

## Chapter Executive Ideas Swap Summary - June 16, 2020

### From NAIOP CEO Tom BISACQUINO:

- Welcome Tim Jemal, new NAIOP SoCal CEO
  - Outgoing Executive Director Cynthia Fusco will retire July 31, 2020
- NAIOP Corporate reopened its office to staff June 15. Fifty percent of the staff will work in the office on Mondays and Tuesdays and the other 50 percent will work onsite Thursdays and Fridays. All NAIOP Corporate staff will telework on Wednesdays. This format will continue through Labor Day.
- [I.CON Virtual](#) will be held next week on Tuesday, Wednesday, and Thursday afternoons. The conference currently has over 850 registrants. The industrial market is very strong. Approximately \$300,000 in sponsorship revenue has been raised. This is the first virtual conference produced by NAIOP and GTR. We will share all lessons learned with the chapters. This technology may be useable for the association going forward in the new normal.

### BISACQUINO on Social Justice and Diversity:

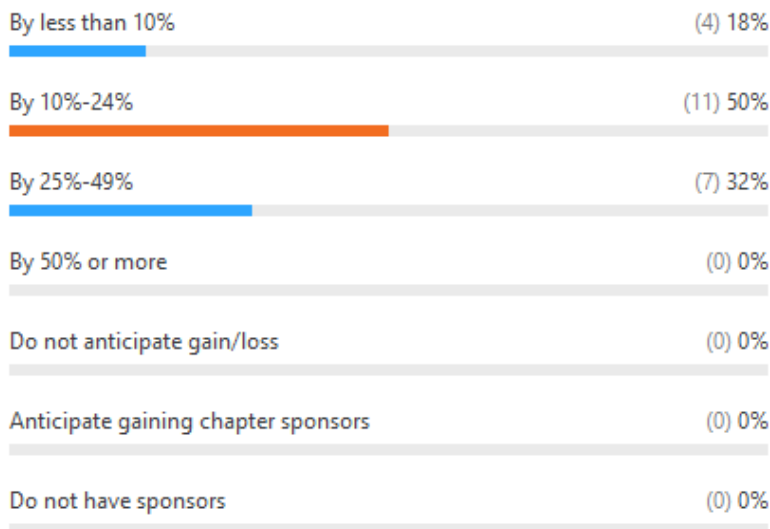
- NAIOP Corporate will release a statement regarding current social justice issues by Thursday, June 17. The statement will be shared with the chapters. NAIOP Corporate will not dictate what chapter policy and response should be. He recommends an aggressive robust approach and an honest discussion surrounding D&I issues at the chapter level. Corporate will continue to provide support to the chapters on D&I issues.
- NAIOP feels strongly that the individual member companies will make their own statement, policies and action plans. The NAIOP Corporate statement will not go into details that are inappropriate for a trade association to address. The statement will address the industry and D&I best practices currently in place.
  - NAIOP Massachusetts developed a [statement](#).
  - NAIOP Northern Virginia will follow NAIOP Corporate's lead. Local chapter leaders have tried for years to make sure NAIOP is represented by all people. Diversity is an issue for the industry.
- NAIOP has been engaged with diversity initiatives for many years.
  - NAIOP has been involved with [REAP](#) for over 20 years. NAIOP offers one year free membership to REAP students during their class year.
  - With the Real Estate Executive Council ([REEC](#)), NAIOP develops programs that bring minority high school students to college campuses to learn about every facet of the commercial real estate industry. Programs scheduled for 2020 will be virtual.
  - NAIOP chapters have run similar programs, E.g., NAIOP Greater Philadelphia with Drexel University.
  - Over the past four years, NAIOP participated in the Commercial Real Estate Diversity and Inclusion Roundtable, bringing together human resources

directors of 12-15 major CRE firms to discuss D&I issues and how to increase the talent pool.

- NAIOP looks to the chapters to share their best practices surrounding D&I issues.

### VP for Business Development and Strategic Initiatives Chris WARE on 2021 sponsorship planning:

#### 1. Do you anticipate losing chapter sponsors (firms and/or revenue) in 2021?



- Principals developed over the years during downturns apply.
  - **Be upfront and honest with the sponsor.** Assume every scheduled event will take place, but things may change. The sponsor is investing with NAIOP to reach an audience and we will work with the sponsor to do this regardless of the platform (in-person, virtual, or hybrid) of future events. NAIOP will develop various sponsorship options during the event planning cycle to allow a quick pivot to different platforms if necessary.
  - **Do not let companies get out of the habit of sponsoring chapter programs.** Most corporate budgets work on an annual renewal cycle. Once the line item is off the budget, it is very difficult to get added back. Call the sponsors to discuss where they are regarding budget and work to keep the company on the books. Begin these conversations now to build and maintain the relationship.
- Concern regarding holding in-person events is real. The future is unknown.
- In lieu of events, NAIOP Corporate has been offering digital products (e.g. email newsletters), and *Development* magazine advertising space. Value-add virtual programming may be an option. Show sponsors' information or videos in all event communications, such as confirmation emails.

- NAIOP Washington has been giving sponsors extra attention on social media in lieu of registrations. This could be [post-COVID tips](#), app alerts, blog posts, etc.
- NAIOP Pittsburgh may allow their main sponsors to show a brief video before select programs.
- NAIOP Vancouver offers a “social media takeover” which allows the sponsor access to the NAIOP Vancouver site on LinkedIn, Instagram and Twitter. Sponsors send videos, links and information on projects, and company press releases.

**NAIOP Washington State/Peggi FU and Danielle DUVALL on multi-chapter joint programs – NAIOP Broker Forecast: Atlanta | Boston | San Francisco:**

- Chapter had a regional broker forecast planned pre-COVID-19, inviting brokers from smaller secondary markets.
- Since attendees/presenters no longer needed to be local, NAIOP Washington State reached out to NAIOP Georgia, NAIOP Massachusetts and NAIOP San Francisco Bay Area to pull together brokers for a panel discussion.
- The program has 350 registrants.
- The only logistic concern is accommodating the number of attendees. The current platform can hold 500 maximum.
- The marketing package was catered to each individual region.

**Are any other chapters considering joint events?**

- NAIOP San Francisco Bay Area has combined with NAIOP Silicon Valley for a joint event and plan to do another soon. A joint legislative alert was released recently.
- NAIOP Washington State seeks partners to invite Pulitzer winning journalist Nikole Hannah-Jones for a virtual fireside chat to discuss the intersection of race and real estate.
- NAIOP Utah is interested in participating in joint events.

**NAIOP Massachusetts/Taylor PEDERSON on chapter’s diversity initiatives:**

- **[“Equity, Inclusion and Diversity Summit”](#).**
  - Two day event jointly produced by NAIOP Massachusetts, CREW Boston, GBREB and ULI.
  - Each day will offer the same programming so that as many individuals as possible can participate. Attendance is capped at 100 people per day.
  - Programming is offered through Zoom and individuals will be placed in breakout rooms to facilitate discussions.
  - Chapter has a paid speaker/facilitator, [Dr. Darnisa Amante-Jackson](#), who is producing both days of the event through her Zoom account.
  - Recommends using local facilitators than importing someone from outside the market.

- [Real Estate Exchange \(REEX\) Summer Program](#)
  - Gives 150 minority high school students a 2-week immersive commercial real estate experience.
  - This is the chapter's second year offering the program and the first virtually.
  - Students will work with MIT and New Balance Development on a case study of the new New Balance building.

**NAIOP San Francisco Bay Area/Alison TREJO on chapter's diversity initiatives:**

- Chapter adopted [diversity vision and mission statement](#) which can be found on the chapter's website.
- Chapter board established a task force that evolved into a standing IDEA (Inclusion, Diversity, Equity and Accountability) Committee. Committee has produced programming and a podcast. It works with each chapter committee to encourage diversity in all areas of the chapter.
- Chapter came to this topic recently and ramped up efforts quickly.

**REMINDER:**

- NAIOP South Florida will virtually hold their [awards event](#) today.
- Chapter Executives Virtual Idea Swap will not be held on June 23 due to I.CON Virtual.

**MARKET UPDATES:**

**NAIOP New Jersey/Donna LATERZA:**

- NAIOP New Jersey returned to their offices.
- State is in Stage 2; offices are open, dining outside, and non-essential retail is open. Stay-at-home ban was lifted.
- Chapter CEO, Mike McGuinness is on the governor's [Restart & Recovery Advisory Council](#). His concentration is facilities and construction.
- Chapter website has its own [COVID-19 response page](#). This contains information and links from members' companies and the state along with NAIOP member experts' contact information and recordings of chapter webinars.
- The chapter is following state legislation concerning reopening, prohibition of commercial evictions and permit extensions. Legislation on liability for those adhering to all the guidelines is also a concern.
- All ten working committees are hosting virtual meetings. NAIOP Senior Vice President for Government Affairs, Aquiles Suarez, attended the most recent Public Affairs Committee meeting.
- Educational programs have migrated to Zoom. Continuing education credit programs have continued.
- Networking has been a struggle. First DL happy hour occurred recently.
- Chapter is working on the awards gala planning. More information to follow.

**NAIOP Nashville/Caroline MULLEN:**

- The region experienced a significant tornado three days before the first COVID-19 case.
- The mayor is trying to push through a 32% increase in property taxes along with other similar bills. The population is not paying attention since they are overwhelmed with recovery. The chapter is trying to keep its membership informed about the recent bills and increase support for its positions.
- The market is at a standstill.
- The city is in Phase 2, but many individuals are not following social distancing or wearing masks. There is a fear that the area will soon see a significant increase in cases and will need to lock down again.