



Annual Report

FY2017 (JULY 1, 2016 - JUNE 30, 2017)



COVER: JDRF Real Estate Games
INSIDE FRONT COVER: Lifetime Achievement Award Dinner

Message from the Chair

It is hard to believe that my two-year term as Chair of ULI Washington is ending. As a developer in this region for decades, I have experienced the value of building lasting relationships and continuing to learn and grow as our industry evolves. ULI is the premier real estate organization for learning best practices, leadership development, and growing strong professional and personal relationships.

A highlight of this past year was adoption of a new ULI Washington Strategic Plan. During a year-long process, over 50 members, and ULI Washington staff, worked together to update the strategic plan. The Strategic Plan framework focuses on three main components: Impact and Influence, Member Engagement and Satisfaction, and Organizational Strength.

We implemented changes to our organizational structure to achieve the goals of the plan. We formed an Executive Committee made up of the Chair, Vice Chair, the Chair for Mission Advancement, the Treasurer and key constituency leadership to provide direction and support for the staff and committee leadership.

Three content themes were identified through surveys of the Advisory Board and Committee Chairs. They include Housing Affordability, Regional Economic Health and Competitiveness and Disruption Trends and Technology. These content themes form the framework for the district council's work program for the next two years.

Our focus on member engagement led to clearer roles and responsibilities for our new Chair for Mission Advancement, Jamie Wienbaum. We established metrics for member engagement, completed a satisfaction survey of our members, and developed new programs to provide more intimate experiences and better access to industry news and ULI resources.

Two significant new programs began this year:

The Regional Fellows Program. This program will strengthen land use decision making among local government leaders

and will foster regional solutions to land use challenges. Three jurisdictions in the Washington, D.C. region are participating in the pilot year of the program – Montgomery County, Maryland; Fairfax County, Virginia; and the City of Alexandria, Virginia. Four fellows and a program coordinator from each jurisdiction are participating in the yearlong program

Peer Exchange Groups. ULI Washington began a new program of Peer Exchange Groups (PEGs) to create opportunities for more meaningful networking in a completely confidential and supportive environment. Each PEG is composed of 8-10 members who commit to a shared set of meeting processes and language protocols. The experience provides a safe haven where individuals gather to share experiences and consult each other. We hope to expand the program this fall/winter with the creation of additional PEG groups if there is additional interest.

I am turning over the Chair role to Yolanda Cole. She has been the Vice-Chair of ULI Washington for the last year and has spent the year learning, watching, and participating in activities of the Council. She helped develop the Strategic Plan, and is passionate about our content, research, and impact. I look forward to moving on to chair the Governance Committee and remaining involved in district council leadership.

Thank you to all our members and our incredible staff for helping to make the past two years one of my most rewarding experiences in the real estate industry. ULI and specifically our district council is the best real estate organization in the industry and it was an honor and privilege to serve you as its Chair.



Bob Youngentob
Chair, ULI Washington
and President, EYA

Why ULI



Dan Anderton
SENIOR COMMUNITY
DESIGN PLANNER
DEWBERRY

It is always a pleasure and an honor to participate in ULI, both locally and nationally, because of the insights, brainstorming, and friendships made. Helping with Urban Plan, councils and TAPS for ULI Washington and Product Councils and Advisory Panels at the national level has given me the opportunity to both expand my experience and increase my knowledge base while sharing my talents, insights, and ideas with others both within my profession and in other professions. I feel that I have been given a great opportunity to give back to the community, to help educate our future leaders, and to influence our world in a way that is positive towards creating better environments for living. The connections made with others have been invaluable and the time spent volunteering is invigorating, inspiring, challenging, and fun.



Stephen Gregg
ASSET MANAGER –
WASHINGTON, DC
AKELIUS

ULI has been a significant contributor to my professional growth. Having been involved in several capacities throughout my career, I have seen the immeasurable advantages afforded by ULI's educational programming, networking and leadership opportunities. As a Young Leader, I've had the opportunity to form relationships with members at all levels, in all facets of the industry. ULI serves as a forum for its members to share their experiences, both successes and shortcomings. By facilitating thoughtful discussion, examining challenges and sharing ideas, ULI has helped me realize the benefit of our collective knowledge. It enables us to make better decisions that will ultimately improve the quality of the built environment.



Radhika Mohan
PLANNER
CITY OF ALEXANDRIA, VA

My participation in ULI is critical to my professional growth and contributes to my job as an urban planner in a local government setting. The multidisciplinary nature of ULI allows me to expand my personal and professional network of those that I work closely with in my day-to-day work: architects, engineers, land use attorneys, developers, economic consultants, and more. Furthermore, programs like the Regional Land Use Leadership Institute provide opportunities to learn about regional land use challenges and creative solutions that I can apply in Alexandria. These programs make me a better steward and advocate for best practices in responsible land use development and are a reason I am glad to be a member.

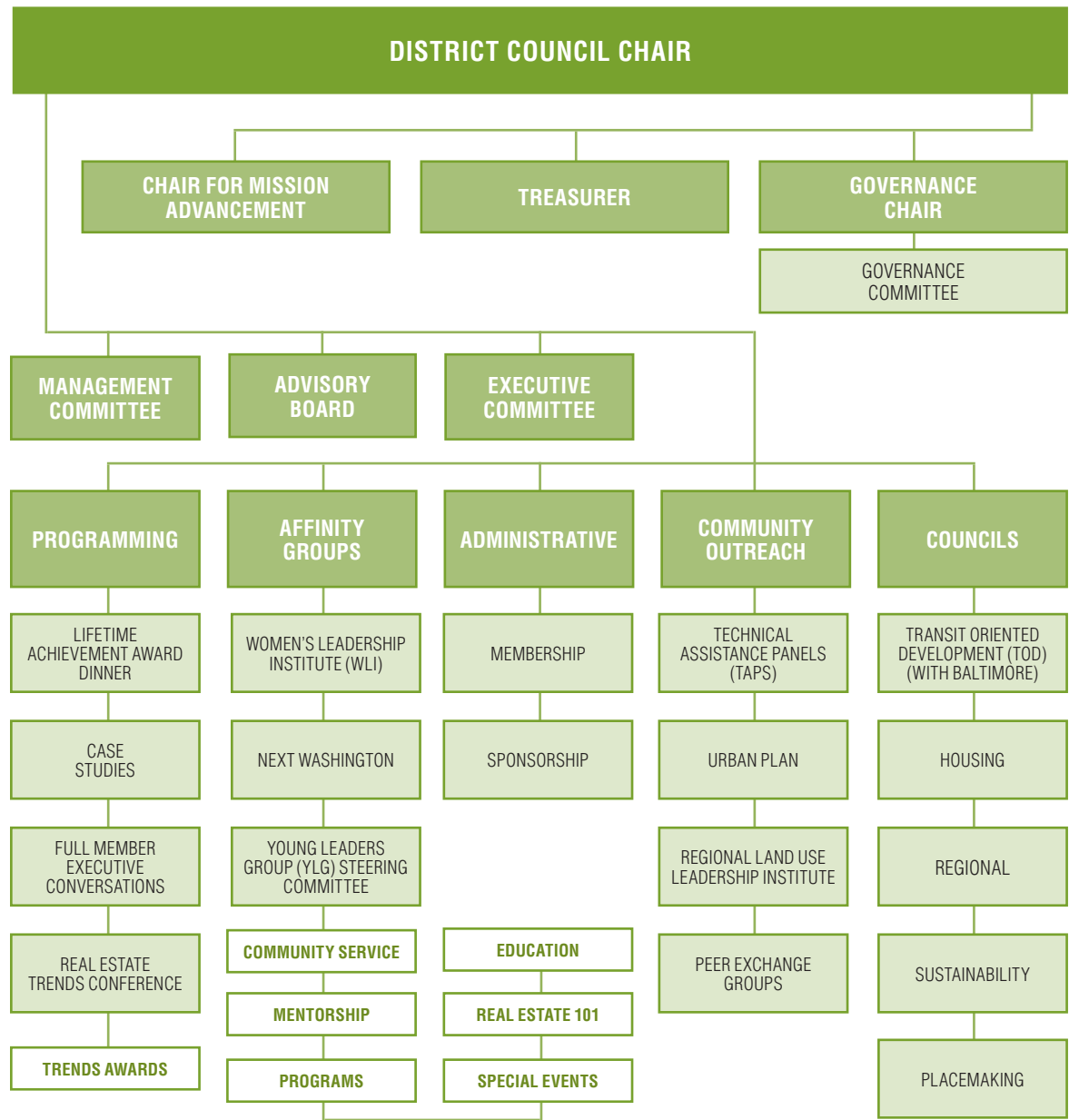


Kelly Nagel
AIMCO
BETHESDA, MD

I value my participation in ULI and I'm grateful for the knowledge I've gained, dialogue in which I've participated, and most importantly, the meaningful professional relationships I've formed. I particularly enjoy ULI because the focus is education and professional development as opposed to business development. I have had the opportunity to contribute meaningfully at the national and local levels: nationally, as the founding treasurer of the Women's Leadership Initiative (WLI), and locally, as the ULI Washington WLI chair, and an alum of the Leadership Institute, among other things. I truly appreciate the ability to take part in a variety of different programs that make me a better real estate professional, but above all else, I am grateful for the rewarding and lasting relationships I have with other members.

ULI Washington Organization Chart

2017–2018



Thought Leadership

REAL ESTATE TRENDS CONFERENCE

Nearly 700 real estate professionals convened at the Ronald Reagan Building for ULI Washington's 20th Annual Washington Real Estate Trends Conference. The conference, themed, Dynamic Decades: Past & Future was jam-packed with high quality content and speakers. Of special note was the keynote speaker:

- Anirban Basu, Chairman and CEO, Sage Policy Group, Inc. kicked off this year's highly successful Trends conference with an overview of the global, national, and regional economy. His verdict: rosy in the near term, challenging further out.

EMERGING TRENDS FOCUS GROUP

For the first year, a local focus group was assembled to provide insight into our local real estate market for inclusion in the national *Emerging Trends* report. Five local real estate leaders active in our market, all of whom have substantial experience and expertise, met to answer a series of questions about capital market and real estate trends in and around Washington, DC, and their opinions were included in the local area profile in the report.

Professional Growth And Learning

WOMEN'S LEADERSHIP INITIATIVE

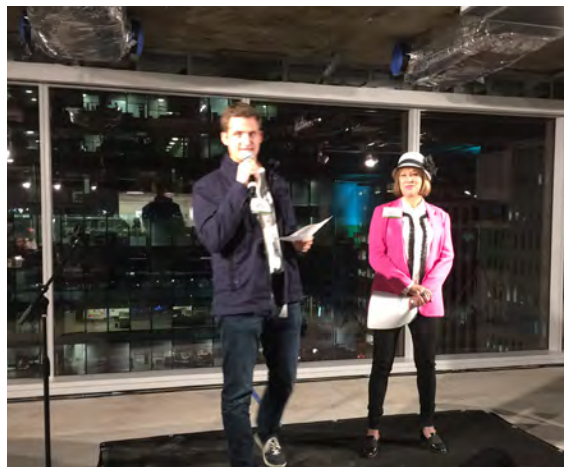
The Women's Leadership Initiative (WLI) of ULI Washington led two professional development programs this year. The first event focused on professional branding strategies. Panelists Stephanie Williams, President at Bozzuto Management Company, and Nan Tolbert, Executive Communication Coach at The Communication Center spoke about these strategies. Later on in the year, Nan Tolbert led a half-day workshop focused on communication strategies that brought 60 individuals in to learn.

REGIONAL LAND USE LEADERSHIP INSTITUTE

The 6th Annual Leadership Institute Program had a strong year with 25 participants coming together for a 8 month long program. The program is held throughout the Metropolitan Washington Region, taking participants to places they might not have been before, to help them explore and understand this region's complexities. Top leadership consultants in the area are also brought in to help participants recognize and strengthen their leadership skills.

INITIATIVE COUNCILS

ULI Washington has five Initiative Councils that include: Housing Initiative Council, Sustainability Initiative Council, Regional Initiatives Council, Placemaking Council, and Transit Oriented Development Council. Each council are made up of 25 people and meet quarterly. They focus primarily on the topics such as housing, regional facing issues, sustainability and resiliency, and development surrounding transit.



YLG Trivia Night

Practical Market Based Technical Assistance

TECHNICAL ASSISTANCE PANELS (TAPS)

In this program, the region's most experienced real estate professionals work together to provide expert, multidisciplinary advice to public agencies and non-profit organizations in the Washington metropolitan area. Drawing from ULI Washington's extensive membership base, panels offer objective advice on a variety of land use and real estate issues ranging from site-specific projects to public policy questions.

MINI TECHNICAL ASSISTANCE PANELS (MTAPS)

As part of the Regional Land Use Leadership Institute, participants are divided into teams and assigned specific challenges being faced by local governments. The group uses their professional knowledge, and information gained from the Leadership Institute to come together as a team to provide guidance on possible solutions to the problems.

TAPs & MTAPs

FY2017 TAPS

- What's Next for Westfields?, Fairfax County, Virginia
- Florida Avenue Market Area, Washington, DC
- Revitalization in Indian Head, Maryland
- Revitalization Strategies for Annandale, Annandale, Virginia

FY2017 MTAPS

- Route 1 Corridor, City of Alexandria
- Making Room for Missing Middle Housing, Arlington County
- Quince Orchard/Firstfield Corridor, City of Gaithersburg
- Lincolnia Neighborhood/Corridor, Fairfax County
- Veirs Mill Corridor, Montgomery County



City of Rockville Technical Assistance Panel

Strategic Partnerships

REGIONAL FELLOWS PROGRAM

ULI Washington began a program this year to engage local government officials in local problem solving and peer network building throughout the region. The City of Alexandria, Fairfax County and Montgomery County are this year's participating jurisdictions and each of them have four Fellows participating in the program. The jurisdictions chose a challenge to analyze through a Technical Assistance Panel (TAP). Fellows from the jurisdictions served on the panels in other jurisdictions, promoting regional understanding and cooperation.

REGIONAL BRANDING TASKFORCE

ULI Washington, along with the Metropolitan Washington Council of Governments and the 2030 Group, hired a consultant to work with a group of approximately 150 regional stakeholders to develop a new brand identity for the Washington region beyond monuments and the federal government. An ongoing effort to brand the region to enhance regional competitiveness will take place in the coming year.

URBANPLAN FOR PUBLIC OFFICIALS

The successful UrbanPlan program offered in high schools and universities has been modified for use by public officials. ULI Washington staff and members were instrumental in creating this program, and have participated in several pilot offerings of the program to local elected and appointed officials. ULI Washington partnered with national ULI and the National League of Cities Rose Center in offering this program. The program will be marketed in the coming year to local jurisdictions in the Washington region.

Celebration And Service

LIFETIME ACHIEVEMENT AWARD

Now in its 14th year, this event is held every fall to honor the region's most distinguished real estate leaders. This year's awardee was Oliver "Ollie" Carr, Jr., Chairman and CEO, Carr Companies.

TRENDS AWARDS PROGRAM

The annual ULI Washington Trends Awards program identifies and sets new standards of excellence in real estate development in the Metropolitan Washington Area. The Awards recognize innovative projects, policies, and initiatives that contribute to the enhancement of vibrant neighborhoods, exemplify creative problem solving, and celebrate visionary thinking. Six Trends Awards winners were selected this year in the categories of Residential, Office, Mixed-Use, Institutional, Adaptive Reuse, and Impact.

CHARITABLE FUNDRAISING

The Women's Leadership Initiative (WLI) group has entered into a partnership with a nonprofit organization called Suited for Change. As its first event, WLI held a clothing drive and women members donated gently used clothing and accessories to the organization. These items will be made available to women who need professional clothing for job interviews as they reenter the workforce.

The Young Leaders Group has a partnership with Community of Hope. Through the Trivia event held in the

fall, in partnership with the event's supporting sponsors, raised more than \$16,000 for Community of Hope and the ULI YLG Scholarship Fund. Community of Hope supports DC low-income and homeless families with healthcare, housing and education, and the ULI YLG Scholarship Fund helps young leaders attend major annual ULI events.

40 UNDER 40 DC WINNERS

The UrbanLand Magazine 40 Under 40 contest searches out the best and the brightest young real estate professionals from around the globe. The DC region had four UrbanLand 40 Under 40 winners: Kathryn Bucklew-Edens, Joe Carrol- Lowe Enterprises, Martin Ditto- Ditto Residential, and Tony Greenberg- The JBG Companies. The inclusion of these four local winners highlights the caliber of the real estate industry professionals in the Washington region.

YLG COMMUNITY SERVICE

A cadre of ULI Washington members under 35 year of age participated in volunteer activities with the following organizations:

- Miracle League Baseball Game
- Community of Hope Holiday Market
- A Wider Circle
- Gardening with City Blossoms
- C & O Canal Clean-up



Lifetime Achievement Award Winner Oliver Carr with Carr Company staff



Trends Awards Finalist – The Bonifant

Focused Education

URBANPLAN

UrbanPlan, a national ULI program takes members into high schools and universities to engage in a realistic and academically demanding classroom-based curriculum in which students learn about the forces that affect development. ULI members act as facilitators and judges to enhance the student learning experience. The program curriculum was updated this year and the district council held a volunteer refresher course for members to learn the new elements, as well as a new volunteer training.

MEMBERS ONLY CASE STUDIES

Members Only Case Studies offer an opportunity for members to “kick the tires” on recently completed development projects. In FY17, case studies were held at The Hepburn in Washington, DC, The Hotel Indigo and West Broad Residences in VA.

YLG EDUCATION AND PROGRAM EVENTS

The YLG Education and Program Committees organize robust panel discussions and project tours throughout the year, some open only to members under 35 years of age, others open for all ULI members. Over the past year, topics for these programs have included:

- Transforming Emerging Neighborhoods
- Inclusionary Zoning, Density Bonuses, and AMI
- Suburban Office Renaissance
- The Line Hotel- Glimpse into Boutique Hotels
- The Hine School- The Tale of a Complex PUD
- Housing Affordability

PUBLIC SECTOR DENSITY TOUR

The Housing Initiative Council sponsored the third annual Public Sector Density Tour this spring. Thirty five officials spent the day visiting new development projects in the H Street Corridor to learn about design, density, and housing policy. This year’s tour included a trip on the Washington DC Streetcar, providing a transportation experience within the housing density learning day.



Squash on Fire tour

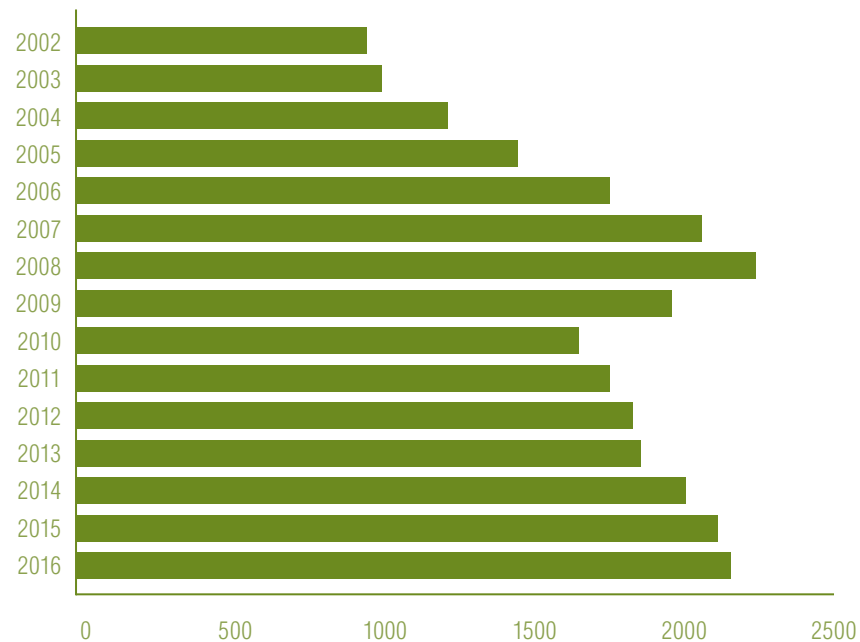


Leadership Institute

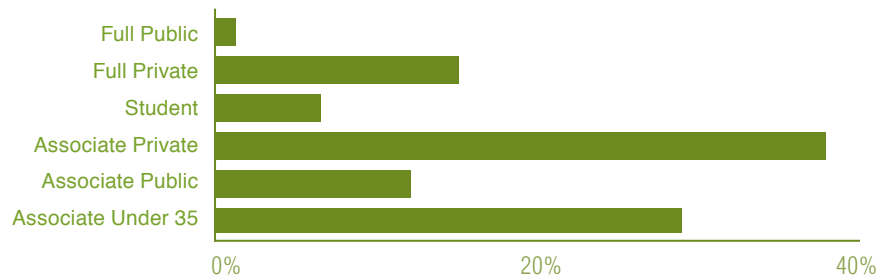
By The Numbers

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MEMBERSHIP GROWTH BY YEAR

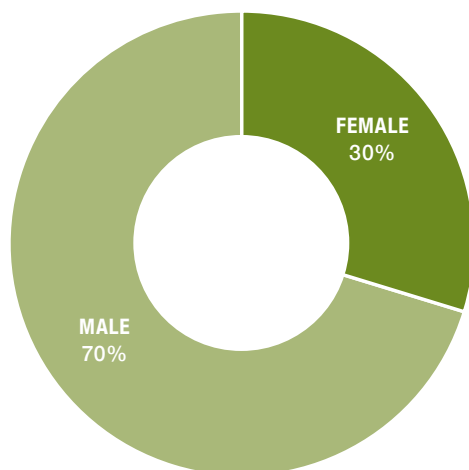


MEMBERSHIP BY MEMBER TYPE

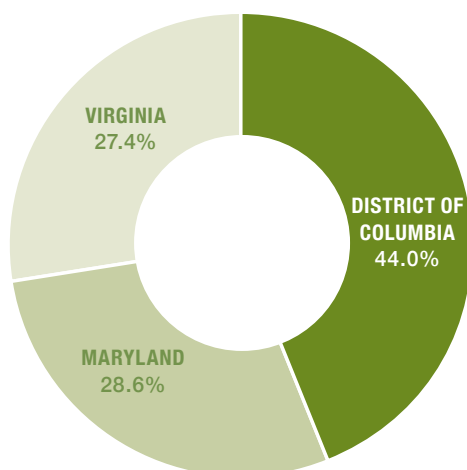


MEMBER DEMOGRAPHICS

GENDER OF MEMBERS

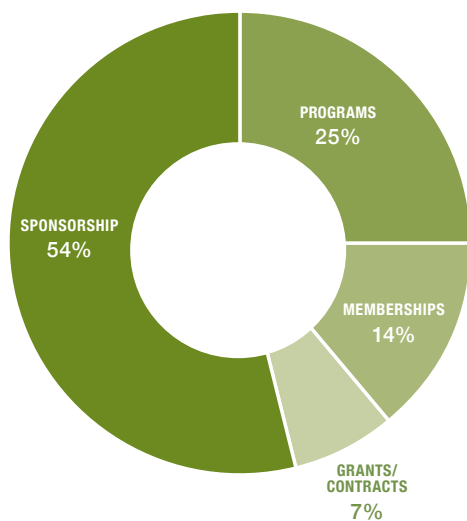


MEMBER GEOGRAPHY

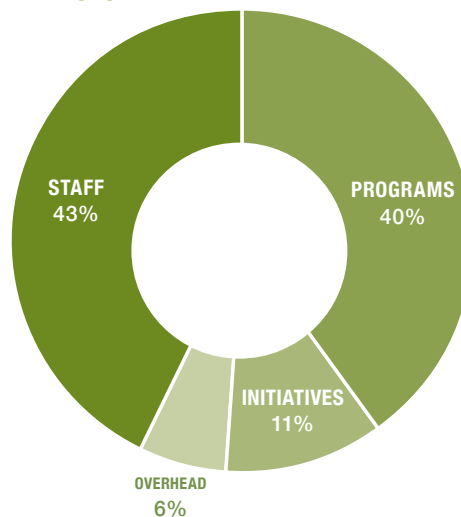


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Trends Conference Membership Display

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#1

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Trends Awards Jury's Choice – Hive Hotel

