

Chapter Executives Idea Swap Summary – March 9, 2022

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

NAIOP Membership Status

- Over 13,200 members renewed for 2022 which is 73% of eligible renewals.
- The membership drop will be done the evening of March 14, 2022.
- Individuals will be notified of their drop status the following week. They will still have access to their online account to reinstate their membership.
- An exit survey will be sent to all dropped individuals the week of March 28.

From NAIOP Washington State: Excluding large, industry wide events, what are the chapters seeing in attendance for regular/monthly events?

- NAIOP Arizona: Attendance may reflect the culture of the market and the local government requirements. Chapter meeting attendance is now at pre-Covid levels. Now that people are accustomed to Zoom, most committee meetings are hybrid using the [Meeting Owl](#).
- NAIOP Chicago: Attendance at chapter events is approximately 50% of pre-Covid levels. Government restrictions were recently lifted. Attendance is very dependent on the topic offered.
- NAIOP Inland Empire: Some members find it difficult to attend events in person and are looking for virtual option for all events/meetings.
- NAIOP New Jersey: Chapter is returning to in-person programming on March 23. Registration is trending strong.
- NAIOP Pittsburgh: High engagement across the board with many events sold out. Chapter continues to offer the monthly meeting in hybrid form with 130-160 in-person and approximately 60 attending virtually. Hybrid meetings will probably continue post-Covid. Since Omicron variant has receded, many more people are attending in-person. The chapter requires proof of vaccination to attend all events.
- NAIOP Southern Nevada: All local restrictions are lifted. Attendance continues to increase. Committees just began to meet in person this month. Chapter has been using [Meeting Owl](#) extensively.

Chapter Merit Awards (CMA) Programs:

Summaries of all CMA submissions can be found in Chapter Resources/Chapter Merit Awards (login to naiop.org required).

NAIOP Greater Philadelphia/Sarah Maginnis: Legislative/Government Affairs (GA), Philadelphia Real Estate Alliance (PREA)

- Chapter partnered with Building Industry Association (BIA), BOMA & General Building Contractors Association (GBCA) to form a coalition to create impactful change on CRE rules/regulations in Philadelphia.
- PREA attends council meetings and has individual meetings with government officials.
- Group testified a few times before local governmental groups.
- PREA meets every other week to keep each other informed on local GA issues and plot future strategies.
- Most of the staff work is performed by Sarah and chapter past president, Lauren Gilchrist, but the other organizations are being brought into the administration of the program. Sarah has been spending approximately 8-10 hours per week on the program.
- Currently the chapter does not have a separate source of funding for the program. All related costs are shared by the four groups. A PR agency was recently hired to create a brand and slide deck to assist with communications.
- On April 6, PREA will hold its first Town Hall. Each organization will be represented on a panel discussion, "Building Back a Better Philadelphia," and a city administrator will present the keynote. Approximately 400 attendees are expected.

NAIOP Chicago/Abbie Olson: Diversity, Equity, and Inclusion (DEI), University Scholarship Fund

- Program began as a way to increase the industry pipeline, but has evolved into a DEI initiative.
- Currently provides one undergraduate and two graduate scholarships of \$7,500 each.
- The scholarship also includes professional development benefits including a NAIOP membership; two mentors – a Developing Leader and an industry veteran; and registration at NAIOP's CRE.Convergence and NAIOP Chicago's programs for one year.
- Students from three local universities, DePaul, Roosevelt and Marquette Universities, have traditionally been eligible.
- In 2022, the program will expand to include three additional schools that do not have a traditional real estate program, but do have other related areas of study. The scholarship amount will increase to \$10,000 each. The University Scholarship Committee will reach out to the financial aid, career services, and

related academic departments to promote NAIOP and the scholarship program to the new schools.

- To fund the program, the chapter created the NAIOP Chicago Foundation as a 501(c)(3) which has raised over \$100,000 since 2020. The foundation allows the chapter to increase donations from their sponsors and member companies through a voluntary contribution on the membership renewal invoice. The annual awards dinner is another source of funding.
- Chapter is also looking at expanding their DEI outreach efforts down to the high-school level.
- Abbie averages five hours per week, but the time commitment is heavier during the application period.

NAIOP Connect: A demonstration is available to learn [how to add events to your community](#) page.

NAIOP Updates:

- Approximately 200 members attended the webinar, “Dare To Lead,” with Leah Brown on February 10 which was a presentation of a session previously intended for the Chapter Leadership & Legislative Retreat. This speaker and/or similar topics can be considered for the DEI Education Speakers program presented by Trammell Crow Company.
- Chapters who are eligible to nominate NAIOP Corporate Board members for the Board term beginning in 2023 should make this a part of your upcoming March/April board meeting so that appointment forms and new nominee biographical information are sent to [Kelly Lempel](#) no later than **May 19**. Please reference the email (sent to chapter presidents and chapter executives on February 23) containing the [board worksheet](#), [recommendation form](#) and [board responsibilities document](#). Remember that nominees must be current NAIOP members and Principal members are preferred to ensure placement.
- On Wednesday, March 30 from 7 am to 11 am ET, the NAIOP database will be offline to prepare for an upcoming upgrade. All online related functions including the member directory, meeting registrations and the join and renew/reinstate functions will be unavailable during this time frame.
- Chapters who received a 2021 Chapter Contingency Support Fund Program and Event Grant are invited to present their program and experiences at a future Ideas Swap.

The next Idea Swap will be on Wednesday, April 13 beginning at 3:00 p.m. ET