



Philadelphia

REAL ESTATE FORECAST 2023

Exploring Drivers of New
Investment in Our Region

November 15, 2022
World Cafe Live

REAL ESTATE FORECAST 2023

AGENDA

- | | |
|----------|--|
| 8:00 am | Breakfast & Networking |
| 8:45 am | Please Take Your Seats |
| 8:55 am | Welcoming Remarks |
| 9:05 am | Fireside Chat: Real Estate, DEI & Impact Initiatives <ul style="list-style-type: none">• Interviewer: Jeremy Sunkett, MRA Group• David Adelman, Campus Apartments & 76 Devcorp• David Gould, Harris Blitzer Sports & Entertainment |
| 9:15 am | Local Trends Panel: What's Driving New Investment in the Region? <ul style="list-style-type: none">• Moderator: Claire Marrazzo Greenwood, Chamber of Commerce for Greater Philadelphia & Council for Growth• Kevin C. Gillen, P.h.D, Drexel University• Gina Lavery, Econsult Solutions, Inc.• Travis McCready, JLL |
| 10:10 am | ULI/PwC Emerging Trends in Real Estate®: National Report
Keynote: Bill Staffieri , Partner, PwC |
| 10:55 am | Closing Remarks |
| 11:00 am | Coffee Hour & Networking |
| 12:00 pm | Adjourn |

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Philadelphia

THE MISSION OF THE URBAN LAND INSTITUTE

Shape the future of the built environment for transformative impact in communities worldwide

MISSION COMMITMENTS

CONNECT active, passionate, diverse members through the foremost global network of interdisciplinary professionals

INSPIRE best practices for equitable and sustainable land use through content, education, convening, mentoring, and knowledge sharing

LEAD in solving community and real estate challenges through applied collective global experience and philanthropic engagement

ABOUT ULI PHILADELPHIA

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. The Philadelphia District Council has nearly 900 members representing Greater Philadelphia, the Lehigh Valley, Central Pennsylvania, Southern New Jersey, and Delaware.



ULI Philadelphia's UrbanPlan for Communities Workshop taught community and resident leaders about the development process through UrbanPlan, a program creating high level discourse among local stakeholders using classroom-based curriculum on the land use development process and the various perspectives and tradeoffs.

MAKING AN IMPACT



380+ Engaged Members

participating on our 20+ councils and committees to advance our mission.



1,000+ Hours

of volunteer assistance building stronger communities.



36 Students **78** Community Leaders

participated in the UrbanPlan program, educating future leaders about land use.

FIRESIDE CHAT: REAL ESTATE, DEI & IMPACT INITIATIVES



David J. Adelman

President & CEO, Campus Apartments
Chairman, 76 Devcorp
@david_adelman

David J. Adelman is a Philadelphia-based entrepreneur and active private investor. As CEO of Philadelphia-based Campus Apartments, Adelman redefined the college living experience in University City and nationwide; today, he is widely recognized as a national leader in student housing development and management, with more than two billion dollars of assets under management across 18 states.

Adelman is the Founder of Darco Capital which has made over 50 investments in venture capital and private equity businesses across multiple sectors, and is the co-founder and Vice Chairman of FS Investments, a leading manager of alternative investment funds with 30 billion dollars of assets under management.

He is also Chairman of 76 Devcorp, the newly formed development company with a mandate to locate, design and develop the country's premier sports and entertainment arena on behalf of the Philadelphia 76ers.



David Gould

Chief Diversity and Impact Officer
Harris Blitzer Sports & Entertainment
@DGould_PHL

David Gould is the Chief Diversity and Impact Officer for Harris Blitzer Sports and Entertainment (HBSE), an organization comprised of sports and entertainment properties, including the NBA's Philadelphia 76ers, the NHL's New Jersey Devils, the Prudential Center, and HBSE Real Estate. As the CDIO, David is responsible for overseeing HBSE's \$20 million commitment to racial equity and efforts to promote diversity equity and inclusion for staff within the company and across the communities that HBSE's teams live work and play. Much of David's work focuses on promoting economic opportunity for underserved communities, which includes creating programs to support local diverse businesses and helping to lead the 76ers efforts to build a new arena in a way that is both inclusive and equitable.

Prior to joining HBSE, David served as a Deputy Director for the City of Philadelphia's Rebuild initiative, a more than \$400 million effort to revitalize community parks, recreation centers, and libraries across Philadelphia while growing small, diverse businesses and connecting women and people of color with careers in construction.



MEMBERS MAKE THIS A MEANINGFUL NETWORK.

TOGETHER WE SHARE INSIGHTS INTO WHAT DEFINES TOMORROW.

By joining the Urban Land Institute you become part of the largest independent global network of cross-disciplinary real estate and land use experts, dedicated to one mission:

Shape the future of the built environment for transformative impact in communities worldwide



45,000+

MEMBERS
WORLDWIDE



80+

COUNTRIES
REPRESENTED

CONNECT

Connect with industry leaders and discover a vital global business network. At ULI, we harness the expertise and drive of our members to share experience-based lessons learned.

LEAD

Gain industry recognition, share best practices, or guide the next generation when you become part of the ULI network. Your participation will create long-term relationships that benefit you both professionally and personally.

INSPIRE

Find inspiration and guidance through conferences, webinars, reports, case studies, and more with our online global real estate library. We aim to help members gain true insight into how we can best create our most promising future.

AT ULI, YOU SHAPE THE FUTURE



ULI.ORG/JOIN

LOCAL TRENDS PANEL: WHAT'S DRIVING NEW INVESTMENT IN THE REGION?



Claire Marrazzo Greenwood

SVP, Economic Competitiveness
Chamber of Commerce for Greater Philadelphia
Executive Director, CEO Council for Growth
@cm_greenwood

As the Senior Vice President of Economic Competitiveness, Claire is responsible for advancing the Chamber's work to attract and expand companies, capital, and talent in the Greater Philadelphia region. Through Claire's direction, she and her team engage C-Suite leaders from Chamber members, partners, and investors to actively work to amplify the region's competitive advantages and accelerate equitable economic growth.

In support of this work, Claire provides leadership for several Chamber-wide initiatives as well as its four Councils (Select Greater Philadelphia, Young Professionals, Arts and Business and CEO Council for Growth).

Claire also serves as the Executive Director of the Chamber's CEO Council for Growth, a committed group of nearly 60 business, higher education and civic leaders working to make Greater Philadelphia one of the global first-tier 21st-century innovation economies.



Kevin C. Gillen, Ph.D

Senior Research Fellow
Adjunct Professor of Economics
Lindy Institute for Urban Innovation
Drexel University

Kevin C. Gillen, Ph.D. is an economist who holds positions as both a Senior Research Fellow with the Lindy Institute for Urban Innovation and an adjunct Professor of Finance at Drexel University.

With a background in urban economics, real estate finance and public policy, Dr. Gillen's research and consulting practice is concentrated in applied work in the analysis of real estate developments and operation of real estate markets, including their fiscal, economic and financial implications. This work is deployed in advising both public and private sector entities on the costs/benefits of public policy options, as well as the design and implementation of local economic development strategies. His research on urban economic issues appears in numerous publications and is cited in various policy applications.



Gina Lavery

Senior Vice President and Principal
Econsult Solutions, Inc.

Gina Lavery is Senior Vice President and Principal of Econsult Solutions, Inc. (ESI), where she has led a range of projects for ESI, primarily focused on urban planning, real estate, and transportation—particularly where these areas intersect with economic development.

This work has included developing economic and fiscal impact studies to support major development projects, providing advisory services on incentive programs and public financing for private and public sectors clients across the US, and supplying market insights for clients making real estate decisions.

Prior to joining ESI, Gina was a research analyst for Jones Lang LaSalle, where she was responsible for market research and analysis within the Greater Philadelphia commercial real estate market. From 2009-2016, Ms. Lavery worked at the University of Pennsylvania, in various roles within the Office of Government and Community Affairs.



Travis McCready

Head of Life Sciences, Industries Americas
JLL

Travis McCready is the head of life sciences markets in the Americas for JLL, one of the largest commercial real estate advisories in the world. In this capacity, he leads a multi-country platform that includes brokerage, capital markets, project management, consulting & advisory, and valuation services for life sciences companies, developers and investors. He also co-leads the firms Innovation Districts Practice, helping plan, build and finance innovation districts all over North America.

Travis has over 25 years of experience leading public, private, and non-profit ventures with a focus on technology and innovation based economic development. The former President & CEO of the \$1.6 billion life sciences funding agency Massachusetts Life Sciences Center, Travis is passionate about supporting tech-based entrepreneurship and is a frequent speaker on the evolving role of technology-based economic development at the community and regional level. He remains active in the life sciences community serving on the boards of the global business accelerator MassChallenge, the global life sciences business enabler Nucleate, and Wentworth Institute of Technology in Boston.

ULI/PwC EMERGING TRENDS IN REAL ESTATE®: NATIONAL REPORT



Bill Staffieri

Partner

PwC

@bill_staffieri

Bill is a partner in PwC's New York Asset & Wealth Management assurance practice, specializing in real estate. Bill has more than 16 years of experience providing audit and consulting services to large publicly traded REITs as well as private equity real estate firms. He has led audit engagements for real estate investment/opportunity funds, REITs, private equity funds, and portfolios of or individual properties – and has experience with the financing, development, investing, construction, and managing of all types of real estate and hospitality including: multi-family apartments, commercial office and industrial buildings, data centers, retail strip centers and malls, medical office and healthcare, hotels and resorts, etc.

Bill is actively involved in building and delivering various personal and professional leadership programs, and serves on various advisory councils. Bill is also an active facilitator of professional development programs and technical trainings seminars, is heavily involved in mentoring and recruiting, and actively engaged in community and social initiatives.

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REAL ESTATE FORECAST Q&A

Submit questions to
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