ULI CHARLOTTE HIGHLIGHTS
FY20 ACTIVITY REPORT
I would like to thank all the ULI Charlotte members who have devoted their time and shared their wisdom by volunteering, attending and supporting our organization. ULI Charlotte would not exist without the commitment you and your organizations make to ULI’s mission. We are stronger because of your dedication to sharing industry best practices with communities in need.

This publication highlights the work of ULI Charlotte from July 2019 to June 2020, showing a range of network, content, and community outreach projects we have offered.

As we make our way through the second half of 2020, we are faced with multiple challenges. The COVID-19 pandemic has fundamentally changed our world. Though the impacts of the pandemic on land use, the real estate industry, and municipal organizations are not yet fully understood, ULI has begun to examine how to react, how to adapt, and how to pivot effectively.

Check out our FY20 Highlights for a quick view by the numbers. The past year has been most eventful and we expect 2021 will present new opportunities and challenges as we strive to positively impact our communities. I want to express my appreciation to our Corporate Partners that support the mission-centric work of ULI Charlotte. You enable us to:

- **Develop more compelling programs and events and reach broader audiences.** Through February, we delivered in-person programs with thought-provoking discussions. Since March, ULI quickly shifted to virtual platforms until it is safe to meet again in-person. Wherever or however we get together, we are sharing best practices and sparking discussions about such pressing topics as mobility, resilience, and equity.

- **Expand perspectives and cultivate leaders.** Creating networks within ULI, creates pathways to diverse perspectives, in-depth conversations, and meaningful relationships. Through our groups such as WLI, NEXT, YLG, Local and Regional Councils, and more, members have committed to personal and professional growth, creating diverse representation and inclusive programs, memberships, and leadership.

- **Deepen community impact.** ULI Charlotte is the region’s leading convener of real estate professionals across sectors, using UrbanPlan, Hip Hop Architecture and Technical Assistance Panels. We are in the community with high impact programs educating, advising, and cultivating new leaders.

There is important work to do, and ULI Charlotte — in partnership with committed ULI members like you — is ready to rise to the occasion by bringing recommendations rooted in best practices to communities in need. I look forward to working together to accomplish the mission of ULI.

**Phil Payne**
Lotus Campaign
ULI Charlotte Chair FY19-21
1500 local program attendees plus more than 800 at the annual Carolinas Meeting

PROGRAMMING

With timely, thought-provoking topics at the forefront of global trends.

Hosted 30 programs (including 8 virtual).

FY20 TOPICS INCLUDED
CONNECTING

166 New Members

762 Total Members FY20

60 Sponsoring Companies

24% Members in Network Groups

Emerging Leaders Forum
Young Leaders Group
Capital Markets Council
Rethinking Southern Cities
Innovation in Housing
Carolina Trends Council
WLI Mentorships
Peer-to-Peer Networks
Product Councils

Creating small networks for opportunities to connect on the finer nuances of land use and real estate issues.

DURING FY20
**LEADERSHIP**

To be a thought-leader, ULI Charlotte is reaching out to middle & high school students, universities and in summer programs to share knowledge with our youth on paths for future careers in real estate. ULI Charlotte has a strong focus on growing diversity, equity, and inclusion.

**DURING FY20**

- 40 Students at Hip Hop Architecture Camp®
- 2 Middle School Classrooms Engaged in RE|IMAGINE
- 26% Members Volunteer on Committees
- 35 Trained Volunteers for Urbanplan
ENGAGING

Exchanging ideas and enhancing an understanding by building strong sustainable growth and development in the region.

SOCIAL MEDIA NETWORK

- Facebook: 269 Friends
- LinkedIn: 303 Connections
- Twitter: 910 Followers
- Instagram: 1071 Followers

73% Members actively engaged in programming, leadership, and activities.
Charlotte Housing and Affordability Calculator

A dynamic online tool that uses detailed local market data to represent real-world housing conditions, allowing users to test the implications of changes to existing or proposed housing policies.

Find out more [here](#).

Technical Assistance Panel

Members provided strategic guidance to the City of Asheville during a hotel development moratorium, recommending three focus areas: focus and design, strategic community investment, and collaboration.

Read the full report [here](#).

Creative Placemaking Report

A proven accelerator for real estate development, CPM creates a distinctive sense of place and attracts people. Along with five other District Councils, ULI Charlotte provided input and leadership for the development of this report.

Find out more [here](#).
Thank You to Our 2020 Corporate Partners

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NOVA Engineering | Northwood Ravin | Pappas Properties | The Spectrum Companies | US Bank

Axiom Architecture | Cambridge Properties | Collett | Crosland Southeast
Holder Constructions Company | Kirk Palmer & Thigpen | Proffitt Dixon Partners
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