



Northwest

Dear ULI Northwest community,

As we move into the new fiscal year, we are excited to share our achievements amidst a time of great uncertainty—and opportunity. A lot can change in a year, and this year was certainly like none other.

ULI Northwest has remained resilient through adversity with our bold programming and willingness to try new things. Remarkably, since our pivot to fully digital offerings in March, we have seen significant growth in the engagement of our members and sponsors. In fact, ULI Northwest has been recognized as having one of the most active event calendars and the highest levels of attendance and involvement across the country. We have hosted 70 events this year reaching more than 4500+ attendees compared with 50 events and 2900 attendees last year. We are moved by how willing our sponsors and members have been to openly share in our panel discussions during these uncertain times and we are inspired by the positive response we have received from both our members and the greater real estate community. We continue to find innovative ways to bring ULI's mission to you.

And recently, ULI Northwest is deepening its commitment to improving diversity, equity, and inclusion within ULI and the broader real estate industry. A dedicated and diverse group of ULI members are working together with staff to center equity in our programs of work and ultimately improve outcomes for groups that have been historically excluded from real estate and decision-making. This is the beginning of a long process, and we are fortunate to have expert members to guide our work.

As we look forward to our 2021 fiscal year, we have a renewed sense of optimism. We will continue to leverage the power of the ULI network to engage our members and sponsors and look forward to partnering with you throughout 2020 and beyond.

Enclosed you will find a snapshot of our District Council to share the value of our work and to thank you for your commitment to the mission of ULI.

Best,

Tom Parsons
ULI Northwest Chair | WA
Executive Managing Director
Holland Partner Group



Chris Nelson
ULI Northwest Chair | OR
Principal
Capstone Partners LLC



Andrea Newton
Executive Director
ULI Northwest



What's Inside

Membership

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Northwest

1076 Members

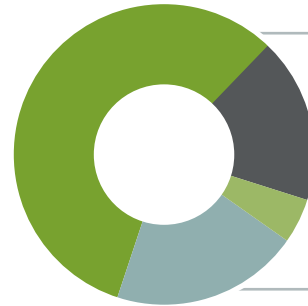
MEMBERSHIP

733 Greater Puget Sound Region | 343 Oregon & S.W. WA

The ULI Northwest District Council serves **Washington State & Oregon State** to advance the open exchange of information, ideas, and experiences within trusted forums of industry leaders dedicated to developing better places.

73% of ULI Northwest members are actively engaged in local programming, leadership, & activities

TYPE



57% Private
18% Public
5% Student
20% Under 35

81% Associate Members | 19% Full Members
30+ Industry Sectors | 570+ Organizations

EVENTS



VIRTUAL

FY 19 | 51 Events
2900+ Registrations

FY 20 | 70 Events
4500+ Registrations

33 Virtual Events

1200 Individual Attendees

Average of **72** registrants per event

With one of the most active event calendars and record high attendee engagement, ULI Northwest is consistently in the **TOP 3 DISTRICT COUNCILS** across the entire ULI network.

Rapid Adaptation | Webinar series connecting local industry leaders around best practices in immediate response to COVID-19
» 14 total webinars with almost 2000 registrations

Showcase International | Virtual tours from around the globe

Urban Futures | Pivoting from a need to rapidly adapt, these webinars evaluate the long term impacts of recent change





LEADERSHIP

- » 25 Committees with 250+ Members
- » 38 Committee Member Leaders



National Participation

- » 700+ Registrations for National Webinars & Workshops
- » 89 Members on National Product Councils
- » 200+ Member attendance at Fall & Spring Meetings

IMPACT

TAPs

The Technical Assistance Panel program leverages the collective expertise of ULI Members to provide a unique, market-based & unbiased perspective on specific land use and development challenges.

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Since 2006, ULI Northwest has administered 23 TAPs throughout Washington, Oregon and Alaska.

Tacoma Dome District

Future Light Rail Station

13 Volunteers | 234 Hours



Product Councils



4 Local Product Councils with 120+ members

- » 2 NEW Product Councils launched in 2020
 - + Affordable & Workforce Housing PC
 - + Transit Oriented Development PC
- » 7TH year of Seattle Multifamily PC
- » 3RD year of Portland Urban Development PC

Leadership Initiatives

NEXT

31 Members

NEXT is a diverse cohort of mid-career professionals who meet regularly during the year for professional development, networking, and ongoing education.

PFG

65 Members

YLG's Partnership Forum Group program connects early career real estate professionals with industry veterans to foster an exchange of professional ideas, friendship & expertise.

CFL

120+ Alumni



Center for Leadership is a leadership development course uniquely catered to real estate & land use professionals. Since 2012, ULI Northwest has provided leadership education and training to more than 120 members from across the Pacific Northwest.

Looking Forward



- » Multiple Advisory Services Panels
- » New Regional Product Councils
- » Collaborative Emerging Trends

Continuing to improve and advance **Diversity, Equity, & Inclusion** throughout all of ULI Northwest's programs, councils and initiatives.

2020 Annual Sponsors

THANK YOU!

ULI Northwest is grateful for the generous support of our sponsors. Through their contributions we are able to promote leadership, candid discussion, and best practices even in our changing world.

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ANNUAL SPONSORS

Events

Sponsors are featured in event collateral, marketing, web content, and virtual backgrounds during our online programming.

70 programs | 4500+ attendees
30 featured panelists from our sponsoring organizations

Social Media

ULI Northwest has increased its online presence through social media, engaging a wider audience of diverse members and sponsor organizations.

2000+ social media followers
1500 LinkedIn monthly impressions

Email Distribution

Distribution list of 7000+

Website

Sponsors are featured prominently in multiple locations on the newly designed ULI Northwest website.

Average pageview up by 140%
Sponsorship pageview up 172%

URBAN VISIONARY



**URBAN
RENAISSANCE
GROUP**

PLATINUM

CAPSTONE
PARTNERS



TALON
PRIVATE CAPITAL

**WRIGHT
RUNSTAD
& COMPANY**

GOLD

CLISE
PROPERTIES



GREYSTAR

JPC ARCHITECTS

METZLER
Real Estate

MITHÜN

MOSSADAMS

**POWER
DESIGN**



Sellen



SILVER

American Life, Inc.
Ankrom Moisan Architects, Inc.
Aspect Consulting
AvalonBay Communities, Inc.
Ball Janik LLP
Bank of America Merrill Lynch
BCRA
BNBuilders
Beam Development
BioMed Realty
Bremik Construction
CBRE
Cairncross & Hempelmann
CallisonRTKL
CHINN Construction
City of Beaverton – CDD
Compass Construction
Coughlin Porter Lundeen
DCI Engineers
Downtown Development Group
Downtown Works
ECONorthwest

Encore Architects
Energy Trust of Oregon
Essex Property Trust
GBD Architects
GGLO
HHPR
Hacker Architects
Hoffman Construction Company
Holland Partner Group
Hudson Pacific Properties
JLL
JTM Construction
K&L Gates LLP
Killian Pacific
LMC, a Lennar Company
LMN Architects
LRS Architects
Lease Crutcher Lewis
Legacy Partners
Lincoln Property Company
MG2
Mack Real Estate Group

Mackenzie
Oregon Law Group
Parker, Smith & Feek
PayneWest Insurance
Perkins Coie
Perlo Construction
R&H Construction
Related Northwest
Rembold Properties
Runberg Architecture Group
SkanlanKemperBard
Stoel Rives
TMT Development
Tiscareno Associates
US Bank
Union Bank
Urban Development + Partners
Vitus
Washington Holdings
Weber Thompson
ZGF
Zidell Yards