

Agenda

8:00 – 8:20 A.M. | BALLROOM FOYER/TRIUM

Registration and Breakfast

8:20 – 8:30 A.M. | HALL

Welcome and Announcements

8:30 – 9:30 A.M. | HALL

Economic Expansion, Commercial Real Estate. What's Next?

This session will put the past decade's performance of multifamily and commercial real estate in context, focusing on both national and local DC, Maryland, and Virginia markets. Where are specific property types in the current business cycle, and which one stands to be hit harder in a recession? What are the longer term demographic, behavioral, technological, and policy shifts – silver cities, opportunity zones, the legalization of cannabis, and more - that will drive market dynamics for specific sectors and geographies?

- *Victor Calanog, Chief Economist & Senior Vice President, Reis, Inc.*

9:45 – 10:45 A.M. | BALLROOM A

Silver Generation: Changing Housing Product Opportunities for our Aging Population

Today's senior living real estate market ranges from aging in place to intensively managed retirement communities. By 2030, there will be 222 million people over 60 who will generate 51% of urban consumption growth. What is the range of residential product types that the new senior generation demands, and how will it differ from today's range of products? Where are the opportunities for developers, investors, and operators in future product types, particularly in the Metro DC region? How can developers create communities that evolve as the population ages?

MODERATOR

- *Janet Meyer, Principal, BCT Architects*

PANELISTS

- *Michael Hartman, Principal – Active Living, Capitol Senior Housing*
- *Philip Kroskin, Senior Vice President of Real Estate, Sunrise Senior Living*
- *Jaana Remes, Economist and Partner, McKinsey Global Institute*
- *Gwen Wright, Planning Director, Montgomery County Planning Department*

9:45 – 10:45 A.M. | BALLROOM B

The Capital Stack: Optimizing Structure & Returns

With construction costs and interest rates increasing, traditional first mortgage bank debt may not be sufficient to fund development projects in some circumstances. To fill the gap, developers are relying more on preferred equity and mezzanine debt. In addition to EB-5 and crowd funding, which have been utilized on a limited basis, Opportunity Zone investments now provide a new option to supplement the capital stack. Join us for an in-depth discussion on how the various financing vehicles can be layered together to maximize returns. Our panel will discuss different capital stack options and considerations, including the pros and cons of each.

MODERATOR

- *Roberta Liss, President, Northeast, Northcentral, Mid-Atlantic, Cushman & Wakefield*

PANELISTS

- *Bob Murphy, Managing Principal, MRP Realty*
- *Mark Neely, Managing Director, Director of Fixed Income Research, EJP Capital LLC*
- *Stephen Shaw, Jr., President & CEO, Phillips Realty Capital*

11 A.M. – NOON | BALLROOM A

Millions of Trips, Billions of Dollars – Micromobility’s Explosive Growth

In 2019, the DC Metro Area will see millions of “micromobility” trips completed via scooters, bikeshare, e-bikes, and more. Some of the companies behind these new transportation options didn’t exist 24 months ago but are attracting eyepopping valuations in the billions of dollars.

As micromobility options have proliferated they have attracted the ire of drivers, raised concerns about safety, and struggled to find their place in the urban streetscape. Notwithstanding, these new transportation options are not a fad and are quickly becoming an essential part of our transportation infrastructure. They offer a new way to move around the city that is often faster, cheaper (and more fun!) than any other available transportation option. This panel will explore micromobility’s growth, its growing pains, its future, and its impact on urban real estate.

MODERATOR

- *Paul Mackie, Director of Research and Communications, Mobility Lab*

PANELISTS

- *Maggie Gendron, Strategic Development & Government Relations, Lime*
- *Yon Lambert, Director of Transportation & Environmental Services, City of Alexandria*
- *Tina Leone, Chief Executive Officer, Ballston BID*

11 A.M. – NOON | BALLROOM B

Cannabis and Commercial Real Estate: The New Reality

Times have changed with respect to attitudes and public perception of cannabis in the United States as more states (and the District of Columbia) move towards full or partial legalization even as the Federal Government continues to prohibit cannabis for any use under the Controlled Substances Act of 1970. The trend towards legalization creates new uses for existing property types and exciting opportunities for real estate developers and investors. But even with this growing trend, many challenges remain as major lenders and investors are still analyzing and underwriting the risks related to this industry. Our panel of professionals will highlight the

challenges they have faced and the opportunities they have found at the intersection of cannabis legalization and the commercial real estate industry.

MODERATOR

- *Jonathan A. Havens, Co-Chair, Cannabis Law Practice, Saul Ewing Arnstein & Lehr LLP*

PANELISTS

- *Michael Bronfein, Chief Executive Officer, Curio Wellness*
- *Alan Hyatt, Chairman, Severn Bancorp*
- *John Dettleff, Managing Director, JLL | Mid-Atlantic Industrial Advisory and Transaction Services*

12:00 NOON – 12:15 P.M. | ATRIUM

Exhibit/Networking Break

12:15 P.M. – 1:15 P.M. | HALL

Lunch/Trends Awards

Our region has an amazing number of vibrant and innovative commercial real estate developments being brought to the market. The Trends Awards Program was conceived to recognize and celebrate the fantastic work of developers, engineers, architects, construction companies, and public agencies in shaping our area. We will announce and applaud our 2019 winners at lunch.

PRESENTER

- *Bob Peck, Chair, Trends Awards Jury*

1:15 P.M. – 2:15 P.M. | HALL

Quick Hits

ULI WASHINGTON HOUSING ATTAINABILITY STUDY

The district council convened a Housing Impact Task Force in 2018 to examine issues of housing attainability in the region. The underlying theme of the research is that constrained supply leads to higher prices, and the land use entitlement and citizen participation processes are obstacles to maximizing housing production. The report focuses on how to improve the processes and regulations to create attainable housing for individuals and families at all income levels.

PRESENTER

- *Yolanda Cole, Senior Principal and Owner, Hickok Cole Architects, Chair ULI Washington*

ACTIVE TRANSPORTATION AND REAL ESTATE: THE NEW FRONTIER

Transportation is changing. Car Share, ride share, autonomous vehicles and other new technologies are all impacting consumer behavior and infrastructure decision making. However, active transportation and innovations in micro mobility are having outsized impacts. Bicycle infrastructure can provide both cities and developers with more bang for the buck. This session will showcase the new TOD – “Trail Oriented Development”: what it is and how it is changing both cities and development.

PRESENTER

- *Ed McMahon, Senior Resident Fellow, ULI-the Urban Land Institute*

HOW TO WIN WITH PRACTICAL APPLICATIONS OF ARTIFICIAL INTELLIGENCE (AI) IN CRE INVESTING

What is the difference between machine learning (ML) and heuristic approaches to some common CRE problems like asset valuation? When does ML become AI? How can these technologies be used to solve real-world problems in CRE? During this talk, we'll try to answer these questions and more by providing some basic background about the subject and walking through some actual use cases for AI in CRE.

PRESENTER

- *Or Hiltch, Chief Technology Officer and Founder, Skyline AI*

PROPTech'S CONTINUED RISE, AND REAL ESTATE'S EMERGING RESPONSE

In the span of a few short years, real estate and property related technology ("PropTech") has rapidly emerged as one of the most active and fastest growing segments within the broader tech sector. This Quick Hit will provide a snapshot of the current state of today's PropTech market, discuss key trends and themes to watch as the sector continues to mature, and examine how real estate leaders are positioning their firms to capitalize on this unprecedented period of opportunity.

PRESENTER

- *Zak Schwarzman, Partner, Metaprop Ventures*

2:15 P.M. – 2:30 P.M. | ATRIUM

Networking/Exhibit Break

2:30 – 3:30 P.M. | BALLROOM A

Resiliency On The Waterfront

DC's waterfront development in the 21st Century is defining the District as a true River City. DC has miles of land at the water's edge that is more vulnerable than ever to storms and flooding. This moderated panel is composed of experts who have experience designing resiliency into The Wharf and Georgetown's Washington Harbour, financing resiliency projects in the US and internationally, developing smart-tools to help owners and cities make better decisions faster, and writing the District's first ever Resiliency Strategy.

MODERATOR

- *Kevin Bush, Chief Resilience Officer, DC Government*

PANELISTS

- *Barbara Mullenex, Managing Principal, DC Office, Perkins Eastman*
- *Linda Toth, Senior Sustainability Consultant, Arup*
- *Ximon Zhu, Senior Consultant, Deloitte & Touche LLP*

2:30 – 3:30 P.M. | BALLROOM B

Digital Art and Augmented Reality: How New Technologies are Disrupting the Retail Landscape

The retail industry is evolving through the use of innovative technologies and creative place-making. Real estate owners, developers, and retailers are finding new ways to activate public and private spaces by creating places that enable their customers to have compelling experiences rather than simple commercial transactions. Digital technology and art are transforming the way people approach consumption in brick and

mortar retail stores. Next generation digital art galleries have opened the door for people to interact with immersive art installations in ways they never have before.

This panel explores how combining virtual reality, augmented reality, and digital art with place-making techniques is reshaping the “off-line” retail experience, creating spaces that attract customers and build brand loyalty.

MODERATOR

- *Matt Hopkins, Senior Director of Development, AIMCO*

PANELISTS

- *Carlos Cristerna, Principal, Rad Lab Director, Neoscape*
- *Sandro, Co-Founder and Artistic Director, ARTECHOUSE*
- *Robin Mosle, Managing Partner, Of Place, LLC*

3:45 PM. – 4:30 P.M. | HALL

Commercial Real Estate, Past, Present, and Future: Through the Lens of Regional Real Estate Titans

The closing panel of the day features a dynamic group of local superstar developers. Each of the panelists has had enormous impact on the region’s commercial real estate industry over the decades, from creating exceptional individual buildings and vibrant neighborhoods to building inclusive firms that are considered among Washington’s “Best Places to Work”. Our industry has greatly benefited from their vision, creativity, and tenacity. They will share their stories, looking backward and forward, giving us a glimpse into their leadership philosophies and the passion they harnessed to create innovation and success in the real estate industry.

MODERATOR

- *Barbara Schaefer McDuffie, Managing Director of Business Development, Baker Tilly Virchow Krause, LLP*

PANELISTS

- *John E. “Chip” Akridge, III, Founder and Chairman, Akridge*
- *Thomas S. “Tom” Bozzuto, Chairman & Co-Founder, The Bozzuto Group*
- *Bryant Foulger, Chairman, Foulger-Pratt*

4:30 PM – 6:00 P.M. | ATRIUM

Networking Cocktail Reception