

# TRANSFORMING COMMUNITIES THROUGH ECONOMIC INCLUSION

COMMUNITY EMPOWERMENT REPORT  
GEODIS Park, Nashville SC Stadium

September 22, 2022

 **Mortenson**  
in association with **Pinnacle Construction Partners**  
& **Business Resource Group**

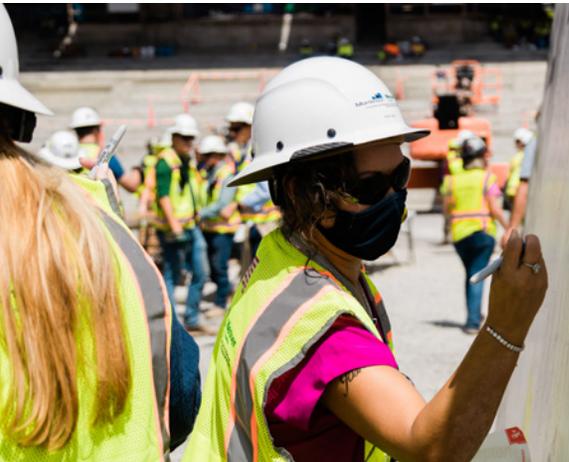
 **Messer**  
WeAreBuilding.

# BUILDING TOGETHER WITH PURPOSE

Mortenson | Messer knows how critically important community participation is to the people who live and work in the Nashville metropolitan area. Our team was committed to strengthening the local economy by providing opportunities for all segments of our community to participate in and benefit from the construction of GEODIS Park. We focused heavily on opportunities for women and people of color; small, minority and women-owned businesses, and other targeted members of Nashville and Davidson County.

Our efforts resulted in meaningful, long-lasting benefits for the people of Nashville and throughout Middle Tennessee.





## DIVERSE BUSINESS PARTICIPATION

The diverse business goal for this project was 30% per the Metropolitan Office of Minority and Women Business Assistance (Metro BAO). **Our team worked diligently to maximize the participation of diverse businesses at all levels.**

Our team achieved 36% diverse business participation. In total, \$210 million dollars of work was awarded, with \$75.8 million dollars awarded to diverse firms. These efforts resulted in \$6.7 million dollars awarded to 10 small businesses and \$69 million dollars awarded to 71 women-owned and minority-owned firms. Of the 81 diverse firms that participated, 27 were local to Davidson County.

## KEY PARTNERSHIPS

Mortenson | Messer was pleased to have worked in association with Pinnacle Construction Partners and Business Resource Group on this project. Their involvement was key to driving participation, ensuring accountability, and delivering on our promise of success.



### Pinnacle Construction Partners

Having served the Nashville community for over 15 years, Pinnacle's strong relationships with local subcontractors and suppliers were invaluable. As a leader within the minority-owned business community, their knowledge and expertise were critical to maximizing diverse business participation and helping us amplify our impact. Through sincere and authentic partnership, this project also served as an opportunity for Pinnacle to continue developing and expanding their experience.

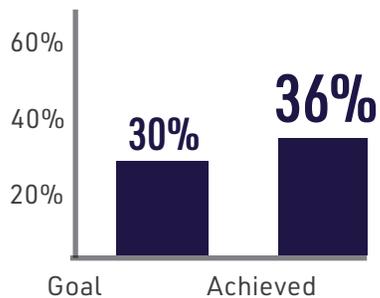


### Business Resource Group

Led by Carol Greenlee, Business Resource Group is one of the nation's top consulting firms in the area of Small Minority & Women Owned Business Enterprise (SMWBE) and Diversity Business Economic Development. Carol and her team were instrumental to developing and executing an effective community outreach and engagement plan. Their expertise helped ensure necessary connections were made with local diverse firms and workers and that diverse businesses were allowed every opportunity to participate in a meaningful way on this project.

# BUSINESS ENGAGEMENT

## DIVERSE BUSINESS ENGAGEMENT



## CONTRACTS

**\$69M**

awarded to W/MBE

**\$6.7M**

awarded to SBE

## FIRMS

**71**

W/MBE firms

**10**

SBE firms

## SPOTLIGHT ON DIVERSE BUSINESSES

To further emphasize the critical role that women and people of color played in the success of this project, our team highlighted a different diverse trade partner or craft worker each month as part of our update to the Metropolitan Sports Authority.



It's a blessing to be part of such an amazing project. This stadium is going to change the Nashville scene for years to come.



*- Devin Deathridge, Project Manager, Southeastern Constructors*



### **What stands out to you about this project?**

I have long held the view that leadership is everything. I have a lot of respect for the way Mortenson | Messer oversaw this project. They had the right people, the right systems and the right processes in place. The Mortenson | Messer team has been collaborative and open to our involvement. It's a great team delivering a great product.



### **What does this project mean for your company and for the city of Nashville?**

This state-of-the-art stadium will be a real jewel for Nashvillians to take pride in. It has garnered amazing community support.

For those of us engaged in the project, this is a great résumé-builder and an opportunity to gain expertise and learn best practices. Relationship-building and experiencing how to do things the right way—to bring about efficiencies and value—are so important.

Another great outcome for Pinnacle Construction Partners is we were selected as the general contractor for Nashville SC's practice facility in partnership with Moody Nolan, a Black-owned architecture firm.



*- Michael Carter, Owner, Pinnacle Construction Partners, LLC*



It is inspiring and humbling to be involved in such an amazing project with a strong focus on local workforce that includes and supports women and minorities. The project alone is a piece of history for local Nashville tradesmen and tradeswomen.

This project in particular stands out. It developed a culture that was warm and welcome. Leadership on site is committed to growing each trade with what I would describe as a "movement in construction rather than a moment in construction.

*- Rita Dancey, Chief Executive Officer, Maryland Electric Company*



As a local Nashvillian & local business, to be a part of the new MLS project-literally being the floor that people from all over the world will walk on-makes this project unique ! This stadium symbolizes the growth on another level for our great city and I am thankful to Mortenson | Messer for continuing to use local businesses for this project.

*- Belinda Yoder, Owner, Contract Carpet Sales Company*



Every small/woman owned business strives to be apart of a project of this capacity. Watching this project evolve from an old parking lot to what is becoming today...I will be honored and proud to say that we (ONE Erosion Control) were a part of this project.

*- Kelsea Friend, Owner, ONE Erosion Control & Stabilization, Inc.*



Thank you to all the small, women-owned, and minority-owned trade partners who helped make GEODIS Park such a notable success.

- A&R Services
- AH & Son Hauling
- American Custom Manufacturing
- Aqua-Paving Construction
- Archangel Protective Services
- Beard Property Maintenance
- Benefast
- Better Block
- Blankenship Farms & Nursery
- Business Resource Group
- Cardinal Transport
- Chicago Decking
- Chicago Steel Construction
- Clarksville Fencing
- CMG Contractors
- Commercial Casework Specialists
- Commercial Lighting Protection
- Contract Carpet Sales Company
- Covel Contracting
- Crystal Steel Fabricators
- Diversified Cleaning
- Duray
- E3 Construction Company
- Excel Cleaning Services
- Final Finishings
- Fire Solutions
- G&G Rebar
- Gibco Construction
- H&B Elevators
- Hannah Constructors
- Harriott Contracting
- HireQuest Direct
- J Bean
- Jarvis Sign Company
- Jen-Hill Construction Materials
- JL Drywall
- John Curry Electric Company
- Maryland Electric Company
- Mayer Electric Supply Company
- Middle Tennessee Infrastructure
- Mobile Enterprises
- National Signage
- Native American Supply
- NGG LTD
- Nickell Company
- ONE Erosion Control & Stabilization
- Open Air Products
- Painters USA
- Pinnacle Construction Partners
- Polk & Associates Construction
- Ram Tool & Supply Co.
- Shane Trucking and Excavating
- Site Link
- Snelling Professional Services
- Southeastern Constructors
- SportsTurf Solutions
- Taylor's Concrete Cutting Services
- Taylor's Structural Imaging
- The C&F Company
- The Cleaning Leaders
- Utopia Building Group
- VCE Inc.
- Volunteer Rebar
- Waterproofing Systems
- Wilson and Associates, Engineering & Surveying
- Worksmart Office Furnishings



"This project has been a great experience. As my first project site, I learned a lot about coordination with other trades and the importance of safety and site security. I am very proud to work on this project and tell my family about my experiences as I watch the project progress each day."



- Juan Fuentes, Foreman, Titan Steel

## WORKFORCE DIVERSITY

Mortenson | Messer supported Metro's vision of economic viability by providing meaningful employment opportunities for the local workforce, including women and people of color.

**Our goal of 22% women and minority workforce participation** was established as a percentage of work hours and applied to on-site construction trades. **The workforce diversity achieved on the project was 48%**

To provide access to employment opportunities on the project, a craftworker interest form was created and posted on the project website. Employment application drop boxes were also located on the project site, along with craftworker inquiry forms.

Communications were shared with the following local workforce development organizations regarding employment opportunities:

- 413 Strong
- Nashville Black Chamber of Commerce
- Greater TN Associated Builders and Contractors
- The TN Associates General Contractors
- Goodwill Cheer Solutions
- Goodwill
- Impact Youth Outreach
- JUMP Jefferson Street United Merchant Partnership
- Martha O'Bryan Center
- Metro Action Commission
- NAACP
- Nashville Business Incubation Center

- Nashville Career Advancement Center
- Nashville Organized for Action and Hope
- Project Return
- LIUNA Southeast Laborers District Council
- Stand Up Nashville
- TN Latin American Chamber of Commerce
- Nashville State Community College
- Urban League of Middle TN

Our team regularly assessed project workforce needs, responded to employment inquiries, and conducted follow-up with community partners regarding workforce opportunities.

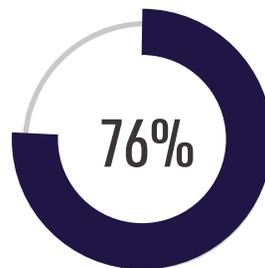
# WORKFORCE ENGAGEMENT

## BY THE NUMBERS

1,577  
workers

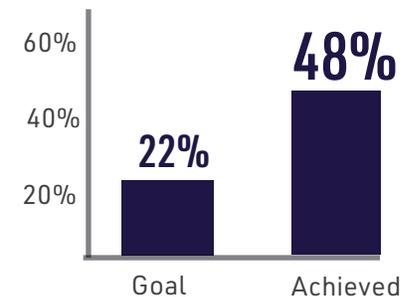
1M  
workforce hours

## LOCAL COMMUNITY



local workers

## DIVERSITY RESULTS





Being on-site and seeing the process unfold everyday has helped me fully understand where things go, the sequence of building certain details, and how these things come together. I am a visual learner so being able to witness the construction process of such a large process has been awesome.

The knowledge I have acquired will only help me as I further pursue my architecture degree because I will have a good understanding of what happens after the drawings leave the hands of the architect and are passed on to the contractors.

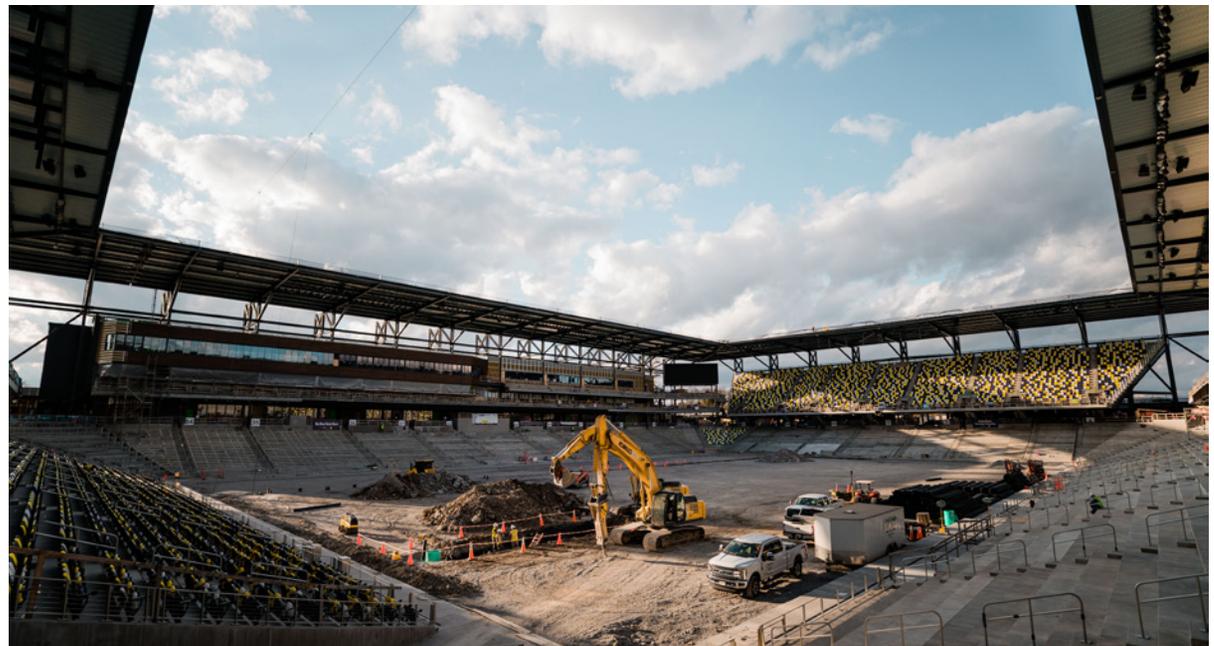


*- Alysse Dees, Virtual Design + Construction (VDC) Intern, Howard University*

## INTERNSHIPS

Mortenson | Messer's internship program offered college students the opportunity to participate in paid summer internships to gain experience in various aspects of the construction industry.

Seven students were sponsored on the project. Internships lasted a period of 3-5 months.



# COMMUNITY OUTREACH

Mortenson | Messer conducted robust community outreach that focused on identifying and attracting qualified targeted firms and building interest and enthusiasm for the project in Nashville and the diverse business contracting community.



This meeting is specific to the following scopes of work: drywall, metal panels, curtainwall, storefronts and windows, roofing, CLT panels, food service equipment, and stadium seating. Register to learn more about the details of this procurement package and to connect with other interested suppliers and trade partners.

**Date:** Thursday, May 28, 2020  
**Time:** 9:00 AM (CST)  
**Location:** Virtual Webinar

[REGISTER HERE](#)

## ***Pre-Proposal Meetings***

Prior to the release of each procurement package, the team hosted pre-proposal meetings for diverse business subcontractors/suppliers, potential prime contractors, and local community organizations. At these events, people received an overview of the project, including scope, budget, and schedule; specific procurement timelines; and diverse business/workforce participation goals and expectations. For each meeting, a targeted list of diverse business firms was compiled based on the procurement package, and a list of attendees was distributed to help facilitate connections between certified and non-certified firms.

Prior to the release of each procurement package, advertisements were published in the following local newspapers:

- La Campana
- Nashville Business Journal
- The Tennessee Tribune

Bid notifications were also sent to the following community and business organizations:

- Metro Business Assistant Office (BAO)
- Metro Nashville Airport Authority
- Nashville Business Incubation Center Entrepreneur Center
- Tri-State Minority Supplier Development Council
- Tennessee Department of Transportation (TDOT)
- Governor's Office of Diversity Business Enterprises (GODBE)

## NEIGHBORHOOD UPDATES

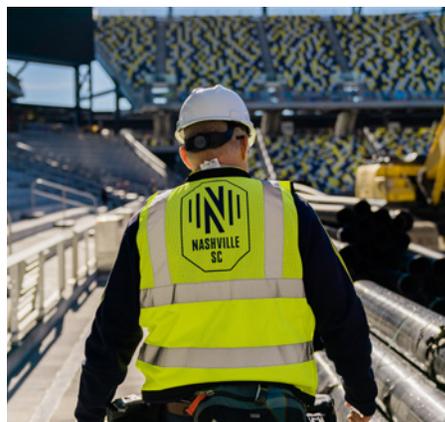
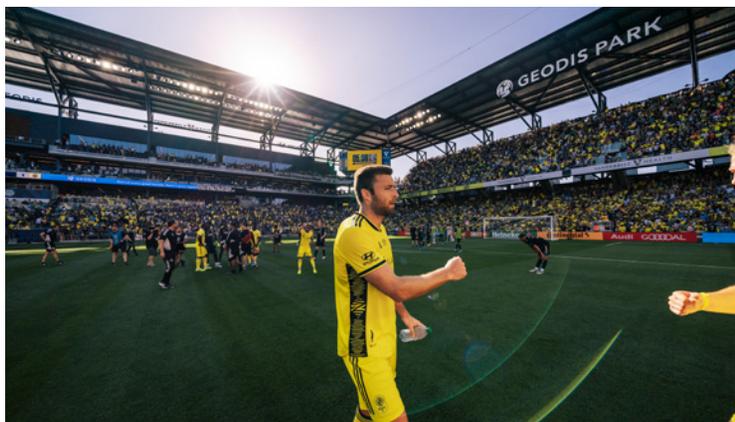
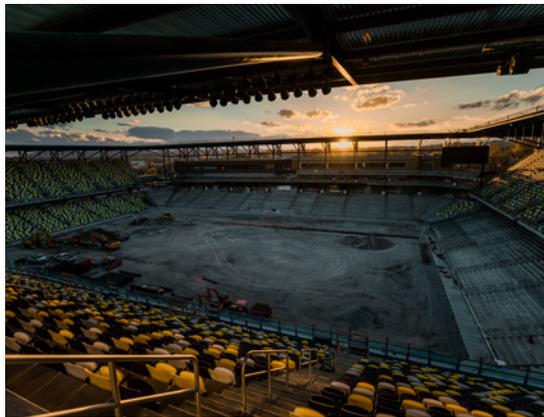
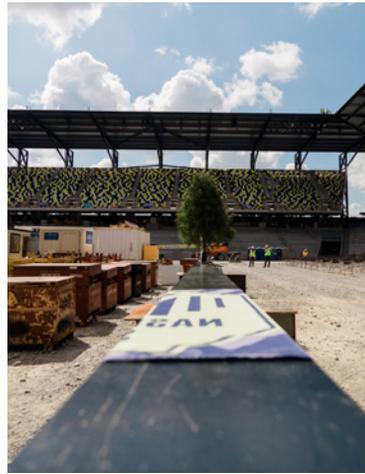
In collaboration with CAA ICON, Nashville SC, The Fairgrounds Nashville, Council Member Colby Sledge, and the Metropolitan Sports Authority, the project team held quarterly information sessions to keep local neighborhood residents informed of construction activities and updates.

## VOLUNTEERISM

The project team partnered with CAA ICON and Ingram Industries to provide exterior improvements for Napier Enhanced Option Elementary. Projects for the school included: power washing playground walkways, sidewalk painting, sign and bench repairs, refinishing a gazebo and fence posts, and installing playing field goals.

The team also hosted a school supplies drive and fundraiser for Fall-Hamilton Elementary. **Over \$10,000 was raised and several bins of supplies and sports equipment were collected for students.**





# LASTING IMPACT

At every stage of this project, Mortenson | Messer has made it a priority to support local businesses and residents and elevate the success of women and people of color. Our work has created a lasting impact on Nashville, uplifting the community through economic inclusion and empowerment.

## FOR MORE INFORMATION PLEASE CONTACT



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If we can predict it,  
we can prevent it. Make