

Chapter Executives Idea Swap Summary – May 10, 2023

June Ideas Swap will be held on the third Wednesday @ 2:00 pm ET.

NAIOP Corporate Update

- Membership Structure Task Force
 - Task Force met to discuss the current structure and ideas for change.
 - Next meeting will be June 1 where group will discuss three scenarios and review the financial modeling for both NAIOP Corporate and the chapters of each scenario.
 - Task Force is also looking at the companies that have the largest number of NAIOP members throughout the organization and how any change will affect them.
 - A lower Developing Leaders rate will remain.
 - NAIOP Corporate will continue to collect member data (scope of business, product type, etc.) regardless of any dues structure change.
 - Any dues structure change recommendation will be presented to the Corporate Board this Fall. Any approved change will take effect in dues year 2025 (fall of 2024).

- Office Symposium
 - This new meeting will be an invite only program held in New York City immediately before I.Con, June 4-5.
 - Bring all major office players under one roof to discuss design/amenities, future of office in downtown markets.
 - Agenda will give attendees lots of time to network and share information.

Chapter Office/Multi-Family Product Programming

- NAIOP Calgary: Lots of conversion in the market to create housing in what was formerly office space. Chapter will hold breakfast meeting on this topic to gather more information.
- New Jersey: Annual Deal-of-the-Year awards had more office product submissions than other categories. Most projects were positioning themselves in the high “A” class with more lifestyle amenities.
- New Mexico: Events around housing and multi-family programs are the most popular outside of having elected officials speak. Chapter’s awards program offered mixed use, multifamily, affordable housing and senior housing categories. These comprise a great deal of the market’s development right now.

- Southern Nevada: Chapter added multi-family category to Spotlight Awards program. Holds at least one multi-family breakfast program per year. These programs are usually very well attended. Pulls in people who may not attend regular programs therefore chapter is expanding its market reach.
- NAIOP Northern Virginia: On the most recent bus tour, office product was not main topic of conversation. More people were discussing multi-family and zoning changes related to multi-family. The bus tour increased multifamily offerings because there was nothing new to show in the office segment. During the mid-year forecast, speaker shared that tenants are taking less space and moving into more Class A buildings. This was seen as a way to get employees back to the office.

Chapter Support Fund Submissions: Chapters are eligible to apply for \$50,000 over a three-year period.

NAIOP Central Ohio/DebbieLee Dougherty: NAIOP Central Ohio conducting a joint venture lobbying effort with the Central Ohio BIA (Building Industry Association).

- This will help the chapter inform members of forthcoming legislative bills and initiatives, counter a municipal agenda that could significantly hinder development activities, improve access to municipal leaders and municipal staff, and educate municipal leaders/staff on the effects proposed legislation will have on CRE.
- Chapter created a legislative working group to lead this effort that identified the top key local legislative issues. The group will also hold quarterly meetings plus ad hoc meetings to address specific legislative topics.

NAIOP Wisconsin plans to apply to assist in the chapter's strategic planning process. The funds will help conduct focus groups with members/non-members and hiring a paid facilitator.

DEI

NAIOP will conduct a survey in June of chapter presidents, presidents-elect and chapter executives/administrators on chapters' DEI programs and progress.

Events: What is the level of participation and what are chapters doing to offset costs?

NAIOP New Jersey: Annual Gala sold out this year. This event draws both members and non-members. Paying facility fees and higher AV costs at all other events. Chapter is trying to negotiate out of the room rental fees but not being entirely successful. Chapter doesn't want to pass along to attendees the fee increases in fear of losing attendance. Hope to use a performing arts center and looking to other non-traditional facilities. Chapter also has increased the non-member differential for their events.

NAIOP Northern Virginia: Chapter is being asked to pay facility fee where in the past this would be waived. Service charge is now up to 26% consistently. Difficult to find sponsors for every little thing to keep costs down for attendees. Increased non-member attendees' fees. Some sponsors are pulling back on their commitments.

NAIOP Southern Nevada: Chapter uses a small local casino (off the strip) for their events. Events on the strip are much more expensive, especially AV costs. Chapter created a \$500 sponsorship for an unlimited number of events. This is a reasonable price point for smaller companies and events will then have multiple sponsors.

NAIOP Wisconsin: Established a relationship with a hotel developer to hold significant events at their properties in exchange for comp AV and room charges. Chapter raised prices for their events this year.

The next Idea Swap will be on Wednesday, June 21, beginning at 2:00 p.m. ET