

[Final Copy] Garing Taylor & Associates 2024 Vivid Vision

Snapshot

It's December 31st, 2024 and **Garing Taylor & Associates (GTA)** is a shining example of how civil engineering and land surveying can and should be done here on the Central Coast of California.

Smaller local communities that were previously severely underrepresented in the engineering realm now have a **trustworthy, go-to partner** for their development needs. But it's not just our top-notch qualifications or 62 years in business that set us apart...

The secret behind how we've been able to expand our team, open two new offices, and surpass \$5MM this year, without wavering on our core mission and values? Our involvement in, and connection to, the community.

Whether we're designing the water main for the city; developing a campus for a hospital where locals can take their loved ones for advanced medical care without having to travel all the way to the Bay Area, Fresno or Los Angeles; or creating a drone-assisted aerial survey to map out design constraints to develop a family-run hotel & spa...

These projects represent the backbone of our communities. We are the engineers who tee up our historians to write favorable summaries of the growth and development of the communities in the very areas **we live, work and play.**

Core Values

Be Trustworthy: People entrust us with their dreams and money. Everything we do is a trust transaction, so our trust bank account must always be full.

Be Helpful: We consult clients to help them save time, money, head or heartache. We surprise them with creative solutions to their most challenging problems.

Be Involved: We care about the communities we help to grow and flourish, generously donating our time and money to help local causes.

Be Remarkable: We are engineers who provide a first-class customer experience. We underpromise and over deliver; injecting our own brand of remarkable into every project.

Culture

While our roots are unmistakably simple and conservative in nature, we will always nurture and reward innovation and be unrelenting in our quest to be remarkable in all that we do. This is evident in the care we give our clients and starts with the way we treat our employees. As a member of the team, here's a glimpse into what it's like to work at GTA...

We support each other. If someone is going through a challenging time, we rally together. We help each other move or dig fence posts on the weekends. We are generous with our money and time, investing in causes that are important to our leaders and employees. Volunteer your time to a cause that aligns with our company values and we'll pay you those days PLUS issue you additional vacation time!

We celebrate success. Employee perks include three weeks of paid vacation, a newly minted quarterly bonus program and wellness subscriptions. Plus, we're the first company in our region to bring back full medical coverage for the family, along with terrific pension plans for a proper retirement.

We have fun. We play softball, volleyball, golf and surf together. Our intramural volleyball team and hiking club are in full force. At our annual BBQ, we gather with our families, long-time clients, sub-consultants and vendors for tri-tip, ribs, volleyball, bean bag toss and laughter. At the Christmas party, we enjoy the rowdiest white elephant gift exchanges you'll see in the corporate world!

We grow together. With The GTA Way Lunch and Learns, you can develop your skills with topics like "Use of Software," "Project Management," "Principles of Design in our Basic Project Types" and "Running a Civil Engineering Firm." Or, if you find another training that's mutually beneficial to you and the team, propose a time, location and date and let's talk about it! We're always looking to improve and asking employees, *"What could I do if I was another company to lure you away?"* or *"What do you need from your job to make it a positive part of your day?"*

Here, we've set up an intentional culture where the RIGHT people come, find the RIGHT SEAT and happily stay in it for 30-40 years.

Team

We have all the right people on board our bus. Our **CEO and Visionary**, Ron Reilly, leads high-level business strategy, nurtures relationships with key partners and spearheads our vision. Our **Chief Implementor** turns the vision into reality through collaboration with the **Vice Presidents** of Engineering, Land Surveying and Administrative Services. **Project Managers, Planners and Expeditors** are our relationship builders, working with the registered **Engineer** and/or **Surveyor** assigned to their location. They also collaborate with our new design pods, consisting of a **Senior Consulting Engineer, Project Engineer** and **Engineering Designer**, who almost exclusively work remotely and support our new offices in the northern reaches of SLO County, or smack-dab in the middle of Santa Barbara County.

Other key roles include **Office Manager, Public Projects Team Leader, HR Coordinator, Quality Control Manager, Client Experience Manager and Marketing Manager**. These humans lead by example and help keep our work fun, profitable and efficient. We pride ourselves on doing work that interests us. As such, the production teams play an active role in choosing work and steering the business to align.

We give the greatest customer care and experience in the industry in our region, making us the most desirable local engineering firm for new grads and those relocating to Central California.

Headquarters

Welcome to where the magic started and home to our C-level execs, VPs and support staff: 141 S Elm St, Arroyo Grande, CA. **Our modest headquarters pays homage to the roots of our public work, with a modern twist.** When a valued client walks in the front door, there's an agency-style counter, where someone greets them with a warm welcome and smile. Instead of assigned desks, team members can walk in and choose an available station to set up shop. We're fully equipped with a large conference area for meetings and creative brainstorming. Inside our library, the shelves are lined with leadership and business books primed to be picked up and enjoyed.

The walls illustrate GTA's history: showcasing the individuals who started it all and the faces behind our name and landmark projects we've completed over the years. Pictures of team members' families, inspirational quotes and affirmations make up our Inspiration Wall, a daily reminder of what drives our people each day. citi

To meet the growing demand for our services, we've opened up shop in two satellite offices - one in northern SLO County and the other in Santa Barbara County.

Services

GTA is the most highly thought of civil engineering and land surveying firm in San Luis Obispo and Santa Barbara Counties. We serve clients in public and private sectors who genuinely care about their trusted business partners and communities in which they choose to develop and build. These clients include developers, private landowners, cities, service districts, utility companies, school districts, architects, health care groups and hospitals.

Typical Services we provide (though, certainly not limited to):

- Topographic and Boundary Surveying
- Development Due Diligence and Development Strategy
- Land Subdivision and Development
- Street and Utility Design for Public Benefit (Agency, School, Hospital or Institution)

We lead with a “consultant-first attitude,” which means we genuinely value helping clients and providing the very best customer care more so than any drawing or calculation we may produce in the course of our duties. **Our competitive edge comes from our involvement in the communities we serve.** We truly care about the places we live, work and play - and our care and commitment to these locals are deeply felt by others who live, love and play in these communities. Our efforts are not self-serving, though they do grant us goodwill and access to what's happening “behind the counter,” which enables our team to tell a client how much something will cost to complete and how long it will take with far greater precision. It also enhances our ability to help our clients, by suggesting project revisions or additions that may be in line with improvements we understand to be desired by the local agency, creating a win-win scenario for stakeholders and the community.

What we do may not be glamorous. We stay five feet outside the building and work from the ground down, but that work shapes the growth and sustainability of the communities we all depend on and enjoy.

Sales & Marketing

Being as involved and helpful as we are in the community fosters community-wide trust. Thanks to the outstanding partnerships we've nurtured over the years, **referrals are the primary way we attract new work**. We're also closely following the RFQs and RFPs of target cities and agencies and preparing first-class proposals for their consideration.

Our marketing strategy is our people, in all their "engineerdiness," simply being human. Although, when the light shines just so, we see that they're actually quite extraordinary. They are extraordinary, authentically human engineers, planners and surveyors. What makes them extraordinary? They don't just speak up, write letters or give Zoom-style Ted Talks about their passions (though they certainly do some of that). This collective group of world-saving, pocket-protecting, intramural-volleyball cellar-dwellers are clearly seen as leaders, actively seeking ways to lead groups of people who care about the same things they do towards the goals of the greater community.

Financials

GTA has **tripled growth**, hitting a record-breaking milestone of **\$5MM in revenue** in 2024, with a **15% profit margin**. As part of our profit strategy, we designate a percentage of the profits to a **"giving" account, which we put right back into the community; contributing to those causes about which our team so deeply cares.**

A Note From Our CEO

We at GTA shall always remain humble and grateful while remembering that the communities we serve have evolved and grown by stitching thousands of small projects together over time - and that our growth and evolution as a company has been, and will be, much the same.

There are many firms where the work they do is so far away, their team never gets to see the final product. But here, our team has the opportunity to physically *see* our thumbprint on the environment. We get to smile with gratitude when we catch our kids walking past a site with a friend, beaming with pride as they shout, *"My mom/dad helped make that!"*

But none of this would be possible without you, our valued team members and clients.

If there's one takeaway I want you to walk away with it's this: The Universe is conspiring for your success.

We're here to help you make it happen.

If, after reading this document you feel compelled to jump on board and help us make this vision a reality, let's chat and explore the possibilities to grow together.

-Ron Reilly, PE
Chief Visionary &
Chief Executive Officer