



Chapter Merit Award Category: Chapter of the Year

Chapter Name: NAIOP Washington State

Chapter Size: Large

Executive Summary:

Between Sept. 1, 2015, and August 31, 2016, NAIOP Washington State made significant organizational management improvements; launched a new, mobile-responsive website, a new email format and policy; increased membership and introduced new-member engagement events; and hosted or co-hosted more than 40 educational and networking events. Additionally, we led and supported initiatives that helped promote affordable housing and transit, while avoiding excessive taxes to businesses.

Noteworthy Points:

Educational events

NAIOP Washington State hosts more than **40 educational and networking events annually**, more than half of which focus on education. Key events include: monthly Breakfast Meetings with 200-300+ attendees; Sustainable Development events; 2016 Real Estate Challenge, engaging graduate RE students from University of Washington, University of British Columbia and Portland State University around a real-life development challenge; and Developing Leaders' quarterly property tours, brown-bag lunches with experienced industry professionals, and our annual mentorship program.

Government Affairs Involvement

In 2015, **NAIOP Washington State and our PAC spent over \$230,000** to fund issues and candidates that support responsible development practices in Puget Sound. In addition, members volunteered countless hours in support of our agenda, including testifying in front of legislative committees, serving on community business coalitions and negotiating various issues. State victories in 2015 included passage of a \$16 billion transportation infrastructure package and defeat of a \$1.5 billion tax increase on business. Locally, victories included proactively leading efforts to reframe proposed linkage fees into a discussion around affordable housing, with an end result of a "Grand Bargain" which avoided outlandish linkage fees, enabled policy solutions to raise substantial new revenue for affordable housing and retained a value-for-value approach for residential and commercial development. Additionally, in Seattle's first-ever council election by district, five out of seven preferred candidates were elected. Priorities for 2016 included vesting law clarification, property tax exemption for affordable housing development and discussion of rent control at the state level, and supporting Seattle's housing affordability agenda; design review process improvements; land-use policies; multi-family tax exemption program renewal and expansion; and the 2016 Seattle Housing Levy and the Sound Transit 3 Levy, both of which were approved by voters.

Member Recruitment and Retention Activities

Year to date, NAIOP Washington has 143 new members, with a total of 841 members:

- 142 Developing Leaders
- 65 student members
- 29% principals
- 71% associates
- Diverse spectrum of industries within CRE represented.

Growth and retention initiatives include:

- Complimentary **student memberships**, part of our diversity efforts to recruit those traditionally under-represented in the CRE field
- New **small-group and one-on-one networking opportunities for new members**
- New **member solicitation efforts** including targeted membership talking points emails

NAIOP

COMMERCIAL REAL ESTATE
DEVELOPMENT ASSOCIATION

WASHINGTON STATE CHAPTER

Chapter Communications

NAIOP Washington State launched a new, mobile-responsive website and weekly email template.

- Increased brand recognition through a dynamic, mobile-responsive, user-centered platform
- Creates a larger audience of NAIOP information externally and internally via social sharing
- Reduced emails from 5 to 1.75 per week
- Emails performing at/above industry standard for open and click-through rates
- Increased event registration
- Highlighted CRE industry stories, spotlights members and shares job listings
- Enabled newsletter and website sponsorship
- Enabled targeted messages:
 - member-only emails on government affairs and community concerns
 - non-member solicitations
 - special interest/regional emails

Chapter Management Procedures

In 2016, NAIOP Washington State transitioned away from an association-management company supported model to a stand-alone organization. A database upgrade improved sponsorship invoicing, event registration processes and event follow-up. Revenue is tracking positively, including over \$315,000 in sponsorship. Other annual events that contribute to the overall health of the organization include:

Night of the Star Awards Gala

- One thousand-plus guests & dozens of sponsors
- 65-100 nominees annually over past two years
- Upgraded from paper-based to online nominations in 2015
- Partnership with *Puget Sound Business Journal* to produce a printed insert featuring finalists and winners, distributed to event attendees and to the *Journal's* 17,000 subscribers

Community Enhancement Projects: Millions of dollars and countless hours of labor contributed by NAIOP members since 1990 that have made a lasting impact in our community.

25th anniversary project (2015): YMCA's Camp Terry

- 400 volunteers
- Reclaimed natural areas, built bridges to improve safety, replaced bleachers, and more
- Commissioned a salmon totem pole, inspired by Native American cultures and representing the importance of a key species supported by the camp's streams and studied at the camp
- Event follow-up included installation of stairs and safety rails and assistance with county permitting

2016 project: Salmon Creek High School

- 450 volunteers
- 35 major projects planned to refurbish building and grounds for small high school for students with unique challenges, including new signage, removal of dilapidated playground equipment and installation of greenhouse
- Located in a low-income area of King County, campus serves community as well as student needs