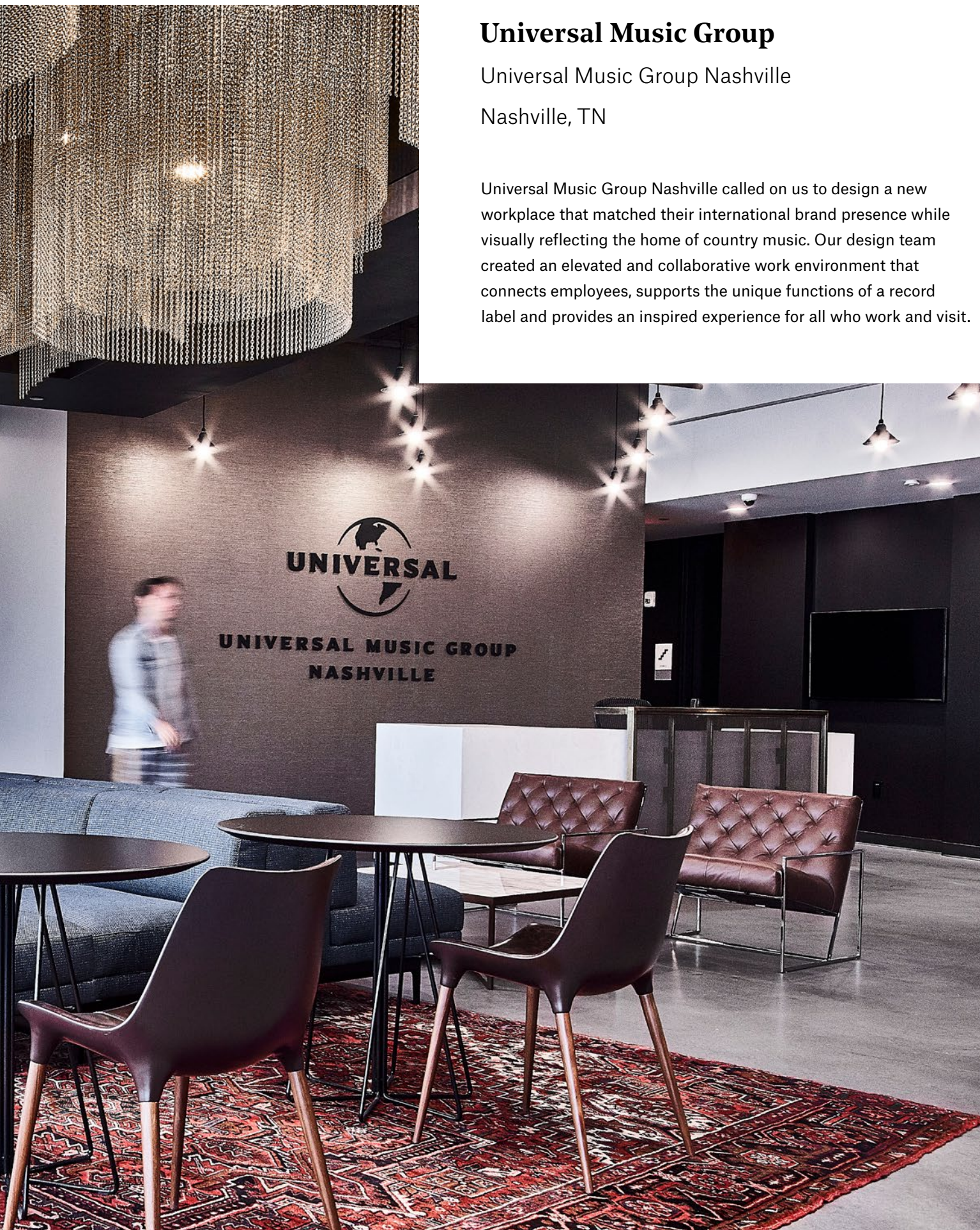


## Universal Music Group

Universal Music Group Nashville

Nashville, TN

Universal Music Group Nashville called on us to design a new workplace that matched their international brand presence while visually reflecting the home of country music. Our design team created an elevated and collaborative work environment that connects employees, supports the unique functions of a record label and provides an inspired experience for all who work and visit.







## The Water Tower Global Innovation Hub

Gwinnett County Department  
of Water Resources

Buford, GA



We are providing architecture; interior design; MEP, structural and civil engineering; experiential design and wayfinding; and commissioning services for a three-story, 55,000-square-foot global innovation hub. When complete, the facility will feature an integrated approach to applied research, technology innovation, workforce development and stakeholder engagement to move the water industry forward.



## University of Alabama at Birmingham Hospital's Kirklin Clinic Renovation

University of Alabama Health Services  
Birmingham, AL



We provided architecture and interior design services for a 23,500-square-foot Infusion Therapy clinic geared toward consolidating the hospital's Infusion Therapy services into one location on the hospital campus. Featuring 84 private, semi-private and open infusion bays, as well as a variety of visitor amenities, the state-of-the-art clinic enhances the experience for patients receiving chemotherapy and other oncology infusion treatments.

## US 78 at SR 124 Intersection Improvements

Georgia Department of Transportation  
Gwinnett County, GA



The intersection of US 78/SR 10 and SR 124 sits at the heart of Snellville and south Gwinnett County in Georgia. After experiencing years of worsening traffic conditions at this pivotal intersection, the Georgia DOT approached our firm to develop a cost-effective conceptual design solution to ease extreme congestion while minimizing impacts to adjacent properties. Our solution was to design an innovative two-legged continuous displaced left-turn intersection, which allows vehicles to make a left turn without crossing in front of oncoming traffic at the main intersection point.





## Veterans Affairs Community-Based Outpatient Clinic

U.S. Department of Veterans Affairs /  
The Molasky Group of Companies

Lakeland, FL



We are providing architecture and interior design services for a new 132,000-gross-square-foot outpatient clinic, which will expand access to high-quality healthcare for veterans in the community. The facility will house primary care, audiology and speech pathology, physical therapy, mental health, ophthalmology, and prosthetic and sensory aid services, as well as a lab and pharmacy, and CT, X-ray, mammography, MRI and ultrasound technologies.

# Our Business

Our business strategy is focused on smart, sustainable growth and a philosophy of operating without incurring debt to outside creditors. We serve a wide client base across eight market sectors, and several of our projects span multiple years. These factors, along with a solid balance sheet and strong cash reserves, provide us with financial strength and stability. Our net revenue—\$154 million at the end of the 2020 calendar year—has grown nearly 55% since the end of 2015, and our current backlog of work stands at more than \$143 million.

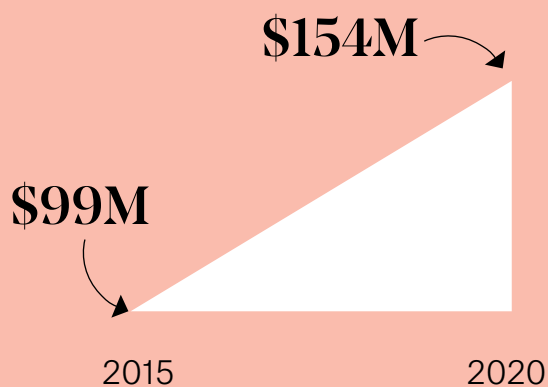
Our financial independence, and the fact that we are 100% owned by active employees, also provides us with the flexibility to make business decisions that position us for long-term growth and continued financial health. We reinvest a portion of our revenue to support key growth initiatives, and we also invest in personal development and professional growth opportunities for our employees. In addition, our employees share in the financial success of our company. In 2020 alone, we made matching contributions on employee deferrals into our 401(k) plan of nearly \$1.6 million, and more than \$2 million in additional profit-sharing contributions into the 401(k) plan.

We also invest in our communities by supporting charitable and civic organizations, donating time and resources to promote STEM education, and championing programs geared toward introducing students to architecture and engineering careers.





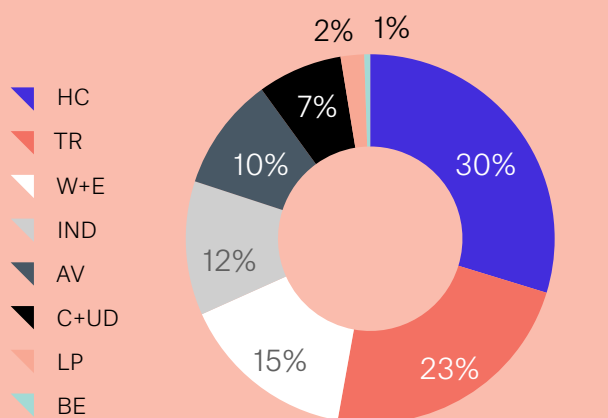
## Net Revenue



~55%

growth in net revenue  
since end of 2015

## Backlog



**\$143M**

in backlog as of January 2021

## Investing in Our People

**\$1.6M + \$2M = \$3.6M**

in 401(k) matching contributions

in profit-sharing contributions

total in 2020

# Leadership

## Management Team



**Al Pramuk**  
CEO



**Rodney Chester**  
COO



**Randy Gibson**  
CSO



**Dwayne West**  
CFO

## Board of Directors

**Al Pramuk**, Chairman

**Kent Black**

**Rodney Chester**

**Randy Gibson**

**Kelly Hodges**

**Jeff Kuhnenn**

**Orlando Lopez-Isa**

**Carl Munkel**

**Craig Parker**

**Dwayne West**

**Cora Carmody**

*(External Member)*

**Peggy Scott**

*(External Member)*



## Executive Vice Presidents

**Wilson Rayfield**

*Aviation*

**Bryan Tharpe**

*Building Engineering*

**Don Reynolds**

*Corporate + Urban Design*

**Jim Langlois**

*Healthcare*

**David Verner**

*Industrial*

**Jessica Lucyshyn**

*Land Planning*

**Kent Black**

*Transportation*

**Jeff Nash**

*Water + Environment*

## Market Vice Presidents

**Altan Cekin**

*Aviation*

**Bryan Tharpe**

*Building Engineering*

**Kelly Hodges**

*Corporate + Urban Design*

**Matt Harrell**

*Healthcare*

**Michelle Wright**

*Industrial*

**Jessica Lucyshyn**

*Land Planning*

**Peter Oram**

*Transportation,  
Water + Environment*

## Technical Practice Leaders

**Sean Bogart**

*Aviation*

**Jason Fukuda**

*Building Engineering*

**Jeff Kuhnhenh**

*Corporate + Urban Design*

**Christopher Davis**

*Healthcare*

**Jennifer Carr**

*Industrial*

**Stephen Brown**

*Land Planning*

**Jody Braswell**

*Transportation*

**Randy Booker**

*Water + Environment*

## Regional Vice President

**Dave King**

*Multi-Market*

## Practice Pillar Directors

**Keith Besserud**

*Digital Innovation*

**Jeff Kuhnhenh**

*Architectural Design*

**John Wharton**

*Practice Delivery Excellence*

## Corporate Services Directors

**Andy Aparicio**

*Corporate Communications*

**Joe Cotter**

*Technology*

**Carolyn Kitts**

*Human Resources*

**Newell Lawson**

*Finance and Accounting*

**Carl Munkel**

*Risk Management*

**Angie Womack**

*Marketing Operations*

# Office Locations

Founded in Nashville in 1967,  
our teams work from offices in  
12 states across the southern  
and midwest United States.







Nashville



Tampa



Jacksonville

*\*Some photos contained in this document were captured pre-pandemic before the state mask-mandates.*

Gresham Smith is an architecture, engineering and design firm that provides full-service solutions for the built environment with a focus on aviation, building engineering, corporate and urban design, healthcare, industrial, land planning, transportation, and water and environment. Our team of diligent designers, creative problem-solvers, insightful planners and seasoned collaborators work closely with our clients to improve the cities and towns we call home. Consistently ranked as a “best place to work,” we are committed to creating a culture that fosters diversity of experience combined with a common goal of genuine care for one another, our partners and the outcome of our work. Learn more at [GreshamSmith.com](https://www.greshamsmith.com).













**Gresham Smith**

Genuine Ingenuity