

Chapter Executive Ideas Swap Summary – January 13, 2021

From NAIOP CEO Tom BISACQUINO:

- NAIOP Corporate upcoming meeting plans:
 - I.CON West 2021 in Long Beach, CA has been moved from March to August.
 - NAIOP Forums Symposium is scheduled in May in Chicago, IL. Some Forums may meet virtually while others will meet in person.
 - I.CON East 2021 is scheduled to occur in New Jersey in June as a full in-person event.
 - CRE.Converge 2021 will be held in late September in Miami, FL.
- Going forward, Corporate will continue to offer virtual programming. Virtual programming allows us to effectively connect with *all* members and members will consume *good* content virtually.
- In response to recent events in Washington, D.C., NAIOP does not intend to use its PAC as political leverage for any issue other than those impacting commercial real estate.

NAIOP Corporate Updates on Membership:

- Ended 2020 at 19,302 members which was a net membership loss of 4%.
- Total new members for 2020 was 3,025. The fall campaign ran behind typical years but exceeded expectations, given pandemic conditions.
- First quarter budget projections for 2021 will remain at 40% reduction of 2020 budgeted new members.
- Third renewal invoices were mailed.
- The renewal campaign will be conducted February 15 – 26. An outsourced tele-marketing firm will contact selected unpaid member segments. If a chapter wishes to exempt their members from this call list, please contact [Diana](#) or [Beth](#). Corporate invoices and sponsorships will be handled separately.
- Almost 8,800 members have renewed which represents 47.5% of total invoices.
- Overall 2021 renewal is a bit behind this time in 2020.

NAIOP Corporate Updates on CL&LR:

- Information and invitations are being sent by email to confirmed 2021 chapter leaders; chapters should forward their 2021 leadership lists to Beth as soon as possible.
- Due to the regular meetings of chapter executives in the Idea Swaps, we will not dedicate a virtual roundtable/video breakout to chapter executives; all execs are welcome to join a video breakout topic of their choice.

- Concurrent sessions will cover finance; events; membership engagement; innovation; diversity & inclusion; NAIOP research on the Development Approvals Index; President Biden's tax agenda and state and local budgets.
- All conference information including agenda & registration is on the [website](#).
- Virtual conference platform will open the week before the event. Extra features include matchmaking to assist with networking.
- Chapters can [sign up](#) for consulting sessions with NAIOP Corporate senior staff. Sessions are available Monday, February 1 at :00 and :30 of every hour between 10:00 AM and 5:00 PM ET excluding the Noon hour.
- Attendees tab is populated on the conference website, to search for your chapter leaders there or you may contact [Beth](#) for a list.

NAIOP Corporate Updates:

- NAIOP Colorado Executive Director Kathie Barstnar has been elected Chapter Executive Director Liaison to the NAIOP Corporate Board.
- Welcome to Nicole Cork, Executive Director of NAIOP Greater Toronto.
- Through 2021, NAIOP Chapters receive 100% of the profits from members taking Corporate on-demand courses.
- Diversity student scholarship deadline has been extended to February 12, 2021. This is for University Members' graduate students only.
- A listing of students included in a University Membership can be found on a separate report on the Chapter Portal. The university is considered the member in the regular chapter members reports.
- For the 2020-2021 membership year, renewing University Members have the opportunity to add as many students as they wish to their membership once they renew at their regular membership rate.

NAIOP Maryland/Donna DE MARCO on chapter's awards program:

- Awards program held December 18, 2020. Rescheduled from an April in-person event.
- To combat "Zoom fatigue" chapter used [The Echo](#) (sold by MemberSuite). This computer program created an alternate digital universe that allowed attendees to generate their own avatar and move through the program as if they were attending an in-person event.
- The overall look to the program was like a college campus with multiple virtual venues available. The chapter paid for a set number of these venues within the program. The event took place in the auditorium and the afterparty was on the beach. Participants could teleport into a venue with the push of a button and could also find others with a search function.
- The program gave attendees multiple opportunities to network and speak with each other one-on-one, as if they were attending an in-person event. This aspect of the program was very well received by sponsors and registrants.

- The event agenda mirrored the typical in-person event with a one hour cocktail reception, a one-hour awards event, and an afterparty. The event was held 11:00 am – 2:00 pm.
- Technical challenges included fire wall issues. This is a program individuals needed to download onto their computers. Several companies had difficulties approving/managing this.
- Communication was key to inform registrants exactly what to expect and to prepare ahead of the event. The chapter held two hour-long open houses ahead of the event so people could create their avatar and explore the program site.
- The expense was at least 50% less than the in-person event (no venue or F&B costs). Additional expenses included technical support on the day of the event. Total cost of the platform was approximately \$13,500.
- All in-person event sponsors transferred over to the virtual program with no refunds/rebates given. Chapter added exposure wherever possible and increased the number of sponsor tickets. Traditionally, most attendees come from sponsors. Overall, the virtual event gave sponsors more exposure for a longer period since video recaps are going out. All sponsors were pleased with the result.
- The award acceptance videos were pre-recorded on mp4 files. The chapter created a Vimeo file which was the only platform that worked with the Echo platform. The program also had a live emcee as an avatar which brought the virtual and taped portions of the program together.
- Participant pricing for the in-person event was \$250 and was reduced to \$50 for the virtual event. Over 140 individuals logged on at some point of the program.
- Link to event recap: <https://vimeo.com/497611413>

Chapter In-Person Event Plans:

Golf Tournament

- May (NAIOP Inland Empire)
- June (NAIOP Central Ohio; NAIOP Northern Virginia)
- July (NAIOP SoCal)
- August (NAIOP Washington State)
- Fall (NAIOP Southern Nevada)
- September (NAIOP Greater Toronto – moved from May; NAIOP San Francisco Bay Area)
- October (NAIOP Silicon Valley; NAIOP South Florida)

Awards

- April (NAIOP New Jersey - program at a member's property with outside and inside space;
- May (NAIOP Arizona – moved from March; NAIOP South Florida)
- Fall (NAIOP San Francisco Bay Area)

Other Events

- January (NAIOP South Florida - Outdoor Hard Hat tour)
- February (NAIOP Greater Toronto – Ski Trip)
- Summer (NAIOP Chicago; NAIOP Hawaii; NAIOP Wisconsin)

Past/Ongoing Events

NAIOP Greater Toronto

- Held “NAIOP Bubbles” for members to sign up for small networking sessions at local restaurants and bars. No longer allowed under revised COVID guidelines.

NAIOP Oklahoma:

- Chapter has been holding in-person events throughout the pandemic.
- Annual Trends Conference had 150 people (maximum number venue would allow) and 20-30 virtually. Virtual attendees registered at a reduced price.
- Chapter is finding speakers do not want to appear at in-person events.

NAIOP Wisconsin

- Chapter coordinates coffee/lunch meetings between 4-6 members ([Drink, Dine Develop!](#)). These get people back in the mood to meet in person and support local restaurants. Members use an online form to sign up for set outings by Friday morning and chapter will email group to confirm attendance of all involved.