



Indiana

MEMBERSHIP MATTERS

Whether you've been a member for decades or you still haven't joined, here are some reasons why ULI membership matters

YOUR MEMBERSHIP MATTERS TO US

ULI is in many ways a club, and a club is defined by its members. You make us better.



More members = more chances for members and sponsors to make the connections they need for their careers and businesses to thrive.



More members = more volunteer capacity to execute our programs, and a better pipeline of future ULI leaders.



While membership dues have a relatively small impact on our local finances (only about 20% of your dues are passed through to ULI Indiana), we appreciate every dollar, especially this year!

MEMBERSHIP MATTERS FOR YOU

Connections matter, and ULI membership is the key to accessing our 45,000 members worldwide. Plus ULI is the only organization whose members span the full breadth of the industry, from developers and designers to financiers and public officials.



ULI **keeps you informed** through our live and virtual events, publications and local updates. We aim to curate the most important and relevant insights and experiences that you can't get anywhere else.



ULI may be a global organization but we're **making local impacts**. ULI supports cities and communities through knowledge-sharing and through our renowned Advisory Services and innovative training programs like UrbanPlan and the Real Estate Diversity Initiative.



Be seen as a leader and develop leadership skills through speaking engagements, committee work and leadership roles.





OUR PROMISE

ULI's promise is to **Connect, Inspire and Lead.**

CONNECT

1:1

We're here to help each other

SMALL GROUPS

Smaller in-person events for groups of 25 or less
Chances to connect virtually

LARGE EVENTS

Statewide, multistate and global connections

Many members have found great value in connecting with like-minded people through ULI, our exclusive national Product Councils, and member affinity groups like the Young Leaders Group and Women's Leadership Initiative.



We are committed to expanding ULI's "big tent" of cross-disciplinary professionals so you can meet more people who aren't like you. We have a goal to increase the **diversity** of our members and leadership and it's up to all of us to refer new members and help them feel welcome.

INSPIRE

Inspiration is the "a-ha" moment of achieving a **new insight** or sees **future possibilities.**



ULI accelerates inspiration through:

EXPERIENCES

ULI productions like project tours, live or virtual conferences, and classes

Member-guided activities like a coffee meeting, independent research or walking tour

INFORMATION

Important, relevant, actionable, and valuable

STORIES

People and projects provide lessons learned; what can we replicate?



LEAD

ULI and its members are **at the forefront** of new ideas, applying creativity to develop the newest and best practices for land use and development.

We **proactively communicate** and promote those ideas to benefit not just our members, but the community at-large.

ULI also leads when we focus clearly on what only ULI can offer, **and only ULI can offer all of this.**

GENERALLY

Cross-disciplinary connections

Connections to specific members

Connections to strong global content and research centers

Connections to the global network of ULI district councils and product councils

LOCALLY

A focus on local people, projects, and policies

GLOBALLY

Research-based, replicable best practices

Niche topics of limited local interest



Indiana

LOOKING BACK, LOOKING FORWARD



LOOKING BACK

NATIONAL SPEAKERS | In the first quarter of 2020, we welcomed five national experts to ULI Indiana through our Real Estate Trends and Breakfast Series events.

REAL ESTATE DIVERSITY INITIATIVE | ULI Indiana adapted and implemented this 15-week course to prepare more women and people of color for careers in real estate development. We engaged over 40 volunteers and graduated 10 scholars after transitioning from live to virtual classes.

VIRTUAL EVENTS | From March through September, ULI Indiana produced 17 virtual events that engaged 629 registrants (90/month). Highlights included:

- *Online Breakfast Series Events*
- *NEW Insights for Insiders*, a free, members-only benefit
- *NEW Armchair Tours* to expand knowledge about and across Indiana cities
- An interview with Penske Entertainment's John Lewis, a fundraiser that also engaged six new sponsors

WOMEN'S LEADERSHIP INITIATIVE | The WLI successfully leveraged the benefits of virtual communication to facilitate difficult conversations and deliver impactful regional programming.

IN-PERSON EVENTS | As restrictions lifted in late summer, ULI Indiana was able to host three in-person events, a model likely to continue:

- August 5—REDI Graduation Celebration
- August 13—Young Leaders Bike Tour
- September 9—ULI On Location at Hotel Carmichael

LOOKING FORWARD

The next several months will look much like the past. In addition, we're increasing effort towards two programs with potential to make a meaningful impact on Indiana.

URBANPLAN | An interactive exercise about the development process including complex tradeoffs and economics. ULI Indiana plans to offer UrbanPlan for:

- **Communities** | One-day in-person or virtual workshops to community leaders like public officials and neighborhood representatives. Participants gain better understanding of developers' perspectives and the challenge of creating a development plan that works for all.
- **Universities** | University students—future members of our industry and community—gain these same perspectives when UrbanPlan is incorporated into an existing course. This semester, we're bringing UrbanPlan to Ball State's Introduction to Urban Planning class, reaching almost 100 students!

TECHNICAL ADVISORY PANELS | Advisory Services have been a mainstay of ULI since 1947. In Indiana, there have been five national and seven local panels since 2008, but we want to do more! Panels allow ULI and our members to leverage our shared knowledge and creativity to solve real community problems.

How can you help?

- Participation
- Referrals
- Leadership
- Financial Support