

Chapter Executives Idea Swap Summary – September 14, 2022

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

NAIOP Corporate Update

- Chapter Leaders Town Hall
 - Chapter presidents, presidents-elect, chapter executives are invited to an exclusive session with the NAIOP Corporate Executive Committee and senior staff members during CRE.Converge 2022 in Chicago.
 - If the above leaders are not able to attend, any chapter leader is welcome and will be reimbursed per the stated policy.
 - The meeting will be held Monday, October 10 from 12:30 pm to 4:00 pm. Lunch will be served.
 - Peggy Hoffman, an outside facilitator with association and chapter relations expertise, will lead discussions on the current and future direction of NAIOP as we plan for the 2023-2025 strategic plan.
 - NAIOP Corporate will [reimburse](#) for hotel accommodations (two nights) and airfare/milage for up to three chapter leaders who attend the Town Hall (chapter presidents, presidents-elect and chapter executives will take priority).
 - Interested attendees are encouraged to pre-register for this event when they register for the CRE.Converge conference. Chapter leaders other than president, president-elect or chapter executive must contact [Beth Gulding](#) to register.
 - A virtual platform is not available for the Town Hall but Marc Selvitelli, NAIOP President/CEO is available to meet with chapter executives and chapter boards personally.
- Chapter execs will meet during CRE.Converge on Wednesday, October 12 from 9:30 am – 3:00 pm. Associate VP for State and Local Affairs, Toby Burke, will update us on governmental issues impacting CRE across the country. VP for Marketing and Communications, Kathryn Hamilton, will address NAIOP Corporate's website update and Corporate resources.
- NAIOP Corporate leadership will continue to personally meet with chapter leaders through 2022. Please contact us if you would like a visit.
- We are accepting nominations through Friday, September 30, for the chapter executive director liaison to NAIOP Corporate's Board of Directors. This is a non-voting, ex officio role with a two-year term beginning January 2023. To be eligible, all candidates must spend a minimum of 80 hours per month working for

a NAIOP chapter and have the support of your NAIOP chapter board. NAIOP Corporate will assist in reimbursement of travel expenses to two NAIOP Corporate Board Meetings. The 2023 spring/summer Corporate Board meeting will be held virtually.

- CL&LR 2023
 - Planning for the 2023 CL&LR meeting has begun. We are looking for anyone interested in assisting with program planning or program/speaker ideas. Please contact [Beth](#) or [Diana](#).
 - [Dr. Michael Tatonetti](#) with Pricing for Associations will present on pricing strategies for chapter programs and services.

NAIOP Silicon Valley/Sheila Johnston: Annual BBQ Event

- Signature networking event held at a member's home yard in Palo Alto, California.
- A special pre-party VIP networking reception was held for President's Council sponsors. Some sponsors also donated tickets to local university students to attend the reception and dinner.
- Attendees enjoyed a full BBQ dinner, including ribs, tri-tip, salmon, roasted veggies and other delicious sides and desserts. Cocktails, beer, wine, and non-alcoholic beverages were also available.
- Many prominent local political leaders were invited.
- A certified event planner was used to help plan the space. Fancy port-a-potties were rented so that attendees did not need to enter the host's home. The menu was built around the style of the home (Spanish). Packets of cookies given to neighbors as a thank you.
- Philanthropic donation from the chapter is a key part of the event. The receiving charity is selected by the host.
- The event size is limited to 200-250 based on size of member's yard and tickets typically sell out. Extra tickets are always sold to account for no-shows.

Chapter Program Innovation Grant Fund Approvals:

NAIOP Central Florida: Food and Wine Festival will provide a tradeshow-like platform for developers to share new, planned, and existing projects. Guests will receive a Food & Wine passport and collect stamps from developer booths to be redeemed for a taste from a food or beverage partner.

Guests will learn about new developments, try samples from new food and beverage establishments, hear live music and network. Prizes and raffles will also be included.

The event will run from 5:00 pm – 7:00 pm. After 7 pm family and friends are invited to enjoy the live band and samplings from the city's new restaurants. Food and drink tents will remain open until 9 pm and offer additional items for purchase.

NAIOP San Francisco: A podcast to keep listeners up to date with what's happening in the market, conversations with senior leaders, political issues impacting the industry and more. The podcast is available on the chapter's website, Podbean, Apple Podcasts and Spotify.

The podcast features the chapter's past president as host and a guest speaker in a casual, informal interview style. Taking a short form approach, the audience can listen in on a concentrated topic. Each episode will be 15-30 minutes.

The chapter purchased equipment and hired a pr consultant to help craft questions and structure for the podcast. An experienced editor has also been hired. The recording is done remotely to offer flexibility of scheduling.

The goal is to produce 6 per year.

NAIOP Washington State: Revamp marketing research program through their website. This includes deep analytical analysis of website traffic. A web design company will provide the analytical information. Revised website will also increase accessibility.

2023 Budget Planning:

NAIOP New Jersey: Much of budget is event based and contracts are being negotiated and signed. Chapter is planning for another good year but may see some sponsorship loss. Looking at an increase of 5%-10% in both venue, AV and F&B costs.

NAIOP Southern Nevada: Chapter increased dues for Affiliate & DL members for the first time in over 10 years. A DL increase may stem the price shock for those moving from DL to Affiliate membership in the coming years. Chapter may fund a full-time dedicated government affairs staff person later in 2023.

NAIOP Northern Virginia: When the chapter hired their first GA staff person, membership increased.

NAIOP Membership Update

- 2022 renewals of eligible members is expected to end at 82% which represents almost 15,000 members.
- Over 3,500 new members joined since January 1, 2022. We are expecting a 6-7.5% net membership growth in 2022. As of August 31, 46% of new members were DLs.
- DLs make up 27% of entire membership. For 2022, the DL conversion rate was 74% which is 12% higher than 2021.
- As of August 31, 2022, most chapters have more members year-over-year and half the chapters have seen membership growth since January 1, 2022.
- Recruitment:

- All hard-copy membership applications will be held beginning September 19. They will be processed beginning October 1 so that these individuals can take advantage of the fall membership promotion.
- Online new members will begin their membership immediately. Fall promotion will begin for online new members on October 1.
- Promotion postcards were mailed to interested chapters in mid-September.
- All prospects in the NAIOP Corporate database received fall promotion postcards mid-September.
- HTML fall promotion emails will be sent to all NAIOP Corporate prospects beginning Oct. 3 and twice monthly through Dec.
- A marketing toolkit is available to all chapters in Chapter Resources and via [Dropbox](#).
- Renewals:
 - 2023 Invoices will be created the last week of September.
 - On Oct. 11 first renewal reminder will go to Canadian members followed by their first renewal invoice mailing on Oct. 24.
 - On Oct. 25 the first renewal reminder will go to US members followed by their first renewal invoice mailing the week of Nov. 1.
 - Email and hard copy invoices will be sent monthly through mid-February.

NAIOP Washington State executive director, Peggi Lewis Fu left the chapter at the end of September. [Danielle Duvall](#) is currently acting chapter executive.

Due to the NAIOP CRE.Converge The next Idea Swap will be on Wednesday, November 9, beginning at 3:00 p.m. ET