



Urban Land
Institute

Austin

ANNUAL REPORT

2018

LOOKING BACK
MOVING FORWARD



WHO WE ARE

MESSAGE FROM THE DISTRICT COUNCIL CHAIR



Edjuan Bailey
District Council Chair



Paulette Gibbins
Executive Director



Cheryl McOsker
Director



Ariel Romell
Manager

ULI Austin is pleased to present the 2018 ULI Austin Annual Review, which showcases the success we have achieved in programming, outreach and mission-related activities over the past year. Membership continues to reach all-time highs for our organization. We now have 748 members! Our programs are reaching solid footing, as we have expanded to four ULI NEXT Flights, continued to grow the Women's Leadership Initiative and provided valuable support to CodeNEXT. And, we are just getting started. Expect even more as our leadership transitions to Carey Venditti later this year. Our strong leadership team launched new programs including the Woman's Leadership Initiative, ULI NEXT, the CodeNEXT Round Tables and more, helping to provide increased member-only opportunities.

I am also pleased to reintroduce you to our new Executive Director, Paulette Gibbins. Paulette came to us from Structures and has made an immediate impact with her fresh views and new ideas. Through Paulette's leadership, we are finally paying off on our goal of expanding ULI to reach more of the Greater Austin area. Central to this effort was the promotion of Cheryl McOsker to the position of Director.

To achieve our mission, we must create engagement opportunities for our members and I'm happy to say we have more engaged members than ever before. Let's keep it going. Thank you for your support and I hope you find this report a useful resource as you continue your involvement with ULI Austin.

Edjuan D. Bailey

Vice President, Marketing, Milestone Community Builders
District Council Chair, ULI Austin

MESSAGE FROM THE EXECUTIVE DIRECTOR

I am very excited to serve as ULI Austin's Executive Director. During my interview process, I was struck by the many member engagement opportunities offered by our District Council. Our Programs, Sponsorship, Membership, and Marketing/Communications Committees are the backbone of ULI Austin's operations.

In 2017, the Local Member Councils expanded to four and we have kicked off Strategic Councils. The Strategic Councils are a ULI Austin initiative to help affect smart growth in Central Texas by focusing on Affordability, Transportation, and Live Music/Culture. Looking forward to 2018, watch for output generated from the Local Member and Strategic Councils. ULI Austin also forms impromptu groups in response to issues facing Central Texas, as we did in response to CodeNEXT.

ULI Austin has an age diverse membership and programming. Our Young Leaders Group has a dedicated steering committee working on member engagement, planning many dedicated events, and supporting the Mentorship Forum. Our ULI NEXT initiative has grown to four flights and indications show we will need to add flights this summer.

We encourage all of our members of all ages to become engaged in any of our committees and councils. To learn more about how to get involved in ULI, please contact any staff member or join us for ULI 101 after the breakfasts or our new monthly Coffee Chats.

Paulette Gibbins

Executive Director
ULI Austin

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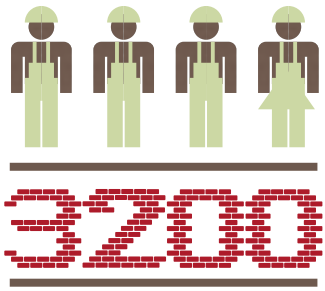
YOUR LOCAL ULI

The Urban Land Institute (ULI) provide leadership in the responsible use of land and in creating and sustaining thriving communities worldwide. The Austin District Council was founded in 1999. Today, the Austin District Council includes nearly 750 Austin-area members involved in all aspects of the development and city planning process – private, public, and non-profit. ULI members represent every sector of community development and planning, from residential to commercial and industrial to transportation and parks in both urban and suburban markets.

The City of Austin is recognized nationally for our innovation. In ULI Americas' annual Emerging Trends in Real Estate report, ULI ranked Austin second out of U.S. markets to watch for overall real estate prospects. Since 2010, Austin has ranked seventh or higher in ULI's Emerging Trends in Real Estate report, predominately ranking in the top five markets. "Major relocations such as the new Oracle campus in southeast Austin, a new vibrant Medical Center and an ever-expanding tech community will be fueling the Austin economy as we enter 2018," said **Robert Barnes**, President of IBC Bank and ULI Austin Advisory Board member. "All signs are that the Austin market will experience another robust year."

ULI Austin continues this theme of innovation in delivering quality programming to its members and working with the local communities on land-use and real estate issues. ULI Austin is known for its topical monthly breakfasts, which feature local and national experts on topics important to the community's growth and prosperity. Several programs, such as ULI NEXT and Building Tomorrow's Neighborhoods have even been replicated in other cities. Additionally, our members' work to promote smart growth without advocacy through a thoughtful position and white papers centered on CodeNEXT has been used by ULI Americas as an example of mission advancement. These papers have also been referenced locally many times during the continued CodeNEXT discussion.

2017 YEAR IN REVIEW



2017 Attendees

40,000+ Members World Wide
ULI members represent all aspects of the real estate and land use industry in 82 countries



Central Texas Members
(26% Female)



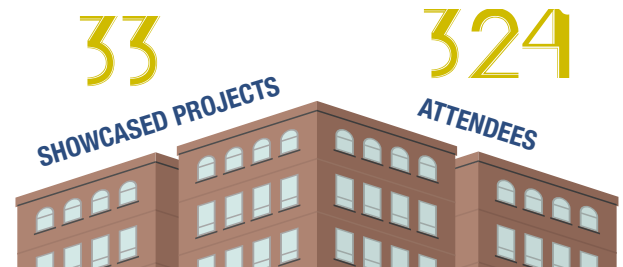
Public Events

13,000+ Convened World Wide
Industry leaders who attended a major global convening or a top regional conference in FY 2017

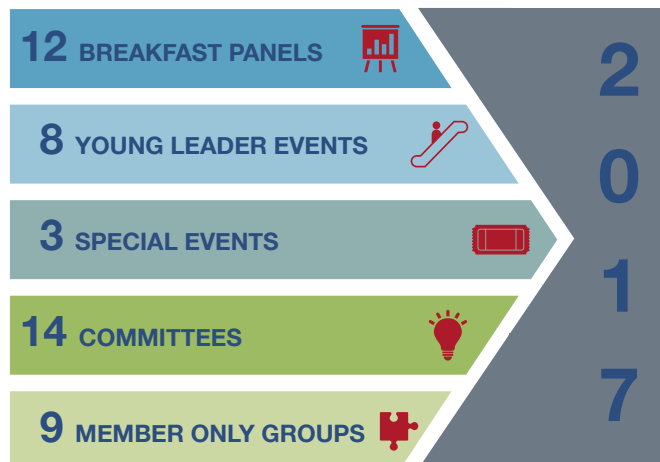
BUTLER GAME DAY



MARKETPLACE

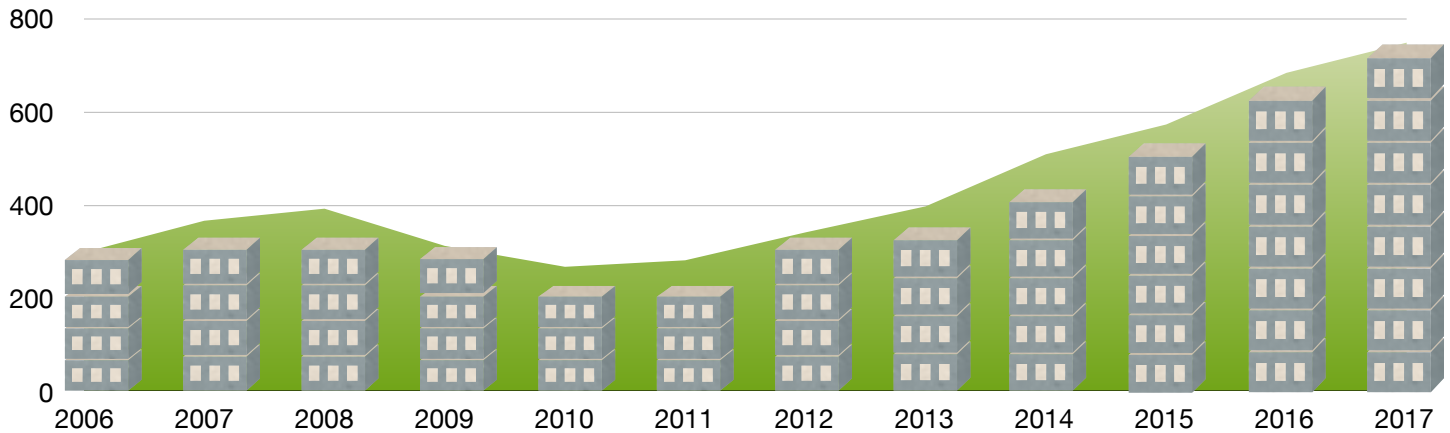


ACCOMPLISHMENTS: LOCAL AND NATIONAL



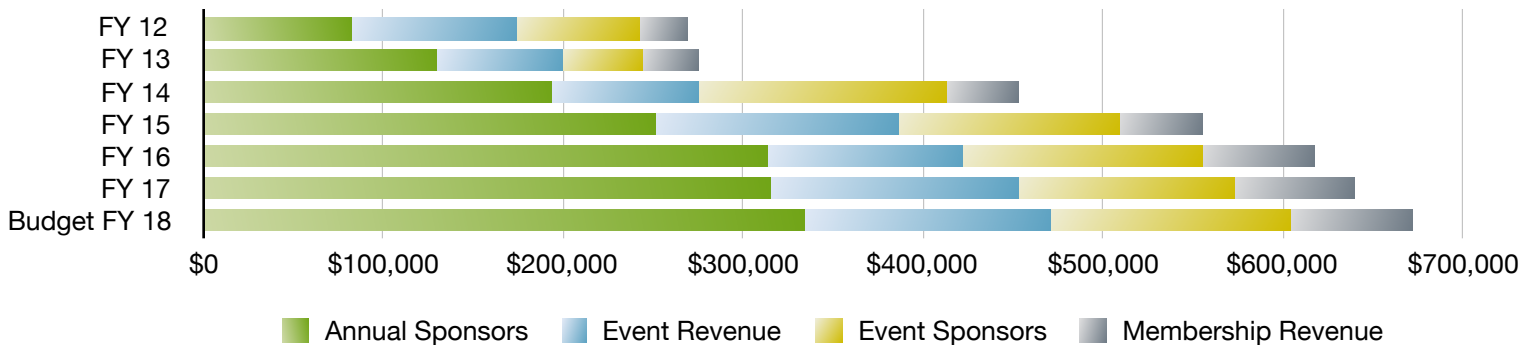
HINES COMPETITION WINNER	NATIONAL ULI FINALISTS	JACK KEMP WINNER
<p>A team of 5 students from the University of Texas won 1st Prize out of 110+ applicants in the annual Americas Hines Competition.</p>	<p>Seaholm Power Plant Re-Development was a finalist for the 2017 Global Awards for Excellence. (Developed by Seaholm Power Development, LLC.)</p>	<p>Wildflower Terrace won the ULI Jack Kemp Award for Affordable and Workforce Housing. (Developed by DMA Development Company.)</p>

MEMBERSHIP GROWTH



REVENUE GROWTH

Fiscal Year July 1 to June 30



HINES COMPETITION



The [ULI Hines Student Competition](#) mimics the demanding work environment and professional experiences that students will have upon entering the real estate profession. It is intended to prepare them for careers where multidisciplinary, collaborative teams are the norm. The 118 teams had a mere 15 days to complete their master plan, which must include a comprehensive vision, feasibility studies, and financial data for the site—elements that any real-life development proposal would have.

For the five students on the 2017 winning team from the University of Texas, the experience was transformative and illustrative of the multidisciplinary, collaborative nature of careers in urban development. Team leader Christopher Perkes, who is pursuing a joint master's degree in community and regional planning and sustainable design said, "My experience in the Hines Competition was an inflection point in both my life and career. It reinforced my belief that as much as we may desire it, our world is not so simply boiled down to clear professional lines. The built environment and all those who live in and interact with it require complex solutions from innumerable perspectives. Overall, it was one of the most challenging things I've ever done, and has already proved itself invaluable in my personal, professional, and academic endeavors."

MEMBER INVOLVEMENT

Programs Committee

"I've had a ball working on the programs committee... leveraging the committee's collective relationships to create a dialogue on topics of interest to ULI's membership and our community really is the essence of great teamwork. Whether it's a mayoral forum, a discussion about capital markets or exploring how technology continues to shape our industry, identifying the experts to start a conversation amongst our members and visitors is how great ideas are born" according to **Jeff Coddington**, JLL.



The **Programs Committee** plans monthly educational and informational meetings including our flagship monthly breakfast series, trends conferences, and networking events. **Programs Chair: Andrea Hamilton, Bunker Lee Residential**

The 2017 Breakfasts, held at the beautiful Headliners Club, included the following topics:

- ▶ CoWorking & Collaborative Workspaces
- ▶ Mayoral Panel: Central Texas Mayoral Update: Above and Beyond
- ▶ MIMBY: Maybe in My Back Yard
- ▶ Developer Shark Tank
- ▶ Economic Impact of Arts & Culture on Austin Real Estate
- ▶ Red River & Live Music: Preserving Austin's Live Music Venues
- ▶ Transportation Planning
- ▶ Attainable Housing
- ▶ The AISD Bond & Beyond: Schools and the Impact on our Community
- ▶ Harvey Beyond Houston: How Central Texas is Affected
- ▶ Capital Markets: Investment Realities to Watch for in 2018
- ▶ Emerging Trends for 2018: A Local Perspective

Special Events Committees

"To me, ULI events bring together the sharpest and most engaged members of our local real estate community, combined with national best practices and perspective. Having been a part of special events committees for

Butler Game Day, Marketplace and others, it's been rewarding to watch the continued growth of ULI Austin events in an enjoyable, productive and high quality way. ULI continues to expand its membership, the quality and diversity of its events and makes networking fun. This is a great testament to the ULI Austin team and all our members, and there's a lot more to come." **Matt Dungan**, Beck Architecture



The **Special Events Committee** plans ULI Austin's three signature events including identifying venue, program and soliciting guest speakers and sponsors.

- ▶ The **Impact Awards** recognizes projects and people that exemplify ULI's Mission.
- ▶ **Marketplace** is a showcase of Austin's emerging real estate projects.
- ▶ **Butler Game Day** is a networking extravaganza with golfers and tailgaters

Special Events Chair: Seth Mearig, BGE

Membership Committee

"After rejoining ULI, being a part of the **Membership Committee** has given me the opportunity to reconnect with the local ULI chapter and forge stronger relationships with both ULI members and the dedicated

local team. The recent Coffee Chat at Blue Baker was a great opportunity to meet and visit other members in a casual setting. I am excited about these new coffees and look forward to continuing to be a part of them – as well as expanding my network of other professionals in the industry." **Jill Fagan**, City of Austin



The **Membership Committee** develops and implements member recruitment, engagement, and retention strategies to help grow and maintain membership in ULI. The Membership Committee has an Ambassador Program and hosts monthly events to help new and prospective members learn how to get involved. **Membership Committee Chair: David Hartman, SmithRobertson**

The ULI Navigator is an online tool to aid members in getting involved with ULI as best suits their interests and experience level.

Visit navigator.uli.org



Young Leaders

The **Young Leaders Group** creates a unique setting for early-career professionals and students under the age of 35 to develop professional skills and build relationships while fostering an understanding of thoughtful development practices. “ULI has been valuable to me in so many ways. I have found it to be a great way to stay informed about what is going on in the industry, locally and beyond, and it offers some amazing resources through programs, research, and publications. Because of this, ULI attracts the best, brightest, and most innovative members in real estate – the types of people you want to be in a room with. Getting involved in a larger capacity via the Young Leaders Committee has allowed me to strengthen my relationships with these industry leaders and sharpen my own leadership skills in the process,” per **Young Leader Chair: Cameron Pawelek, RCLCO**



Within the Young Leaders Program, the **Mentorship Forum** pairs small groups of early-career professionals with experienced, senior-level members to build leadership through a broad understanding of all facets of the real estate industry. **Caitlin Admire** believes “the Mentorship Forum allows young professionals to gain insight from their Mentor and create lasting relationships with their peers,” says **Mentorship Forum Chair: Caitlin Admire, Perkins + Will**



ULI NEXT

“**ULI NEXT** is all about building new relationships, honing leadership skills, learning about our community, and having fun. For example, we quickly identified that there was a large number of highly qualified real estate professionals in Austin wanting to engage in ULI who didn’t really see a clear path to engagement. Being a part of the first flight and witnessing how members of the group connect at a higher level has been the most rewarding thing. And we’re just getting started,” says Chair, **Chip Mills**.



ULI NEXT offers small groups (flights) where members between the ages of 35-45 meet for presentations of topical interest to seed candid discussion from diverse of perspectives. **ULI NEXT Chair: Chip Mills, RVI Planning + Architecture**

Strategic Councils

For **Casey Burack**, Downtown Austin Alliance, “ULI Austin’s Transportation Strategic Council has profoundly impacted my career. When I joined, it was just a small group of professionals looking to understand and, hopefully, influence mobility policy in the City. Now the Council has become a crucial platform connecting regional policymakers with Austin’s real estate development community. The Council gave me access to people and information I never would have had without it, and the work eventually inspired me to change careers. I’m excited for the year to come, as we continue to bring in voices from around Central Texas together to work toward mobility solutions for our region.”



Strategic Councils partner public and private entities to discuss and impact local issues. Current councils are Affordability, Transportation and Live Music/Culture. **Mission Advancement Chair: Carey Venditti, DLA Piper**

- ▶ The **Affordability Strategic Council** will focus on issues affecting affordability in Central Texas including housing and beyond.
- ▶ The **Transportation Strategic Council** will collaborate with area agencies and work to inform and educate ULI members on emerging and existing issues and news in transportation, and will be conduit to the real estate/development community for area agencies.
- ▶ The **Live Music/Culture Strategic Council** will engage ULI members to look at the effects of real estate on Austin’s unique culture and development, so to maintain our culture.

MEMBER INVOLVEMENT

Local Member Councils

“If you’re involved in any aspect of the land development industry, you’ll benefit from the opportunities ULI provides to learn about the industry, as well as emerging trends in your own. I recommend attending ULI events at the local, state and national level, as well as joining a local member council or committee that interests you. You will expand your network of contacts throughout the development industry and gain insight about locally relevant policy discussions,” Says **Fred Evins**, City of Austin and Member of the Housing LMC.



Local Member Councils (LMC) are topically focused, multidisciplinary groups that meet regularly to exchange ideas, examine industry trends, and share information and best practices concerning a specific real estate topic in a collaborative manner. There are currently four Local Member Councils. **Local Member Council Chair: Clinton Sayers, Sayers Real Estate Advisors**

- ▶ The **Housing** LMC provides a forum for ULI members to discuss a broad range of topics, trends, challenges and success stories related to housing development in suburban and the central business district.
- ▶ The **Urban** LMC provides a unique platform for ULI members to discuss all topics, trends, challenges and success stories related to urban development in Austin.
- ▶ The **Commercial** LMC provides an opportunity for ULI members to share understandings of best practices, challenges and other market issues for retail and office related developments in Central Texas.
- ▶ The **Suburban Markets** LMC has a wide-range focus enabling ULI members in Central Texas to look at issues unique to their local communities.

Women’s Leadership Initiative

Janki DePalma is a member of the Women’s Leadership Initiative Steering Committee and states “for several years, I was a breakfast-only member and I wasn’t even a good one at that. The more active you get, the more you want to make time for ULI. I’m surrounded by other women who are excelling in their careers, and that’s always inspirational. Our sold-out Women’s Leadership lunches have featured many amazing women in our industry and that’s changing the face of who is seen as ‘the expert’.”



The **Women’s Leadership Initiative** strives to promote the advancement of women and increase the number of women who serve in leadership positions in the real estate industry and in ULI through various activities year round. The activities include the Women’s Leadership Lunch Series to discuss current issues with senior level female executives; College Connect to encourage college-aged women to enter various real estate fields; and the Dinner Series to connect women with different experience levels. Additional activities to come! **Women’s Leadership Initiative Chair: Jenny Wiebrand, Gables**

Education

ULI is committed to sustaining thriving communities through education. **Building Tomorrow’s Neighborhoods** (#BTN) encourages high school students to consider careers in real estate. We provide local mentors for the **Hines Competition** mentioned on page 3. The **Development Course** provides an overview of the development process and is designed to bridge the gap between the private sector and public officials when reviewing development plans.



“The ULI Real Estate **Development Course** was developed to position ULI as a third-party liaison between municipalities and the development community. I am hopeful that this program will become a conduit that gathers feedback, increases communication and ultimately improves the development process in Central Texas and surrounding communities,” says **Development Course Chair: Tricia Williams, Jacobs**.

Marketing Committee

The **Marketing and Communications Committee**

promotes events and helps keep members informed about ULI initiatives and activities. “The Marketing and Communications Committee is a great way for

members to engage across the spectrum of ULI Austin. The Committee’s goal is to provide public relations and social media support to key projects, activities and events held throughout the year. One great benefit: in the process, we get to interact with the experts who speak on the panels as well as leaders from each of the key councils. (It’s super-networking!) No formal marketing experience is necessary to join us; just a healthy interest and appetite for engaging with the varied internal and external audiences associated with ULI Austin. We believe that in today’s media environment, even those not working “in marketing” benefit from a greater understanding of how to engage effectively in the digital media space. Our members help to promote ULI Austin, and at the same time garner knowledge that will be useful in their own careers and companies,” says **Marketing and Communications Chair: Vaike O’Grady, Metrostudy.**



Sponsorship Committee

The **Sponsorship Committee** solicits financial support for ULI Austin from local companies and organizes sponsor appreciation activities. Annual sponsorship provides over half of ULI Austin’s operations budget and

100% of donations remain local in Austin. “Beyond the relationships built and multiple opportunities to connect with and learn from industry leaders, ULI’s focus on engaging and empowering its members to make an impact on how their community thrives really resonates with me. Sponsorship is the lifeblood that makes it all possible, and it is rewarding to help organizations give back to the community through the organization and get back from their community as a result,” **Sponsorship Chair: Chrissy Fuller, Avison Young.**



Technical Assistance Panels

“ULI is much more than just bacon at Headliner’s.... ULI Austin is a great source of multidisciplinary expertise across all sections of the development process, and the **Technical Assistance Panels** (TAP’s) are central to the

ULI theme. By not adopting an advocacy position, ULI (through the TAP process) is able to provide unvarnished facts and unbiased opinions to assist land owners – both public and private – in solving real estate problems. Having access to a uniquely talented pool of industry professionals, in a fast-paced setting, the TAP gives the Client comprehensive and strategic advice in response to a specific land use or development assignment. My own experience participating in these TAP’s has been both intellectually challenging and professionally rewarding. We have provided a useful sounding board for cutting-edge issues such as infrastructure, water, building healthy places, workforce and affordable housing, and other policies. I encourage you to seek out opportunities to participate in the next ULI Austin TAP program; it’s almost better than bacon...” says **TAP Chair: David Stauch, Capital Project Management.**



Technical Assistance Panel’s (TAP’s) leverage ULI members’ knowledge to provide expert, multidisciplinary advice to local governments, public agencies and nonprofit organizations facing complex land use and real estate issues. TAP’s released in 2017 included:

- ▶ Mosaic Sound Collective, Affordable Housing for Creatives
- ▶ Austin Independent School District, Affordable Housing for Teachers and Staff
- ▶ City of Austin, Live Music Preservation along the Red River Corridor

ULI AUSTIN LEADERSHIP

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Andrea Hamilton, Bunker Lee,
Programs Chair

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Cameron Pawelek, RCLCO, *Young Leaders Chair*

Chip Mills, RVI Planning + Landscape Architecture, *ULI NEXT Chair*

Jenny Wiebrand, Gables, *Women's Leadership Initiative Chair*

Clinton Sayers, Sayers Advisors, *Local Member Councils Chair*

Karen Kennard, Greenberg Traurig, *At-Large*

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