



**Urban Land
Institute**

Baltimore



2025 ULI Baltimore Strategic Plan

- Mission & Commitments
- Goal 1
- Goal 2
- Goal 3

This plan is intended to be a 3-5 year plan

Mission & Commitments

- **CONNECT** active, passionate, diverse members through the foremost global network of interdisciplinary professionals
- **INSPIRE** best practices for equitable and sustainable land use through content, education, convening, mentoring, and knowledge sharing
- **LEAD** in solving community and real estate challenges through applied collective global experience and philanthropic engagement

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





Goal 1: Position ULI Baltimore as a regional thought leader and the real estate organization of choice

Objective 1

Shape the future of the built environment for the transformative impact on communities within our District Council, provide programming related to ULI Mission priorities and drive membership

Objective 2

Be the premier real estate resource for communities and municipalities

Goal 2: Engage, educate and mentor the next generation of diverse industry leaders

Objective 1

Increase the visibility and voices of women in the real estate industry and within ULI



Objective 2

Retain and grow mid-career professionals (NEXT) cohort of members



Objective 3

Recruit and engage more Young Leader members

Objective 4

Maintain university scholarship program (Etkin) and promote enrollment of students



Objective 5

Promote and expand the Urban Plan program across the district council

Goal 3: Membership growth and industry engagement

Objective 1

Host Annual Wavemaker Awards Program to recognize award winning projects, leadership, and a Lifetime Achievement recipient

Objective 2

Host annual flagship events to engage members, strengthen industry connections, and advance ULI's mission priorities

Objective 3

Grow and retain a minimum of 675 active members

