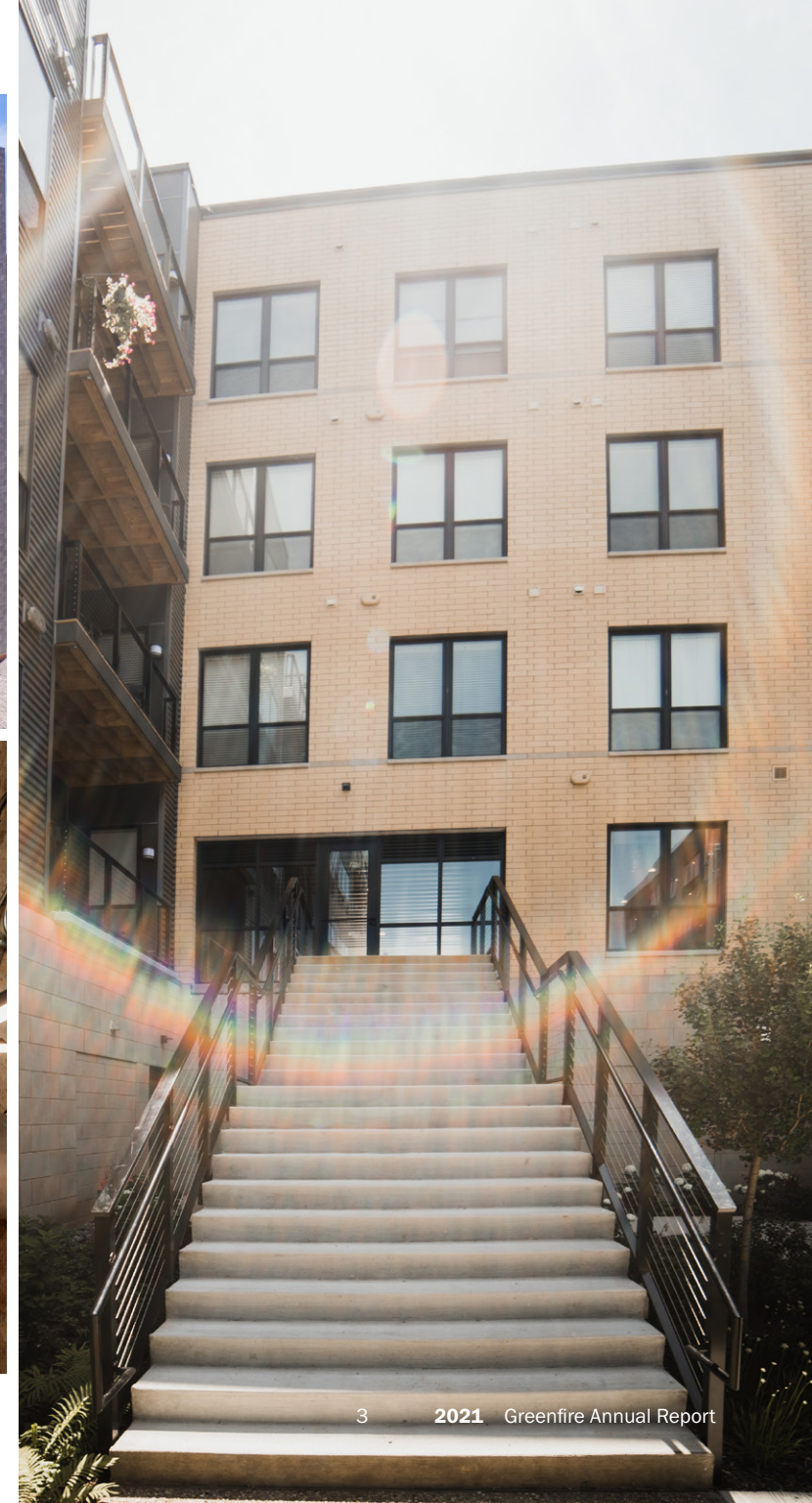


GREENFIRE MANAGEMENT SERVICES

2021 Annual Report





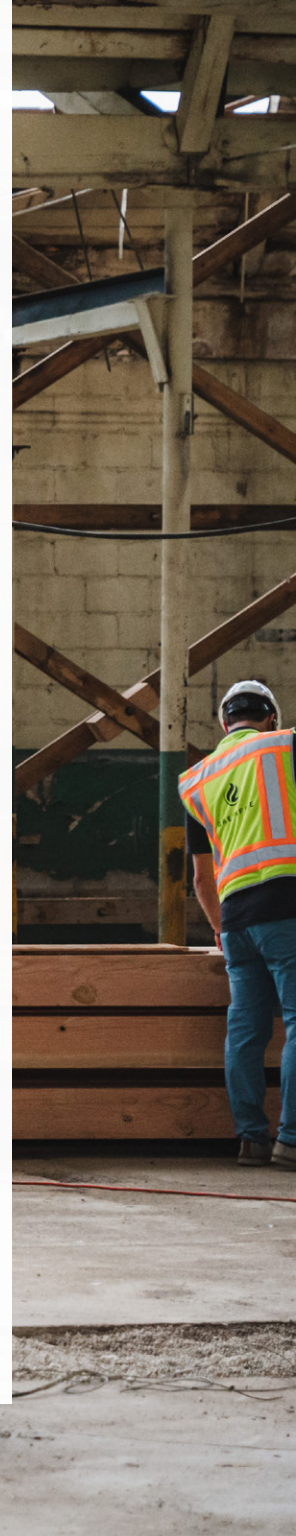


2021 ANNUAL REPORT

- 7 Letter from our President
- 8 Mission, Vision, Values
- 9 2021 By The Numbers
- 10 Notable Projects
- 12 Notable Projects Started
- 16 Notable Projects Completed
- 18 FCP Community Center
- 20 Awards & Recognitions
- 22 Leadership + Team
- 24 Commitment to Community
- 25 A Glimpse Ahead



BUILDERS OF THE FUTURE





Letter from our President

Greenfire Management Services is becoming synonymous with our mission of **providing innovative construction solutions to maximize value**. As we reflect on 2021, we are continually grateful for the support of the Potawatomi Business Development Corporation (PBDC) and the Forest County Potawatomi Community (FCPC). These entities allow us to continue to grow and develop into a recognized leader within the construction industry.

We all know the last few years have presented challenges, and like many, we have learned to navigate through these obstacles. From talent shortages to supply chain delays, our industry has been hit hard by the pandemic. With challenges come opportunities. And despite the challenges, Greenfire had one of our most successful years. We managed over 30 projects, won eight awards and recognitions, and exceeded our financial goals.

One of the highlights of 2021, was the grand opening of the Forest County Potawatomi Community Center in Crandon, Wisconsin. This center provides a safe and secure space for activity, education, and community building. We are proud to have worked with FCPC, the design team and our trade contractors on this building. What started as an idea to keep community members engaged, grew into an award-winning collaboration that is setting the standard for community centers.

With the completion of significant projects like the Community Center, Greenfire continues to diversify into other markets including tribal, education, corporate, tenant improvements, healthcare, and senior living. While our core market remains multi-family, we are growing our mixed-use portfolio through solid relationships with key clients. These developers are engaging us in projects throughout the Midwest and helping us grow our portfolio, team, and brand.

Speaking of brand, in 2021, we redesigned our website and updated our branding. These efforts help communicate who and what Greenfire is about to a variety of audiences – from clients to potential employees. The time and energy spent on this has resulted in more awareness and proven that Greenfire has a strong reputation.

While this reflects the success we had in 2021, we are in a great position for a strong 2022. We appreciate the trust and support from the FCPC, our clients and the industry.

We are harnessing our strengths. We are thoughtfully growing. **We are builders of the future.**

Regards,

Jeb I. Meier, PE, CPE, LEED AP®

President





MISSION

To deliver innovative construction solutions that maximize value.

VISION

To be a recognized leader in optimizing construction solutions.

VALUES

INTEGRITY

We act with honesty at all times.

TRUST

We build relationships based on commitment and a proven track record.

TEAMWORK

We combine each individual's talent to form one team.

TRANSPARENCY

We have an open-book policy and welcome on-going dialogue.

COMMUNICATION

We share with, and listen to, all those engaged in our work.

COMMUNITY

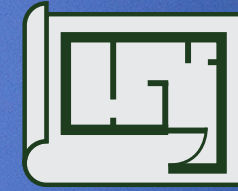
We only succeed if the community we serve succeeds.

2021 BY THE NUMBERS



35

Total projects managed



2.8 MILLION

Total SF managed



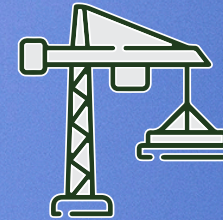
8

Awards & recognitions
received



\$360 MILLION

Total project costs



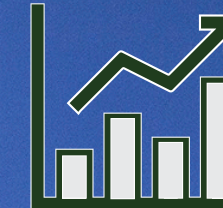
19

Projects started



55

Total employees



\$143 MILLION

Total revenue



13

Projects complete



GREENFIRE
— BUILDERS OF THE FUTURE —

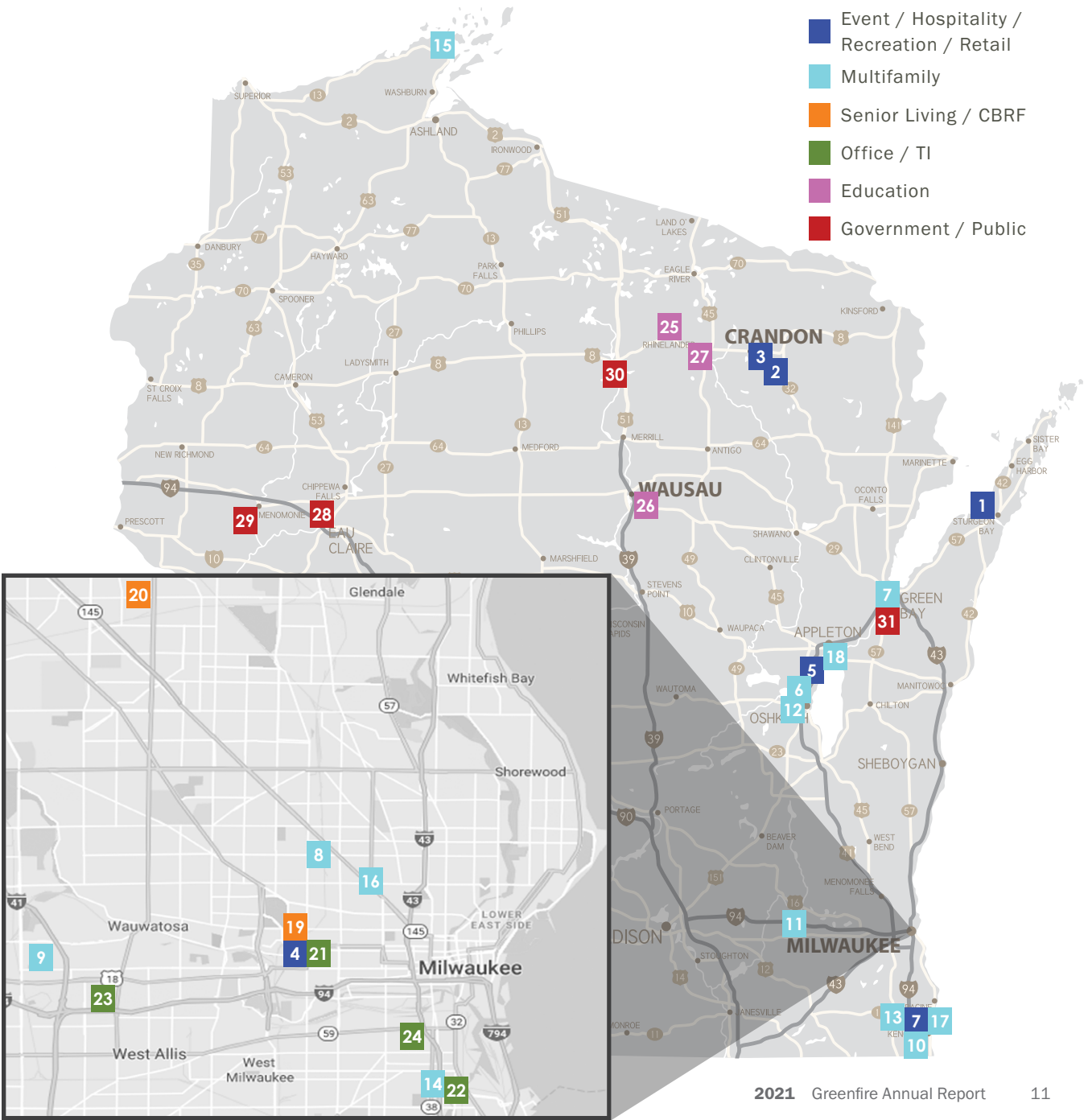


GREENFIRE
— BUILDERS OF THE FUTURE —

NOTABLE PROJECTS

1	DOOR COUNTY GRANARY	17	TIVOLI GREEN
2	FOREST COUNTY POTAWATOMI COMMUNITY CENTER	18	ZUELKE TOWER APARTMENTS
3	FOREST COUNTY POTAWATOMI MUSEUM	19	37 TH STREET SCHOOL APARTMENTS
4	NEAR WEST SIDE PARTNER'S FAT'S TRIANGLE	20	PRIORITY PLACE CBRF
5	OSHKOSH FOOD CO-OP	21	BGEMAGEN BUILDING FIRST FLOOR TI
6	BRIO	22	CONVERGE
7	THE COMMON PLACE	23	NATIONAL CORPORATE CLIENT
8	COMMUNITY WITHIN THE CORRIDOR	24	SIXTEENTH STREET COMMUNITY HEALTH CENTER
9	CRESCENT	25	CRESCENT ELEMENTARY SCHOOL GYMNASIUM
10	GATEWAY LOFTS	26	D.C. EVEREST MIDDLE SCHOOL ADDITION
11	THE LOCKLYN AT OLYMPIA FIELDS	27	NICOLET AREA TECHNICAL COLLEGE
12	MACKSON CORNERS WATERFRONT		FIELDSDIE CENTER ADDITION
13	PARTERRE AT EMERALD ROW		BIRCHWOOD RENOVATION
14	R1VER APARTMENTS	28	UW-EAU CLAIRE TOWERS HALL
15	RED CLIFF CHIPPEWA HOUSING AUTHORITY	29	UW-STOUT RENOVATION
16	THE WHEATLEY REDEVELOPMENT	30	LINCOLN HILLS SCHOOL RENOVATION
		31	WI DEPARTMENT OF CORRECTIONS FACILITY RENOVATION

- Event / Hospitality / Recreation / Retail
- Multifamily
- Senior Living / CBRF
- Office / TI
- Education
- Government / Public



NOTABLE PROJECTS STARTED IN 2021



COMMUNITY WITHIN THE CORRIDOR

Milwaukee

Historic renovation and redevelopment of seventeen industrial buildings into 197 units of affordable housing including a laundromat, small grocery store, daycare, school programming, business center and creative space.



R1VER APARTMENTS

Milwaukee

New construction of a two building mixed-use development consisting of grade-level retail space, cafe, and restaurant along with four floors of residential units.



THE LOCKLYN AT OLYMPIA FIELDS

Oconomowoc

New construction of a multi-building residential community. The project embraces the natural landscape and freshwater environment and includes a clubhouse and pool adjacent to a pond providing additional residential amenities.



DOOR COUNTY GRANARY

Sturgeon Bay

Historic renovation of the last standing grain elevator of its kind and is being preserved by the Sturgeon Bay Historical Society. The building will serve as a cultural center and event venue with 360-degree views overlooking Sturgeon Bay.



PRIORITY PLACE CBRF

Milwaukee

Renovation of an existing building into a community-based residential facility housing ambulatory and non-ambulatory residents. Associated work includes renovation, an addition, new entrance, site work, and installation of new MEPFPs.



RED CLIFF CHIPPEWA HOUSING AUTHORITY

Bayfield

Project consists of the modernization of an existing two-story complex along with new construction of 22 modular homes. The project includes clearing of the site along with construction of new infrastructure and roadways.



ZUELKE TOWER APARTMENTS

Appleton

Historic renovation of a 12-story former commercial building into 66 units in downtown Appleton. Project consists of complete interior renovation along with exterior restoration work.



THE COMMON PLACE

Ashwaubenon

New construction of an 88-unit mixed-use development that includes a grade-level indoor rock climbing gym and four residential stories above.



MACKSON CORNERS WATERFRONT

Oshkosh

New construction of a four-story multi-family building along the Fox River that includes walk-up units and underground and surface parking. It is part of a larger vision to redevelop the former industrial waterfront into an active street scape.



NICOLET AREA TECHNICAL COLLEGE

Rhineland

Scope of work includes construction of a pre-cast concrete shell intended for a research and studies facility and renovation of the Birchwood Center to include a new welding area, forestry department, labs and offices.



CRESCENT ELEMENTARY SCHOOL

Rhineland

New construction of two pre-cast concrete additions intended for classrooms and a gymnasium. The project also includes the remodel of the adjacent administrative offices and locker rooms with additional site improvements.



D.C. EVEREST MIDDLE SCHOOL

Wausau

Addition to the existing gymnasium consisting of pre-cast concrete panels with new air handling RTUs. Project includes new synthetic sport court, lighting, ventilation along with minor remodeling of the locker rooms.



NOTABLE PROJECTS COMPLETED IN 2021



PARTERRE AT EMERALD ROW

Oak Creek

New construction of two-building development part of the Emerald Row development in Drexel Town Square. Parterre offers a range amenities including private balconies, courtyards, and a swimming pool.



TIVOLI GREEN

Mount Pleasant

Tivoli Green is new construction of multi-phased residential community. The first phase began with mass site grading, 13 multi-family buildings and a clubhouse. The following phase includes construction of additional residential buildings.



37TH STREET SCHOOL APARTMENTS

Milwaukee

Historic renovation of a former MPS building into senior living apartments on all three floors and garden level. Project includes restoration of interior and exterior along with additional site work and a new surface parking lot.



FCP COMMUNITY CENTER

Crandon

New construction of a community center that includes extensive BIM analysis of complex MEPFPs and a variety of building materials. Project includes a gymnasium, fieldhouse, natatorium with a range of social and recreational activities.



UW-EAU CLAIRE TOWERS HALL

Eau Claire

Interior renovation of the dormitory that includes new HVAC fresh air system located on the roof of both towers. The scope of work was constructed in multiple phases to minimize disruption to existing campus operations.



OSHKOSH FOOD CO-OP

Oshkosh

Build-out of the ground floor of the Brio building for a grocery store. The co-op is fitted with two fully-equipped commercial kitchens, commercial grade freezers, coolers, and refrigerators throughout the store.



BRIO

Oshkosh

The Brio is new construction of a five-story mixed-use building that includes a 10,000 SF commercial space for a grocery store, 60 market-rate residential units and associated parking.



CRESCENT

Wauwatosa

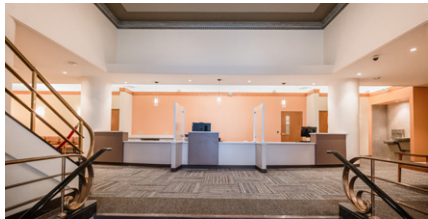
Crescent is a new luxury apartment community that consists of a 136,000 SF, four-story, multi-family building with an underground parking structure and courtyard above. It is located in the Milwaukee County Research Park.



M-10 POWERHOUSE

Wauwatosa

Historic renovation of a power plant that includes restoration of the foundation, facade and interior along with installation of all new roof, windows, doors and MEPFPs. Building is adapted for office, hospitality, and fitness purposes.



SIXTEENTH STREET COMMUNITY HEALTH CENTER

Milwaukee

Renovation of an existing commercial building adapted for a health clinic. Project includes assessment and installation of all new MEPFP systems to identify the most cost-effective and efficient layouts.



NWSP FAT'S TRIANGLE

Milwaukee

The project includes the reconfiguration and beautification of a dangerous median along a high-traffic urban street. Work tied in new electrical systems for traffic lighting and incorporated community involvement to design and decorate.



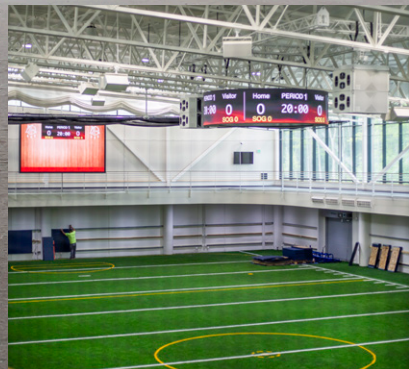
NATIONAL HEALTHCARE PROVIDER

Milwaukee

Renovation of two floors in a corporate campus for a confidential client. The build-out serves as the pilot office for a new series of offices focused on innovative employee-centric elements to increase engagement and collaboration.



FOREST COUNTY POTAWATOMI COMMUNITY CENTER



THE COMMUNITY CENTER

is located on the Forest County Potawatomi Reservation. Initial construction began with the clearing of a wooded forest along with environmental analysis. The two-story development required deep foundations and was constructed from structural steel and precast concrete. The Center includes a diverse package of materials including highly efficient and energy conserving solutions. The Center is intended for a range of services including community, athletic, and education purposes. We worked diligently with the Owner and design team to identify and initiate value engineering, cost effective solutions, and material suggestions which resulted in building the project for nearly \$4 million less than the original contract.

View this [video](#) to learn more about the origins of this project.

AWARDS & RECOGNITIONS



THE DAILY REPORTER

Top Projects of 2020

Gold Medal Lofts

St. James 1868



MIDWEST REAL ESTATE NEW MAGAZINE

2021 Best of the Best Top Construction Companies #41



MILWAUKEE BUSINESS JOURNAL

2021 Real Estate Awards

Badger Mutual Insurance

St. James 1868



Largest Milwaukee-Area Construction Firms #11

Largest Milwaukee-Area Based Minority-Owned Businesses #4



WISCONSIN DEPARTMENT OF ADMINISTRATION

Highest Certified Spend for Construction with the State of Wisconsin



GREENFIRE LEADERSHIP



JEB MEIER
President



BRIAN KRAUS
CFO



PEPI RANDOLPH
V.P., Business Development



TOM HEINRICH
Director of Preconstruction



MICHAEL MURPHY
Director of Northern Operations



PAUL HACKBARTH
Director of Construction



RYAN KONOP
Director of Construction



REBECCA SADLER
Director of Administrative Services



SIMMI URBANEK
Director of Marketing

GREENFIRE TEAM

PROJECT MANAGERS

- Josh Bruesewitz
- Gage Christianson
- Brett Christofferson
- Daniel Grams
- Kevin Hansen
- Alex Siehoff
- Mike Smith
- Ron Wiedeman

PROJECT ENGINEERS

- Mitch Berti
- Chris Grulke
- Jordan Guth
- Ryan Hermes
- Mariah Herron
- Brandon Lehrer
- Rob Norris
- Kevin Stockinger
- Austin Stueck

CONSTRUCTION INTERNS

- Zach Barrow
- Brielle Murphy

SUPERINTENDENTS

- Eric Anderson
- Alan Augustynowicz
- Craig Bailey
- Curt Begotka
- Nate Brown
- Tommy Cummings
- Lonnie Dunbar
- Scott Earley
- Chad Greuel
- Mike Holl
- Paul Kaare
- Tim Koch
- David Kwiatkowski
- Angelo Rodriguez (Assistant)
- Jeff Stanisch
- Gene Widenski
- Connor Wierschem (Assistant)
- Tim Williamson

PROJECT DEVELOPMENT MANAGERS

- Sam Henning
- Joe Kolavo
- Ed Person

ESTIMATORS

- Evan Gornick
- Cedric Price

ADMINISTRATIVE SUPPORT

- John Aperi, Accountant
- Cheryl Bousquet, Administrative Assistant
- Maureen Carlson, Regional Business Development Manager
- Sherrie Harenda, Administrative Assistant / Project Coordinator
- Daylanne Mendoza, Human Resources Generalist
- Michael Moe, Business Development Coordinator
- Kelli Ohlfest, Project Coordinator
- Kyle Widenski, Marketing Manager



COMMITMENT TO COMMUNITY

When the Forest County Potawatomi Community (FCPC) built its Milwaukee casino decades ago, its members and leaders knew that simply being located in the community wasn't enough. As a product of the FCPC, Greenfire holds the same foundational beliefs, and **we feel strongly that we must be good, active corporate citizens.** In fact, COMMUNITY is one of our company's core values. This is how our team engages with the community surrounding us.

In 2021, **Greenfire sponsored, supported, or attended an array of community-centric events and organizations.** Our support ranged from trade and job fairs, to service days, along with community organization drives and events.

Read more for just a few of the notable community events and organizations we supported.



MILWAUKEE CHRISTIAN CENTER WINTER WARMTH DRIVE

With support of the Wgema Campus, we donated over 200 items of winter clothing which in turn is used by the organizations members. We also donated a check for \$600 to provide healthy meals.

FIRST NATIONS STUDIES BACK TO SCHOOL DRIVE

For the fifth year in a row, Greenfire hosted a school supply and donation collection for the academic program. We donated three boxes of supplies along with over \$1,100 in gift cards.

AMERICAN HEART ASSOCIATION HEART WALK

Greenfire went virtual this year for the Heart Walk. In lieu of the annual walk, team members joined virtually by sending in photos of their healthy activity. Greenfire donated \$25 for every employee that participated.

SCHMIDT CUSTOM FLOORS GOLF OUTING

For the second year in a row, Greenfire co-sponsored, participated and contributed to the raffle for Schmidt Custom Floors' golf outing which raises funds for the Make-A-Wish Foundation.

NEXT DOOR FOUNDATION BOOK DRIVE

For the fourth consecutive year, Greenfire held a book drive to collect new and used books for the organization's Books for Kids program. We were proud to present our best collection yet at 675 books.

THE WHEATLEY REDEVELOPMENT JOB FAIR

Greenfire hosted two job fairs for The Wheatley Redevelopment. The fair paired local residents with subcontractors for employment opportunities. Eleven subcontractors participated along with several Milwaukee certifying job agencies.



A GLIMPSE AHEAD

Greenfire is on its way to another successful year with recent groundbreakings, project completions, and other project wins. **We are also actively managing 26 projects across Wisconsin.**

Our team is at 55 employees across our two offices however, we are continually looking to expand that number as we thoughtfully grow. The growth of our operations is due to successful partnerships with several clients. Most notably, we are currently in the **preconstruction phase for two mixed-use projects in Iowa** with evaluations of more opportunities in Minnesota.

We look forward to furthering our current projects, partnerships, and more in 2022!



2021 GROUNDBREAKINGS

- The Wheatley Redevelopment
- Crescent Elementary
- Gateway Lofts
- Common Place
- The Locklyn at Olympia Fields
- Door County Granary

2021 RIBBON CUTTINGS

- Waukesha City Hall
- Crescent
- M10 Powerhouse
- Forest County Potawatomi Community Center
- 37th Street School Apartments
- Near West Side Partners Fat's Triangle







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