Chapter Executive Ideas Swap Summary –
May 12, 2021

NAIOP Corporate Updates:
- NAIOP is adding new pages to NAIOP.org outlining each chapter's dues structure to quickly show the approximate cost of NAIOP membership for one or more individuals.
    - The page will be found under Membership>Join>Membership Dues. The user can select their local chapter by using their zip code or a drop-down menu listing states then chapters.
    - The page will show individual and total costs for one, two, or three individuals, and the corporate rate (4- 6 members) for Principal and Associate dues categories. Individual pricing for other dues categories will also be included.
    - The page will be available online at the end of June.

- NAIOP will upgrade the membership database in 2022. The first phase is the online interface which we expect will improve the online experience for chapters and members.

- The Chapter Contingency Support Fund offers financial assistance for all chapters to bridge the current unexpected economic downturn or support future growth strategies.
    - The Reserve Protection Grant replenishes a chapter's reserves to an amount equal to 25%, or three months, of annual operating expenses (disbursements not to exceed $200,000).
    - The Program and Event Grant provides $2 for every $1 spent by the chapter, up to $15,000, to underwrite a new chapter program or initiative for 2021 that demonstrates innovation, delivers benefits and service, and sustains member value.
    - All chapters are eligible to apply for either one option that best supports their goals and needs. The application deadline is October 1.

- NAIOP is currently seeking chapter participation to provide data on local permitting and approval processes for the NAIOP Research Foundation Development Approvals Index.
    - The Index will serve as an objective resource for NAIOP chapters to advocate for improvement in local processes and for developers interested in exploring new markets or attracting investors to their region.

- o The NAIOP Research Foundation has released [a report detailing the methodology and goals of the Index](#), including a standardized spreadsheet for local use.
  - o Later this year, the Foundation will release a NAIOP-wide database on processes in different jurisdictions based on chapter submissions. This database will be updated yearly to capture any changes in any locale.
  - o Contact [Shawn Moura, Ph.D.,](#) NAIOP's Director of Research, for more information. He is happy to meet with the chapter board or members to demo the program.
  - o Chapters have until August 13 to add their information.
  - o NAIOP Arizona plans to participate and gather data on six municipalities and discussed their approach to completing the spreadsheet.
    - ▪ A Principal member is leading a chapter task force of 5 to 6 different developers.
    - ▪ The task force will recruit analysts from their companies to gather data.
    - ▪ The most senior level analyst will review all the data.

- Nominations are being accepted for the annual [2021 NAIOP Developing Leaders Award](#). Multiple candidates from each chapter are eligible to apply and win. Please encourage all Developing Leaders in your chapter to apply for this honor. The deadline for submissions is Friday, June 25.

NAIOP Corporate Legislative (U.S.) Update:
- President Biden's Build Back Better initiative consists of two parts:
  - o America's Jobs Plan: Focuses on jobs and infrastructure and transportation.
  - o America's Families Plan: Focuses on families, education, family & medical leave.

- At this time, the budget reconciliation process will not be used to pass Build Back Better which provides Republicans a little leverage to amend both plans.

- Total price of Build Back Better and the previously passed Rescue plan comes to approximately $6 Trillion . Paying for these initiatives targets many of our interests:
  - o Eliminates 1031 Exchanges/Like-Kind Exchanges
  - o Eliminates Capital Gain treatment for carried interest.
  - o Eliminates stepped up basis for estates.
  - o Increases top individual tax rate.
  - o Corporate tax rate proposed increase from 21% to 28%.

- NAIOP will not hold a legislative fly-in in 2021. Select members may be invited to speak with certain lawmakers on a case-by-case basis.

- NAIOP will organize a grassroots lobbying effort in late summer/early fall to address targeted issues.

- Senior Vice President for Government Affairs, Aquiles Suarez, will hold a [Legislative and Political Update Webinar](#) on June 22 to provide members with an update on the Biden administration's proposed legislation and policy initiatives affecting the commercial real estate industry, with a specific focus on NAIOP's top public policy and legislative priorities. This webinar is free for members.

- Federal rescue plan provided funds to state and local governments to address health issues related to COVID and to help spur economic activity.
  - NAIOP Corporate is questioning how state/local governments will continue with the programs once the federal dollars are no longer available in 2024.
  - Commercial real estate may be looked to as a funding source to sustain these programs and expansion of services.
  - Chapters should monitor their state and local governments' initiatives.

Diversity Equity & Inclusion (DEI):
- Zoom has a Closed Caption feature that allows accessibility for attendees who are hearing impaired or have other ability issues.

- NAIOP Corporate held a Diversity, Equity and Inclusion Q&A session on Monday, May 17. Chapters who currently have DEI committees and initiatives provided information to other chapters who are beginning DEI programs. A copy of the session recording is posted on Chapter Resources.

Online Chapter Award Submission Platforms:

NAIOP Washington: Open Water (Screenshots available in recording at 34:28)
- Using platform since 2015.
- Awards submission program is entirely online.
- Platform cost is approximately $5,500. Revenue from the awards program ranges $7,000 - $10,000.
- Chapter usually receives 60-70 total nominations over 15-19 award categories.
- Chapter expanded their platform use to include online judging, finalist gallery, charging for nominations, "peoples' choice" voting.
- Platform is fully customizable. Easily add and remove award categories even mid-nominations. Can include category specific criteria and different judging scales for each category.

- Company contacts are saved year over year. Companies can see their past years' nominations.
- Multiple people can work on one nomination at the same time.
- Great way to collect submission photos, get captions and approvals. Videos and PDFs can also be included in a submission.
- The program was difficult to convert to online and the platform was complicated to set up the first few years. It required lots of staff time and only one chapter person has access.
- Open Water has a built-in tutorial that walks through each step of the process and includes videos.
- The awards platform is located on a website separate from the chapter website. Chapter development website to submit test applications: https://naiop-wa.secure-platform.com/a/solicitations/8/home
- Platform can also link to the chapter's app.
- Judging was done via Zoom breakouts last year.
- Each application must be thoroughly proofread after submission by chapter staff to ensure accuracy of names, address, and other details.
- Finalist Gallery is open approximately 8 weeks before the awards. It includes all proofed submission information plus photos, and project teams. Last year's gallery had over 12,000 views.
- People's choice voting is open for three weeks before the awards ceremony for individuals to vote for their favorite project. This averages 7,000 – 12,000 votes per year.
- Committee tests system, reviews all nominations in the system to make sure all award guidelines are followed, coordinates judging schedule (nominees give a 5 minute presentation to the judges), and staffs onsite at awards gala.
- Judges have one month to pre-score all nominations through the platform then meet to agree on winners. Chapter typically has 9 judges (always an odd number) to evaluate all nominations.

NAIOP Chicago: WiseHive (Screenshots available in recording at 46:31)
- Chapter collects all nominations online through WiseHive for 15 awards categories (out of 16 total categories).
- The program receives 100 – 120 nominations.
- Pricing is approximately $5,500 per year.
- Chapter moved to online submissions over ten years ago. There were not many platforms to choose from so WiseHive was the winner. Easy to continue to move forward year after year.
- Jury evaluates nominations to select finalists for each category.
- Typically, chapter held live voting at the event to determine winners except for developer of the year. In 2020, due to COVID, the jury selected finalists *and* winners for all categories. Chapter may continue with this method going forward.

- Judges do not use the online evaluation process. Chapter staff exports data into an Excel spreadsheet and sends to judges.
- Exporting data also allows chapter to easily create the program book using data, photos, etc. from the submissions.

NAIOP Greater Toronto: Award Force (Screenshots available in recording at 54:28)
- Chapter's new AMS plans to move 2022 award program to Award Force. The REX awards have been put on pause for 2021 but the chapter will use Award Force for their 2021 Development Challenge.
- Award Force has been used by the AMS to administer a grant program created by another client.
- Cost will be approximately $5,000 (CAD).
- Application submission and judging will all be done through the platform.
- Award Force system administrator tests program before launch and may recommend changes based on best practices.

Next Idea Swap on Wednesday, June 9 at 3:00 pm ET.