

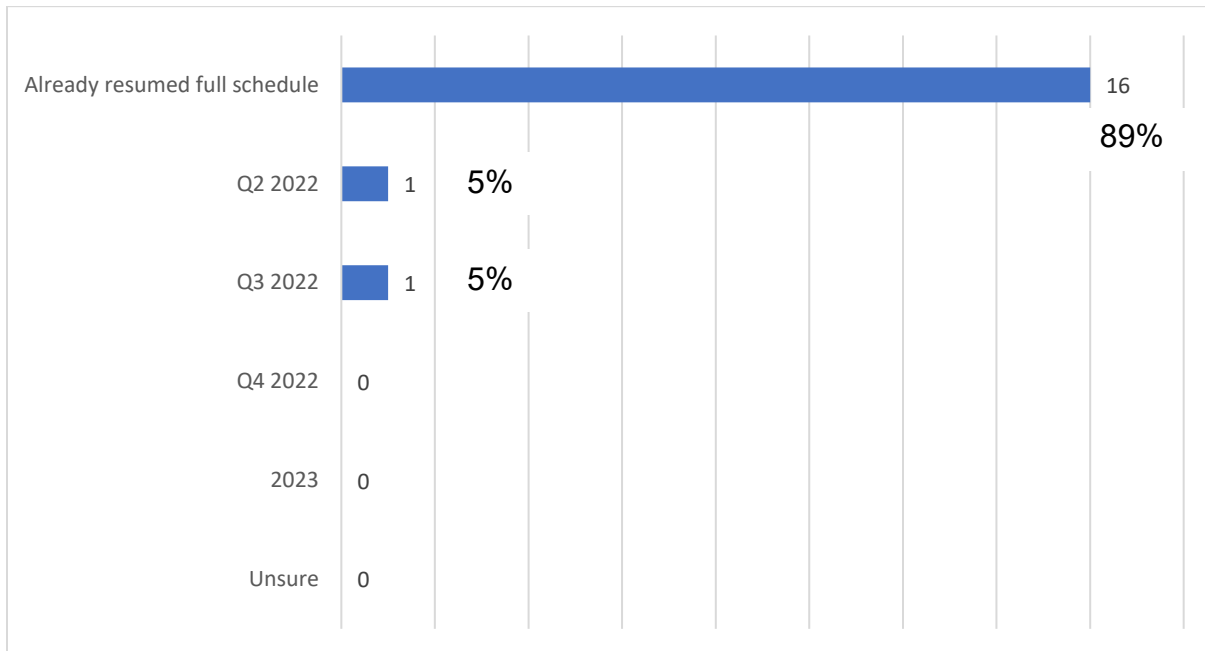
Chapter Executives Idea Swap Summary – April 13, 2022

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.

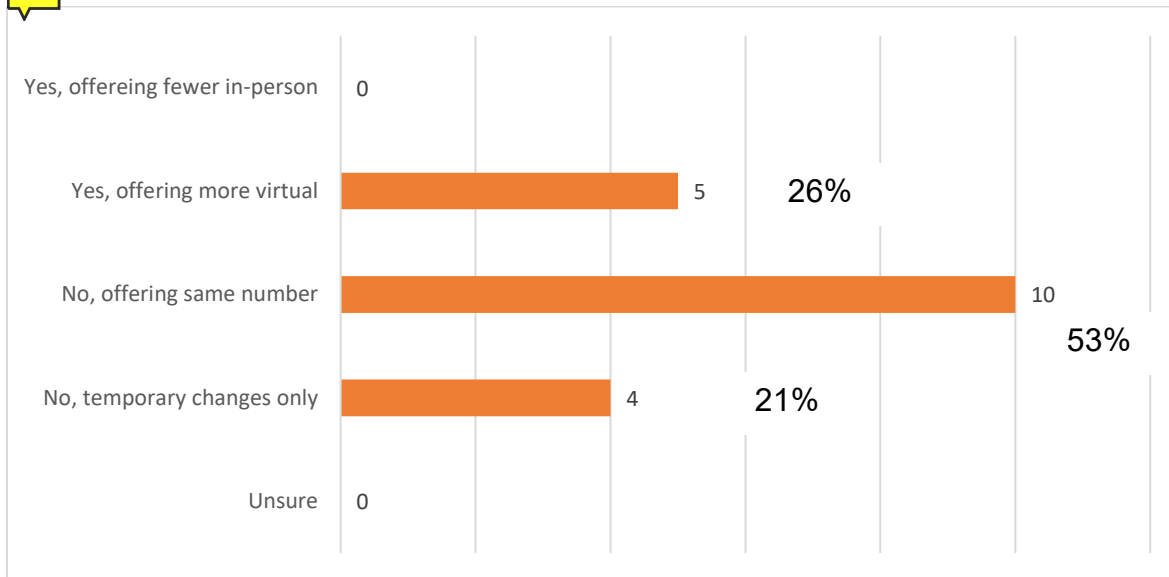
NAIOP Membership Update

- Almost 2,700 members were dropped March 14, 2022.
- Overall there is a 16% attrition rate and 78.5% renewal rate year-to-date. This is a higher percentage renewed than in 2020 and 2021.
- Pro-rate members have a two-month grace period to pay before they are dropped from membership. Traditionally 55% - 60% of the prorated members renew. We continue to work to raise the new member retention rate.
- Q1 was the third straight quarter of record-breaking new member recruitment and we have gained almost 1,800 new members year-to-date.
- Results of new-member surveys show that they continue to join for chapter programming more than any other factor.

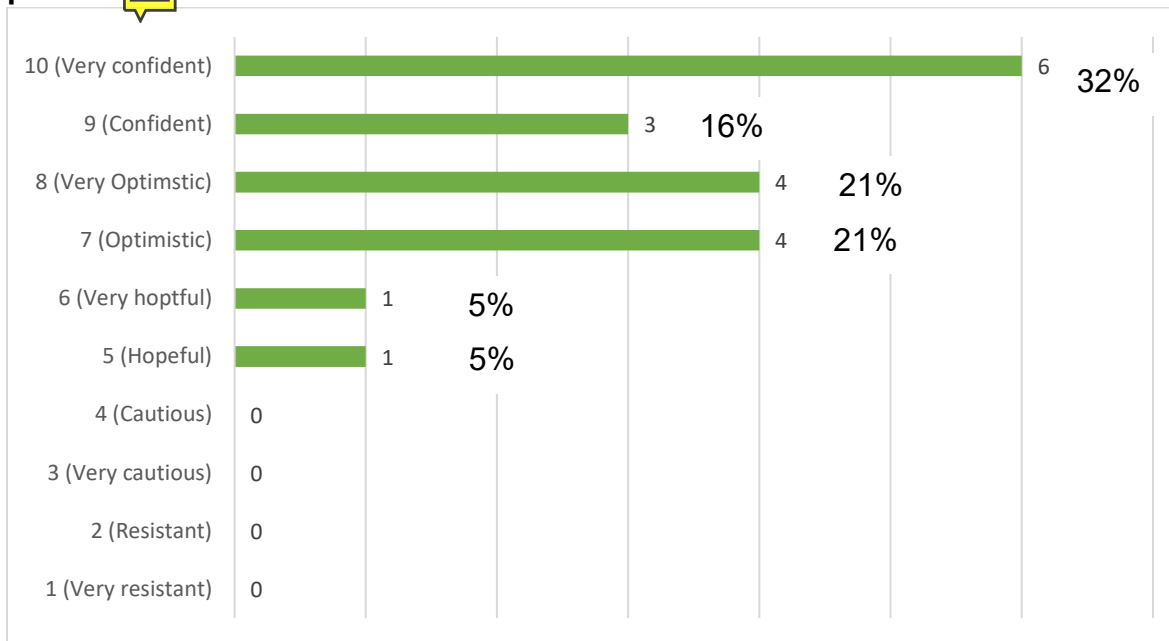
Poll: When do you anticipate delivering your full schedule of in-person meetings and events?



Poll: Has COVID changed your permanent schedule of in-person programs and events?



Poll: What is your board's current sentiment about the short-term future of in-person events?



From NAIOP New Jersey: How do the chapters handle identification of Corporate Affiliate members who are also age-eligible to be Developing Leaders?

NAIOP Corporate will send an automated message to new members asking them to provide us their DOB information. Any chapter gathering this information on their own are asked to forward to NAIOP Corporate so we can add to our database and include in chapter reports.

From NAIOP New Jersey: Does your chapter have a photography and/or video policy for event attendees?

NAIOP San Francisco: “Programs and events may be photographed, or video recorded. Your registration and that of your guest(s) for any NAIOP SFBA program or event confirms your and your guest(s) consent to your image(s) being represented in the future publication, broadcast, or other use of photographs or videos at the sole discretion of NAIOP SFBA. Please contact the Chapter office with any questions at admin@naiopsfba.org.”

NAIOP Corporate: The following Recording and Videography policy appears on the registration page of each conference site: “Attendees may be captured by audio and video and consent to appear in conference recordings and promotional materials. For questions or to request not to appear in conference recordings, email hamilton@naiop.org.”

From NAIOP New Jersey: Does any chapter accept ACH or other alternative payment methods for their program and event registrations?

- A few of the larger brokerage members are moving away from submitting checks and large event sponsors don't want to pay the credit card fee.

NAIOP Greater Toronto: Chapter makes most event registrants pay via credit card or wire transfer because chapter check processing is delayed since chapter staff is not yet in the office full time.

NAIOP Northeast Florida: Chapter has used PayPal for several years.

NAIOP SoCal: Chapter accepts ACH.

NAIOP Southern Nevada: Provides banking information to interested vendors.

NAIOP Wisconsin: Uses ACH for larger bank sponsors. Event registrants pay via credit card. The chapter tried to use Venmo to collect donations for the chapter PAC, but the process did not go well. Chapter moved to www.givebutter.com for these transactions. This program allows donors to use multiple payment methods (Venmo, PayPal, etc.) for event registration, and the chapter receives the funds from one source.

From NAIOP Northeast Florida: What process do chapters use for their awards process? How do chapters encourage submissions?

- Current chapter awards are given for brokers and deals/projects.

NAIOP Central Florida: For the broker awards, the head of each brokerage shop submits names and data of brokers to an outside audit firm (accounting firm associated with a chapter board member) to determine the most productive broker/team for a product category. All other award categories use an application process and the chapter charges for submissions. Membership is not required to win an award and it is used as a membership recruitment tool.

NAIOP Greater Toronto: All submissions go through Award Force. Chapter does not charge for applications.

NAIOP Massachusetts: Chapter's Developer of the Year award is determined by the chapter board committee. Only members are eligible for consideration.

NAIOP New Jersey: Awards Deal of the Year in industrial, office and mixed-use. Each is determined by an application. At least one member of the development team must be a NAIOP New Jersey member. Other honorees are identified by the committee.

NAIOP SoCal: At least one member of the development team must be a NAIOP SoCal member.

NAIOP Southern Nevada: Chapter charges for project entries. Categories include office, industrial, retail, multi-family and interiors. At least one member of the development team must be a chapter member. Industry awards (people and firms) are not charged for submissions.

NAIOP Wisconsin: Chapter moving from the leadership team determining award winners to an application process.

Demonstrations for online awards nominations platforms from a previous Ideas Swap can be found in Chapter Resources/COVID-19 Chapter Resources/NAIOP Chapter Executives Virtual Idea Swap/May 12, 2021 Virtual Idea Swap Video, Audio, Chat & Summary. *(Log in required to access Chapter Resources.)*

NAIOP Southern Nevada/Katrina Bruce: Chapter Merit Awards Legislative/Government Affairs (GA) Program

- Chapter GA committee meets monthly via Zoom bringing in speakers to provide information on a topic of interest. Approximately 30-40 members attend.
- GA steering committee also meets monthly to discuss and make policy decisions to recommend to the entire chapter board. Steering committee is comprised of board members and select interested members.
- Nevada state legislature holds a 120-day session every other year. Chapter partners with NAIOP Northern Nevada to employ a lobbyist so the chapters work together on issues. During the legislative session the chapter meets with their lobbyist once a week for a status update.
- Chapter formed a subcommittee on smart-growth to provide input from stakeholders and track the anti-growth rhetoric.
- Developing Leader members are also invited to a separate weekly meeting with the chapter lobbyist to get an introduction on what the chapter is doing in government affairs.
- Chapter executive staff provides organizational and logistical support only.
- Chapter commissioned an economic analysis of the impact of land constraints on the Southern Nevada economy. Study was shared to engage with elected

officials as well as with economic development organizations and other like-minded CRE trade associations.

- NAIOP Massachusetts: Approximately 50 – 70 people attend their monthly GA meetings.
- NAIOP Northern Nevada: Chapter has 15 members who regularly attend the monthly chapter GA meetings.

NAIOP Vancouver/Paul Kool: Chapter Merit Awards Education Program - NAIOP Vancouver Education Day

- Annual education day program was taken virtual using Zoom in 2021.
- Traditional program was a full day event with multiple topics/speakers, lunch, and end-of-day networking. Revised event was spread out over four hour-long seminars held at noon over four consecutive Thursdays.
- Positive outcomes:
 - The chapter was able to attract more people due to virtual presentations (no space or travel constrictions) and attracted more non-members to the event.
 - Increased revenue (due to increased attendance and no hotel logistics expenses).
 - Spreading the sessions over four weeks reduced attendees' time away from work.
 - No worry about speakers going over their allotted time.
- Negative outcomes:
 - Loss of networking opportunities.
- One presenter asked not to be recorded, so the chapter decided not to record any of the sessions.
- Chapter is considering holding a virtual Education Day event again in 2022 due to the benefits. Will record as many sessions as possible and offer some sort of networking experience.

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

The next Idea Swap will be on Wednesday, May 18 beginning at 3:00 p.m. ET.