

Dear ULI Philadelphia Members, Sponsors and Partners,

Challenging times encourage us to stop and reflect upon our role in the world. Within ULI, they have reinforced our dedication to supporting our cities and addressing [our part](#) in the social and economic disparities that communities of color continue to face. For over 80 years, ULI has been a source for best practices and impartial information, as well as a forum for industry leaders to share ideas and experiences that promote our mission of creating and sustaining thriving communities worldwide. We acknowledge that we cannot truly fulfill this mission until we hear, understand and amplify more diverse perspectives. Through decades of market cycles and unforeseen crises, ULI members have personified resiliency in efforts to support each other and adapt for the future. In this moment, we will lead—on economic recovery and improving diversity, equity and inclusion in our organization and industry.

Though the format in which we work has shifted to safeguard our members in response to the pandemic, our commitment to sharing knowledge and connecting leaders remains. To ensure continued value and serve as an industry leader, ULI Philadelphia has:

- Leveraged our global networks to provide real-time information through live and on-demand webinars, including a new local series that examines the impacts of COVID-19 across topics; attended by over 2,000 participants.
- Shared both industry and community COVID-19 resources through various ULI platforms.
- Provided career and professional development activities to support those navigating a transition.
- Converted regular programming to virtual platforms, including council and committee meetings, ULI open houses, the member breakfast series, UrbanPlan, tours, panels and much more.

Before the global crisis hit, we launched our inaugural UrbanPlan program, a classroom-based simulation in which high school students, university students or public officials learn about the fundamental forces that affect land use and real estate development in our communities. The program serves to introduce the land use and real estate development industries to a future, more diverse generation. We also began work to improve Diversity, Equity & Inclusion within our organization and the industry and are advancing this initiative with urgency to effect change in our communities and play an active role in bridging the racial divides in this country.

With change has come new opportunities to reach broader audiences and share the work of our members and sponsors. Our highly successful webinars welcomed over 200 registrants to each program, more than half of which were new to the organization. Enclosed you will find information about 2021 Sponsorship Benefits along with a snapshot of our work. **In continuing to support ULI, you will be sustaining our ability to provide knowledge, connection and impact.** This includes support for UrbanPlan; our Diversity, Equity & Inclusion Initiative; Advisory Services, and various educational programming. 100% of your sponsorship funds stay with the Philadelphia District Council.

We are also proud to announce the **ULI Member Support Fund**, providing another opportunity for you to assist those most affected in our community. Through additional contributions to your sponsorship, you will provide membership and additional benefits to individuals experiencing hardships who otherwise would not be able to participate.

ULI and its members have continued to shape the development of cities through times of historic transition. We need your support now more than ever. We encourage you to be a part of shaping what's next by supporting ULI Philadelphia in 2021 and committing your sponsorship funds by completing the commitment form **by Friday, July 17**. Information about an exclusive virtual sponsor event this summer is forthcoming, save the date for Tuesday, July 21.

Please feel free to reach out with questions and continue to stay safe and healthy.

Best,



Alan Razak
Chair, ULI Philadelphia
Principal, AthenianRazak



Laura Slutsky
Executive Director
ULI Philadelphia



Pete Cramer
Chair, Investment Committee
Director of Development, Wexford
Science & Technology