

Chapter Executive Ideas Swap Summary - June 9, 2020

From NAIOP Chairman Larry LANCE:

- He enjoys these discussions and finds them timely and engaging and keeps him close to the chapters and with what is going on in the organization.
- He believes things are beginning to open up; his office is back to work at 50% occupancy.
- Capital markets are opening up; the debt markets are not.

VP for Education Shaine ANDERSON on changes in Corporate webinar schedule:

- Corporate webinars will be scheduled once a week either Wednesdays or Thursdays at 2 p.m. ET.
- Most webinars will last 30 – 45 minutes.
- Chapters are asked to avoid scheduling events so as not to compete with the Corporate webinars.

VP for Membership and Chapter Relations Diana TUCKER on results of May chapter executives' survey:

- Since the April survey, the biggest shifts in the most critical member benefits/services that chapters can provide to reinforce NAIOP's value appeared in the following:
 - Education with industry experts speaking on trends and best practices was the top mover with 84% of total responses – an increase of over 29% and regained the top spot among benefits
 - NAIOP Corporate developed a chapter speakers recommendation form which is available to chapters on Chapter Resources. Please share your live and virtual program speaker recommendations. Results will populate a living document that will be able to assist all chapters in identifying appropriate program speaker candidates.
 - The next top mover was Mentorship – connecting Developing Leaders with industry leaders which gained almost 29%
 - Combined Government affairs and advocacy showed small gains and are tied as second top benefit.
- The biggest shifts in the resources needed to deliver critical benefits/services appeared in the following:
 - Access and info on technology tools reversed course and gained by 1/3 of total responses – the biggest mover and among the top three sought-after resources
 - NAIOP Colorado is interested in learning how chapters or Corporate may integrate a live event simultaneously with a virtual interface (Zoom, GoToWebinar, AdobeConnect, etc.).
 - NAIOP Southern Nevada is interested in using a platform other than Zoom. The chapter has pushed Zoom to its limits with the complexity of their programs and the bus tour will be even more complex.

- VP for Marketing and Communications Kathryn Hamilton participated in a program on [HopIn](#) and thought the platform was impressive.
- Industry expertise had largest decline although only slid to the second top resource
- Crowdsourcing ideas was the next top mover and became the top priority resource

Hackathon! Take traditional “live” Awards Gala to a virtual platform:

- NAIOP Massachusetts and NAIOP Chicago are actively planning a virtual event for November 11.
- How to maintain sponsorship dollars is a concern. *Should additional lower level sponsors be added?*
 - Consensus is no, so as not to dilute the product in the future. May need to be flexible with sponsors giving them benefits they may not have received in the past, such as time at the podium, video presence or hand out the award.
 - Look to add value to sponsors outside of these events.
- It will be important to have a good relationship with a videographer or company that can provide quality video for the event.
- Production companies may be needed to assist to come up with something new and different.
- Move to pre-recorded segments that can be streamed live or packaged for later use.
- Production quality is important. Incorporate skits, fun content, cameos from local celebrities and/or music to break up the event.
- NAIOP Pittsburgh worked with their hotel AV company to assist in streaming through YouTube.
- Develop “fun” ways to unveil the awards. Use pictures, live unveiling via video, glitter bomb.
- Engage the media by inviting to attend and/or participate as emcee/moderator.
- NAIOP Pittsburgh announces awards in advance. Increases attendance and sponsorship dollars from companies and vendors who won.
- Concerns that budget expectations will not be met.
- NAIOP New Jersey is moving towards a hybrid event. Challenging to make it work due to cost considerations.
- Figuring out the networking component is a struggle. Incorporate a live function such as chat or a networking app.

Hackathon! Take traditional “live” Bus Tour to a virtual platform:

- Consider: Do you need to have a bus tour? Should it be postponed to 2021?
- Is the technology needed to produce a quality program within a chapter’s budget? The cost to get the event looking professional may be beyond the money raised by sponsors.

- Currently developers are sending virtual tours of new developments, so what can the chapter do to compete? How can the chapter make their product different?
- NAIOP Southern Nevada looking to developing a website with an aerial map of projects, but it is pricy.
- NAIOP Corporate is using Coeo to produce their virtual tours at I.CON Virtual. Equipment is mailed to the site. Using this equipment, the property is filmed and the film is sent back to Coeo for editing. The developer will guide I.CON Virtual attendees through the video tour of the property in a breakout room.
- NAIOP Edmonton and NAIOP Tampa Bay are exploring a short series of property tours focusing on one property per session.

Does any chapter have sample event waiver language?

- NAIOP Wisconsin/Jim VILLA has shared a [sample COVID-19 waiver](#) prepared by a member from Husch Blackwell to use as a template. It can also be found on Chapter Resources.

Does any chapter use GrowthZone?

- NAIOP Vancouver thinks the platform has its appeal and they have provided software for the Chamber of Commerce for a long time. The front-end of the platform is Wordpress. If anyone looking for software wants to check out the chapter's YourMembership site, visit www.naiopvcr.com.

REMINDER:

Chapter Executive Ideas Swap will not be held Tuesday, June 23 so as not to conflict with I.CON Virtual.

MARKET UPDATES:

NAIOP Arizona/Suzanne KINNEY:

- Four weeks since state started phase one of reopening. This includes opening of restaurants, gyms and summer camps. Since then, there has been a significant spike of COVID-19 cases.
- Models now show the height of cases will hit the state in mid-June. Cases are in pockets of the state and not throughout.
- Serious problem with protests and looting in a very high end mall. Police were overwhelmed and unable to respond to the destruction. A one-week curfew was just lifted. The chapter received reports that some members had buildings damaged in the Phoenix/Scottsdale area.
- Members are gradually bringing staff back to their offices in a slow and phased in manner. Typically, a quarter to one-third of employees are in an office at one time.
- Moods are improving and becoming more optimistic as people return to their offices.

- New construction and projects are moving forward, but at a slower pace.
- Legislature out of session. The chapter expects a series of special sessions over the summer to address additional budget cuts and COVID-19 liability legislation.

NAIOP Southern Nevada/Katrina BRUCE:

- The state is currently in phase 2 of reopening. There is no direction as to when phase 3 will be implemented or what is included.
- The casinos opened June 4. This is good for the local economy and hopefully it doesn't create a spike in infections. Employees associated with nightclubs and recreation aspects of the casinos are being furloughed. Unemployment is at 30%. Casinos and expo related companies have been the hardest hit.
- Other than CRE.Converge, the next big convention will be CES hosted by the Consumer Technology Association in January, 2021.
- On March 29, the governor established a moratorium on evictions for both commercial and residential properties. The chapter successfully lobbied against this. As a result, the moratorium will be lifted for commercial properties within the week.
- Construction never stopped.
- Members reported that rent collections have been better than anticipated (75%-80%). Landlords are working with their tenants on deferrals and other ways to keep everyone in business.
- Private assemblies can have up to 50 people and 250 in a ballroom. The chapter is looking at possibly holding a hybrid (Zoom & live) July breakfast meeting.
- The chapter canceled the Spotlight Awards scheduled for March 28. The revised program (a 45 minute video) will now stream on Zoom on June 25. The chat feature will be used for interaction as will social media platforms.
- Two free virtual breakfast meetings have been held. Attendance was amazing with approximately 500 attendees for each meeting.