

Chapter Executive Ideas Swap Summary – June 9, 2021

NAIOP Corporate Updates:

- Chapter presidents and presidents-elect are invited to an Idea Swap on Wednesday, June 16, at 3:00 pm ET.
- NAIOP Connect, the online community discussion board, will be released soon. Testing is ongoing. More information will be forthcoming.

NAIOP Chapter Portal:

- Easy-to-follow, step-by-step directions on how to quickly pull information on current DLs by using the Member Search function in the Chapter Portal can be found [here](#).
- Additional improvements to the look and functionality of the chapter reports will take place over the coming weeks and months.
- The first improvement will be adding short descriptions and “how to” hints on each report page. This has been done for the Member Search report.
- The company name has been added to the Member Payment Status Report.
- Demographic data has recently been added to the Member Current Status Report. We ask chapters to send any demographic data they may have in an Excel spreadsheet and include the member number along with the demographics.
- Demographic data, property type, and scope of business will be added to the Member Search.
- New reports in the planning stages include Forum Members by Chapter and National Committee Members by Chapter.
- Please [contact Beth](#) if you have questions regarding reports on the Chapter Portal.

Diversity Equity & Inclusion (DEI) Activities:

- NAIOP Upstate New York invites chapters to co-host a virtual DEI program called “Racist Policy & Resistance” examining the impact of and response to U.S. Federal and local policies, such as redlining, and how past policies connect to today’s inequities. The program will also look at how activism from the past can be applied to our present. The program is based on the book “The Color of Law” by Richard Rothstein and the speaker is Shane Wigan, a teacher and researcher from Rochester, New York who has taught this particular type of anti-racist curriculum in local school districts. There is no speaker’s fee for any chapter who wishes to co-host unless the chapter charges for attendance. Please [contact Diana](#) if you have questions or are interested.

- The DEI Sentiment and Activity Survey was sent to chapter executives and presidents to gauge their interest, efforts, and understanding of DEI at the chapter level so NAIOP Corporate can better understand where we are collectively on the DEI journey. The deadline to respond is Friday, June 18.

NAIOP Chapter Requests/Inquiries:

NAIOP Washington State is looking for comparative staff salary and benefit information from chapters who have direct employees to help them with their budget planning.




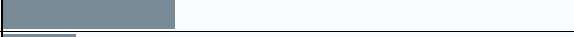


NAIOP Colorado is looking for contactless, on-demand event tools for check-in and badge printing.






- Most chapters are going back to handing out name tags to attendees from a reception table. NAIOP Central Florida also collects and recycles the badge holders at the end of their programs.
- During COVID restrictions, NAIOP Central Florida used QR codes for check-in and attendees brought their own nametags. The QR codes were created check in by the chapter executive.
- NAIOP Corporate used BoomSet for CL&LR 2019 and plans to use the platform for I.CON (West & East) and CRE.Converge 2021. This service allows attendees to check-in via a tablet set up at registration and print their own badges. Corporate opted for a base package plus additional fees for equipment, badge customization, and technician services and expenses per event. BoomSet may be cost prohibitive for chapters.

NAIOP Upstate New York asks if any chapter uses an online registration system for golf tournaments that can handle singles, foursomes, and sponsorships.

- Responding chapters haven't found a good online option. They use their typical online registration system and then contact the registrants to manually create the foursomes using Excel.

Chapter's Return to In-Person Events:

When does your chapter expect to hold the first in-person, indoor event or program of 2021?			
Responses	Responses	%	Percentage of total respondents
Resumed in Q1	3	21%	
Already Resumed in Q2	3	21%	
In Late Q2	2	14%	
In Q3	4	30%	
In Q4	2	14%	
Total Responses	14		

What percentage of your typical schedule of events will you hold in Q3 and Q4 2021?			
Responses	Responses	%	Percentage of total respondents
100%	6	43%	
76% to %100	4	30%	
26% to 50%	3	26%	
Undecided	1	.07%	
Total Responses	14		

NAIOP Arizona markets are fully open, and the chapter is 90% back to business as usual. The chapter hosted an in-person event in May with about 1,000 people. The chapter still offers small meetings over Zoom for those who are uncomfortable meeting in-person.

NAIOP Charlotte is still working with capacity restrictions. A golf tournament and a small social event were both held in April. A member/non-member social is scheduled for July. The chapter will probably hold a speaker/panel event in the fall.

NAIOP Chicago will hold its first in-person event, a golf outing, in early August. Sales look good. Breakfast meetings are planned for September and October. The awards program is scheduled for November. The awards will be pre-recorded then viewed during a networking event.

NAIOP DC|MD has held small, in-person events such as project tours, but nothing inside a hotel. The chapter is no longer hosting virtual events. The awards event and bus tour are scheduled for the fall. The awards will be virtual and live-streamed followed by a roof-top winners' reception. Members aren't quite ready to go back to a ballroom. The new members luncheon will be hosted at a country club with some distancing restrictions.

NAIOP Georgia conducted a back-to-events survey with mixed results. The state of Georgia is completely re-opened. The first in-person meeting is scheduled for later in June at a local hotel. The number of chairs per table will be limited and the chapter is asking those who are not vaccinated to please wear a mask. An August cocktail party will be inside as will later educational events. The golf tournament is scheduled for September. The chapter is requiring vaccination status of all participants so that they can inform everyone the percentage of vaccinated individuals at the event. There has been quite a bit of push-back on this.

NAIOP Minnesota held their first in-person breakfast program on June 9 with about 100 in attendance. Approximately 50 people participated virtually through Zoom produced by an AV company. The chapter isn't sure how long they will continue with the hybrid option. A golf tournament is scheduled for August and an in-person awards event will be held in the fall.

NAIOP Nashville is fully back with in-person events. The golf tournament is June 10. The chapter held a few DL property tours and a spring social with great attendance. The chapter is still undecided on holding their large gala this fall.

NAIOP New Mexico held their first in-person event, their golf outing, in March with 144 people in attendance. Their DLs hosted an event with 37 attending. The first in-person luncheon will be June 28. This will be members only due to occupancy limits at the hotel. Right now, only 1/6 of the tickets have been sold. Due to the rise in F&B and AV costs, ticket prices needed to be increased which will probably impact attendance going forward. The hotel also has restrictions on meal service (preset, separate water beverage stations).

NAIOP Northern Nevada is rapidly moving back to normal. In April they held an outdoor event and the golf tournament was on Friday June 11. It has been sold out for weeks. All board and committee meetings will be in-person beginning in July. An in-person breakfast event at a local hotel will be in late June.

NAIOP Northern Virginia held its golf tournament in early June with no restrictions or distancing. The awards event will also be in-person. Educational programs will remain virtual throughout the summer. They have been very popular, and attendance has been very good. The DL committee was the first to meet in-person and are planning a large in-person philanthropy event for July. A networking/membership event in August will also be in-person.

NAIOP San Francisco will hold a very small golf outing June 22 but will hold their larger, full golf tournament in September. Other events will be a mixture of in-person and Zoom through the end of September.

NAIOP SoCal had its first in-person event, a BBQ bash, outdoors the week of June 8. In July, the chapter will hold their golf tournament on two golf courses. The YPG program begins in-person programming in August.

NAIOP Southern Nevada has 50% attending virtually and 50% attending in-person. The first full in-person breakfast meeting is the week of June 14. The chapter will continue to live stream through Zoom using a professional production company.

NAIOP Utah used the hybrid model for their annual symposium in February. The in-person cap was 200 and those spots were filled very quickly. The last fully virtual event was in April, a legislative town hall. A golf outing was held on June 8. Everything else will be in-person going forward.

NAIOP Washington State conducted a survey to determine how comfortable their members are in attending in-person events. A volunteer leader event will be held in-person later in June. Members-only events will begin in July with a golf tournament. It will be fully sold out very soon. Members have priority for registering at least through September because the chapter anticipates all in-person events will be very popular and they want to reward those members who stuck with the chapter during this difficult time.

NAIOP Wisconsin is back to having in-person events. The most pressing problem is scheduling; people are very busy in the industry and every organization is trying to do two years' worth of events in six months. Another issue is that most people are still working from home so individuals living in the suburbs are not coming to downtown events after work.

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