



Charlotte



ULI CHARLOTTE HIGHLIGHTS

FY20 ACTIVITY REPORT

TO OUR MEMBERS



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.

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

Phil Payne
Lotus Campaign
ULI Charlotte Chair FY19-21

PROGRAMMING

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

Hosted 30 programs (including 8 virtual).

FY20 TOPICS INCLUDED



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

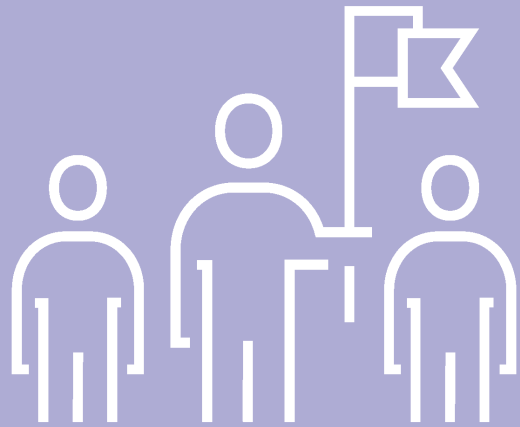


166 New Members

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



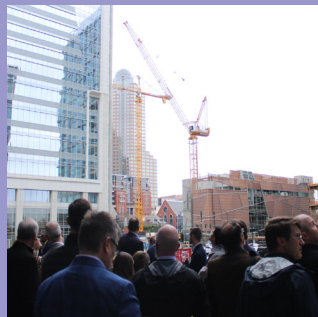
910 Followers



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 our more [here](#).

DURING FY20

Thank You to Our 2020 Corporate Partners

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