

NAIOP

COMMERCIAL REAL ESTATE
DEVELOPMENT ASSOCIATION

ARIZONA CHAPTER

Chapter Merit Award Category: Education

Chapter Name: Arizona

Chapter Size: Large

Executive Summary:

This year, NAIOP Arizona launched a creative new educational series called *Becoming a Tier 1 City: Addressing Challenges and Seizing Opportunities*. This series recognizes that Greater Phoenix is emerging as a global city. Long considered a second-tier city, Greater Phoenix has now blossomed into the fifth largest metropolitan city in the United States. Rapid population growth combined with significant economic diversification have led to the metro area becoming a top tier market for key industries, such as electric and autonomous vehicles, semiconductors, and advanced manufacturing. NAIOP members in Arizona are on the forefront of developing the properties for these exciting new businesses.

While this large population growth presents many opportunities for commercial real estate, it also introduces a myriad of complex issues that need to be addressed. The goal of this series was not only to educate our members, but to provide tools for them to take action after they left the seminar.

The series consisted of three programs in 2023. All were a Lunch and Learn format with lunch at 11:30 a.m. and the program running from 12:00 to 1:00 p.m.

Noteworthy Points:

- Each program was attended by 50 to 85 members
- Homelessness in Greater Phoenix – April 13
 - Panelists included Director of Arizona Department of Housing, Mayor of Tempe, City of Phoenix Homelessness Solutions, St. Vincent de Paul shelter and social services nonprofit
 - Learning objectives: root causes of surge in homelessness, public-private-nonprofit collaborations, best practices to end chronic homelessness
- Successful Entertainment Districts, Every City Wants One – May 23
 - Panelists included Glendale City Manager, Salt River Pima-Maricopa Indian Community, Artlink
 - Learning objectives: Arts districts, restaurants, sports, hotels, resorts, adventure park, shopping, new concepts in entertainment
- Attainable Housing in Greater Phoenix – September 26
 - Panelists included attainable and affordable multifamily housing developers, capital partners, attorney