

# NAIOP Corporate Board Orientation

*An introduction to NAIOP Corporate Operations*

# NAIOP Corporate Governance



## **NAIOP Corporate Board of Directors**

NAIOP is governed by the NAIOP Corporate Board of Directors consisting of 75 NAIOP members. Chapters with 50+ members are eligible for a seat on the Board. Terms are three years.

## **NAIOP Executive Committee**

The NAIOP Executive Committee are the foremost leaders of the association, led by the Chair of the Board, the Incoming Chair and the Immediate Past Chair. All terms are one year.

## **NAIOP Committees**

NAIOP Committees are comprised of NAIOP members who dedicate their time and talent to guiding the association's strategic initiatives.

# NAIOP Corporate Governance



## **NAIOP Bylaws and Policies and Procedures**

NAIOP is governed by a set of Bylaws and Policies and Procedures that are periodically reviewed and updated.

## **NAIOP Strategic Plan**

NAIOP operates on a three-year strategic planning cycle. In 2023, we developed the 2024-2026 Strategic plan which will be voted on in October.

# NAIOP Corporate Governance

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## **NAIOP Corporate Headquarters**

NAIOP Corporate Headquarters office is located in Herndon, Virginia. The NAIOP Corporate Staff consists of 35 association management professionals who work on behalf of the industry to support association goals and initiatives.

## **NAIOP Research Foundation**

The NAIOP Research Foundation was established in 2000 and is governed by the NAIOP Research Foundation Trustees.



# NAIOP Corporate-Chapter Partnership



Since 1967, NAIOP has grown to be the premier industry association for the commercial real estate industry through the **strong partnership between NAIOP Corporate and our robust NAIOP Chapter Network**, consisting of 53 chapters across the United States and Canada.

# Financial Management



NAIOP Corporate manages a budget of \$14M. Our current reserve balance is \$11.9M. We manage an investment portfolio and handle all member invoicing and payments for Corporate and the chapters. We conduct an independent, annual audit.

Budget development takes place from July – October, with presentation of the budget at the October Board meeting.

# How does NAIOP Corporate support the CRE industry?



# ADVOCACY

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# Advocacy

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- NAIOP's Corporate Government Affairs team works on the Federal, state, provincial and local levels.
- Works on federal issues that are important to commercial real estate such as taxation, capital and credit availability and energy efficiencies.
- Provides support to chapters on state and local issues.
- Hosts webinars, presents at events, and distributes up-to-the-minute communication to members on important issues.

# Advocacy Focus Areas

## Federal Issues

Adaptive reuse/Office conversion legislation/  
Affordable housing

Tax Policy - anti-CRE provisions, i.e, carried  
interest

Infrastructure policy on nearshoring/onshoring

Capital and credit availability

Federal regulatory issues that impact CRE – ie,  
WOTUS.

## State Issues

Transfer taxes

Permitting reform

Greenhouse gas emissions reductions

Environmental justice

Community development (crime,  
homelessness, affordable housing)

Electric vehicle infrastructure

# Advocacy

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- Host an annual “Capitol Hill Day” in conjunction with the NAIOP Chapter Legislative and Leadership Retreat.
- Host regional conferences with multiple chapters to better align and support each other on common legislative issues.



# KNOWLEDGE AND RESEARCH

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# Research Foundation



- Established 2000
- Purpose: To support developers, owners and others involved in commercial real estate to meet and exceed the needs and expectations of our communities, now and in the future.
- 2024 Reports Underway:
  - Economic Impacts of Commercial Real Estate (February 2024)
  - Nearshoring/Reshoring and Industrial Real Estate (March 2024)
  - Reverse Logistics Strategies for the Post-pandemic Supply Chain (April 2024)

# Research Foundation

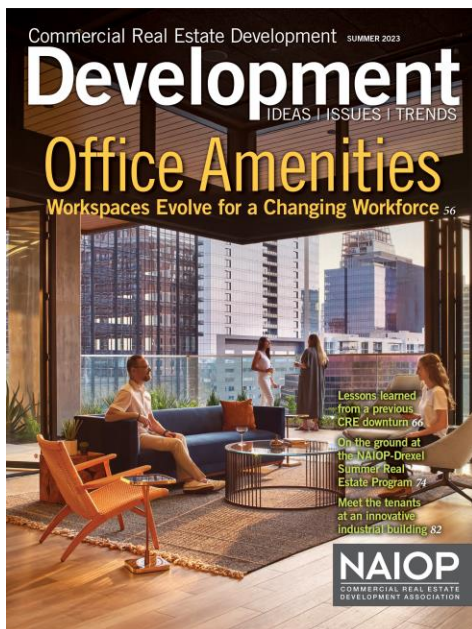


**Research Foundation Governors:** A growing body of individuals who have demonstrated an advanced dedication to guiding the future of the commercial real estate industry by pledging significant financial support and lending their time and expertise. **Five new Governors are being inducted at CRE.Converge, bringing our total Governors to 87.**

**Research Foundation Visionaries:** The Visionaries program provides a select group of rising industry leaders, 40 years of age and under, with meaningful ways to engage with the Research Foundation and the governors. **Currently, there are 17 Visionaries.**

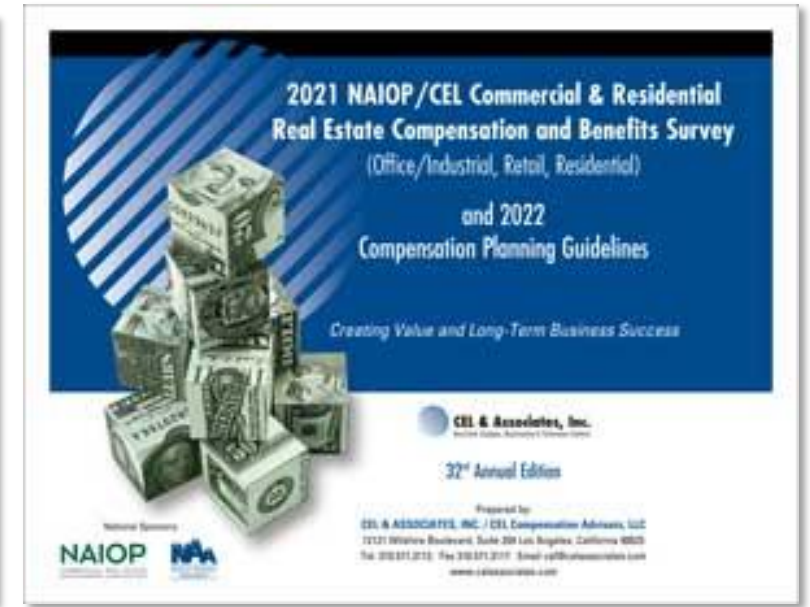


# Development Magazine



- Award winning publication printed four times a year. Available in electronic copy, as well.
- Free to members but also available in paid subscriptions.
- Focuses on ideas, issues and trends that are important and emerging in CRE.

# Publications for Sale



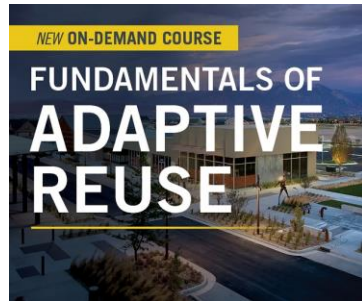
- Steady growth in e-book sales over the last several years
- Available for download on the NAIOP web site

# EDUCATION

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# Center for Education



- Two newest courses: ***Fundamentals of Adaptive Reuse*** and ***Private Equity Fund Structure and Management***.
- Currently updating two of our most popular courses: ***Essentials of the Development Process*** and ***Basic Real Estate Finance***. Scheduled completion by end of 2023.
- New **NAIOP Podcast: Inside CRE** launched in early 2023. 7,000+ downloads to date.
- Steady schedule of **webinars**, free to members.

# 2024 NAIOP Corporate Events



**I.CON**  
INDUSTRIAL REAL ESTATE



**CRE.Converge**  
Deals.Connections.Trends.

**Chapter Leadership & Legislative Retreat – February 12-14 – Washington, DC**

**I.CON West – March 11-12 – Long Beach, CA**

**National Forums Symposium – May 8-10 – Minneapolis, MN**

**I.CON East – June 5-6 – Jersey City, NJ**

**I.CON Cold Storage – Fall - Date and location TBD**

**CRE.Converge – October 7-10 – Las Vegas, NV**

# MEMBERSHIP AND CHAPTER SUPPORT

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# Membership projections



- Membership projections for end of year 2023:
  - New members: 4700
  - Total members: 21,826
  - Total growth (comparing year end 2022 with 2023): 3.3%

# Chapter Support



- Host the Chapter Leadership & Legislative Retreat - January/February
- Provide “chapter resources” section of the website (marketing/branding materials, etc.) and a bi-weekly chapter newsletter
- Host virtual, monthly “Idea Swaps” for Chapter Executives; quarterly “Idea Swaps” for Chapter Presidents.
- Provide business development and marketing support, as well as strategic planning facilitation.
- Launch and provide management services to new chapters.
- Chapter Support Fund – expected to distribute over \$1M in funds by end of 2023.

# DIVERSITY, EQUITY AND INCLUSION (DEI)



# Diversity, Equity and Inclusion

**NAIOP has been an active participant in leading DEI efforts for the CRE industry for over a decade.**



- Financial supporter of several partnerships to advance DEI.
- Two Scholarship programs: Prologis/NAIOP Inclusion in CRE and Diversity Student scholarship
- Founding member of the CREDS Consortium
- DEI Speakers program and webinar series in partnership with Trammel Crow
- New NAIOP Corporate DEI committee to be formed in 2024

# MARKETING AND COMMUNICATIONS

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# Media Coverage

NAIOP Corporate provides sustained PR efforts throughout the year to raise the visibility of the association.

REAL ESTATE | PROPERTY REPORT

## Covid-19 Shipping Boom Drives Land Rush Near Ports

Demand surges for lots suitable as container-storage facilities, lifting rents and property values

**More Offices Today are Learning to Turn  
Down the Volume**

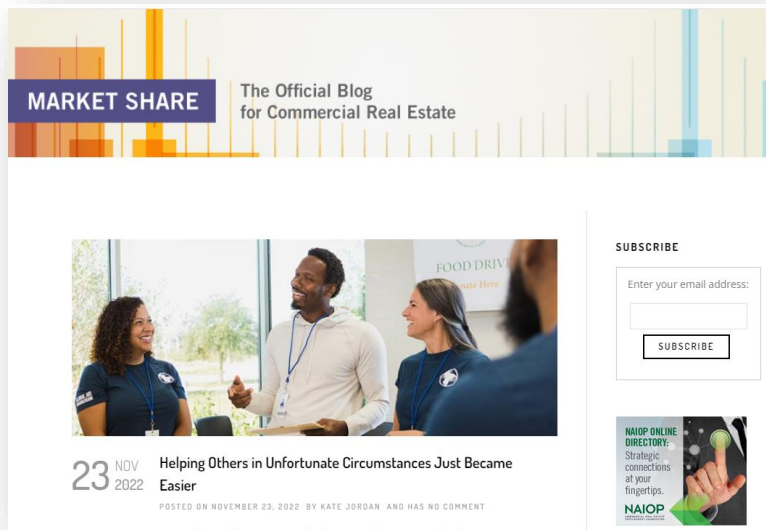
**NAIOP Sentiment Index Points  
to Expectations of Challenging  
Conditions for Next 12 Months**

## Demand for Industrial Space Shows Signs of a Slowdown

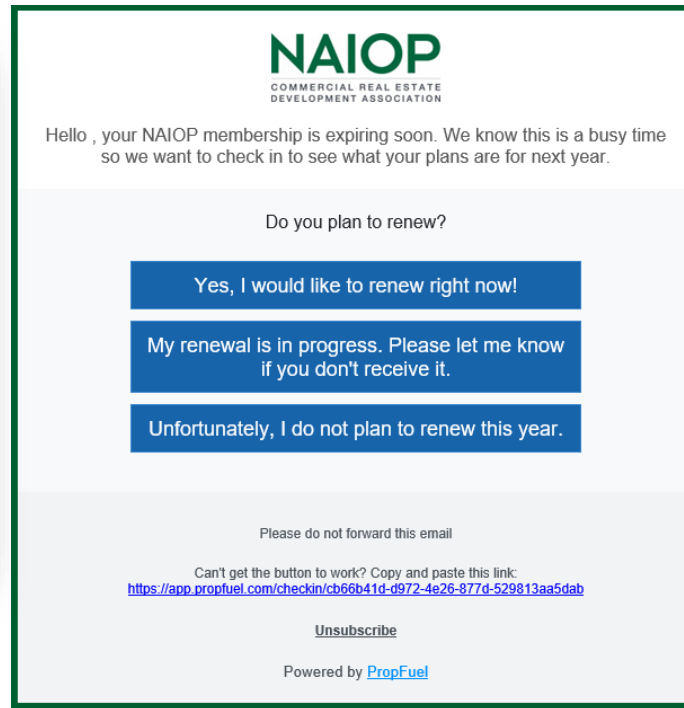
Industrial growth and absorption not able to keep with 2021's blistering pace.

# Customized Outreach

NAIOP Corporate is always implementing new and innovative ways to reach our audience with the news and information they want and need.



NAIOP's popular blog, MarketShare



Conversational Engagement Platform



Newsletter Platform Using AI to Deliver Relevant Content



NAIOP Connect Online Community



# NATIONAL FORUMS PROGRAM

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# National Forums Program



- Peer group program that brings together commercial real estate leaders in an open environment where they exchange knowledge and ideas on topics of interest in a confidential setting.
- Groups are self-governing but operationally supported by NAIOP Corporate; meet twice a year.
- Members range from experienced executives to developing leaders (35 years and under)
- Curated based on interest/line of business

# National Forums Program

Year	# of Forums members
2015	606
2017	719
2019	863
2021	897
2023	1040

Program has grown exponentially since its inception. Currently, we have 62 Forums and 1040 members in the program (6% growth since this time last year.)



# BUSINESS DEVELOPMENT

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# Business Development



- NAIOP Corporate's Business Development team works to secure sponsorships and advertising revenue to support NAIOP Corporate events, publications and other programs.
- 2023 will close with over \$3.1M in total sponsorships and advertising, a 19% increase over 2022 revenue.

# Business Development



- The Business Development team travels to industry trade shows and other events to promote and raise the visibility of NAIOP.
- They provide business development consulting to chapters on how to maximize sponsorship and advertising revenue.

# Board of Director Role

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## As a NAIOP Board member, what is my role?

- Serve as a conduit between your chapter and NAIOP Corporate – **please ask to give an update at each of your Chapter Board meetings.**
- Attend the NAIOP Board meetings in 2024:
  - February 14 – 8:00 am – 11:00 am – Washington, DC
  - May 15 – 12:00 pm – 3:00 pm – Virtual
  - October 8 – 9:30 am – 12:00 pm – Las Vegas, Nevada
- Serve as an advocate for NAIOP. Promote the benefits that your local chapter and NAIOP Corporate provide to the CRE industry.
- Attend NAIOP Corporate events.
- Consider additional areas of NAIOP engagement – become a Forums member, donate to the PAC, write an article for *Development Magazine* or a blog entry for *MarketShare*, join a committee, or speak at one of our events.

**Thank you for donating your time  
and talent to NAIOP.**

**Questions?**