



Over the summer of 2023 we embarked on a journey to develop a three-year strategic plan. Our approach began with a dedicated listening tour, engaging with community members, stakeholders, and leaders to grasp the pulse of our urban landscapes. Coupled with a membership survey, and the grit of a small and diverse group of invested member leaders on our strategic planning committee, we aimed to capture diverse perspectives and aspirations, ensuring that our strategies are rooted in the real needs and desires of those we serve. Central to this endeavor is our newfound mission priority: to restore vibrancy to our urban communities. By harnessing the collective wisdom uncovered through our listening efforts, we are poised to enact meaningful change. **We, at ULI Northwest, are committed to fostering thought leadership and critical conversations.**

MISSION PRIORITIES

ULI Northwest convenes forums for real estate industry, community, and civic leaders to find solutions to the most pressing challenges to our urban environment.

- DECARBONIZATION AND NET ZERO
- INCREASING HOUSING ATTAINABILITY
- EDUCATING THE NEXT GENERATION OF DIVERSE LEADERS

NEW • RESTORING VIBRANCY TO OUR URBAN COMMUNITIES

All four priorities will be underpinned by a commitment to diversity, equity, and inclusion, which recognizes that our communities can only be successful and sustainable if they work for everyone.

STRATEGIC GOALS & PRIORITIES

At the completion of our strategic planning process we defined five strategic goals that would guide our mission-oriented work over the next three years.

- 1 Engage Members in a Meaningful Way
- 2 Expand, Strengthen, and Formalize Marketing Strategies to Increase Brand Recognition
- 3 Elevate Our Prominence with the Public Sector as a Trusted Source
- 4 Grow Sustainable Sponsorship
- 5 Deliver Consistent Content That Is Compelling, Impactful, and Enhances Recognition

OUR MISSION

Shape the future of the built environment for transformative impact in communities worldwide

ULI Northwest carries forth that mission by serving the Pacific Northwest region, in both public and private sectors, with pragmatic land use expertise and education. With more than 1,100 members in Washington and Oregon, we support, educate, connect, and build communities through local programs, educational activities, and research.

MISSION COMMITMENTS

CONNECT active, passionate, diverse members through the foremost global network of interdisciplinary professionals

LEAD in solving community and real estate challenges through applied collective global experience and philanthropic engagement

INSPIRE best practices for equitable and sustainable land use through content, education, convening, mentoring, and knowledge sharing