



Charlotte



ULI CHARLOTTE HIGHLIGHTS

FY20 ACTIVITY REPORT

A MESSAGE FROM OUR CHAIR



While the world hit the “pause button” in the spring, many of us are back to work influencing our society, economy, and environment through the built environment. ULI Charlotte has pivoted and continued to share best practices and connect, convene, and collaborate to make our region more sustainable, thriving, and inclusive.

To do this, we need you, the thought leaders in our community. We need your energy and involvement, your expertise, and your financial support.

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. October is the start of our 2021 Annual Corporate Partners Campaign. ULI Charlotte relies on Corporate Partners (sponsors and donors) to fund regional operations, impact initiatives, and programs, with more than 50% of our operating budget raised from sponsors and donors.

Since July 2019, ULI Charlotte has gain momentum in a variety of impactful initiatives for our members and the community. Check out our FY20 Highlights for a quick view by the numbers – but not everything we do can be measured with numbers. Corporate Partners support has enabled 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 affinity 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.

As we approach the new calendar year, we ask for your support to strengthen our impact. All funds from Corporate Partners go directly to ULI Charlotte to support activities in our region. **NEW THIS YEAR.** You may choose to become a donor, with your full contribution delivering programs and initiatives with you capturing the full tax advantages of the contribution. We will work with you to identify the best package for your needs.

Enclosed are the Highlights of FY20 and the 2021 Corporate Partners Program. We appreciate your consideration and look forward to working together to accomplish the mission of ULI.

A handwritten signature in black ink, appearing to read 'PSP' followed by a long horizontal stroke.

Phil Payne
ULI Charlotte Chair FY19-21

PROGRAMMING

FY20 TOPICS INCLUDED

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

Hosted 30 programs (including 8 virtual).



1500 local program attendees plus more than
800 at the annual Carolinas Meeting

CONNECTING

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

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

762

TOTAL MEMBERS FY20

60

SPONSORING COMPANIES

24%

MEMBERS IN NETWORK GROUPS

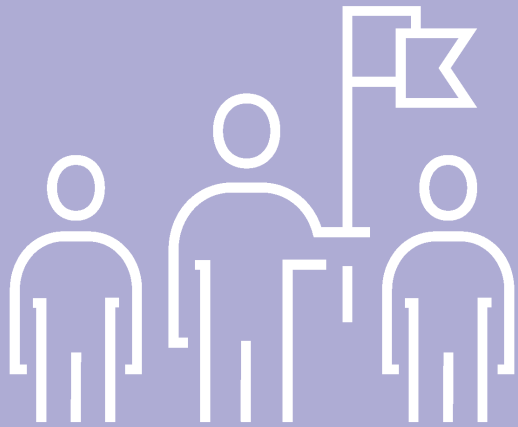


166 New Members

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



269 Friends



303 Connections



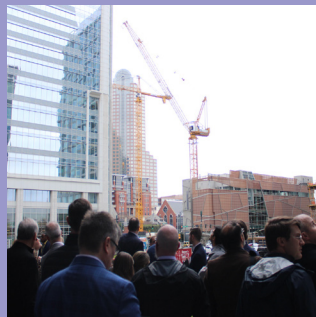
910 Followers



1071 Followers

73%

Members actively engaged in programming, leadership and activities.



DURING FY20

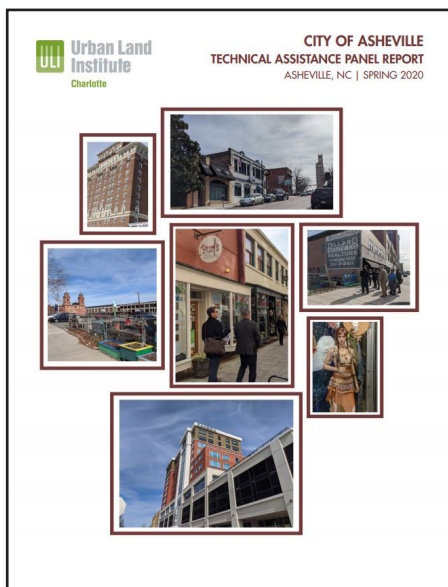
ADVISING

Generate opportunities to connect policy and practices, engage members and the community, and educate to create action.

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](#).

DURING FY20

Thank You to Our 2020 Corporate Partners

VISIONARY LEVEL



First American Title™
NATIONAL COMMERCIAL SERVICES



PIONEER LEVEL



CHAMPION LEVEL



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K&L Gates* | Parker Poe*

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ECS Southeast, LLP* | HomeTrust Bank | Humphreys & Partners Architects
LandDesign | Lat Purser & Associates, Inc. | LS3P Associates, LTD | Northwood Development
NOVA Engineering | Northwood Ravin | Pappas Properties | The Spectrum Companies | US Bank

FRIEND LEVEL

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