

Chapters Idea Swap Summary – November 13, 2023

NAIOP Updates

- [Chapter Leadership & Legislative Retreat](#)
 - Capital Hilton in Washinton DC
 - February 12 – 14, 2024.
 - Programming will include information on Chapter Merit Award submission programs and Chapter Support Fund grant recipients.
- **NAIOP Diversity, Equity, and Inclusion (DEI) Task Force**
 - NAIOP Corporate Board of Directors approved a [DEI Vision Statement along with DEI Strategic Pillars and Goals](#) and a [policy statement](#) on Diversity, Equity, and Inclusion.
- **NAIOP Strategic Plan**
 - NAIOP Corporate Board of Directors approved the [2024-26 Strategic Plan](#).
 - An evaluation of NAIOP's name and brand will follow.
 - Chapters will have communication pieces to share with their members in early 2024.

NAIOP Membership Structure Task Force

- The Corporate Board of Directors will vote on the proposed revised membership structure at a virtual meeting on Thursday, November 16 at 11:00 AM EST.
- The proposal includes a reduced number of membership categories.
- **NAIOP Chicago/Abbie Olson**
 - The Chapter modeled scenarios using pricing examples provided by NAIOP Corporate. Modeling resulted in lowering/increasing dues so that change is revenue neutral to the chapter.
 - Chapter doesn't have a large number of Corporate members.
 - NAIOP Chicago will vote "yes".
- **NAIOP Colorado/Kathie Barstnar**
 - In the chapter's modeling, 56% of the chapter members would see a change in their dues amounts. Chapter created a structure that was revenue neutral without increasing individual dues more than \$25-\$50 per person.

- Chapter usually raises dues a small amount yearly to prevent occasional large increases.
 - Chapter board is planning to vote “yes” but the executive director has shared other chapters’ concerns so the board knows how this change may affect other chapters.
- **NAIOP Massachusetts/Tamara Small**
 - Believes data originally provided to the corporate board was incorrect. Did not reflect NAIOP Massachusetts’ extra dues category. Data provided to the chapter assumed no change in dues, which was not one of the scenarios provided to the corporate board.
 - Chapter conducted their own analysis using the four scenarios provided by NAIOP Corporate and concluded it would result in a significant dues increase for most of their members.
 - The local market is seeing a significant downturn. Memberships and sponsorships are being cut. If membership dues increase, then sponsorships will go down.
 - Damage may have been done to the relationship with member companies by just asking their response to a proposed increase in dues.
 - NAIOP Massachusetts will vote “no”.
 - **NAIOP Washington State/Danielle Duvalle**
 - The chapter conducted their own modeling and a change in membership structure will significantly affect the chapter.
 - NAIOP Washington State Board will release a letter to other chapters this week outlining their position and asking for smaller chapters’ support.
 - The Washington State market is slowing down and is currently affecting the chapter’s sponsorship renewal. Member companies are laying off employees and are pulling back their financial support.
 - Concerns that members who leave NAIOP due to increase cost will go to competing organizations (BOMA, ULI).
 - The chapter executive spoke to larger sponsors regarding potential increasing dues. Sponsors responded that they would pull back their sponsorship dollars which significantly impacts the chapters.
 - NAIOP Washington State will vote “no”.

Regarding the NAIOP Corporate database, the current database will remain in place regardless of the voting result. If the current membership structure remains, auto-renewal of memberships will not be possible.

Chapter Support Fund: Many chapters have taken advantage of this program. While there are still funds available, the program may not be replenished going forward into 2024. [Applications](#) are still being accepted.

NAIOP Arizona/Suzanne Kinney: NAIOP Arizona is creating a comprehensive marketing campaign to grow membership and influence.

- The chapter contracted with a marketing vendor to create a comprehensive marketing campaign. The contractor provides a full range of services including photography, video, graphic design, and targeted print and digital marketing/ads. The contractor works under a monthly retainer and larger projects are an additional cost. The contractor specializes in the CRE industry.
- The vendor is also creating video advertising as an added value to the chapter's Platinum+ sponsoring companies.
- The marketing contract adds structure to the chapter's marketing plan and allows economies of scale on projects. It also gives chapter marketing efforts a degree of professionalism that was not possible with chapter staff and volunteers developing the marketing program.
- It's still too early in the contract to compare engagement data but anecdotally, the marketing pieces have been well received.
- The vendor presentation is located [here](#).

There will be no Ideas Swap in December. The next meeting will be in January 2024 and will update everyone on NAIOP's Chapter Leadership & Legislative Retreat plans and programming.