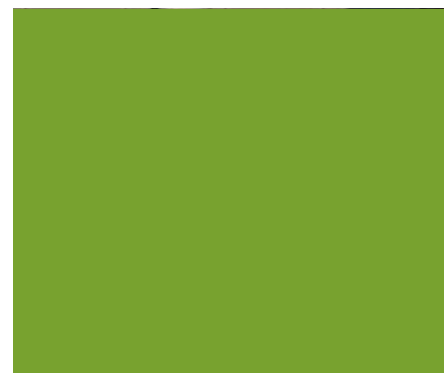
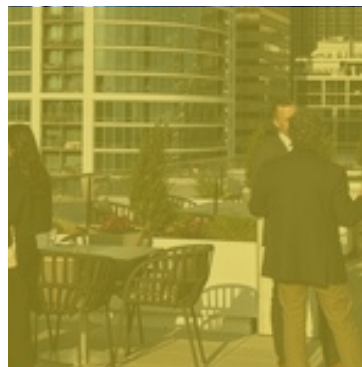
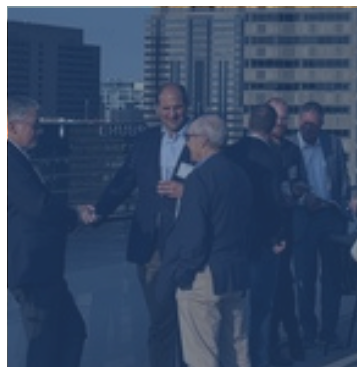
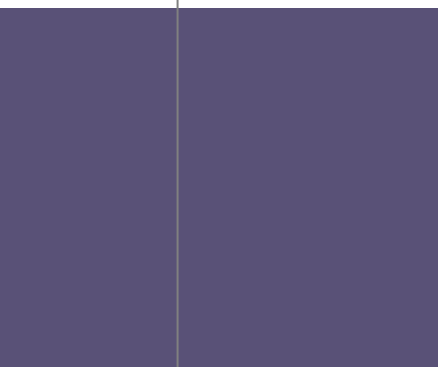
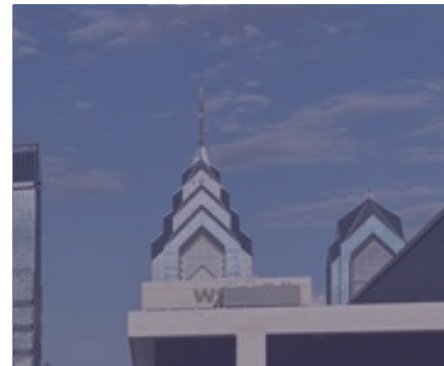
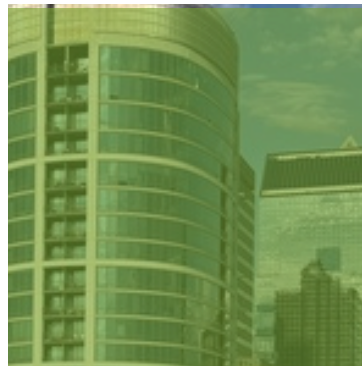




Philadelphia

WHERE THE FUTURE IS BUILT

2025 - 2028 Strategic Plan



About the Urban Land Institute

The mission of the Urban Land Institute (ULI) is to shape the future of the built environment for transformative impact in communities worldwide. ULI fulfills this mission with three commitments:

- Connect active, passionate, diverse members through the foremost global network of interdisciplinary real estate and land use professionals
- Inspire best practices for equitable and sustainable land use through content, education, convening, mentoring, and knowledge sharing
- Lead in solving complex real estate challenges through the applied collective global experience of our members

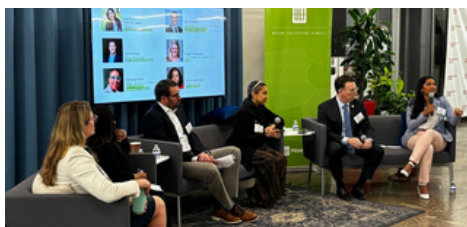
ULI is a global non-profit, mission-driven organization fueled by over 45,000 members representing the entire spectrum of real estate development and land use disciplines in both private enterprise and public service.

About ULI Philadelphia

ULI Philadelphia, a District Council of the Urban Land Institute, represents a dynamic network of over 800 members across the region. We fulfill ULI's mission locally by convening leaders, delivering high-impact educational programming, and producing member-led research that advances responsible land use and development practices in our communities.

A Special Thank You

Thank you to everyone who contributed to our strategic planning process—whether by completing surveys, participating in focus groups, or engaging during our planning retreat. Your insights and perspectives were invaluable in shaping this plan, and we are deeply grateful for your time, thoughtfulness, and commitment.





Our Vision

ULI Philadelphia delivers exceptional value by creating specialized opportunities for members to shape the future of land use and real estate. We harness the interdisciplinary expertise of our members—from commercial real estate professionals to public-sector leaders—to celebrate innovation, share pragmatic solutions, and address the region’s most pressing challenges. Through this work, members build lasting relationships that extend beyond ULI, driving impact across their organizations and communities.



A Catalytic Moment: 2027 ULI Fall Meeting

Hosting the 2027 ULI Fall Meeting in Philadelphia is a catalytic opportunity to deliver lasting value to our members and amplify our district council’s impact across the region. By mobilizing early engagement and building organizational capacity, we will not only ensure a successful convening but also position ULI Philadelphia to leverage the visibility, partnerships, and momentum generated to advance our mission and influence for years to come.



1. Leverage Intergenerational Leadership

Goal: Foster a culture of leadership across all career stages to drive innovation and resilience in the built environment.

- Convene Senior Leaders for Insight and Action
 - Reimagine ULI Philadelphia's Advisory Board as a brain trust of executive leaders across sectors, connecting ULI resources to pressing regional issues.
 - Translate insights from senior leaders into actionable opportunities for member-led technical assistance and convenings with a focus on solutions and impact.
 - Elevate signature programs (e.g., Real Estate Forecast, Awards) to showcase member leader thought leadership and celebrate impact.
- Build a Leadership Pipeline
 - Expand leadership roles and engagement opportunities within the Women's Leadership Initiative (WLI) and Young Leaders Group (YLG) through new steering committees.
 - Scale the NEXT program to meet growing demand among mid-career professionals.
 - Strengthen and grow the mentorship program to connect emerging and executive leaders.
- Empower Inclusive Member Leadership
 - Recruit diverse voices for committees and cohorts to enhance the value of participation among all members.
 - Identify themes relevant across asset types to unify efforts and amplify regional impact.

2. Share the Philadelphia Region's Story

Goal: Position ULI Philadelphia and its members as national and global thought leaders.

- Broadcast Regional Innovation
 - Develop systems to capture and share outcomes from member-led events and initiatives.
 - Collaborate with ULI Centers, UrbanLand Magazine, and ULI Marketing to amplify member insights and success stories.
- Highlight Member Impact
 - Showcase engagement in impact programs like Technical Assistance Panels, UrbanPlan, Mentorship, and ULI Learning Cohorts (supporting the next generation of diverse real estate leaders).
 - Celebrate member achievements and their contributions to the broader industry and region—including throughout South Jersey, Delaware, Central Pennsylvania, and the Lehigh Valley.





3. Celebrate Regionalism

Goal: Strengthen ULI's presence and impact across the broader Philadelphia region.

- Deepen Regional Networks
 - Connect members in satellite regions to local product councils and programming (e.g., industrial, healthcare).
 - Connect Philadelphia-based members with opportunities to engage regionally, highlighting opportunities for regional collaboration.
- Forge Strategic Partnerships
 - Identify and pursue partnerships with regional organizations (e.g., the Lehigh Valley Planning Commission, Atlantic City Chamber) to expand leadership and engagement opportunities for ULI members.
 - Leverage ULI global resources for local impact (e.g., research, thought leaders, philanthropic support, etc.) supporting regional partners in achieving land use goal aligned with ULI's mission.

4. Differentiate ULI's Value Through Impact

Goal: Clearly articulate and demonstrate ULI's unique value proposition.

- Position ULI members as trusted advisors and thought leaders in the built environment.
- Reinforce commitment to inclusive excellence and the next generation through programs like UrbanPlan, ULI Learning Cohorts, Technical Assistance Panels (TAPs), and other member-centered impact initiatives.
- Prioritize convenings that lead to tangible outcomes—such as TAPs, solution-oriented forums, and public-sector workshops.

5. Enhance the ULI Member Experience

Goal: Make it easier and more rewarding for members to engage and lead.

- Streamline the member engagement process to reduce friction and increase participation.
- Build systems that support member leaders in consistently delivering high-value experiences.
- Increase membership with a focus on developing deeper corporate and public sector agency partnerships, as well as the strategic recruitment of value-aligned real estate leaders.
- Examine the value of the ULI Philadelphia annual sponsorship program and identify new ways to connect ULI Philadelphia investors with meaningful thought leadership, engagement, and exposure opportunities.



ULI PHILADELPHIA BY THE NUMBERS



800+ Members
20+ Committees
and Councils



31 programs
2,326 event
attendees in FY24



4,086 email
subscribers



76,745 LinkedIn
impressions



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