

Chapter Executives Idea Swap Summary – January 12, 2022

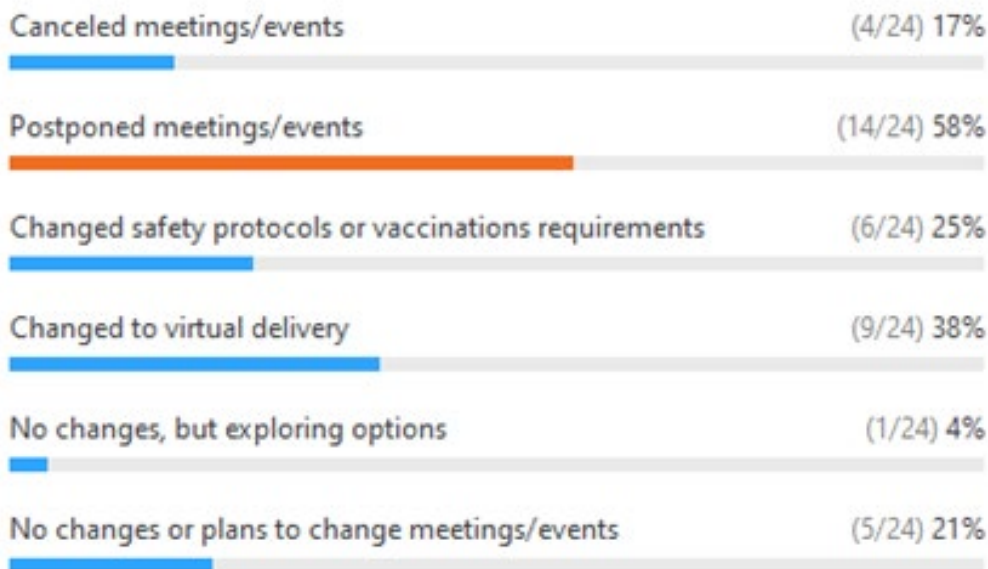
All 2020-21 Idea Swap recordings and summaries are in Chapter Resources. 2022 recordings and summaries are in the Chapter Executive Staff NAIOP Connect Community library.

NAIOP Corporate Education Courses:

- 2021 on-demand course registration among members increased significantly from 2019.
- Two new courses will be introduced in 2022: Fundamentals of Adaptive Reuse launches in February and How to Create a Private Equity Fund debuts in February/March.
- One new course will be developed, and two existing courses will be refreshed later in 2022, including our flagship course, Essentials of the Development Process, which will be released at the end of Q1.

Status of Chapter Meeting/Event Plans:

1. Have you changed your in-person meeting/event plans due to COVID variants? (Multiple choice)



NAIOP Corporate

- If hotel contract was signed before the pandemic (March 2020), then that may be a negotiation tactic.

- Hotel may apply part of cancellation fee towards a new or rescheduled future meeting/event.
- If potential attendees are unable to travel due to company mandates, this *may* be deemed commercially impracticable and trigger the Force Majeure clause of the hotel contract if this is specifically cited and added to the clause.
- Members under a travel ban seem to anticipate it ending by March 2022.

NAIOP Central Ohio – Chapter moved January meeting by one week, then converted to virtual.

NAIOP Greater Toronto

- The decision to postpone depends on the type of event.
- Monthly educational breakfasts can be moved to a virtual platform, but the marquee events (awards, etc.) need to be held in person.
- The chapter is exploring creative ways to offer their programming. Ideas include having speakers together to present to a virtual audience or allowing sponsors to attend an event, but stream to the rest of the membership.
- The chapter is still carrying credits for venue cancellations in 2020 and 2021.

NAIOP Maryland – Chapter moved events forward one to two months.

NAIOP New Jersey – Chapter rescheduled two events until Q3 with hotel contract addendums.

NAIOP Northern Virginia

- A planned January event and two February events have been postponed to March and April.
- Some member companies are no longer allowing attendance at industry events, but other members have no problem attending. Company attendance bans run through February.
- Chapter continues to hold virtual events.

NAIOP Pittsburgh – Chapter may have to pay hotel cancellation fees since there are no longer state/local COVID-related mandates. This may be an issue for the chapter regarding member engagement and loss of revenue.

NAIOP San Francisco – Events moved to later in Q1.

NAIOP Southern Nevada

- January in-person breakfast meeting has 110 registered.
- Local hotels are not booking more than six months in advance.

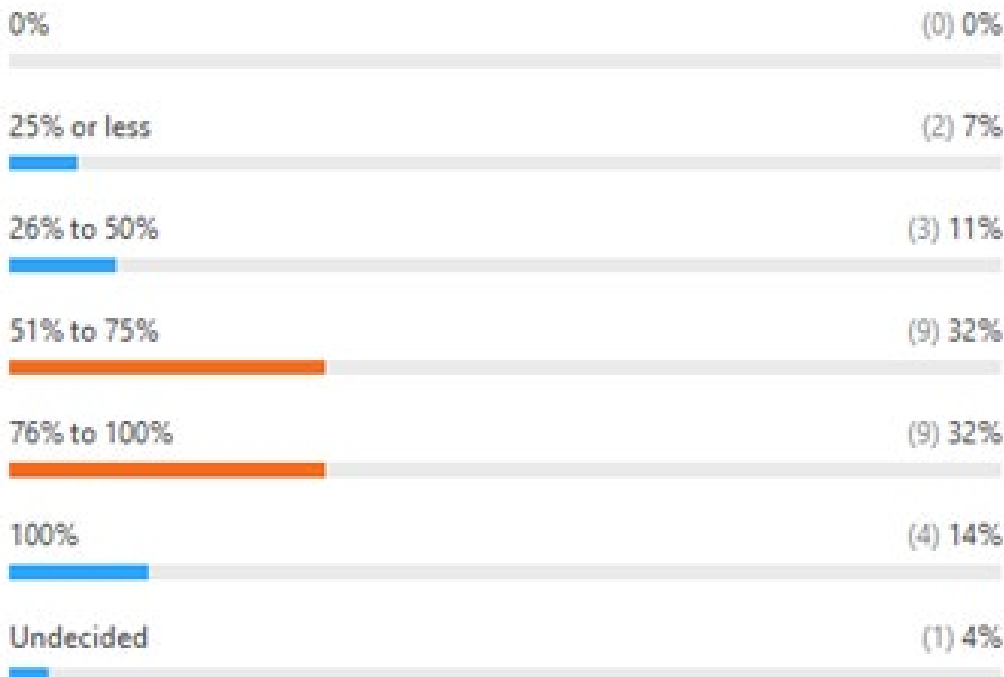
NAIOP Wisconsin

- Most chapter events are being held at member company offices. These locations are easier to manage, and no cancellation fees are involved.
- Annual meeting is still scheduled for January 27. Chapter doesn't want to get into the habit of moving events.

Vaccination Status Mandates:

- NAIOP DC|MD – Chapter held an event prior to the holidays that required proof of vaccination. The event went very smoothly.
- NAIOP Greater Toronto – Toronto has a vaccination mandate. Most venues will provide someone to check status.
- NAIOP Massachusetts – City has a local vaccination mandate. This removes the chapter from verifying status; now the venue is responsible. The city and state are launching apps so that people can easily share their vax card.
- NAIOP Maryland - The rules of the presiding jurisdiction or venue are followed regarding vaccination and/or masks. The chapter is not policing attendees, but encourages people to wear masks especially those who are unvaccinated.
- NAIOP Pittsburgh - Chapter has a vaccination mandate for all their in-person events. Most members support this mandate.
- NAIOP Southern Nevada – Chapter is not policing attendees, but is advising masks to be worn per state guidelines for those unvaccinated.
- NAIOP Wisconsin - Chapter does not plan to enforce mandates outside of what is required by the member company hosting the event/meeting. Construction company offices are implementing OSHA rules regarding vaccination status.

1. What percentage of your pre-COVID schedule of meetings/events will you hold in Q1 and Q2 2022?



Chapter Leadership & Legislative Retreat:

- The entire conference is canceled, but we are working to either deliver some content virtually in stand-alone webinars or provide alternate forums to allow chapter leaders to share with each other the models and Q&A about what they're doing.
- For those who purchased airfare for the event, we suggest they contact the carrier about a credit or refund. If airfare credit is unable to be used by Dec. 31, 2022, NAIOP Corporate will reimburse for the purchase cost, without the deductible as outlined in the [reimbursement policy](#).
 - Only the corresponding number of attendees based on chapter size will be reimbursed for airfare.
 - To submit reimbursement, complete the [reimbursement form](#) and send to [Beth Gulding](#) with all appropriate receipts.
 - Hotel reservations made as part of the NAIOP room block were automatically canceled and a confirmation email from Hilton should have been received.
- Chapter Merit Awards winners will be announced on February 1 and recognized before Larry Sabato's keynote presentation that afternoon. Awardees will also be recognized in the spring issue of Development magazine and at CRE.Converge in October 2022.

- On February 1 at 4PM EST, our planned Keynote, Larry Sabato's Crystal Ball, will be offered to all NAIOP members.
- On February 10, Leah Brown, certified Dare to Lead trainer, will present on the characteristics of daring leadership. Details will be coming soon. This presentation will offer us all an opportunity to consider her for DEI topics that would be eligible for funds from the DEI Education Speakers Program presented by Trammell Crow Company.
- We planned to have Dr. Michael Tatonetti from Pricing for Associations as a speaker. He will be rescheduled for CL&LR 2023. Until then, we will share his blogs and other info on the topics of valuing and monetizing our products and services and pricing strategies.
- We will spotlight CMA-nominated programs during upcoming Chapter Idea Swaps.
- We will invite Corporate Government Affairs team, Aquiles Suarez and Toby Burke, on upcoming Ideas Swaps.
- An Ideas Swap for Chapter Presidents/Elects will be scheduled for later in Q1 to replace missed CL&LR sessions. If any other chapter leadership cohort wishes to meet in an idea swap, we can coordinate and/or we can create a NAIOP Connect community for any chapter leadership group.
- NAIOP Wisconsin offered to hold meetings on the Hill in two groups, Republicans & Democrats. Chapter is going to pivot to hold meetings at the local airport since it is convenient for the legislators when they fly home.

2021 NAIOP Year-End Membership:

- NAIOP Corporate budgeted approximately 2,000 member net loss in 2021. Total membership broke even in 2021 (net 14 members) and ended the year at 19,316 members.
- Half of the chapters realized membership growth.
- Total new members for 2021 was 3,916. The second half of 2021 was the best second half recruitment ever, reaching record highs in five out of the six months. October came close to setting a record as well. This was 36% (over 1,000 members) above 2021 budget and 30% above 2020 number of new members.
- New member target for 2022 is 4,125. This will be the highest number of annual new members ever.
- Over 9,500 members have renewed for 2022 to date which is over 52% of invoiced members. This is ahead of last year at this time. Third invoices have been mailed.
- NAIOP Corporate will not conduct telephone outreach for renewal reminders, but will instead use a new conversational engagement email renewal campaign. This campaign sends a simple multiple-choice email to members which they then respond to. It allows us to easily update our database and continue to engage these members. They may also ask for additional information or a personal call to discuss their membership or benefits. These requests will be forwarded to the appropriate chapters since the chapters provide so much value to our members.

- NAIOP Corporate will continue to monitor renewal numbers and will adjust the final drop date if needed.
- NAIOP Greater Toronto shifted to “members only” events in the latter half of 2021 which seemed to work well for membership numbers.
- NAIOP New Jersey is offering a special campaign for renewing members encouraging them to renew by January 17 to be entered to win a pair of Gala tickets for the 2022 year. The chapter is seeing lots of positive traction and excitement.

NAIOP Connect Communities:

- NAIOP Connect communities are ready and available to your chapter leadership to use, so they can stay connected and share information between board meetings. A sample welcome email is posted in the Chapter Executive Staff library.
- Please submit your 2022 Chapter Leadership roster so we can keep our communities’ rosters current.

From NAIOP Massachusetts: Have other chapters experienced an increase in hotel costs?

- NAIOP Greater Toronto has seen increased AV costs. Costs for all events have gone up over the past few months including a large jump in [golf] course cost for the annual golf tournament.
- NAIOP Inland Empire is seeing a large inflation in costs, both F&B and A/V.
- NAIOP Northern Virginia’s golf contract went up as well.
- NAIOP Pittsburgh has seen inflated costs.

New Chapter Executives:

[Lauren Davis](#) – NAIOP Northeast Florida

[Amy Mayberry](#) – NAIOP Utah

The next Idea Swap will be on Wednesday, February 9 beginning at 3:00 p.m. ET