GET CREATIVE

2022
year in review

api(+)

Dear friends of **api(+)**,

We are excited to present our 2022 newsletter, showcasing our achievements and successes over the past year. With more than 200 projects completed, including 28 grand openings, we have continued to make strides in the retail, restaurant, and wayfinding industries. Our dedication to client satisfaction has resulted in revenue growth and a significant number of repeat and return clients. We are proud to have grown our staff by 12% and are excited for what the future holds. Thank you for your continued support.

Sincerely,
Juan Romero + your **api(+)** Team

the fresh market

GOURMET GROCERY
Palm Beach Gardens, FL

The Fresh Market's new 24,000-square-foot Palm Beach Gardens store boasts a new sensory experience for its guests – a center store culinary kitchen and Roasting Plant Coffee. We worked closely with Gail DeNofa and The Fresh Market team on designs for four locations in 2022 and 77 locations to date.

services: architecture

bayshore fit

BOUTIQUE FITNESS CENTER
Tampa, FL

Bayshore Fit boasts an 8,400-square-foot interior and a 2,970-square-foot outdoor turf yard. It was a pleasure to work with owners Beth Scanlon and Jeff Fink to design their gym. Rooted in community, the design emphasizes local pride and proximity to the ocean in a down-to-earth workout and wellness environment.

services: interior design | architecture | graphics

chicken guy!

FAST CASUAL RESTAURANT
Winter Park, FL

Chicken Guy! is a fast-casual concept developed by TV star Guy Fieri and Planet Hollywood Intl. In 2018 we worked with our longtime clients Robert Earl and John Thall alongside Fieri to design the Chicken Guy! prototype and we opened the first location in Disney Springs. This year we opened the retrofitted Winter Park location and have several more in the works.

services: store planning | interior design | graphics | architecture

refuel

CONVENIENCE STORE
Downtown Charleston, SC

Refuel is a growing South Carolina-based convenience store and gas station chain known for its attractive environment and warm prepared foods. We worked with Refuel VP of Real Estate and Development Edmund Watkins and Director of Design Colleen Barrett to develop a new prototype. The downtown Charleston location opened this year.

services: brand strategy | prototype design | store planning | interior design | graphics | architecture

lowes foods

SMALL FORMAT GROCERY
Huntersville, SC

Lowes Foods' newest grocery store aims to entertain! The new Huntersville, NC 25,000-square-foot prototype designed by **api(+)**, is the first of its kind, with a smaller, urbanized concept. Continuing our more than 10 year relationship with Lowes Foods, we worked with Heather George, Ted Croiter and Anne Gooden to develop new concepts and stores to open in 2023 and beyond.

services: brand strategy | prototype design | store planning | interior design | graphics | architecture

dogperfect

HEALTHY KITCHEN REMODELS
Various Locations, FL

DOGPerfect offers supplies, grooming, training, adoption events and more to help pets and owners build healthy, happy lives together. We worked with President Robert Emery to design the 3,500-square-foot prototype in 2018. This year, we designed and implemented a branded Healthy Kitchen concept offering fresh foods for pets in three locations.

services: branding | planning | interior design | graphics | architecture

bartaco

RESTAURANT
Wynwood, Miami, FL

Continuing an 8-year relationship with bartaco, we worked with Rocco DiLeo on site adaptations for the chain including the most recent Florida location in Wynwood in Miami.

services: architecture | interior design | construction administration

Lee's Marketplace

LARGE FORMAT GROCERY
Herriman, UT

Lee's Marketplace is a small, growing family-owned chain of high quality grocery stores located throughout Utah. We've worked with Jonathan and Shari Badger since 2015 developing two new prototypes; one for their traditional stores and one for urban settings; and this year opened a ground up store in Herriman and a remodeled store in Heber while preparing other locations to open in 2023.

services: prototype design | store planning | interior design | graphics

Butcher's Mark

GOURMET SPECIALTY ROLLOUT
St Pete + Odessa, FL

In 2018 we worked with owner Charlie Haney to design a new 3,000-square-foot specialty marinated meats concept, with plans for rollout. We've worked with him to open several locations since with the latest located in St. Petersburg and Odessa, Florida.

services: brand strategy | prototype design | store planning | interior design | graphics | architecture

fiesta mart

GROCERY STORE REMODELS
Various Locations, TX

We began working with Hispanic grocery chain Fiesta Mart in 2015 when we developed a new prototype. We've continued the relationship remodeling stores working closely with Fiesta's Dave Radanovich. We worked on 25 locations in 2022, and 73 to date.

services: brand strategy | prototype design | store planning | interior design | graphics | architecture

Organic Garage

GROCERY STORE REMODEL
Bathurst, New Brunswick, Canada

Organic Garage's latest remodel is now open in Bathurst with a design by **api(+)**. Working closely with Shauna and Matt Lurie, we implemented the award-winning flagship environment we designed in 2017. It takes inspiration from its industrial surroundings, incorporating elements like graffiti, street signs, pavement markings, guardrails, street lights, and building signs.

services: brand strategy | prototype design | store planning | interior design | graphics | architecture

Honest 1 Corporate Office

CORPORATE OFFICE BRANDING
St. Petersburg, FL

Honest 1 Auto Care is a full-service auto repair center with more than 60 locations nationwide that has been a client since 2017 when our firm worked with CEO Michael Cowen and leadership to develop a brand strategy and a prototype to reflect its brand tenets around honesty and integrity. In 2022 we had the pleasure of branding the company's 5,000-square-foot corporate office.

services: brand strategy | signage

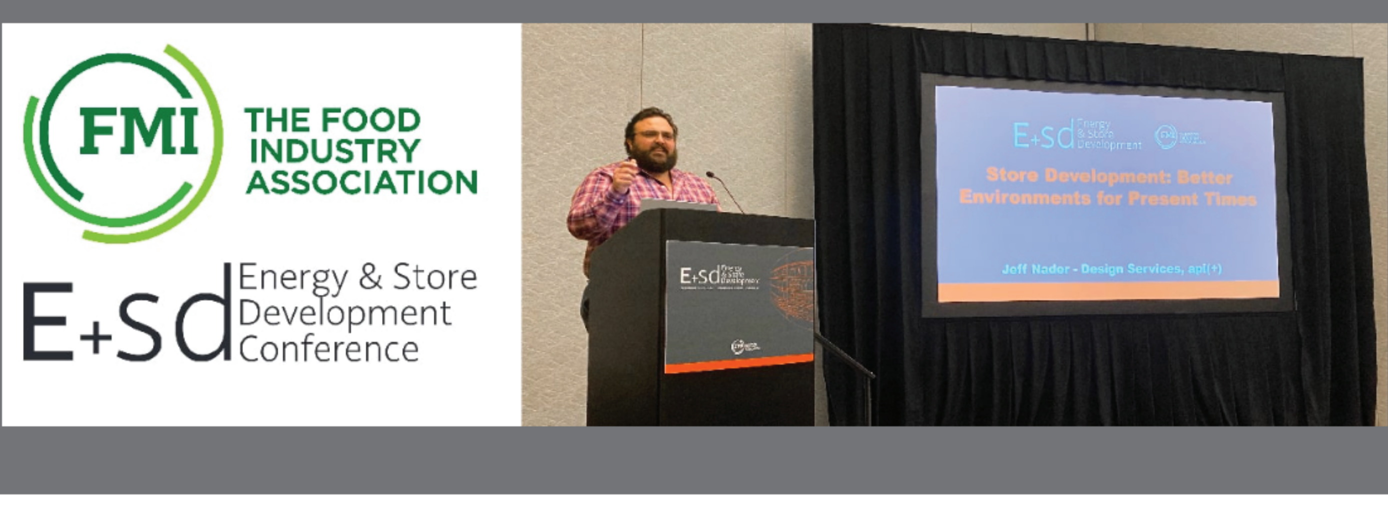
an outstanding honor from urban land institute

ULI Global Award for Excellence

The St. Pete Pier
The new St Pete Pier, a 26-acre waterfront public development, earned a Urban Land Institute Global Award for Excellence this month. It was one of six projects recognized worldwide, and just two recognized in the U.S. We are proud to be a part of the development having designed the entire placemaking and wayfinding program.

thought leadership

Learning, exploration and thought leadership are top priorities for our team, and we're proud to have opportunities to share our expertise with the industries we serve. Designer Jeff Nader presented progressive food retail store trends at the Food Marketing Institute Energy + Store Development Conference in Orlando.



api(+) in the news

Over the past year we're honored to have contributed to or have had our work highlighted in many of our favorite publications!

FMI The Food Industry Association | Retail Design Institute | restaurant development + design | SEGD | Tampa Bay Business Journal | Foodservice equipment & supplies | CSP | Commercial Construction & Renovation | abasto | ENRSoutheast

at work and at play

api(+) team milestones

We are grateful for our many team members that have been with us for many years. Congratulations to those who have celebrated 5 or more years with our company!

Judy	23 years	John	17 years
David	18 years	Juliette	10 years
Li	18 years	Carrie	7 years

our growing team

In 2022 we grew our diverse creative team welcoming two new team members!

Lisa supports our firm as office manager and Nikki bolsters our creative design and architecture services. We look forward to bringing our team to your next project!

tiger awards

Each year **api(+)** recognizes employees who have consistently distinguished themselves for their resolve, agility, tenacity, accountability, effectiveness, pride and can-do attitude with the Tiger Award. Congratulations to our 2022 Tigers: Alex U, Lisa and Jeff!

community involvement

Our team's creative, cultural and community endeavors don't end at the office. You can often spot us around town and around the world seeking inspiration, learning, volunteering and more. Here's a bit of what our staff was up to this year.

+ Juan continues his leadership role with FMI, the Food Industry Association. He is part of the team that organizes and executes the annual FMI Conference and plays a role in organizing the education component.
+ Juliette continues to lead the Tampa Bay Events Committee for ICSC, the premier retail real estate industry association, organizing several sold out events per year.
+ Several of our team members are in leadership roles with Gasparilla Festival of the Arts (GFA), an annual event where accomplished and emerging artists showcase work at one of the largest outdoor art festivals in Florida. John is past president and serving a three-year board term, Jeff is co-chair, and Nikki, Camila, Alex U and Judy serve on committees.
+ In addition to their roles with GFA, Jeff volunteers with Friends of Strays animal shelter, Alex U is an active St Pete Young Professionals member, Nikki is an active member of IIDA, Camila is team leader at Radiant Kids, the kids ministry at Radiant Church, and John is an Equality Florida donor and active Society of Experiential Graphic Design (SEGD) member.

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