

Todd C. Gralla
Principal / Director of Equestrian Services
Populous



Todd Gralla is director of Equestrian Services for Populous, an international planning and architecture practice specializing in sports facilities, convention centers, equestrian facilities, and other public assembly venues. The firm's projects are spread globally and include iconic venues such as Oriole Park at Camden Yards, the Sphere in Las Vegas, Sydney International Convention Center, and Tottenham Hotspur Stadium, the first ever Premier League / NFL stadium. Populous is also highly regarded for very large event overlay design and management, including the Super Bowl, the Breeders' Cup, the Kentucky Derby, FIFA World Cup, multiple Olympic games, and other major international events.

Over the past 36 years, Gralla has played a key role in the development or redevelopment of more than 400 racing and equestrian sport venues worldwide. His experience includes all facets of facility development, including market & feasibility analysis, master planning, facility design, construction, and special event overlay planning. Fan engagement and in-venue event experience are key components of the firm's approach to design, and Populous' experience in designing today's most prolific professional sports and entertainment venues is unique in the industry. Since joining Populous in 2009, Gralla has focused on applying the Populous design approach to racing and equestrian sport venues, elevating facility design and developing innovative design strategies around unique experiences that can be had only in the equestrian realm.

Some of the firm's notable horse racing projects and clients include the Hipodromo de Las Americas, Churchill Downs, Ascot Racecourse, The Hong Kong Jockey Club, Keeneland, Eagle Farm Racecourse, the new Qiddiya Racecourse, the redevelopment of Colonial Downs, and the redevelopment of Pimlico and Belmont.

Equestrianism and racing are in Gralla's blood. He was raised on his family's breeding farm, which focused on sprint horses and later Thoroughbreds. Many of those horses found their way into Gralla's polo string over the years, proving their versatility and usefulness off the track. Gralla is an active member of numerous equine industry organizations and governing bodies, including the American Quarter Horse Association (AQHA), the American Horse Council, and the American Paint Horse Association (APHA). The Gralla family owns and operates a 110-acre show horse farm in Norman, Oklahoma, and is active in the national APHA and AQHA show circuit across the United States, garnering more than 30 World Championship titles over the past decade.