



COMMERCIAL REAL ESTATE
DEVELOPMENT ASSOCIATION

CHARLOTTE CHAPTER

2017 Chapter Merit Awards

Communications Category – Small Chapter

In 2016, NAIOP Charlotte focused on communicating the activities and value of NAIOP to members and prospective members. This included getting the word out through a media partner, creating a quarterly newsletter to summarize the activities and put "faces" to activities, and creating a stronger presence in the commercial real estate community in the Charlotte region.

Goals

- To develop better communication methods to tell members and prospects what NAIOP Charlotte is working on and achieving.
- Seek a media partner that can help emphasize the work of NAIOP Charlotte, broadening the reach and expanding the message of the chapter.

Initiative

- NAIOP Charlotte didn't want to create "more of the same" in regards to emails, so it chose to create a simple, yet colorful and impactful quarterly newsletter. It includes upcoming event calendar, legislative updates, industry news and member news. To populate the newsletter, NAIOP Charlotte monitors the NAIOP Source newsletter to post industry news to our blog regularly, as well as receive member news and legislative updates from our partners at REBIC and other real estate organizations. While the newsletter is sent to members and non-members, the information is a compilation of the news posted to the blog, that some may have missed.
- NAIOP Charlotte signed an agreement with *Business NC*. The magazine has a broader business reach but was wanting to increase its focus on Commercial Real Estate as it created a weekly e-newsletter. The content on the e-news, sometimes items we could post to our local news/blog, was independent of the organization. The publisher worked with the Chapter to publicize future events, incoming leadership, and initiatives of the chapter. In fact, as Charlotte hosted the NAIOP NC Statewide Conference, they agreed to be an in-kind media sponsor, promoting the award winners in a complimentary ad in the *Business NC* magazine, but also provided photography services.

Outcomes

- Membership in NAIOP Charlotte has grown from 138 to 164 members over the past year.
- There is a greater understanding of the benefits and activities of NAIOP Charlotte.
- Strong attendance at events for NAIOP Charlotte.
- Greater recognition of NAIOP Charlotte as a leader as the Commercial Real Estate Development Association.