

Chapter Executive Ideas Swap Summary – April 14, 2021

NAIOP Corporate Updates on Membership:

- NAIOP dropped approximately 3,000 outstanding unpaid member on April 3, 2021.
- Over 13,800 renewed membership which is approximately 75%.
- An email notification was sent to 1,900 dropped members (corporate and sponsorship members were excluded) on April 14. It included links and information to reinstate membership.
- Overall, NAIOP lost 4,400 members during this renewal cycle which represents about 23% of membership.
- We will invoice approximately 600 prorated members through August. This cohort has the highest attrition rate.
- The 2021 budget anticipated an overall reduction in net membership of 10% and we are on track to meet this projection.
- New membership in the first quarter of 2021 has been stronger than anticipated at over 1,000 new members.

NAIOP Corporate Updates:

- Chapters that are eligible to nominate NAIOP Corporate Board members for the 2022 Board should send their appointment forms and new nominee biographical information to [Kelly Lempel](#) no later than May 13.
- Chapters can greatly impact the diversity representation on the NAIOP Corporate Board with the chapters' nominees. Please keep this in mind as you evaluate your chapter's candidates.
- NAIOP Developing Leader (DL) Award application will be open in late-April. Please encourage all your active DLs to apply.

Diversity Equity Inclusion (DEI):

- The [REEX Summer Programs](#) extended their application deadline to May 1, 2021. They are admitting students on a rolling admission basis.
- NAIOP San Francisco Bay Area is offering an [ARGUS Certification Diversity Scholarship](#). Recipients will receive on-demand ARGUS certification training (valued at \$1,250) through the NAIOP Center for Education, one-year NAIOP Membership, and mentoring. Applications will be accepted through April 30. The chapter budgeted for up to five scholarships fully funded from the chapter budget. Applicants can be currently located in the San Francisco Bay Area or planning to relocate to the area.

- Companies are reaching out to partner with NAIOP regarding DEI initiatives. Diana Tucker invites chapters to dialogue and collaborate on how to leverage DEI partnerships and opportunities.
- Many chapters find they need a champion to push and move DEI programs forward. This topic may provide opportunities to engage members as new volunteers who are interested in leading or participating in chapter efforts.
- NAIOP Raleigh Durham is meeting with North Carolina Central University, an HBCU, in May.

Chapter Event Plans for 2021:

NAIOP Central Florida

- Chapter is hosting in-person events, both indoor and outdoors. Some virtual options are offered if necessary.
- The upcoming student case competition will be held virtually due to the university's rules.

NAIOP Greater Toronto

- Outdoor golf tournament will be held Fall 2021 with a possible outdoor event this summer.
- All other events will be held virtually until late 2021.
- The city of Toronto is currently in lockdown.

NAIOP Maryland

- Board meetings are held in-person with about 2/3 of members attending virtually. Those who attend virtually do not seem to be as engaged as the in-person attendees.

NAIOP New Jersey

- Will require signed waivers for all their events, indoors and outdoors.
- Chapter hopes to have an in-person, outdoor event in June.
- Whenever people are together, the chapter informally surveys attendees to determine their feelings about returning to in-person events.

NAIOP Northeast Florida:

[Awards Gala](#) held late-March.

- Held indoors at a very large convention center with plenty of space for social distancing.
- It was cost-prohibitive to hold in-person *and* stream virtually, so the program was held in-person only.
- Chapter was concerned about attendance and budgeted for 150. The attendance was increased to 170 based on demand with many individuals turned away.

- The city owned the venue, so needed to follow the city's COVID guidelines. COVID accommodations included valet parking, and masks required to enter building, but not when eating/drinking. Event provided open bar & appetizers immediately upon entrance. Appetizers were not passed but served to attendees. Both chapter and venue worked to enforce the mask/social distancing rules.
- During awards program, bar was closed. This forced everyone to stay at their table and reduced "mingling."
- The chapter typically loses money on this event but did not want to run a larger than normal deficit. The chapter gave the AV company sponsorship visibility to offset some costs, served a less costly dinner entrée (chicken), and worked with the other vendors to cut as many costs as possible and still have a festive event.
- No waivers were needed or required by the venue.
- New sponsors came forward and sponsorships were sold for the 2022 awards event.

Tour & Tasting event will be held late-April.

- This is a walking tour of Jacksonville buildings with wine tastings, appetizers, and an outdoor concert at the end of the evening.
- A few building owners do not want people inside their building.
- Each location will have wine/appetizers, so individuals will wear masks upon entering the building but can promptly remove them if they are eating and/or drinking.
- Need for waivers will depend on each location's requirements.
- Approximately 80 have registered and attendance will be capped at 90-100.

Board Meetings

- In person with virtual/call-in options.
- Several people are opting for virtual to cut down on their commuting time.

NAIOP Northern Virginia

- Board meeting attendance has increased since they have gone virtual.
- Chapter conducted four surveys earlier this year to gauge interest in attending specific events in-person.
- Golf tournament in June is the only in-person event scheduled so far for 2021.

NAIOP Southern Nevada

- First in-person breakfast was held April 15. The content was produced remotely, but members had the option of attending an in-person breakfast to watch the presentation with others and network. Seventy people were registered to attend in-person and were charged for the cost of the breakfast.

- The May breakfast will open the in-person option to all interested attendees, members and non-members. The content will be produced remotely and livestreamed.
- The June breakfast will have in-person content livestreamed to those who do not want to attend an in-person event.
- Chapter is trying to reach all constituents, those who want to meet in-person and virtually. Chapter expects to have a virtual option for the foreseeable future.
- Virtual speaker production gives the chapter flexibility to offer speakers from across the country. People will be comfortable viewing content virtually even if they are attending an in-person breakfast.
- In-person attendees will be charged for the cost of the breakfast for the first few months, then everyone attending, regardless of method, will be charged a fee. Exact pricing has yet to be determined.
- Chapter holds these events at gaming properties which are very strict in mask enforcement.
- AV costs are very reasonable and are sponsored.
- On May 6, the chapter has an in-person, outdoor, minor league baseball game event scheduled with attendance capped at 100.
- No waivers are needed for their events. State will be open at 100% capacity on June 1.
- Current committee meetings are all virtual until masks are no longer needed at venue. Going forward, chapter plans to have a virtual option for all committee meetings.

NAIOP Vancouver

- Chapter is not expecting to hold indoor, in-person events until the end of 2021.
- Vaccine rollout not as good as in the U.S.

NAIOP Washington State

- Chapter is trying to thoughtfully re-open in a coordinated manner and is looking for sample surveys to determine members' interest in attending in-person events.

Paycheck Protection Program (PPP) Loans:

Program extended through May 31.

- [501c6 organizations can apply for second loan, if needed.](#)
- Chapters may be ineligible if they exceed the threshold of lobbying activities.

NAIOP Minnesota

- Chapter operates through an AMC and the AMC received a PPP loan in 2020.
- Recently, NAIOP Minnesota successfully applied for a PPP loan on its own through their bank. The process took approximately 30 minutes using the bank's online system.
- The bank review committee approved the first screening in about four days and five days later the SBA approved. The payment arrived a day after final approval.
- The PPP will cover payroll only since the chapter doesn't have rent expenses.
- Loan is expected to be fully forgiven.

NAIOP Northern Virginia

- Loan was approved quickly through their bank. Select bank staff are long time NAIOP members.
- The Employee retention tax credit is also important to the chapter. Staff is working with their accountant to ensure everything is done correctly to receive PPP loan forgiveness and the tax credit.

Next Idea Swap on Wednesday, April 14 at 3:00 pm ET.