WHO IS ULI PHILADELPHIA?

Membership Growth

<table>
<thead>
<tr>
<th>Year</th>
<th>Growth</th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>891</td>
<td>912</td>
<td>931</td>
</tr>
</tbody>
</table>

Type

- Full 12%
- Associate 61%
- YLG 17%
- Student 4%

Engagement

- Active Committee Participation 41%

Initiatives

The Membership Committee hosts quarterly new member open houses and ULI Philadelphia will develop a Diversity & Inclusion framework in 2020.

Membership

Growth Type

<table>
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Engagement

Active Committee Participation 41%

Local Leadership

- 34 Members in Leadership Positions
- 380 Members on Committees + Councils
- 67 Mentors Serving 141 Mentees

National Participation

- 47 National Product Council Members
- 165 National Meeting Attendees
- 8 Advisory Service Panelists

The mission of the Urban Land Institute is to provide leadership in the responsible use of land and in creating and sustaining thriving communities worldwide.

Real Estate Forecast 2020

With an extended discussion about how the Life Sciences sector is affecting growth across all asset classes, the Real Estate Forecast 2020 was the largest to date.

- 655 attendees
- 9 panelists
- 3 new afternoon programs

Shaping Communities

Through advisory services, ULI Philadelphia leverages the expertise of our members to help resolve real estate and land use challenges faced by municipalities and nonprofit organizations.

IN THE PIPELINE

- FY19: 2 Local Assistance Panels
- FY20: 2 National Study Panels

Building Thought Leadership


In partnership with PIDC, improving the industry’s readiness to respond to the changing nature of work.

Partnering with City of Philadelphia to advise on building performance program and climate change planning.

Introducing UrbanPlan

UrbanPlan is an engaging classroom-based curriculum in which participants - high school students, university students, public officials or community members - learn about the fundamental forces that affect real estate development in our communities.

Make an impact, learn how to get involved at philadelphia.uli.org

Events + Programs

Through a wide variety of educational programming, ULI Philadelphia shares unique perspectives and content on pressing land use and development issues.

- FY19 Programs: 25 programs, 2,191 attendees
- FY20 Programs: 16 programs, 1,764 attendees

- Tours: FY19 5, FY20 4
- Trainings: FY19 2, FY20 2
- Panels: FY19 9, FY20 6
- Partner: FY19 2, FY20 2
- Other: FY19 7, FY20 4

Financial Information

- Revenue: $587,232
- Expenses: $502,245

- Staff 67% | Admin 10% | Programs 18% | Initiatives 2% | Fees 5%
- Membership 16% | Programs 23% | Sponsorship 56% | Fees 4% | Grants 6%
ULI Philadelphia is grateful for the generous support of our Annual and Event Sponsors. We appreciate that they have chosen to stand with ULI in representing the industry leaders committed to providing best practices, creating enduring value and an impact on our communities.

Urban Visionary

Diamond

Leadership Circle

Platinum

Gold

Silver

Friend

Email Distribution
6,500+ distribution
24% newsletter open rate
25% weekly email open rate

Events
Sponsors are featured in event collateral, marketing and web content.
2,685+ attendees
24+ programs

Social Media
Social media aligns sponsors’ brands with ULI’s online audience.
Monthly Twitter impressions up to 52k
Monthly LinkedIn impressions up to 6.5k

Website
ULI website redesign completed Spring 2019.
New digital tools to enhance online user experience include: The Membership Directory; Knowledge Finder; and Navigator.