



GREEN ZONE REFRESH



LEADER IN SUSTAINABLE LAND USE AND ENVIRONMENTAL DEVELOPMENT

1800 ARCH STREET, COMCAST
TECHNOLOGY CENTER | Philadelphia, PA



Winner

ABOUT ULI PHILADELPHIA

THE URBAN LAND INSTITUTE provides leadership in the responsible use of land and in creating and sustaining thriving communities worldwide.

ULI is a global non-profit, mission-driven organization fueled by over 45,000 members representing the entire spectrum of real estate development and land use disciplines in private enterprise and public service.

The Philadelphia District Council, comprised of over 900 members, further promotes this mission throughout **Greater Philadelphia, the Lehigh Valley, Central Pennsylvania, Southern New Jersey, and Delaware** by advancing the open exchange of ideas, research, and practical experiences among industry leaders dedicated to developing better places.



WE ARE COMMITTED TO



Providing valuable
information and relationships



Leaving an impact
on our communities



Building to create
enduring value



Advancing the use of best practices in
sustainable urban development



Providing access to current, cutting edge
research tools, data, and case studies to
inform better decision making

OUR IMPACT

ULI PHILADELPHIA ADVANCES THIS MISSION

by working in our communities, delivering value to our members and leveraging our global and national assets to provide real-time support to our partners.

01

CONNECT

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EDUCATE

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GIVE BACK

01

CONNECT

CONNECT small, interdisciplinary groups of private and public sector leaders to focus on real estate and planning topics, develop trusted connections, curate ULI content and share best practices. Events like the reoccurring Member Breakfast provide opportunities to network and learn. During the pandemic these events and other meetings have continued to convene virtually.

18

local committees
and councils

350+

members engaged in
a local council

“For over 80 years, ULI has been a trusted source for research and best practices, as well as a forum for industry leaders to share ideas and experiences that further our mission. Through decades of market cycles and unforeseen crises, ULI members have personified resiliency in their efforts to support each other and adapt for the future. ULI adds indispensable value to every career in real estate and to every community impacted by real estate – which is all of us.”

Alan Razak, Principal,
AthenianRazak, ULI PHL
District Council Chair



MULTIFAMILY 3.0 PANEL DISCUSSION



URBANPLAN VOLUNTEER TRAINING

02

LEAD

LEAD through our inaugural UrbanPlan program, which exposes students to the opportunities and complexities of real estate development in our communities. ULI's Diversity, Equity & Inclusion initiative seeks to improve representation and address systemic inequity within our organization and industry. Members build leadership skills through professional development engagements and ULI council leadership opportunities.

18

students completed UrbanPlan in FY20

37

members hold leadership positions across committees



It is imperative that the real estate industry actively and intentionally creates space for Black and Brown communities and strives to be more reflective of our populations. UrbanPlan aims to do just that in Philadelphia. We hope to begin dismantling systemic racism by exposing students, particularly those of color, to professions in land use development and create a pipeline of talent that is diverse and inclusive."

Eleanor Sharpe, Executive Director, Philadelphia City Planning Commission, ULI PHL Chair, UrbanPlan



03

BUILD COMMUNITIES

BUILD COMMUNITIES AND POLICY INITIATIVES through Technical Assistance Panels and Advisory Services. ULI members work to improve communities and offer their expertise to governments and nonprofits.

187

members volunteered on local Technical Assistance Panels

\$395^K

committed to local projects by the ULI Foundation

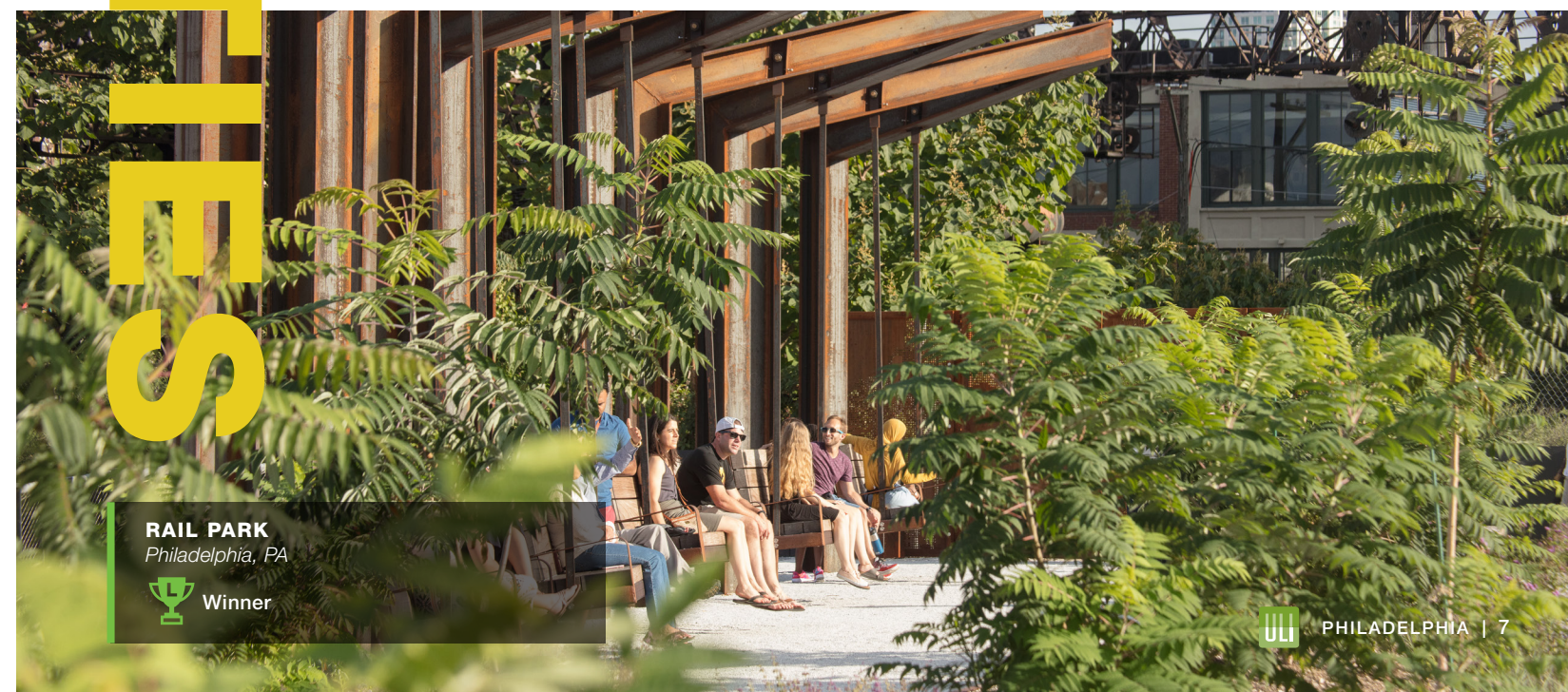
PARTNERSHIP

Launched and participated in several projects that leverage national expertise in conjunction with local partners, including furthering the Future of Work Initiative with the Philadelphia Industrial Development Corporation (PIDC), working to preserve naturally-occurring affordable housing with the City of Philadelphia, convening experts in Camden, NJ for a parks and open space National Study Visit, and joining ULI's Resilient Land Use Cohort with the Delaware River Waterfront Corporation (DRWC).



Participating in ULI has been an important part of my professional development since my first day on the job at PIDC in 2007. Early on, the Young Professionals Leadership Exchange program along the Northeast Corridor, helped to grow my network and gave me exposure to new ideas from different cities. Today, within my current role at PIDC, we have partnered with ULI to understand how technology shifts will impact the future of work and, in turn, the future of land uses in Philadelphia."

Anne Boviard Nevins, President, Philadelphia Industrial Development Corporation (PIDC), ULI PHL Advisory Board Member



RAIL PARK
Philadelphia, PA



Winner





REAL ESTATE FORECAST 2020

EDUCATE

04

EDUCATE through programming that advances cutting edge issues, offers multiple perspectives, highlights innovative development projects in the region, and provides access to industry experts and best practices.

ACCESS

to global case studies and research through the member only platform Knowledge Finder

3,900

industry professionals attended over 30 programs, including virtual webinars

“Early in my ULI experience, I found great personal and professional value in active involvement that broadened my thinking and kept me connected to local and national research and leaders. More recently, I have discovered the inherent joy generated by serving a worthy mission. It’s rewarding to serve in a leadership capacity where I’m empowered and enabled to make meaningful change for our organization and industry.”

Anne Cummins,
Chief Operating Officer, Gattuso
Development Partners, ULI PHL
Chair for Mission Advancement

05

GIVE

GIVE BACK through our Young Leaders annual mentorship program, various ULI scholarships, UrbanPlan, the Member Support Fund that assists individuals affected by the economic downturn, and a new professional development series to support students and practitioners navigating a transition.

23

trained UrbanPlan volunteers from Philadelphia membership

51

senior leaders and rising professionals participated in the 2020 mentorship program

BACK



PHS LANDCARE
Philadelphia, PA

Winner



3675 MARKET STREET | Philadelphia, PA



CHALLENGING THE FUTURE

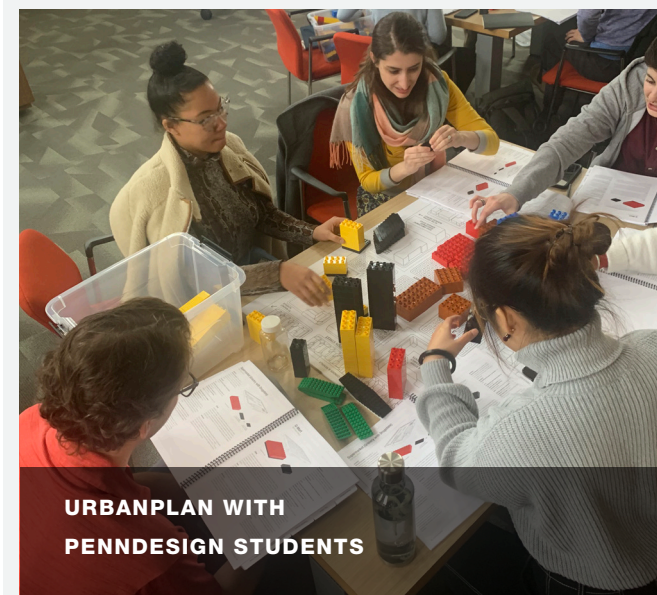
THESE FOCUS AREAS WILL DRIVE OUR WORK

Housing Affordability



52ND ST & BALTIMORE AVENUE
WEST PHILLY TOUR

Diversity, Equity & Inclusion



URBANPLAN WITH
PENNDISIGN STUDENTS

Resiliency & Sustainability



CRAMER HILL WATERFRONT PARK
NATIONAL STUDY VISIT IN CAMDEN, NJ

Future of Work



FUTURE OF WORK PANEL IN
PARTNERSHIP WITH PIDC

THANK YOU TO OUR FY20 SPONSORS!

ULI PHILADELPHIA WOULD NOT EXIST WITHOUT THE
GENEROUS SUPPORT OF OUR SPONSORS.

Along with membership, it is the most meaningful way to support ULI Philadelphia's mission and to align your brand. All sponsorship goes directly to support local activities. For more information, visit philadelphia.uli.org.

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architecture + urbanism

Diamond



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GT GreenbergTraurig

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The Flynn Company
The Norwood Company

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Campus Apartments
Coscia Moos Architecture
Econsult Solutions
Equus Capital Partners
Fineman Krekstein & Harris
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High Real Estate Group
JDAVIS
JKRP Architects
Khler Harrison Harvey Branzburg
LCOR, Inc.
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MacIntosh Engineering
Pennoni Associates
PNC Real Estate

Saul Ewing
T&M Associates
Timothy Haas & Associates
The Harman Group
Torcon
University City Science Center
Wohlsen Construction Company
WSFS

Friend

Delaware Valley Regional Planning Commission

Philadelphia Industrial Development Corporation



ULI PHILADELPHIA REACH



Email Distribution

7,000+ distribution

25% email open rate



Events

Sponsors are featured in event collateral, marketing and web content.

1,900 in person attendees

2,000 virtual attendees

33 programs and webinars



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.



**Urban Land Philadelphia
Institute**

LAURA SLUTSKY, Executive Director

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